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|  | Media Information |
|  | 19 October, 2011 |
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|  | The BMW Multi-Model Launch |
|  | BMW 520d EfficientDynamics Saloon  BMW Z4 sDrive20i and Z4 sDrive28i  BMW 6 Series Coupé  BMW 1 Series |

**BMW 520d EfficientDynamics Saloon**The BMW 5 Series has proved to be one of the most successful cars in history with nearly 6,000,000 models sold over the last four decades. In the process it has defined the executive saloon sector, offering sporty handling and performance combined with elegance and luxury.

Now in its sixth iteration, the BMW 5 Series has upped the ante again by being offered with a class-leading diesel engine that records some impressive emissions and fuel consumption figures, while still being able to offer a driver the behind-the-wheel experience you would expect from the marque.

Not only was the new BMW 5 Series Saloon setting new ground in the sector when it launched in 2010 by being the first to feature Auto Start-Stop, an eight-speed automatic transmission and a double-wishbone front suspension, but it is now also capable of a sub 120g/km figure and fuel consumption figure of 62.8mpg.

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| --- | --- | --- | --- | --- | --- | --- |
| Model | Power Hp | Torque Nm | 0 – 62mph Seconds | Top Speed Mph | Combined Mpg | CO2 Emissions g/km |
| BMW 520d EfficientDynamics Saloon | 184 | 380 | 8.2 | 144 | 62.8 | 119 |
|  | | | | | | |

**Drivetrain**The BMW 5 Series Saloon is available with a choice of five petrol engines and five diesel engines which all utilise a range of innovative technologies including single and dual turbocharging and high precision direct injection, as well as award-winning EfficientDynamics technologies. But it is the smallest four-cylinder diesel that captures the greatest interest. The standard 184hp 520d Saloon delivers emission levels of 132g/km of CO2 as well as combined fuel consumption of 56.5mpg. It achieves this through a combination of aluminium crankcase, the latest generation of common-rail direct fuel injection and a turbocharger with variable turbine geometry, mated to its four cylinder engine.

The BMW 520d EfficientDynamics Saloon builds on the impressive base specification by being fitted with a dual mass flywheel with springs between the two parts to help smooth out any engine vibration through the drivetrain. This is enhanced with the fitting of Centrifugal Pendulum Absorbers to improve smoothness further. This feature increases motoring comfort and should result in the driver using a higher gear more often. In addition to the standard Auto Start-Stop, Optimum Gearshift Indicator, Brake Energy Regeneration and Active Aerodynamics available on the majority of the 5 Series range, the BMW 520d EfficientDynamics Saloon has a longer final drive ratio to reduce engine revs at highway speeds, and low rolling resistance tyres on Streamline-design alloy wheels.  
  
The 520d EfficientDynamics Saloon also comes with BMW’s new ECO-PRO Mode. A driver-activated switch promotes economical and comfortable driving at low speeds by adjusting the engine mapping, throttle sensitivity, automatic gearshift points, where applicable, and the amount of power consumed by electrical ancillaries including climate control and heated seats. The result of this endeavour? A car that still offers 184hp but can top 60mpg on the combined cycle.

The launch of the BMW 520d EfficientDynamics Saloon coincides with the introduction of several other new 5 Series models offering technical benefits compared to the vehicles they replace. The 523i Saloon has been replaced with the four-cylinder engined 520i Saloon. The 530i Saloon has been replaced by turbocharged four-cylinder engine in the guise of the 528i Saloon. Meanwhile the previous six-cylinder 525d Saloon is now also powered a four-cylinder twin turbocharged powerplant. The table below outlines the details of these new other engines.

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| --- | --- | --- | --- | --- | --- | --- |
| Model | Power Hp | Torque Nm | 0 – 62mph Seconds | Top Speed Mph | Combined Mpg | CO2 Emissions g/km |
| BMW 520i Saloon | 184 | 270 | 7.9 | 141 | 41.5 (44.1) | 157 (149) |
| BMW 528i Saloon | 245 | 350 | 6.2 | 155\* | 41.5 (43.5) | 159 (152) |
| BMW 525d Saloon | 218 | 450 | 7.0 | 151 | 56.5 (53.3) | 132 (126) |
| \* Electronically limited | | | | | | |

**Chassis**

The wheelbase of the current BMW 5 Series Saloon is now the longest in class, at 2,968 millimetres, while the new model is 58mm longer than the outgoing model. The passenger cell has increased in rigidity by approximately 55 per cent, aiding impact protection still further.

The new double wishbone front axle and a multi-link rear axle ensure that occupants are provided with a composed ride whilst still maintaining supreme driving dynamics. Models specified with Variable Damper Control or Adaptive Drive packages have the Drive Dynamic Control (DDC) chassis configurator to enhance ride and handling still further.

The new BMW 5 Series was also the first car in its sector to feature EPS Electric Power Steering, which uses an electric motor to provide assistance only when it is needed – saving fuel and minimising emissions.

**Pricing and specification**  
The BMW 520d EfficientDynamics Saloon and other models in the range come with the highest ever level of standard specification for a Five. Dakota leather upholstery, Bluetooth telephone preparation, front and rear Park Distance Control and two-zone automatic air-conditioning are all enhancements over the previous model. It is also now possible to specify an eight-speed automatic or Sports automatic transmission, full colour Head-up Display, Integral Active Steering and a host of other innovations.

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| --- | --- |
| Model | Price OTR |
| BMW 520i SE Saloon | £31,190 |
| BMW 520i M Sport Saloon | £34,490 |
| BMW 528i SE Saloon | £33,610 |
| BMW 528i M Sport Saloon | £36,910 |
| BMW 530i SE Saloon | £35,395 |
| BMW 530i M Sport Saloon | £38,695 |
| BMW 535i SE Saloon | £38,940 |
| BMW 535i M Sport Saloon | £42,240 |
| BMW 550i SE Saloon | £53,080 |
| BMW 550i M Sport Saloon | £55,890 |
| BMW 520d EfficientDynamics Saloon | £30,435 |
| BMW 520d SE Saloon | £30,030 |
| BMW 520d M Sport Saloon | £33,330 |
| BMW 525d SE Saloon | £35,135 |
| BMW 525d M Sport Saloon | £38,435 |
| BMW 530d SE Saloon | £38,780 |
| BMW 530d M Sport Saloon | £42,115 |
| BMW 535d SE Saloon | £44,290 |
| BMW 535d M Sport Saloon | £47,590 |

**Sales**

For the 5 Series in general it is USA approx 29 per cent, Germany approx 17 per cent and the UK approx 8 per cent. But on this particular model European markets dominate sales with Germany and the UK being the biggest buyers.

The 520d SE is currently the biggest selling model accounting for around 80% of the total volume. Current taxation favours this car for corporate buyers and if that stays the same then BMW UK would expect to sell 4,000 cars a year in 520d EfficientDynamics Saloon guise.

**Historic sales**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Model | 2005 | 2006 | 2007 | 2008 | 2009 | 2010\* |
| BMW 5 Series Saloon | 14,227 | 14,199 | 16,015 | 13,967 | 10.158 | 11,616 |

\*New F10 introduced.  
  
In 2011 to end September 12,182 5 Series Saloons have been sold.

**The BMW Z4 sDrive20i and BMW sDrive28i**

There might be 80 years separating them but BMW’s first roadster was also a four-cylinder affair – albeit it with slightly less horsepower, unrecorded emissions and without the sheer driving dynamics of modern car that now presents itself. But the 3/15 PA Wartburg Roadster of 1930 was memorable for some of the design language it started for BMW – namely a setback glasshouse, front engine rear-wheel-drive configuration with the two seats positioned close to the rear axle.

The Wartburg Roadster was named after the castle that towered over the company’s Eisenach plant and was an open two-seater featuring a folding windscreen, low doors and an 18bhp 748 cc engine. By comparison the latest roadster from BMW comes with a choice of four petrol engine variants with the new sDrive20i and sDrive28i heralding a new entry-level to two-seat sports car ownership of BMWs for some.

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| --- | --- | --- | --- | --- | --- | --- |
| Model | Power Hp | Torque Nm | 0 – 62mph Seconds | Top Speed Mph | Combined Mpg | CO2 Emissions g/km |
| BMW Z4 sDrive20i | 184 | 270 | 6.9 | 146 | 41.5 | 159 |
| BMW Z4 sDrive28i | 245 | 250 | 5.7 | 155\* | 41.5 | 159 |
| \* Electronically limited | | | | | | |

**Drivetrain**  
The BMW Z4 will build on its status as the sportiest roadster with a folding metal roof thanks to the introduction of two new engines. A new all-aluminium 2.0-litre four-cylinder unit, featuring BMW’s acclaimed twin-turbo technology, debuts in two guises. The new engines will appear in sDrive20i and sDrive28i versions of the Z4, replacing the former sDrive23i and sDrive30i models.  
  
Both engines use BMW’s EfficientDynamics technologies to increase driver enjoyment while simultaneously lowering fuel consumption and emissions. The BMW Z4 sDrive20i and BMW Z4 sDrive28i employ the twin-scroll turbocharger technology, High-Precision Direct Injection, VALVETRONIC variable valve control and double-VANOS camshaft control previously only seen in six-cylinder BMWs. This gives greater turbo boost pressure and improved operation of the fuel injection system. Both are characterised by instant throttle response, linear power delivery and supreme flexibility across almost the entire rev range.  
  
As with all modern BMWs the marque has managed to improve one aspect of performance while reducing other parts to our favour. BMW has achieved 20 per cent reductions in fuel consumption and CO2 emissions compared to the engines the new powerplants replace.

Aiding the two new engines in this goal have been features offered as standard such as Brake Energy Regeneration, on-demand management of ancillary units, a map-controlled oil pump, an Optimum Gearshift Indicator, optimised aerodynamics, intelligent lightweight construction (magnesium/aluminium crankcase) and tyres with reduced roll resistance.  
  
All engines in the Z4 comply with the EU5 emission standard.

**Chassis**  
BMW always adheres to the guiding principle of near perfect 50:50 weight distribution and the new BMW Z4 is no different. Its configuration is classic roadster with a long bonnet covering a front engine while the driver and passenger sit close to the rear axle where power is transmitted to the road. Building on this winning formula is the addition of a two features called Drive Dynamic Control and M Adaptive Sport Suspension.

Standard on every BMW Z4 is Drive Dynamic Control which allows the driver to fine tune the car to their preferred set-up. The driver can configure the car to be in Normal, Sport or Sport+ modes via the button the centre console. The chosen performance criteria affects the throttle and steering response, Dynamic Stability Control response and, on automatic or Double Clutch Transmission cars, gear change times and shift points are altered.

Those customers who select the optional Adaptive M Sport Suspension can also vary the level of ride comfort with Drive Dynamic Control. Adaptive M Sport Suspension features electronically controlled dampers that further enhance the BMW Z4’s agility. A car fitted with this innovative suspension also has a 10mm lower ride height for even more precise response to steering manoeuvres.

**Design**BMW’s latest roadster is larger than its predecessor measuring 148mm longer at 4,239mm and 9mm wider at 1,790mm, and this results in greater interior space and luggage capacity. With the roof up, headroom has been increased by 44mm while the greater car width and design enhancements have led to 20mm more shoulder room and 43mm more elbow room.

Driver visibility in the BMW Z4 has also been improved compared to the previous model. All round visibility is up by 14 per cent while, courtesy of the four electric windows creating a larger glasshouse, side visibility is up 40 per cent. The Retractable Hard-Top roof features a glass rear window and this too improves visibility by 52 per cent.

Like all existing BMW Roadsters, the new Z4 is well-prepared for a rollover. It offers not only an extremely stiff body structure, but also massively reinforced A-pillars and a rollover safety bar behind the headrests. And last but not least, head/thorax airbags integrated in the seat backrests offer additional protection.

**Price and specification**  
In addition to BMW’s latest engines coming to the Z4 range, standard equipment has been enhanced, with all models now receiving Bluetooth and USB audio interface. The new sDrive20i also benefits from Kansas leather upholstery and a rain sensor with automatic headlight activation as standard.  
  
A new equipment package called Design Pure Balance, featuring extended Merino leather in Cohiba Brown and Black, Lotus White contrast stitching, anthracite wood and standard sports seats, becomes available too. Mineral White metallic paint is offered exclusively with this package, or buyers can choose from other colours within the Z4 range.

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| Model | Price OTR |
| BMW Z4 sDrive20i SE | £29,480 |
| BMW Z4 sDrive20i M Sport | £32,645 |
| BMW Z4 sDrive28i SE | £33,645 |
| BMW Z4 sDrive28i M Sport | £36.810 |
| BMW Z4 sDrive35i SE | £39,450 |
| BMW Z4 sDrive35i M Sport | £42,385 |
| BMW Z4 sDrive35is | £45,330 |

Sales  
The USA is the largest single market accounting for approximately 35 per cent, Germany (25 per cent), the UK (10 per cent), and Italy (approx 6 per cent).

**Historic sales**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Model | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 |
| BMW Z4 Roadster | 4,454 | 4,814 | 3,567 | 2,897 | 1,937 | 3,026 | 2,502 |
| BMW Z4 Coupé | N/A | N/A | 857 | 1,411 | 387 | N/A | N/A |
| Total | 4,454 | 4,814 | 4,424 | 4,308 | 2,324 | 3,026 | 2,502 |

In 2011 year to date BMW UK has sold 1,951 Z4s.

**The BMW 6 Series Coupé**Now in its third generation, the new BMW 6 Series Coupé takes the luxury 2+2 concept a step further by matching enhanced comfort and elegant design with sporting performance on a even higher level. The BMW 6 Series Coupé features a sweeping coupé roofline while the long bonnet, short over-hangs, set-back passenger compartment with Hofmeister kink, long wheelbase and flat waistline embody the typical proportions of a BMW coupé more than any other model.

Two exceptional BMW turbocharged petrol engines and a twin turbocharged diesel powerplant, a newly developed chassis and a host of class-leading driver assistance technology ensure that the new BMW 6 Series Coupé is full of substance, while interior space and comfort have been enhanced.

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| --- | --- | --- | --- | --- | --- | --- |
| Model | Power Hp | Torque Nm | 0 – 62mph Seconds | Top Speed Mph | Combined Mpg | CO2 Emissions g/km |
| BMW 650i Coupé | 407 | 600 | 4.9 | 155\* | 26.6 | 246 |
| BMW 640i Coupé | 320 | 450 | 5.4 | 155\* | 36.2 | 181 |
| BMW 640d Coupé | 313 | 630 | 5.5 | 155\* | 51.4 | 145 |
| \* Electronically limited | | | | | | |

**Design**The new BMW 6 Series Coupé features a long sweeping bonnet, set-back passenger compartment and flowing roof-line. Its now traditional BMW “shark nose”, with a large, forward-slanted BMW kidney grille, broad air intakes, wide, contoured bonnet and muscular wheel arches, allude to the powerful engine beneath. Inspired by the movement of water, the fluid lines of the car combine with the subtly curved surfaces to create a look of athletic elegance, which together with the 74mm increase in length and 5mm lower height creates a powerful stance.

Character lines stretching the full length of the body define the side view of the   
BMW 6 Series Coupé. The long, flat bonnet elongates the silhouette while the roof sweeps down in one fluid line, combining with the main body effortlessly, in an elegant coupé fashion, while the frameless doors and chrome side window border emphasise the tight lines of the typically BMW Hofmeister kink.

From the rear, bulging wheel arches and horizontal lines highlight the wide track of the new BMW 6 Series Coupé, alluding to its sporting performance and impressive road holding. Two-part rear light clusters give the typical BMW L-shape lights a particularly sporty, dynamic edge. Inside the units, two LED-powered light strips create a striking night-time look. The rear indicators and brake lights also use LED units.

Longer, lower and wider, the new car is larger in every dimension than its predecessor except height, where it now stands half a centimetre closer to the ground. At 4,894mm in length, the new model is 74mm longer than its predecessor, while the wheelbase has stretched similarly, to 2,855mm. The car has also grown by 39mm in width, and now measures 1,894mm across, while 5mm have been shaved off its height.

As standard the new BMW 6 Series Coupé is equipped with xenon headlights that have BMW’s familiar double corona look while high-quality chrome elements, such as the fog lamps consisting of a string of three LED units, on the outer edges of the front apron accentuate the width of the car.

Optional Adaptive LED Headlights are available for the first time and provide a bright white light, similar to natural daylight, with low beam and high beam LED light rings. Horizontal LED ribs are positioned in the centre of the light rings ensuring BMW’s hallmark twin round headlight look is expressed in a strikingly fresh way. More than just style over substance, the Adaptive LED lights automatically pivot and adjust to the line of the corner depending on the car’s speed, steering angle and yaw rate to provide the best visibility possible for the driver.

**The interior: made to measure luxury for four**Despite its lower height, the new 2+2 BMW 6 Series Coupé offers greater headroom in both the front and the rear, and height adjustment of the driver and front passenger seats now cover a greater range too. The individual rear sets also provide passengers with additional shoulder and elbow room, making for more comfortable cruising.

The front passenger area is bordered by a surface curving elegantly from the armrest over the side edge of the centre console, upwards and outwards into the instrument panel and then horizontally into the door trim, surrounding the front passenger area with a feeling of exclusive security.

In tune with the rest of the car’s optimised performance and greater comfort, the new BMW 6 Series Coupé is fitted with newly developed lightweight seats with an integrated seatbelt system and Easy Entry function to the rear passenger compartment: a brief tap of a switch automatically moves the seat as far forward as possible. Sports seats and Comfort seats can be fitted as an option too. The boot can accommodate 460 litres of luggage, equivalent to three 46-inch golf bags or two medium hard-shell cases and a flight case. To utilise the rear space further the rear seats can be specified with a through-loading ski hatch, allowing two pairs of skis to be transported with ease.

**Drivetrain**The new BMW 6 Series Coupé is available with two petrol engines and one diesel engine: the 650i, 640i and 640d respectively. But it is the latter that is the most relevant to the UK.

The world’s sportiest diesel engine is a 3.0-litre twin-turbocharged in-line six-cylinder unit producing 313hp at 4,400rpm and 630Nm of torque from only 1,500rpm with the help of variable geometry turbocharging. The BMW 640d Coupé is capable of accelerating from zero to 62mph in 5.5seconds before topping out at an electronically-limited top speed of 155mph.

It achieves this performance courtesy of sequential turbochargers, one smaller than the other, that provide a near continuous wave of torque from low revs. A complex arrangement of waste gates in the exhaust ensure the smooth transition from one turbo to another as the revs increase. The BMW 640d Coupé is fitted as standard with an eight-speed automatic transmission with Auto Start-Stop and active air flaps behind the kidney grille. Such engineering expertise is the reason why the model offers rapid performance but can still achieve 51.4mpg on the combined cycle and record CO2 emissions of 145g/km.

The 4.4-litre eight-cylinder engine in the new BMW 650i Coupé is unique in that the brace of turbochargers are positioned in the V-shaped area between the cylinder banks. This design results in more efficient packaging and greater engine efficiency. A maximum 407hp is developed between 5,500 and 6,400rpm, with peak torque of 600Nm available between 1,750 and 4,500rpm.

The new BMW 650i Coupé sprints from zero to 62mph in 4.9 seconds, with a top speed electronically limited to 155mph. For a model of such blistering performance and refinement, it is also extraordinarily efficient, with average combined fuel consumption of 26.6mpg and CO2 emissions of 246g/km.   
  
The six-cylinder in-line engine in the new BMW 640i Coupé uses single turbocharger technology alongside petrol direct injection with VALVETRONIC fully variable valve control. This enables the 3.0-litre unit to develop a maximum 320hp at 5,800rpm and maximum torque of 450Nm between 1,300 and 4,500rpm. This engine propels the BMW 640i Coupé from zero to 62mph in 5.4 seconds and on to an electronically limited top speed of 155 mph.

Perhaps even more remarkable are its efficiency figures. The BMW 640i Coupé achieves 36.2mpg on the combined cycle, while CO2 emissions are only 181g/km, proving that at BMW luxurious sporting performance does not come at the expense of economy. Indeed, this model, like the 640d, is fitted as standard with an automatic transmission that features Auto Start-Stop technology and an automatic active air flap control behind the car’s kidney grille for optimum engine performance.  
 **EfficientDynamics**  
Fuel saving technology called ECO PRO mode is offered on the 6 Series. By a touch of the Drive Dynamic Control button ECO PRO mode tweaks the engine management system, accelerator mapping and gear-shift characteristics to favour a relaxed, low-revving driving style. At the same time, power usage for electronically operated functions such as climate control is regulated to ensure maximum efficiency. A display on the instrument cluster keeps the driver informed of the levels of energy efficiency being achieved to encourage an economical driving style.

As with all BMWs, the new 6 Series Coupé comes with a raft of BMW EfficientDynamics measures to reduce fuel consumption and emissions. In addition to the features highlighted on the 640i Coupé and 640d Coupé, all models have technology such as Brake Energy Regeneration, Electric Power Steering (EPS), the need-based operation of ancillary components and intelligent lightweight construction to ensure maximum efficiency as standard.

**Transmission**  
An eight-speed Sport automatic gearbox is standard fitment on all three models, and its wide range of ratios offer a perfect balance of muscular, sprinting performance, refined high speed cruising and low speed efficiency.

**Chassis**The newly developed chassis of the new BMW 6 Series Coupé comes as standard with Drive Dynamic Control, which allows drivers to choose how responsive they want the gearbox, steering and throttle to be, while the Adaptive Drive system is available as an option with electrically controlled dampers and anti-roll stabilisation.

Both the double wishbone front axle and the integral rear axle are made predominantly from aluminium. The chassis set-up is geared to the requirements of drivers looking for a sporting character, although the dampers also respond sensitively to bumps in the road surface under high lateral acceleration.

In addition to the standard electromechanical power steering, another unique feature in this segment is the optional Integral Active Steering system. This system combines Active Steering for the front axle with a steering rear axle, allowing the steering angle and power assistance to be controlled at both the front and the rear with the help of electric motors. This precisely harmonised system offers extraordinary agility in dynamic driving situations, while allowing for an impressively deft touch around twisty mountain passes and in city traffic.

**Pricing and specification including M Sport for the first time**The new BMW 6 Series Coupé comes with the highest ever level of standard specification on a Six. Standard for the 640i Coupé and 640d Coupé are 18-inch light alloy wheels, while the 650i Coupé comes as standard with a 19-inch light alloy wheel. All derivatives feature Dakota leather upholstery, eight-speed Sport automatic transmission, electric seat adjustment with memory, BMW Professional Multimedia Navigation system, Xenon headlights, LED front fog lights and front and rear Park Distance Control to name but a few of the standard specification highlights.

The BMW 6 Series Coupé is now available in M Sport specification. The M Sport package adds the M aerodynamic bodystyling package, 19-inch M light alloy wheels, dark chrome exhaust tailpipes, High-gloss Shadowline exterior trim and black brake callipers. Inside Anthracite headlining, Aluminium Hexagon trim, Sport seats and M Sport multi-function leather rimmed steering wheel are fitted.

At the same time as M Sport and the 640d derivative come to the UK for the Coupé, the 6 Series Convertible can now also be specified with M Sport.

Optional equipment includes Surround-view, BMW Night Vision with pedestrian recognition, Parking Assist, Lane Change Warning System, Lane Departure Warning System, Speed Limit Display and, still unique in the segment, Head-up Display.

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| Model | Price OTR |
| BMW 650i SE Coupé | £67,340 |
| BMW 650i M Sport Coupé | £71,840 |
| BMW 640i SE Coupé | £59,565 |
| BMW 640i M Sport Coupé | £64,230 |
| BMW 640d SE Coupé | £62,080 |
| BMW 640d Coupé M Sport | £66,745 |

**Most advanced audio system ever to grace a BMW offered**Exclusively developed as an option for the new BMW 6 Series, the Bang & Olufsen High-End Surround Sound System produces an exceptionally natural sound from   
16 speakers distributed around the cabin. Jointly developed by the Danish audio specialists and BMW, the superb sound system, comprising of two bass speakers, seven mid-range speakers and seven tweeters, all with individual amplifiers, uses Dirac Dimensions technology to recreate the acoustics of a reference listening room. This allows all passengers to enjoy the same outstanding sound quality regardless of where they are sitting.

In addition a number of other options, exclusive to the premium luxury segment, can be specified such as Surround-view, BMW Night Vision with pedestrian recognition, Parking Assist, Lane Change Warning System, Lane Departure Warning System, and Speed Limit Display. The new BMW 6 Series Coupé is also the only car in its segment to be available with a Head-up Display. The latest generation Head-up Display system uses a broader palette of colours and three-dimensional graphics to create an even sharper image.

**Sales**  
BMW UK expects to sell circa 1,100 6 Series Coupés in its first full year with the diesel-powered model accounting for 90 per cent of sales.

**Historic sales**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Model | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 |
| BMW 6 Series Convertible | 1,355 | 1,218 | 915 | 718 | 311 | 262 |
| BMW 6 Series Coupé | 1,538 | 1,667 | 1,053 | 1,001 | 538 | 472 |

**The BMW 1 Series**  
The all-new, second generation BMW 1 Series occupies a distinctive niche within its segment, offering a unique and rewarding combination of agile, precise handling, improved aesthetics and innovative technology. It remains the only rear-wheel drive car in its class and, with a range of advanced TwinPower petrol and diesel engines, offers a sporty but fuel-efficient proposition boosted by BMW’s EfficientDynamics technologies fitted as standard.

The previous generation BMW 1 Series has had enormous success selling more than 2.2 million units globally, as well as being the first car in the premium compact segment.

The elegant and dynamic styling of the new BMW 1 Series clothes a car that’s 83mm longer, 14mm wider and 30mm longer in the wheelbase than its predecessor. These dimensions create a car with increased cabin dimensions and, thus, greater interior comfort.

The new BMW 1 Series goes on sale in the UK on 17 September 2011, with a choice of three diesel and two petrol engines. Prices start at £19,375 otr for a BMW 116i ES.

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| --- | --- | --- | --- | --- | --- | --- | --- |
| Model | Power Hp | Torque Nm | 0 – 62mph Seconds | Top Speed Mph | Combined Mpg\* | CO2 Emissions g/km\* | Pricing from otr |
| BMW 116i | 136 | 220 | 8.5 | 130 | 49.6 (48.7) | 132 (134) | £19,375 |
| BMW 118i | 170 | 250 | 7.4 | 140 | 47.9 (48.7) | 137 (134) | £21,985 |
| BMW 116d | 116 | 260 | 10.3 | 124 | 62.8 (62.8) | 117 (119) | £20,195 |
| BMW 118d | 143 | 320 | 8.9 | 132 | 62.8 (62.8) | 118 (119) | £22,030 |
| BMW 120d | 184 | 380 | 7.2 | 142 | 62.8 (64.2) | 119 (116) | £23,480 |

\*On standard 16-inch wheels

**Design**The elegant and dynamic styling of the second-generation BMW 1 Series clothes a car that’s 83mm longer, 14mm wider and 30mm longer in the wheelbase, creating an even more sporty design. The drivetrain layout, with a longitudinally mounted in-line engine at the front and rear-wheel drive, is unique within the compact segment. This not only improves the 1 Series’ handling, but is also reflected in its design, with typical BMW proportions: a long bonnet and wheelbase, and a set-back cabin.

This youthful, lively design is dominated from the front by the large BMW kidney-shaped grille, boldly shaped headlamp units and three-section air intake. The grille is tilted forwards, further emphasising its sporty stance.

Viewed in profile, the dynamic proportions of the new BMW 1 Series are even more apparent. The gently sloping roofline, sporty, angled rear window and flat side windows give the car the look of a coupé, while the Hofmeister kink extends well into the C-pillar. A wide rear door aperture aids access to the rear seats. Wide-set wheel arches further reinforce the powerful impression created.

**The interior: premium finish, dynamic lines, driver-friendly cockpit**The interior of the new BMW 1 Series features a fresh and youthful combination of typical BMW design features and innovative treatments, with surfaces created from high quality, precision-finished materials. The characteristic BMW driver focus is apparent in the angled displays and controls of the central instrument panel, while the interior surfaces are layered, giving the interior of the new BMW 1 series an organic look and feel.

Given the additional length and width of the new model, it is no surprise that the interior provides even more occupant comfort and convenience than its predecessor. Not only is the driver ensconced in a sporty but comfortable environment, but rear-seat passengers also benefit from a further 20mm of legroom.

In addition, storage space has been given careful consideration, with large front door pockets, two cup holders on the centre console and a roomy glove compartment.

The new BMW 1 Series has an additional 30 litres of luggage space compared to its forerunner, taking the total to a generous 360 litres. By lowering the standard 60/40 split rear seats this can be increased to a maximum of 1,200-litres, with the added benefit of a flat load surface.

BMW’s revolutionary iDrive system is available as standard on cars with SE specification and above, comprising of a controller on the centre console, Favourites buttons and a freestanding, high-resolution 6.5 inch flatscreen monitor. This display is used for all information, entertainment, telecommunications and navigation functions, should satellite navigation be specified.

**Drivetrain**The new BMW 1 Series is available from launch with a choice of two, new generation, four-cylinder petrol engines and three, redesigned, four-cylinder diesel units. For the first time, a BMW four-cylinder petrol engine has been fitted with TwinPower Turbo technology. The new 1.6-litre unit is of all-alloy construction and features a twin-scroll turbocharger, a High Precision Direct Injection system, VALVETRONIC variable valve control and Double-VANOS variable camshaft control. In addition, the new engine features BMW’s EfficientDynamics technologies, which aims to continually increase driving enjoyment while reducing fuel consumption and emissions.

The BMW 118i produces a maximum output of 170hp at 4,800rpm, and a maximum torque of 250Nm. Peak torque is attained between 1,500rpm and 4,500rpm, demonstrating the flexibility of this new engine. It’s no surprise, therefore, that the 118i will sprint from zero to 62mph in just 7.4 seconds, going on to a maximum speed of 140mph. The efficiency of this new engine is proved by a combined fuel consumption of 47.9 mpg, and CO2 emissions of just 137g/km.

The new BMW 116i’s four-cylinder TwinPower engine develops 136hp at 4,400rpm and a maximum torque of 220Nm between 1,350 and 4,300rpm, providing a more dynamic drive that its predecessor. This is illustrated by the 8.5 seconds the car takes to reach 62mph from a standing start, and the 130mph top speed. Even more impressive is the combined fuel consumption of 49.6mpg, and CO2 emissions of just 132g/km, going up to 134g/km when teamed with the eight-speed automatic transmission.

BMW already has a worldwide reputation for award-winning excellence with its diesel engines. In the new BMW 1 Series, BMW has chosen to push this advantage further still, increasing both power output and fuel efficiency. Modifications to the 2.0-litre engine include aluminium crankcases, reduced engine friction, thermodynamically optimised turbochargers with variable turbine geometry and next-generation common-rail injection.

The new BMW 120d embodies this technological advance, offering an increase of 7hp over its predecessor, taking maximum power to 184hp at 4,000rpm. Torque is also increased with an additional 30Nm available, equalling a substantial 380Nm between 1,750 and 2,750rpm. These figures equate to a 0 to 62mph time of just 7.2 seconds, and a maximum top speed of 142mph. However this performance is not at the expense of economy: the new BMW 120d manages 62.8mpg on the combined cycle, with CO2 emissions of 119g/km.

The BMW 118d has a maximum output of 143hp at 4,000rpm, with strong peak torque of 320Nm between 1,750 and 2,500rpm. It accelerates from 0 to 62mph in 8.9 seconds, with a maximum speed of 132mph, yet manages 62.8mpg on the combined fuel cycle and emits just 118g/km of CO2.

Finally, the new BMW 116d offers a particularly appealing blend of performance and economy. With a maximum output of 116hp and peak torque of 260Nm between 1,750 and 2,500rpm, the 0 to 62mph dash is completed in 10.3 seconds, before reaching a top speed of 124mph. This performance is matched to a combined fuel consumption of 62.8mpg, with CO2 emissions of 117g/km.

**Transmission**  
The new BMW 1 Series is available with either a six-speed manual transmission or a new eight-speed automatic transmission. The latter is available in Sport configuration, featuring more dynamic gear changes and shift paddles on the steering wheel.

**EfficientDynamics: achieving more from less fuel**The BMW 1 Series continues as a market leader through its suite of EfficientDynamics technologies, featuring extensive use of intelligent energy management systems, including Auto Start-Stop function in both manual and automatic transmissions – the latter a first-in-class with eight speeds. An ECO PRO mode, activated using the Drive Performance Control (included as standard), is a new feature on BMW’s that adjusts various on-board systems to maximise efficiency. When in ECO PRO mode the throttle response is adjusted to encourage a more economical driving style. The extra economy created in ECO PRO mode is fed back to the driver, with the in-car displays showing the additional number of miles achieved.

At a later date, the all-new 1 Series range will be expanded with the introduction of the BMW 116d EfficientDynamics model. This unique model will generate an output of 116hp whilst producing an average fuel consumption of 74.3mpg, but at the same time emitting an expected 99g/km of CO2.

**Chassis**The new BMW 1 Series offers significantly improved comfort and unique handling thanks to its rear-wheeldrive, in-line engines, perfectly balanced weight distribution and advanced suspension technology. A wider track, 51mm at the front and 71mm at the rear, than its predecessor makes for an even more exhilarating drive.

Suspension on the front axle is by double-joint cross-struts, the high aluminum content of this structure effectively reducing the unsprung mass, while noise levels have also been reduced and crash performance improved. At the rear an advanced five-link arrangement is used, while the electromechanical power steering offers excellent precision with no interference from the drivetrain.

A raft of electronic systems increases both driving enjoyment and safety. These include optional Variable Sports Steering; Driving Stability Control (DSC) including Dynamic Traction Control (DTC) and an electronically locking rear differential as standard. DTC is activated in DSC Off mode, applying brake force to either rear wheel in the advent of wheelspin to maintain traction through a corner.

In addition, a highly torsion-resistant body increases both responsiveness and passenger protection, and is complemented by a comprehensive range of safety equipment including front, side and head airbags.

**Pricing and specification**Prices start from £19,375 otr for a BMW 116i ES rising to £24,720 otr for a BMW 120d Urban or a BMW 120d Sport.

|  |  |
| --- | --- |
| Model | Price OTR |
| BMW 116i ES | £19,375 |
| BMW 116i SE | £20,065 |
| BMW 116i Sport | £21,305 |
| BMW 116i Urban | £21,305 |
| BMW 118i SE | £21,985 |
| BMW 118i Sport | £23,225 |
| BMW 118i Urban | £23,225 |
| BMW 116d ES | £20,195 |
| BMW 116d SE | £20,885 |
| BMW 116d Sport | £22,125 |
| BMW 116d Urban | £22,125 |
| BMW 118d SE | £22,030 |
| BMW 118d Sport | £23,270 |
| BMW 118d Urban | £23,270 |
| BMW 120d SE | £23,480 |
| BMW 120d Sport | £24,720 |
| BMW 120d Urban | £24,720 |

The new BMW 1 Series offers the high level of standard equipment and a wide range of options expected of a premium segment car. The standard specification consists of a satin silver interior trim and Move cloth seats, with further interior trims and accent panels optional, as are Dakota leather seats or sports seats. Three standard and five metallic exterior paint colours are available from launch. Other additions to the standard specification of the new BMW 1 Series include a leather steering wheel, chrome exhaust and keyless start.

**Standard equipment**

Auto Start-Stop, six-speed manual transmission, 16-inch light alloy wheels, four airbags, DSC+, Drive Performance Control with ECO PRO, BMW Business radio with single CD player, air-conditioning, 60:40 folding rear seats, child seat ISOFIX attachments, Move cloth upholstery and leather steering wheel.

**Other specifications**  
**SE:** Freestanding high-resolution 6.5 inch flatscreen monitor and iDrive controller, Bluetooth hands-free facility with USB audio interface and a multi-function leather steering wheel with speed limiting function.

**BMW Sport:** Sport style 17-inch star-spoke light-alloy wheels, Dark Chrome exhaust pipe and high-gloss black kidney grille, central air intake trim, side intake surrounds and rear bumper trim. Exclusive sport design sports seats, leather sports steering wheel, high-gloss black interior trim with Coral Red or grey accents.

**BMW Urban:** Urban style 17-inch V-spoke light alloy wheels, chrome kidney grille with white slat sides and trim bar for the central air intake, amongst a host of stylish design details. Inside, Metro cloth/leather seats, leather sports steering wheel and an acrylic glass interior trim in black or white with Oxide Silver accents.

**Optional highlights**

The new BMW 1 Series offers a comprehensive and unique (for a compact car)

selection of optional driver assistance systems and mobility services. These include High-beam Assistant, Adaptive Headlights, Park Assist, Reversing Assist Camera, Lane Departure Warning including Collision Warning, cruise control with brake function, speed-limit and no-passing information. In addition, occupants can benefit from internet connectivity, smartphone and music player integration, real-time traffic information, as well as web radio, Facebook and Twitter apps.

**Sales**

BMW UK expects to sell circa 20,000 1 Series five-door models in its first full year.

**Historic sales**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Model | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 |
| BMW 1 Series 3-door | 0 | 0 | 4,643 | 7,728 | 6,661 | 4,932 |
| BMW 1 Series 5-door | 22,022 | 22,033 | 18,158 | 14,250 | 15,901 | 16,401 |
| BMW 1 Series Coupé | 0 | 0 | 389 | 4,472 | 3,790 | 6,613 |
| BMW 1 Series Convertible | 0 | 0 | 0 | 3,479 | 3,637 | 4,050 |

The most popular selling derivative in all four versions of 1 Series is the 118d. In 2010 this engine accounted for 29 per cent of three-door sales and 42 per cent of five-door sales. In the Coupé 48 per cent were 118d models, while it represented 36 per cent of Convertibles.

For further information please visit:  
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