



Media Information

EMBARGOED: 1 April, 2014

BMW Force Injection Booster – Driving slow never felt so fast.

Experience the exhilaration of the Autobahn on the school run.

BMW looks set to change the face of motoring with the introduction of a patented artificial G-force technology.

BMW's new Force Injection Booster simulates the effects of spirited driving, even when commuting at slower speeds, to create a thrilling ride. When activated at speeds under 20mph, the Force Injection Booster (FIB) works by extracting kinetic energy from the car's engine and converting it into positive g-forces. These are then channelled directly at the driver and passengers through the air conditioning vents, while a mild electric current is delivered through the front seats, to simulate the same exhilarating feeling of driving at high speed*.

This technology comes complete with the BMW AirNet®, the latest in hair protection technology, to ensure that occupant's don't have to compromise between personal style and driving performance.

Professor Mika Notbetrü, Head of BMW Innovation, describes FIB technology as "Mind-blowingly unbelievable".

The Force Injection Booster will be available across the BMW range from 1 April, 2014. For more information on this optional feature please call 0800 093 6161 or email mika.notbetru@bmw.com.

*Face alteration is not permanent

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The BMW Group

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2013, the BMW Group sold approximately 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 employees.

The success of the BMW Group has always been based 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.

Further information about the BMW Group can be found here:

Web: www.bmwgroup.com

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupview>

Google+: <http://googleplus.bmwgroup.com>

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