

# BMW Group United Kingdom Corporate Communications

Media Information  
22-26 November, 2010

## The new BMW X3

### Key facts

- All-new BMW X3 is 83mm longer and 28mm wider than its predecessor.
- Offered in 2.0-litre diesel only. Other engines to be offered in 2011.
- Lowest emissions for a four-wheel-drive model in its segment.
- Auto Start-Stop function for the first time in conjunction with an eight-speed automatic transmission.
- First BMW X3 with optional Variable Damper Control and Drive Dynamic Control.
- Has higher standard specification than previous model, yet a lower on-the-road price.
- Went on sale 18 November, 2010.

The new BMW X3 has raised the bar in the premium sports activity market this year with the introduction of what is the lowest-emission four-wheel-drive model in the sector. This new Sports Activity Vehicle is also the first in the UK to come equipped with an Auto Start-Stop system combined with an automatic transmission. With unparalleled agility, a significantly upgraded cabin and a raft of sector-first technology, the new BMW X3 will set a new benchmark in the Sports Activity Vehicle market.

With a class-leading diesel engine, numerous chassis configurations courtesy of Variable Damper Control, as well as UK specific equipment packages and innovations such as Head-up Display and online connectivity, thanks to ConnectedDrive, the new BMW X3 offers customers the perfect sporty four-wheel-drive vehicle, whatever their activity.

### Design

The new BMW X3 combines BMW's X character with a dynamically stretched silhouette to produce an elegant, durable and sporting car. The typically characteristic

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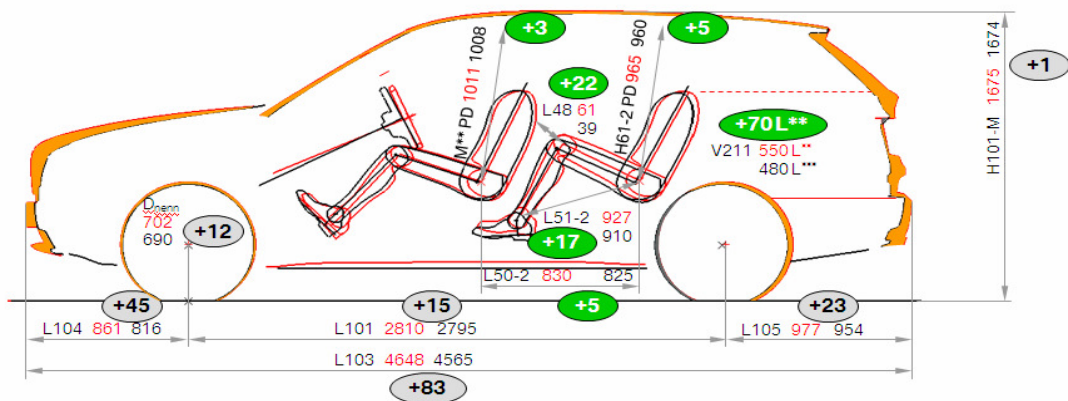
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upright kidney grille and triangular headlight arrangement of BMW X models is reflected in the front end of the X3 ensuring a powerful presence, further emphasised by the flared wheelarches and short wheelbase. Meanwhile the horizontal rear lines on the rear emphasise the X3's robust character.

High-grade materials and intelligent packaging are integral to the new BMW X3's interior. As always, the asymmetrical instrument panel and centre console are orientated towards the driver, while the latest generation iDrive, with 6.5-inch screen as standard, ensures all infotainment capabilities are easily accessible. The 8.8-inch high-resolution screen of the navigation system in the Professional Multimedia package featured in the new BMW X3 is the largest on-board monitor in its segment.

Throughout the cabin are a large number of storage compartments, trays and cup holders. The three rear seats offer outstanding comfort for travelling long distances and significantly more leg and elbow room compared to its predecessor.



With a volume of between 550 and 1,600 litres, the luggage compartment of the new BMW X3 is also one of the best in its segment. But it is not just about pure volume – useable space is essential to the SAV customer, and the new BMW X3 has an adaptable interior which can be changed to suit personal requirements.

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The rear seat backrests can be split 60:40 as standard or, as an option, 40:20:40 where the three segments can be folded down either individually or together. In this way it is possible to adapt the luggage compartment according to requirements.

## Drivetrain

Offering unrivalled levels of performance and efficiency is BMW's philosophy no matter what type of car and this concept has been applied to the Sports Activity Vehicle sector too. As a result, the new BMW X3 xDrive20d now offers better performance and higher efficiency than any of its rivals.

Model	Power Hp	Torque Nm	Zero – 62mph Seconds	Top Speed Mph	Combined Mpg	CO2 Emissions g/km
BMW X3 xDrive20d	184	380	8.5	130	50.4	149 (147*)

\*Automatic transmission.

Powered by a 2.0-litre four-cylinder turbo diesel engine with aluminium crankcase and common rail direct injection, it delivers a maximum power output of 184hp at 4,000rpm and peak torque of 380 Nm between 1,750 and 2,750rpm. This results in a zero-62mph time of 8.5 seconds, reaching a top speed of 130mph, yet CO2 emissions for this four-wheel-drive vehicle are only 149g/km, with average fuel consumption of 50.4 mpg. The table below outlines just how competitive the new BMW X3 is compared to its rivals.

Model	Power Hp	Torque Nm	Zero – 62mph seconds	Top speed mph	Combined mpg	VED band	CO2 g/km
BMW X3 xDrive20d	184	380	8.5	130	50.4	F	149
Audi Q5 2.0TDi SE 170	168	350	9.9	126	45.6	G	163
Land Rover Freelander 2 2.2 TD4 XS	148	420	11.7	112	45.6	G	165

All figures are for manual transmission-equipped vehicles.

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Other engines, all diesel, will be launched at a later date, but in the UK the BMW X3 xDrive20d will account for approximately 80 per cent of all sales when all other engines have been introduced.

The new BMW X3 xDrive20d with an automatic transmission achieves identical acceleration, top speed and fuel consumption, with a CO<sub>2</sub> emission level of 147g/km. This reduction in emissions is thanks to the X3 being the first BMW model in the UK to team Auto Start-Stop technology with the optional eight-speed automatic transmission. The Auto Start-Stop function also features as standard on the manual transmission.

The advantage of the eight-speed gearbox is a shorter reaction time, smoother changes and the ability to match the perfect gear for any driving situation: whether trying to maximise performance and efficiency, or ensuring the right gear for all occasions when carrying a particularly heavy load.

A six-speed manual gearbox is fitted as standard to the new BMW X3.

#### **Chassis and safety**

The first generation BMW X3 set the bar when it came to the driving dynamics of this type of vehicle, and the second generation builds on that exceptional agility with newly conceived suspension technology, electronically controlled driver assistance and advanced four-wheel-drive.

For drivers who want to personalise the feel of their BMW X3, Variable Damper Control is available for the first time on this model. The electronically controlled dampers adapt to road surface conditions and the style of driving, while the driver is able to influence the action of the dampers by means of the Drive Dynamic Control system.

This function enables the driver to choose between Normal, Sport and Sport+ modes using a button on the centre console. As well as damping behaviour, it can adjust the character of the accelerator, engine response, power steering weight, DSC response thresholds and – if specified – the shifting dynamics of the automatic transmission.

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Electric Power Steering is incorporated in the BMW X3 for the first time and allows for precise handling and increased efficiency. Variable sports steering is also available for the first time as an option, and reduces the degree of steering movement necessary to turn the front wheels in various conditions including parking, cornering and swerving manoeuvres. Variable sports steering differs from Integral Active Steering as it does not have a mechanical element such as a planetary gearset adding steering lock. It relies on the Servotronic system to provide greater assistance.

As standard, the new BMW X3 comes with xDrive permanent four-wheel-drive technology, an electronically controlled system that ensures variable distribution of drive to the front and rear axles. Linked to DSC, Dynamic Stability Control, xDrive can counteract oversteer or understeer at an extremely early stage, and help to control the car through bends by sending increased drive to the rear wheels while, if needed, braking the inside rear wheel to increase the car's mid-bend agility and traction.

The commitment to offering the most complete driving on and off-road experience in the sector means the new BMW X3 also features completely redeveloped suspension technology with a double-joint spring-strut axle at the front and a multi-link rear axle.

Performance Control is a new feature for the BMW X3 and sees power distributed electronically between the rear wheels depending on loading to effectively act like an electronic differential.

## **Pricing and specification**

The new BMW X3 xDrive20d SE is even better value than its predecessor. At £30,490 OTR, it is actually £115 less than the outgoing model, yet is equipped with a higher level of standard specification including Nevada leather upholstery, two-zone air-conditioning, iDrive controller and colour display.

The new BMW X3 can be specified with a range of innovative features. The choice of options range from a panoramic sunroof, high-end audio equipment and the Professional Multimedia package with hard-disk storage, to automatic boot lid operation and a tow coupling with electronically pivoting ball head.

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The choice of systems offered under the BMW ConnectedDrive driver assistance banner is also unique in the segment, and include Head-up Display, Adaptive Headlights, High-beam Assistant and reversing camera including Top View, giving a 360 degree panoramic view for the driver.

Following extensive research of buying habits of previous BMW X3 buyers, the new generation model can be specified with several packages that bring together the most popular options at cost-effective prices. These packages include:

Business Advanced Media package - £2,165

Business navigation, Bluetooth telephone preparation with USB interface, voice control and telematics, and BMW Assist.

Professional Multimedia Media package - £2,465

Professional navigation, Bluetooth telephone preparation with USB interface, voice control and telematics, and BMW Assist.

Visibility package - £1,490

Xenon headlights, Headlight wash, Adaptive headlights, High-beam assistant and dimming and folding exterior mirrors.

Cold weather package - £790

Steering wheel heating, front and rear seat heating, and through loading with 40:20:40 seat split.

## **Residual values and whole life costs**

The new BMW X3 xDrive20d is predicted to perform extremely strongly on the used market according to independent figures – far outperforming its competitors, both in terms of predicted value achieved and percentage of cost new.

And thanks to its exceptional fuel economy and low CO<sub>2</sub> levels, in-life ownership costs will be extremely competitive too.

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Model	Price OTR	Residual value	BIK (year 1, 40 per cent)	Cost per mile
BMW X3 xDrive20d SE (F25)	£30,490	43%	21%	61.26
BMW X3 xDrive20d SE (E83)	£30,605	31%	26%	70.00
Audi Q5 2.0TDi SE 170	£31,490	43%	24%	64.74
Land Rover Freelander 2 2.2 TD4 XS	£28,495	38%	25%	63.60
Volvo XC60 D5 AWD SE	£32,145	37%	26%	73.14

Source: KWIKCar Cost.

Every BMW comes as standard with three years' unlimited mileage warranty in addition to unlimited mileage 12 years' anti-corrosion warranty and three years' paintwork warranty. Likewise the first year of ownership sees customers provided with the added peace of mind with BMW Emergency Service package and its bespoke seven day a week, 24 hour roadside care via a team of highly qualified technicians.

### Historic sales:

Model	2004	2005	2006	2007	2008	2009	2010 YTD
BMW X3	6,711	7,536	7,616	4,888	2,969	2,020	655

BMW X1	N/A	N/A	N/A	N/A	N/A	558	4,369
BMW X5	8,421	10,808	6,254	7,202	5,473	5,645	3,803
BMW X6	N/A	N/A	N/A	N/A	1,386	1,956	1,350

### Sales breakdown of previous BMW X3 sales (2010 YTD):

xDrive18d	xDrive20d	xDrive25i	xDrive30d	xDrive30sd	xDrive30si
13.8%	76.5%	1.4%	6.0%	2.0%	0.3%

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**Projected sales:**

BMW UK expects to sell circa 4,800 BMW X3s in its first full year.

**Ends**