



# THE NEW BMW 2 SERIES CONVERTIBLE.

## PRODUCT OVERVIEW.

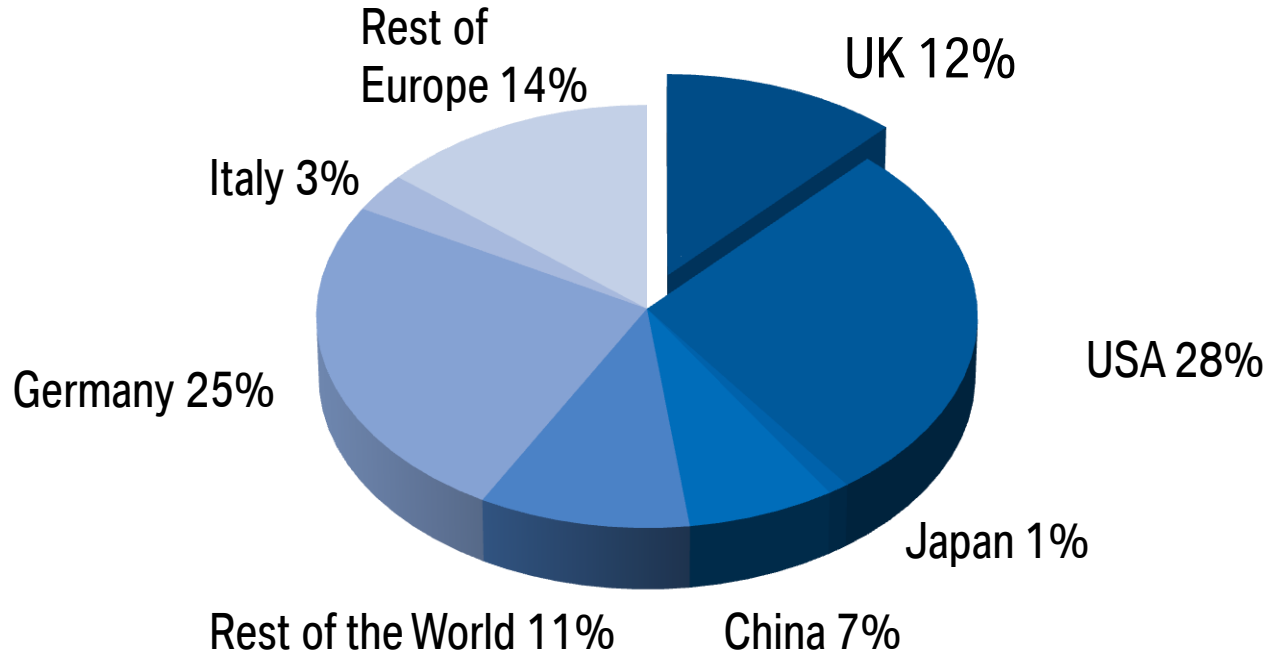
# BMW 1 SERIES CONVERTIBLE SUMMARY.

- Introduced in April 2008.
- Ended production in October 2013
- A successful lifecycle with over 21,000 registrations in the UK.

Model	% of Sales
ES/SE/Exclusive	40.2%
M Sport / Sport Plus	59.8%



# GLOBAL FORECAST FOR THE 2 SERIES CONVERTIBLE.



- UK expected to be the third largest market in the World.

# DYNAMIC EXTERIOR DESIGN.





# DYNAMIC EXTERIOR DESIGN.



# INTERIOR.



# A PREMIUM AND MODERN INTERIOR.



The airy interior of the 2 Series Convertible is characterised by BMW's typical driver orientation.

The 'Layering design' with stacked surfaces is continued from the BMW 2 Series Sports Coupé.

Free-standing 6.5" high-resolution display and iDrive controller and Bluetooth audio streaming as standard.

# SIGNIFICANT INCREASE IN SIZE AND PRACTICALITY.

- Significant increase in overall length over predecessor to 4,432mm **(+72mm)**
- Boot capacity increased by **30L** to approx **335L (roof up)** (Audi A3 Cabriolet 285L – 320L).
- Boot capacity increased by **20L** to approx **280L (roof down)**.
- 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.

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





# CONVERTIBLE ENHANCEMENTS.



Acoustic soft-top reduces noise by 4 db.

Opens in just 19 seconds, nearly 14% faster than the predecessor.

Activation at speeds of around 30 mph (approx 20% greater speed).

Optimised through-load function, now 480mm wide.

# ENGINE PROGRAMME.



# UK ENGINE PROGRAMME INTRODUCTION.

**2014**

**11/14**

220i

M235i

220d

228i

**2015**

**03/15**

Launch

**03/15**

218i

# IMPROVED EFFICIENCY AND DRIVING DYNAMICS.



- Drive Performance Control with ECO PRO mode.
- Eight-speed automatic transmission.
- New, efficient, 3 and 4-cylinder BMW TwinPower Turbo petrol engines.
- All turbocharged engines.
- Auto Start-Stop standard on all engines and transmissions.
- All petrol and diesel engines EU6 compliant.



# LAUNCH ENGINES – TECHNICAL DATA.

BMW 2 Series Convertible Technical Data				
Model	Transmission	Power [hp]	0-62 mph [s]	CO <sub>2</sub> [g/km]
220i	MT	184	7.5	157
	AT		7.6	148
228i	MT	245	6.1	163
	AT		6.0	157
M235i	MT	326	5.2	199
	AT		5.0	184
220d	MT	190	7.5	121
	AT		7.4	113
218i	MT	136	9.4	136
	AT		9.6	131

# OFFER STRUCTURE AND STANDARD EQUIPMENT.



# HIGH LEVELS OF STANDARD SPECIFICATION.



**17" alloy wheels**



**Rear PDC**



**DAB radio**



**Sport multifunction  
leather steering wheel**



**Bluetooth/USB  
B'tooth audio streaming**



**Front centre  
armrest**



**6.5" colour screen and iDrive controller**



**Drive Performance  
Control/ECO PRO**



**BMW Emergency Call**



**Comfort Go**



**EU6 engines**



**Rain sensor/  
auto. headlight**



**LED rear light bars**



**Extra 12V sockets**

# TRIM 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 Nappa leather steering wheel
- M Sport suspension

**M Sport**

**+ £2,350**

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

**Sport**

**+ £1,000**

- 18" Luxury alloy wheels
- Leather upholstery
- Dark Pearl interior trim

**Luxury**

**+ £2,000**

- 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

**SE**

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



# M235i – M PERFORMANCE MODEL.



- Halo M235i available from launch.
- 326hp 3.0-litre 6 cylinder engine.
- 0-62mph in 5.0/5.2s (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

-Price of £37,710 OTR.



# OFFER STRUCTURE SUMMARY.

Model	218i	220i	228i	M235i	220d
SE	✓				
Sport	✓	✓			✓
Luxury	✓	✓			✓
M Sport	✓	✓	✓	✓	✓

–12 models by 03/15.

# THE LATEST BMW CONNECTED DRIVE TECHNOLOGIES.



**Google Local Search**



**Intelligent Xenon headlights**



**Google Send-to-Car**



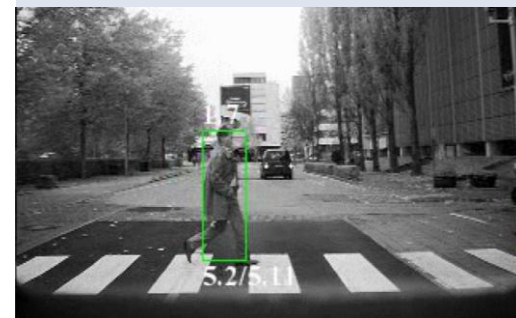
**Real Time Traffic Information**



**Bluetooth Office – Message Dictation**



**Park Assist**



**Driving Assistant**

# PRICING.

SOP	Engine	Trim level	Price OTR
11/14	220d	Sport	£29,965
11/14	220i	Sport	£29,180
11/14	228i	M Sport	£31,550
11/14	M235i	-	£37,710
03/15	218i SE		£26,045



# FIVE KEY SELLING POINTS.



## **SPORTY AND ELEGANT DESIGN.**

- Prominent shoulder and wider track create a powerful presence on the road.
- Elegant convertible design featuring an improved roof bestow the model with a graceful silhouette.
- New soft-top roof can operate at speeds up to 31 mph with a 4db improvement in acoustic insulation.

1



## **BEST IN SEGMENT DYNAMICS AND AGILITY.**

- New chassis with longer wheelbase and wider track width provide superior dynamics and agility.
- Halo M235i M Performance model available from launch with 326hp and capable of 0-62 in just 5.0s.
- Adaptive M Sport suspension, Sport automatic transmission and Variable Sport Steering available.

2



## **THE LATEST BMW CONNECTED DRIVE TECHNOLOGIES.**

- Latest generation connected multimedia systems that include RTTI, Message Dictation and Route-ahead Assistant.
- Intelligent Xenon headlights for optimised illumination without glaring other road users.
- New iDrive Touch Controller allows direct input into navigation and media systems.

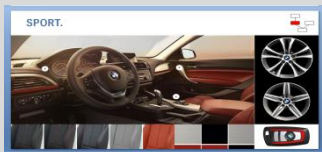
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## **INNOVATIVE BMW EFFICIENT DYNAMICS TECHNOLOGIES.**

- BMW TwinPower Turbo engines for enhanced performance and efficiency, including new generation of 220d engine.
- Standard Auto Start-Stop and ECO PRO mode on all engines and transmissions.
- Aero Curtain provides optimised aerodynamics to reduces emissions and improve fuel consumption.

4



## **EXTENDED RANGE OF MODELS AND HIGHER STANDARD EQUIPMENT.**

- Increased over 1 Series including 17" alloy wheels, single zone air-con, rear PDC and LED rear light bars.
- Wide range of models to suit all customer requirements: SE, Sport, Luxury, M Sport and M235i.
- Broad line-up of petrol and diesel engines to offer maximum customer choice.

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