

BMW Group Middle East

Corporate Communications

Media Information
5 November 2013

BMW Steals the Limelight at the Dubai International Motor Show 2013

BMW i8 and Middle East Edition BMW 760Li V12 Bi-turbo raise industry expectations

Dubai, UAE –The 2013 Dubai International Motor Show saw both the present and future of pure driving pleasure on display with the introduction of new models presented by BMW Middle East and its local importer, AGMC.

Stealing the limelight was the BMW i8 sports car that combines a plug-in hybrid drive system also with a passenger cell made from carbon-fibre-reinforced-plastic and an aluminium frame for the combustion engine and electric motor, the battery pack and suspension. With this revolutionary concept, aesthetic appeal and aerodynamically optimised body design, the 2+2-seater will pave the way for an engaging, dynamic and futuristic take on BMW's hallmark driving pleasure, when its launched in Q2 2014.

Also making its Middle East debut at the Motor Show was the BMW 760Li V12 M Bi-Turbo, which is expected to further enhance the appeal of the 7 Series model. The BMW 760Li V12 M Bi-Turbo has been created exclusively for the Middle East region and is the first 7 Series ever to wear the high performance M badge and be available with unique M design, colour and trim features.

BMW also offered a preview of the future of the BMW X family in the form of the new BMW Concept X4. Taking no more than a glance, customers were able to see how successfully the qualities of a BMW X model blend with the genes of a BMW Coupé. Building on the success story of the BMW X6, the new Sports Activity Coupé concept is poised to establish a new vehicle class when it's launched in Q3 2014.

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Continuing to set new industry standards in its segment, the third generation model of the world's most successful Sports Activity Vehicle – the BMW X5 – was also a main highlight on the BMW stand. The all-new X5 is currently on sale across the Middle East and includes many new features that enhance the luxury and comfort experience dramatically.

Meanwhile, a new chapter in the history of elegantly sporty, two-door BMWs began with the BMW 4 Series Coupé. The 4 Series Coupé has a stretched coupé silhouette and is considerably lower to the road than the 3 Series Coupé giving the car an even sportier look.

Also on show was the BMW 3 Series Sedan and the recently launched BMW 3 Series Gran Turismo. Opening up a new dimension of dynamics with impressively powerful engines from BMW's M Performance and M Division was the BMW M135i, BMW M5 Sedan with the new Competition Package as well as the BMW M6 Gran Coupé.

The BMW Z4, which represents an alluringly contemporary interpretation of the traditional roadster concept, was also presented.

The array of BMW models showcased at the 2013 Dubai International Motor Show put BMW in pole position in the premium automotive segment and paves the way for future mobility.

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The BMW Group

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

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In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 employees.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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