



Press Release
May 2013

BMW model upgrade measures taking effect from the summer of 2013.

All petrol-driven models of almost all model series will now comply with the EU6 classification as standard – BMW xDrive available for further models of the BMW 1 Series and BMW 3 Series – ECO PRO Mode with new functions for better efficiency – optional eight-speed sports automatic transmission now with Launch Control – additional options and upgraded programme functions for BMW ConnectedDrive.

Munich. Little more than a year before the EU6 exhaust emission standard comes into effect in September 2014, BMW is increasing the number of models that already fulfil the more stringent emission regulations. As early as in the summer of 2013, almost all models featuring the BMW TwinPower Turbo petrol engine will comply with the EU6 classification as standard. Moreover, by the summer of 2013, further four-wheel drive variants of the BMW 1 Series and the BMW 3 Series are to be added to the model range of the BMW brand. Innovative functions, which can be used in conjunction with the ECO PRO mode, guarantee even better efficiency. Enhanced driving pleasure is provided thanks to the Launch Control function, which in future will be included in the equipment range for the eight-speed sports automatic transmission. And the range of BMW ConnectedDrive options now also includes innovations that, as a result of intelligent networking, further optimise comfort, safety and the use of infotainment features inside the vehicle.

EU6 classification standard for all series.

BMW TwinPower Turbo Technology not only ensures enhanced driving pleasure coupled with reduced fuel consumption, but also offers the ideal prerequisites for optimised emission performance. As early as in the summer of 2013, numerous other petrol-driven models of the BMW brand equipped with this technology package will fulfil the EU6 exhaust emission standard that is due to come into effect as from September 2014. At the beginning of the 2014 model year, the BMW M automobiles as well as the six-cylinder versions of the BMW Z4 will also comply with the EU6 classification.

Company
Bayerische
Motoren Werke
Aktiengesellschaft

Postal Address
BMW AG
80788 München

Telephone
+49-89-38251240

Internet
www.bmwgroup.com



Press Release

Date May 2013

Subject BMW model update measures for summer 2013.

Page 2

At the same time, the number of diesel models, which are also equipped as standard with BMW BluePerformance and as a result also achieve the EU6 classification, is also to increase.

Intelligent four-wheel drive concept xDrive for further models of the BMW 1 Series and BMW 3 Series.

With five further models, which can be optionally equipped with BMW xDrive, BMW will also be continuing the current four-wheel drive initiative in the summer of 2013. The permanent, electronically controlled four-wheel drive technology optimises not only traction and vehicle stability in all weather and road conditions, but also driving dynamics when taking bends. This can in future also be experienced in the models BMW 118d xDrive 3-door version and the BMW 118d xDrive 5-door variant. Like the new models BMW 318d xDrive Sedan and the BMW 318d xDrive Touring, they are also powered by a 105 kW/143 hp four-cylinder diesel power unit. Furthermore, as from the summer of 2013, a new top-of-the-range diesel model for the BMW 3 Series also featuring BMW xDrive will become available. Power from the 230 kW/313 hp straight six cylinder diesel engine under the bonnet of the BMW 335d xDrive Sedan is distributed between the front and rear axles according to each specific situation. The BMW 335d xDrive Sedan comes as standard with an eight-speed automatic transmission.

Optimum acceleration: Eight-speed sports automatic with Launch Control.

The remarkably efficient, fast and comfortably shifting eight-speed automatic transmission is now available for BMW models across all series. If desired, it will be possible in future to underscore the sporting character of the automatic transmission even more intensively. From the summer of 2013, the optional leather sports steering wheel with shift paddles will be available for the luxury sedans of the 7 Series. Using this feature, the driver can manually adjust the drive settings without having to take his/her hands off the steering wheel.



Press Release

Date May 2013

Subject BMW model update measures for summer 2013.

Page 3

Moreover, the eight-speed sports automatic transmission available for the BMW 1 Series, the BMW 3 Series and the BMW 6 Series will be complemented by the new Launch Control function. This feature permits acceleration with optimised traction and maximum dynamics from a standstill – a function that was previously only available in a comparable version for BMW M automobiles. In order to use Launch Control, the driver has to activate the DTC mode of the driving stability control function DSC, shift the gear selection lever to the position S, depress the brake pedal firmly and simultaneously press the accelerator pedal all the way down. After the brake pedal has been released, the vehicle accelerates whilst avoiding drive slip, consequently making highest possible use of engine power. The acceleration process continues for as long as the driver depresses the accelerator pedal. The equipment range for the sports automatic transmission also includes shift paddles on the steering wheel, a specific gear selector switch and exceptionally dynamic gear-change characteristics that also ensure supreme driving performance during short bursts of speed.

BMW EfficientDynamics: ECO PRO Mode now with sailing function and anticipation assistant.

Thanks to new functions for the ECO PRO Mode, which can be activated via the Driving Experience Control feature, BMW is increasing the possibilities of achieving better fuel economy through intelligent energy management. From the summer of 2013, all model variants of the BMW 1 Series, the BMW 3 Series and the BMW 6 Series equipped with the eight-speed automatic transmission or the eight-speed sports transmission either optionally or as standard, will feature the new sailing mode. At speeds of between 50 and 160 km/h in the ECO PRO Mode, the drive train is disconnected as soon as the driver lifts his/her foot from the accelerator pedal without applying the brakes. As a result, the vehicle is able to 'sail' without engine power, thereby also achieving maximum fuel efficiency. Fuel economy is now promoted even more intensively using the optional navigation system Professional.



Press Release

Date May 2013

Subject BMW model update measures for summer 2013.

Page 4

When the routing function is activated, the new anticipation assistant informs the driver of the ideal time to slow down when approaching bends and stretches of road where speed limits are in force in order to obtain better fuel efficiency. For the first time, BMW EfficientDynamics technology and BMW ConnectedDrive technology will be networked with each other within the framework of the intelligent energy management – with the effect that further fuel savings will be achieved in ECO PRO mode.

BMW ConnectedDrive: New options and enhanced functions.

Furthermore, from the summer of 2013, BMW will also set new benchmarks in intelligent networking, thanks to the consistently upgraded range of BMW ConnectedDrive features. New options and enhanced functions ensure further optimisation.

The options Driving Assistant and Driving Assistant Plus initially introduced exclusively for the BMW 7 Series will be available with a new functional structure both for the luxury sedan and further BMW models. The safety package Driving Assistant comprises the Lane Departure Warning as well as a pedestrian and collision warning with braking function. The system detects vehicles driving ahead and, at speeds of up to 60 km/h, also persons who are on a possible collision course. In an identified hazard situation, the driver is warned by means of visual and acoustic signals. In order to shorten the stopping distance, the braking system is simultaneously preconditioned. Furthermore, at speeds of up to 60 km/h an emergency braking manoeuvre with medium deceleration is also activated in order to reduce speed and draw the driver's attention to the critical situation.

The Driving Assistant Plus provides even more comprehensive support. The system combines Active Cruise Control with Stop & Go function with the Driving Assistant, ensuring above all enhanced comfort and safety in slow-moving traffic and tailbacks.



Press Release

Date May 2013

Subject BMW model update measures for summer 2013.

Page 5

At speeds of up to 210 km/h, the driver is able to delegate the Distance Control function to the system. A combination of front camera and full-range radar sensors detects all vehicles ahead, whether moving or stationary. Should the driver not react to the warning of a potential collision, the Driving Assistant Plus automatically slows the vehicle down – with maximum deceleration power if necessary.

The Lane Change Warning assistant, also available as an individual option, can be used in future from a speed of 20 km/h. The system monitors the traffic situation on the adjacent lane in the area called the dead spot and warns the driver of potential critical situations during overtaking manoeuvres.

Thanks to additional functions, the use of the optional BMW Head-Up Display is becoming even more attractive. The system, which uses the entire colour spectrum when projecting driving-related information onto the windscreen, is now being complemented by additional display information on further models. If required, telephone contact and infotainment lists are also displayed within the driver's direct field of vision. As a result, the driver is able to use this information without having to take his/her eyes off the road.

From the summer of 2013, the new generation of the night vision system BMW Night Vision will be optionally available for all models of the BMW 6 Series and BMW 7 Series. This system now also comprises an animal recognition function in addition to the pedestrian recognition feature and the Dynamic Light Spot on BMW 5 Series and BMW 7 Series models. The system provides a real-time video image that also depicts on the Control Display persons, animals and other objects emitting heat when they are outside of the light beam and warns in the event of an impending collision. The Dynamic Light Spot is produced by a special headlight that directs the light beam onto the recognised persons or animals respectively, thus drawing the driver's attention to possible hazards in good time.



Press Release

Date May 2013

Subject BMW model update measures for summer 2013.

Page 6

The range of functions for the Active Protection option has also been further upgraded. In critical situations, this safety package helps to reduce the consequences of a possible accident by applying a number of countermeasures. In such a case, the side windows and, if necessary, also the sliding roof are closed, front seatbelts tightened and the backrest of the front passenger seat brought into an upright position. Active Protection also includes an attention assistant that analyses driving behaviour and, if necessary, advises the driver to rest. The advice to take a break is provided in the form of graphic symbols shown on the Control Display.

For further questions please contact:

Kai Lichte, Product Communications BMW Automobiles
Phone: +49-89-382-51240, Fax: +49-89-382-20626

Ralph Huber, Head of Product Communications BMW Automobiles
Phone: +49-89-382-68778, Fax: +49-89-382-20626

E-Mail: presse@bmw.de
Internet: www.press.bmwgroup.de

The BMW Group

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last eight years.

www.bmwgroup.com
Facebook: <http://www.facebook.com/BMWGroup>
Twitter: <http://twitter.com/BMWGroup>
YouTube: <http://www.youtube.com/BMWGroupview>
Google+: <http://googleplus.bmwgroup.com>