



Media Information
26. August 2015

New original BMW accessories as from the autumn of 2015.

Attractive products for even greater driving pleasure.

Munich. As from the autumn, BMW will be extending its range of original BMW accessories to include a selection of new and attractive products. All original BMW accessories are exclusively developed and perfectly aligned to this purpose. The BMW M Performance exhaust system Active Sound, for example, bestows also diesel vehicles with an even more powerful and emotional sporting sound. Exclusive accessories are now already available for the new 7 Series and also a number of sporty and elegant BMW M Performance parts. Furthermore, the special vehicle care line PureCare inspired by BMW i offers numerous eco-friendly and sustainable products for perfect exterior and interior care.

BMW M Performance offers a sporting sound for diesel vehicles.

In terms of power and performance, modern BMW diesel engines are on par with the brand's petrol engines – only with regard to the desired sound are there any noticeable differences. In order to compensate for this acoustic difference, BMW is now offering the BMW M Performance exhaust system Active Sound. This new complete system comprising exhaust, sound system and control unit was developed exclusively for diesel-powered vehicles of the current BMW 2 Series, 3 Series and 4 Series and is perfectly attuned to the basic acoustics of each engine. The sound can be individually controlled via the Driving Experience Control function: In the ECO PRO and COMFORT modes, the system produces a clear, transparent sound that is suitable for long distances, is always convincing in day-to-day traffic and underscores the car's dynamic appearance. In the SPORT or SPORT+ mode, the Active Sound System unfolds its entire acoustic spectrum, ensuring maximum emotionalism. Therefore, BMW offers drivers with sporting ambitions in particular the opportunity to further individualise the engine sound and their vehicle as a whole.

In addition to the sporty acoustics, the look of the new sports exhaust system is also striking, as the dual exhaust with chrome BMW M Performance tailpipe trims blends in perfectly with the vehicle's design. In conjunction with the BMW M Performance exhaust system Active Sound, vehicles with 18d engines and all 20ds produced before July 2015 are fitted with an additional tailpipe. The more powerful engines are visually enhanced by a larger tailpipe diameter.

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Media Information
Datum 26. August 2015
Thema New original BMW accessories as from the autumn of 2015.
Attractive products for even greater driving pleasure.
Seite 2

The system, which was developed by BMW, is produced in Germany and fulfils the brand's high quality standards with regard to the choice of materials, design and craftsmanship. Additional approval or entries are not required.

The BMW M Performance exhaust system Active Sound is available for the following vehicles and engines:

BMW 2 Series Coupe and Convertible (F22/23): 18d, 20d, 25d.

BMW 3 Series Sedan and Touring (F30/31): 18d, 20d, 25d, 28d, 30d, 35d.

BMW 4 Series Coupe, Convertible, Gran Coupe (F32/33/36): 18d, 20d, 25d, 30d, 35d.

Market launch of the BMW M Performance exhaust system Active Sound for the above mentioned models will be carried out successively from September 2015 to March 2016.

New BMW 7 Series: sporty accents with BMW M Performance parts.

The sporty elegance of the new BMW 7 Series can be enhanced even further using attractive BMW M Performance parts from the range of original BMW accessories. The matt black BMW M Performance rear spoiler, for example, adds a sporting touch. It was designed exclusively for the BMW 7 Series and blends in perfectly with the vehicle's shape. The BMW M Performance rear spoiler is quick and easy to fit and requires no TÜV inspection. If desired, the spoiler can be painted in a preferred colour prior to being fitted.

The BMW M Performance side sill foil offers a further sporty design enhancement for the new BMW 7 Series, provided it is equipped with an M Sport Package or an M Aerodynamics Package. The high-grade door sill foil, which is available in glossy black, features a coloured BMW M Performance inscription, is carwash-resistant and highly durable. Thanks to the enclosed fitting templates, the BMW M Performance foil can be quickly and easily fitted onto the side sills.

Inside the car, BMW M Performance premium steel pedal covers emphasise the sporty note of the new BMW 7 Series. The stainless steel covers are tightly fitted around the standard pedals, providing them with an extremely high-class look.



Media Information
Datum 26. August 2015
Thema New original BMW accessories as from the autumn of 2015.
Attractive products for even greater driving pleasure.
Seite 3

BMW M Performance front grille slats with decorative black surround bestow the front of the new BMW 7 Series with an even sportier look. They are made of tear and impact-resistant plastic, have the same geometry as the side slats and are therefore easy to replace.

A further sporty feature are the exclusive, elaborately handcrafted BMW M Performance carbon door mirror caps, which also provide the luxurious new BMW 7 Series with a touch of racing flair. Due to the application of several layers of paint followed by high-gloss polishing, they boast a sporty and elegant depth effect. The carbon door mirror caps can be easily replaced by standard caps.

The high-quality, 21-inch BMW M Performance light alloy, double spoke forged wheels 650 M are characterised by their perfectly matching bicolour look and optimized weight. Being around two kilos lighter than comparable standard aluminium cast wheels they contribute significantly towards a reduction in unsprung masses. This on the other hand enhances the vehicle's agility and steering behaviour. The wheels are exclusively finished in high-gloss black, the visible sides burnished. A glossy clear finish gives the wheel the final exclusive touch. The BMW M logo makes the wheel look even more attractive. The wheels feature run-flat tyres, which allow the vehicle to be driven over a certain distance even in the event of tyre pressure loss, thus enhancing safety.

Wireless charging as a retro-fit solution with snap-in adapter.

Those who use a smartphone with a wireless charging function or wish to upgrade their smartphone with this technology can now also use this comfortable charging method in BMW vehicles. The snap-in wireless charging adapter available as an original BMW accessory offers wireless charging, whilst serving as a safe and stable storage system for the mobile phone. An integrated LED display provides continuous information on the charging process and the status of the mobile phone when it is not in use. The stainless steel/matt black plastic retaining clip ensures that the mobile phone is held firmly in place. The rubberized underside of the retaining clip protects the display from scratches. The inductive connection with the external aerial guarantees optimum network coverage and reduces the level of radiation inside the car. The snap-in wireless charging adapter can be used in all BMW vehicles fitted with a base plate.



Media Information
Datum 26. August 2015
Thema New original BMW accessories as from the autumn of 2015.
Attractive products for even greater driving pleasure.
Seite 4

Wireless charging also for the Apple iPhone.

The new wireless charging case from the original BMW accessory range permits wireless charging of Apple iPhones (5, 5S, 6 and 6 Plus) in the new BMW 7 Series with the wireless charging option or in all other BMW models with the snap-in wireless charging adapter. The attractive wireless charging case in BMW design is a one-piece unit with a fold-up lid and is used in a similar way to a conventional mobile phone protective case. When the iPhone is put into the case, it is compatible with all Qi-certified chargers – whether at home, at the office or out and about.

The high-quality BMW travel blanket turns motoring into a feel-good experience.

Comfort and well-being when driving are increasingly appreciated by customers – not only in the new BMW 7 Series. BMW has taken this development as a reason to include a BMW travel blanket in the range of original BMW accessories for the first time. It is made entirely of high-quality, extra fine merino wool, is beige on one side, dark brown on the other and features the typical BMW diamond pattern. The blanket is woven entirely from renewable raw materials using the sophisticated Jacquard technique and is extremely versatile.

PureCare inspired by BMW i for eco-friendly vehicle care.

With the vehicle care line PureCare inspired by BMW i, BMW addresses all vehicle owners with an eco-friendly and responsible approach to vehicle care and who wish to act in a correspondingly sustainable manner. Inspired by the philosophy of the sub-brand BMW i, which stands for sustainable and future-oriented electric mobility, the products are, of course, suitable for all vehicles – not only for BMW i models. The products can also be used effectively at home. All care products are most economical in use and contain natural ingredients that not only achieve outstanding results but are also biodegradable and environmentally compatible. The natural ingredients are gained entirely from food industry waste that is not suitable for human consumption such as orange peel, for example. The production of spray bottles and labels is also carried out in an environmentally friendly, resource-saving manner. Water and energy consumption in particular is very low. With their caring effect, products from PureCare inspired by BMW i also contribute towards the value retention of the vehicle.



Media Information
Datum 26. August 2015
Thema New original BMW accessories as from the autumn of 2015.
Attractive products for even greater driving pleasure.
Seite 5

The all-season glass cleaner with organic ginger extract can be used for effective and smear-free removal of resistant dirt both in the summer and the winter. The glass cleaner guarantees effective window cleaning at temperatures of up to $-23\text{ }^{\circ}\text{C}$ and is available in a practical and material-saving 2,000-ml stand-up pouch. The care line PureCare inspired by BMW i also includes a glass cleaner with organic grapefruit extract. The cleaner, which has already achieved excellent test ratings, is the only one whose spray is also suitable for porous materials such as kenaf or wood.

Wood and kenaf care from PureCare inspired by BMW i contains organic sandalwood extract and was designed especially for cleaning porous materials such as kenaf and eucalyptus wood. It is not only ideal for the care of moisture-sensitive surfaces, but also provides lasting effective protection.

The leather care balsam with organic olive oil was developed for perfect care of the high-grade leather surfaces in BMW vehicles. It offers all-round protection against daily wear and tear. For optimum preparation of leather care we recommend the leather and upholstery cleaner with organic orange oil extract from the care line PureCare inspired by BMW i. It is ideal for cleaning leather, imitation leather, upholstery and floor mats featured in BMW vehicles.

The PureCare set comprises a leather and upholstery cleaner with organic orange oil extract as well as the glass cleaner with organic grapefruit extract, which both come in a practical pouch. In order to conserve valuable resources, the pouch is manufactured using fabric and leather waste from BMW i seat production. A particular practical feature – the pouch can also be used as an exclusive toiletry bag.

Original BMW accessories increase the value of the vehicle.

Unlike many other third-party products, original BMW accessories, which also include BMW M Performance parts, are always perfectly aligned to and approved for use on each respective vehicle. Also, the warranty remains completely unrestricted. Therefore, high-quality original BMW accessories increase not only driving pleasure but also the value of the vehicle.

BMW

Presse- und Öffentlichkeitsarbeit



Media Information
Datum 26. August 2015
Thema New original BMW accessories as from the autumn of 2015.
Attractive products for even greater driving pleasure.
Seite 6

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The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2014, the BMW Group sold about 2.118 million cars and 123,000 motorcycles worldwide. The profit before tax for the financial year 2014 was € 8.71 billion on revenues amounting to € 80.40 billion. As of 31 December 2014, the BMW Group had a workforce of approximately 116,324 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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