



Media information
25 May 2022

Bringing colour into play: the Edition ColorVision for the BMW 1 Series and BMW 2 Series Gran Coupé.

Exclusive design and equipment features underscore the stylish and vibrant character of the premium compact models. Based on M Sport specification; high-quality metallic paint finishes and bi-colour leather trim variants included. Sales begin in July 2022.

Munich. The introduction of two distinctive new model characters is set to provide an ideal gateway into the world of the BMW brand. The BMW 1 Series and BMW 2 Series Gran Coupé bring signature BMW driving pleasure to the premium compact segment, and now this can be combined with even more eye-catching visuals. The new Edition ColorVision package introduces targeted upgrades for the sporting appeal of both models in terms of both their driving characteristics and their appearance. It is based on the equipment features in the respective M Sport models and contains additions including a metallic paint finish and exclusive bi-colour leather trim. The Edition ColorVision will be available for the BMW 1 Series and BMW 2 Series Gran Coupé from July 2022.

With its exclusive design and equipment features, the Edition ColorVision shines a particularly bright spotlight on the unmistakable attributes of the BMW 1 Series and BMW 2 Series Gran Coupé – their elegantly sporty exterior design, their agile driving properties and the sophisticated premium ambience of their interiors. The vibrant character of the two models is focused on driving pleasure, and this is clearly accentuated by the features of M Sport specification. A large, three-section lower air intake in the front apron, a dark diffuser element and vertically arranged air outlets in the rear apron, and M High-gloss Shadowline create a powerful overall appearance. The 18-inch M light-alloy wheels in Y-spoke design and Black/Silver bi-colour finish available exclusively for the special-edition cars add another exclusive accent.

Elsewhere, BMW M 50 Jahre emblems can be ordered for the bonnet, boot lid and wheel hubs as a no-cost option, while M Sport suspension with a 10-millimetre drop in ride height and M sport steering optimise the dynamic potential of the BMW 1 Series and BMW 2 Series Gran Coupé.

Like the M Sport models, Edition ColorVision specification also includes a metallic paint finish. Eight expressive exterior shades are available for both the BMW 1 Series and BMW 2 Series Gran Coupé. In addition, BMW Individual paint finishes



Media information

Date 25 May 2022

Subject Bringing colour into play: the Edition Colorvision for the BMW 1 Series and BMW 2 Series Gran Coupé.

Page 2

can be ordered as an option, among them the matt variant Frozen Pure Grey metallic. At BMW Group Plant Leipzig, where both the BMW 1 Series and BMW 2 Series Gran Coupé are produced, the special-edition cars can also be finished in one of 50 exceptionally distinctive BMW M colours. Particularly style-defining and historically significant paint shades such as Dakar Yellow, Daytona Violet and Macao Blue have been re-issued for the 50-year anniversary of BMW M GmbH.

The special-edition models also bring colour into play for the interior. An exclusive element of their specification is bi-colour Dakota leather trim, which can be ordered in the colour combinations Black/Magma Red and Black/White, adds an embroidered "Edition" badge and combines with M Sport seats for the driver and front passenger. These seats come with integral head restraints, high seat bolsters and wide backrest sides to support a dynamic driving style. The M leather steering wheel with multifunction buttons, anthracite-coloured headliner, M stainless steel pedals and M driver's footrest also enhance the sporting allure of the interior in the special-edition cars. The Light package with ambient lighting and floor mats with bespoke piping are also part of the Edition ColorVision, as are exclusive door sill cover strips with surfaces in mesh design bearing "Edition" lettering.

The Edition ColorVision is available for all engine variants of the BMW 1 Series and BMW 2 Series Gran Coupé with the exception of the BMW 128ti (fuel consumption, combined: 7.4 – 6.8 l/100 km [38.2 – 41.5 mpg imp] in the WLTP cycle; CO₂ emissions, combined: 170 – 156 g/km in the WLTP cycle; figures according to NEDC: -). The compact five-door model can be ordered with three petrol engines and three diesel units, while the four-door Coupé is offered with two petrol engines and three diesels. Added to which, the range-topping BMW M135i xDrive (fuel consumption, combined: 8.0 – 7.4 l/100 km [35.3 – 38.2 mpg imp] in the WLTP cycle; CO₂ emissions, combined: 180 – 167 g/km in the WLTP cycle; figures according to NEDC: -) and BMW M235i xDrive Gran Coupé (fuel consumption, combined: 7.8 – 7.2 l/100 km [36.2 – 39.2 mpg imp] in the WLTP cycle; CO₂ emissions, combined: 175 – 162 g/km in the WLTP cycle; figures according to NEDC: -) can also be ordered in Edition ColorVision form. So configured, they combine the performance attributes of their 225 kW/306 hp four-cylinder engine, their intelligent all-wheel drive and their model-specific chassis technology – including M Sport braking system, near-actuator wheel slip limitation



Media information

Date 25 May 2022

Subject Bringing colour into play: the Edition Colorvision for the BMW 1 Series and BMW 2 Series Gran Coupé.

Page 3

and mechanical differential lock at the front axle – with the exclusive design features of the new special edition.

The fuel consumption, CO₂ emissions, electric power consumption and range figures are determined according to the European Regulation (EC) 715/2007 in the version applicable. They refer to vehicles in the German market. Where a range is shown, the figures take into account the impact of any optional extras.

All values were calculated based on the new WLTP test cycle. WLTP values are taken as the basis for determining vehicle-related taxes or other duties based (at least inter alia) on CO₂ emissions as well as eligibility for any applicable vehicle-specific subsidies. Further information on the WLTP and NEDC measurement procedures can also be found at www.bmw.de/wltp.

Further information on official fuel consumption figures and specific CO₂ emission values of new passenger cars is included in the following guideline: 'Leitfaden über den Kraftstoffverbrauch, die CO₂-Emissionen und den Stromverbrauch neuer Personenkraftwagen' (Guide to the fuel economy, CO₂ emissions and electric power consumption of new passenger cars), which can be obtained free of charge from all dealerships, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2/>.



Media information

Date 25 May 2022

Subject Bringing colour into play: the Edition Colorvision for the BMW 1 Series and BMW 2 Series Gran Coupé.

Page 4

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The BMW Group

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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 direction, from the supply chain through production to the end of the use phase of all products.

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