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- New entry-level engines and model variants for the BMW 2 Series Coupé
- BMW's Ultimate Driving Experience, offering dynamic behind-the-wheel driving programs worldwide
- New music channel for BMW and MINI Retail Centres
- New BMW M Performance Accessories available for the BMW X6
- Pure Impulse card offered as standard for i8 customers
- Three times winner Andy Priaulx returns to BTCC
- BMW cleans up across a number of awards

New entry-level engines and model variants for the BMW 2 Series Coupé

New entry-level engines, a further four-wheel-drive model and additional equipment options will increase the diversity of features available for the BMW 2 Series Coupé.

With the market launch of the new BMW 218i Coupé, a three-cylinder petrol engine from the BMW Group's latest engine family will be featured for the first time in the brand's sporty and elegant compact model. State-of-the-art BMW TwinPower Turbo technology featured on the new power unit provides a maximum power output of 130hp and a maximum torque of 220Nm. The new BMW 218i Coupé accelerates from zero to 62mph in 8.8 seconds. Prices start from £22,355 OTR.

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Furthermore, xDrive, BMW's intelligent four-wheel drive system, will also be available for the BMW 220d Coupé. In the new BMW 220d xDrive Coupé the advanced system ensures not only optimised traction and vehicle stability in all road and weather conditions, but also increased dynamics when taking bends at higher speeds and optimal acceleration.

Model	Power Hp	Torque Nm	0-62 mph seconds	Top Speed mph	Combined mpg	CO ₂ Emissions g/km	Price OTR
BMW 218i Coupé	136	220	8.8 (8.9)	130	52.3	125	£22,355
BMW 220d xDrive Coupé	190	400	(6.9)	139	62.8	119	£30,065

The 2 Series Coupé is also now available in Luxury guise for an even more premium feel. Luxury specification is recognisable by the Chrome Line exterior trim and the outer air intake surrounds in the same detail. Also included are 18-inch light alloy wheels. Inside, fineline stream high-grade wood interior trims including an Oxide Silver accent strip, leather-wrapped sports steering wheel and Dakota leather trim in a range of colours all feature. Luxury is available for £2,000 over the equivalent SE.

BMW's Ultimate Driving Experience expands

BMW is launching a nationwide tour of the Ultimate Driving Experience throughout the U.S, kicking off in Atlanta at the Atlanta Motor Speedway. The Ultimate Driving Experiences feature more than 90 BMW vehicles and consists over a variety of driving experiences including: Dynamic Drive Experience, Street Driver experience, Autocross and a Car Control Clinic. The tour will consist of 10-nine day events including New Jersey (April 11-19), Miami (May 9 -17), Washington (Jun 6-14), Seattle (July 25-August 02), Los

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Angeles (August 15-23), Pheonix (September 12-20), Dallas (October 03-11), Chicago (October 24- November 01) and New York (November 14-22).

More information on the BMW Driving Experience can be found here:

<http://www.bmw-drivingexperience.com/en/>

Enthusiasts in the UK are not to be left out though, with MotorSport Vision (MSV) offering the opportunity to drive BMW's high-performance 'M' cars at some of the UK's best motor racing circuits including Brands Hatch, in Kent and Oulton Park in Cheshire. Products from the MINI brand can also be enjoyed on track. More information on MSV track days can be found here. <http://www.msvtrackdays.com/bmwdrivingexperiences>

New music channel for BMW and MINI retailers

BMW and MINI retailers will be selling to a different beat thanks to a new partnership. Immedia Group Plc, a premier supplier of digital music, entertainment and commerce channels will become the official provider of the music media service for BMW and MINI. After recognising the impact of music upon customer's experiences, the company will create and supply 'Sound of BMW' and the 'Sound of MINI' music channels retailers across Great Britain and Northern Ireland.

New BMW M Performance Accessories available for the BMW X6

BMW X6 customers can now enhance both the look and the performance of their vehicles thanks to a wide selection of new BMW M Performance Accessories.

Additions to the exterior which are now available include: a carbon fibre front splitter, rear diffuser and rear spoiler, as well as rear fins and rear side

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flaps in a high-gloss black, creating an instantly more sporting and masculine appearance. Also on offer are hand-built carbon BMW M Performance exterior mirror caps, a high-gloss black kidney grille and high-gloss black rear fins. Other exterior options include 21-inch bi-colour light-alloy wheels with run-flat tyres, which are 1.5kgs lighter than comparable standard light alloy wheels, as well as chrome exhaust tailpipe finishers.

The interior can also take advantage of the attractive and sporting products on offer, from the LED door sills with illuminated BMW M Performance lettering to the Steptronic Sport transmission's carbon gearshift lever with BMW M logo. Another highlight in the new range of Accessories for the interior of the BMW X6 is the BMW M Performance steering wheel in Alcantara with attractive carbon trim.

In keeping with the overtly sporty design of the BMW X6, the new range of BMW M Performance Accessories also includes a performance-boosting power kit for the BMW X6 xDrive30d, which ramps up the car's output and torque from 258hp/560Nm to 277hp/585Nm. Remarkably, this power enhancement gives the BMW X6 the same low fuel consumption and emissions in the ECE driving cycle as on the standard-spec version.

Another available feature is the BMW M Performance Drive Analyser, allowing owners to examine their driving style with accurate precision. When pursuing lap times on the race track, this new tool records driving dynamic data with professional efficiency. These accessories are on sale now, prices start at £79.00 for BMW Performance aluminium pedals.

Pure Impulse card offered as standard for i8 customers

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All i8 customers will now receive the BMW i Pure Impulse Card as standard, previously listed at £12,200. The unique ownership proposition allows access to the Pure Impulse website to browse special VIP events selected for BMW i8 owners and BMW i Pure Impulse Cardholders, plus information on a host of international hotels, restaurants and lifestyle offers. The new OTR price for the BMW i8 is £104,540.

Three times winner Andy Priaulx returns to BTCC

The three-time World Touring Car Champion Andy Priaulx will return to the British Touring Car Championship this season in a West Surrey Racing BMW.

The long-time BMW driver has previously won the European Touring Car Championship and World Touring Car Championship for BMW and will now be looking to add a BTCC crown to his long list of achievements. Andy Priaulx said: "In the BTCC the BMW 125i M Sport has already proved to be the car to beat in this ultra competitive series and, after 13 years racing with the brand, I am confident about what to expect in a championship that I consider unfinished business."

BMW cleans up across a number of awards

For the fourth time in six years, BMW has again secured the title of Green Car Guide Greenest Manufacturer of the Year Award. The 'i' brand especially was commended for the innovation of the BMW i3 and i8 and for taking the leap in making electric cars desirable within the industry.

Paul Clarke, from Green Car Guide, said: "The i8 doesn't just look like something from the future, it also drives like something from the future. A

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high speed day from London to Bath and back, via Salisbury Plain, showed that the i8 was great fun to drive, and extremely capable. But thanks to its all-electric driving ability from its plug-in hybrid powertrain, it also expelled zero emissions in London, and averaged 53.7mpg overall in real-life driving. No other sports or supercar in existence can compete with that."

In addition to this, BMW was also awarded three of the ten hot spots in the Green Car Guide Cars of the Year 2014, with accolades going to the BMW i8, BMW 330d xDrive Touring and BMW 2 Series.

Meanwhile the BMW i3 has won the award for the Best Hybrid/Electric Vehicle from renowned industry bible Carbuyer. Each car was scored depending on running costs, comfort, practicality, reliability and safety as well as performance, engines, price, extras and value for money. The i3 was applauded for raising the bar for the future of motoring as well as redefining a better image for electric and hybrid cars. Also commended were the sustainable production methods that have helped reduce emissions from the manufacturing process. The BMW 3 Series won the second award for the Best Diesel car.

BMW UK has also scooped five awards from one of the country's leading fleet publications. BusinessCar magazine honoured BMW with the headline accolade of 'Manufacturer of the Year', for the fifth year in a row, in recognition of BMW's extended product range.

The title of 'Green Model of the Year' has been awarded to the new BMW i3 for the second time, in honour of its lightweight design and environmentally conscious production process.

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The BMW X5 took the title of 'Large 4x4', thanks to its class leading emissions and car-like handling. And for the first time since 2012, the 'Executive' title was awarded to the BMW 5 Series in recognition of its efficiency and first-class technology within the executive class.

Ends

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The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2014, the BMW Group sold approximately 2.118 million cars and 123,000 motorcycles worldwide. The profit before tax for the financial year 2014 was approximately € 8.71 billion on

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revenues amounting to € 80.40 billion. As of 31 December 2014, the BMW Group had a workforce of 116,324 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.

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