



Press Release
12 December 2013

New accents for the BMW X1.

Munich. The BMW X1 is known as a pioneer and global market leader in the premium Sports Activity Vehicle and SUV segment – it is a prime example of sheer driving pleasure, bold design and premium character that is unrivalled in its class. In the spring of 2014, the compact BMW X is raising the standard for this segment even higher with eye-catching exterior accents, a more refined interior ambience and innovative equipment features. The very latest Internet-based services are being added to the range of BMW ConnectedDrive features in order to provide those drivers with modern “connectivity lifestyles” with the best mobility services available.

The stylish and bold air intake vents in the front apron underline the sporty and powerful look of the BMW X1. Standard equipment now also includes daytime driving lights. Also new for this model are the attractively styled 17-inch light-alloy wheels with V-spoke design. Sparkling Brown metallic has also been added to the range of exterior paint finishes available for the BMW X1.

When ordered with the BMW xLine, BMW Sport Line or the M Sport package, the surface of the instrument cluster visor is covered with soft-touch material highlighted by lapfolded seams to add to the premium elegance. The optional interior trims also embellish the interior with a choice of exclusive accents in high-gloss Black, matt Coral Red or pearl-gloss Chrome. The stainless steel sill finisher protecting the bottom tailgate edge is another refinement that distinguishes the BMW X1.

The expanded range of BMW ConnectedDrive services available in the spring of 2014 will enable the BMW X1 to strengthen its pioneering role in terms of intelligent connectivity in its vehicle segment. When ordered with a navigation system and the Connected Drive Services option, a steadily growing range of mobility services are available – owners can subscribe to them at any time, even after the vehicle purchase. The innovative functions can be integrated in the car’s operating system via apps, using the

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smartphone or the SIM card that is installed in the vehicle. The selected apps will be compatible with the Apple iPhone and with smartphones that run the Android operating system. Among the new services offered for the BMW X1 are Online Entertainment and the ECO PRO Analyser.

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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.

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