







HOTEL  
CORTESIN

ARQUITECTO  
ROGUE TORRES JONAS GIMENEZ





YB63 YND

435i



# THE NEW BMW 2 SERIES COUPÉ AND BMW 4 SERIES CONVERTIBLE

**GRAHAM BIGGS**  
**CORPORATE COMMUNICATIONS DIRECTOR**

**BMW**  
**GROUP**



## 2013 HIGHLIGHTS

3 Series xDrive (Saloon and Touring) outsold A4 quattro in its first year offered

3 Series Saloon, 3 Series Touring, X3 and X6 all dominant in their classes

UK is second-largest M market in the world

M135i top-performer in segment

1 Series Sports Hatch was volume leader in the segment

## 2014 - THE YEAR SO FAR

Retail registrations up 41%

Retail orders up 55%

Three consecutive record order takes over last three weeks

Strongest ever orders on X5 averaging 109 orders per week



## BMW i – THE STORY SO FAR

BMW i3 has second highest sales in plug-in EV segment - 16% market share

More than 800 orders, 6-7 month lead time continues

Innovative Flexi-mile Insurance proving popular

BMW i Wallbox & Installation service proving popular

Early adopter customer profile – suburban and semi-rural, multi-car household, off-street parking

i8 ordering to open soon

# 2014 NEW PRODUCT LAUNCHES



**10 NEW MODELS IN 2014!**

**DRIVING DYNAMICS**

**M DIVISION**



**BMW M PERFORMANCE**



**BMW CORE MODELS**



**BMW i**





# THE NEW BMW 2 SERIES COUPÉ AND BMW 4 SERIES CONVERTIBLE

**ALEX MORGAN**  
**PRODUCT MANAGER, SMALL CARS**

**BMW**  
**GROUP**



# BMW 1 SERIES COUPÉ SUMMARY

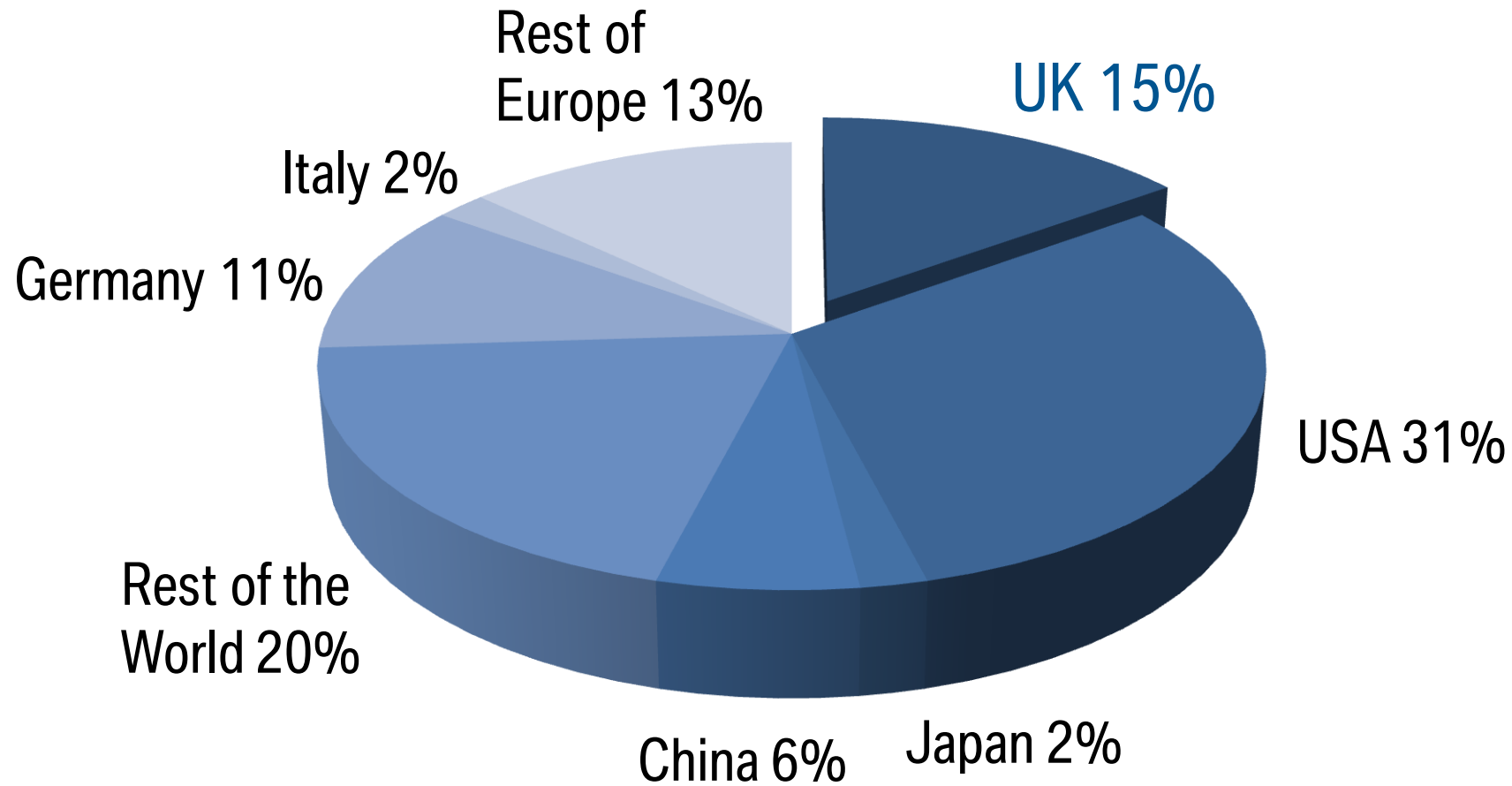


- Introduced to the UK market in 2007
- The driver's choice and dynamic benchmark in its class
- A successful six year lifecycle with over 30,000 registrations in the UK
- Won a variety of media, industry and consumer accolades including the honour for the Car Of The Year in the annual What Car? Reader Awards 2010
- Less than 20 unregistered cars left in UK stock

# INCREASING DIVERSITY OF COUPÉ MODELS.



# GLOBAL FORECAST FOR THE 2 SERIES COUPÉ



- UK expected to be the second largest market in the world
- Peak year production approx 5,000 units

# EXTERIOR DESIGN





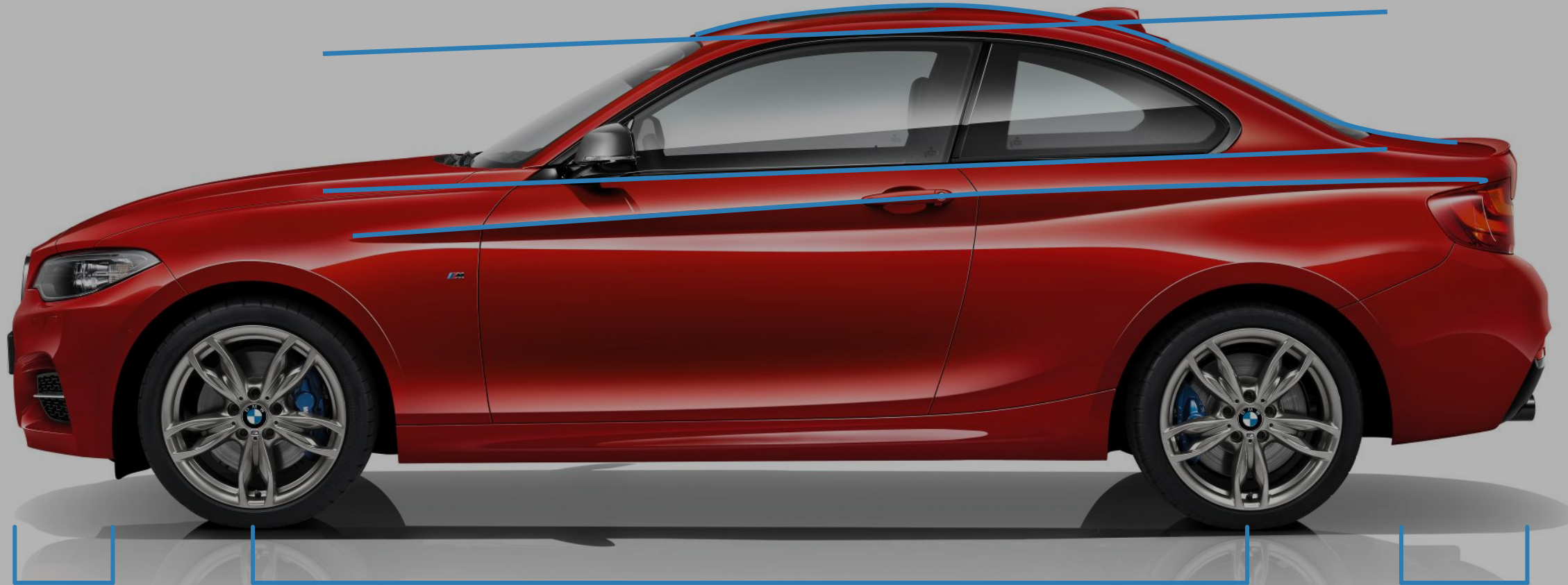
# THE NEW BMW 2 SERIES COUPÉ



# DYNAMIC EXTERIOR DESIGN



# DYNAMIC EXTERIOR DESIGN



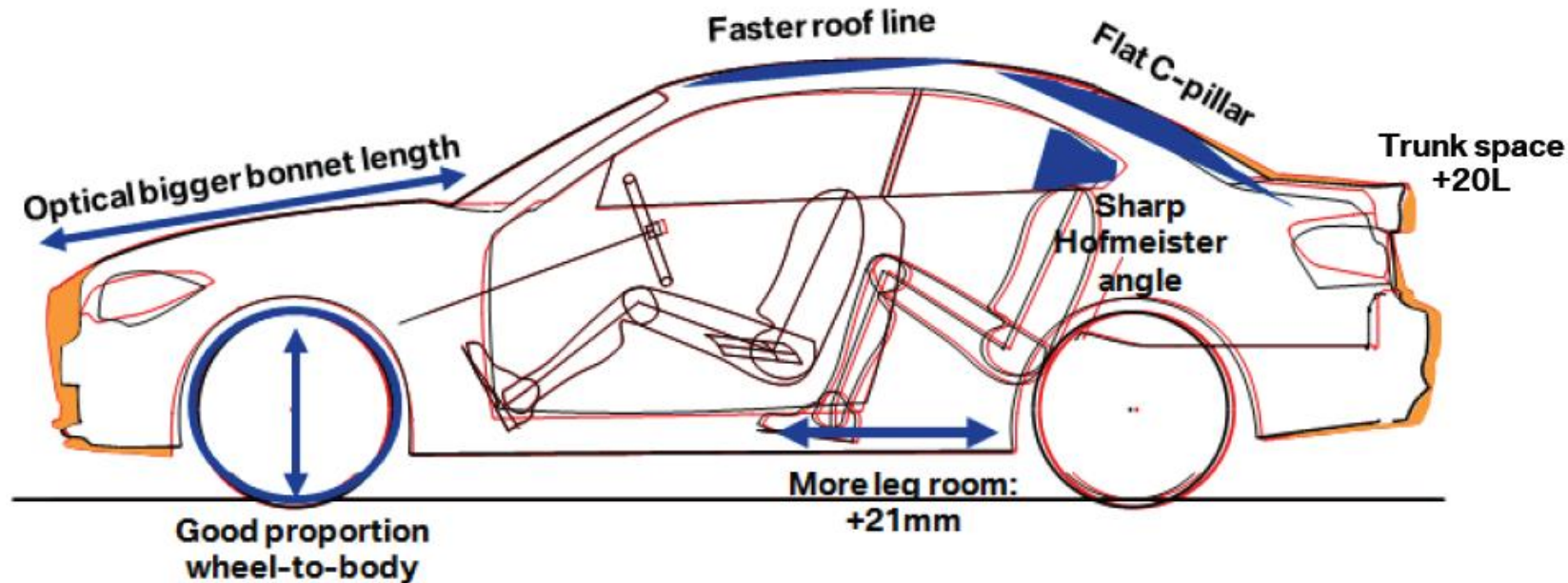
# DYNAMIC EXTERIOR DESIGN



# SIGNIFICANT INCREASE IN SIZE AND PRACTICALITY

- Significant increase in overall length over predecessor to 4,432mm (**+72mm**)
- Increased in rear leg room of **21mm**
- Boot volume increased by **20L** to approx **390L** (Audi TT Coupé 290L)
- Wheelbase increased by **30mm** and track width by up to **43mm** for even superior handling
- Improved wheel-to-body proportion. Further improved in the UK with standard 17" alloys

	New	+ / -
Length	4,432	+72
Wheelbase	2,690	+30
Width	1,774	+26
Track width front	1,521	+41
Track width rear	1,556	+43



# A PREMIUM AND MODERN INTERIOR



# ENGINE PROGRAMME



# UK ENGINE PROGRAMME INTRODUCTION

**2013**

**2014**

**11/13**  
220i  
M235i  
220d

**03/14**  
Launch

**03/14**  
218d  
225d AT

**07/14**  
228i

Dates shown are Start of Production (SOP)



# IMPROVED EFFICIENCY AND DRIVING DYNAMICS



- Drive Performance Control with ECO PRO mode
- Eight-speed automatic transmission
- New, efficient, 4-cylinder TwinPower Turbo petrol engines
- All engines now turbocharged
- Auto Start-Stop standard on all engines and transmissions
- All petrol and diesel engines EU6 compliant

# TECHNICAL DATA

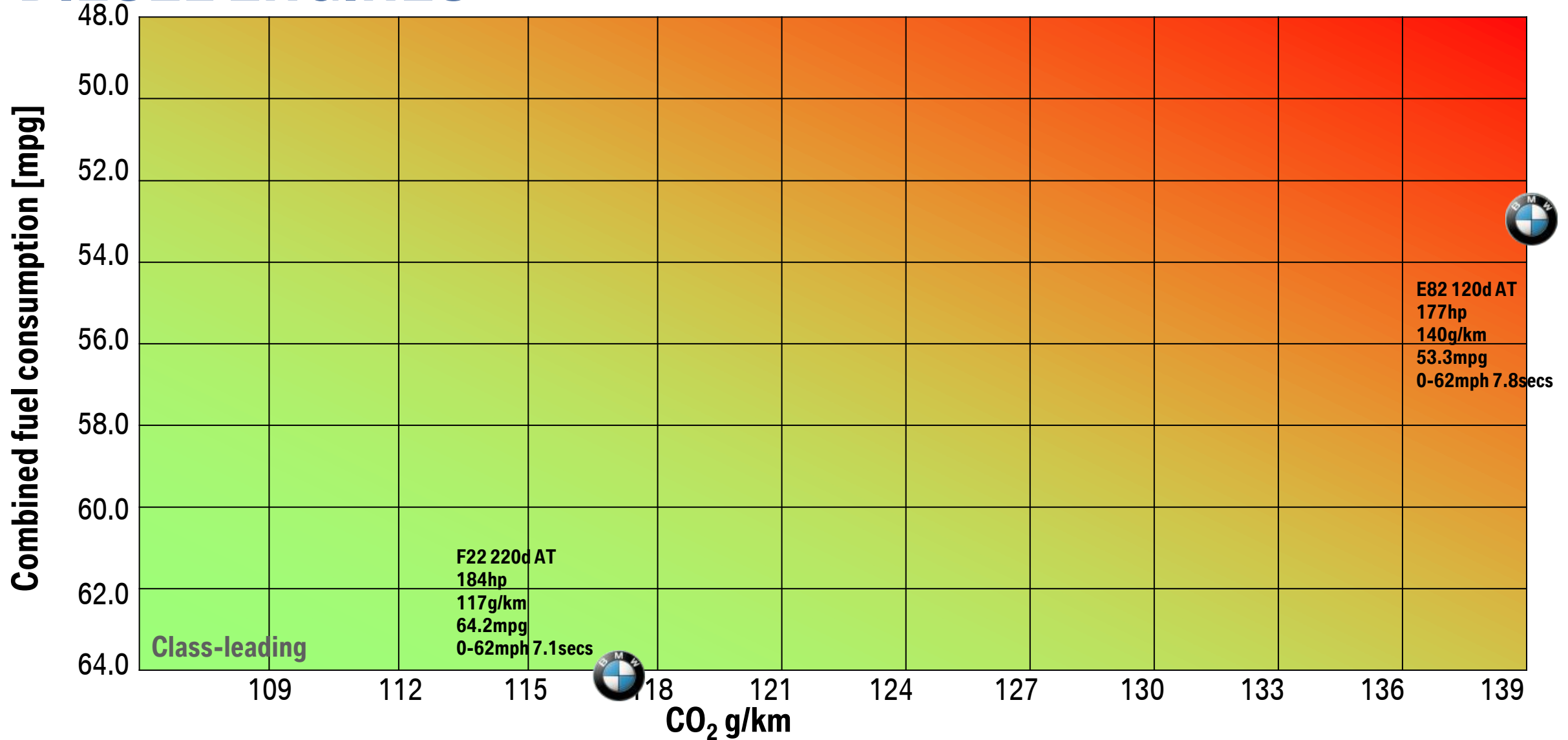
BMW 2 Series Coupé Technical Data				
Model	Transmission	Power [hp]	0-62 mph [s]	CO <sub>2</sub> [g/km]
220i	MT	184	7.0	148
	AT		7.0	139
M235i	MT	326	5.0	189
	AT		4.8	176
218d	MT	143	8.9	119
	AT		8.6	125
220d	MT	184	7.2	125
	AT		7.1	117
225d	AT	218	6.3	124

# EFFICIENCY AND TAXATION IMPROVEMENTS

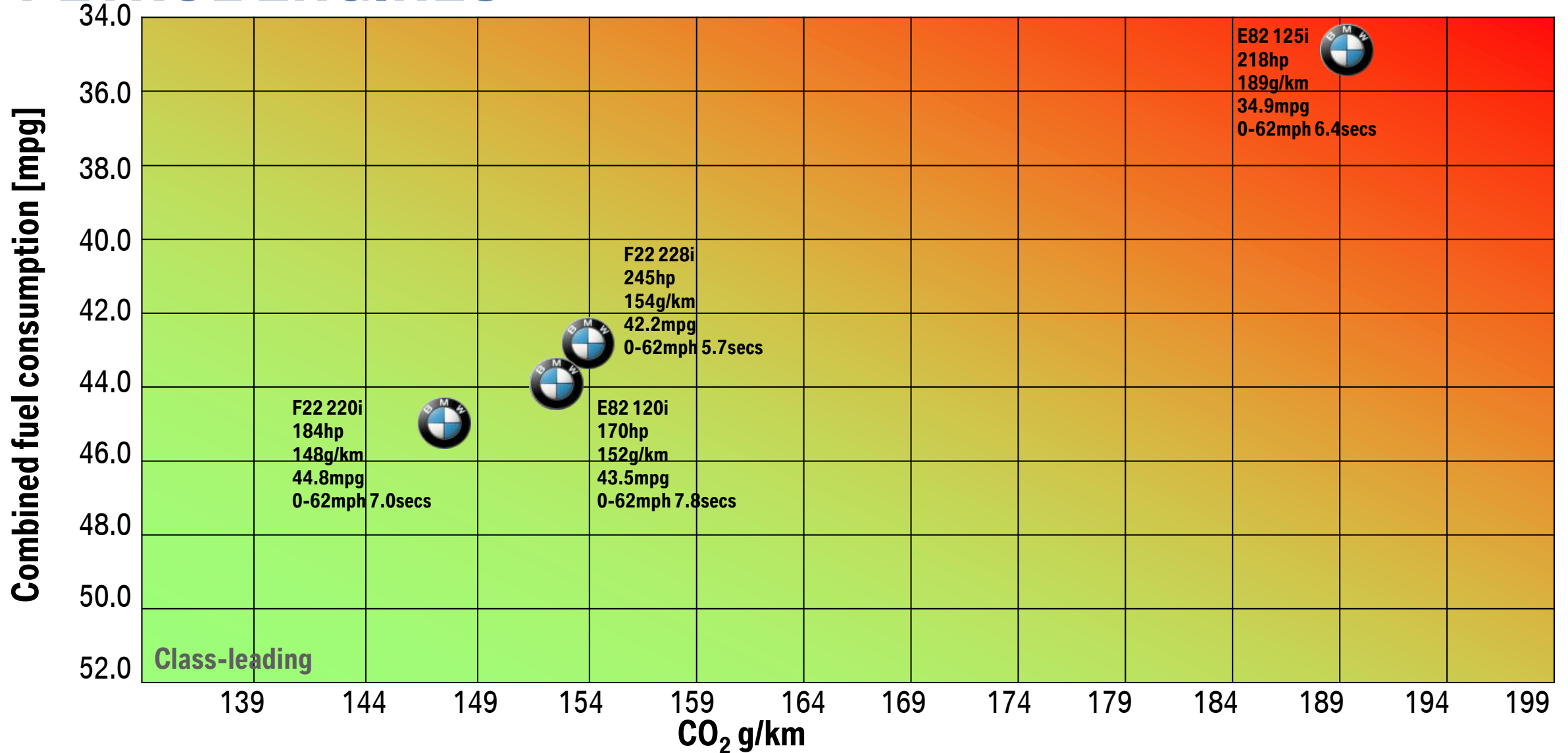
BMW 2 Series Coupé Technical Data – 11/13 engines							
Model	Trans.	CO <sub>2</sub> [g/km]	Change	VED (first year)	Change	BIK	Change
220i	MT	148	-4	£140	-£35	21%	-1%
	AT	139	-15	£125	-£50	19%	-3%
M235i	MT	189	-9	£475	£0	29%	-2%
	AT	176	-22	£335	-£140	27%	-4%
220d	MT	125	+1	£0	£0	20%	+1%
	AT	117	-23	£0	-£125	18%	-5%

- VED savings of up to £140, whilst also increasing engine power (+20hp)
- BIK savings on 220d AT are 5%, which means customer savings of over £510 a year (40% tax payer)
- 220d MT is now EU6 compliant and 17" alloy wheels, but only takes a 1g/km CO<sub>2</sub> increase despite this

# CLASS LEADING ECONOMY AND EFFICIENCY DIESEL ENGINES



# CLASS LEADING ECONOMY AND EFFICIENCY PETROL ENGINES



# OFFER STRUCTURE AND STANDARD EQUIPMENT



# HIGH LEVELS OF STANDARD SPECIFICATION



17" alloy wheels



Rear PDC



Rear-view mirror,  
automatically dimming



Sport multifunction  
leather steering wheel



Bluetooth/USB



DAB radio



Front centre  
armrest



6.5" colour screen and iDrive controller



Drive Performance  
Control/ECO PRO



BMW Emergency Call



Rain sensor/  
auto. headlight



LED rear light bars



Comfort Go



EU6 engines



Extra 12V socket

STANDARD  
1 SERIES COU

# MODEL STRUCTURE

Prices shown are vs. SE

- 18" M Sport alloy wheels
- Cloth / Alcantara upholstery
- Aluminium Hexagon interior trim
- High-gloss Shadowline
- M Aerodynamic bodystyling
- M Sport leather steering wheel
- M Sport suspension



+ £2,350

- 17" Sport alloy wheels
- Sports seats
- Black high-gloss interior trim



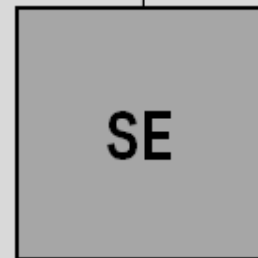
+ £1,000

- 17" Modern alloy wheels
- Cloth / leather upholstery
- Dark Pearl interior trim



- 17" alloy wheels
- Rain sensors with auto. headlights
- Front armrest, sliding
- Air-con, single zone automatic

- Professional Radio
- Bluetooth/USB
- DAB radio
- BMW Emergency Call



- PDC, rear
- Sport multi-function leather steering wheel
- Fog lights

- Rear view mirror auto. dimming



# MODEL STRUCTURE



**M Sport**



**Modern**



**Sport**



**SE**

# M235i – M PERFORMANCE MODEL



- Halo M Performance model available from launch
- 326hp 3.0 litre 6 cylinder engine
- 0-62 in 4.8/5.0s (auto/manual)
- Additional standard specification over M Sport includes:
  - Dakota leather upholstery
  - Xenon headlights
  - M Sport braking system
  - Unique 18" alloy wheels
  - Variable Sport steering
  - Unique M Performance styling
- On the road price of £34,250

# PRICING

SOP	Engine	Trim level	F22 OTR Pricing	Price vs. 1 Series Coupé
11/13	220d	SE	£25,865	+£405
11/13	220i	SE	£25,040	+£415
11/13	M235i	-	£34,250	No direct predecessor
03/14	218d	SE	£24,265	+£350
03/14	225d Auto	M Sport	£32,095	No direct predecessor
07/14	228i	M Sport	£28,255*	No direct predecessor

\* Provisional OTR price based on draft technical data

# M PERFORMANCE ACCESSORIES



- Available across the 2 Series Coupé range from March 2014
- Dealer fit components allow even greater customisation of drivetrain, suspension, aerodynamics and interior
- Further enhance driving dynamics and athletic design
- Key components include:
  - Limited-slip Differential (M235i)
  - Sports exhaust (M235i)
  - M Performance suspension
  - M Performance brake system
  - Power kit for 220d (+16bhp)



# M235i RACING



- Following the success of the M3 GT4 BMW Motorsport have confirmed a new production-based racing car, the M235i Racing
- Minimal modifications required as M235i is such a strong basis (safety cell & tank)
- Power increased 7hp to 333hp
- Limited-slip Differential from M Performance accessory programme
- M Performance aerodynamic aids such as front & rear spoilers and diffusers
- Priced at €59,500
- Over 50 orders already placed



# THE NEW BMW 2 SERIES COUPÉ AND BMW 4 SERIES CONVERTIBLE

**NATASHA NEWMAN**  
**PRODUCT OPERATIONS MANAGER, MEDIUM CARS**

**BMW**  
**GROUP**



# COMPLETING THE 4 SERIES FAMILY

3

5

4

6

Saloon



Coupé



Touring



Convertible



Gran Turismo



Gran Coupé



# THE FIFTH-GENERATION BMW EXECUTIVE CONVERTIBLE

E30 - 1986



E36 - 1993



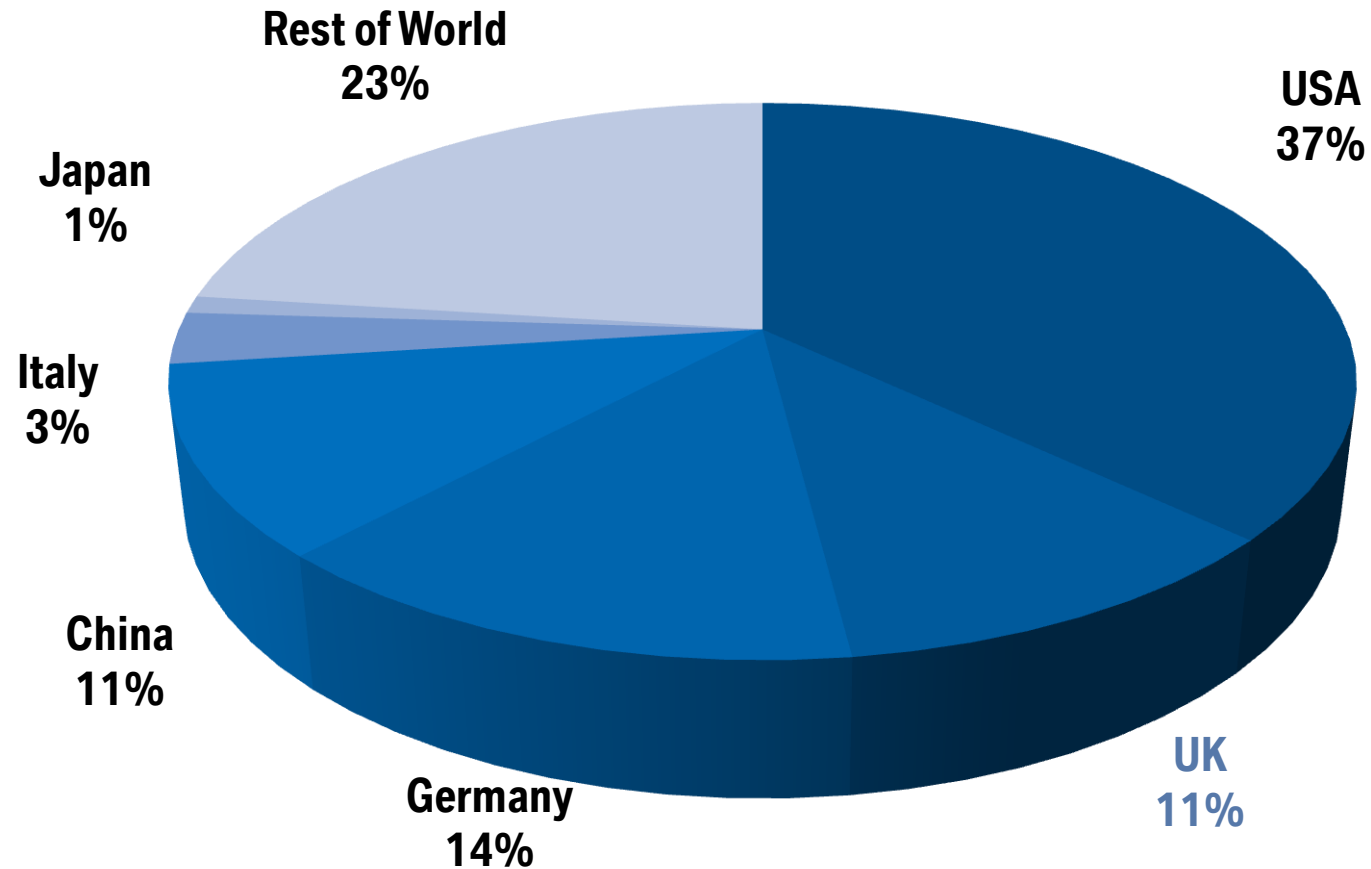
E46 - 2000



E93 - 2007



# GLOBAL SALES FORECAST FOR THE 4 SERIES CONVERTIBLE



- UK expected to be the joint-third largest worldwide market and the second largest in Europe.
- Expected sales of around 28,000 units over seven-year lifecycle.

# EXTERIOR DESIGN



# THE NEW BMW 4 SERIES CONVERTIBLE



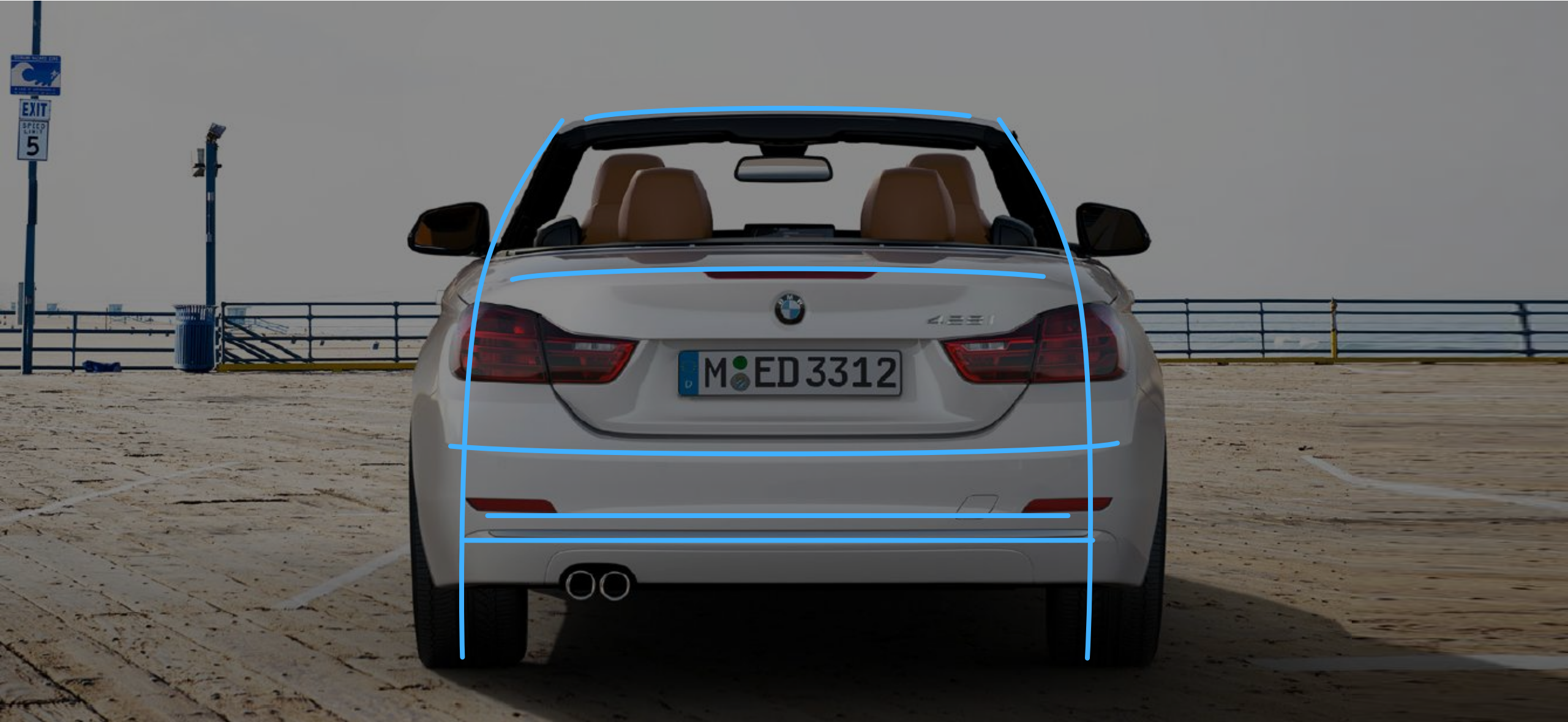
# DYNAMIC EXTERIOR DESIGN



# ELEGANT PROPORTIONS



# BROAD AND POWERFUL STANCE



# ELEGANT AND LUXURIOUS INTERIOR



# IMPROVED RETRACTABLE HARD-TOP

Fully-automated

Open/close in **20 seconds**

Operation at up to **8mph**

Improved **acoustic insulation**





# INCREASED LUGGAGE CAPACITY AND INNOVATIVE LOADING-AID



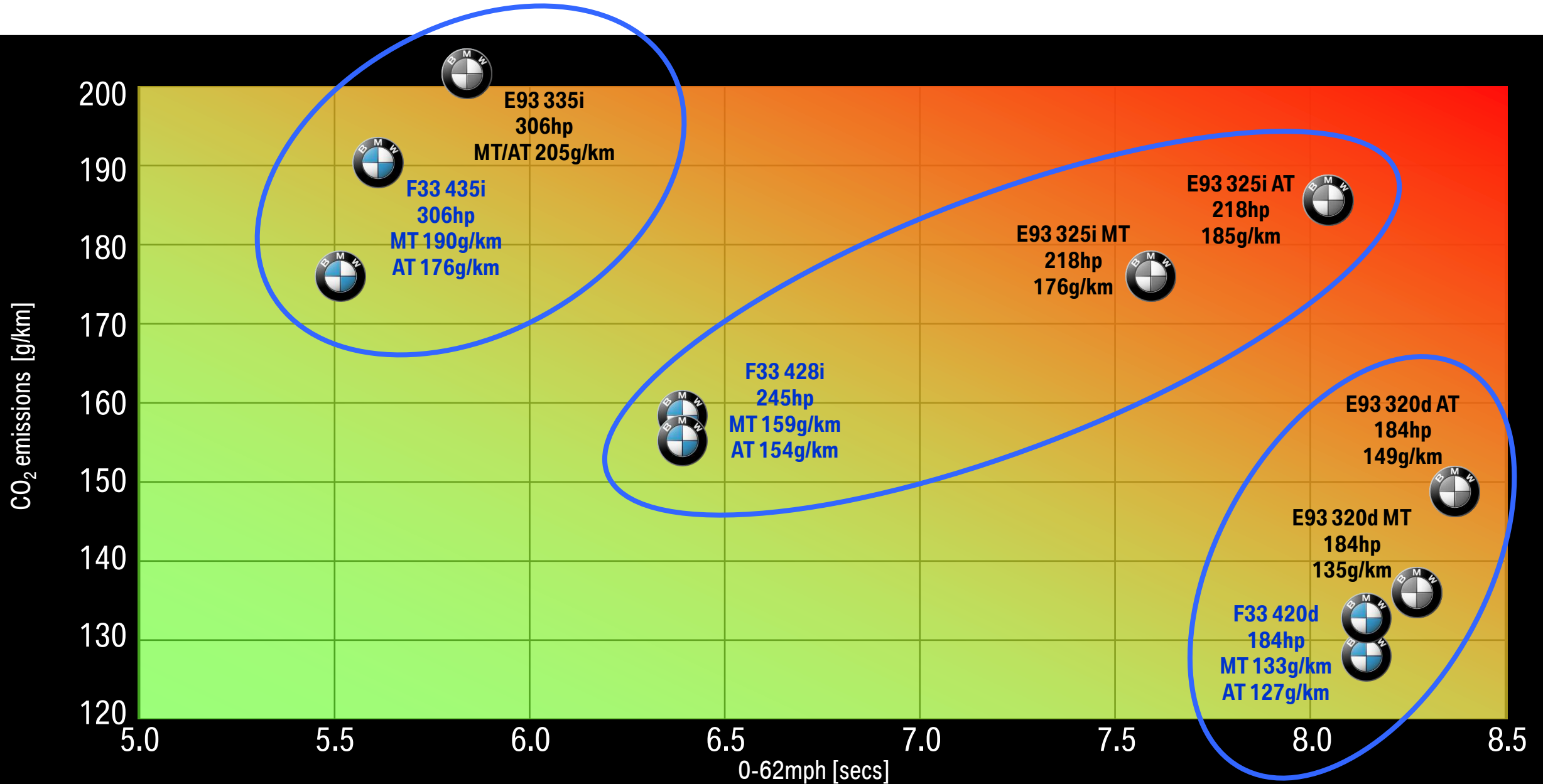
# ENGINE PROGRAMME



# LAUNCH ENGINES – TECHNICAL DATA

<b>BMW 4 Series Convertible Technical Data – 11/13 SOP engines</b>					
<b>Model</b>	<b>Transmission</b>	<b>Power [hp]</b>	<b>0-62mph [secs]</b>	<b>CO<sub>2</sub> [g/km]</b>	<b>Combined [mpg]</b>
428i	MT	245	6.4	159	41.5
	AT		6.4	154	42.8
435i	MT	306	5.6	190	34.9
	AT		5.5	176	37.7
420d	MT	184	8.2	133	55.4
	AT		8.2	127	58.9

# SIGNIFICANTLY IMPROVED EFFICIENCY



# OFFER STRUCTURE AND STANDARD EQUIPMENT



# HIGH LEVELS OF STANDARD SPECIFICATION



17" alloy wheels



Dakota leather upholstery with SunReflective technology



Electric front seats



Xenon headlights



Front and rear PDC



DAB digital radio



Two-zone A/C



Cruise control



Sport multi-function leather s/wheel

Servotronic



6.5" colour screen and iDrive Controller



Drive Performance Control/ECO PRO



Bluetooth/USB



Extra 12V sockets



Comfort Go



Heated front seats



Rain sensor/ auto. headlight

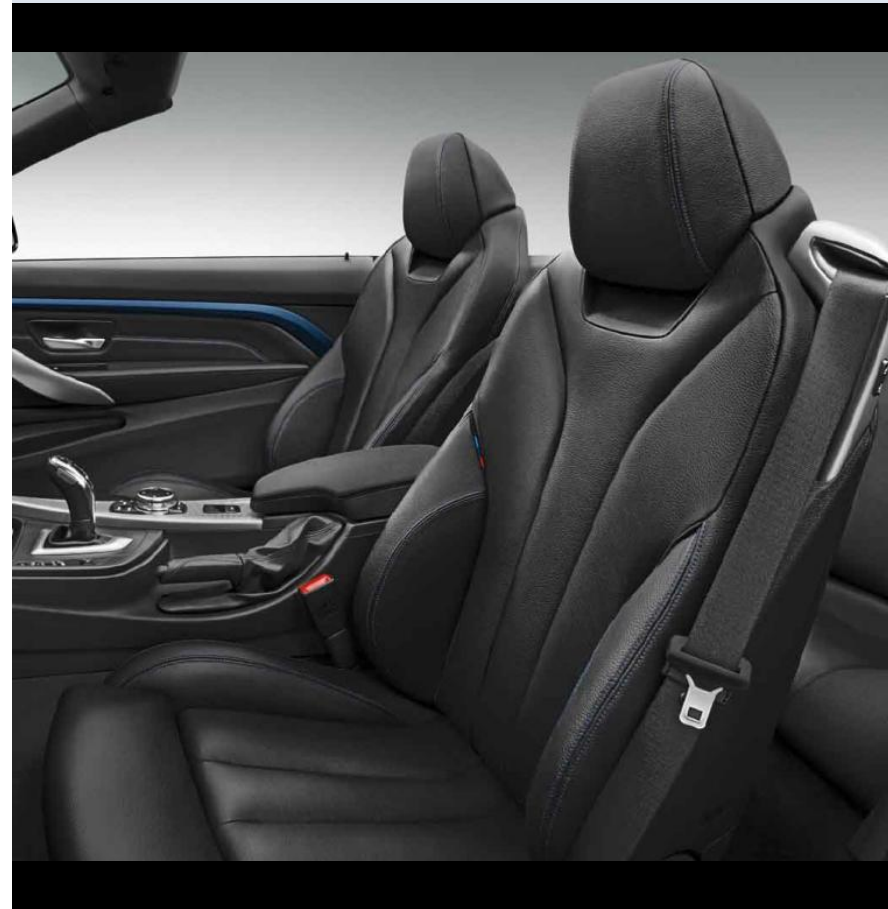
# HIGH LEVELS OF STANDARD SPECIFICATION

18" alloy wheels



Standard on all models (except SE)

Sport seats



Media package – BMW Business



BMW Business Navigation

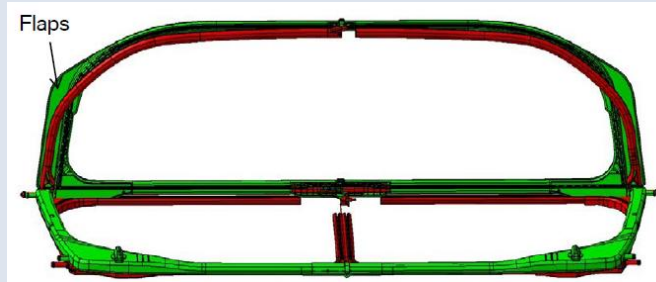


Standard on Luxury and M Sport

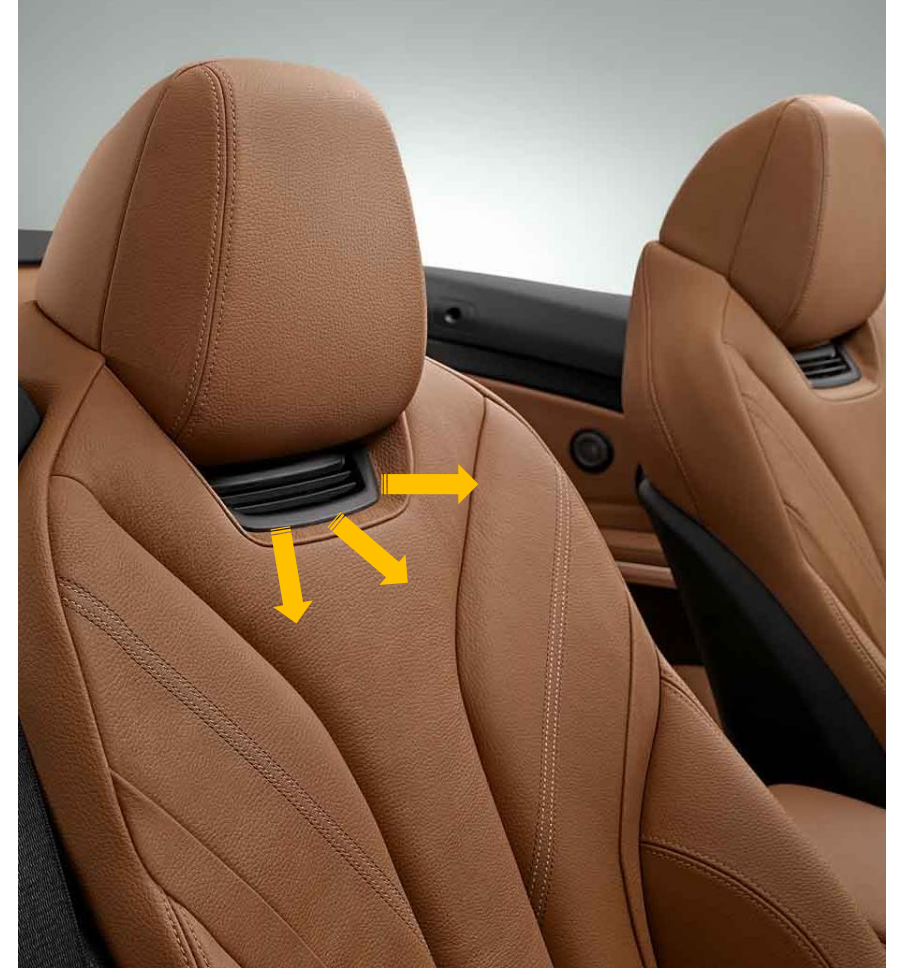
# INNOVATIVE NEW OPTIONAL EQUIPMENT



**Through-loading system**



**Wind Deflector and storage**



**Air Collar**



# MODEL LINE-UP



**M Sport +£3,000**



**Luxury +£2,500**



**Sport +£1,500**



**Modern +£1,500**



**SE**

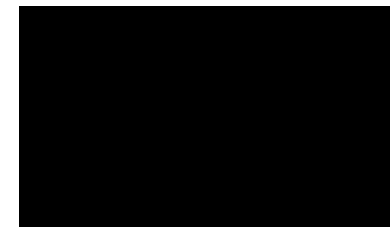
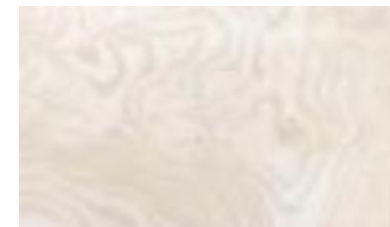
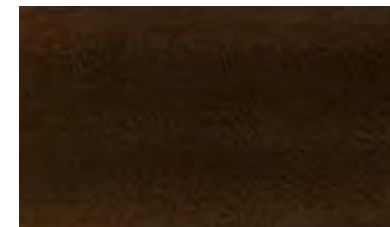
# BMW INDIVIDUAL AVAILABLE FROM MARCH 2014

**BMW Individual portfolio available from March 2014 production on all 4 Series models.**

Exclusive metallic, frozen and xirallic paintworks and choice of unique bespoke colours.

Variety of fine-grain Merino leather upholsteries with inserts and contrast stitching.

Exclusive wood interior trims, steering wheels, alloy wheels and leather instrument panel.



# MINIMAL PRICE INCREASES OFFSET BY SPECIFICATION

SOP	Engine	Trim level	Previous OTR price	New OTR price	Change vs. Previous
11/13	428i	SE	£36,640	£37,015	<b>+£375</b>
11/13	435i	SE*	£41,975	£42,470	<b>+£495</b>
11/13	420d	SE	£36,180	£36,675	<b>+£495</b>

\*Notional prices as model/trim combination not available in UK.



# THE NEW BMW 2 SERIES COUPÉ AND BMW 4 SERIES CONVERTIBLE

**THANK YOU FOR YOUR ATTENTION**

**BMW  
GROUP**

