



Media Information  
December 10<sup>th</sup> 2014

## **Pedestrian Warning with City Braking function from BMW ConnectedDrive receives Euro NCAP Advanced award 2014.**

**Safety experts at the European testing institute rate the camera-based system a pioneering innovation in the field of accident avoidance – Special award presented to BMW for the second time since 2010.**

**Munich.** Pedestrian Warning with City Braking function is the second driving assistance system from BMW ConnectedDrive to win the Euro NCAP Advanced award. The camera-based safety system, available for a large number of BMW's current models, helps reduce the danger of collisions with pedestrians in urban traffic. This award from the Euro NCAP (European New Car Assessment Programme) safety assessment institute is granted annually to honour particularly pioneering innovations in the area of accident avoidance and occupant protection. At the inaugural presentation of the Euro NCAP Advanced award in 2010, the accolade went to BMW ConnectedDrive's Intelligent Emergency Call with automatic location and accident severity detection.

The award complements the assessment system with its top five-star rating – recognised Europe-wide – while taking into account innovative safety features whose function exceeds the requirements of the Euro NCAP crash test. As the latest model in the portfolio of the Munich-based premium brand, the BMW 2 Series Active Tourer (fuel consumption: 6.5 – 3.8 litres [43.4 – 74.3 mpg imp]; CO<sub>2</sub> emissions combined: 152 – 99 g/km)\* was only recently granted the maximum five stars in the Euro NCAP crash test. Now comes the Euro NCAP Advanced award on top of that. The BMW 2 Series Active Tourer, for example, is equipped as standard with a camera mounted on the windscreen in the base of the rear-view mirror, along with Collision Warning with City Braking function. Specifying the optional Driving Assistant adds to this Pedestrian Warning with City Braking function – likewise camera-based – as well as the Lane Departure Warning system, High Beam Assistant and the Speed Limit Info system with No Passing Info display.

The Driving Assistant is also available in model-specific configuration for many more vehicles in the current BMW range. The Pedestrian Warning with City Braking function honoured by Euro NCAP can be used at speeds of between 10

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\* Fuel consumption figures were calculated on the basis of the ECE test cycle, depending on tyre format.



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and 60 km/h (6 and 37 mph) and is therefore ideal for reducing accident hazards in city traffic.

The system analyses the traffic situation based on the images generated by the camera. As soon as a potential collision with a pedestrian is registered, the driver is given an optical warning via the instrument cluster and is prompted to take action by a supplementary acoustic signal. At the same time the braking system is primed for maximum deceleration. Following the warning the system initiates automatic medium-force braking, which in many situations is sufficient to avoid a collision. At the same time, the braking action prompts the driver to react to the critical situation. As soon as he touches the brake pedal, full braking power is available to ensure the shortest possible stopping distance.

Pedestrian Warning with City Braking function was extensively tested by safety experts from an independent Euro NCAP test lab. The conferral of the special award emphatically corroborates the effectiveness and reliability of the system, which is available for virtually the entire model portfolio – from the BMW 1 Series all the way to the BMW 7 Series.

Further information on official fuel consumption figures, specific CO<sub>2</sub> emission values and the electric power consumption of new passenger cars is included in the following guideline: "Leitfaden über fuel consumption, die CO<sub>2</sub> emissions und den Stromverbrauch neuer Personenkraftwagen" (Guideline for fuel consumption, CO<sub>2</sub> emissions and electric power consumption of new passenger cars), which can be obtained from all dealerships, from 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>. LeitfadenCO<sub>2</sub> (GuidelineCO<sub>2</sub>) (PDF – 2.7 MB).

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### The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2013, the BMW Group sold approximately 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 employees.

The success of the BMW Group has always been based 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.

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