



BMW UK January 2016

BMW GROUP MULTI-MODEL EVENT 2016

**BMW
GROUP**





BMW UK January 2016

GAVIN WARD

BMW MEDIA RELATIONS MANAGER

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BMW GROUP UK SALES 2015

- A total of 230, 972 BMW and MINI vehicles were registered, an increase of 14 per cent over 2014.
- BMW Group achieved a market share of 8.7 per cent of the total UK car market in 2015.
- BMW i brand saw sales grow by more than 80 per cent compared to the previous year.
- MINI celebrated its highest ever UK sales since its launch in 2001 capturing 2.4 per cent of the market.



BMW RETAIL ONLINE

- Studies show that 97 per cent of buyers research their car purchase online. Customers visit a retailer on average 1.4 times before completing their purchase
- BMW Retail Online is an end-to-end buying solution for BMW customers
- Live chat and retailer messaging allows the customer to receive personalised support in real time





BMW UK
January 2016

THE NEW BMW X5 xDrive40e.

PRODUCT OVERVIEW.

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THE IDEAL X5 FOR COMMUTERS WITH FOCUS ON SUBURBAN LIFE.



X5 with its intelligent AWD BMW xDrive



TwinPower Turbo 4-Cylinder engine



BMW i technology with compact E-motor and HV battery



**BMW X5
xDrive40e
combines the
“best of two
worlds”**

**Based on research,
approx. 80% of all
journeys with an X5
are less than
19miles**

CONVINCING PRODUCT SUBSTANCE WITHOUT COMPROMISE.

FUNCTIONALITY:

- 40/20/40-split backrest
- Almost flat loading floor
- Towing capacity 2,700kg

DESIGN:

- Subtle product differentiation
- eDrive badge (ex-/interior)
- Streamline wheel, optional
- Specific instrument cluster
- SE / M Sport model availability
- 20" optional alloy wheels (78g/km)

COMFORT & CONVENIENCE:

- Noiseless and relaxed driving pleasure at the touch of a button
- Full xDrive capabilities
- Pre-conditioning (cooling/heating)
- Adaptive Comfort Suspension standard
- eDrive Efficiencytainment in CID

CONNECTED DRIVE:

- Navigation supports predictive energy management
- Std Remote App (PHEV specific)
- Parking Assistant full electric
- ACC Stop&Go full electric
- Traffic Jam Assistant full electric

eDRIVE TECHNOLOGY / EFFICIENT DYNAMICS

- Full electric range up to 19 miles (up to 75mph)
- CO₂ 77g/km
- eDrive switch in addition to Drive Performance Control
- Charging socket in left front wing
- 0-80% charge in under 2.5 hours

DRIVE PERFORMANCE CONTROL AND eDRIVE.

ECO PRO

Maximum efficiency and extended range.

Plus: Greater use of electric propulsion allows significant fuel savings.

COMFORT

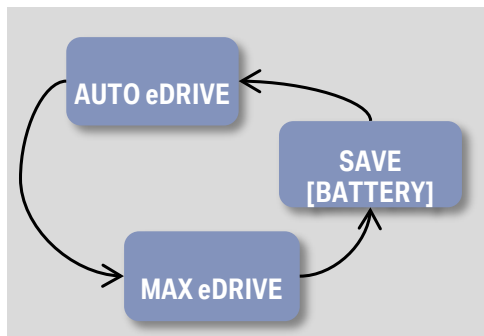
Comfortable driving, with equal balance between efficiency and dynamics.

Plus: Use of electric propulsion reduces consumption; electric boost function offers extra performance

SPORT

Sporty driving with maximum performance.

Plus: Both drive systems engaged full-time for maximum response.



AUTO eDRIVE

- Default mode
- electric driving up to ~40mph
- focus on best efficiency and balanced comfort

MAX eDRIVE

- All electric mode = BEV like driving
- Max. electric driving up to 75mph
- Engine start @ kick down



SAVE Battery

- Save battery energy for later usage



REAL WORLD FUEL CONSUMPTION.

- Customer-oriented electrical range: **14 – up to 19 miles**
Optimal range using pre-conditioning
- Urban driving (~15ml driving*): **(94 mpg)**
Purely electric or with min. CO₂ emissions through town
- Workday life (**30-40ml** commuting*): **(43 - 47 mpg)**
More economical than a Diesel powered X5
- Long distance travel (>125ml*): **(26 - 27mpg)**
More economical than the equivalent Petrol powered X5 (35i)
- Navigation used for optimum energy management
- Charge times: 10A < 3.5hrs (standard charging cable)
16A < **2.5hrs** (BMW i Wallbox)

*Driving distance since last time charging



COMPANY CAR TAX BIK AND VED RATE COMPARISON.

	CO ₂	BIK (2016/17)	BIK @40% rate per year	xDrive40e yearly BIK saving	VED Band (2015/16)
xDrive40e	77	15%	£3,123		A (£0)
sDrive25d	139	24%	£4,261	£1,138	E (£130)
xDrive25d	146	26%	£4,853	£1,730	F (£145)
xDrive30d	156	28%	£5,536	£2,413	G (£180)
xDrive40d	157	28%	£5,834	£2,711	G (£180)

- xDrive40e system output of 313hp identical to xDrive40d
- Petrol engine: 245hp, 350Nm
- Electric engine: 113hp, 250Nm
- System output: 313hp, 450Nm



HIGH LEVELS OF STANDARD SPECIFICATION.



18" alloy wheels



Two-zone A/C



Cruise control



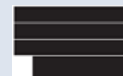
Front and rear PDC



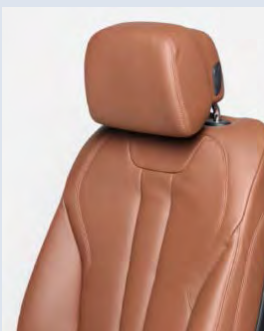
Canberra Beige



Terra



Black



Dakota leather upholstery



Ivory White



Ivory White



Mocha



Xenon headlights



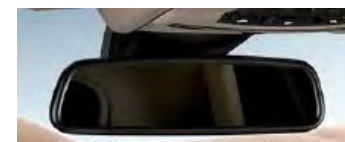
DAB radio



Metallic Paint



Eight speed automatic transmission



Auto dimming rear view mirror



Part-electric seat adjustment



Rain sensor/ auto. headlight



LED ambient lighting



Roof rails



Heated front seats

HIGH LEVELS OF STANDARD SPECIFICATION.



Auto tailgate



BMW Professional Multimedia Navigation system



Driving Assistant



iDrive Touch Controller



xDrive status



Adaptive Comfort suspension



ECO PRO mode



40:20:40 split folding rear seats



Real Time Traffic Information



BMW Emergency Call



Bluetooth/USB



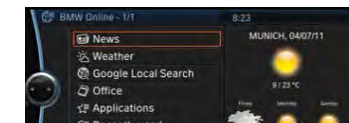
Auto Start-Stop



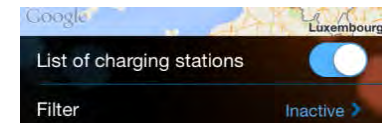
LED fog lights



Pre-conditioning (cooling and heating)



BMW Online Services



eDrive Services

MODEL PRICING.

Model		OTR Price	Price Variance to xDrive40e
SE	xDrive40e	£52,105	
	xDrive40d	£52,320	+ £215
M Sport	xDrive40e	£56,705	
	xDrive40d	£56,920	+ £215





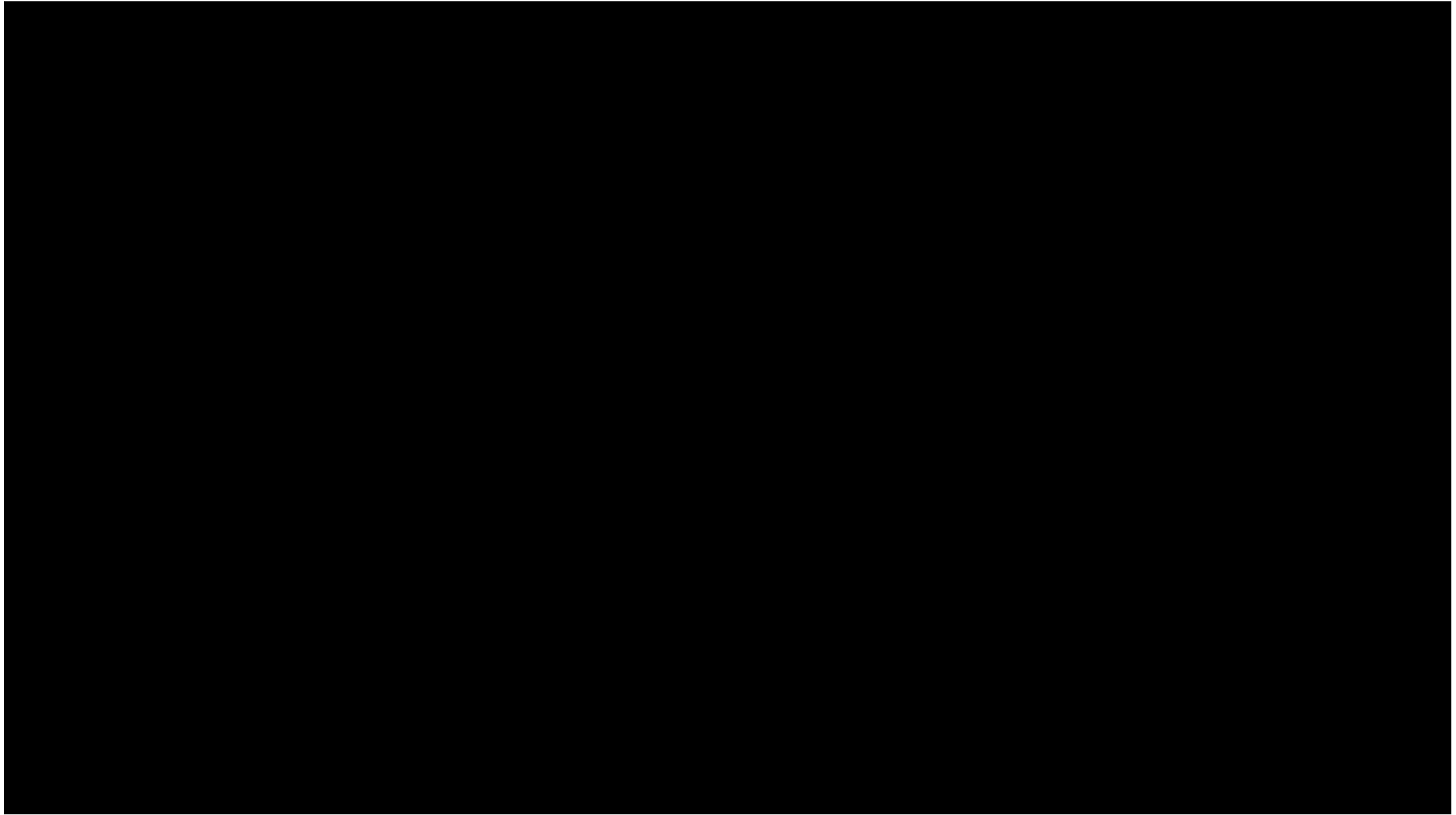
THE NEW BMW 7 SERIES.

Phil Winders
Product Manager - Large Cars







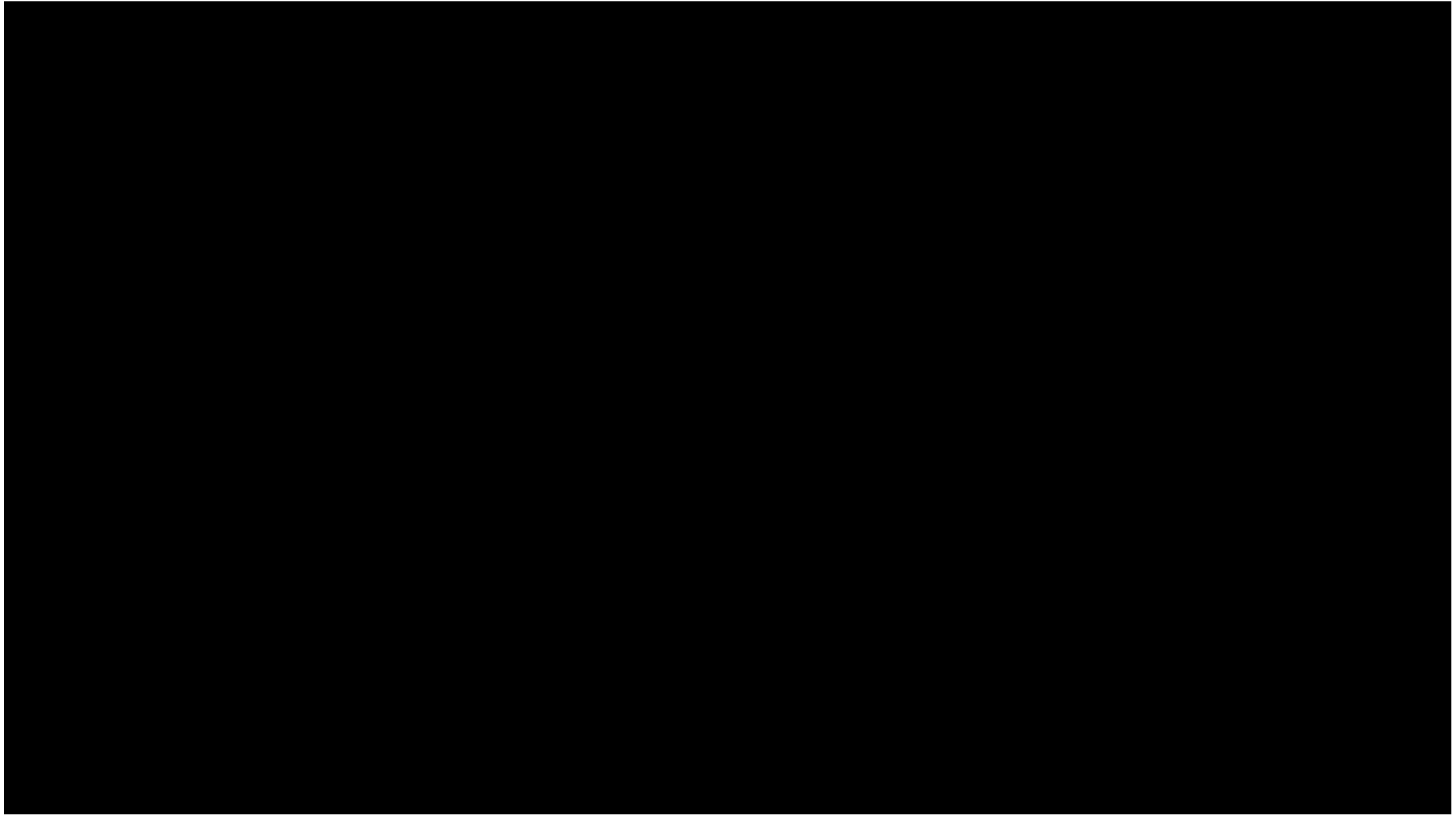














Fragrance

⚠ 2 No signal 23:49

✓ **Show fragrance setting**

Naturalness of lush grasses

Level

3

☒ **Green Suite No. 1**

☐ **Blue Suite No. 1**

For more information on changing
the fragrance cartridge, see

Owner's Manual



Left shoulder and right leg

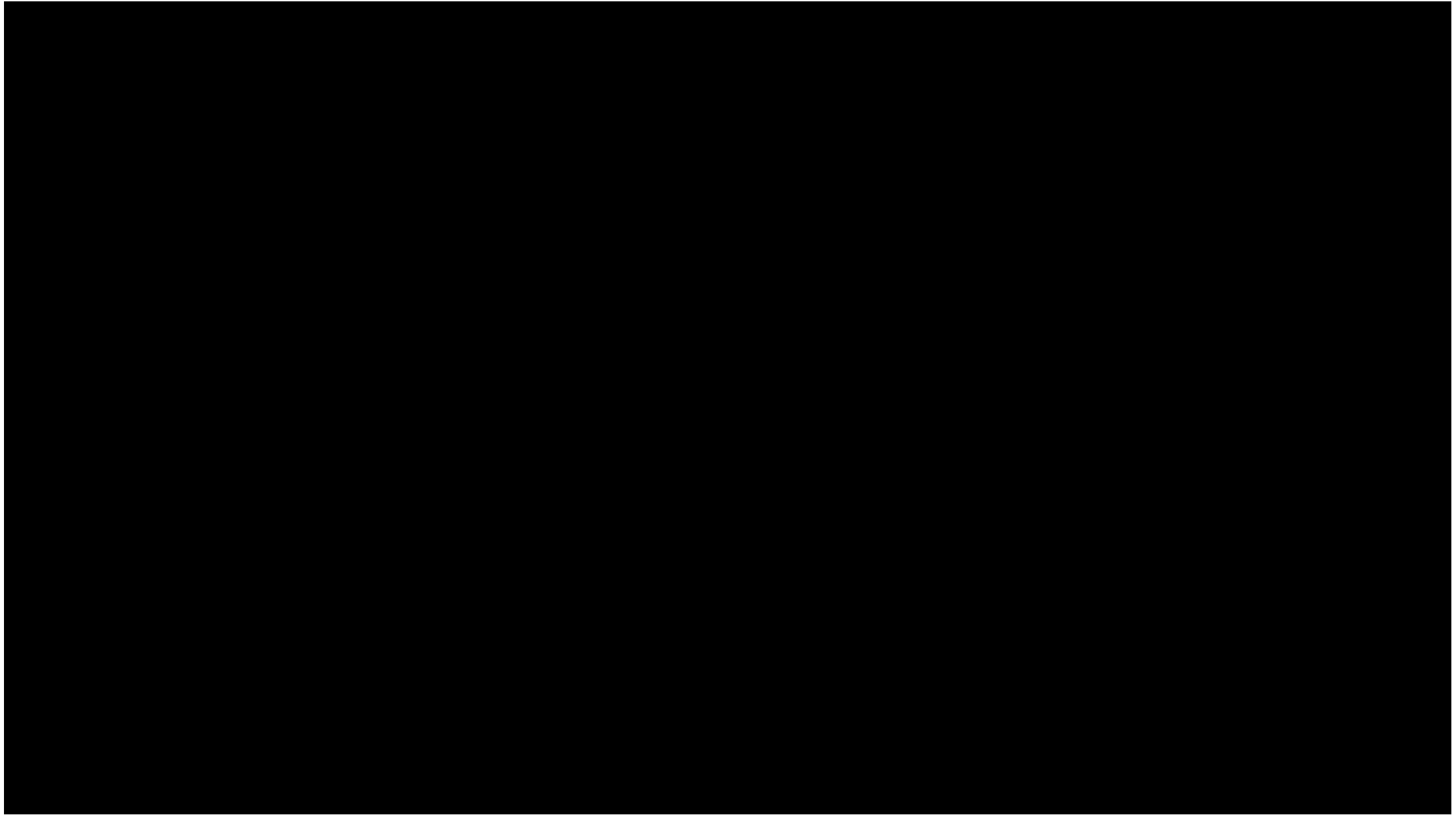
Raise your right leg and press your left shoulder into the seat.
Round 2 of 3





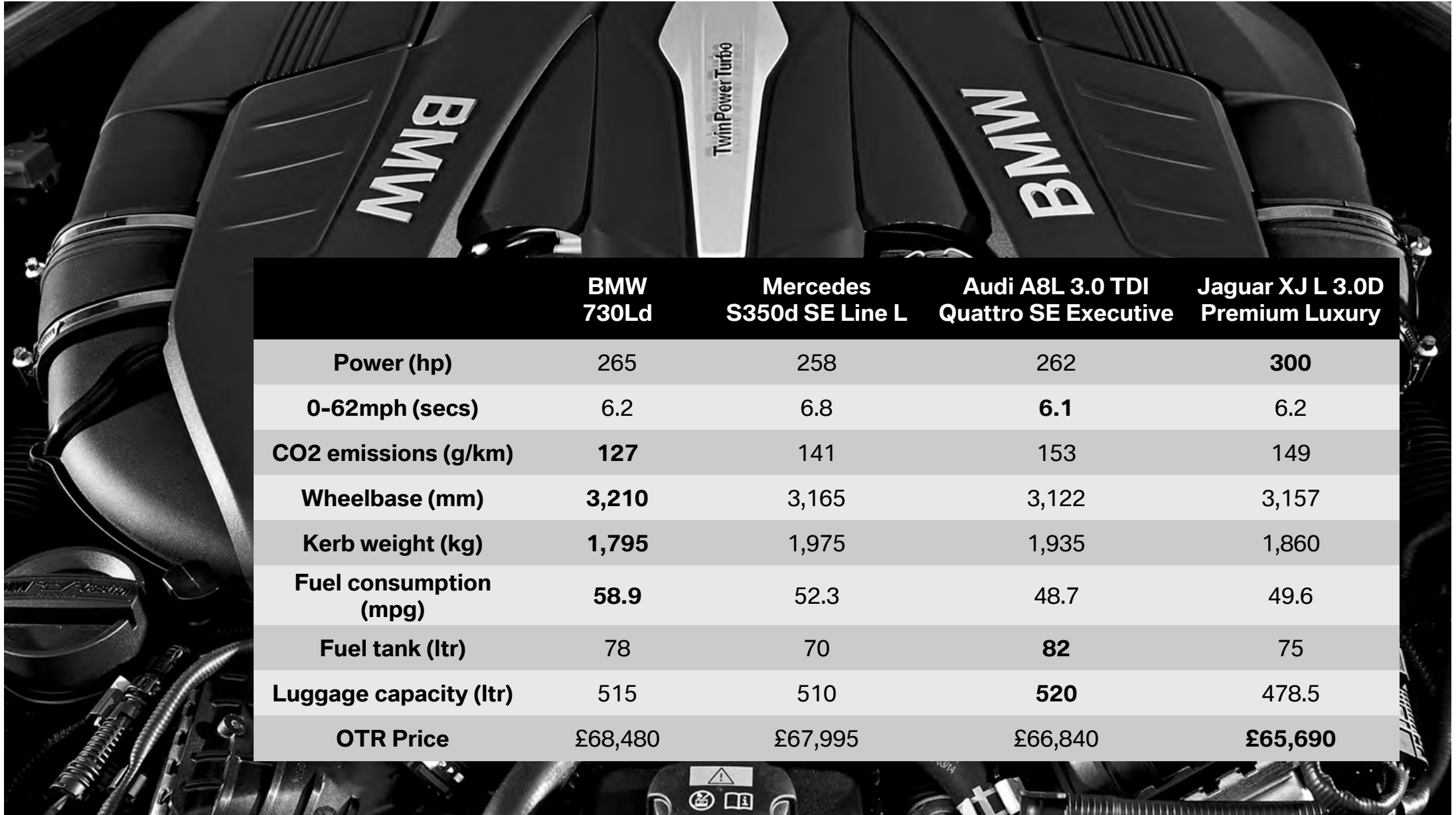












	BMW 730Ld	Mercedes S350d SE Line L	Audi A8L 3.0 TDI Quattro SE Executive	Jaguar XJ L 3.0D Premium Luxury
Power (hp)	265	258	262	300
0-62mph (secs)	6.2	6.8	6.1	6.2
CO2 emissions (g/km)	127	141	153	149
Wheelbase (mm)	3,210	3,165	3,122	3,157
Kerb weight (kg)	1,795	1,975	1,935	1,860
Fuel consumption (mpg)	58.9	52.3	48.7	49.6
Fuel tank (ltr)	78	70	82	75
Luggage capacity (ltr)	515	510	520	478.5
OTR Price	£68,480	£67,995	£66,840	£65,690

THE BMW 7 SERIES OWNERSHIP PROPOSITION.



UK MODEL RANGE.

Model	SWB OTR	LWB OTR
730(L)d	£64,530	£68,480
730(L)d M Sport	£68,180	£72,260
730d xDrive	£67,260	N/A
730d xDrive M Sport	£70,910	N/A
740(L)d xDrive	£72,060	£76,010
740(L)d xDrive M Sport	£75,710	£79,675
740Li	N/A	£72,060
740Li M Sport	N/A	£75,710
750i	£76,320	N/A
750i M Sport	£79,970	N/A

PHEV and V12 variants to follow in 2016

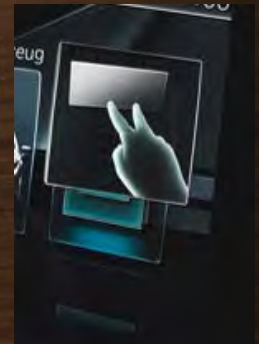
KEY FEATURES TO EXPERIENCE.




Bowers & Wilkins Diamond Surround Sound System for BMW 7 Series

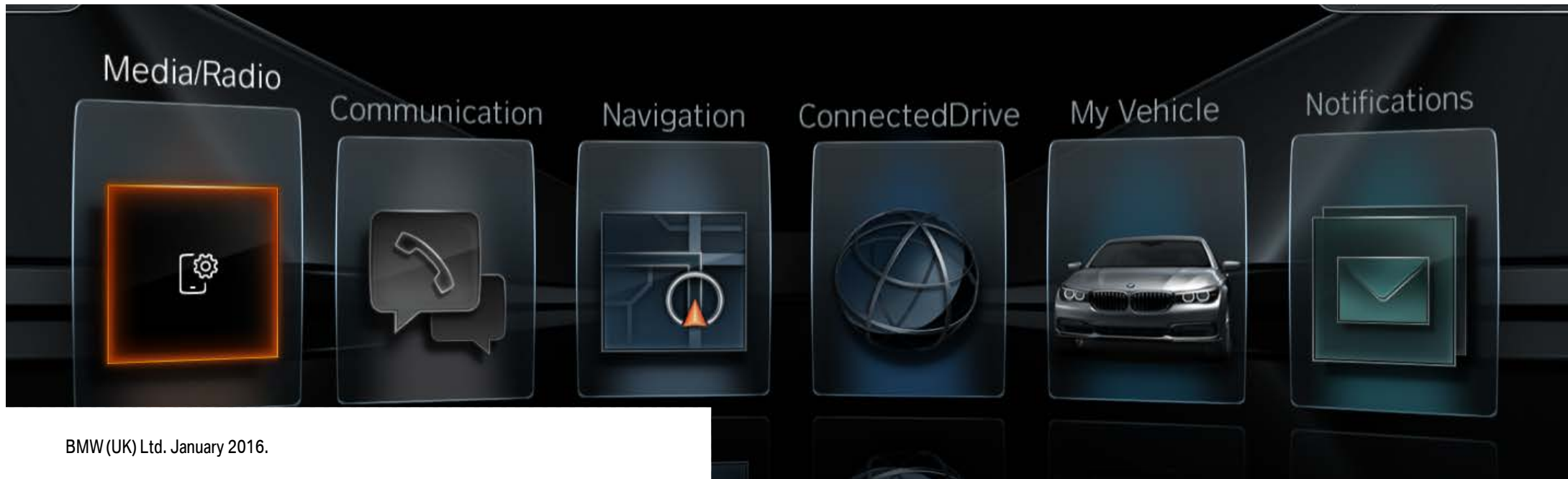
5 different amplifier sound presets:

- Studio
- Concert
- On stage
- Cinema
- Lounge



Animations

1.  Press the button.
2. "My Vehicle"
3. "Owner's Handbook"



BMW (UK) Ltd. January 2016.

BMW CONNECTED DRIVE.

ANDREW FURSE

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BMW CONNECTED DRIVE SERVICES – JANUARY 2016. CONTINUING OUR LEAD IN VEHICLE CONNECTIVITY ACROSS THE RANGE.

2013

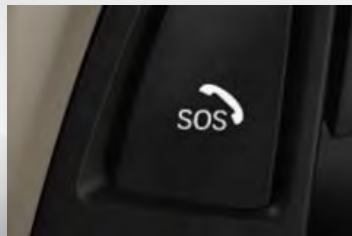
DAB digital radio



First manufacturer with DAB radio as standard across the range future proofing our cars for our customers.

2014

Emergency call



First manufacturer with Intelligent emergency call and built-in SIM card as standard across the range.

This also features BMW Teleservices as standard providing automatic notifications of service requirements and battery guard to protect customers.

2015

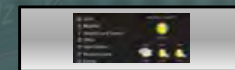
Navigation



First premium manufacturer with navigation as standard on all models from compact to luxury segments.

2016

BMW ConnectedDrive services



ConnectedDrive Services

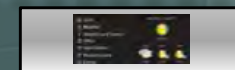


BMW Apps Interface*

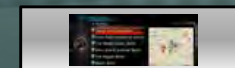
With inclusive 3 year subscription



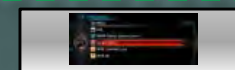
Destination send to car



BMW Online



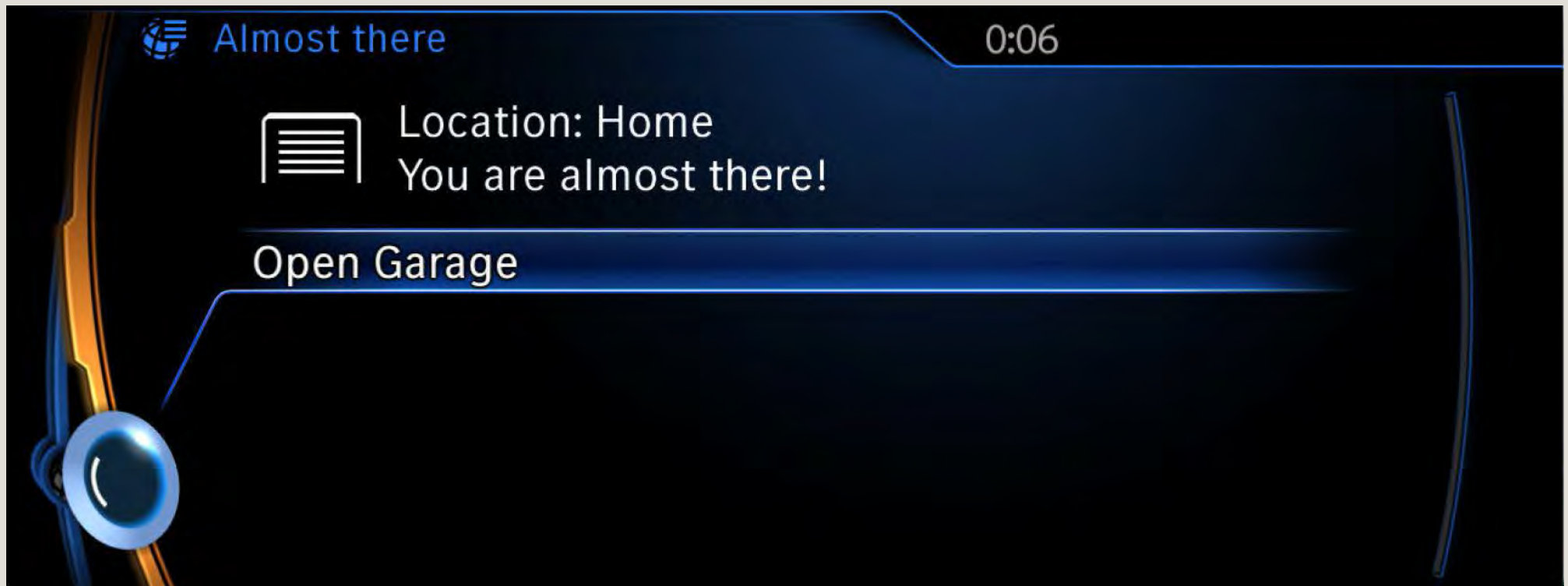
Online search



BMW Online Office

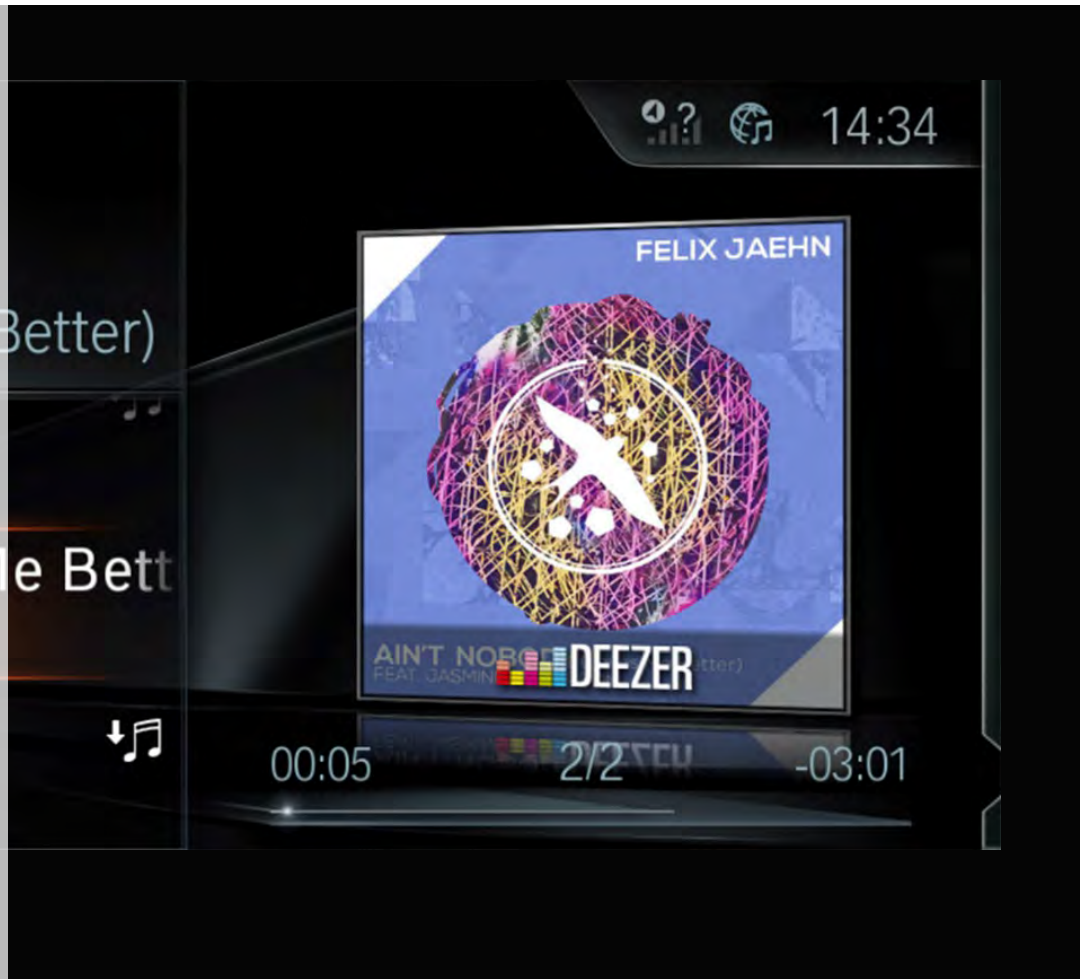
*Excluding Z4

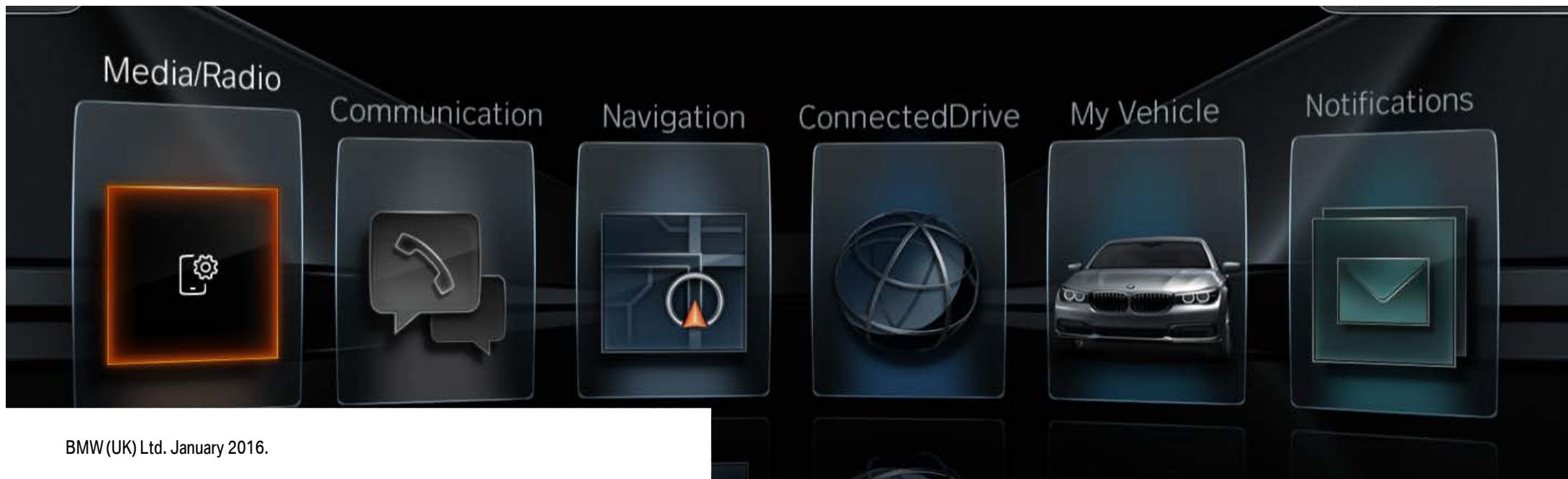
A SEAMLESS TRANSITION FROM HOME TO CAR AND CAR TO HOME. SAMSUNG SMARTTHINGS.



MUSIC EVERYWHERE WITH ONLINE ENTERTAINMENT.

- Over 30 million tracks
- All data paid for in the BMW
- Buffering of upcoming tracks to avoid drop outs
- Inclusive streaming in 8 European countries
- Available on three other mobile devices
- Choice of service providers
- Connected Music integrates to recognise songs on the radio and find albums for instant streaming





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BMW CONNECTED DRIVE.

THANK YOU FOR YOUR ATTENTION.

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**MINI MULTIMODEL EVENT.
JANUARY 2016.**



MINI CLUBMAN. NOW WITH ALL4.



- E-Call Standard.
- Best in Class Residual Values.
- High Standard Specification – additions of MINI Tech and MINI Yours packs.
- Available with ALL4.



MINI CONVERTIBLE. ONLY FULL CONVERTIBLE IN THE SEGMENT.



- Unique MINI Yours hood design.
- Standard equipment, performance and quality upgrades.
- MINI John Cooper Works announced.
- Addition of MINI Tech and MINI Yours Packs.



MINI HATCH. 1ST FULL YEAR OF THE ICON.



- Best Year Ever.
- E-Call Standard.
- Enhancements to Pepper and Chili Packs.
- Addition of MINI Tech pack.



MINI COUNTRYMAN. VALUE ADDED.



- MINI Countryman Special Edition.
- MINI Countryman Park Lane.





BMW UK January 2016

GAVIN WARD

BMW MEDIA RELATIONS MANAGER

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BMW GROUP CENTENARY 2016

THE NEXT
100 YEARS



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THANK YOU FOR YOUR ATTENTION

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