



Media Information
2nd July 2010

A new diversity of efficient driving pleasure: The BMW model range from the autumn of 2010.

Additional engine variants and the M Sports Package for the new BMW 5 Series Sedan and the new BMW Touring – four-wheel drive technology BMW xDrive for the new BMW 5 Series Saloon and other variants of the BMW 5 Series Gran Turismo and the BMW 7 Series – equipment package Design Pure Impulse for the BMW Z4 – all models of the BMW 1 Series now comply with EU5 exhaust emission standard – attractive additions to the equipment range available for the BMW 3 Series, the BMW 1 Series, the BMW X1 and the BMW Z4.

Munich. Starting in the autumn of 2010, extensive additions to the engine portfolio and the equipment range for a large number of model series will bring about a further increase in the diversity of the BMW model range. Following its successful launch, the new BMW 5 Series Sedan can, as from September 2010, also be equipped for the first time with intelligent four-wheel drive technology BMW xDrive. The electronically controlled four-wheel drive system will be featured in the BMW 550i xDrive Sedan, which is powered by an eight-cylinder engine. The BMW 535d Sedan offers a further choice of engines. The new top-of-the-range diesel version from the series is powered by a 220 kW/300 bhp straight six-cylinder engine with BMW TwinPower Turbo, which will also be available for the BMW 5 Series Touring as from September 2010. The car's engine portfolio will also be complemented by two further engine variants immediately following its market launch. In addition to the BMW 535d Touring, we will also see the arrival of the BMW 525d Touring (150 kW/204 bhp) and the BMW 528i Touring (190 kW/258 bhp) in the autumn of 2010.

From September 2010, the equipment package Design Pure Impulse will be available for the BMW Z4, giving the charismatic roadster a particularly sporty and aesthetical appearance. The BMW 116d entry model from the BMW 1 Series now fulfils the EU5 emission standard. The BMW X1 xDrive23d is now also available with a six-speed manual transmission. Further innovations apply to the optional equipment available for the BMW 3 Series, the BMW 1 Series, the BMW X1 and the BMW Z4.

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Media Information

Date June 2010

Subject A new diversity of efficient driving pleasure:
The BMW model range from the autumn of 2010.

Page 2

BMW 5 Series Sedan: Premiere for BMW xDrive and the world's best performing six-cylinder diesel engine.

The intelligent four-wheel drive system BMW xDrive now also provides the new BMW 5 Series Sedan with the highest level of supremacy in all road and weather conditions. The permanent, electronically controlled four-wheel drive system guarantees optimum power transfer at all times through precise and variable distribution of motive force to the front and rear axles according to each situation. In normal driving conditions torque is transferred to the front and rear axles at a ratio of 40 : 60. This distribution ratio can be changed within a fraction of a second if the sensors monitoring the slip on all wheels detect the respective requirement. The xDrive system has an anticipatory function, stabilising the vehicle before the driver even notices the necessity to act. As the system is adapted for optimised driving dynamics, it also constantly transfers increased power to the rear wheels as soon as the vehicle enters a bend. When the vehicle exits the bend, the xDrive system returns to its basic setting in favour of optimum traction and stability.

The system is employed in the new BMW 550i xDrive Sedan. The series' top-of-the-range model is powered by a 300 kW/407 bhp V8 engine with BMW TwinPower Turbo and direct petrol injection and features as standard an eight-speed automatic transmission. Acceleration from 0 to 100 km/h is achieved in 4.8 seconds and average fuel consumption in the EU test cycle is 11 litres/100 km.

September 2010 will also see the launch of the fourth and most powerful diesel version, the BMW 535d Sedan. Its straight-six engine with BMW TwinPower Turbo and Common Rail direct injection develops a power output of 220 kW/300 bhp at 4,400 rpm from a cubic capacity of 3 litres. Maximum torque is 600 Nm, which already becomes available at 1,750 rpm. The supercharging system featured by the world's most powerful six-cylinder diesel engine corresponds to the Variable Twin Turbo principle, meaning that just above idling



Media Information

Date June 2010

Subject A new diversity of efficient driving pleasure:
The BMW model range from the autumn of 2010.

Page 3

speed a smaller supercharger is activated, an additional, larger supercharger being activated in the case of an increased torque demand.

Spontaneous and sustained engine power allows the BMW 535d Sedan, which is equipped with an eight-speed automatic transmission, to accelerate from 0 to 100 km/h in just 5.7 seconds. This racing temperament is combined with impressive efficiency. This is mainly due to the Common Rail system featured by the all-aluminium engine, which operates at a maximum pressure of 2,000 bar, guaranteeing a particularly accurate supply of fuel. The BMW 535d Sedan achieves an average fuel consumption of 6.1 litres/100 km in the EU test cycle.

Thus, the BMW 5 Series Sedan now offers a choice of four petrol and four diesel power units. Front-runner in the efficiency rating is the entry model BMW 520d. The saloon car, which is powered by a 2-litre four-cylinder diesel engine with 135 kW/184 bhp and comes as standard with Auto Start Stop function, continues to extend its lead within the competitive environment thanks to an average fuel consumption of 4.9 litres/100 km and a CO₂ emission level of 129 grams per kilometre according to the EU test cycle.

BMW 5 Series Touring with an extended engine range.

Immediately after its launch, the new BMW 5 Series Touring is also going full throttle through the introduction of further engine variants. From September 2010, two additional diesel engines and a third straight six-cylinder petrol engine will be available for the successful business touring car. The most powerful diesel model is – analogous to the saloon – the BMW 535d Touring. Thanks to a 220 kW/300 bhp straight six-cylinder engine with BMW TwinPower Turbo and Common Rail direct injection, the Touring model sprints from 0 – 100 km/h in a mere 5.7 seconds. According to the EU test



Media Information

Date June 2010

Subject A new diversity of efficient driving pleasure:
The BMW model range from the autumn of 2010.

Page 4

cycle, average fuel consumption of the BMW 535d Touring is 6.3 litres/100 km.

The BMW 525d Touring completes the available range of diesel models. Likewise, it features a 3-litre straight six-cylinder engine plus turbo charger with variable intake geometry and Common Rail direct injection. The engine delivers 150 kW/204 bhp at 4,000 rpm, with maximum torque of 450 Nm being available between 1,750 and 2,500 rpm. The BMW 525d Touring accelerates from 0 to 100 km/h in 7.3 seconds and has an average fuel consumption of 6.3 litres/100 km in the EU test cycle.

The 3-litre straight six-cylinder engine with direct petrol injection (High Precision Injection) under the bonnet of the BMW 528i Touring delivers a power output of 190 kW/258 bhp at 6,600 rpm in lean operation and achieves maximum torque of 310 Nm between 2,600 and 5,000 rpm. The BMW 528i Touring sprints from 0 to 100 km/h in just 6.9 seconds, average fuel consumption in the EU test cycle is 8 litres/100 km.

M Sports Package for the new BMW 5 Series Sedan and the new BMW 5 Series Touring.

The M Sports Package for the new BMW 5 Series Saloon and for the new BMW 5 Series Touring will be presented simultaneously in September 2010. The package, which was developed by the BMW M GmbH, comprises components that have been specifically adapted to match the suspension, the aerodynamics, and the exterior and interior design of each model. The M sports suspension, M aerodynamics package and 18-inch M light alloys featuring a double spoke design contribute towards enhanced driving dynamics and an exceptionally powerful appearance. Moreover, optionally available features include 19-inch M light alloys as well as an M rear spoiler for the saloon.



Media Information

Date June 2010

Subject A new diversity of efficient driving pleasure:
The BMW model range from the autumn of 2010.

Page 5

Sports seats featuring Alcantara / fabric upholstery especially developed for the M Sports Package give the interior a particularly sporting ambience. The upholstery's exclusive character is underlined by high-grade materials, contrasting seams and the M emblem applied to the seat. Further interior features included in the M Sports Package comprise, inter alia, an M leather-clad steering wheel, an M gear lever knob, the M footrest, an anthracite BMW Individual roof lining and M aluminium hexagon interior trim strips.

BMW 5 Series Gran Turismo: Two further models featuring BMW xDrive.

September 2010 will also see the addition of further four-wheel driven model variants of the BMW 5 Series Gran Turismo. In addition to the BMW 550i xDrive Gran Turismo and the BMW 530d xDrive Gran Turismo, two further six-cylinder models can now be equipped with the intelligent four-wheel drive system.

The variable torque distribution technology featured by the BMW 535i xDrive Gran Turismo is combined with the most powerful straight six-cylinder petrol engine. The 225 kW/306 bhp power unit with BMW TwinPower Turbo technology, High Precision Injection and fully variable valve control VALVETRONIC facilitates acceleration from 0 to 100 km/h in a mere 6.3 seconds with an average fuel consumption of 9.3 litres/100 km. The most powerful diesel engine in the portfolio featured in the BMW 535d xDrive Gran Turismo delivers an acceleration of 6.0 seconds and an average fuel consumption of 7.1 litres/100 km. The powerful six-cylinder engines and the intelligent four-wheel drive system featured in both models come as standard with an eight-speed automatic transmission.



Media Information

Date June 2010

Subject A new diversity of efficient driving pleasure:
The BMW model range from the autumn of 2010.

Page 6

BMW 7 Series: Premiere for BMW xDrive combined with a diesel engine.

From September 2010, the range of four-wheel driven 7 Series models will also be extended. In addition to the BMW 750i xDrive, the BMW 740d xDrive now also features the intelligent four-wheel drive system for supreme power in every driving situation, meaning that the BMW 7 Series will include for the first time four-wheel drive technology combined with a diesel engine.

The straight six-cylinder engine in the BMW 740d xDrive features TwinPower Turbo technology and Common Rail direct injection. It develops maximum power output of 225 kW/306 bhp at 4,400 rpm and maximum torque of 600 Nm is available between 1,500 and 2,500 rpm. The luxury saloon accelerates from 0 to 100 km/h in 6 seconds and average fuel consumption in the EU test cycle is 7 litres/100 km.

The range of optional equipment available for all models of the BMW 7 Series is also being extended. The optional comfort seats in the rear compartment are now also available in a three-seat version.



Media Information

Date June 2010

Subject A new diversity of efficient driving pleasure:
The BMW model range from the autumn of 2010.

Page 7

Sporting aesthetics at its best: Design Pure Impulse equipment package for the BMW Z4.

With its classic roadster proportions, the BMW Z4 is in equal measure the embodiment of sporty driving pleasure and premium elegance. The Design Pure Impulse equipment package available as from September 2010 offers the perfect opportunity to emphasise the two-seater's sporting aesthetics in a particularly intensive way. It comprises an exclusive combination of colours and materials featured on interior elements, specifically emphasising the vehicle's dynamic character. The Design Pure Impulse equipment package can also be combined with a new, likewise exclusive body paint colour.

The most significant feature of the Design Pure Impulse equipment package is the choice of precisely matching interior colours and materials. Like the equipment package Design Pure White, which accentuates the roadster's premium elegance and was already presented at the launch of the BMW Z4, the package's configuration is based on the recommendations of the BMW design team. Exclusive components of the Design Pure Impulse equipment package are the black Alcantara / Nappa leather sports seats Circuit with yellow colour accents, a black Alcantara surface décor with a yellow contrast seam on the front seat passenger side as well as high-grade BMW Individual interior trim strips in a black piano lacquer finish. The sporting ambience is complemented by an anthracite BMW Individual roof lining, yellow Alcantara inserts in the door linings, the lower section of the instrument panel also in yellow as well as structural fabric car mats. The arm rests on the centre console and in the doors are covered with high-quality black Nappa leather. The body colour plain Atacama Yellow is available exclusively for the Design Pure Impulse equipment package. Alternatively, there is an option of Alpine White, plain Black, Space Grey metallic, Titanium Silver or Sapphire Black metallic.



Media Information

Date June 2010

Subject A new diversity of efficient driving pleasure:
The BMW model range from the autumn of 2010.

Page 8

BMW X1 xDrive23d now also available with six-speed manual transmission.

September 2010 will also see the increased diversity of the engine and transmission variants available for the BMW X1. The BMW X1 xDrive23d can now also be purchased in conjunction with a six-speed manual transmission. The previously obligatory six-speed automatic transmission is now available as an option. The most powerful diesel version of the compact BMW X model features a four-cylinder engine with TwinPower Turbo technology and Common Rail direct injection, the piezoelectric injectors of which operate at a maximum pressure of 2,000 bar. Peak power output is 150 kW/204 bhp with a maximum torque of 400 Nm. The transfer of this output via the six-speed manual transmission facilitates an acceleration from 0 to 100 km/h in 7.3 seconds. Average fuel consumption of the BMW X1xDrive23d in the EU test cycle is 6 litres/100 km. The CO₂ emission level is 158 grams per kilometre.

New equipment options for the BMW 3 Series, the BMW 1 Series, the BMW X1 and the BMW Z4. BMW 116d now complies with EU5 standard.

Starting September 2010, attractive additions to the range of optional equipment for optimising comfort and the entertainment and communication functions will be available for the BMW 3 Series, the BMW 1 Series, the BMW X1 and the BMW Z4. The comfort access function available for all models now includes an illuminated entry system, the light sources of which are integrated into the exterior door handles. The tuner for Digital Audio Broadcast (DAB) programmes also available as an option has now been upgraded to include the DAB+ standard.

From September 2010, the BMW 1 Series entry model will also comply with the EU5 exhaust emission standard. The BMW 116d powered by a 2-litre four-cylinder 85 kW/115 bhp diesel engine is available both in a 5-door and a 3-door version and, with a fuel



Media Information

Date June 2010

Subject A new diversity of efficient driving pleasure:
The BMW model range from the autumn of 2010.

Page 9

consumption of 4.5 litres/100 km in the EU test cycle, it offers better fuel economy than any other model of this series. With the new classification of the BMW 116d, all models of the BMW 1 Series now fulfil the EU5 standard.

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The BMW Group

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The BMW Group achieved a global sales volume of approximately 1.29 million automobiles and over 87,000 motorcycles for the 2009 financial year. The pre-tax profit for 2009 was euro 413 million, revenues totalled euro 50.68 billion. At 31 December 2009, the company employed a global workforce of approximately 96,000 associates.

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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last five years.