



# **THE LONDON 2012 FLEET.**

## **DRIVING THE VEHICLES FOR THE OLYMPIC GAMES.**





**WIELAND BRUCH.**  
**CORPORATE COMMUNICATIONS MANAGER.**  
**BMW GROUP UK.**

**BMW  
GROUP**





# THE LONDON 2012 GAMES FLEET. A TRULY OLYMPIC CHALLENGE.





# BMW 1 SERIES ACTIVE E (EV). 160 ON FLEET – ZERO TAILPIPE EMISSIONS.





**BMW 3 SERIES 320D EFFICIENTDYNAMICS SALOON.  
1,550 ON FLEET – 109g/km CO<sub>2</sub>, 68.9mpg.**





**BMW ACTIVEHYBRID5 SALOON.**  
**20 ON FLEET – 149g/km CO<sub>2</sub>, 44.1mpg.**





**BMW R1200 RT, R1200 GS, F650 GS.  
25 ON FLEET.**





# BMW STREETCRUISER BICYCLE. 400 ON FLEET.





# THE LONDON 2012 GAMES FLEET. MEET THE COMPLETE CAST.



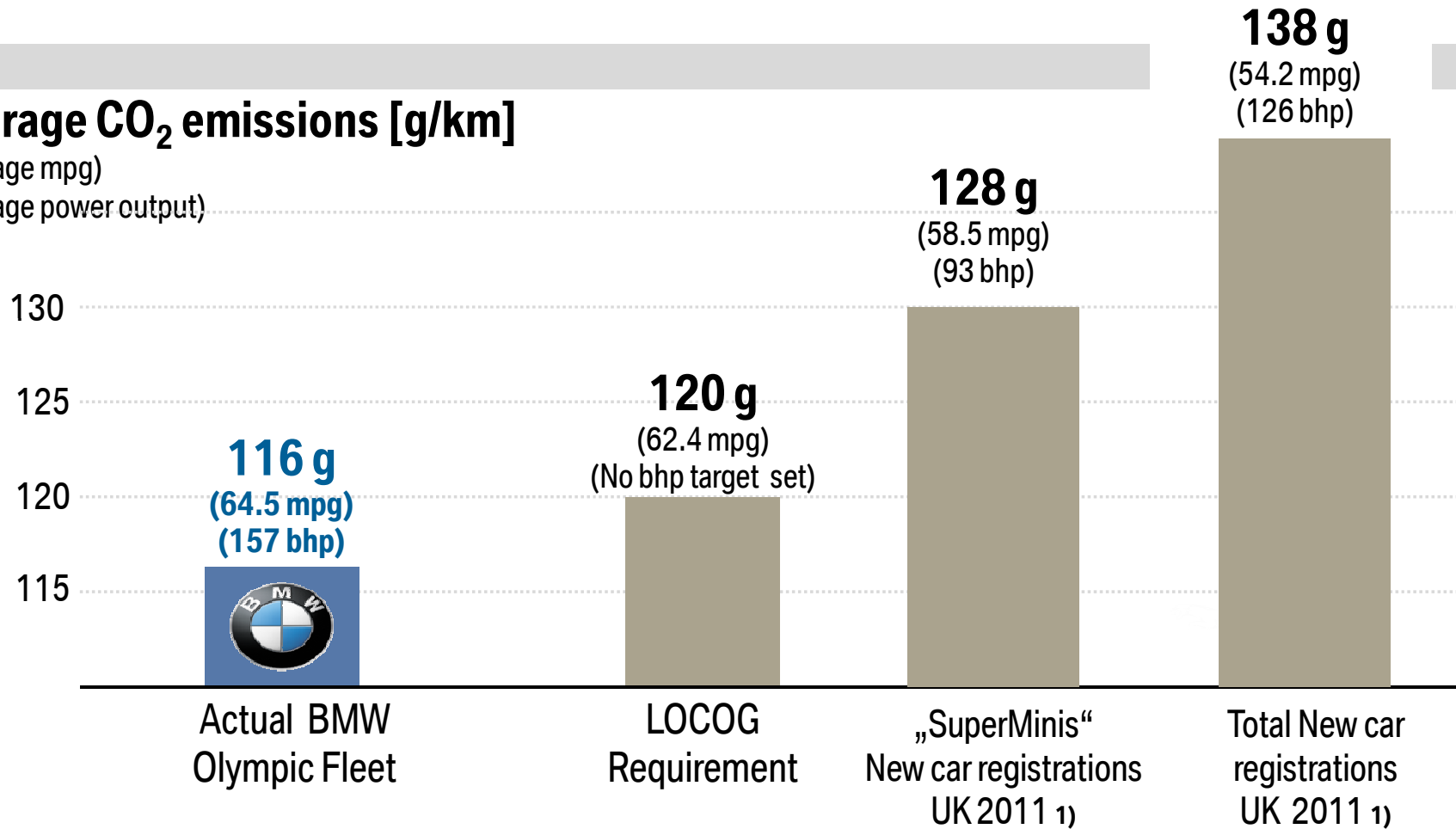


# THE LONDON 2012 GAMES FLEET. OVER-FULFILLING CO<sub>2</sub> EMISSION LIMITS THANKS TO BMW EFFICIENTDYNAMICS.

## Average CO<sub>2</sub> emissions [g/km]

(Average mpg)

(Average power output)





# THE LONDON 2012 GAMES FLEET. 80% OF BMW GROUP VEHICLES IN FLEET WILL MEET FUTURE EU6 EMISSION STANDARD ALREADY.

## Comparison EU6 vs EU5 emissions

Nitrogen Oxides (NOx) limit

g/km



**EU6 limit**  
**0.05 g/km**  
mandatory limit  
as of 9/2014

**EU5 limit**  
**0.18 g/km**  
currently mandatory

Will be met by 80% of BMW Group vehicles in the fleet in 2012 already, effectively bringing down diesel emissions to petrol level.



# BMW GROUP AND LONDON 2012. THE NATURAL PARTNER FOR 'THE MOST SUSTAINABLE GAMES' EVER.

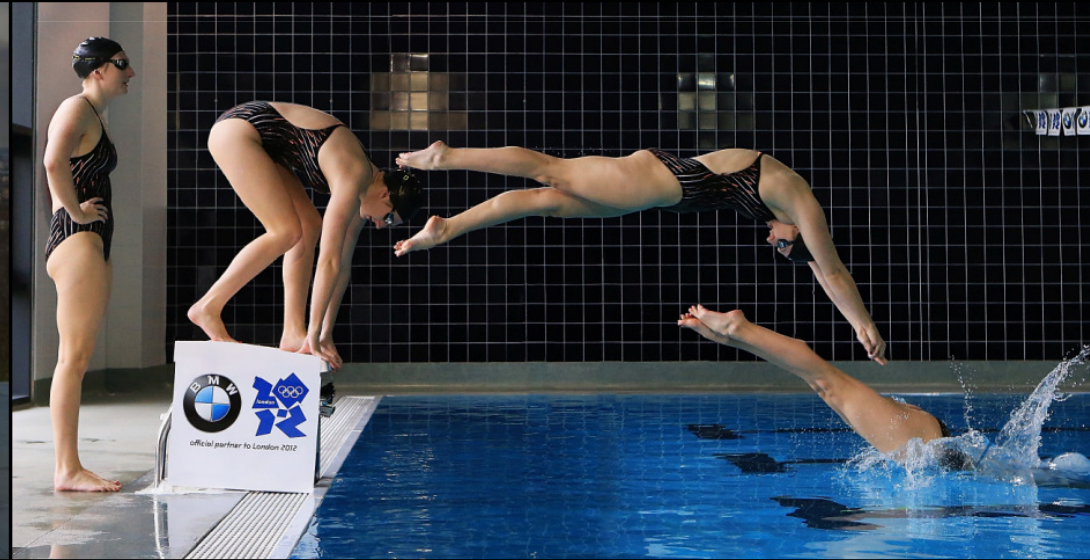


BusinessCar





# BMW GROUP AND LONDON 2012. SPONSORING ATHLETES ON THEIR JOURNEY TO THE GAMES.

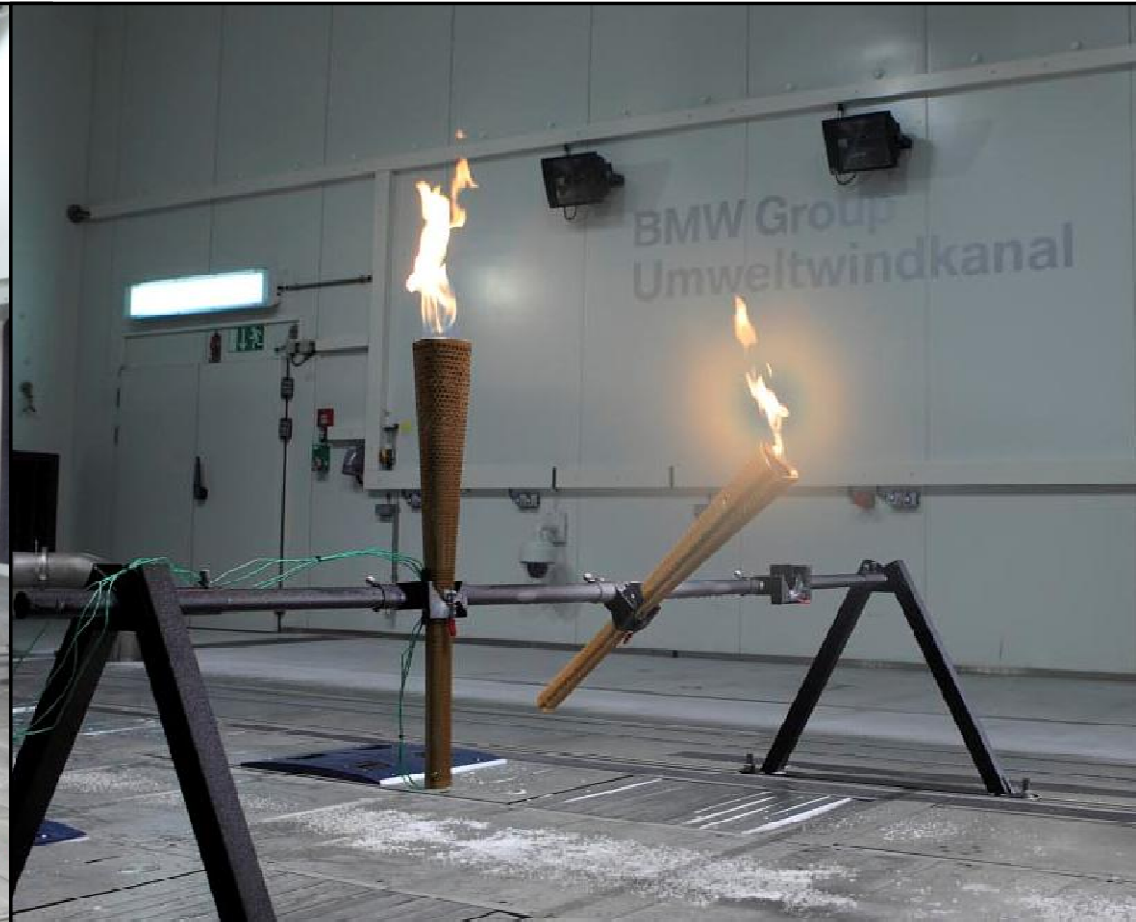


## BMW GROUP AND LONDON 2012. OLYMPIC FLEET ADAPTATIONS FOR PARALYMPIANS.





# BMW GROUP AND LONDON 2012. TESTING OF THE OLYMPIC FLAME IN OUR CLIMATIC FACILITY IN MUNICH.



# THE LONDON 2012 GAMES FLEET. A TRULY OLYMPIC CHALLENGE.







**BRIAN COX.**  
**PRODUCT OPERATIONS MANAGER, BMW GROUP UK.**

**BMW  
GROUP**





# BMW ACTIVE E.

**BMW  
GROUP**





# BMW GROUP E-MOBILITY DEVELOPMENT.

## BMW HAS A LONG HISTORY IN ELECTRICALLY POWERED VEHICLES.

### Battery Electric Vehicles



1972:  
BMW 1602  
Lead Battery



1987:  
BMW 325  
NaS Battery



1992:  
BMW 325  
NaNiCl Battery



1993:  
BMW E1  
NaS Battery



1996:  
BMW 325  
NaNiCl Battery



2008:  
MINI E  
Li-Ion Battery



2010:  
BMW Concept ActiveE  
Li-Ion Battery

1970 1980 1990 2000 2010 2011

### Hybrid Electric Vehicles

1994:  
BMW 518i  
Parallel-Hybrid  
with NiMH Battery



1995:  
BMW 316i  
Serial Hybrid  
with NaNiCl Battery



2003:  
BMW X5  
Active Hybrid with  
Super Caps



2010:  
BMW ActiveHybrid X6



2010:  
BMW ActiveHybrid 7



**BMW ACTIVE E.  
THE MOST ADVANCED FULLY ELECTRIC CAR FROM BMW GROUP.**



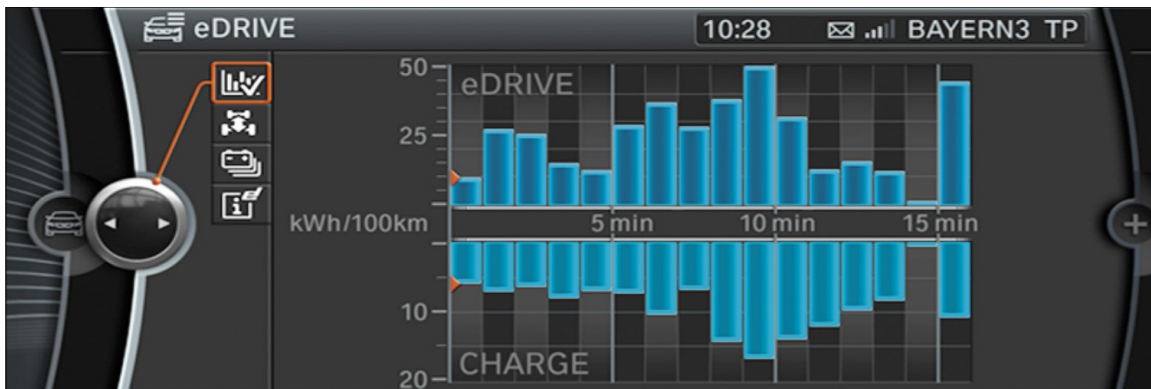
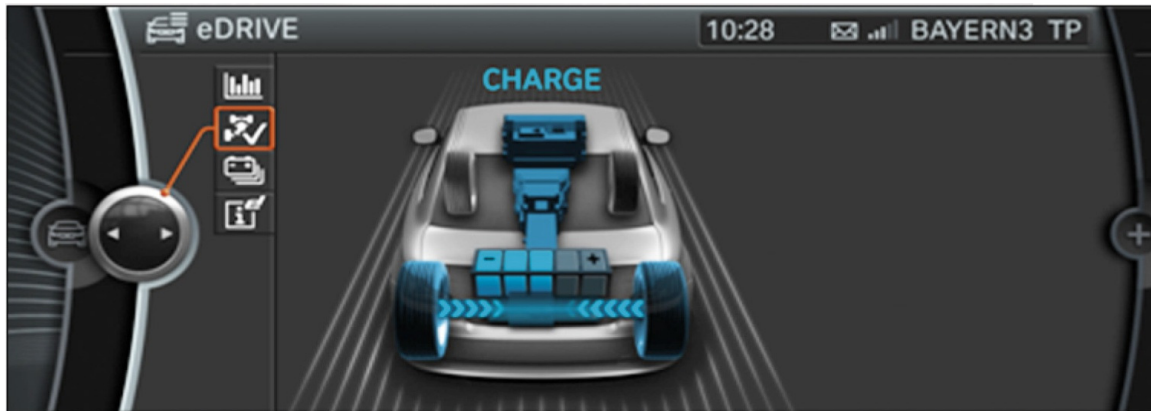


**BMW ACTIVE E.  
A CONVENTIONAL FOUR-SEAT INTERIOR WITH SOME UNIQUE  
TOUCHES.**



# BMW ACTIVE E.

## A CLEAR VISUAL DISPLAY TO SHOW CHARGING CAPABILITY AND DRIVING PERFORMANCE.

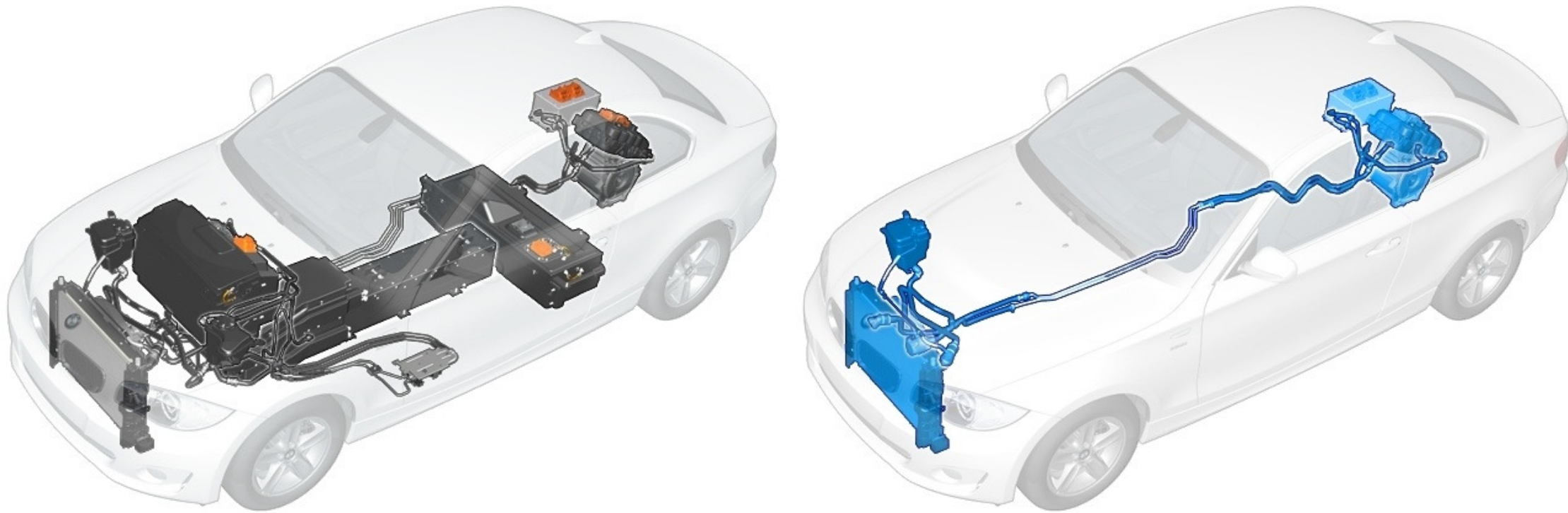




# BMW ACTIVE E. AN ADVANCED DRIVETRAIN IN AN EXISTING BMW 1 SERIES COUPÉ.



## BMW ACTIVE E. AN ADVANCED DRIVETRAIN IN AN EXISTING BMW 1 SERIES COUPÉ.





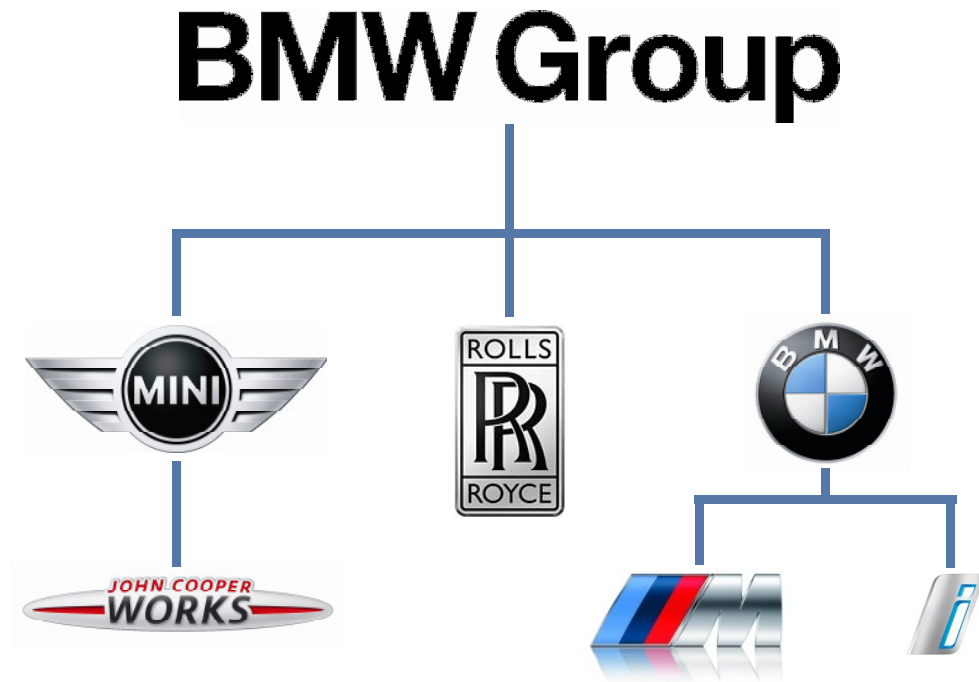
# BMW ACTIVE E. KEY HIGHLIGHTS.

|   |
|---|
| 1,000 units worldwide (160 Olympic Fleet / 30 to be retained) |
| Rear wheel drive  |
| Yazaki (type 1) vehicle charge connector                      |
| Approx. 100 mile range (Eco Pro Mode)                         |
| Synchronous motor (12,000 rpm max. speed)                     |
| 32 kWh Lithium-Ion battery (liquid cooled)                    |
| 25 battery modules (@ 355 Volts / 192 cells)                  |



|                                     |
|-------------------------------------|
| Four seats                          |
| 200 litre luggage compartment       |
| Output: 170hp (125kW)               |
| Torque: 250Nm, 184lb ft             |
| Top speed: 90mph limited (145 km/h) |
| 0 – 62 mph: 9 seconds               |
| LHD only                            |

**BMW GROUP.  
WHERE DOES THE NEW BMW SUB BRAND FIT?**







# BMW 116D EFFICIENT DYNAMICS SPORTS HATCH.

**BMW  
GROUP**



# THE NEW BMW 116D EFFICIENT DYNAMICS SPORTS HATCH. TECHNICAL INFORMATION.

|                                       | BMW 116d EfficientDynamics Sports Hatch | vs. BMW 116d SE Sports Hatch |
|---------------------------------------|---|------------------------------|
| <b>Power</b>                          | 116hp                                   | no difference                |
| <b>Torque</b>                         | 250Nm                                   | no difference                |
| <b>CO<sub>2</sub> emissions</b>       | 99g/km                                  | - 15.4%                      |
| <b>Fuel economy</b>                   | 74.3mpg                                 | + 18.3%                      |
| <b>0-62mph (s)</b>                    | 10.5s                                   | +1.9%                        |
| <b>Weight - DIN (kg)</b>              | 1,310                                   | no difference                |
| <b>VED (band / first year charge)</b> | A / £0                                  | C / £0                       |
| <b>BIK (2012/2013)</b>                | 13%                                     | -4pp (17%)                   |

The BMW116d EfficientDynamics Hatchback is the first series-production BMW to emit less than 100g/km CO<sub>2</sub>.

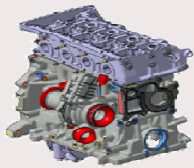


## THE NEW BMW 116D EFFICIENTDYNAMICS SPORTS HATCH. ADDITIONAL BMW EFFICIENTDYNAMICS MEASURES.

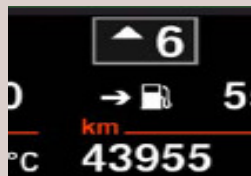
In addition to the BMW EfficientDynamics technologies familiar from other new BMW 1 Series models such as ECO PRO mode, the 116d EfficientDynamics model features the following unique measures:



**Optimised aerodynamics** and a reduced drag coefficient thanks to suspension lowered by 10mm.



**Optimised BMW TwinPower Turbo N47 diesel engine** with 1.6-litre displacement and reduced friction.



**Optimised drivetrain** with centrifugal pendulum and longer final-drive ratio with vehicle-specific Optimum Shift Indicator enables the driver to achieve optimal fuel consumption at lower engine speeds.

# THE NEW BMW 116D EFFICIENTDYNAMICS SPORTS HATCH. KEY FACTS.

Specification and pricing for the 116d EfficientDynamics is on a par with the equivalent 116d SE model, but...

- Combined fuel consumption of 74.3mpg = 800+ miles on a single tank.
- £0 Road Tax (VED Band A) not just first year, but every subsequent year.
- Additionally, model attracts 100 per cent Congestion Charge discount.
- 13 per cent BIK rate for diesel cars emitting 99g/km or less in the 2012/2013 tax year.
- 100 per cent capital allowance in the first year for companies that outright purchase the vehicle.
- **Same £20,885 OTR**





# THE NEW BMW 116D EFFICIENTDYNAMICS SPORTS HATCH. SUB-100G/KM CO<sub>2</sub> COMPETITORS.

**Golf 1.6 TDI Bluemotion**



**Focus ECOnetic\***

**A3 1.6 TDI (3-door)**



**Leon 1.6 TDI Ecomotive**



**116d EfficientDynamics**



**C30 DRIVE**



**One D Hatch**



**Cooper D Hatch**

\* expected 2012

# THE NEW BMW 116D EFFICIENTDYNAMICS SPORTS HATCH. KEY COMPETITORS.

| Model                  | BMW 116d EfficientDynamics Sports Hatch | Audi A3 1.6 TDI 3-door Hatchback | Volvo C30 DRIVE |
|------------------------|---|----------------------------------|-----------------|
| CO <sub>2</sub> (g/km) | 99                                      | 99                               | 99              |
| Combined (mpg)         | 74.3                                    | 74.3                             | 74.3            |
| Power (hp)             | 116                                     | 105                              | 115             |
| 0-62mph (s)            | 10.5                                    | 11.4                             | 11.3            |
| Torque (Nm)            | 260                                     | 250                              | 270             |

Valid March 2012

All figures based on manual transmission



# THE NEW BMW 116D EFFICIENTDYNAMICS HATCHBACK.

## BROADER COMPETITION.

| Model                  | BMW 116d<br>EfficientDynamics Sports<br>Hatch | VW Golf 1.6 TDi<br>Bluemotion | Seat Leon 1.6 TDI<br>Ecomotive | MINI One D | MINI Cooper D |
|------------------------|---|-------------------------------|--------------------------------|------------|---------------|
| CO <sub>2</sub> (g/km) | 99  | 99                            | 99                             | 99         | 99            |
| Combined (mpg)         | 74.3  | 74.3                          | 74.3                           | 74.3       | 74.3          |
| Power (hp)             | 116   | 105                           | 105                            | 90         | 112           |
| 0-62mph (s)            | 10.5  | 11.3                          | 11.5                           | 11.4       | 9.7           |
| Torque (Nm)            | 260   | 250                           | 250                            | 215        | 270           |



# BMW 320D EFFICIENTDYNAMICS SALOON.

**BMW  
GROUP**





## THE NEW BMW 320D EFFICIENTDYNAMICS SALOON. HOW IT COMPARES TO ITS CLOSEST RIVAL.

|                                     | BMW 320d EfficientDynamics Saloon | BMW 320d Saloon |
|-------------------------------------|-----------------------------------|-----------------|
| <b>Power</b>                        | 163hp                             | -11.4%          |
| <b>Torque</b>                       | 380Nm                             | no difference   |
| <b>CO<sub>2</sub> emissions</b>     | 109g/km                           | -9.2% (-7.6%)   |
| <b>Fuel economy</b>                 | 68.9mpg                           | +10.9% (8.9%)   |
| <b>0-62mph (s)</b>                  | 8.0 (8.1)s                        | +6.7 (+6.6)%    |
| <b>Weight* (kg)</b>                 | 1,420 (1,430)                     | no difference   |
| <b>VED (Band/First year charge)</b> | B / £0                            | C / £30         |
| <b>BIK</b>                          | 15%                               | -3% (-2%)       |

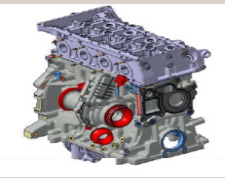
Figures in brackets refer to automatic transmission

\*DIN weight

Crucially, the 320d EfficientDynamics Saloon is available with an 8-speed automatic gearbox with no penalty in CO<sub>2</sub> emissions and efficiency.

# THE NEW BMW 320D EFFICIENTDYNAMICS SALOON. ADDITIONAL BMW EFFICIENTDYNAMICS MEASURES.

In addition to the BMW EfficientDynamics technologies familiar from other new BMW 3 Series models such as ECO PRO mode, the 320d EfficientDynamics model features the following unique measures:



**Optimised BMW TwinPower Turbo N47 diesel engine** with 2.0-litre displacement and reduced friction.



**Optimised drivetrain** with centrifugal pendulum and longer final-drive ratio with Optimum Shift Indicator enables the driver to achieve optimal fuel consumption at lower engine speeds.



**Optimised aerodynamics** with unique 16" aero wheels featuring low rolling resistance tyres, lowered suspension and aerodynamic body styling to reduce the drag co-efficient.

# THE NEW BMW 320D EFFICIENTDYNAMICS SALOON. KEY FACTS.

Specification for the BMW 320d EfficientDynamics Saloon is on par with the BMW 320d SE Saloon, but...

- £28,080 OTR
- 163hp, 380Nm
- Combined fuel consumption of 68.9mpg – enough for 860 miles on one fuel tank.
- 15 per cent BIK and £0 Road Tax (VED Band B) in first year, just £20 in subsequent years.
- 100 per cent capital write-down allowance in the first year for companies that outright purchase the vehicle.





# THE NEW BMW 320D EFFICIENTDYNAMICS SALOON. KEY COMPETITORS.

| Model                  | BMW 320d Efficient Dynamics | Mercedes-Benz<br>C220 CDI | Audi<br>A4 2.0 TDIe |
|------------------------|-----------------------------|---------------------------|---------------------|
| CO <sub>2</sub> (g/km) | 109                         | 117                       | 115                 |
| Combined (mpg)         | 68.9                        | 64.2                      | 64.2                |
| Power (hp)             | 163                         | 170                       | 163                 |
| 0-62mph (s)            | 8.0                         | 8.4                       | 8.4                 |
| Torque (Nm)            | 380                         | 400                       | 380                 |

Valid March 2012

All figures based on manual transmission

# THE NEW BMW 320D EFFICIENTDYNAMICS SALOON. BROADER COMPETITION.

| Model                  | BMW 320d<br>Efficient Dynamics | Ford Mondeo<br>1.6 TDCi ECOnetic | VW Passat BlueMotion<br>TDI | Volvo S60 DRIVe | Honda Accord<br>2.2 i-DTEC | Vauxhall Insignia 2.0 CDTi<br>ecoFLEX |
|------------------------|--------------------------------|----------------------------------|-----------------------------|-----------------|----------------------------|---------------------------------------|
| CO <sub>2</sub> (g/km) | 109                            | 114                              | 109                         | 114             | 147                        | 115                                   |
| Combined (mpg)         | 68.9                           | 65.6                             | 68.9                        | 65.7            | 50.4                       | 65.7                                  |
| Power (hp)             | 163                            | 115                              | 105                         | 115             | 150                        | 160                                   |
| 0-62mph (s)            | 8.0                            | 11.5*                            | 12.2                        | 10.9            | 9.6                        | 8.9*                                  |
| Torque (Nm)            | 380                            | 270                              | 250                         | 270             | 350                        | 350                                   |

Valid March 2012

All figures based on manual transmission

\*0-60mph



# BMW ACTIVEHYBRID 5.

BMW  
GROUP





# THE NEW BMW ACTIVEHYBRID 5. HIGH LEVEL OF STANDARD EQUIPMENT.

## Standard Equipment

Navigation system - BMW Professional Multimedia.

Eight-speed automatic transmission with Steptronic.

Air conditioning, automatic with four-zone control.

Full black panel display.

17" alloy wheel.

Interior trim, Fineline Anthracite wood.

Stationary cooling.

## Design Differentiation

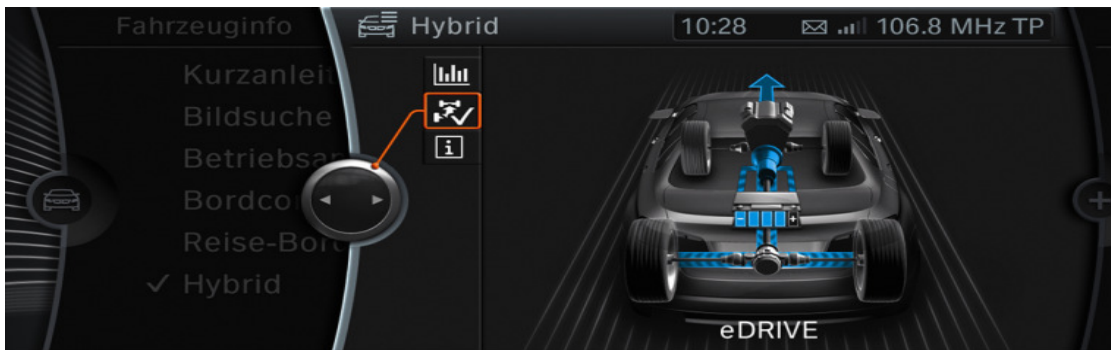
Bluewater metallic paint.

Optional 18" Streamline wheel (pictured here).

Interior/exterior badging.



# HYBRID SPECIFIC CONTROL DISPLAY WITH EFFICIENTDYNAMICS.



## Electric driving

The electric motor enables purely electric driving.



## Boost function

When needed, the drive power of the inline six-cylinder engine is supplemented by the electric motor, increasing total power output for short periods.



## Brake Energy Regeneration

On braking, kinetic energy is converted into electrical energy and stored in the high-performance battery.



## Control Display

The use of electric energy during the last 15 minutes of driving is shown in a bar chart. The longer the bar, the higher the use of the hybrid system and greater the fuel savings.

# THE NEW BMW ACTIVEHYBRID 5 SALOON. KEY FACTS.

Specification for the BMW ActiveHybrid 5 is on par with the BMW 535i Saloon, but...

- £46,855 OTR
- 306hp output.
- 40Kw electric motor.
- 350hp combined max output.
- Combined fuel consumption of 44.1mpg.
- CO<sub>2</sub> emissions of 149/km, 19 per cent lower than BMW 535i Saloon.
- E-Range up to 2.4 miles.







THANK YOU FOR YOUR ATTENTION.

**BMW  
GROUP**  
Official partner of the  
Olympic and Paralympic Games

