

Media information
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BMW launches the BMW XM for the first time ever in the Middle East Region

Dubai. BMW Group Middle East launched the BMW XM for the first time ever in the region, in partnership with its official importers across the Middle East. Revealed at an electrifying event in Dubai, the XM represents a fresh interpretation of the Sports Activity Vehicle (SAV) created out of the ground-breaking fusion of the high-performance BMW M and progressive plug-in hybrid technology.

The first BMW M original since the BMW M1, the all-new BMW XM is the automotive group's latest offering in celebration of BMW M's 50th anniversary, featuring the newly developed M HYBRID drive system, an extravagant design and progressive luxury ambience. Ideally suited for the terrain and the driving conditions in the Gulf and the Middle East, the BMW XM comes with 4WD Sand mode, conceived specifically for navigating terrain on and off the road.

Commenting on the launch, Dr. Hamid Haqparwar, Managing Director BMW Group Middle East, said: "We are thrilled to launch the all-new BMW XM here in region. This model is truly made for the Middle East, with the all-new M xDrive system ideal for navigating this region's terrains. Our clients have been requesting a luxury M Sports Activity Vehicle and we've answered them with the BMW XM. Since announcing the XM last year, we've seen incredible interest in the region and are expecting the model to be highly successful in the Middle East. We are confident that the BMW XM will open up the M experience to new target groups in the high-performance segment."

The M HYBRID drive system in the BMW XM delivers an overall output 653 hp and is underpinned by a high-revving V8 engine with cutting-edge M TwinPower Turbo technology. The 4.4-litre engine is assisted by an electric motor integrated into the eight-speed M Steptronic transmission, delivering a maximum overall torque of 800 Nm.

The BMW XM sprints from 0 to 100 km/h in 4.3 seconds, accompanied by an energy-charged soundtrack amplified by hexagonal dual tailpipes arranged one



above the other for the first time on a BMW M model. Uniquely, the BMW IconicSounds Electric developed in a collaboration with Hollywood music legend Hans Zimmer creates a suitable backing track for the electric motor's power delivery.

The intelligently managed interplay between engine and motor delivers a well-resolved performance experience worthy of the M badge in all driving situations. The M Hybrid button on the centre console of the BMW XM can be used to select one of three operating modes, including an ELECTRIC setting for cruising with zero local emissions at speeds of up to 140 km/h and over a maximum distance of 88 km in the WLTP cycle. The one-piece BMW Curved Display also delivers information seamlessly for a world of connectivity at customers' fingertips with a touch-capable 14.9" Control Display.

While the iconic front pays homage to BMW's luxury heritage with the "Iconic Glow" illuminated kidney grille, the highly distinctive shape of the XM is complemented by 23" light alloy wheels and an exclusive accent band in Night Gold. Standard interior specification includes M multifunction seats and knee pads, along with a generous feeling of space and extravagant design that transform the rear of the BMW XM into an exclusive M Lounge.

The first ever BMW XM is available for sale in authorised BMW showrooms across the region. Find out more at www.bmw-me.com.

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The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 motorcycles worldwide. The profit before tax in the financial year 2021 was € 16.1 billion on revenues amounting to € 111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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