

# **BMW Group Middle East**

## **Corporate Communications**

Media Information  
2<sup>nd</sup> October 2014

### **World Premiere: The new BMW X6 set to debut at the Paris Motor Show 2014**

- All new model set for Middle East arrival in December
- Current BMW X6 amongst Middle East's best-selling models

The BMW X6 Sports Activity Coupé defined a new market segment when it was launched in 2008, and the second generation model is set to take centre stage at the 2014 Paris Motor Show, one of the most important automotive shows taking place from the 4–19 October.

This unique Sports Activity Coupé that combines the versatile character of the BMW X models with the elegance and performance of a sporty BMW Coupé has exceeded all expectations with global sales surpassing a quarter million. In the Middle East, the BMW X6 consistently ranks amongst the top four best-selling BMW cars with 17,789 vehicles sold since its launch.

Set to go on sale in the Middle East early this December, the all-new BMW X6 has a new exterior design that gives the car a sportier and stronger road presence and a more sophisticated and spacious interior with added comfort that features rear seat entertainment with double screens for the first time.

The all-new BMW X6 offers standard equipment that includes bi-xenon headlights, 19-inch light-alloy wheels, automatic tailgate operation, eight-speed tiptronic sport transmission, leather trim, two-zone climate control and the Driving Assistant package from BMW ConnectedDrive.

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In addition to the comprehensive standard equipment for the new BMW X6, customers also have a choice of two high-quality packages: M Sport package and Design Pure Extravagance that give the car a more personal and extrovert look.

Two powerful and fuel efficient engines: xDrive50i and xDrive35i with BMW TwinPower Turbo technology will be available. Both model variants come as standard with the BMW xDrive intelligent all-wheel-drive system. Customers looking to sharpen the dynamics or enhance the comfort of their X6 can also specify the optional Dynamic adaptive suspension package, Comfort adaptive suspension package or Professional adaptive suspension package with Dynamic Damper Control, air suspension for the rear axle, Dynamic Performance Control and Dynamic Drive active roll stabilisation.

Other BMW models on display at the Paris Motor Show will include the world premiere of the BMW 2 Series Convertible, the French premiere of the BMW i8 plug-in hybrid sports car and BMW 2 Series Active Tourer. In addition, a special edition of the flagship BMW 7 Series Individual special will be showcased.

-Ends-

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## **The BMW Group**

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 29 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2013, the BMW Group sold approximately 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 employees.

The success of the BMW Group has always been based 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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