



BMW UK
September 2014



THE NEW BMW 2 SERIES ACTIVE TOURER.

PRODUCT OVERVIEW.

**BMW
GROUP**



WHAT IS THE BMW ACTIVE TOURER?

- Previewed by two Concept vehicles in 2012 & 2013.
- Second member of the new 2 Series family.
- First BMW on the new small car architecture.
- Announced on 14 February.
- Started production in July at BMW Plant Leipzig, Germany.
- Launches on 27 September.



WHAT DOES THE 2 SERIES ACTIVE TOURER OFFER?

- An unrivalled combination of:
 - Class-leading driving dynamics; a true BMW
 - Dynamic exterior design
 - Extensive comfort & practicality
 - Compact dimensions
- No other small premium competitor offers all of these.



WHO IS THE TARGET MARKET?



Empty Nesters (50%)

What are they looking for?

- The key target audience for the 2 Series Active Tourer worldwide. More conservative and traditional than typical BMW target groups. Rationale aspects of motoring are more important to them, i.e. space, comfort & practicality.



Families (30%)

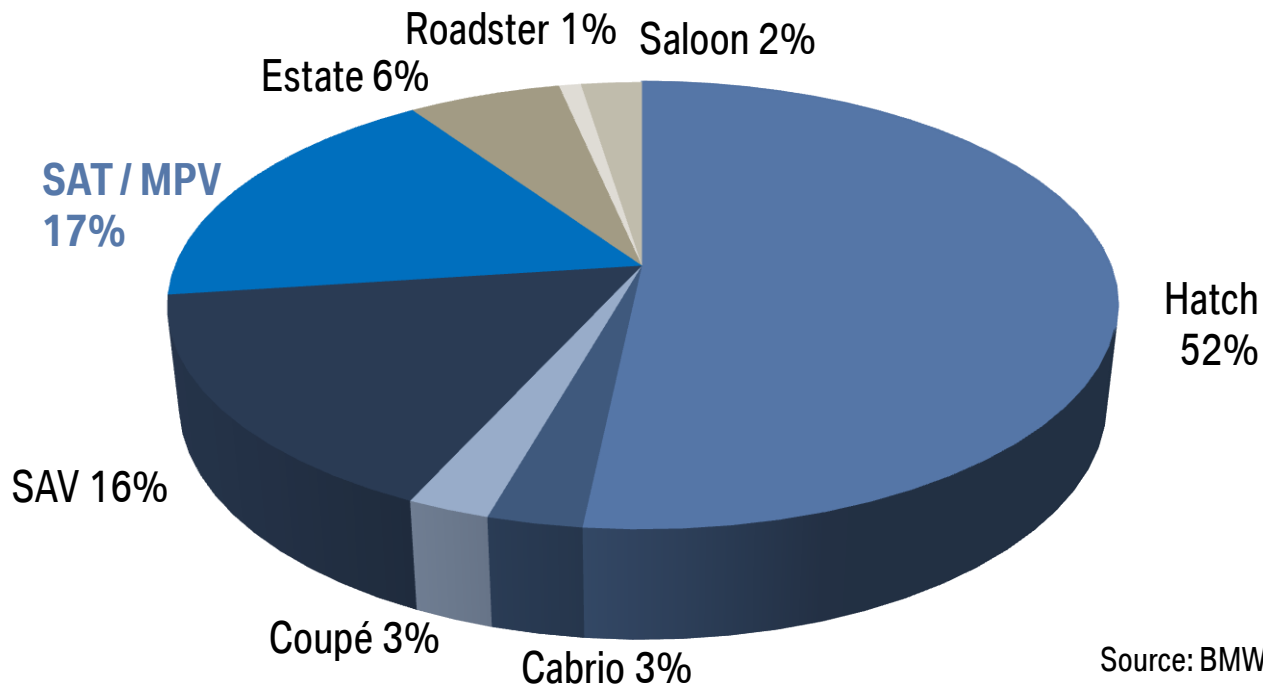
- The other key target market is families. As per Empty Nesters they may not have considered a BMW previously, or rejected BMW for lack of suitable product in this segment/price category.



Professionals (20%)

- The 2 Series Active Tourer offers a more practical package to aspirational Social Climbers who require a spacious vehicle for work and pleasure as part of their active lifestyle.

UK MARKET FORECAST.



Source: BMW Sales Forecast 2014 - 2020

SAT/MPV market predicted to be the second largest in the C-segment over the next 7 years.

DESIGN.

ONOS7P



MR2011

BMW Design

DYNAMIC EXTERIOR DESIGN.



DYNAMIC EXTERIOR DESIGN.



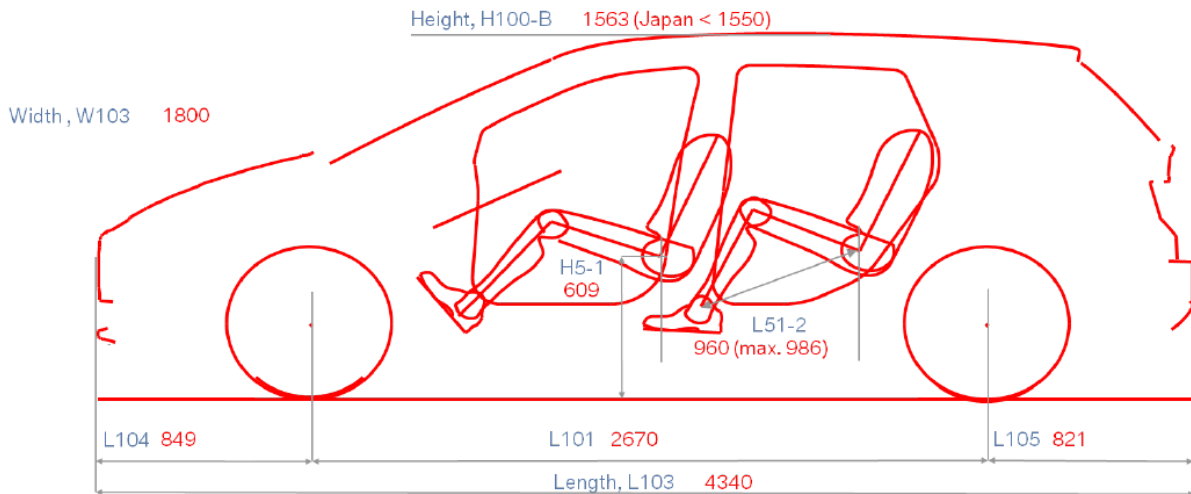
DYNAMIC EXTERIOR DESIGN.



SIGNIFICANT INCREASE IN SIZE AND PRACTICALITY.

- Compact exterior dimensions to allow easy parking and placement on the road.
- Typical long wheelbase and short overhangs for optimal dynamic performance.
- Impressive rear leg room with sliding bench for further convenience.
- Raised driving position for superior visibility and comfortable access and exit.
- 398 litre boot with foldable boot floor, providing an additional 70 litres (468 litre total).

	2 Series Active Tourer	1 Series (5-dr)
Length	4,340	4,324
Wheelbase	2,670	2,690
Height	1,563	1,421
Width	1,800	1,765
Boot (litres)	398	360



LIGHT AND SPACIOUS INTERIOR.



Light and airy interior space created by tall glasshouse and setback positioning of wing mirrors.

Relocation of air-conditioning controls create innovative storage space in the dashboard.

New retractable Head-up Display in combination with Professional Media Package.

LIGHT AND SPACIOUS INTERIOR.



Familiar BMW 'Layering design' with free-standing control display.

High quality soft touch materials throughout.

Contrast stitching on Sport, Luxury and M Sport models.

Complementing mix of high gloss black elements and trim finishers.



LIGHT AND SPACIOUS INTERIOR.



Standard levels of equipment
offer practical interior:

Extensive levels of rear legroom
and comfort

Sliding and
reclining rear bench

Foldable boot floor with
additional storage capacity

40:20:40 flexibility

ENGINE PROGRAMME.



NEXT-GENERATION TWINPOWER TURBO ENGINES.

- Next-generation modular ‘B’ engines based around 500cc cylinders in 3-cyl & 4-cyl configurations.
- Minimised friction and reduced thermal losses result in outstanding emissions and economy.
- Improved torque characteristics for all engines, some with power increases as well.
- Fast engine response using latest variable turbine geometry (diesel) and MonoScroll-Turbo (petrol).
- Can be combined with two highly efficient automatic transmissions (3cyl: 6 speed, 4cyl 8: speed).
- All engines EU6 compliant.



UK ENGINE PROGRAMME INTRODUCTION.

2014

2015

07/14

218i

218d

09/14

Launch

11/14

220i

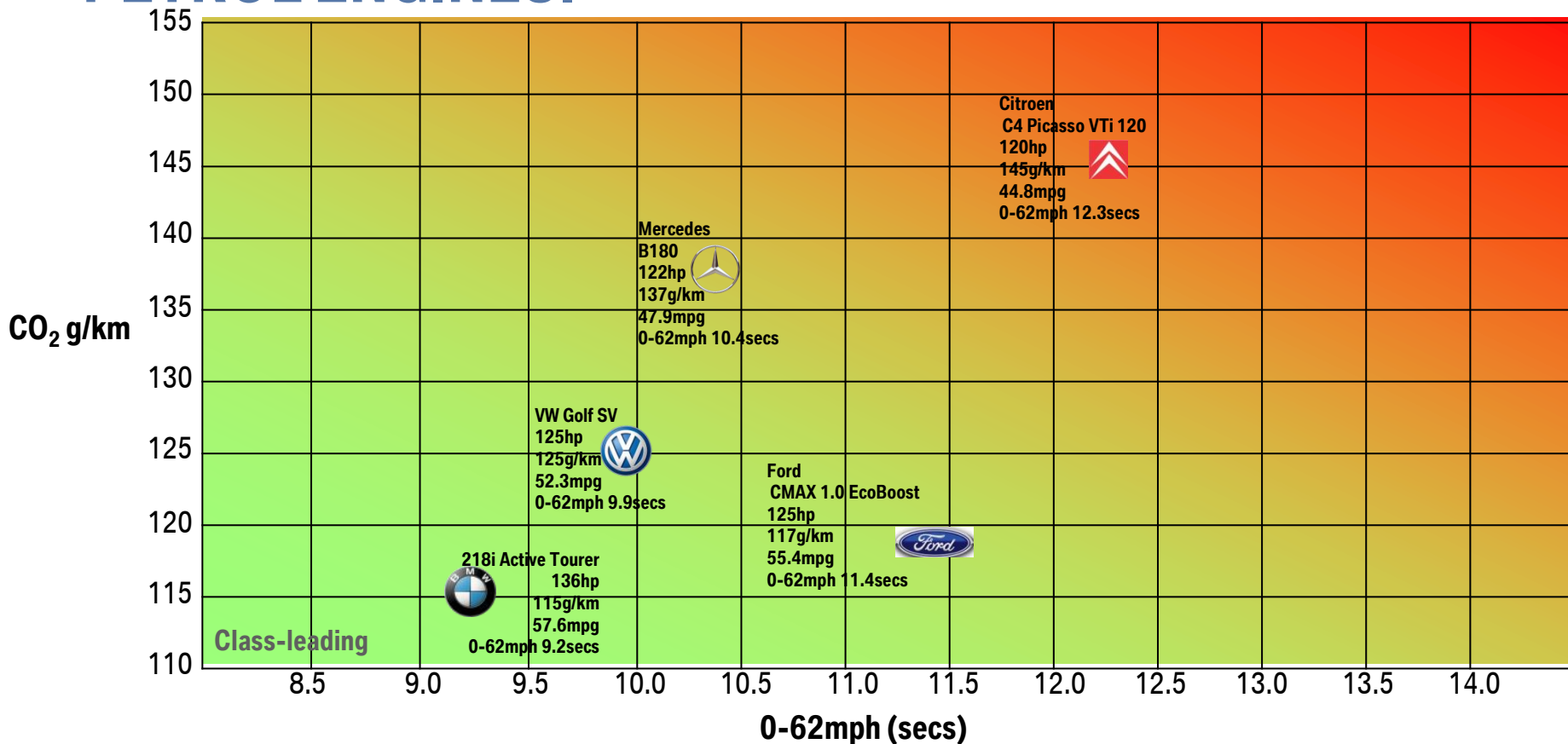
225i xDrive

216d

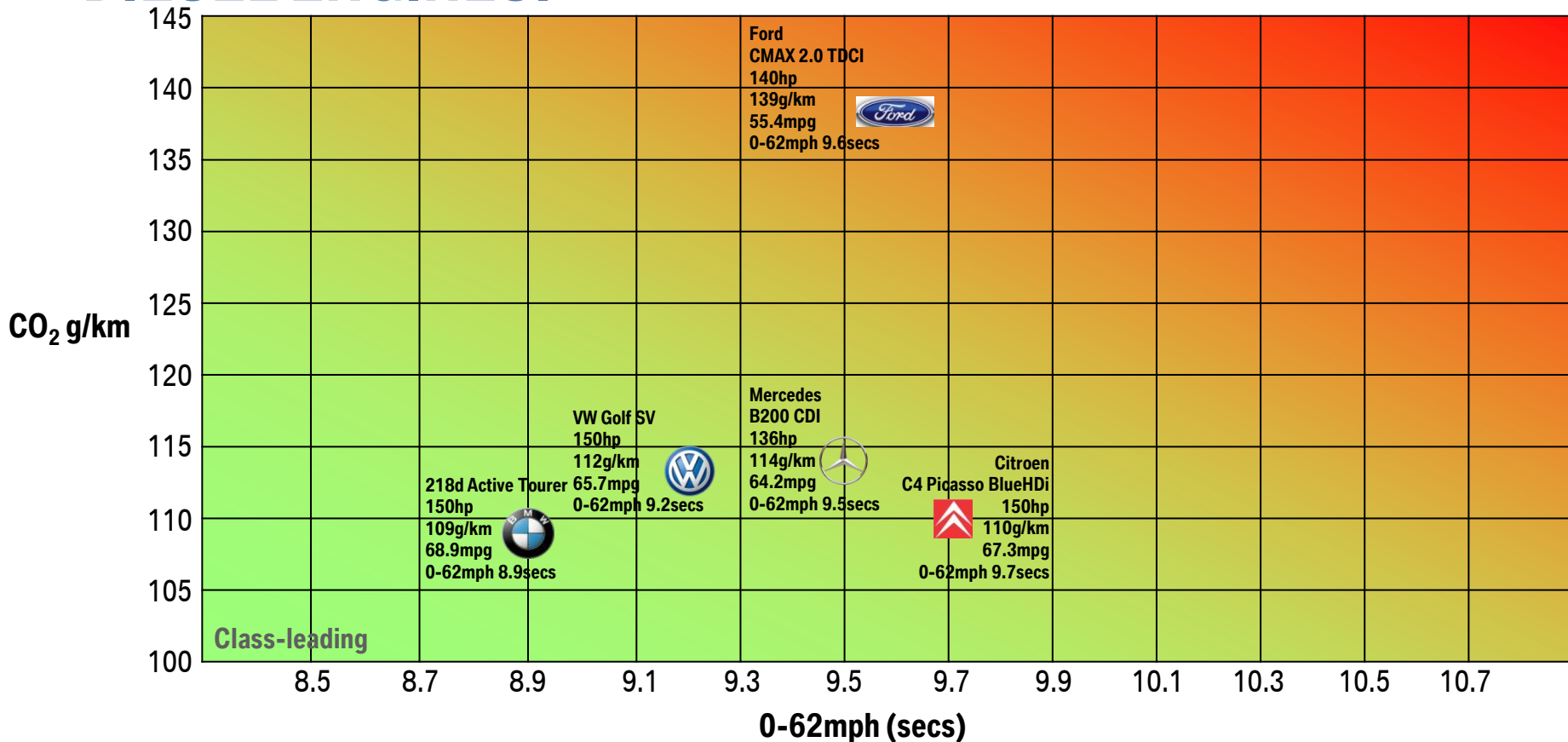
220d

220d xDrive

CLASS LEADING EFFICIENCY AND PERFORMANCE. PETROL ENGINES.



CLASS LEADING EFFICIENCY AND PERFORMANCE. DIESEL ENGINES.



OFFER STRUCTURE AND STANDARD EQUIPMENT.



HIGH LEVELS OF STANDARD SPECIFICATION.



16" alloy wheels



**6.5" colour screen and
iDrive controller**



DAB radio



**Front centre
armrest**



**Sport multi-function
leather steering wheel**



Front ISOFIX



**Drive Performance
Control/ECO PRO**



EU6 engines



BMW Emergency Call



Fog lights



Rear PDC



**Powered
tailgate**



**Bluetooth with audio
streaming & USB**



Comfort Go



**Rain sensor/
auto. headlight**



**LED daytime
running lights**



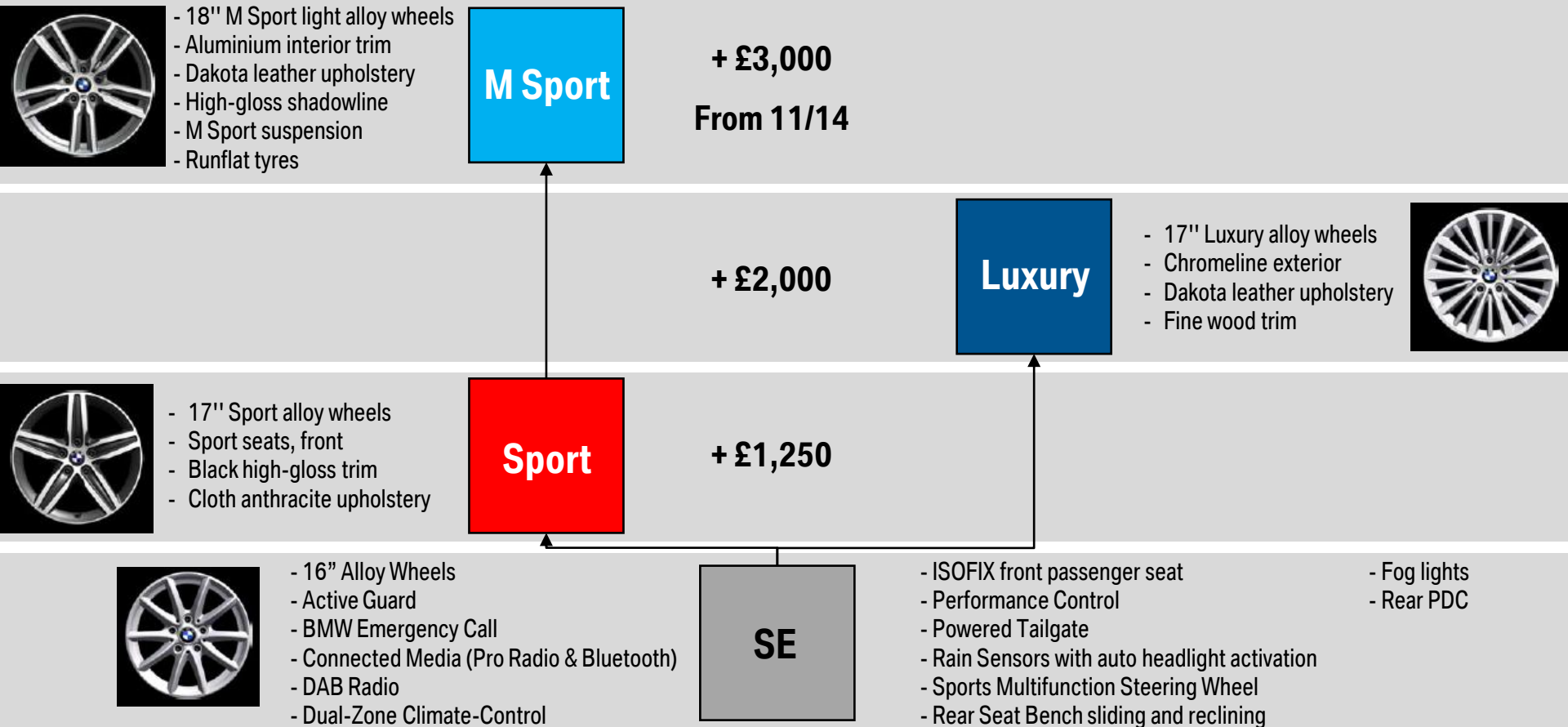
**Sliding rear bench with
electric folding
(40/20/40)**



**Dual-Zone
Climate-Control**

TRIM STRUCTURE.

Prices shown are vs. SE



TRIM STRUCTURE – M SPORT.



TRIM STRUCTURE – M SPORT.



THE LATEST BMW CONNECTED DRIVE TECHNOLOGIES.



Head up Display (with Navigation Plus)



Active Cruise Control



Adaptive LED headlights



Traffic Jam Assistant



Comfort Access with Smart Opener



**Active Guard and
Driving Assistant**



Park Assist

PRICING – UK PRICING.

SOP	Engine	Trim level	2 Series Active Tourer Retail price	Approx. price vs. 1 Series
07/14	218i	SE	£21,345	+£1,700
07/14	218d	SE	£23,425	+£1,700
11/14	220i	Sport	£24,515	No equivalent
11/14	225i xDrive	M Sport	£30,900	No equivalent
11/14	216d	SE	£22,280	+£1,700
11/14	220d	Sport	£26,125	+£1,950
11/14	220d xDrive	Sport	£29,175	+£3,500 (Auto only)

KEY SELLING POINTS.



ATTRACTIVE DESIGN WITH FOCUS ON PRACTICALITY.

- Spacious but still sporty and compact in dimensions.
- Raised seating position for superior all-round visibility.
- Comfortable access and exit from the vehicle.

1



BEST-IN-CLASS DRIVING DYNAMICS.

- The most dynamic vehicle in the segment.
- Electronic Damper Control provides customers superior handling characteristics in all environments.
- Variable Sports Steering provides a sportier feel and even more precise steering characteristics.

2



EXTENSIVE COMFORT AND CONVENIENCE.

- Sliding rear seat bench with 40/20/40 split as standard and convenient electric folding from the luggage area.
- Soft close tailgate with electrical operation via the tailgate or key.
- Foldable front passenger seat to further optimise interior space.

3



INNOVATIVE BMW EFFICIENT DYNAMICS TECHNOLOGIES.

- Latest generation BMW TwinPower Turbo engines for enhanced performance and efficiency.
- Standard Auto Start-Stop and ECO PRO mode on all engines and transmissions.
- Aero Curtain provides optimised aerodynamics to reduce emissions and improve fuel consumption.

4



THE LATEST BMW CONNECTED DRIVE TECHNOLOGIES.

- Latest generation driver assistance systems including Head-Up display and Adaptive Cruise Control.
- BMW Emergency Call standard on all models, delivering enhanced safety and peace of mind.
- Latest generation multimedia systems enabling simple operation of Connectivity and Entertainment functions.

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THE BMW 2 SERIES ACTIVE TOURER.

THANK YOU FOR YOUR ATTENTION.

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