

BMW UK Ltd  
April 2015



BMW Design

# THE NEW BMW 1 SERIES SPORTS HATCH.

**WELCOME.**

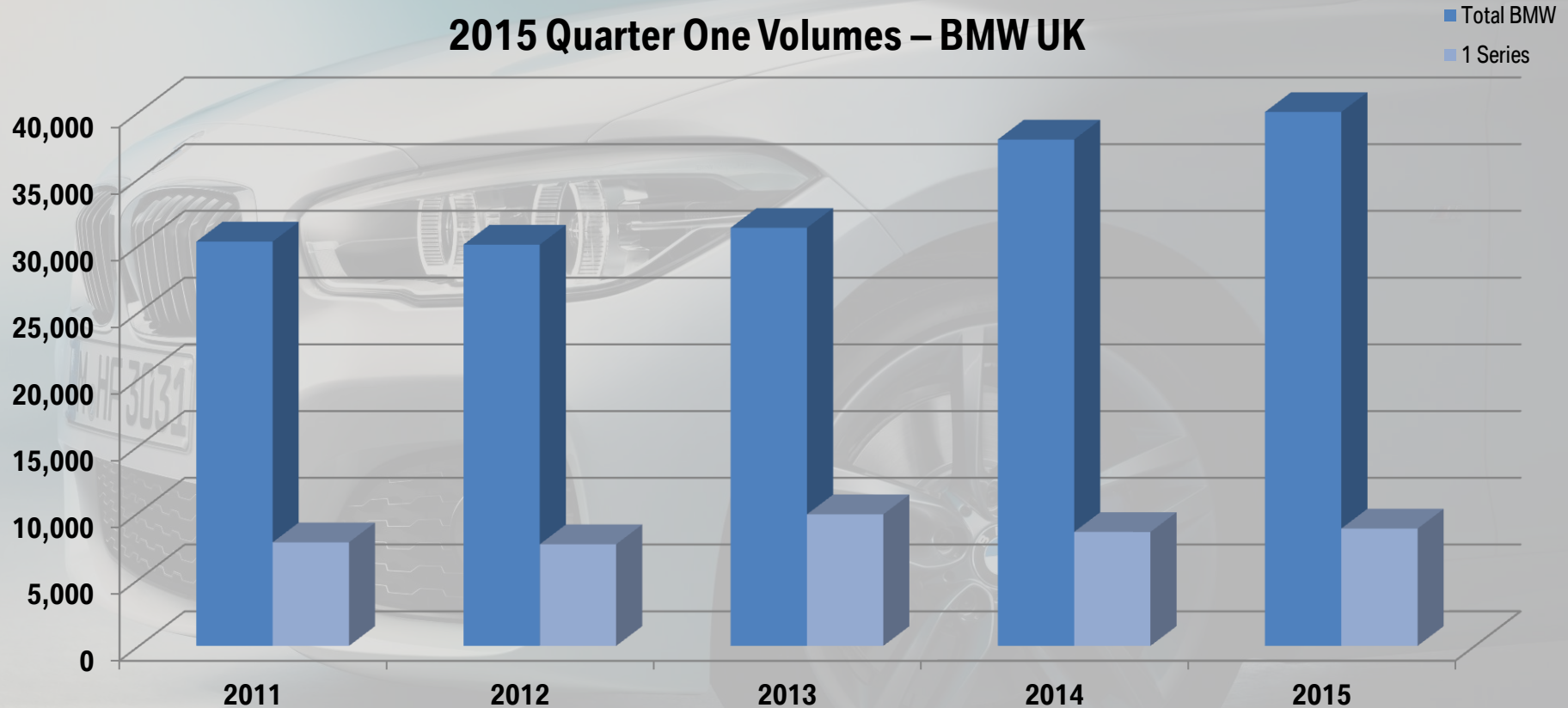
**PIERS SCOTT – GENERAL MANAGER, PRODUCT & INTERNAL COMMUNICATIONS.**

**BMW  
GROUP**



# 2015 QUARTER 1 SALES PERFORMANCE.

2015 Quarter One Volumes – BMW UK

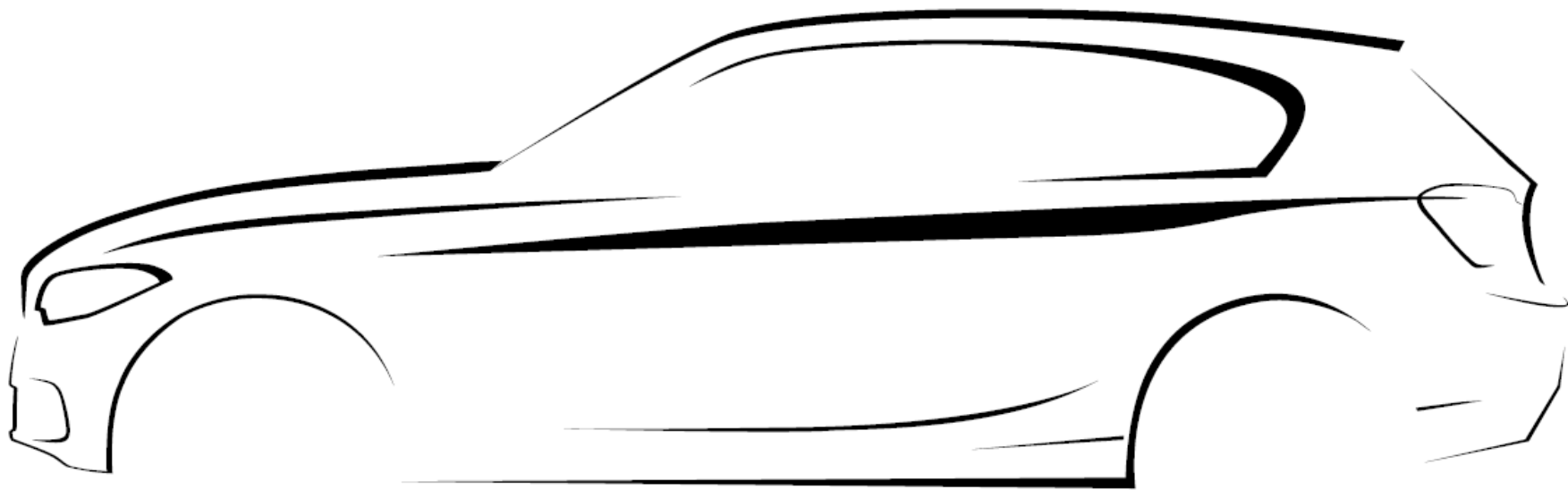


# CUSTOMER PROFILE.



- 1 Series still maintains a high conquest rate of 65%.
- 1 Series has wide appeal with the highest share of female drivers (35%) of direct competitors.
- Typical household has 2.5 people living in it and 36% of owners use their 1 Series as their only household vehicle.
- 75% of vehicles are bought on finance or lease.
- Top purchase reasons are design, cost of ownership, brand & reliability.

# THE DNA OF THE BMW 1 SERIES. PURE BMW.



**Dynamic**

**Efficient**

**Innovative**

**Practical**

**Design**

BMW UK Ltd  
April 2015



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# THE NEW BMW 1 SERIES SPORTS HATCH.

**DESIGN OVERVIEW.  
CALVIN LUK – EXTERIOR DESIGNER.**

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# THE NEW BMW 1 SERIES SPORTS HATCH.

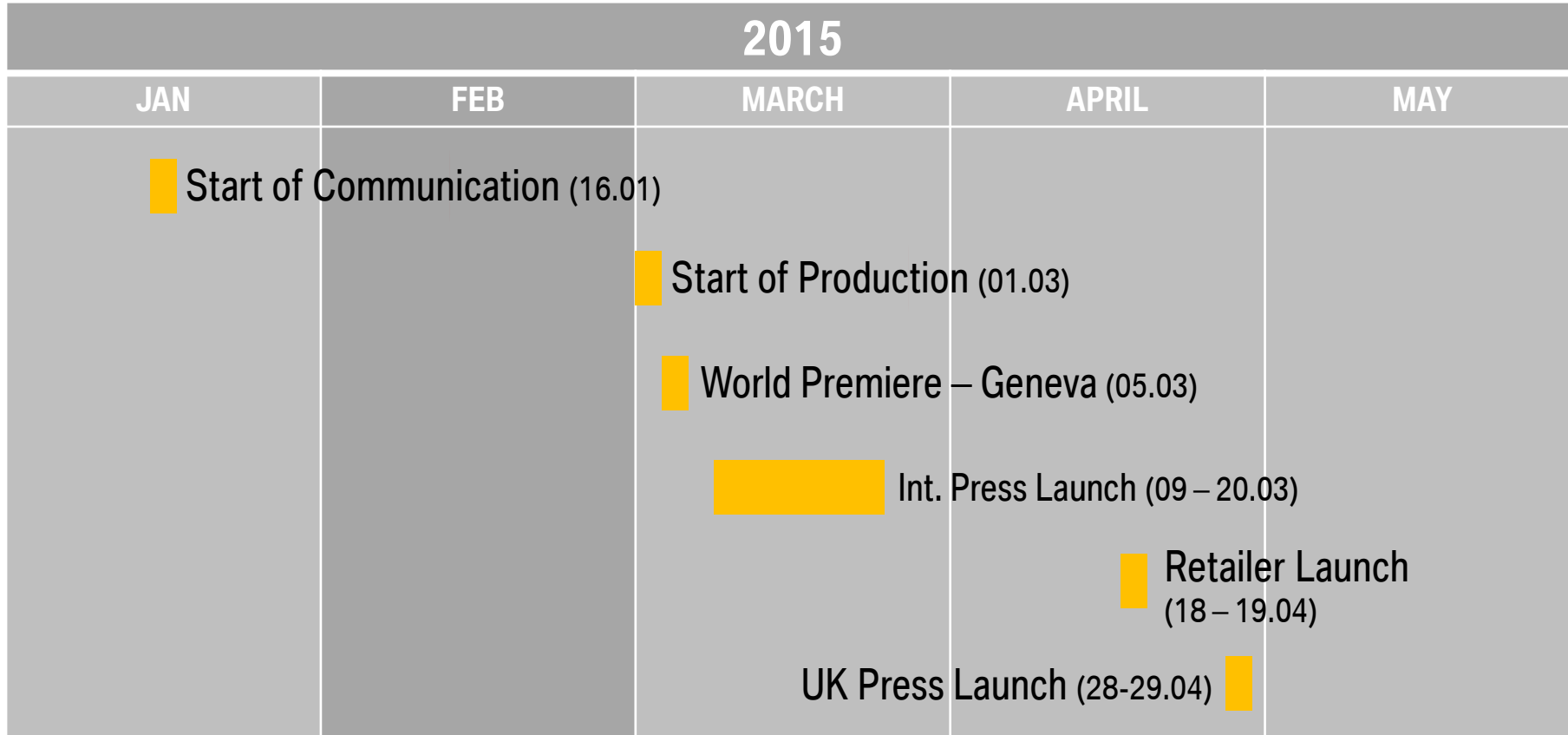
**PRODUCT OVERVIEW.**  
**ALEX MORGAN – PRODUCT MANAGER FOR SMALL CARS.**

**BMW  
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# LAUNCH TIMELINE.



# DESIGN CHANGES – FRONT.

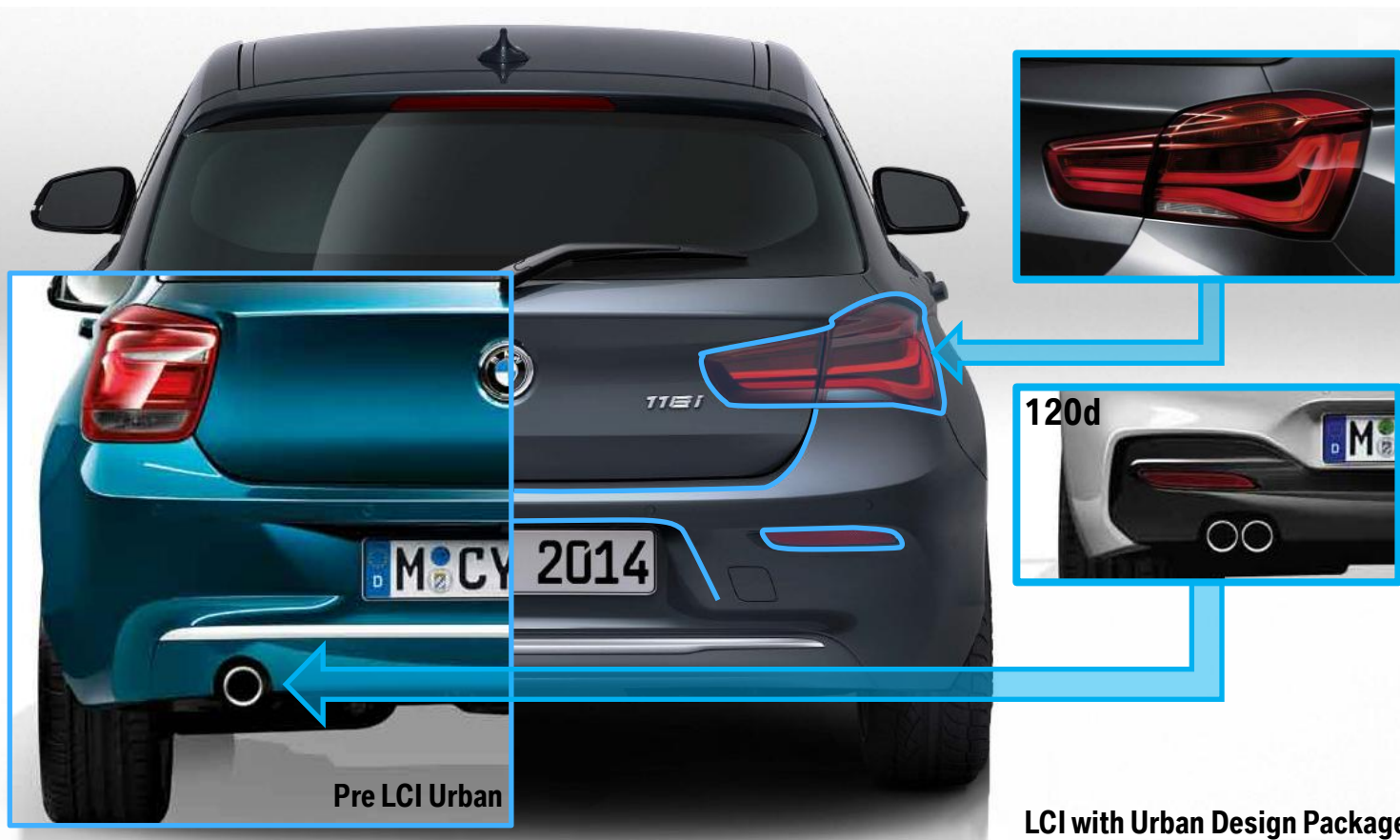


Pre LCI Urban

LCI with Urban Design Package



# DESIGN CHANGES – REAR.



# DESIGN CHANGES – SIDE.

**SE**



**Sport**



**M Sport**



**LCI with Urban Design Package**

# INTERIOR DESIGN CHANGES.

- New high-gloss black centre console.
- New chrome accents around central controls.
- New real time analogue fuel consumption display.
- Extended storage as standard for greater convenience.
- Optional dual-zone climate control with day & night lighting modes.

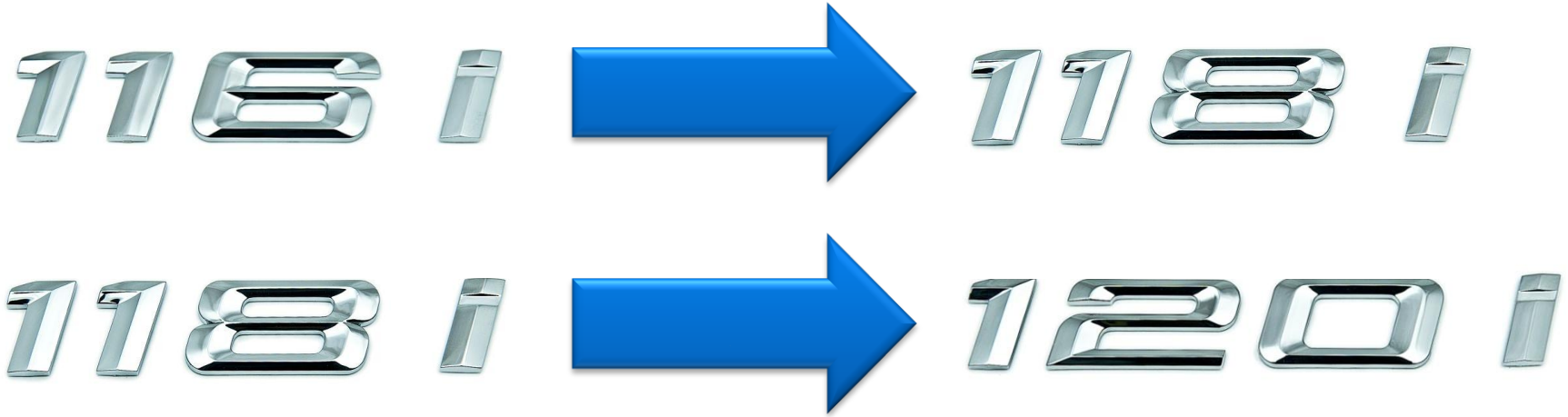




# ENGINE PROGRAMME.



# ENGINE REPOSITIONING.



- The updated model badging better reflects the modern performance of these engines (Previous 116i 115hp > New 116i 136hp, Previous 118i 143hp > New 118i 170hp).
- The updates align BMW 1 Series and 2 Series ranges.

# ENGINE RANGE FROM LAUNCH.



## Petrol

- **118i** / 4cyl / 1.6
- **120i** / 4cyl / 1.6
- **125i** / 4cyl / 2.0
- **M135i** / 6cyl / 3.0

## Diesel

- **New 116d ED Plus** / 3cyl / 1.5
- **New 116d** / 3cyl / 1.5
- **New 118d** / 4cyl / 2.0
- **New 120d** / 4cyl / 2.0
- **New 125d** / 4cyl / 2.0



# NEXT-GENERATION TWINPOWER TURBO ENGINES.



- Latest generation modular 3 and 4 cylinder 'B' engines, based around optimal 500cc cylinders.
- Minimised friction and reduced thermal losses result in outstanding economy and emissions.
- Improved torque characteristics for all engines, power increases on 4cyl engines as well.
- Less weight over the front axle helps to further enhance agility and steering precision.

# NEW ENGINES – TECHNICAL HIGHLIGHTS.

- Improved performance.
- Reduced consumption.
- Lower emissions.

Engine	Power (hp)	MPG	CO <sub>2</sub> (g/km)
116d ED Plus	116	83.1 (+11%)	89 (-10%)
116d	116	78.5 (+12%)	94 (-14%)
118d AT	150 (+5%)	74.3 (+9%)	99 (-10%)
120d AT	190 (+4%)	68.9 (+7%)	109 (-6%)
120d xDrive AT	190 (+4%)	62.8 (+6%)	119 (-6%)
125d AT	224 (+3%)	61.4 (+2%)	121 (-2%)



# THE NEW BMW 116D EFFICIENT DYNAMICS PLUS.



**Lower tax.  
-£82 BIK.**

**Higher spec.  
£1,145 extras.**

**Just £850 over  
a 116d SE.**

**116hp**

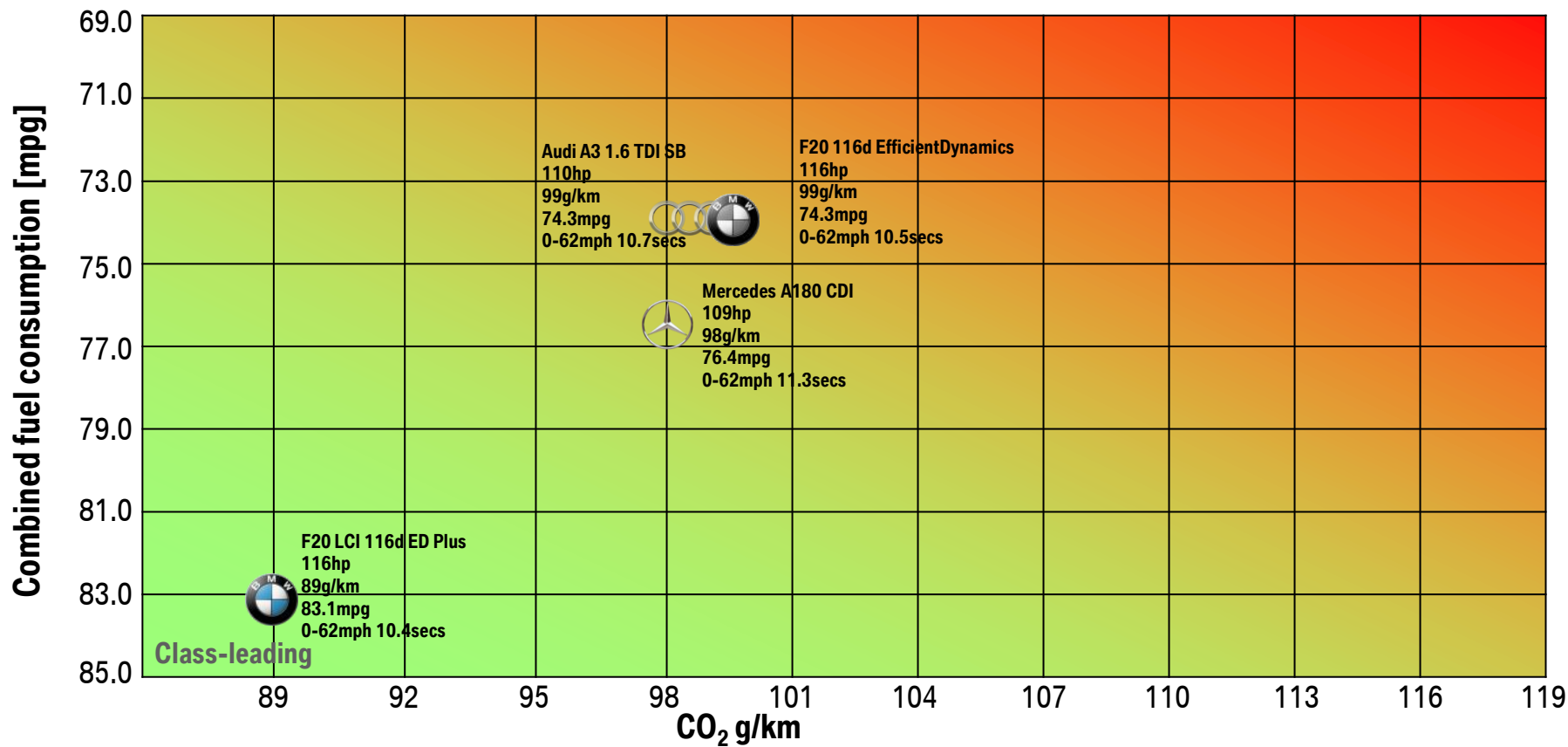
**83.1mpg**

**89g/km**

**£0 VED  
16% BIK**

**£22,560**

# CLASS LEADING ECONOMY AND EFFICIENCY.

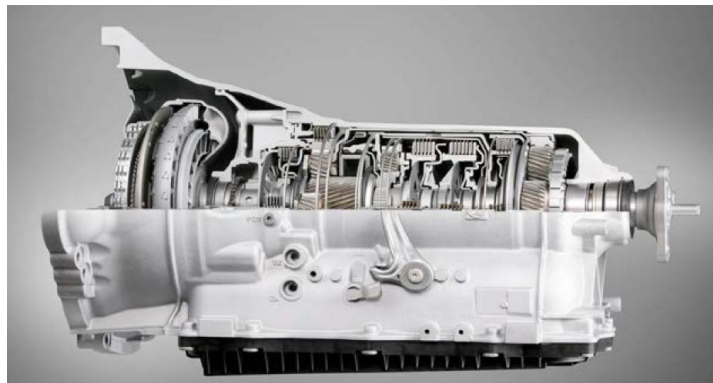


# IMPROVED 8-SPEED STEPTRONIC TRANSMISSION.

Already regarded as the benchmark automatic transmission within the segment.

Compact architecture and optimised weight.

- **Predictive Shift** uses navigation data and route profile to predict optimal gear in advance.
- **Greater differentiation** between COMFORT and SPORT mode than ever before.
- **Higher gear shift dynamics** allows drivers to switch down multiple gears in one fast action.





# OFFER STRUCTURE AND STANDARD EQUIPMENT.





# ENHANCEMENT OF STANDARD SPECIFICATION.

## STANDARD PRE LCI



6.5" colour screen and iDrive controller



BMW  
Emergency Call



Single Zone Climate Control



LED rear lights



Bluetooth/USB



Drive Performance  
Control/ECO PRO



Comfort Go



Extended Storage



SE & ED Plus-16"



Front centre  
armrest



Rain sensor/  
auto. headlight



Multi-function  
leather s/wheel



DAB radio



Sport -17"



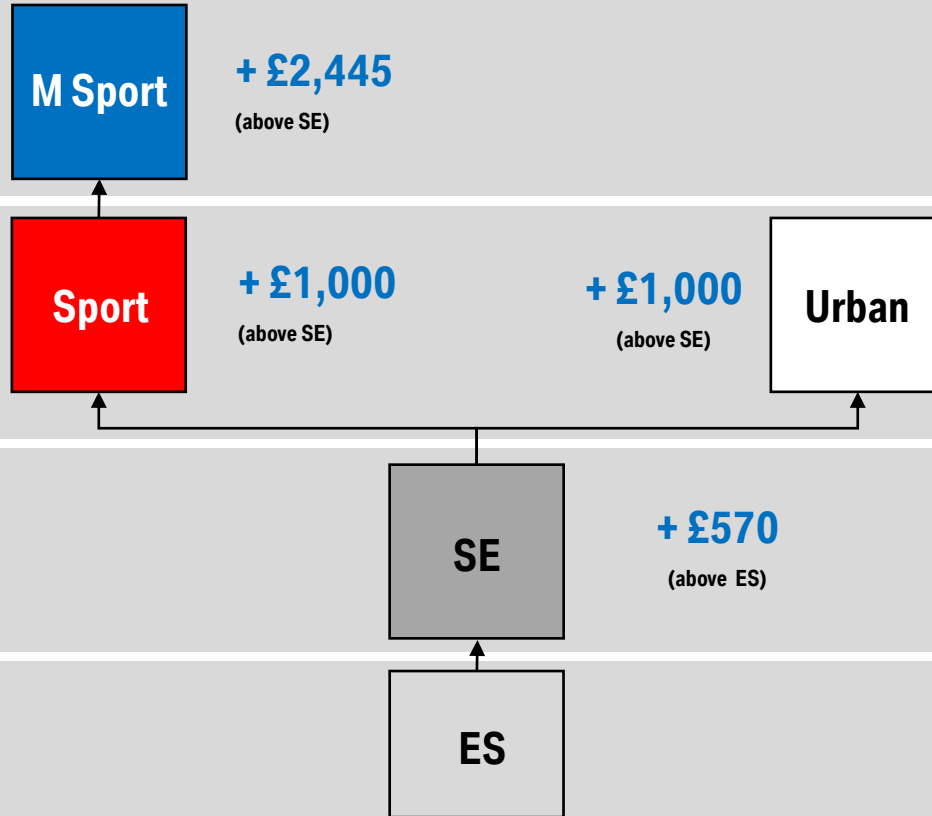
M Sport -18"

# INTRODUCTION OF BMW NAVIGATION.

- BMW UK confirmed on 28 April that the entire BMW model range will be enhanced with satellite navigation as standard by September 2015 production.
- This makes BMW the first manufacturer to offer navigation as standard from the compact segment all the way through to luxury models.
- The latest generation BMW Navigation system is class-leading with enhanced graphics, processing speeds and interface controls. The system highlights include 3D city models and ECO PRO route.



# PREVIOUS TRIM STRUCTURE.



# SIMPLIFIED NEW TRIM STRUCTURE.

- New 18" M Sport alloy wheels
- Aluminium Hexagon interior trim
- LED Headlights
- M Aerodynamic bodystyling & M Sport suspension
- Sport seats with cloth / Alcantara upholstery
- M Sport leather steering wheel

**M Sport**

**+ £2,700 (+£255)**

(above SE)



- New 17" Sport alloy wheels
- Ambient lighting
- Black high-gloss interior trim
- Sport exterior styling elements
- Sport steering wheel
- Sports seats

**Sport**

**+ £1,000 (+£0)**

(above SE)



- New 16" alloy wheels
- 6.5" control display with iDrive
- Air-con, single zone automatic
- Bluetooth with audio streaming
- BMW Emergency Call
- Comfort Go (keyless start)

- DAB radio
- Extended storage
- EU6 engines (diesel)
- Foglights, front
- Front armrest, sliding
- Heated mirrors & washers

**SE**

- LED rear light styling
- Multi-function leather steering wheel
- Professional Radio with twin tuners
- Rain sensors with auto. Headlights
- Tyre pressure monitoring



# THE NEW BMW M135i.



**326hp**

**4.9s**

**450Nm**

**High spec.**

**£31,200**



# THE NEW BMW 120d xDRIVE.



**190hp**

**6.8s**

**100%  
variable**

**8-speed  
auto**

**£28,355**



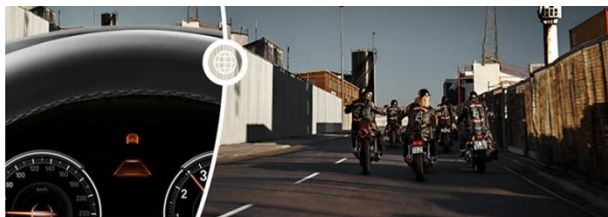
# THE LATEST BMW CONNECTED DRIVE TECHNOLOGIES.



**Wireless Navigation Updates (4G LTE)**



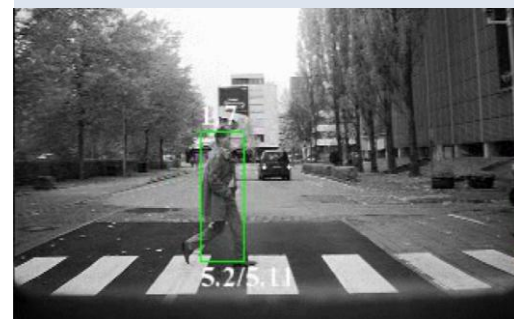
**Full LED Headlights & Fog Lights**



**Active Cruise Control**



**Real Time Traffic Information**



**Driving Assistant**



**Bluetooth Audio Streaming  
& Message Dictation**



**Optimised Park Assist**

# NEW MODEL PRICING.

Engine	Trim level	1 Series (5dr) retail price £	Price increase £	Value added in specification £
118i	SE	£19,995	+ £350	£500
118d	Sport	£23,075	+ £350	£500
120d	M Sport	£26,225	+ £605*	£1,145

\* Includes specification enhancement to LED headlights

	BMW	Audi	BMW	Mercedes
Model	116d SE	1.6 TDI SE	116d Sport	A180 CDI Sport
Term	36 months	36 months	36 months	36 months
Deposit	£4,325.22	£4,325.22	£3,640.18	£3,640.18
Monthly	£245.00	£259.00	£279.00	£279.00

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# THE NEW BMW 1 SERIES SPORTS HATCH.

**CONNECTED DRIVE OVERVIEW.**

**ANDREW FURSE – PRODUCT MANAGER FOR OPTIONS AND TECHNOLOGIES.**

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# CONNECTIVITY TODAY. CULTURAL AND SOCIOLOGICAL TRENDS.

Handling of digital media is an integral part of life in the 21<sup>st</sup> century



Social communication without telecommunication and the internet is unimaginable for many people



Consumers today feel that the internet and connected devices improve their quality of life



Consumers are prepared to pay extra for the latest and greatest technology innovations





# PIONEERING HISTORY IN CONNECTED CAR TECHNOLOGIES. MORE THAN 40 YEARS EXPERIENCE.

**1972**



The birth of the  
'connected car'

**1980**



First team to use  
telemetry in  
motorsport

**1980**



First outside  
temperature  
display

**1991**



First Park  
Distance Control  
(PDC) system

**1994**



First premium  
integrated  
Navigation  
system

**1999**



World's first  
vehicle  
telematics  
system

**2004**



First premium  
Head-up  
Display system

**2009**



World's first off-  
board route  
planning system

**2013**



First to offer  
telematic  
servicing system

**2013**



Europe's first in  
vehicle music  
streaming  
service

**2014/15**



World's first in  
vehicle store

# BMW CONNECTED CAR.

Brought-in SIM/device



Built-in SIM



Driving assistance





# BMW CONNECTED CAR. DRIVING ASSISTANCE: RADAR, CAMERA AND SENSOR SYSTEMS.

**Driving Assistant**



**Park assist**



**Adaptive LED headlights**



**Active cruise control**



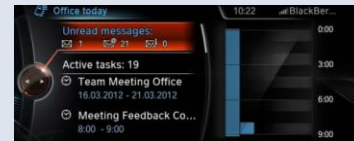
# BMW CONNECTED CAR. SMARTPHONE INTEGRATION.



## Telephony



## Mobile Office



## Music



## App integration



# SPOTIFY APP SUPPORT. AVAILABLE ON EXISTING CARS IN THE MARKETPLACE.



## Installation of Spotify.

1. Download the Spotify app from the iTunes App Store.
2. Start the Spotify app on the iPhone.
3. Connect the iPhone cable to the centre console of your BMW.
4. Launch the integration found in "ConnectedDrive" on the BMW headunit.



# BMW CONNECTED CAR. IN-CAR SERVICES.



## Advanced Safety



## Connected Navigation



## Enhanced Multimedia



## Superior 24/7 Support



# BMW CONNECTED DRIVE SERVICES. 4G CONNECTIVITY AND OVER-THE-AIR MAP UPDATES.



## Over-the-air map updates.

- Free of charge for three years with Professional media system.
- Downloadable over-the-air via 4G connection.
- Downloadable to USB via new BMW ConnectedDrive Store online.



# BMW PRODUCT UPDATE. ONLINE ENTERTAINMENT FOR PROFESSIONAL MEDIA.



## Overview

First direct to car music streaming service in Europe.

- Using the built-in 4G SIM card, drivers can stream music online, directly from their BMW without the need for a smartphone or MP3 player with access to over 25 million tracks.
- Cloud-based service can be accessed on PC, tablet, smartphone and your BMW for a seamlessly connected personal music library.




# BMW CONNECTED DRIVE STORE. LAUNCHING SPRING 2015.





## BMW ConnectedDrive Store

 Real Time Traffic Information  
more information

 Remote Services

 Concierge Services

 Internet

 Online Entertainment

 BMW Online



# BMW CONNECTED DRIVE STORE. PURCHASING A NEW SERVICE – ONLINE OR IN THE CAR.



## Internet

My BMW ConnectedDrive

Welcome to BMW ConnectedDrive. Mr. Smith. Logout

### BMW ConnectedDrive Store

Product overview  
Please select your vehicle:

> Status  
> BMW i services  
> My services  
> Store  
> Administration

☒ BMW 640i Gran Coupe  
64i, Jan 2013

☐ BMW i3  
64i, Jan 2013

Bookable Services (7) | Booked Services (6)

Basic service

☒ BMW ConnectedDrive Services

Bookable services for this car:

☒ Vehicle Services ☒ Smartphone-Apps Sort by: [x] Filter by category: [x]

**Real Time Traffic Information**  
Real Time Traffic Information keeps you updated on the traffic situation and its developments. Our service warns you of delays and redirects you accordingly.  
Starting from 10,00 €  
Details

**BMW Remote Services**  
Control key functions of your BMW, such as locking the doors or starting heating – and all of this from outside your vehicle, with BMW Remote Services.  
50,00 €  
Details

**Online Entertainment**  
A range of music you can't refuse, with BMW Online Entertainment you have unlimited access to more than twelve million music tracks.  
390,00 €  
Details

**Concierge Services**  
Whether you need an ATM or taxi reservation, a BMW Call Concierge agent is there to support you around the clock, whenever required.  
Starting from 15,00 €

**Internet**  
Bring the Internet into your BMW and benefit from a convenient access to the Internet.  
Starting from 15,00 €

## In-Car

BMW ConnectedDrive Store

Real Time Traffic Information  
more information

Remote Services

Concierge Services

Internet

Online Entertainment

BMW Online

BMW ConnectedDrive Store

Real Time Traffic Information

Duration	Price	Expiry Date
1 Month	10,00 EUR	15.05.2013
6 Months	40,00 EUR	15.10.2013
1 Year	70,00 EUR	15.04.2014
3 Years	150,00 EUR	15.04.2016

Continue to ordering information

BMW ConnectedDrive Store

Parking

Booked Services

TeleServices

Intelligent Emergency Call

ConnectedDrive Services

Real Time Traffic Information  
activation ongoing

**USEFUL LINK: BMW TECHNOLOGY HUB.  
[WWW.BMW.CO.UK/TECHNOLOGYHUB](http://WWW.BMW.CO.UK/TECHNOLOGYHUB).**





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THANK YOU FOR YOUR ATTENTION.

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