

Media Information

16 October 2013

Speech by Mr Antonio Antela Martinez, Director of Sales and Marketing, BMW South Africa, at the 2013 Johannesburg International Motor Show (JIMS)

Ladies and Gentlemen,

BMW has always been a sporty brand.

In the BMW M5 and in the BMW M6 Coupe, BMW M6 Convertible and BMW M6 Gran Coupe models, race track technology is brought to the road thanks to the expertise of BMW M. These are high-performance sports cars, each with an individual character. And they all share the claim of turning superior performance into an incomparable driving experience.

This is why M is still the most powerful letter in the world.

But the hallmark M driving characteristics are now available in an even more intense, concentrated and impressive guise. We are now offering a Competition Package as an option for the four most powerful cars in our model portfolio.

The Competition Package was specifically devised to further boost the handling properties of these BMW M models. With the Competition Package, the output of the high-revving V8 engine with M TwinPower Turbo technology is raised by 11 kW to 423 kW. In addition, the newly developed M carbon ceramic brakes are standard when the Competition Package is specified. Along with exclusively designed 20-inch M light-alloy wheels, a new exhaust system lends an unmistakable sporty note to the look and the sound of the car.

With the BMW M6 Gran Coupe with Competition Package now sprinting from 0-100km/h in just 4.1 seconds, you can see that our aim is to not only satisfy our customers, but also to amaze them again and again. That applies just as much to our core BMW brand as to BMW M.

In fact, BMW continues its global success because our approach to deliver Sheer Driving Pleasure remains the same: develop the absolute best cars in every segment through an engineering and design-based approach.

Today, we're introducing a new chapter in BMW's history: the new BMW 4 Series Coupe!

This car has a truly unique combination of:

- presence,
- elegance, and
- dynamics.

In designing the BMW 4 Series, we were determined to make a Coupe that stands above all others in its class. The result is an entirely new Coupe with more aesthetic differentiation and more product substance.

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For us, one thing was clear: A model this unique needs its own name. The 4 signifies even more presence, aesthetic appeal and dynamic performance.

Even more importantly, the BMW 4 Series Coupé will be in showrooms from later this month.

Ladies and Gentlemen,

Whenever we put a BMW on the road, it always has a clear mission: to be the benchmark for an entire industry.

The BMW X5 fulfils this mission like no other. This vehicle is a true pioneer.

The BMW X5 was the world's first premium Sports Activity Vehicle – and is still its most successful. It created a new segment – and has dominated it since. We have sold more than 1.3 million units since 1999 – that's why it has earned the nickname "the boss".

Here's what you can expect from the third generation:

- more sportiness and comfort,
- improved fuel economy,
- the combined innovative power of BMW ConnectedDrive.
- And even more luxury, space and exclusivity

The new X5 will be in South African showrooms from February 2014.