

BMW at the 13th Beijing International Automotive Exhibition 2014. Contents.



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1. BMW at the 13th Beijing International Automotive Exhibition 2014. (Summary)



With one world premiere and several Asian and Chinese premieres, BMW is using this year's Beijing International Automotive Exhibition from 20 to 29 April 2014 to present an array of compelling production models which are geared to meeting present-day customer requirements and in some cases usher in all-new market segments.

The BMW Vision Future Luxury concept car celebrates its world premiere at Auto China in Beijing show, while a raft of cars are marking their Asian debut: the new BMW X4 (fuel consumption combined 8.3–5.0* l/100 km; CO₂ emissions 193–131* g/km), the first Sports Activity Coupe (SAC) in the premium mid-size range; the BMW 2 Series Active Tourer (fuel consumption combined: 6.0–4.1 l/100 km; CO₂ emissions combined: 139–109 g/km)**, a totally new compact-class vehicle majoring on functionality of space; and the BMW 4 Series Gran Coupe (fuel consumption combined: 8.1–4.5 l/100 km; CO₂ emissions combined: 189–119 g/km), a new four-door Coupe in the mid-size segment. Likewise marking their Asian premiere are the new BMW M3 Sedan (fuel consumption combined: 8.8–8.3 l/100 km; CO₂ emissions combined: 204–194 g/km) and the BMW M4 Coupe (fuel consumption combined: 8.8–8.3 l/100 km; CO₂ emissions combined: 204–194 g/km). The BMW 7 Series Horse Edition (fuel consumption urban/extra-urban/combined: 12.2/7.0/8.9 l/100 km; CO₂ emissions combined: 212 g/km) sets some stylish accents in the Chinese Year of the Horse.

Making their first appearance in China are the BMW i production models: the innovative BMW i3 (fuel consumption combined: 0.0 l/100 km; CO₂ emissions combined: 0 g/km) and the progressive BMW i8 sports car (fuel consumption combined: 2.1–0 l/100 km; CO₂ emissions combined: 49–0 g/km). With these vehicles, the BMW Group is highlighting its future focus and the versatile range of BMW i on the Chinese market as well.

*Figures with optional reduced-rolling-resistance tyres on 17-inch Streamline style 306 light-alloy wheels.

** Figures are provisional and have not yet been officially confirmed. The estimated fuel consumption figures have been calculated as per the ECE test cycle.

BMW Vision Future Luxury: modern luxury driven by design and innovation.

The BMW Vision Future Luxury epitomises the notion of modern luxury for the BMW brand. It stands for a forward-looking fusion of exclusivity and innovation, for a driving experience that is at once emotional and exclusive. All this is conveyed through the outstanding exterior and interior design of the BMW Vision Future Luxury along with its innovative technology, intelligent lightweight engineering and advanced user interface. The precise design of the BMW Vision Future Luxury allows its cutting-edge features – such as BMW Laserlights and organic LEDs (OLEDs), seamlessly integrated BMW ConnectedDrive functions, innovative aerodynamics and sophisticated lightweight engineering – to be experienced at an emotional level.

BMW X4: a powerful presence.

The BMW X4 marks the introduction of a new vehicle segment in the premium mid-range that combines hallmark features of the BMW X models with the sporting elegance of a classical coupe and room for five people. The new BMW X4 accentuates its dynamic character with large air intakes in the front apron, a coupe-like sloping roofline, muscular rear wheel arches and a rear end featuring diffuser-look styling. And it has a range of engines to match: the BMW X4 xDrive28i (fuel consumption urban/extra-urban/combined: 9.3–8.7*/6.3–5.9*/7.4–7.0* l/100 km; CO₂ emissions combined: 172–162* g/km) and the BMW X4 xDrive35i (fuel consumption urban/extra-urban/combined: 10.7/6.9/8.3 l/100 km; CO₂ emissions combined: 193 g/km) boast BMW TwinPower Turbo technology, which endows them with output of 180 kW/245 hp and 225 kW/306 hp respectively along with compelling levels of efficiency. Displaying an equally magisterial power curve and CO₂ efficiency is the BMW X4 xDrive35d (fuel consumption urban/extra-urban/combined: 6.7/5.5/6.0 l/100 km; CO₂ emissions combined: 157 g/km). Its 3.0-litre six-cylinder in-line engine generates 230 kW/313 hp and peak torque of 630 Nm (465 lb-ft), taking it from standstill to 100 km/h in 5.2 seconds. The BMW X4 xDrive 30d (fuel consumption urban/extra-urban/combined: 6.6–6.2*/5.7–5.4*/6.1–5.7* l/100 km; CO₂ emissions combined: 159–149* g/km) is likewise powered by a 3.0-litre straight-six unit with 190 kW/258 hp and peak torque of 560 Nm (413 lb-ft). The entry-level engines comprise the BMW xDrive20i (fuel consumption urban/extra-urban/combined: 9.2–8.7*/6.3–5.9*/7.3–6.9* l/100 km; CO₂ emissions combined: 171–161* g/km), a 184 hp four-cylinder petrol unit, and the BMW X4 xDrive20d (fuel consumption urban/extra-urban/combined: 5.8–5.4*/5.1–4.8*/5.4–5.0* l/100 km; CO₂ emissions combined: 141–131* g/km), a newly developed four-cylinder turbo diesel with 190 hp.

*Figures with optional reduced-rolling-resistance tyres on 17-inch Streamline style 306 light-alloy wheels.

Standard equipment includes xDrive all-wheel drive, an eight-speed automatic transmission, variable sport steering, Performance Control and a sports leather steering wheel with shift paddles.

BMW 2 Series Active Tourer: dynamics and functionality of space.

The new BMW 2 Series Active Tourer ushers in a whole new class of car, combining comfort and functionality of space with the hallmark BMW strengths of dynamism, style and elegance in the premium compact class. The BMW 2 Series Active Tourer follows in the tyre tracks of the Coupe as the second member of the new BMW 2 Series line-up and impresses from every angle with its sporty presence and harmonious proportions. New turbocharged engines with three and four cylinders, an extensive package of BMW EfficientDynamics technology and wide-reaching connectivity courtesy of BMW ConnectedDrive illustrate a driving experience defined by sports performance and exemplary efficiency. In order to meet the particular requirements of the compact class in terms of variability and functionality, BMW has given the 2 Series Active Tourer a cutting-edge front-wheel-drive set-up. And it has honed its responses to fully satisfy the dynamic expectations of a model wearing the BMW badge.

BMW 4 Series Gran Coupe: a new yardstick for elegance and extravagance.

With its premium mid-size four-door Coupe, BMW demonstrates its commitment to expanding its model range. Following the BMW 4 Series Coupe (fuel consumption combined: 8.4–4.6 l/100 km; CO₂ emissions combined: 197–121 g/km) and Convertible (fuel consumption combined: 8.4–4.8 l/100 km; CO₂ emissions combined: 195–127 g/km), the Gran Coupe is the third member of the new BMW 4 Series family and – with its well-balanced proportions – is longer, wider and more dynamic than any mid-size model series before it. The BMW 4 Series Gran Coupe merges the stylistic qualities of the two-door Coupe with the functionality of four doors and generous levels of space behind the high-opening tailgate. Five punchy, refined and economical engines will be available from launch, developing outputs ranging from 105 kW/143 hp in the BMW 418d Gran Coupe (fuel consumption urban/extra-urban/combined: 5.4/4.0/4.5 l/100 km; CO₂ emissions combined: 119 g/km) to 225 kW/306 hp in the BMW 435i Gran Coupe (fuel consumption urban/extra-urban/combined: 11.4/6.2/8.1 l/100 km; CO₂ emissions combined: 189 g/km).

BMW 2 Series Coupe: a new dimension in dynamics.

The BMW 2 Series Coupe can be distinguished from the BMW 1 Series line-up (fuel consumption combined: 8.0–3.8 l/100 km; CO₂ emissions combined: 188–99 g/km) by its standalone design, significantly larger dimensions, an engine range and suspension set-up geared squarely to sports performance, and more extensive standard equipment. The four-seater BMW 2 Series Coupe, with its two-door body, brings hallmark elements of BMW Coupes to the compact segment. Sophisticated suspension technology, virtually 50:50 weight distribution and rear-wheel drive ensure the presence of signature BMW handling properties.

BMW M3 Sedan, BMW M4 Coupe: innovative engine technology and a commitment to lightweight design.

With the new BMW M3 Sedan and the new BMW M4 Coupe, BMW M GmbH showcases its new take on the high-performance sports car. The all-new, high-revving, six-cylinder in-line engine with M TwinPower Turbo technology delivers maximum output of 317 kW (431 hp) and peak torque of 550 Newton metres (406 lb-ft), the latter figure exceeding that of the previous BMW M3 by almost 40 per cent. Fuel consumption and emissions have been cut by around 25 per cent. Both the BMW M3 Sedan and BMW M4 Coupe (with optional seven-speed M Double Clutch Transmission) cover the sprint from 0 to 100 km/h in 4.1 seconds.

BMW 7 Series Horse Edition: Exclusive, luxurious, distinctive.

The luxurious and dynamic BMW 7 Series Horse Edition makes its appearance on the Chinese market in the newly welcomed Year of the Horse. The long-wheelbase version of this luxury Sedan comes with exclusive BMW Individual paint finishes and sporty M equipment packages augmented by high-class interior details.

BMW i market launch in China: electric motoring courtesy of the BMW i3 and BMW i8.

With the joint presentation of its first volume-produced vehicle powered purely by an electric drive system and a sports car currently holding the status of the world's most progressive, the BMW i brand is highlighting the broad spread of its future-oriented vehicle concepts. The two models represent a new, strongly sustainability-focused interpretation of the premium experience. The electric motors and lithium-ion high-voltage batteries of the two models were developed by the BMW Group – in model-specific versions. Another special ingredient conceived exclusively for BMW i is the LifeDrive architecture with passenger cell made from carbon-fibre-reinforced plastic (CFRP), which plays a major role in minimising the weight of the cars. And a world first in a

series-produced car comes in the form of the optional laser headlights available for the BMW i8. Developed by BMW, they offer three times the intensity and twice the high-beam range of conventional systems, as well as extremely low energy consumption.

Further information on official fuel consumption figures, specific CO₂ emission values and the electric power consumption of new passenger cars is included in the following guideline: "Leitfaden über Kraftstoffverbrauch, die CO₂-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Guideline for fuel consumption, CO₂ emissions and electric power consumption of new passenger cars), which can be obtained from all dealerships, from the Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <http://www.dat.de/en/offers/publications/guideline-for-fuel-consumption.html>. LeitfadenCO₂ (GuidelineCO₂) (PDF – 2.7 MB)



2. BMW at the 13th Beijing International Automotive Exhibition 2014. (Long version)

2.1 BMW Vision Future Luxury: Modern luxury driven by design and innovation.

The BMW Vision Future Luxury furnishes a long-term outlook on the perception of modern luxury for the BMW brand. It stands for a forward-looking fusion of exclusivity and innovation, for a driving experience that is at once emotional and exclusive. All this is conveyed through the outstanding exterior and interior design of the BMW Vision Future Luxury along with its innovative technology, a pioneering lightweight engineering concept and a seamlessly integrated user interface and driving experience that caters optimally to the needs of all occupants.

“Innovative technology and modern luxury have always been an important part of BMW’s brand DNA,” says Adrian van Hooydonk, Senior Vice President BMW Group Design. “We use visionary concept vehicles like the BMW Vision Future Luxury to show where we may be going with these themes in the future, and to give us new inspiration and motivation. The BMW Vision Future Luxury – with its innovative technologies and with meticulous precision and quality in every detail – takes our thinking on modern luxury a logical stage further.”

Heralding a new approach – the design.

“The design of the BMW Vision Future Luxury is the messenger of our philosophy of modern luxury, one in which innovative technologies play a key and vital role. These innovations deliver a new, multifaceted luxury experience that spans intelligent lightweight engineering, innovative interior design and a radically new user interface design,” says Karim Habib, Head of BMW Design, summing up the design approach to the BMW Vision Future Luxury.

This approach is particularly tangible in the interior. Throughout, the design expresses both form and function of the innovative technologies. For example, the intelligent lightweight engineering concept of the BMW Vision Future Luxury is expressed in the design principle of subtractive modelling. That is to say, the specific geometry and functions of an individual component are created from one and the same layered composite structure, comprising many different levels and materials. An initial base layer of fine carbon fabric is followed by a functional level featuring user interface components, control and display interfaces and lighting functions, which in turn is followed by a further structural, load-bearing layer of aluminium for additional strength. Finally, the top layers comprise wood, then leather, to

create a warm and comfortable ambience. In a given area of the interior, the multi-layer structure is “milled down” to the appropriate depth depending on what surface material and what function is required. Since the interior geometry is therefore always pared down to essentials, this cuts total weight substantially. This treatment also makes for virtually seamless transitions and very elegant, fluid surfaces.

The unrivalled characteristics of carbon as a material – both individually and in combination with its surrounding materials – are optimally utilised in this rigorous lightweight design concept. The carbon underlying layer is visible in the doors, under the seats and especially in the innovative, pared-down B-pillar. A full B-pillar as used in the past is dispensed with. The carbon construction allows the seat frames to be integrated into the load-bearing structure. There are also connections to the door sills and centre console, which means only a very small and unobtrusive B-pillar is required. The BMW Vision Future Luxury’s wide-opening coach doors would not have been possible without this new carbon B-pillar solution.

New-style user interface design and exclusive BMW ConnectedDrive services.

In the driver’s and front passenger’s area, precisely defined lines and surfaces create a sense of exclusive dynamism. The design of the instrument panel closely complements the design of the displays themselves. The driver is surrounded by a wrap-around cluster of three intermeshing displays, creating the typical BMW driver-centric cockpit. The three-dimensional display technology means that at the visual level the instrument panel styling appears to carry over into the displays themselves. In other words, to the eye the interior space seems to continue into the solid structures of the instrument panel, generating an impression of unprecedented depth and spaciousness.

The left-hand display mainly presents vehicle-related information, while in the centre a programmable cluster displays speedometer, rev counter and other information, as well as context-adaptive supplementary data, which is displayed as and when relevant. Meanwhile, the right-hand display – the Driver Information Display – provides additional infotainment information. The driver also has the option of controlling all these functions by voice command.

BMW Vision Head Up Display.

The primary driver display, however, is the “contact-analogue” BMW Vision Head Up Display. This display augments the driver’s view of the real world by projecting information directly in the driver’s line of sight onto the road. Buildings, traffic signs or hazards can be highlighted directly in the real-world environment, selectively directing the driver’s attention to specific information

which is particularly important at any given time. This technology gives a new dimension to driver assistance functions such as Speed Limit Info, where road signs can be identified and highlighted in the driver's field of view, or the Traffic Light Assistant, which provides real-time information about traffic light phasing.

In place of a central shared information display for driver and front passenger, the BMW Vision Future Luxury offers front passengers their own Passenger Information Display. This display is connected to the Driver Information Display via a touch-sensitive panel, where information can be exchanged between driver and front passenger using swiping movements. Applications like booking opera tickets online direct from the vehicle via the BMW ConnectedDrive Luxury Concierge service can be displayed in the Passenger Information Display, where they don't risk distracting the driver. The relevant functions can be conveniently controlled by the front passenger using the iDrive Controller with touch-sensitive interface.

Rear Seat Touch Command Tablet.

In the back, two Rear Seat Displays set into carbon surrounds, and a detachable Rear Seat Touch Command Tablet, put the finishing touch to the integrated user interface concept of the BMW Vision Future Luxury. These displays can communicate with the front displays and also with the BMW ConnectedDrive services. Everything from trip-related information such as speed and journey time to information relating to the Luxury Concierge Services can be displayed here in simple and customised form. It is also possible to use online entertainment content such as internet-based video and music streaming as well as gaming. All content and functions can be controlled from the rear seats using the detachable Rear Seat Touch Command Tablet in the centre console.

Personal space at the rear.

For the occupants of the rear seats, the BMW Vision Future Luxury offers a luxurious haven of personal space. Two large, deeply contoured single seats add to the appeal, inviting passengers to retire into their own personal "comfort zone". A retractable table, the angled Rear Seat Displays and the rigid backs of the front seats create a very private ambience, sectioning this area off from the rest of the interior. The sense of privacy is accentuated by modern, flowing geometry and the use of select materials, with lavish wood surfaces extending from the rear parcel shelf to enfold the rear seat occupants in a cossetting three-dimensional space. Strategically placed lighting slats integrated into the wood echo the surrounding styling and, with their warm glow, accentuate the modern and cosy ambience. Finest-quality aniline leather in Batavia brown and a lighter Silk shade, Silk nubuk leather and the

warm brown, layered lime wood all have a natural aura which offers unique visual appeal and quality. The division between dark materials in the upper areas and light materials in the lower areas creates a feeling of warmth and a luxurious sense of space. A deep-pile pure silk carpet rounds off the exclusive array of materials in the interior of the BMW Vision Future Luxury.

Exclusivity and elegance – the exterior design.

In side view, perfect proportions – precise, uncluttered and elegant – convey the exclusivity of the BMW Vision Future Luxury. The long wheelbase, short overhangs and low, set-back greenhouse lend the stretched silhouette a refined dynamism. In hallmark BMW style, a finely sculpted contour line creates a taut arc along the side of the vehicle, and the opulent surfaces underneath this line have, as always on a BMW, been shaped by seasoned modellers. This hand-sculpted design gives the surfaces a special emotional appeal that would be beyond the capabilities of a computer. The effect is further enhanced by the Liquid Platinum Bronze exterior paintwork, which generates a warm, shimmering effect. An exclusive flourish at the side of the vehicle is the side mirror, which appears to grow organically out of the chrome window trim. Designed as a visual continuation of the chrome trim, its slender stalk is attached to the mirror from below, giving it a graceful and effortless appearance, almost as if it were hovering in mid-air.

BMW EfficientDynamics: honed aerodynamics and intelligent lightweight engineering.

The exterior design perfectly showcases the advanced aerodynamics and innovative lightweight engineering of the BMW Vision Future Luxury. The coupé-style roofline and sloping boot lid, for example, significantly reduce drag. Underlying the tautly sculpted exterior surfaces, equally refined solutions provide optimal channelling of the airflow. They include the Air Breather system at the rear of the front wheel arch, a C-pillar with internal air channelling, and openings in the rear apron which vent air from the wheel arches. An elegant carbon strip in the door sill area alludes discreetly to the innovative lightweight engineering concept based on aluminium and carbon. Both these lightweight materials are used in the vehicle in exactly the right places to achieve maximum effect – both individually and in tandem.

BMW Laserlights at the front.

Clean and simple in design, the traditional iconic BMW front-end design cues – the twin kidney grille and twin headlights – instantly proclaim the brand identity of the BMW Vision Future Luxury. The lean contours of the headlights also hint at the innovative technology sheltering behind them: BMW Laserlights. This new technology not only paves the way for a very flat and dynamic interpretation of the typical BMW twin round headlamps, it also

sets completely new standards in terms of brightness, range and intensity. The concentrated, parallel light beam is up to ten times more intense than that of an LED system. The reduced energy consumption and packaging requirements of laser lights make this technology a prime candidate for use in future vehicles.

Underneath the headlights, the assertive multi-material front apron accentuates the elegant front-end styling. At the outboard ends of the apron, graceful carbon air deflectors conceal a range of BMW EfficientDynamics aerodynamics features. The thin-walled air deflectors are made of carbon, a further reminder of the intelligent lightweight engineering concept of the BMW Vision Future Luxury. A slender chrome strip on the air deflectors highlights the airflow system.

BMW Organic Light with OLED technology at the rear.

The horizontal lines of the side profile glide gently away at the rear in a final expansive flourish. As at the front, the body styling in this area is deliberately understated, allowing the innovative, narrow and slender lights to make a powerful statement. For the first time on a BMW, the rear lighting is provided by organic LEDs, paving the way for a completely new treatment of the typical BMW L-shaped lights. The BMW Vision Future Luxury's L-shaped rear lights comprise a large number of small, likewise L-shaped OLEDs.

An organic LED consists of wafer-thin organic semiconductor layers positioned between two electrodes. The light-emitting polymer layer is only approx. 400 nanometres thick, making it roughly 400 times thinner than a human hair. Organic LEDs are not only extremely thin, as well as flexible, they also produce very uniform illumination over their entire surface. Due to their very thin dimensions, and since they do not require reflectors in order to produce the desired broad light dispersion, they open up completely new ways of using light in and around the vehicle.

2.2 The new BMW X4: A powerful presence.



The new BMW X4 (fuel consumption combined: 8.3–5.0* l/100 km; CO₂ emissions combined: 193–131* g/km) melds the hallmark features of the successful BMW X family with the sporting elegance of a classical coupe. With the X4, BMW now brings this unique concept of the Sports Activity Coupe to the premium mid-size segment. This dynamic pedigree is underlined by a wide range of cutting-edge high-performance engines, the xDrive all-wheel-drive system and an exclusive spread of standard equipment features such as variable sport steering, Performance Control and a sports leather steering wheel with gearshift paddles.

Extrovert and dynamic appearance.

The new BMW X4 is based on the technical blueprint of the BMW X3, but displays a sporting character very much its own and takes dynamics to another new level. That much is clear when you view the new model head-on. The large air intakes positioned on the outer edges of the front end and the character lines in the front apron allow the BMW X4 – with its signature twin headlights and fog lamps – both optionally available with LED technology – to maximise its visual presence on the road. The roofline reaches its highest point above the driver and then swoops down smoothly to the trailing edge of the tailgate, mimicking the design language of a classical sporting coupe. The signature swage line running along the flanks of BMW models is split into two on the X4. The first section rises dynamically from the front wheel arches to the rear door handles, while the second part draws the eye to the muscular sculpting of the rear wings. The rear end, complete with L-shaped LED lights in exclusive X4 design and diffuser-look styling, likewise highlights the outstanding dynamic ability of the new BMW X4 – even before it turns a wheel.

The driver and front passenger sit 20 millimetres lower than in the BMW X3. In conjunction with the two-seat look of the rear, this accentuates the coupe character of the new BMW in the classy and exclusive interior as well. At the same time, the X4 offers generous levels of space for up to five people and – thanks to the standard 40:20:40 split rear seat backrest – impressive variability.

*Figures with optional reduced-rolling-resistance tyres on 17-inch Streamline style 306 light-alloy wheels..

Unparalleled engine power combined with supreme refinement.

In keeping with the vivacious character of the new BMW X4, customers can choose from three petrol engines and a trio of diesel units from the BMW EfficientDynamics engine family, whose output ranges from 135 kW/184 hp to 230 kW/313 hp. All the engines meet the EU6 exhaust gas standard. The BMW TwinPower Turbo technology of the state-of-the-art engines offers a promise of superb performance married with exceptionally low fuel consumption. For example, the flagship petrol unit in the BMW X4 xDrive35i (fuel consumption urban/extra-urban/combined: 10.7/6.9/8.3 l/100 km; CO₂ emissions combined: 193 g/km) develops an outstanding 225 kW/306 hp and peak torque of 400 Nm (295 lb-ft). The BMW X4 xDrive 35i requires just 5.5 seconds to sprint from 0 to 100 km/h (62 mph). And an equally impressive performer in terms of power delivery and CO₂ efficiency is the BMW X4 xDrive35d (fuel consumption urban/extra-urban/combined: 6.7/5.5/6.0 l/100 km; CO₂ emissions combined: 157 g/km). Its 3.0-litre six-cylinder in-line engine generates 230 kW/313 hp and peak torque of 630 Nm (465 lb-ft). The BMW X4 xDrive35d accelerates from 0 to 100 km/h (62 mph) in 5.2 seconds. Also powered by a 3.0-litre straight-six engine is the BMW X4 xDrive30d (fuel consumption urban/extra-urban/combined: 6.6–6.2*/5.7–5.4*/6.1–5.7* l/100 km; CO₂ emissions combined: 159–149* g/km). It develops 190 kW/258 hp and peak torque of 560 Nm (413 lb-ft).

The new-generation 2.0-litre diesel engine in the BMW X4 xDrive20d (fuel consumption urban/extra-urban/combined: 5.8–5.4*/5.1–4.8*/5.4–5.0* l/100 km; CO₂ emissions combined: 141–131* g/km) with eight-speed Steptronic transmission also sets the benchmark when it comes to fuel economy and CO₂ emissions. Its newly developed four-cylinder unit produces 140 kW/190 hp and peak torque of 400 Nm (295 lb-ft). Both the BMW X4 xDrive28i (fuel consumption urban/extra-urban/combined: 9.3–8.7*/6.3–5.9*/7.4–7.0* l/100 km; CO₂ emissions combined: 172–162* g/km) and BMW xDrive20i (fuel consumption urban/extra-urban/combined: 9.2–8.7*/6.3–5.9*/7.3–6.9* l/100 km; CO₂ emissions combined: 171–161* g/km) are fitted with lightweight and powerful four-cylinder units – producing 180 kW/258 hp and 135 kW/184 hp respectively.

*Figures with optional reduced-rolling-resistance tyres on 17-inch Streamline style 306 light-alloy wheels..

BMW EfficientDynamics: driving pleasure meets fuel economy.

The unparalleled BMW EfficientDynamics technology package also minimises the fuel consumption and emissions of the new BMW X4. Included are features such as the Auto Start Stop function and coasting function (if an eight-speed automatic gearbox is fitted), Brake Energy Regeneration and on-demand operation of ancillary units, ensuring an admirable degree of

environmental compatibility to go with maximum driving pleasure. Also available as an option to add further efficiency to the mix are fourth-generation reduced-rolling-resistance tyres, which reduce the CO₂ emissions of selected variants of the BMW X4 by another 7 g/km.

BMW ConnectedDrive: Services & Apps and assistance systems.

The BMW ConnectedDrive features available for the new X4 allow BMW to restate once again its leadership in the link-up of driver, vehicle and outside world. Among the highlights in the new BMW X4 are the full-colour BMW Head-Up Display, the anti-dazzle High Beam Assistant, and Driving Assistant Plus including Lane Departure Warning, Active Cruise Control with Stop & Go function, preventive pedestrian protection and a Collision Warning system, which applies the brakes with anything up to maximum stopping power as required. Added to which, the optional ConnectedDrive Services also allow drivers to sign up to innovative services such as Real Time Traffic Information (RTTI), the Concierge Service and Remote Services. Facebook, Twitter, AUPEO! personalised internet radio and music platforms like Deezer and Napster have also been optimised for in-car usage and can be accessed easily on board the BMW X4.

2.3 BMW 2 Series Active Tourer Dynamics and functionality of space melded in true BMW style.



The arrival of the BMW 2 Series Active Tourer (fuel consumption combined: 6.0–4.1 litres per 100 km; CO₂ emissions: 139–109 g/km)* sees BMW expand its portfolio into another new model segment. The newcomer in the premium compact class skilfully blends comfort and functionality of space with the trademark BMW strengths of dynamism, style and elegance. Following on from the Coupe as the second member of the new BMW 2 Series range, the harmoniously proportioned Active Tourer oozes sportiness from every angle. Measuring just 4,342 millimetres long, 1,800 millimetres wide and 1,555 millimetres in height, it combines compact dimensions on the outside with a strikingly spacious feel on the inside, making it perfectly suited to cope with the growing challenges of urban mobility.

New turbocharged engines with three and four cylinders, a comprehensive package of BMW EfficientDynamics measures and the extensive connectivity provided by BMW ConnectedDrive are all formative elements in a driving experience that centres on sporty performance and exemplary efficiency.

Dynamism und functionality of space brought together in classic BMW fashion.

In order to achieve a particularly high level of versatility and functionality in the premium compact class, special design concepts are needed. BMW has therefore opted for a sophisticated front-wheel-drive system for the 2 Series Active Tourer that is able to deliver the degree of driver engagement expected of the brand's models. Together with the long wheelbase of 2,670 millimetres and raised roofline, this configuration enables the room inside to be maximised, resulting in an unprecedented feeling of spaciousness. Driver and front passenger enjoy a far higher seating position than in a sedan, which affords a commanding all-round view at the same time as making it easier to get in and out. The wealth of storage facilities and the option of a fold-flat passenger seat backrest are just two examples of the interior's impressive flexibility and cleverly devised layout. The cabin has a light and spacious feel to it, with all surfaces horizontally structured in a layered look. There is also the option of a large panoramic roof that lets light flood into the interior.

* Figures are provisional and have not yet been officially confirmed. The estimated fuel consumption figures have been calculated as per the ECE text cycle.

The brand identity with its overriding sense of dynamism is clearly present in the BMW 2 Series Active Tourer too. It shines through in trademark features such as the slightly forward-slanting BMW kidney grille at the front end flanked by the distinctive twin circular headlights. The short front overhang in particular is highly unusual for a front-wheel-drive car, and is just as much a classic BMW styling cue as the short overhang at the rear, the long wheelbase, the Hofmeister kink in the rear side windows and the L-shaped rear lights. Crisp contours and an eye-catching swage line at the sides give added impact to the wheel arches and inject the BMW 2 Series Active Tourer with forward thrust even when stationary. Moving inside, the controls for the radio, air conditioning and air vents are angled towards the driver in another unmistakable BMW design trait.

Maximum versatility and functionality.

The versatile luggage compartment, whose capacity can be enlarged from 468 to 1,510 litres, and the 40:20:40 split-folding rear backrest fitted as standard exemplify this model's excellent everyday practicality. Flexibility is further enhanced by a sliding rear seat, allowing either kneeroom or luggage space to be increased as required. One particularly smart touch is the foldable boot floor that conceals a storage compartment with a handy multifunction tray. The rear backrest can be adjusted to offer either added comfort for the three rear seats or extra luggage space. Access to the luggage compartment couldn't be easier thanks to the large, broad, wide-opening tailgate, which can furthermore be optionally specified with pushbutton automatic opening and closing or the Smart Opener function for supreme ease of operation with a quick flick of the foot.

Latest-generation engines running on three or four cylinders.

The new BMW 2 Series Active Tourer is being launched with a choice of three powerful, light and fuel-efficient three and four-cylinder drive units that form part of a new generation of engines. They are installed transversely and boast a compact design along with BMW TwinPower Turbo technology, at the same time as complying with the EU6 emissions standard.

The BMW among front-wheel-drive cars.

Like all BMW models, the new BMW 2 Series Active Tourer makes its mark with great driving dynamics and the sort of driving experience the brand is renowned for. The newly developed chassis, comprising a single-joint spring strut axle at the front and a multi-link rear axle, combines agility and directional precision with excellent handling stability and suspension comfort. The front drive axle in the new BMW 2 Series Active Tourer has undergone extensive fine-tuning, ensuring that it endows the car with optimum driving dynamics and wonderfully precise steering feedback. The electromechanical steering

and the system's functional arrangement combine to produce a driving sensation that is devoid of interfering torque steer.

The intelligent use of high-tensile and ultra-high-tensile multi-phase steels makes a decisive contribution to safety standards in the BMW 2 Series Active Tourer, while also helping to keep the vehicle's weight down. Apart from being a crucial factor in the model's exceptional driving dynamics, this lightweight engineering is just one among many BMW EfficientDynamics technology elements. These also include the Auto Start Stop function, Brake Energy Regeneration, Optimum Gearshift Indicator, on-demand operation of ancillary units and the integral Air Curtain, which uses two vertical air inlets in the front bumper to direct the airstream along the front wheels.

M Sport package for maximum presence.

Besides the standard trim, two further equipment lines both allow owners to put an individual slant on the interior and exterior. The Sport Line places the emphasis on the dynamic side, while the Luxury Line is all about elegance and exclusiveness. The M Sport package that will be available from November opens up even greater scope for customisation. An M Aerodynamics package, M Sport suspension and 17 or 18-inch M light-alloy wheels on the outside are complemented by an M leather steering wheel and specially upholstered sports seats in the interior to maximise the on-road presence of the BMW 2 Series Active Tourer. The range will be extended from late autumn to include variants equipped with the xDrive intelligent all-wheel-drive system.

High degree of connectivity for enhanced safety and comfort.

Standards of safety and comfort aboard the BMW 2 Series Active Tourer are boosted by the assistance systems and various infotainment features that are collectively known as BMW ConnectedDrive. Take, for instance, the Traffic Jam Assistant or the camera-based cruise control system with Stop & Go function, which both work using a mono camera. They assist with accelerating and braking (longitudinal guidance) as well as steering (lateral guidance with the Traffic Jam Assistant), at the same time as relieving the driver of monotonous tasks, such as when driving in a queue of traffic on the motorway or in heavy city-centre traffic. BMW ConnectedDrive Services & Apps bring smartphone applications into the vehicle and allow innovative features like the Concierge Service or Real Time Traffic Information to be added. These can also be booked at a later date and for flexible periods of time.

The BMW 2 Series Active Tourer is the first model in the premium compact class to be made available with a Head-Up Display, which projects all relevant driving information into the driver's field of vision in full colour. Instead of being displayed on the windscreen itself, the information is shown on a screen that extends out between the steering wheel and windscreen. This enables drivers to view all key information without having to divert their attention from the road.

2.4 BMW 4 Series Gran Coupe: New elegance and luxury in the mid-size segment.



BMW presents the new BMW 4 Series Gran Coupe (combined fuel consumption: 8.1–4.5 l/100 km; combined CO₂ emissions: 189–119 g/km), the first four-door Coupe in the premium mid-size class that represents a consistent extension of the model range. Following the BMW 4 Series Coupe (fuel consumption combined: 8.4–4.6 l/100 km; CO₂ emissions combined: 197–121 g/km) and Convertible (fuel consumption combined: 8.4–4.8 l/100 km; CO₂ emissions combined: 195–127 g/km), the Gran Coupe is the third member of the new BMW 4 Series family and – with its well-balanced proportions – is longer, wider and more dynamic than any mid-size model series before it. The BMW 4 Series Gran Coupe merges the stylistic qualities of the two-door Coupe with the functionality of four doors and generous levels of space behind the high-opening tailgate.

Perfect balance and enhanced presence in the mid-size range.

The BMW 4 Series Gran Coupe has exactly the same dimensions as the two-door Coupe: a length of 4,638 millimetres, a width of 1,825 millimetres and a wheelbase of 2,810 millimetres. Up front, both models are identical and share the typical BMW design features like the double-kidney grille, twin round headlights and the large air intake in the front apron. However, the roof of the BMW 4 Series Gran Coupe is 12 millimetres higher, 112 mm longer and gently stretched, allowing it to flow smoothly into the rear quarter panels and boot lid. The typical BMW short overhangs, the long bonnet and the set-back passenger compartment complement the design of the BMW 4 Series Gran Coupe to express perfect balance combined with a bold presence.

This extended roofline highlights the elegance and sophistication of the BMW 4 Series Gran Coupe while setting new standards for aesthetics in the mid-size class that also have decisive practical advantages. For example, there is more headroom in the interior, not to mention added comfort. The boot volume of 480 litres is 35 litres larger than that of the two-door version for more convenience in meeting the challenges of everyday driving situations with the BMW 4 Series Gran Coupe.

Dynamic and elegant concept with functional features.

When compared with a two-door Coupe, the BMW 4 Series Gran Coupe offers passengers easier access when entering or leaving the vehicle thanks to the four-door configuration. The doors are frameless, having the characteristic design features of BMW mid-size Coupes that emphasise the elegance of the vehicle concept. The functional elegance of the 4+1 seater is highlighted by prominent round instruments with a black panel look and the freestanding flat-screen iDrive monitor. The wide-access boot opening and spacious luggage area makes loading and unloading much easier. The 40:20:40 split-folding backrest of the rear seat ensures added flexibility. The maximum volume of the boot is 1,300 litres and is best-in-class when it comes to the premium four-door Coupes currently offered. The boot lid is equipped as standard with an automatic opening and closing mechanism for maximum convenience, and the Smart Opener feature can be ordered to open and close the lid with a movement of the foot.

Wide-ranging customisation options offered by three special equipment packages, the M Sport package and the BMW Individual programme.

The interior of the BMW 4 Series Gran Coupe represents elegance and sophistication combined with outstanding ergonomics. All controls are configured to give the driver optimal access to them. An approach known as layering – the intelligent utilisation of space through the structuring of lines and surfaces into layers – expresses the hallmark BMW driver focus. Lines from the cockpit stretch along the front doors and the B-column into the rear passenger compartment. They create a sense of unity encompassing the front and back seats, as do the seamless transitions formed by the interior door panels. The shape of the rear bench seat resembles the look of two individual seats, but the upholstered “console surface” between them can also accommodate a third passenger in the middle (4+1-seater). Extraordinary material combinations and unrivalled quality of workmanship define the premium ambience on board the new BMW 4 Series Gran Coupe. The standard model variant, plus three optional equipment packages and the M Sport package, leave no wishes unfulfilled for drivers wanting a special look and feel. The BMW Individual programme offered at market launch includes options for creating an exclusive vehicle with special leather interior packages, exterior colours and 19-inch light-alloy wheels.

Four and six-cylinder petrol engines, plus two four-cylinder diesel engines available at model launch.

The new BMW 4 Series Gran Coupe offers a choice of five powerful, refined and efficient engines at launch. The high end is represented by the 435i's six-cylinder in-line 3.0-litre petrol engine delivering 225 kW/306 hp (fuel

consumption urban/extra-urban/combined: 11.4/6.2/8.1 l/100 km; combined CO₂ emissions: 189 g/km). The BMW 428i Gran Coupe (fuel consumption urban/extra-urban/combined: 8.9/5.3/6.6 l/100 km; combined CO₂ emissions: 154 g/km) and the BMW 420i Gran Coupe (fuel consumption urban/extra-urban/combined: 8.7/5.1/6.4 l/100 km; combined CO₂ emissions: 149 g/km) are equipped with light and powerful four-cylinder engines that deliver 180 kW/245 hp and 135 kW/184 hp respectively. Like all BMW diesel variants, the two four-cylinder engines offered for the BMW 4 Series Gran Coupe are known for their smoothness, torque and outstanding efficiency. The BMW 420d Gran Coupe (fuel consumption urban/extra-urban/combined: 5.8/4.1/4.7 l/100 ; combined CO₂ emissions: 124 g/km) delivers 135 kW/184 hp with an average fuel consumption, depending on tyres, of only 4.7 to 4.9 litres per 100 kilometres (4.6 to 4.7 litres with sport automatic transmission) and sprints from 0 to 100 km/h in only 7.7 seconds (7.5 seconds with sport automatic transmission). The engine in the BMW 418d Gran Coupe (fuel consumption urban/extra-urban/combined: 5.4/4.0/4.5 l/100 km; combined CO₂ emissions: 119 g/km) has an output of 105 kW/143 hp and consumes 4.5 to 4.7 litres per 100 kilometres.

All diesel and petrol engines feature the latest BMW TwinPower Turbo technology and comply with the EU6 emissions standard. The ultramodern engines combine impressive elasticity and dynamics with very low fuel consumption and emissions.

xDrive and two Steptronic transmissions are available.

At model launch, the BMW 428i Gran Coupe and 420d Gran Coupe can be optionally equipped with BMW xDrive intelligent all-wheel-drive technology (428i xDrive: fuel consumption urban/extra-urban/combined: 9.0/5.5/6.8 l/100 km; combined CO₂ emissions: 159 g/km; 420d xDrive: fuel consumption urban/extra-urban/combined: 6.1/4.2/4.9 l/100 km; combined CO₂ emissions: 129 g/km). The standard variant of the new BMW 4 Series Gran Coupe features a six-speed manual transmission, but all engines can be combined with the optional eight-speed Steptronic or eight-speed sport Steptronic transmissions, which also feature manual shifting using paddles on the steering wheel.

BMW EfficientDynamics – sporty performance, low consumption.

The elegant and dynamic character of the BMW 4 Series Gran Coupe is accompanied by excellent economy and efficiency. The source of this low fuel consumption can be traced to the BMW EfficientDynamics strategy, with wide-ranging innovations for intelligent mobility. These innovations include the optimised fuel economy of the petrol and diesel engines, the lightweight construction concept and honed aerodynamics with features such as a

smooth covered underbody and the use of Air Curtains and Air Breathers. Brake Energy Regeneration, the Auto Start Stop function, the gear shift indicator and ancillary components that are activated on demand also contribute to fuel savings and reduced emissions. Automatic transmissions (Steptronic) can also reduce consumption with coasting mode, and even more is possible with ECO PRO mode.

BMW ConnectedDrive – 100 per cent connectivity.

The entire range of BMW ConnectedDrive options can be ordered for the BMW 4 Series Gran Coupe. Among the highlights are the Navigation System Professional, the full-colour BMW Head-Up Display, Driving Assistant, the glare-free High Beam Assistant, Active Protection and the latest development stage of Active Cruise Control with Stop & Go function. Innovative interface technology also permits easy integration of smartphones in the vehicles. This supports the use of the dynamically growing selection of apps available, for example, from Audible or Deezer, for various purposes in the vehicles.

Also available under the BMW ConnectedDrive umbrella are Real Time Traffic Information (RTTI), Concierge Services and the Intelligent Emergency Call function. A range of apps enable the use of Facebook and Twitter, AUPEO! internet radio and music platforms like Napster and Deezer.

2.5 BMW 2 Series Coupe: A new dimension in dynamics.



A new model series, the BMW 2 Series Coupe (combined fuel consumption: 8.1–4.2 l/100 km; combined CO₂ emissions: 189–111 g/km), is making its debut in the BMW range. It replaces the highly successful BMW 1 Series Coupe (fuel consumption combined: 8.0–3.8 l/100 km; CO₂ emissions combined: 188–99 g/km), more than 150,000 of which were built and sold to customers around the world in the course of its lifetime. With its different design and substantially larger dimensions, its focus on sporty engines and a sporty chassis set-up, and with more extensive specification that includes automatic climate control as standard equipment, the BMW 2 Series Coupe is clearly differentiated from the BMW 1 Series. The new models are four-seater rear-wheel drive compact models embodying characteristic BMW Coupe themes, including the typical two-door body.

Dynamic driving experience.

Typical BMW dynamics and handling characteristics are provided by a chassis with double-joint spring-strut front axle, five-link rear axle and rear-wheel drive. The wider track, low centre of gravity and near-ideal 50:50 axle load distribution achieve the balance between sporty agility and driving comfort which customers have come to expect of a BMW.

An extensive range of engines incorporating BMW TwinPower Turbo technology will be available right from the launch of this model series. The BMW 220i Coupe (fuel consumption urban/extra-urban/combined: 8.3/4.8/6.1 l/100 km; combined CO₂ emissions: 142 g/km) is the first compact BMW model to be equipped with the 135 kW/184 hp 2.0-litre four-cylinder petrol engine. The line-up also includes high-torque BMW four-cylinder diesel engines, comprising a 105 kW/143 hp unit in the BMW 218d Coupe (fuel consumption urban/extra-urban/combined: 5.3/3.8/4.3 l/100 km; combined CO₂ emissions: 114 g/km), a 135 kW/184 hp unit in the BMW 220d Coupe (fuel consumption urban/extra-urban/combined: 5.6/3.9/4.5 l/100 km; combined CO₂ emissions: 125 g/km) and a powerful 160 kW/218 hp unit in the BMW 225d Coupe (fuel consumption urban/extra-urban/combined: 5.6/4.2/4.7 l/100 km; combined CO₂ emissions: 124 g/km).

Available right from the launch date, the top-of-the-line BMW M235i Coupe (fuel consumption urban/extra-urban/combined: 10.9/6.4/8.1 l/100 km; combined CO₂ emissions: 189 g/km) is a high-performance BMW M Performance model whose 240 kW/326 hp three-litre six-in-line petrol engine with M Performance TwinPower technology offers impressive power reserves. This model also features M-specific chassis tuning and an aerodynamically optimised body.

In the BMW 2 Series models, too, BMW EfficientDynamics technology ensures exceptional fuel economy. Such efficiency-promoting features include the new aerodynamics-enhancing Air Curtains, ECO PRO mode with coasting function for vehicles with automatic transmission, and the Proactive Driving Assistant for vehicles with Professional navigation system.

Larger, wider, more spacious.

The dynamic body lines of this model (which is almost 11 centimetres longer than the current BMW 1 Series), the distinctive front and rear styling and the fact that the body is at its widest over the rear axle, emphasising the rear-wheel drive configuration, are telltale distinguishing features of the BMW 2 Series.

The new Coupe series is both longer and wider than the predecessor model. This also translates to a more spacious interior with more front headroom, more rear legroom and more boot space. The longer wheelbase and wider track, together with the lower-slung silhouette, accentuate the car's sense of dynamism.

The typical BMW Coupe three-box body architecture with clearly defined boot and low-slung silhouette, a long bonnet, doors with frameless side windows and a dynamically elongated roofline, which makes a fluent transition into the tail end, are all to be found in this new model too.

These features, along with the striking swage lines which wrap round into the tail end, revisit characteristic styling themes of the legendary BMW 02 Series models from the 1960s and 70s, and evoke BMW's long tradition of building sporty and agile compact models.

BMW ConnectedDrive.

The BMW 2 Series Coupe sets further benchmarks in the compact segment with its intelligent connectivity and assistance systems. BMW ConnectedDrive includes a wide range of practical mobility services and safety-enhancing driver assistance systems, either as standard or as optional features. Highlights include the new iDrive Touch Controller, whose touch-sensitive interface allows drivers to input characters or points of interest directly using

their finger, and the Driving Assistant, which includes a pedestrian warning function. Other features include extended smartphone and music player integration and integration of apps, for example for internet services such as Facebook and Twitter.

2.6 BMW M3 Sedan und BMW M4 Coupe: Innovative engine technology and systematic lightweight design.



The launch of the new BMW M3 Sedan (fuel consumption combined: 8.8–8.3 l/100 km; CO₂ emissions combined: 204–194 g/km) and the new BMW M4 Coupe (fuel consumption combined: 8.8–8.3 l/100 km; CO₂ emissions combined: 204–194 g/km) sees BMW M GmbH revealing a new interpretation of the high-performance sports car – and carrying the BMW M philosophy over into the fifth generation of the M3. More than 40,000 examples of the fourth-generation BMW M3 Coupe were built, and now the BMW M4 Coupe is poised to continue this success story. The “M4” badge is a reference to the model series that provides the basis for the new M model – and, for the first time, the Coupe will be introduced at the same time as the four-door variant. Logic dictates the latter will be christened the BMW M3 Sedan.

BMW M brings racing technology to the road.

“Four generations of the BMW M3 have blended motor sport genes and uncompromised everyday usability within an emotionally rich overall concept,” explains Dr Friedrich Nitschke, President BMW M GmbH. “The BMW M3 Sedan and BMW M4 Coupe represent an ongoing commitment to this philosophy. The engine is the heart of every M model, and the new turbocharged six-cylinder unit fitted in the two new cars combines the virtues of a high-revving naturally aspirated unit with the strengths of turbocharger technology. A committed lightweight design concept produces a weight saving of around 80 kilograms over the outgoing M3. The BMW M3 and BMW M4 take motor sport technology from the track to the road, and thousands of laps of the legendary Nürburgring Nordschleife – the world’s most exacting race track – have readied the new models for that transition. Meticulous and passion-fuelled development work has underpinned the creation of two high-performance sports cars that set new standards in terms of overall concept, precision and agility.”

New engine with torque increased by around 40 per cent.

The high-revving six-cylinder in-line engine with M TwinPower Turbo technology newly developed for the new BMW M3 Sedan and new BMW M4 Coupe produces a maximum output of 317 kW (431 hp) is available across a wide rev band and outstrips the figure recorded by the outgoing BMW M3 by roughly 40 per cent. And yet the engine also achieves a reduction in fuel consumption and emissions of around 25 per cent. Both the

BMW M3 Sedan and BMW M4 Coupe cover the sprint from 0 to 100 km/h in 4.1 seconds (with the optional seven-speed M Double Clutch Transmission with Drivelogic).

Systematic lightweight technology.

In the interests of maximising dynamic ability and ensuring excellent efficiency, weight savings of around 80 kilograms have been achieved over a comparably equipped predecessor model. The BMW M4 Coupe, for example, has a DIN kerb weight of 1,497 kilograms, thanks to the rigorous application of intelligent lightweight design measures. These include the increased use of lightweight materials such as carbon-fibre-reinforced plastic (CFRP) and aluminium for a number of chassis and body components. Indeed, both models feature a carbon roof.

Geared for everyday usability as well as the race track.

One of the primary objectives in the development of the BMW M3 Sedan and BMW M4 Coupe was to ensure the new cars offered impressive race track capability. Hence the presence of a track-specification cooling system, which ensures that the optimum temperature balance for the engine, turbochargers and transmission is maintained at all times.

In order to accentuate the racing character of the two models in terms of both their technical composition and the fine-tuning of the cars, the engineers worked closely with BMW Motorsport's professional racing drivers during the development phase. For example, DTM drivers Bruno Spengler and Timo Glock took part in the extensive testing and set-up work carried out at the Nürburgring-Nordschleife circuit.

2.7 BMW 7 Series Horse Edition: Exclusive, luxurious, distinctive.



Innovative luxury, imposing elegance and the perfect harmony of dynamic excellence and majestic ride comfort define the distinctive character of the BMW 7 Series (fuel consumption combined: 12.9–5.6 l/100 km; CO₂ emissions combined: 303–148 g/km). And now, attractive special-edition models are set to shine an even brighter spotlight on the exclusive style of the globally successful luxury Sedan. For example, the BMW 7 Series Horse Edition – introduced in the Chinese market specially to mark the beginning of the Year of the Horse – takes a stylish approach to enhancing individuality and driving pleasure.

Presented for the first time at the Auto China 2014 international motor show in Beijing, the BMW 740Li xDrive Horse Edition uses elaborately designed graphic elements in the interior to highlight the symbolic power of the horse, while badges in the form of a horse are added to the front seat head rests. Added to which, the chrome strip connecting the Sedan's rear lights displays "Limited Edition" lettering. The Horse Edition's exterior paintwork accentuates its exclusive appearance; as well as Sapphire Black metallic, customers can also choose from the Individual paint finishes Ruby Black metallic, Citrine Black metallic and Moonstone metallic. The BMW 740Li Horse Edition – which features intelligent all-wheel drive – also comes with Adaptive LED Headlights, the Surround View system and an M Sport package including an M Aerodynamics package, 19-inch M light-alloy wheels in V-spoke design, an M leather steering wheel and a BMW Individual roof liner in Anthracite. Comfort seats – complete with active seat ventilation – for both driver and front passenger, the massage function for the rear seat backrests and Ash Grain Anthracite fine wood interior trim strips add the finishing touches to the high-class ambience on board the luxury Sedan.

Its exclusive composition of high-quality equipment details allows the BMW 7 Series Horse Edition to lay on a driving experience honed to the requirements of discerning target groups in the Chinese market. And the introduction of further special-edition BMW 7 Series models over the course of the year will offer customers in other markets similarly stylish ways to enjoy individual luxury.

2.8 BMW i market launch in China: Electric mobility courtesy of the BMW i3 and the BMW i8.



BMW i stands for tailor-made vehicle concepts, sustainability along the entire value chain, complementary mobility services and a new understanding of premium. The brand takes into consideration worldwide ecological, economic and social change. In addition to the BMW i3 (fuel consumption combined: 0.0 l/100km; CO₂ emissions combined: 0 g/km), BMW i will be offering a further, uniquely fascinating model as of 2014 – the plug-in hybrid sports car BMW i8 (fuel consumption combined: 2.1–0.0 l/100 km; CO₂ emissions combined: 49–0 g/km). The BMW i3 and BMW i8 will be presented for the first time as series-production versions in the important Chinese market. These models have already reaped numerous international awards for their sustainability-focused concept, their design and the mobility services offered by BMW i.

Conceptual and technological development at BMW i is underpinned by extensive research and development work. At the same time, there have been large-scale field studies to examine the behaviour of purely electrically powered vehicles in everyday traffic conditions. In the process, a great deal of valuable experience has been gained and is reflected in the innovative vehicle concepts and mobility solutions offered by BMW i. Characteristic BMW driving pleasure in conjunction with emission-free mobility, cutting-edge design, intelligent lightweight construction as well as resource-conserving and energy-saving production methods complement each other to create the unique premium characteristics of BMW i automobiles such as the new all-electric BMW i3 and the BMW i8 plug-in hybrid sports car.

Sustainability that also embraces the production process.

What makes the BMW i approach so unique is the revolutionary, holistically sustainable concept which ranges from initial development and design, production and utilisation right up to recycling and offers, in all respects, sustainability at the same level as conventional BMW standards in terms of quality and driving pleasure. BMW i thinks beyond the actual vehicle itself and makes allowances for the entire value chain. For example, BMW i vehicles are produced at the BMW Leipzig plant using electricity that is gained directly from wind turbines located on the factory premises and – thanks to a new production method – built using a fraction of the energy that is required for conventional vehicle construction. For the very first time at this factory, premium automobiles are being produced that are designed from the outset

to be powered solely by electricity or by a plug-in hybrid drive system respectively. These are vehicles that, unlike so-called conversion models, are not based on conventional automobile structures and merely equipped with additional electric components, but vehicles that are designed right from the start to attain sustainable electric mobility.

BMW LifeDrive concept lowers vehicle weight.

Sustainable electric mobility calls for completely new solutions – which also applies to the vehicle architecture. At BMW i, this solution is termed “LifeDrive”, a vehicle architecture especially designed for the electric vehicle. This innovation not only more than compensates for the weight of the battery, but also lowers the centre of gravity, guaranteeing a high degree of occupant safety. The LifeDrive architecture of the BMW i3 and the i8 comprises two modules – the Life Module as a passenger compartment and the Drive Module, a suspension set-up featuring integrated drive technology.

The Life Module consists of high-strength, extremely light carbon, a material that is 50 per cent lighter than steel but significantly more rigid. The BMW Group is the world's first company to industrialise the CFRP production process for economical usage in automobile production. Thanks to the use of this material, it was possible to dispense with the B pillar in the entrance area of both the BMW i3 and the BMW i8, thereby conveying a distinct feeling of spaciousness and permitting convenient access to the interior. The Drive Module is made of lightweight aluminium and accommodates all suspension, heating/air conditioning and drive components as well as the battery. All in all, this means more room for the passengers and, thanks to the low centre of gravity, typical BMW agility and road-holding characteristics.

BMW eDrive guarantees zero-emission driving pleasure.

The BMW eDrive concept, i.e. an electric motor and a liquid-cooled lithium-ion high-voltage battery, was developed by BMW. The electric motor accelerates from standstill with maximum torque and enables zero-emission driving by using 100 per cent renewable energy sources. Over its lifetime the BMW i3 thus leaves behind a CO₂ footprint only about half that of the reference vehicle, the World Green Car of the Year 2008, the BMW 118d (urban/extra-urban/combined: 5.1/3.6/4.1 l/100 km; CO₂ emissions: 119 g/km). At the same time, typical BMW driving pleasure remains the trademark of the BMW i3 and, of course, the BMW i8 as well.

BMW i3 – compact and sporty.

The BMW i3 is the first all-electric series vehicle produced by BMW i and the first premium automobile designed right from the start to be powered solely by electricity – for all markets around the world. The BMW i3 creates entirely new and pathbreaking possibilities to experience driving pleasure, sustainability and networking in urban traffic conditions. The visionary design of the BMW i3 authentically expresses both the typical BMW sportiness and the efficiency of the 4-seater car alike. Its innovative vehicle concept combines lightness, stability and safety with a remarkably high level of spatial comfort. In perfect interplay with the driver assistance systems and BMW ConnectedDrive mobility services developed exclusively for BMW i, as well as the services provided by 360° ELECTRIC, emission-free mobility within the urban environment becomes both a fascinating and practical everyday experience that also convinces in terms of fuel economy. For example, ongoing maintenance costs for a BMW i3 in Germany are 30 per cent lower than those of a BMW 320d (urban/extra-urban/combined: 5.9/4.0/4.7 l/100 km; CO₂ emissions: 119 g/km).

Dynamic appearance and spacious interior.

The BMW i3 boasts a new interpretation of typical BMW design characteristics. At the front, the flat double kidney grille sporting a colour accent and the U-shaped headlights attract immediate attention. Like the roof and the tailgate, the bonnet, under which a 35-litre storage space is provided, is always finished in black, regardless of the exterior body colour, giving the car a flatter and more dynamic appearance. Viewed from the side, the BMW i3 looks particularly dynamic, thanks to 19-inch forged alloy wheels, short overhangs and a flowing silhouette. The front and rear doors open in opposite directions, permitting convenient access thanks to the large door openings and the B pillar being integrated into the door. The U-shaped headlights with LED daytime driving lights at the front and the likewise U-shaped taillights are also striking features of the BMW i3.

In spite of its extremely compact exterior length of just under four metres, the BMW i3 offers its occupants a surprisingly generous amount of space. The spacious and airy interior convinces with a lounge-like, relaxing atmosphere. The distinctive styling of the instrument panel and door elements convey a sense of lightness and the interior elements made of renewable raw materials enable occupants to experience the sustainability of this new vehicle concept at any time.

The electric motor of the BMW i3 delivers a maximum power output of 125 kW/170 hp and a maximum torque of 250 Nm (184 lb-ft), transferring spontaneously developed power to the rear wheels via a single-stage gearbox.

The BMW i3 sprints from 0 to 100 km/h in just 7.2 seconds, whilst a speed of 60 km/h is reached from a standstill in a mere 3.7 seconds. The low centre of gravity and well-balanced axle load distribution ensure a high level of directional stability and agility. The energy storage module facilitates a range of 130 to 160 kilometres in everyday operation. Depending on the drive mode, vehicle range can be extended by between 20 and 40 kilometres.

The BMW i3 has already seen its successful market launch in Europe, and global demand already far exceeds current production capacity at the Leipzig plant. With China and the USA, two further markets now offer the BMW i3.

BMW i8 – trailblazer in the sports car segment.

The BMW i8 was intentionally conceived right from the start as a high-performing and exceptionally efficient plug-in hybrid sports car. The model-specific plug-in hybrid system of the BMW i8, which was exclusively developed and produced by the BMW Group, marks a new evolutionary milestone in the development of the company's Efficient Dynamics technology. The basic principle of Efficient Dynamics – enhanced driving pleasure, lower fuel consumption – is particularly resolutely implemented in the BMW i8. With the performance characteristics of a thoroughbred sports car and the fuel economy of a small car, the BMW i8 plug-in hybrid sets benchmarks that can only be achieved by incorporating the revolutionary LifeDrive vehicle concept. As a result, the BMW i8 is the trailblazer of a new generation of sports cars that are defined not only by performance, but also by intelligent solutions to the challenges of individual mobility of the future.

The BMW i8 boasts an entirely new sports car design featuring many aerodynamically refined details. At the same time, the 2+2-seater car is immediately recognisable as a model of the BMW i brand and a sports car of a new generation. At the front, the bonnet is encompassed by slightly higher wheel arches and, together with the almost closed kidney grille, shapes an extremely flat and muscular frontal view. The precise swage line emphasises the wedge shape of the body and, together with the sloping roofline and the C pillar, creates an aerodynamic and sporty exterior design. In order to further optimise fuel economy, the BMW i8 ensures aerodynamically favourable airflow within all areas of the body, including Stream Flow air routing from the side to the rear, a smooth underside and the diffuser located beneath the rear end. Optional laser headlights developed exclusively by BMW with three-fold light intensity, doubled high beam range and extremely low energy consumption are unique worldwide.

In a world-first, laser headlights developed by BMW are now available as an option for a series-produced model. They boast three times the light intensity

and double the range of conventional headlights, as well as extremely low energy consumption. Tiny laser diodes generate a very bright, white light that is pleasant on the eye. Compared to LED headlights, which are already highly efficient, they cut energy usage by at least a further 50 per cent. Laser light generates 170 lumens per watt compared to around 100 lumens in the case of LED lighting, a little over 80 for xenon headlights and around 20 for halogen lights. Laser light is monochromatic, which means the light waves all have the same length and a constant phase difference. That results in a near-parallel, high-luminance beam which enables high-precision adjustment and a range of almost 600 metres. And it all comes with minimal demands on space because laser diodes are 10 times smaller than LEDs. Light tracking, moreover, ensures the road is optimally lit even if it runs through hilly terrain, for example. Incidentally, this laser light is entirely safe: what are originally blue laser beams emitted by the diodes are first directed to a layer of phosphorus that turns them into harmless light resembling natural daylight. The resulting high-contrast illumination of the road makes for fatigue-free and safe driving after dark.

The interior of the BMW i8 conveys sportiness, dynamics and lightness. Distinct driver orientation and a modern cockpit design characterise the sports car of the future. All data required for driving such as speed, range and state of charge are shown on the instrument display in three-dimensional form. Familiar from other BMW models, the central control display on the instrument panel provides a representation of all further vehicle functions, including the extensive BMW ConnectedDrive services, which have been especially adapted to suit the demands of the plug-in hybrid technology featured in the BMW i8.

The technical highlight of the BMW i8 is undoubtedly BMW eDrive, drive technology developed by BMW for use in all electric and plug-in hybrid models. This is supplemented by the completely new 1.5-litre, three-cylinder petrol engine. Power from the two motors (electric at the front and petrol at the rear) is transferred to the road without any noticeable interruption of traction and, in SPORT mode, using four-wheel drive technology. Thanks to an overall system power output of 266 kW/362 hp, the BMW i8 offers the performance of a sports-car: 0–100 km/h in 4.4 seconds, with top speed being electronically limited to 250 km/h. Average fuel consumption of the BMW i8 as per ECE test cycle for plug-in hybrid vehicles is 2.1 litres/100 kilometres, coupled with a CO₂ emission level of 49 grams per kilometre. Maximum possible vehicle range in solely electric operation is approximately 35 kilometres, whereby the battery of the plug-in hybrid can also be constantly recharged by the three-cylinder petrol engine during the journey. This means that during overland journeys for example, the BMW i8 can be driven through towns and cities at any time entirely by electric power, whilst

outside built-up areas, the battery is recharged by the combustion engine so that sufficient capacity is available to drive through the next town using only the power from the electric motor.

As in the case of the BMW i3, there is significant worldwide customer interest in the BMW i8 as well. The first units are scheduled for delivery in June.

360° ELECTRIC and BMW ConnectedDrive make electric mobility simple.

In addition to the actual vehicle, the 360° ELECTRIC programme from BMW i offers customers an extensive range of products and premium services guaranteed to satisfy all needs and provide answers to all questions. These include recharging at home using the BMW i Wallbox, recharging at public charging stations, mobility assurance and the integration of innovative mobility services offered by BMW ConnectedDrive. The programme supports the comfortable, reliable and flexible use of the electric vehicle and provides answers to all questions pertaining to electric mobility. As a result, the 360° ELECTRIC programme plays a significant role in making a BMW i customer's everyday life considerably easier.

Innovative driver assistance systems such as the Traffic Jam Assistant, Parking Assistant or the Collision and Pedestrian Warning Assistant with City Braking Function, as well as BMW ConnectedDrive mobility services exclusively adapted to suit purely electric drive technology, help cope with emission-free driving in everyday traffic conditions. In addition, navigation services especially developed within the framework of 360° ELECTRIC for the demands of electric mobility complement the proven range of BMW ConnectedDrive products.

Every BMW i is fitted as standard with a SIM card and a navigation system, the range of functions of which is supplemented by BMW ConnectedDrive services that have been specifically developed for BMW i. The Dynamic Range Assistant accompanies route planning and the current journey. If the destination chosen in the navigation system is outside the vehicle's range, the driver is assisted by the recommendation to change either to the ECO PRO mode or the ECO PRO+ mode and by the calculation of an economically more favourable alternative route. Should it become necessary to recharge the battery at a public charging station, the respective stations available within the vicinity are then displayed to the driver.

BMW i vehicles achieve a new dimension in the networking of the driver and the car. The BMW i Remote app also provides useful mobility planning data on the customer's smartphone. Both inside and outside the vehicle,

BMW i ConnectedDrive offers intermodal routing that is unique worldwide and incorporates public transport connections, parking spaces and footpaths into mobility planning. From travelling in the BMW i to the search for a parking space or taking the bus or the subway right up to the final stage of the journey covered on foot, BMW ConnectedDrive services for BMW i guide the customer accurately and efficiently to any desired destination.