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|  | Media Information |
|  | 12 July, 2011 |
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|  | **The new BMW London 2012 Performance Editions**  |
|  | BMW 1 Series and 3 Series get a London 2012 transformation |

To celebrate BMW’s sponsorship of the London 2012 Olympic and Paralympic Games, and inspired by the BMW London 2012 Performance Team, BMW has introduced two new Performance Edition models based on the popular BMW 1 Series and 3 Series.

Building on the sporting looks of the popular 1 Series Sports Hatch, the 1 Series Performance Edition comes with M aerodynamic bodystyling, dark chrome 18-inch M light alloy wheels, High-gloss Shadowline exterior trim, dark chrome exhaust tailpipe and dark line rear lights. Enhancing its sporty driving style is the addition of M Sport Suspension, while sport seats with Royal Blue stitching, M Sport multi-function leather steering wheel and gearshift leaver, floor mats with Royal Blue piping and London 2012 exterior badges complete the sporty look.

Available on the 116i, 116d and 118d three- and five-door models, the BMW 1 Series Performance Edition costs just £1,500 more than the equivalent ES model, representing a saving for customers of £1,725. Prices start at £19,530 OTR for a BMW 116i Performance Edition three-door.

The BMW 3 Series Saloon is also getting a Performance Edition revision. Available on the 318i and 318d, the BMW 3 Series Performance Edition will gain an M aerodynamic body kit, M sport multi-function leather steering wheel, sport seats, floor mats with blue piping, 18-inch light alloy wheel, chrome exhaust finisher and London 2012 exterior badges, making the BMW 3 Series a winner in the style race.

The BMW 3 Series Performance Edition costs just £500 more than the equivalent 3 Series ES Saloon, saving customers a substantial £2,030. Prices start at £23,195 OTR for the BMW 318i Performance Edition Saloon.

The BMW Performance Editions are available in a choice of four colours; Alpine White, Titanium Silver, Bluewater and Black Sapphire, and are on sale now.

Chosen by London 2012 as the Official Automotive Partner, BMW’s sustainability credentials will help London 2012 deliver a sustainable Games. As part of the partnership, BMW will supply a range of Efficient Dynamic diesel cars, hybrids and electric vehicles, achieving average CO2 emissions below the LOCOG target of 120g/km, as well as bicycles and motorcycles. The BMW London 2012 Performance Team will also benefit by being provided with vehicles to support them in their preparation for the Games.

**Ends**

**Notes to Editors:**

**The BMW London 2012 Performance Team members are:**

Tom Daley, Louis Smith, Elie Simmonds, Jonathan Brownlee, Alistair Brownlee, Giles Scott, Mark Lewis-Francis, Tom Aggar, Martyn Bernard, Mark Hunter, Richard Mantell, Simon Mantell, Steve Backley, Amy Williams, Carl Hester, Rebecca Adlington, Tim Brabants, Perri Shakes-Drayton, Zara Dampney, Shauna Mullin, Steve Cram, Leon Taylor and David Weir.

**BMW and London 2012**

BMW Group is the world’s most sustainable automotive manufacturer and the natural automotive partner for a truly sustainable Olympic and Paralympic Games. BMW Group was chosen by London 2012 due to its ability to meet the emission targets set by London 2012.

The Efficient Dynamic, hybrid and zero emissions cars, motorcycles and bicycles provided by BMW Group for London 2012 provide essential mobility for athletes and officials that is vital for the operational success of the Games.

**The BMW Group**

With its three brands – BMW, MINI and Rolls-Royce – the BMW Group is one of the world’s most successful premium manufacturers of cars and motorcycles. It operates internationally with 24 production sites in 13 countries and a global sales network with representation in more than 140 countries.

During the financial year 2010, the BMW Group sold 1.46 million cars and more than 110,000 motorcycles worldwide. The profit before tax for 2010 was euro 4.8 billion on revenues amounting to euro 60.5 billion. At 31 December 2010, the BMW Group had a workforce of approximately 95,500 employees.

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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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last six years.

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