

Media Information

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## **BMW Concept X7 iPerformance, BMW M5 and BMW X3 premiere on day one of Dubai International Motor Show**

New models presented for the first time in the region

**Dubai, UAE.** BMW Group Middle East together with its local importer AGMC revealed the all-new BMW Concept X7 iPerformance on the first day of the Dubai International Motor Show 2017, which is currently taking place at the Dubai World Trade Centre until November 18. Also revealed for the first time in the region was the much-anticipated BMW M5, and the all-new BMW X3.

The arrival of these models is particularly significant for the Middle East, where the X models make up almost 60 percent of all BMW sales, and the M models are extremely popular with the high number of driving enthusiasts in the UAE and wider region.

Other highlight models on the stand include the BMW i3s, the BMW X1 25i M Sport and the MINI John Cooper Works GP Concept.

Johannes Seibert, Managing Director BMW Group Middle East said: "The Dubai International Motor Show is for us the ideal platform to present our latest products and innovations. This year's highlights are the eagerly awaited all-new BMW X3, one of our most-sold models in this region, and the iconic new BMW M5 with 600 hp and 750 nm torque. The presentation of the BMW Concept X7 iPerformance is extremely exciting for this market as it was conceived with the desires and requirements of our Middle Eastern customers in mind. BMW Group is a leader in innovation and design, and our stand is a reflection of this."

Osman Abdelmoneim, General Manager of AGMC, said: "We are delighted to once again be part of the Dubai International Motor Show and showcasing some of the most exciting models that we have available across our showrooms in Dubai, Sharjah and the Northern Emirates. We were especially looking forward to introducing the new BMW M5; the M range enjoys exceptional success in this region, and the M5 Sedan will, no doubt, prove to be extremely popular."

Headlining the BMW stand is the BMW Concept X7 iPerformance. The ultimate driving machine – its spectacular exterior, imposing dimensions and skilfully judged proportions give it with an extraordinary sense of presence and an ultra-modern aesthetic fused with innate dynamism.

The unveiling of the BMW Concept X7 iPerformance brings a whole new take on luxury for the BMW brand. It embodies luxury in the form of a striking exterior combined with a generously-sized, six-person interior pared down to the essentials: elementary forms, high-class materials and a state-of-the-art infotainment system brimming with connectivity.

Its iPerformance badge stands for BMW eDrive technology paired with a BMW TwinPower Turbo petrol engine to create an exceptionally efficient and dynamic plug-in hybrid powertrain that excels in all driving situations – including running with zero local emissions. Its luxurious character is brought alive by its cabin, in particular; the car's sheer size forms the basis for an interior experience unmatched by any BMW, past or present. The interplay between precise, pared-down forms and a sense of space, the driver and passengers alike will find themselves immersed in a modern setting with an truly exclusive feel. The wealth of possibilities offered by personalised, digital connectivity allows the vehicle's interior to be turned, as desired, into a personalised place of either retreat or productivity.

In a region filled with so many driving enthusiasts, who value high-performance driving dynamics in a stylish, comfortable, and luxurious package, visitors to the stand will no doubt be excited to explore the new BMW M5 Sedan - the sports sedan that the region has been waiting for.

It has a twin-turbocharged 4.4-litre V8 engine that boasts 600-horsepower, an eight-speed automatic transmission, and for the first time in an M5, all-wheel drive. But for those who prefer the feel of a rear-wheel drive the new BMW M5 also offers a 2WD capability. It has lightning-quick acceleration, going from 0-100 km/h in 3.4 seconds. This is thanks in part to its carbon fibre-reinforced roof and the lighter exhaust system, which reduce the weight, giving a faster, smoother drive, with a chassis that was tested on the world's most challenging race circuit, the Nuerburgring Nordschleife – as we do with all of our M models.

This model is expected to set a new benchmark in premium sports cars, and is displayed alongside BMW's other distinctive new models; the M4 CS, the X5 M, the M2 Coupe, and the M4 Convertible Competition.

Along with the BMW Concept X7 iPerformance and the BMW M5 Sedan, BMW Group is also display the MINI John Cooper Works GP Concept. Marking a triumphant return of the GP in a special concept edition, this edition boats 19-inch racing wheels, a fully carbon-fibre body kit, and a boost to horsepower, with remarkable design.

The concept study conveys spontaneous readiness, offering a genuine foretaste of an extremely dynamic serial production model that is constantly able to demonstrate its race track suitability while at the same time reaching a new level of excellence in terms of driving fun in day-to-day traffic, due to the fact that it is approved for road use. Powerful proportions, expressive colours and exterior components that can be clearly seen to optimise both weight and aerodynamic properties – all this is already suggestive of outstanding performance properties.

Alongside the MINI John Cooper Works GP Concept is the MINI Countryman – the final piece in the new upgraded MINI family and the largest and most versatile MINI in the brand's 57-year history. Following its launch in March this year, the MINI Countryman has enjoyed enormous success in Dubai and around the region. Having been completely newly developed, it now reflects considerable advancements in the areas of space, functionality, athletic flair and premium characteristics and is a big step in the British brand's continued advance into the premium compact segment. It achieves its unique standing with its powerfully expressive design, efficiently shaped bodywork and truly unmatched driving agility. The latest version of the all-wheel drive system ALL4 ensures driving fun beyond paved roads, too.

More than 100,000 visitors are expected to attend the 14th edition of the biennial motor show, which is the largest automotive event in the MENA region.

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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 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 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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