

UK Press Launch.

The new BMW 6 Series Convertible.



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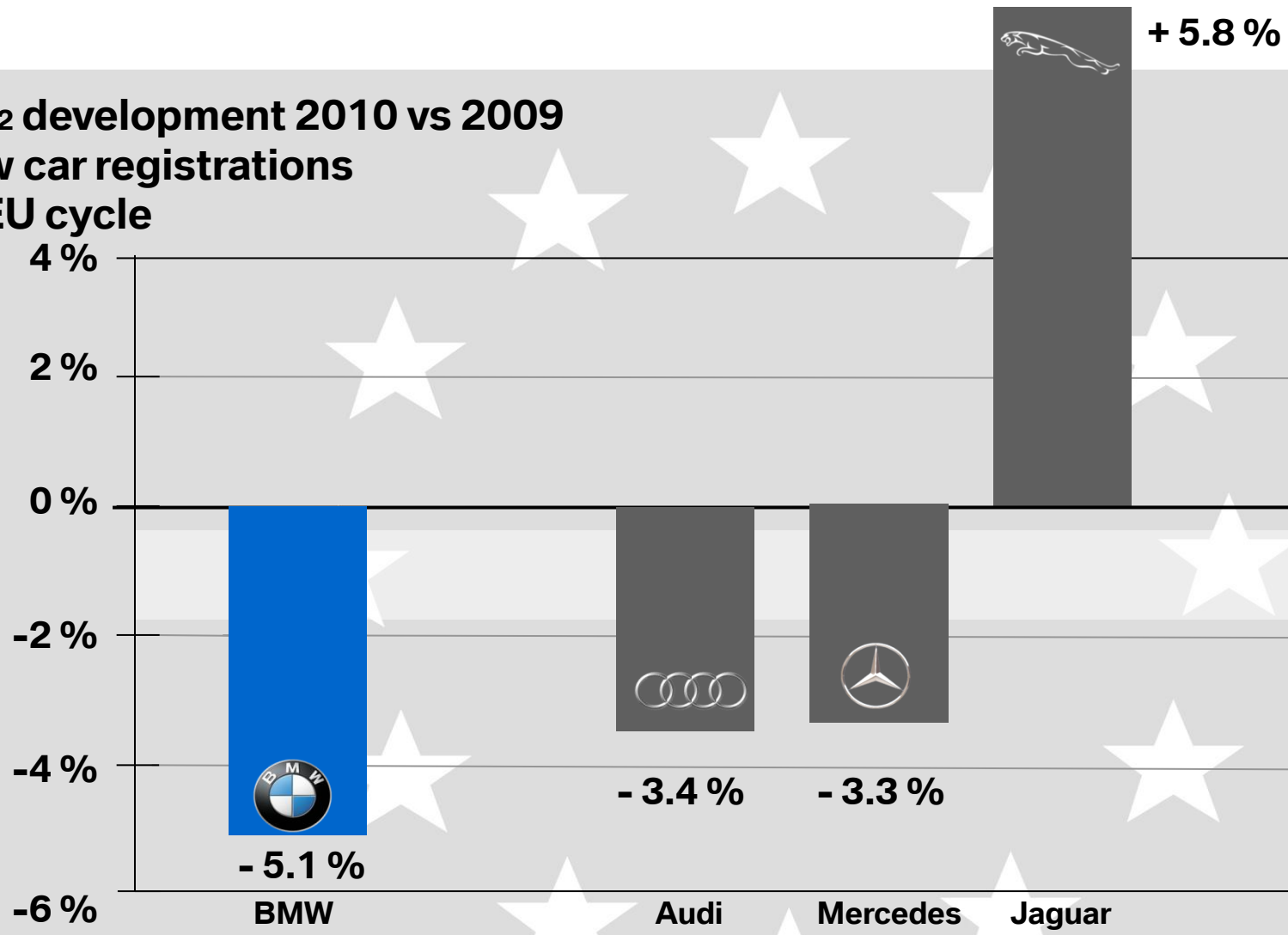


Graham Biggs
Corporate Communications Director

BMW EfficientDynamics.

Leading the move to lower CO₂ emissions...

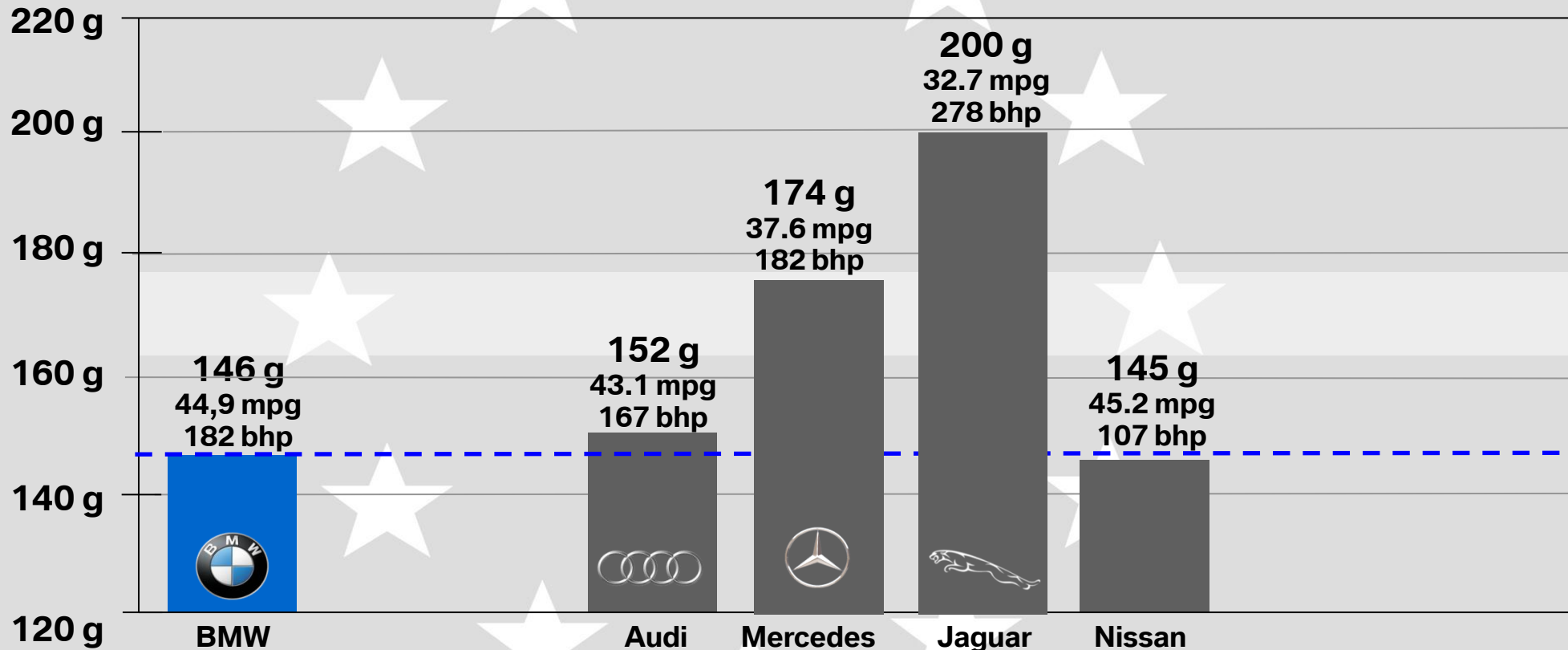
CO₂ development 2010 vs 2009
new car registrations
in EU cycle



BMW EfficientDynamics.

... and without compromising performance.

Avg CO₂ emissions 2010
new car registrations in EU cycle
(avg petrol mpg; avg HP output)



Source: UK Green Car Guide 2010

UK Press Launch.

The new BMW 6 Series Convertible.



Brian Cox
Product Manager

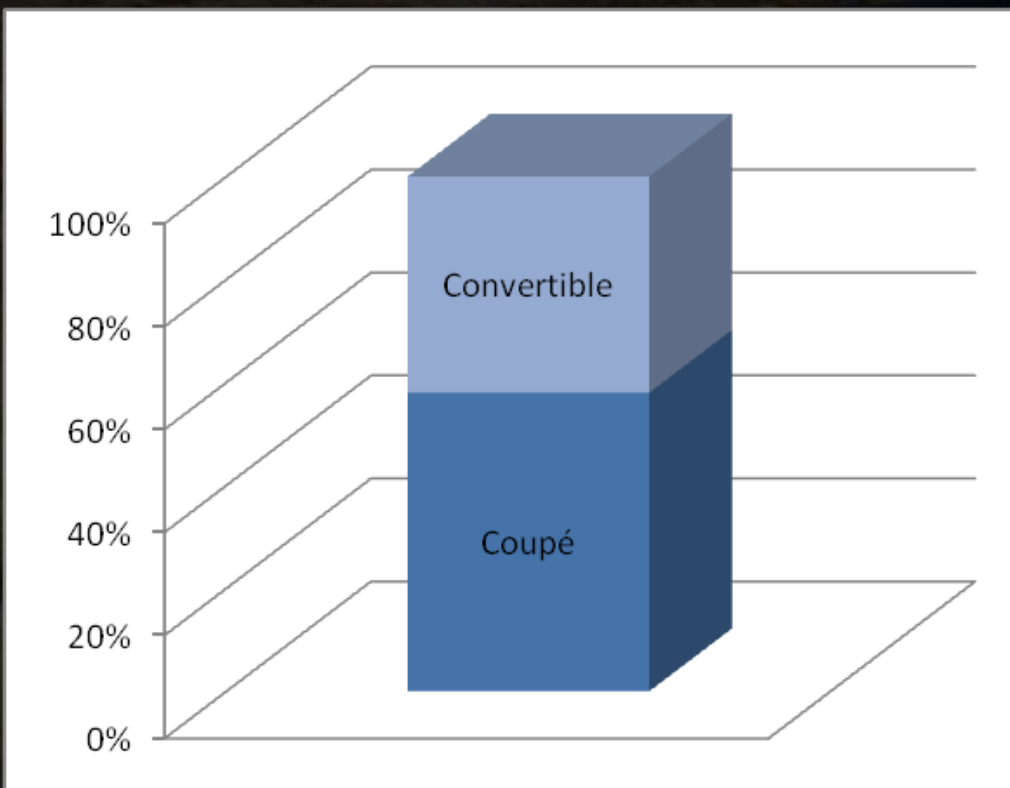
The new BMW 6 Series Convertible.

Foundations to build upon. 14,000 sold in UK.



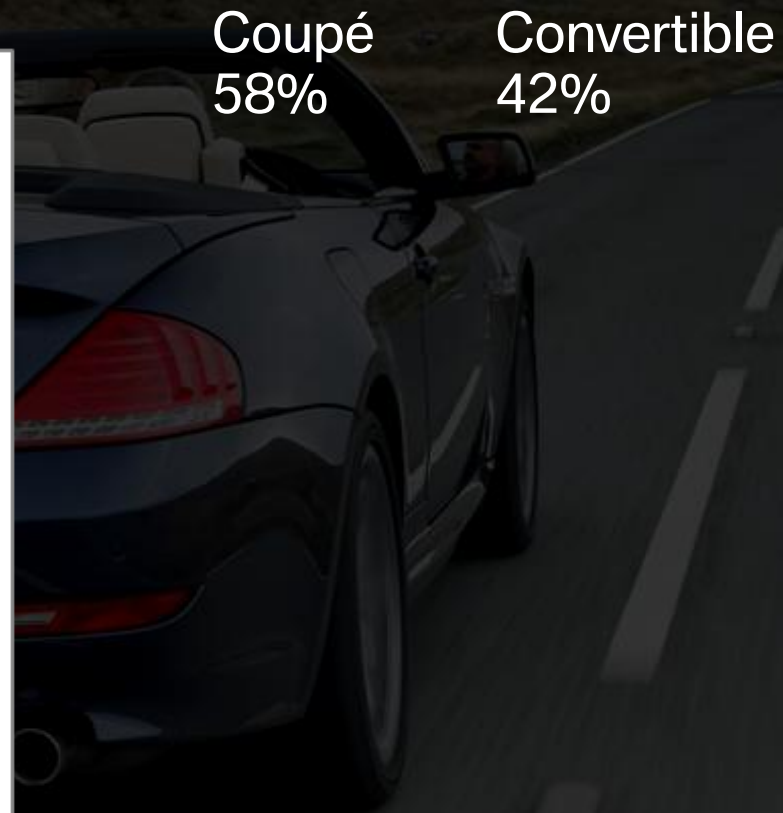
The new BMW 6 Series Convertible.

UK BMW 6 Series sales profile.



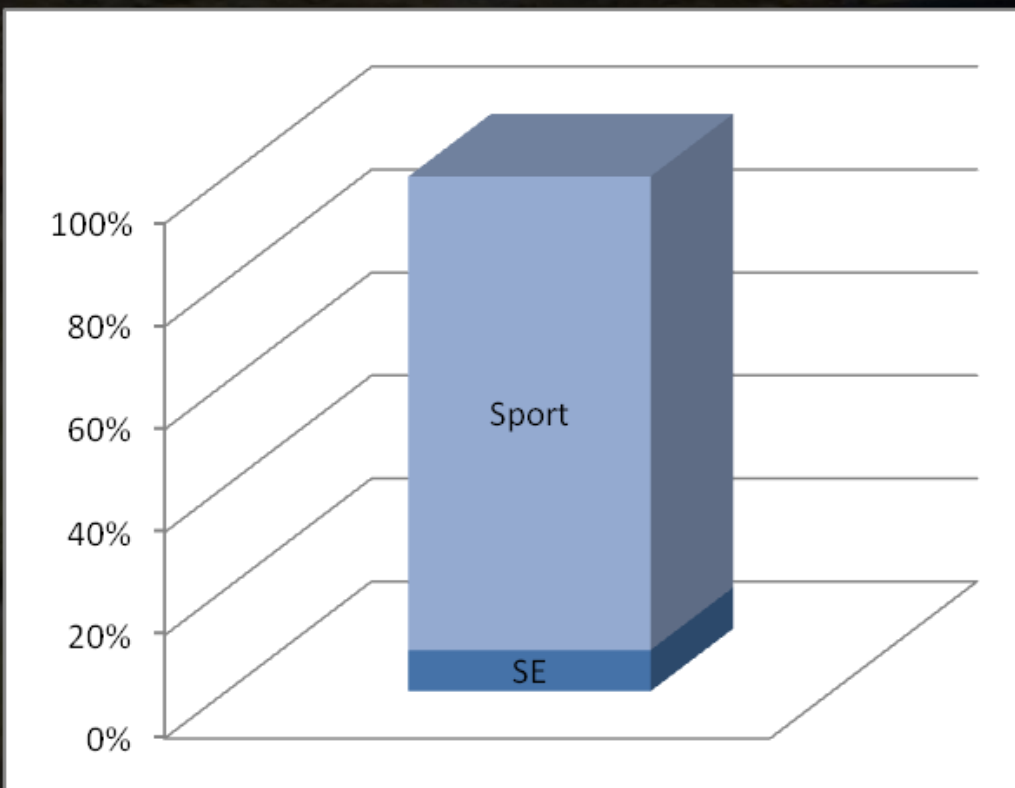
Coupé
58%

Convertible
42%



The new BMW 6 Series Convertible.

UK BMW 6 Series sales profile.



Coupé
58%

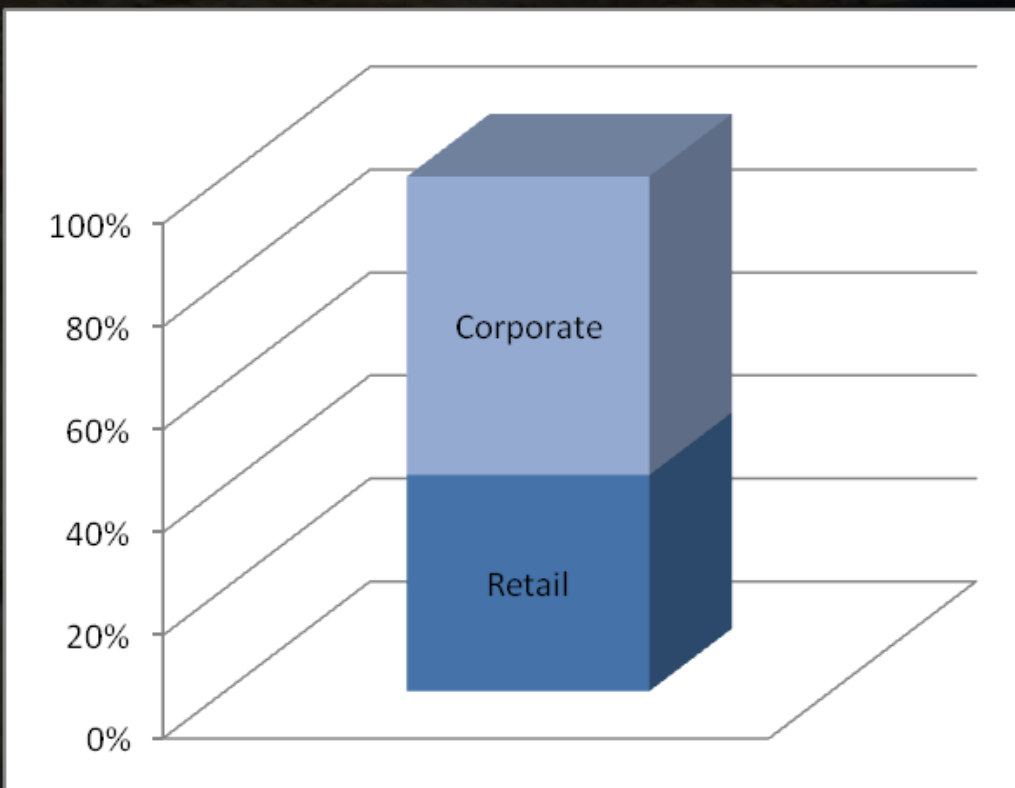
Convertible
42%

SE
8%

Sport
92%

The new BMW 6 Series Convertible.

UK BMW 6 Series sales profile.



Coupé
58%

Convertible
42%

SE
8%

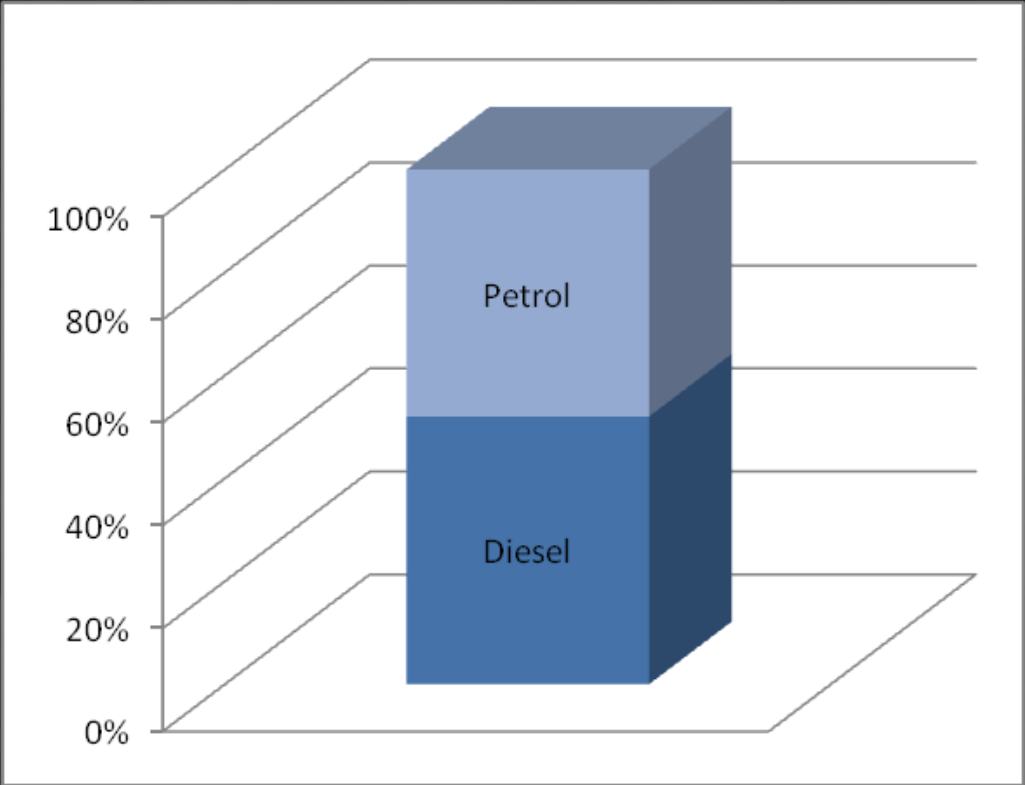
Sport
92%

Retail
42%

Corporate
58%

The new BMW 6 Series Convertible.

UK BMW 6 Series sales profile.



Coupé	Convertible
58%	42%
SE	Sport
8%	92%
Retail	Corporate
42%	58%
Diesel	Petrol
52%	48%

The new BMW 6 Series Convertible.

Established competitor environment.

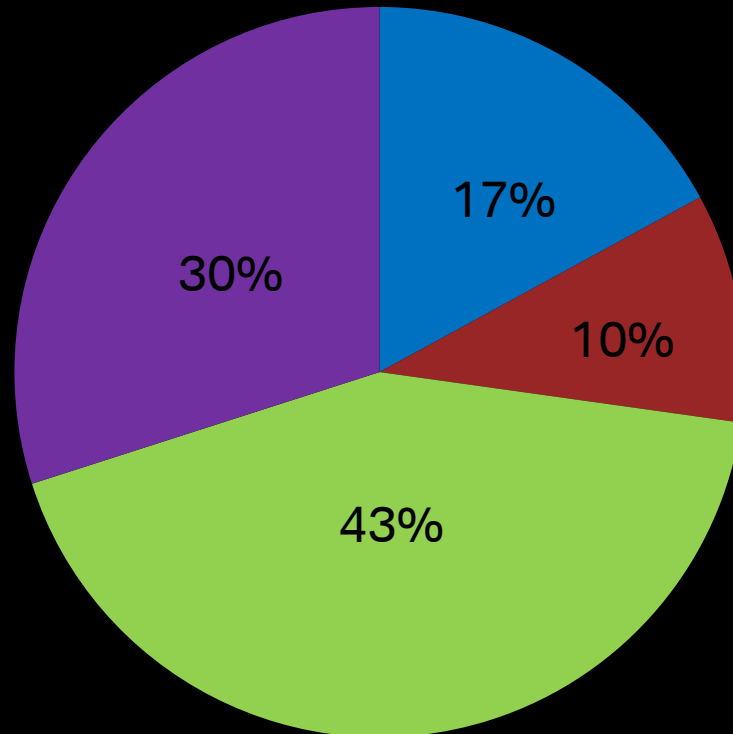


The new BMW 6 Series Convertible.

Segment Analysis: competitor environment.

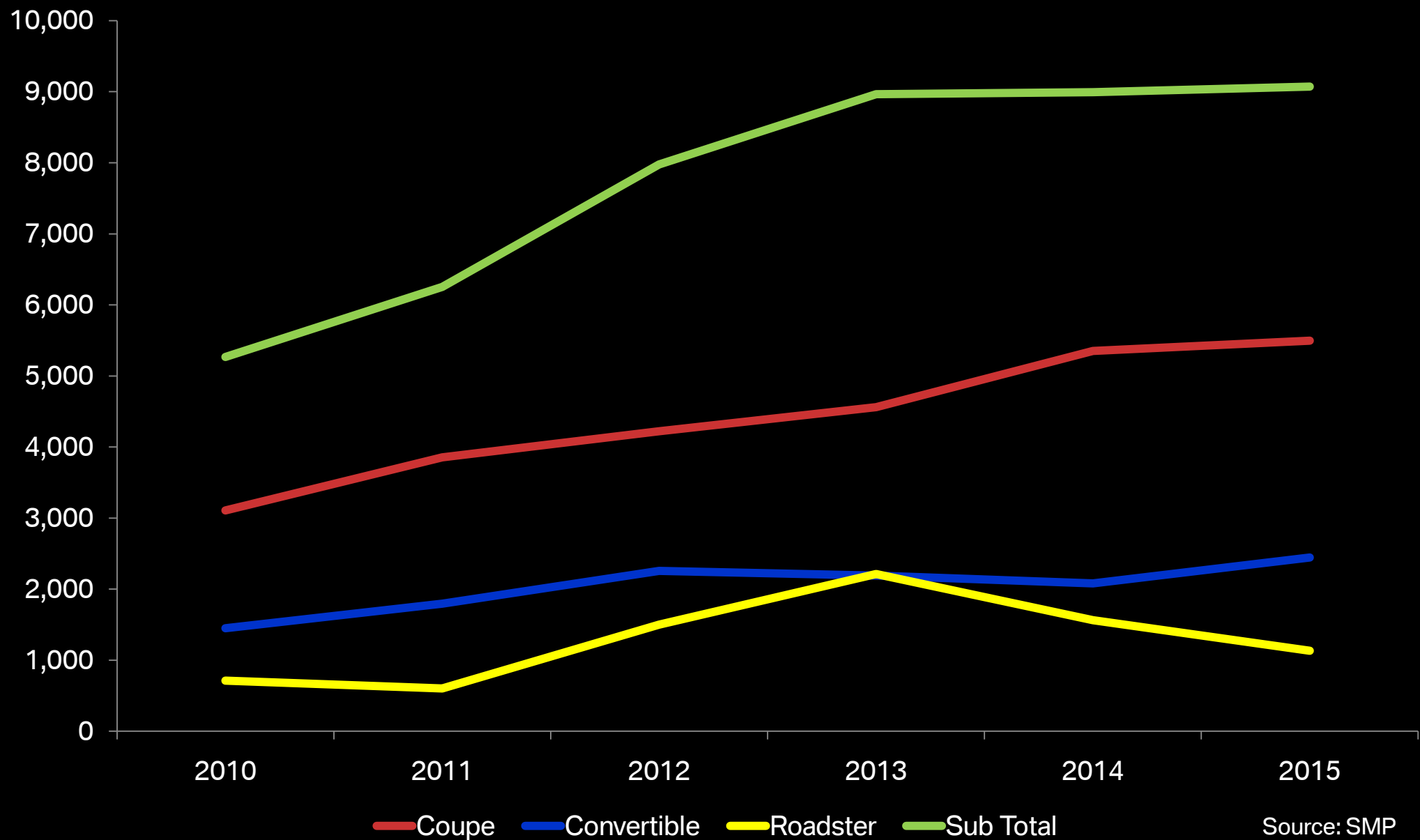
2010 Market Share

- BMW 6 Series Convertible
- Jaguar XK Convertible
- Maserati Gran Cabrio
- Mercedes SL



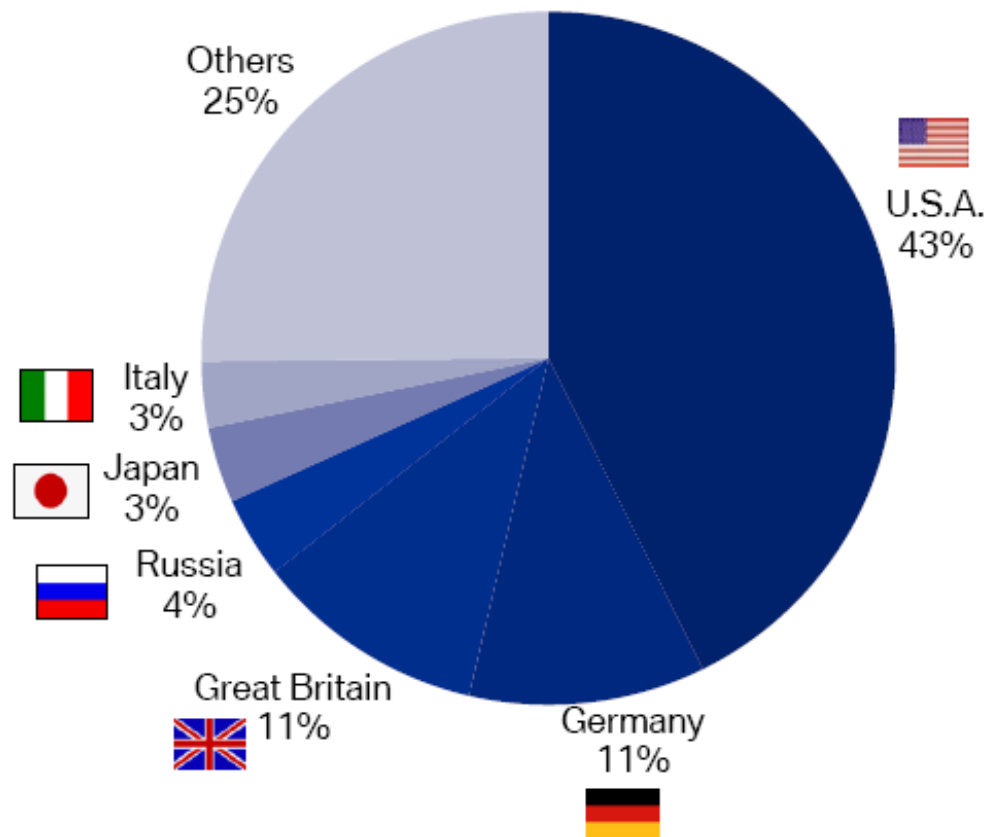
The new BMW 6 Series Convertible.

Segment: Outlook for recovery.

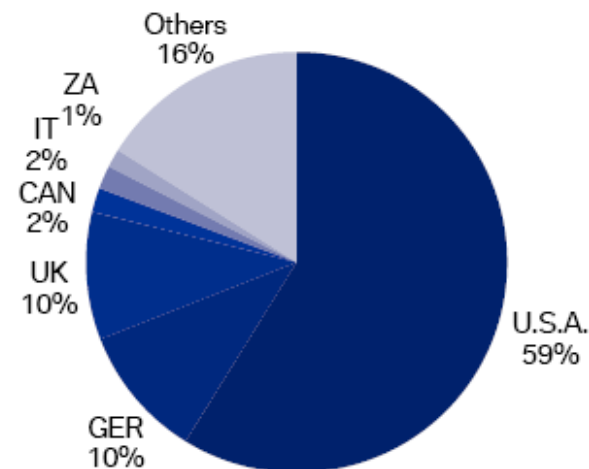


The new BMW 6 Series Convertible.

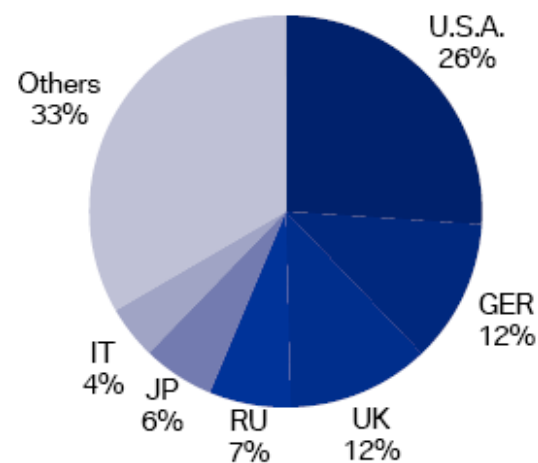
UK – 3rd largest 6 Series market.



Convertible

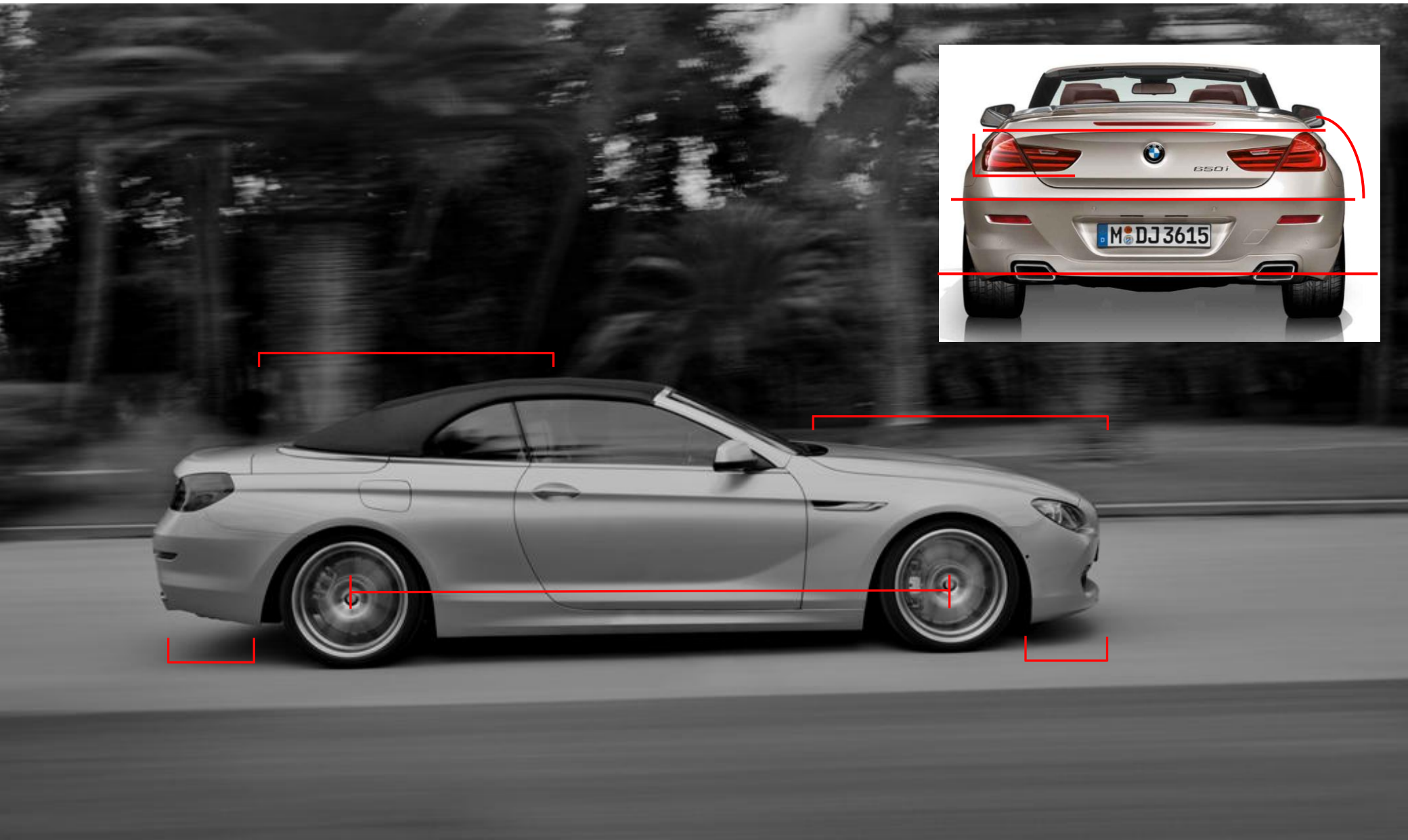


Coupé



The new BMW 6 Series Convertible.

“The Embodiment of BMW design”.



The new BMW 6 Series Convertible.

Proportions vs. Predecessor (E64). Longer, wider, lower



Wheelbase +75mm

Boot capacity +/-0 [300-350 litres]

Length +74mm

Fuel tank +/-0 [70 litres]

Width +39mm

Height -8mm

The new BMW 6 Series Convertible.

Driver Orientation and Accessibility



The new BMW 6 Series Convertible.

Exclusive interior cabin. Stylish and modern.



The new BMW 6 Series Convertible.

Standard Equipment Highlights.



Dakota leather upholstery



8* speed automatic transmission



Ambient lighting *



LED fog lights *



Professional Navigation & 10.2" screen



Seats – front with electric adjustment



18" Alloy [6 cyl.] *



19" Alloy [8 cyl.]*

Exterior mirrors, folding *
Bluetooth telephone preparation

*New over predecessor model

The new BMW 6 Series Convertible.

UK Launch models. 640i and 650i SE Convertible.

640i SE Convertible

6 Cyl., Single-turbo [N55]

320 hp

5.7 secs [0-62mph]

185 g/km

35.8 mpg

650i SE Convertible

V8, Twin-turbo [N63]

407 hp

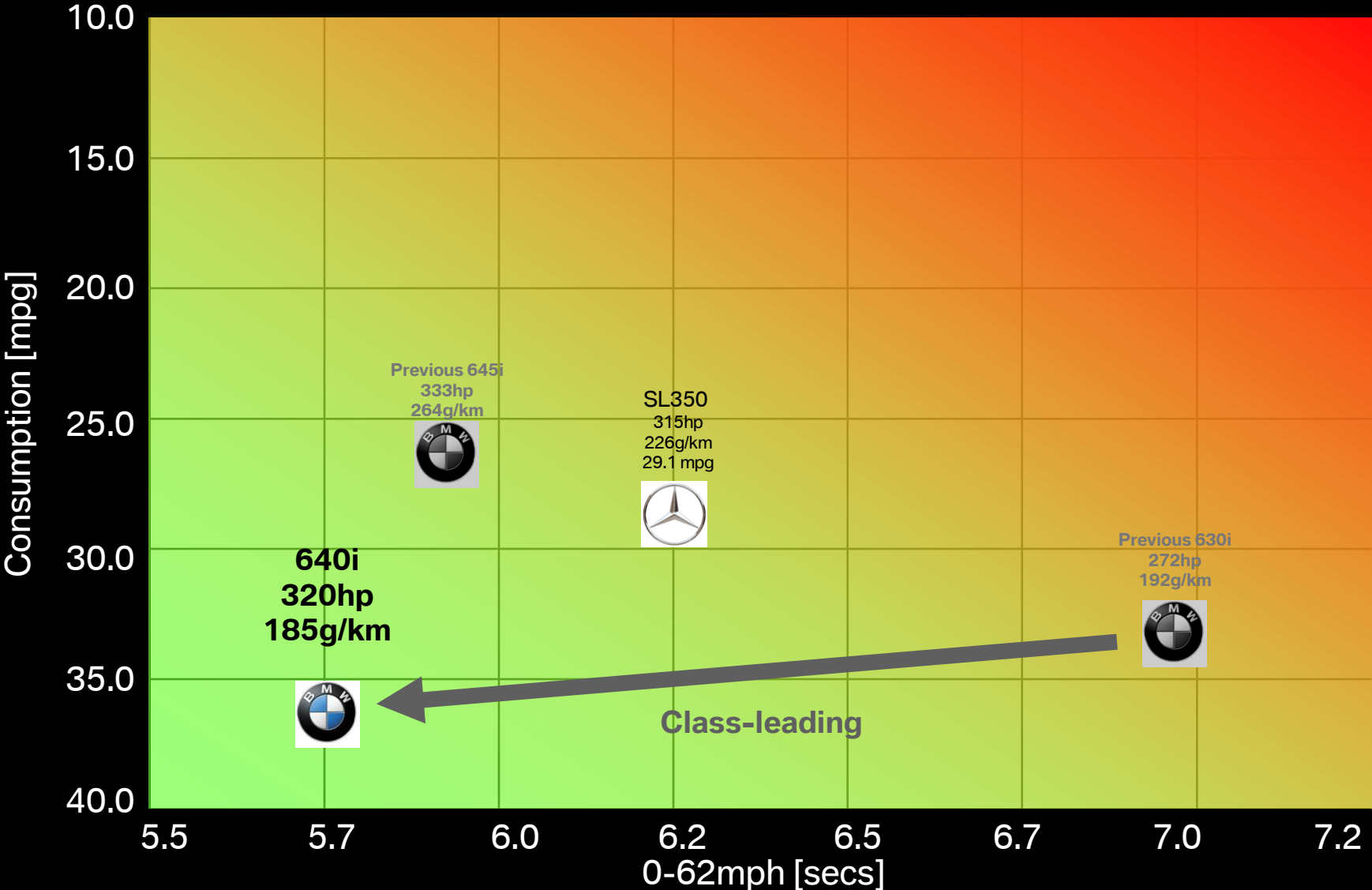
5.0 secs [0-62mph]

249 g/km

26.4 mpg

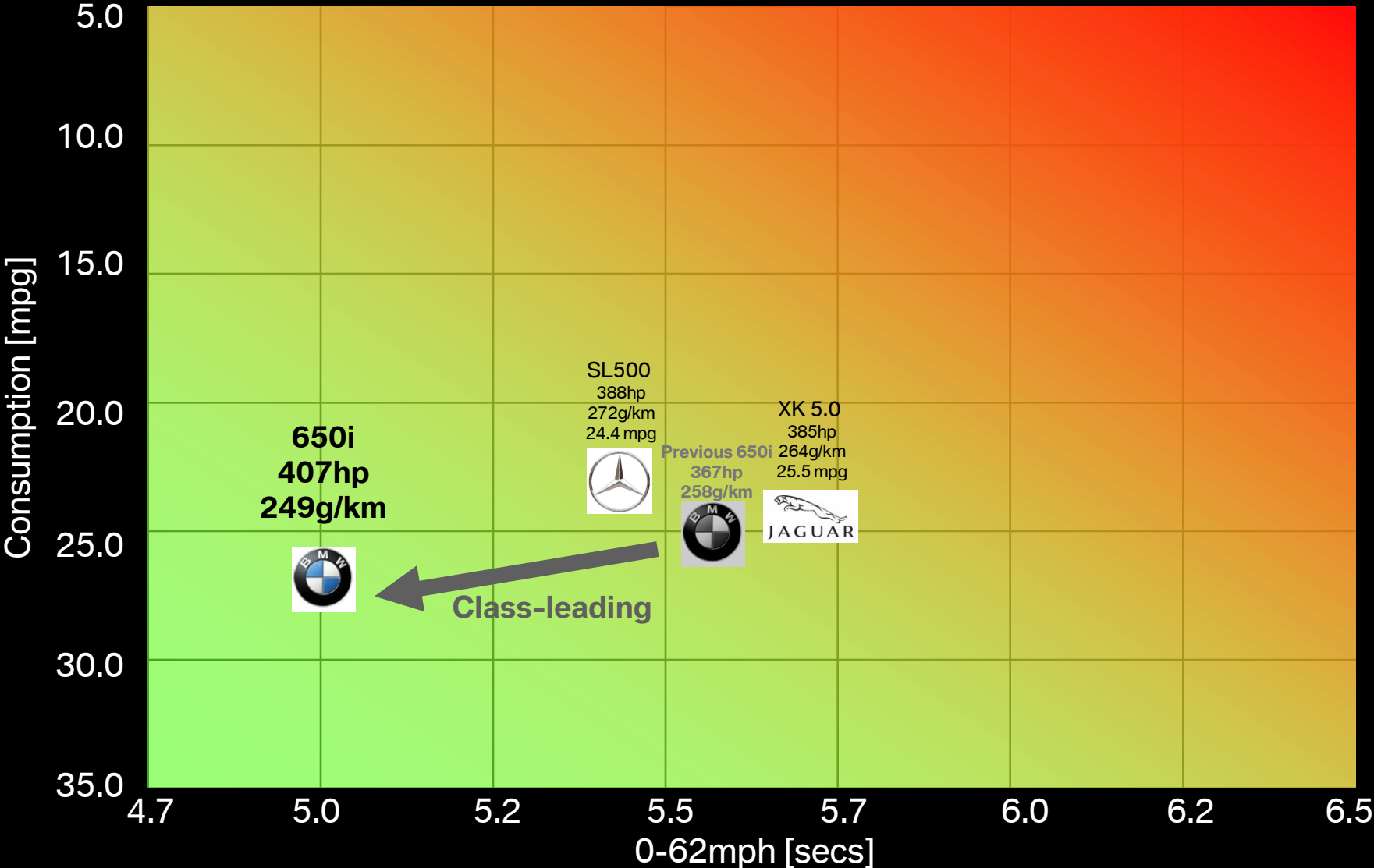
The new BMW 6 Series Convertible.

Class-leading Efficiency combined with Performance: 640i.



The new BMW 6 Series Convertible.

Class-leading Efficiency combined with Performance: 650i.



The new BMW 6 Series Convertible.

Extended use of BMW EfficientDynamics.

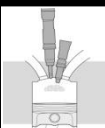


Electric power steering*



Lightweight engineering

Auto Start - Stop (6 cylinder)*



High-precision direct injection

8 * speed automatic transmission



Active aerodynamics*

Brake energy regeneration

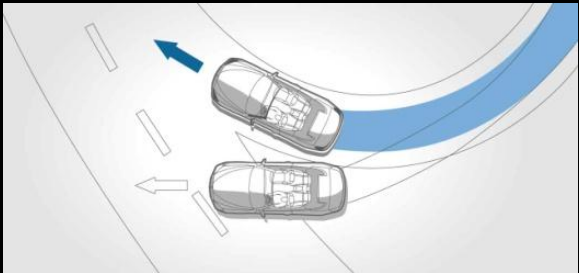


*New over predecessor model

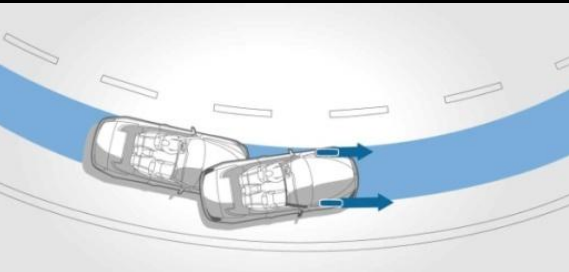
The new BMW 6 Series Convertible.

Dynamic ability: A superior chassis and optional enhancements.

Standard Features



Dynamic Stability Control Plus (DSC+)



Dynamic Traction Control (DTC)



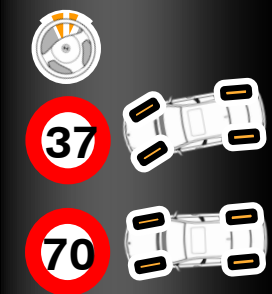
Drive Dynamic Control (Normal, Sport, Sport +)



Optional Equipment



Adaptive Drive (optional)



Integral Active steering (optional)

The new BMW 6 Series Convertible.

New innovations and Driver Assistance Systems.

Night Vision with pedestrian recognition



Reversing assist cameras, incl. Surround View



Lane change warning system



Park Assist



Full colour Head-up Display



The new BMW 6 Series Convertible.

Ownership Costs – Class Leading Again.

Manufacturer	Model	OTR Price	Residual Value ¹	BIK Yr 1	mpg
BMW	640i	£65,680	36%	26%	35.8
Mercedes	SL350	£68,320	30%	34%	29.1

Manufacturer	Model	OTR Price	Residual Value ¹	BIK Yr 1	mpg
BMW	650i	£73,430	35%	35%	26.4
Mercedes	SL500	£81,655	27%	35%	24.4
Jaguar	XK 5.0	£69,900	32%	35%	25.5

Source: CAP¹

The new BMW 6 Series Convertible.

Ownership Costs – Class Leading Again.

Manufacturer	Model	CO ₂	VED	1 st Yr	Std Yr
BMW	640i	185	I	£200	£300
Mercedes	SL350	226	L	£425	£750

Manufacturer	Model	CO ₂	VED	1 st Yr	Std Yr
BMW	650i	249	L	£425	£750
Mercedes	SL500	272	M	£435	£950
Jaguar	XK 5.0	264	M	£435	£950

The new BMW 6 Series Convertible.

Key Strengths.

Responsive, agile and a refined open-top driving experience

Elegant, luxurious and athletic design with driver-orientated interior cabin

A high level of standard specification

A range of powerful yet efficient engines all featuring BMW EfficientDynamics

Class leading performance and efficiency

Class-leading optional driver assistance technologies

The new BMW 6 Series Coupé.

From “Concept” to



The new BMW 6 Series Coupé.

....reality. UK Launch: 15th October 2011.



The new BMW 6 Series.

The BMW 6 Series Gran Coupé.



The new BMW 6 Series Convertible.

Thank you for your attention.

