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Goodwood, October 2011.



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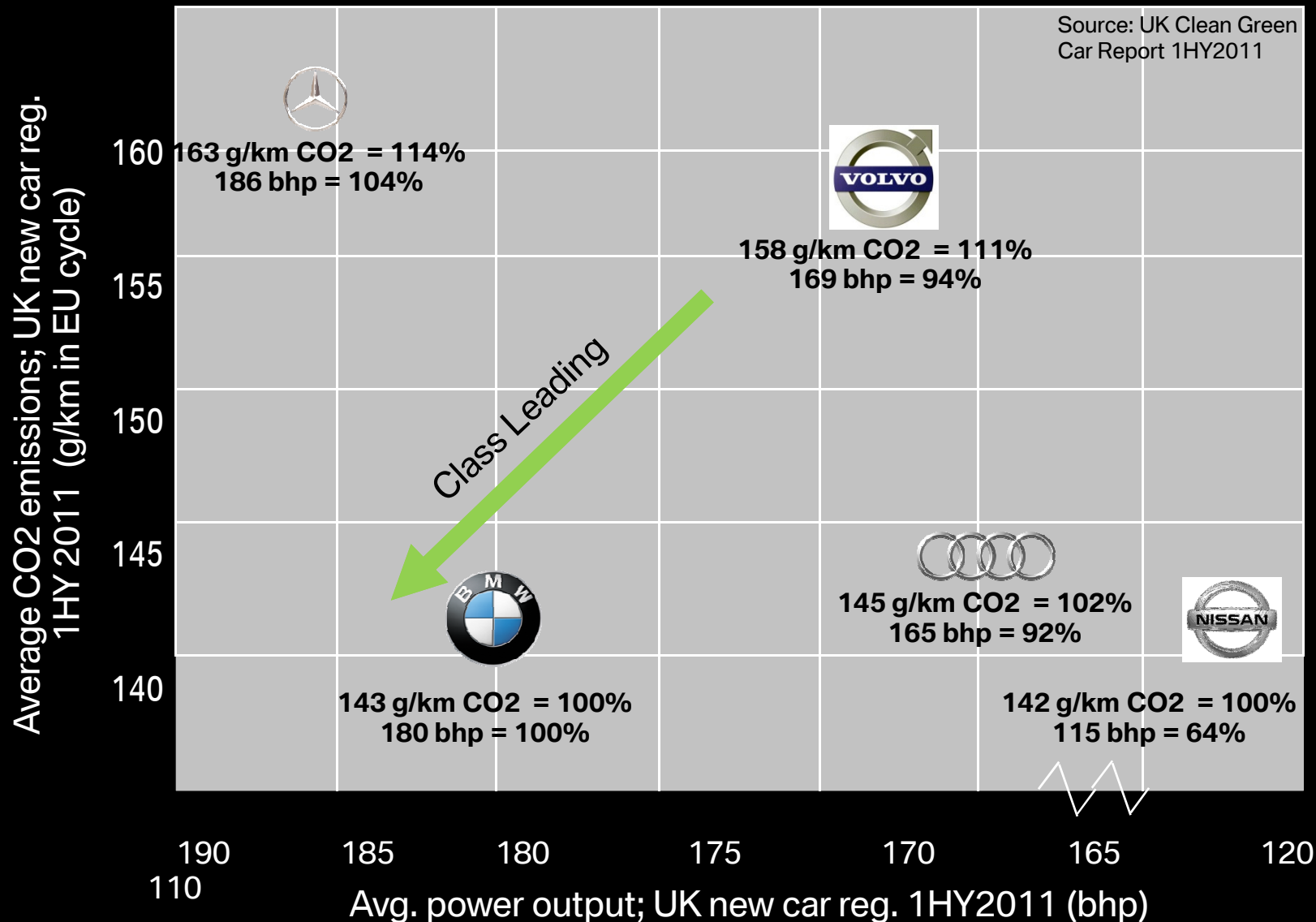
# **BMW UK Multi Model Media Launch.**

Goodwood, October 2011.



# UK Multi Model Media Launch.

BMW continues to be the benchmark in balancing CO<sub>2</sub> emissions and power output.



# London 2012.

Official automotive partner to the Games.



# London 2012.

Official automotive partner to the Games.





# BMW UK Multi-Model Media Launch.

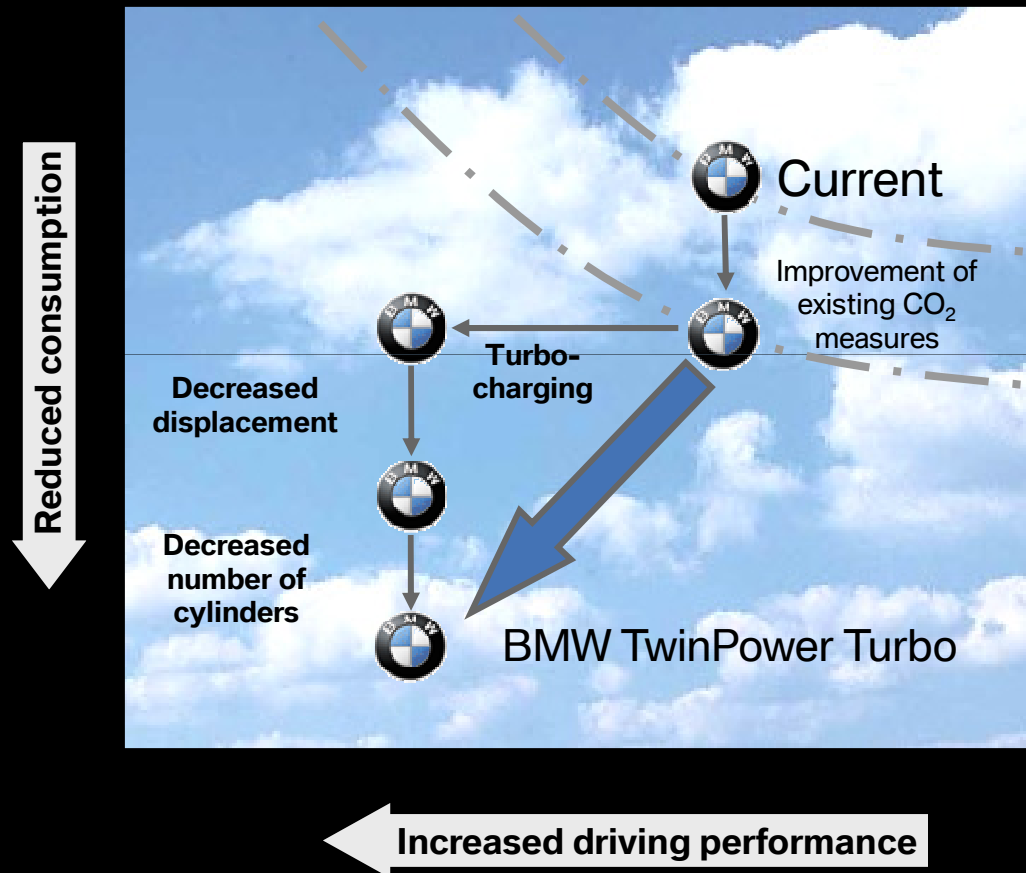
Goodwood, October 2011.



Dan Elliott  
Product Executive

# New four-cylinder petrol engine with TwinPower Turbo.

Increased performance and reduced emissions.



- State-of-the-art turbocharging technology delivers even higher levels of performance
- Six-cylinder technology in a four-cylinder package drives a reduction in CO<sub>2</sub> emissions and fuel consumption

# New four-cylinder petrol engine with TwinPower Turbo.

Bringing six-cylinder technology in a smaller package.



## **BMW TwinPower Turbo featuring twin-scroll technology :**

- Faster throttle reactions
- Less space
- Reduced weight
- High power output
- Increased torque
- Excellent fuel efficiency



# The new BMW Z4 Roadster.

BMW's only two-seater gets widespread updates.

- Engine technology is fundamental to the long-term BMW Efficient Dynamics strategy
- Maximise dynamic performance whilst reducing consumption and emissions
- September 2011 saw a new BMW milestone in engine design
- New turbocharged two-litre, four-cylinder petrol engine (N20)
- Two new Z4 models: sDrive20i and sDrive28i
- Replace current Z4 sDrive23i and sDrive30i models



# The new BMW Z4 Roadster.

Improved performance without compromise.

		Z4 sDrive20i	Z4 sDrive23i	+ / -
Displacement	cm <sup>3</sup>	1997	2497	
Engine power / at rpm	hp	184 / 4800	204 / 6300	<b>-20 hp</b>
Engine torque / at rpm	Nm	270 / 1250	250 / 2750	<b>+20 Nm</b>
0-62 mph	secs	6.9	6.6	<b>+0.3 s</b>
Fuel consumption (combined)	mpg	42.2	33.2	<b>+9 mpg</b>
CO <sub>2</sub> combined	g/km	157	199	<b>-42 g/km</b>

		Z4 sDrive28i	Z4 sDrive30i	+ / -
Displacement	cm <sup>3</sup>	1997	2996	
Engine power / at rpm	hp	245 / 5000	258 / 6600	<b>-13 hp</b>
Engine torque / at rpm	Nm	350 / 1250	310 / 2600	<b>+40 Nm</b>
0-62 mph	secs	5.6	5.8	<b>-0.2 s</b>
Fuel consumption (combined)	mpg	42.2	33.2	<b>+9 mpg</b>
CO <sub>2</sub> combined	g/km	157	199	<b>-42 g/km</b>

- Standard Auto Start-Stop for manual transmission
- 8-speed Sports automatic transmission with mono-directional paddles

# The new BMW Z4 Roadster.

## Class-leading performance and efficiency.

		Z4 sDrive20i	SLK200
Displacement	cm <sup>3</sup>	1997	1796
Engine power / at rpm	hp	184 / 4800	184 / 5250
Engine torque / at rpm	Nm	270 / 1250	250 / 1800
0-62 mph	secs	6.9 (7.2)	7.3 (7.0)
CO <sub>2</sub> combined	g/ Km	157	158 ( 151)

		Z4 sDrive28i	SLK250 Auto
Displacement	cm <sup>3</sup>	1997	1796
Engine power / at rpm	hp	245 / 5000	204 / 5500
Engine torque / at rpm	Nm	350 / 1250	310 / 2000
0-62 mph	secs	5.6 (5.7)	6.6
CO <sub>2</sub> combined	g/ Km	157 (162)	153

Values in brackets refer to Auto transmission which is standard on new SLK250



# The new BMW Z4 Roadster.

BMW Z4 sDrive20i – a new entry into two-seat BMWs.

- Enhanced dynamic performance
- Increased standard equipment (vs. sDrive23i):
  - Kansas Leather upholstery
  - Bluetooth
  - USB
  - Rain sensor / auto headlight activation
- Price OTR £945 below Z4 sDrive23i and £500 below Mercedes Benz SLK200
- Competitive advantage on price and specification; standard leather and Xenons
- Available as both SE and M Sport

Model	Price OTR	Power (hp)
BMW Z4 sDrive20i	£29,480	184
Mercedes Benz SLK200	£29,980	184



# The new BMW Z4 Roadster.

BMW Z4 sDrive28i – four-cylinder emissions, six-cylinder power.

- Enhanced dynamic performance
- Increased standard equipment (vs. sDrive30i):
  - Bluetooth
  - USB
- Price OTR £1,015 below Z4 sDrive30i
- OTR advantage of around £250 versus Mercedes SLK250 (with automatic)
- Plus considerable dynamic advantage: 41hp, 40Nm, 1.0secs 0-62 mph
- Available as both SE and M Sport

Model	Price OTR	Power (hp)
BMW Z4 sDrive28i	£33,645	245
Mercedes Benz SLK250 (Auto)	£35,720	204



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# BMW UK Multi Model Media Launch.

## The new BMW 520d EfficientDynamics Saloon.



Retail price £30,435 OTR

N47 20d [184hp]

62.8 mpg

8.2 secs [0-62mph]

119g/km CO<sub>2</sub>

Manual transmission



# BMW UK Multi Model Media Launch.

## Class-leading position.

		BMW 520d ED	520d SE	+ / -
Displacement	cm <sup>3</sup>	1,995	1,995	-
Engine power / at rpm	hp	184 / 4,000	184 / 4,000	-
Engine torque / at rpm	Nm	380 / 1,750	380 / 1,750	-
0-62 mph	secs	8.2	8.1	-0.1
Fuel consumption (combined)	mpg	62.8	58.9	+3.9
CO <sub>2</sub> combined	g/km	119	125	-6g

		BMW 520d ED	Audi A6 2.0 TDI SE	+ / -
Displacement	cm <sup>3</sup>	1,995	1,968	+27
Engine power / at rpm	hp	184 / 4,000	177 / 4,200	+7
Engine torque / at rpm	Nm	380 / 1,750	380 / 1,750	-
0-62 mph	secs	8.2	8.7	-0.5
Fuel consumption (combined)	mpg	62.8	57.6	+5.2
CO <sub>2</sub> combined	g/km	119	129	-10g

# BMW UK Multi Model Media Launch.

The new BMW 520d EfficientDynamics Saloon.

Model	OTR Price	BIK '11/12	BIK '12/13	mpg
BMW 520d ED	£30,435	13%	17%	62.8
BMW 520d SE	£30,030	18%	19%	58.9
Audi A6 TDI SE [177]	£30,145	18%	19%	57.6
Mercedes Benz E-Class E220CDI SE Edition 125	£30,145	19%	20%	56.5
2.2 TDI	£30,950	22%	23%	52.3



# BMW UK Multi Model Media Launch.

## The new BMW 520d EfficientDynamics Saloon.

Model	CO <sub>2</sub>	VED*	1 <sup>st</sup> Yr	Std Yr
BMW 520d ED	119g	C	£0	£30
BMW 520d SE	125g	D	£0	£95
Audi A6 TDI SE [177]	129g	D	£0	£95
Mercedes Benz E-Class E220CDI SE	130g	E	£0	£95
Jaguar XF 2.2 TDI	149g	F	£130	£130

\* Vehicle Excise Duty

# The new BMW X1 sDrive20d EfficientDynamics. The most efficient BMW X product ever.



62.8mpg

119g/km CO<sub>2</sub>

# **The new BMW X1 sDrive20d EfficientDynamics.**

A dominant position in numbers.

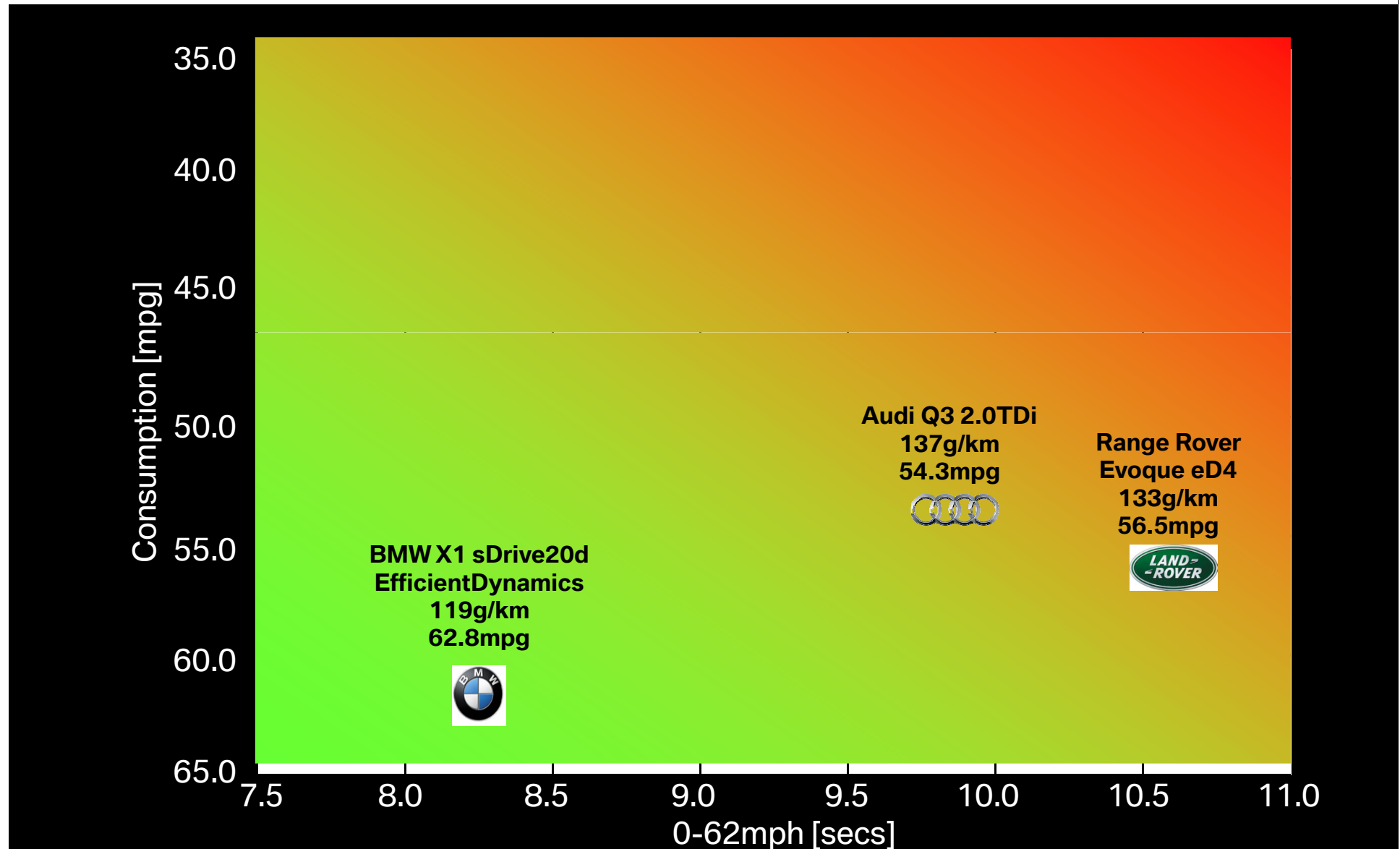
**£25,715 OTR**  
**13% BIK**  
**£0 first-year road tax**

**163hp**  
**380Nm**  
**8.3s 0-62mph**



# The new BMW X1 sDrive20d EfficientDynamics.

## Competitor Comparison.





# **BMW UK Multi Model Media Launch.**

## **The new BMW 6 Series Coupé.**



# UK Multi Model Media Launch.

Full engine line up from launch including Convertible.

		640d SE Coupé	640d SE Convertible
Displacement	cm <sup>3</sup>	2993	2993
Engine power / at rpm	hp	313 / 4400	313 / 4400
Engine torque / at rpm	Nm	630 / 1500	630 / 1500
0-62 mph	secs	5.5	5.6
Fuel consumption (combined)	mpg	51.4	50.4
CO <sub>2</sub> combined	g/km	144	148

**E 40 d**

# The new BMW 6 Series Coupé.

The best just got better.

	Previous 635d		New 640d
Power	286 hp	+27 hp	313 hp
Torque	580 Nm	+50 Nm	630 Nm
Acceleration	6.3 secs	-0.8 secs	5.5 secs
Combined cons.	40.9 mpg	+10.5 mpg	51.4 mpg
CO <sub>2</sub> emissions	183g/km	-39 g/km	144g/km

640d

# The new BMW 6 Series Coupé.

## Ownership costs – class leading again.

Manufacturer	Model	OTR Price	Residual Value <sup>1</sup>	BIK Yr 1	mpg
BMW	640i	£59,565	34.7%	25%	36.7
Mercedes	SL 350	£68,360	28.4%	35%	29.1
BMW	640d	£62,080	35.4%	21%	51.4
BMW	650i	£67,340	33.3%	35%	26.6
Mercedes	SL 500	£81,705	25.6%	35%	24.4
Jaguar	XK 5.0 Coupé	£65,000	29.1%	35%	25.2

Source: CAP<sup>1</sup>



# **BMW UK Multi Model Media Launch.**

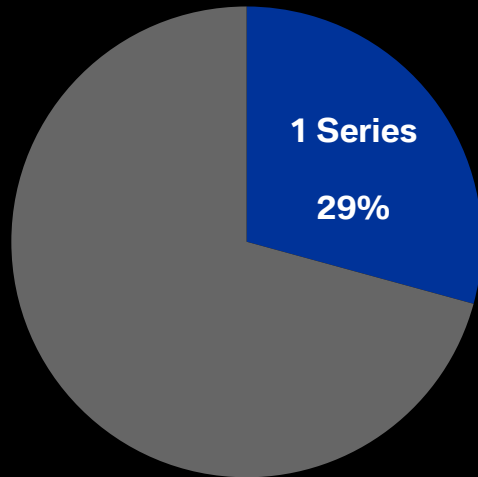
## **The new BMW 1 Series.**



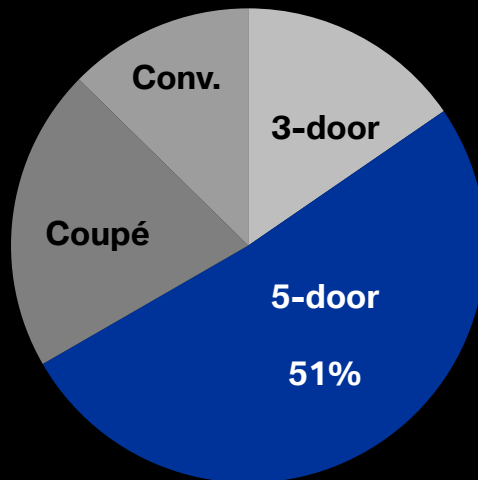
# The BMW 1 Series.

## A success from inception.

Total BMW UK sales 2010



Total BMW 1 Series UK sales 2010



**Over 128,000 of the previous generation, 1 Series 5-door model have been sold in the UK since launch in 2004.**

**The UK is the second largest market for 1 Series.**

**1 Series has grown through diversification.**



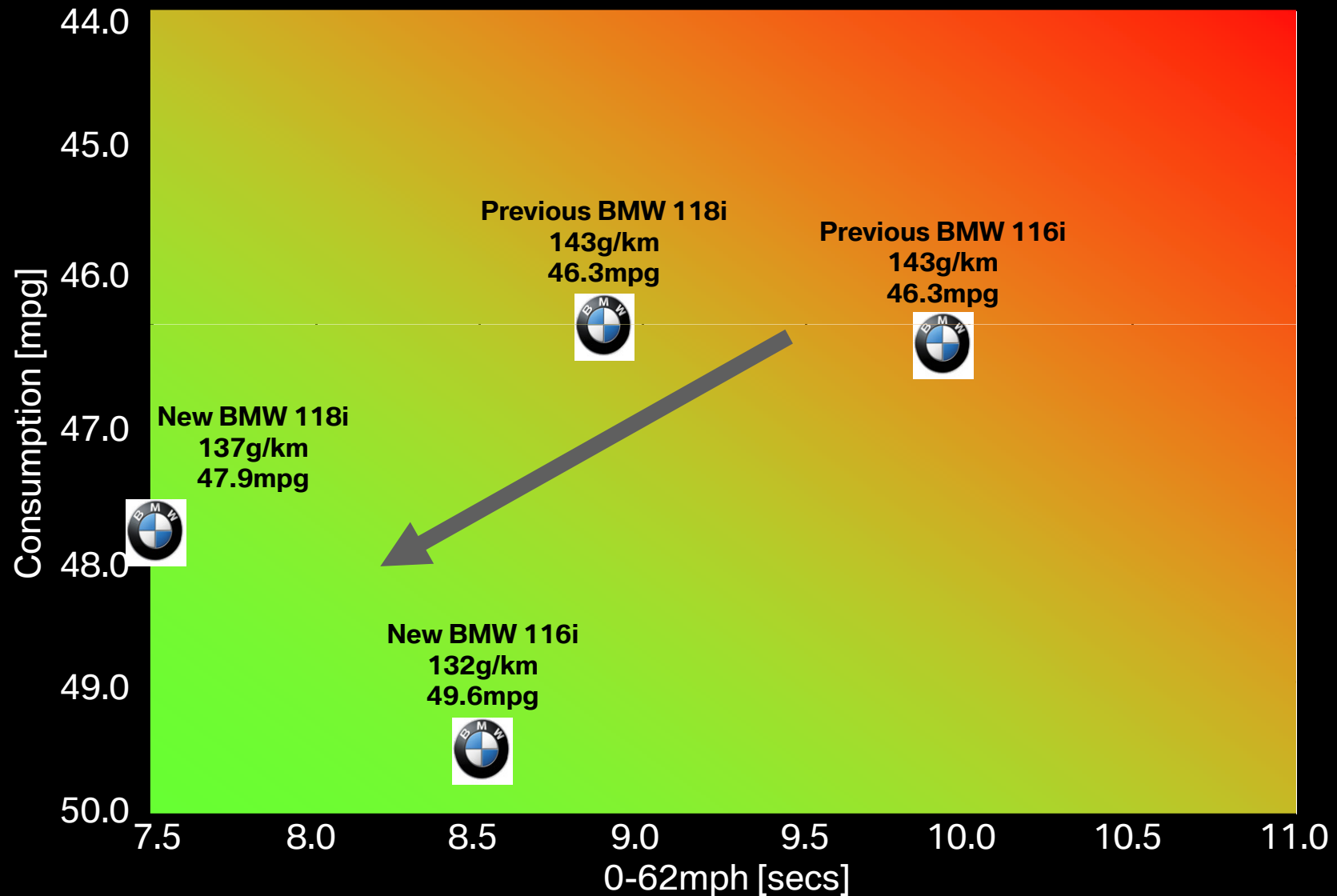
# The new BMW 1 Series.

All new premium small car from £19,375 OTR



# The new BMW 1 Series.

EfficientDynamics results in significant improvements.





# The new BMW 1 Series.

A clear premium car class leader.

BMW 1 Series				Audi A3 Sportback			
Model	0-62 mph	Power (hp)	CO2 (g/km)	Model	0-62 mph	Power (hp)	CO2 (g/km)
116i	8.9	136	132	1.4 TFSI	9.6	125	134
118i	7.4	170	137	1.8 TFSI	7.8	160	153
116d ED	10.4	116	99	1.6 TDI	11.7	105	109
116d	10.4	116	117	No matching equivalent			
118d	8.9	143	118	2.0 TDI	9.1	140	115
120d	7.5	184	119	2.0 TDI	8.1	170	123

# The new BMW 1 Series.

## Drive Performance Control.



Sport+

Sport

Comfort

ECO PRO

- Accelerator response
- Engine characteristics
- DSC settings
- Gear shift programme
- Servotronic response



# The new BMW 1 Series.

## ES and SE Models.

### ES



#### Exterior

- 16" Star-spoke style 377
- Exhaust tail pipe finisher, chrome

#### Interior

- Air-conditioning
- Comfort go (Keyless start)
- Cupholders, front
- Drive Performance Control
- Leather steering wheel
- Passenger airbag deactivation

### SE



#### Exterior

- 16" Star-spoke style 378
- Fog lights, front

#### Interior

- Arm rest – sliding
- Bluetooth
- Comfort go (Keyless start)
- Drive Performance Control with extended display
- Multi-function steering wheel with Speed Limiting function
- Professional radio (screen, iDrive & double tuner)
- USB



+£690

# The new BMW 1 Series.

## Sport and Urban Models.

### Sport



#### Exterior

- 17" exclusive Sport alloy wheel
- Bumpers with specific Sport design in high-gloss black
- Kidney bars in high-gloss black
- Black high-gloss exterior mirrors, NCO
- Exhaust tail pipe finisher chrome black

#### Interior

- Sport entry doorsills
- Sport leather steering wheel with red stitching
- Sport seats with red stitching
- High-gloss black trim with red accent stripe
- Sport key
- Red accents in instrument panel

### Urban



#### Exterior

- 17" exclusive Urban alloy wheel
- Bumpers with specific Sport design in high-gloss white
- Kidney bars with white side slats
- White high-gloss exterior mirrors, NCO
- Exhaust tail pipe finisher matt chrome

#### Interior

- Urban entry doorsills
- Sport leather steering wheel with red stitching
- Cloth / leather upholstery
- Acrylic glass interior trim with accent stripe
- Urban key
- Welcome lighting feature



+£1,240



+£1,240



# The new BMW 1 Series.

M Sport launches in March 2012.



# The new BMW 1 Series.

BMW 116d - cleanest and greenest production BMW ever.



74.3mpg

99g/km CO<sub>2</sub>

# **BMW UK Multi Model Media Launch.**

## **The new BMW 5 Series Gran Turismo.**



# **The new BMW 5 Series Gran Turismo.**

## **Popular M Sport introduced.**

M Aerodynamic styling kit

M Sport suspension

19" M Sport alloy wheels

Sports seats, front

M Sport multifunction leather steering wheel

High gloss shadow line

Anthracite headlining

M door sill finishers

Exhaust tailpipe finishers in dark chrome



# **The new BMW 5 Series Gran Turismo.**

**All models now receive a standard specification enhancement.**

Automatic electric bootlid

Headlight wash

Xenon headlights

Air conditioning, automatic with extended features

BMW Professional Multimedia navigation

BMW Assist

BMW Assist online portal

Voice Control

Seat adjustment - front, electric with driver memory

Bluetooth telephone preparation with telematics

Value of the additional equipment is £3,440-£4,360.

**BMW ConnectedDrive.**

Class-leading innovations on all new BMWs.



# BMW ConnectedDrive.

## RTTI – Real Time Traffic Information.



Advanced alternative to current TMC data.

Superior accuracy and reliability of traffic information.

Automatically updated every three minutes.

Traffic flows are clearly displayed in a colour-coded system which is easily interpreted by the driver.

The system can recommend for or against alternative routes depending on potential time saving benefits.



# UK Multi Model Media Launch.

Thank you for your attention.

