



BMW UK Ltd
May 2015

PIERS SCOTT
GENERAL MANAGER - PRODUCT & INTERNAL COMMUNICATIONS

BMW
GROUP





BMW UK Ltd
May 2015

THE NEW BMW 6 SERIES.

PRODUCT OVERVIEW.
PHIL WINDERS – PRODUCT MANAGER FOR LARGE CARS.

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KEY EXTERIOR DESIGN CHANGES.

- BMW Icon LED headlights
- New kidney grille and front bumper design
- Revised front air inlets
- Enlarged tailpipes and chrome bumper insert
- Side indicators integrated into exterior mirrors



SPECIFICATION ENHANCEMENTS AND HIGHLIGHTS.



BMW Icon LED headlights



BMW Professional Multimedia Navigation system



Dakota leather upholstery (650i Nappa, M6 Full Merino)



Multi-functional instrument panel



Leather instrument panel with contrast stitching
(includes Nappa leather for upper door, side trims and centre console)



New 18" std wheel
(Coupé & Convertible)



Illuminated door
entry sills

Glacier Silver metallic

Cashmere Silver metallic

Jatoba metallic

Mediterranean Blue metallic

Melbourne Red metallic

New metallic
colours

NEW SPORT PACKAGE.



M6 COMPETITION PACKAGE – POWER UPGRADE.

- Power increase to **600hp** (+25hp)
- Torque increase to **700Nm** (+20Nm)
- **3.9sec** 0-62mph (Coupé/Gran Coupé), 4.0sec Convertible
- Sport suspension settings
- Sport steering
- Sport exhaust with Black Chrome exhaust tailpipes
- Exclusive 20" M Double-spoke style 601M light alloy wheels.
- £6,300 to £7,300 option



TECHNICAL HIGHLIGHTS.

Engine	Power (hp)	MPG	CO ₂ (g/km)
640d Coupé	313	52.3 (+1.8%)	143 (-0.7%)
640d Convertible	313	50.4	149 (+0.7%)
640d Gran Coupé	313	51.4 (+1.2%)	147 (-0.7%)
640i Coupé	320	37.2 (+1.4%)	176 (-1.7%)
640i Convertible	320	36.7 (+1.4%)	179 (-2.2%)
640i Gran Coupé	320	37.2 (+2.8%)	178 (-1.7%)
650i Coupé	450	32.1	206
650i Convertible	450	31.0 (+1.0%)	213 (-0.5%)
650i Gran Coupé	450	32.1	206
M6 Coupé	560 – 600 (+25)	28.5	231
M6 Convertible	560 – 600 (+25)	27.4	239
M6 Gran Coupé	560 – 600 (+25)	28.5	231



All engines EU6 compliant.

MODEL PRICING.

Model		OTR price	Value added in specification
SE	640i Coupé	£59,430	£4,575
	640i Convertible	£65,330	£4,805
	640i Gran Coupé	£59,430	£6,320
	640d Coupé	£62,295	£4,205
	640d Convertible	£68,195	£4,435
	640d Gran Coupé	£62,295	£5,950
Sport	650i Coupé	£69,790	N/A
	650i Convertible	£75,690	N/A
	650i Gran Coupé	£69,790	N/A

Model		OTR price	Value added in specification
M Sport	640i Coupé	£63,030	£4,445
	640i Convertible	£68,630	£4,725
	640i Gran Coupé	£63,030	£6,190
	640d Coupé	£65,895	£4,075
	640d Convertible	£71,530	£4,355
	640d Gran Coupé	£65,930	£5,820
	650i Coupé	£72,390	£5,295
	650i Convertible	£77,990	£5,570
	650i Gran Coupé	£72,390	£7,975
M	M6 Coupé	£92,350	£10,650
	M6 Convertible	£97,300	£10,035
	M6 Gran Coupé	£94,750	£10,905

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CALVIN 
BMW Design

THE NEW BMW 1 SERIES SPORTS HATCH.

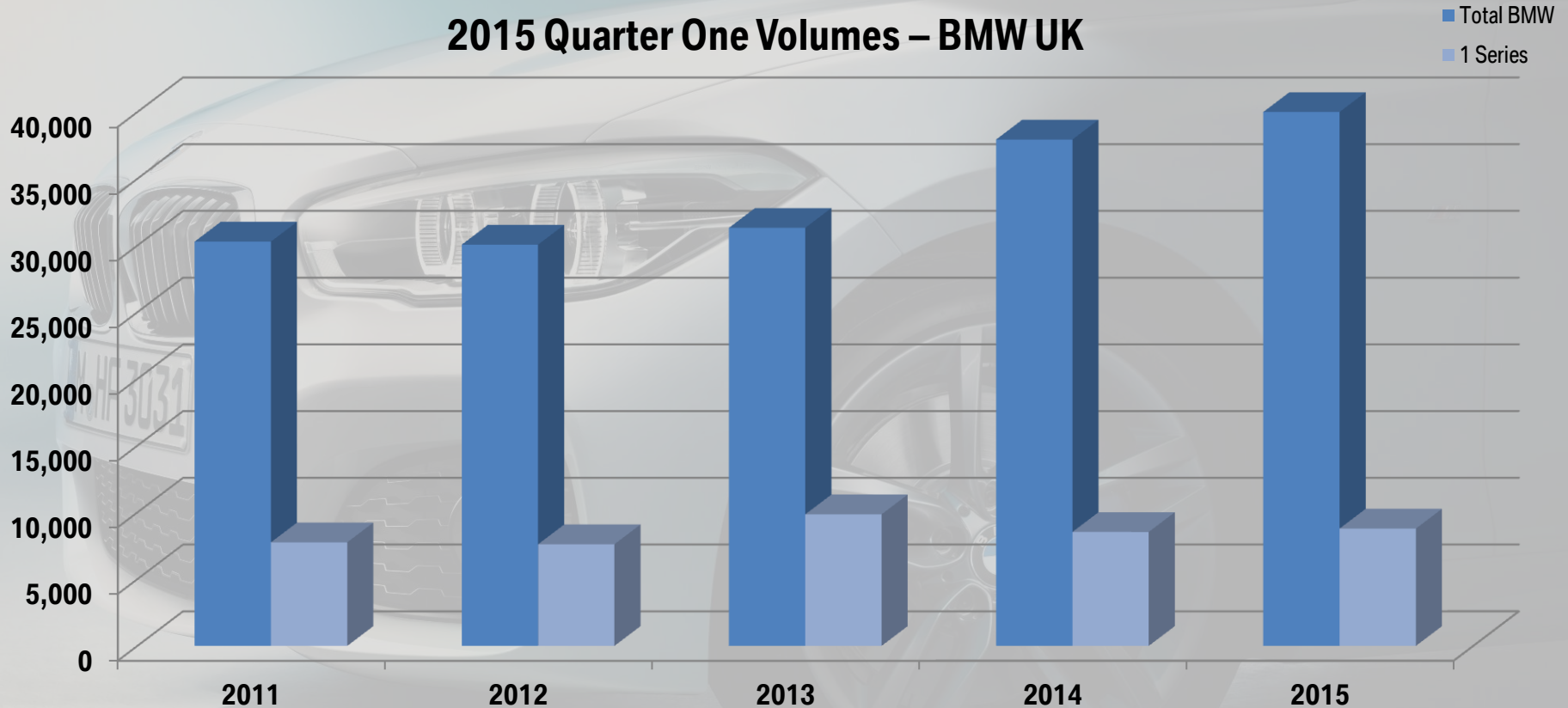
PRODUCT OVERVIEW.
ALEX MORGAN – PRODUCT MANAGER FOR SMALL CARS.

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2015 QUARTER 1 SALES PERFORMANCE.

2015 Quarter One Volumes – BMW UK

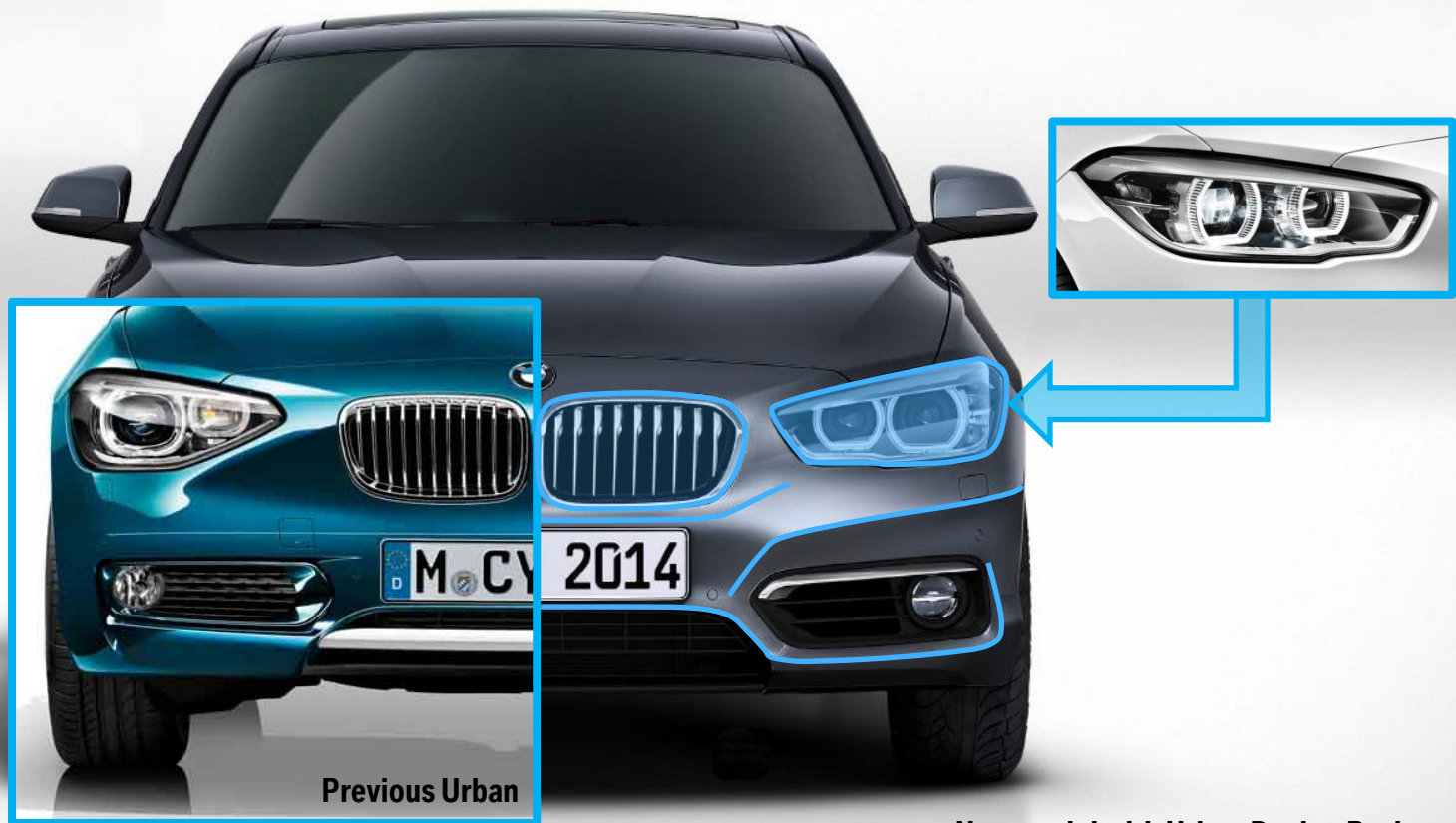


CUSTOMER PROFILE.



- 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.

DESIGN CHANGES – FRONT.



Previous Urban

New model with Urban Design Package

DESIGN CHANGES – REAR.



Previous Urban

New model with Urban Design Package

DESIGN CHANGES – SIDE.

SE

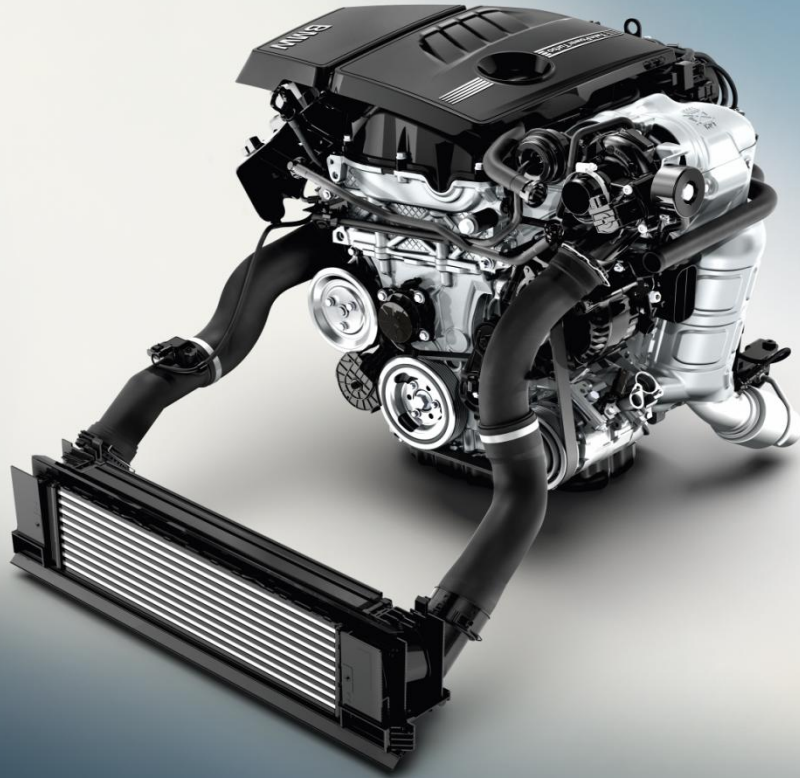
Sport

M Sport



New model with Urban Design Package

ENGINE RANGE FROM LAUNCH.



Petrol

- **New 118i** / 3cyl / 1.5 (July build)
- **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

NEW ENGINES – TECHNICAL HIGHLIGHTS.

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

Engine	Power (hp)	MPG	CO ₂ (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%)



ENHANCEMENT OF STANDARD SPECIFICATION.



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"

NEW SIMPLIFIED 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 116D EFFICIENT DYNAMICS PLUS.



Lower tax.
-£82 BIK.

Higher spec.
£550 extras.

Just £315 over
a 116d SE.

116hp

83.1mpg

89g/km

£0 VED
16% BIK

£22,560

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

NEW MODEL PRICING.

Engine	Trim level	1 Series (5dr) OTR Price £	Price increase £	Value added in specification £
118i	SE	£20,245	+ £350	£500
118d	Sport	£23,325	+ £350	£500
120d	M Sport	£26,475	+ £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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BMW CONNECTED DRIVE.

PRODUCT OVERVIEW.

ANDREW FURSE – PRODUCT MANAGER FOR OPTIONS AND TECHNOLOGY.

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PIONEERING HISTORY IN CONNECTED CAR INNOVATION.

1972



The birth of the 'connected car'

1980



First team to use telemetry in motorsport

1980



First onboard computer with 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



World's first in-vehicle music streaming service

2015



World's first in-vehicle store

NAVIGATION AS STANDARD ACROSS THE RANGE.



- BMW is the first manufacturer to offer navigation as standard from the compact to luxury segments.
- Standard on 2 Series in July and 1 Series from September 2015.
- System features ECO PRO routes, 3D city mapping and TMC traffic information.

BMW CONNECTED CAR.

Brought-in SIM/device



Built-in SIM



Driving assistance



BMW CONNECTED CAR: IN-CAR SERVICES.



Advanced Safety



Connected Navigation



Enhanced Multimedia



Superior 24/7 Support



BMW CONNECTED DRIVE STORE.





BMW ConnectedDrive Store

 Real Time Traffic Information
more information

 Remote Services

 Concierge Services

 Internet

 Online Entertainment

 BMW Online



USEFUL LINK: WWW.BMW.CO.UK/TECHNOLOGYHUB.



NEW MINI JOHN COOPER WORKS.



NICOLAS GRIEBNER.

PRODUCT MANAGEMENT MINI UK.



MINI JOHN COOPER WORKS. A RICH HISTORY.



MINI JOHN COOPER WORKS.

UK A MAJOR JOHN COOPER WORKS MARKET.

» 1 in 4 is sold in the UK

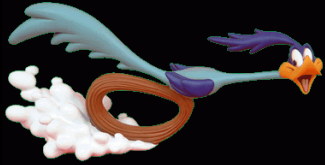
MINI JOHN COOPER WORKS. KEY DATA.

» 231 HP

» 320 Nm

» 1.205 kg

MINI JOHN COOPER WORKS. PERFORMANCE.



» 0-62 mph in 6.1 s.



» 153 mph top speed.



» 50-75 mph in 5.6 s.







MINI JOHN COOPER WORKS. OTHER SPECIFICS.

» Sports automatic is holding gear and no kick down (Manual Mode).

» Specific HUD functions:
Engine RPM
Gear indicator
Shift light graphics



» DSC can be fully disabled.



MINI 5 DOOR HATCH.



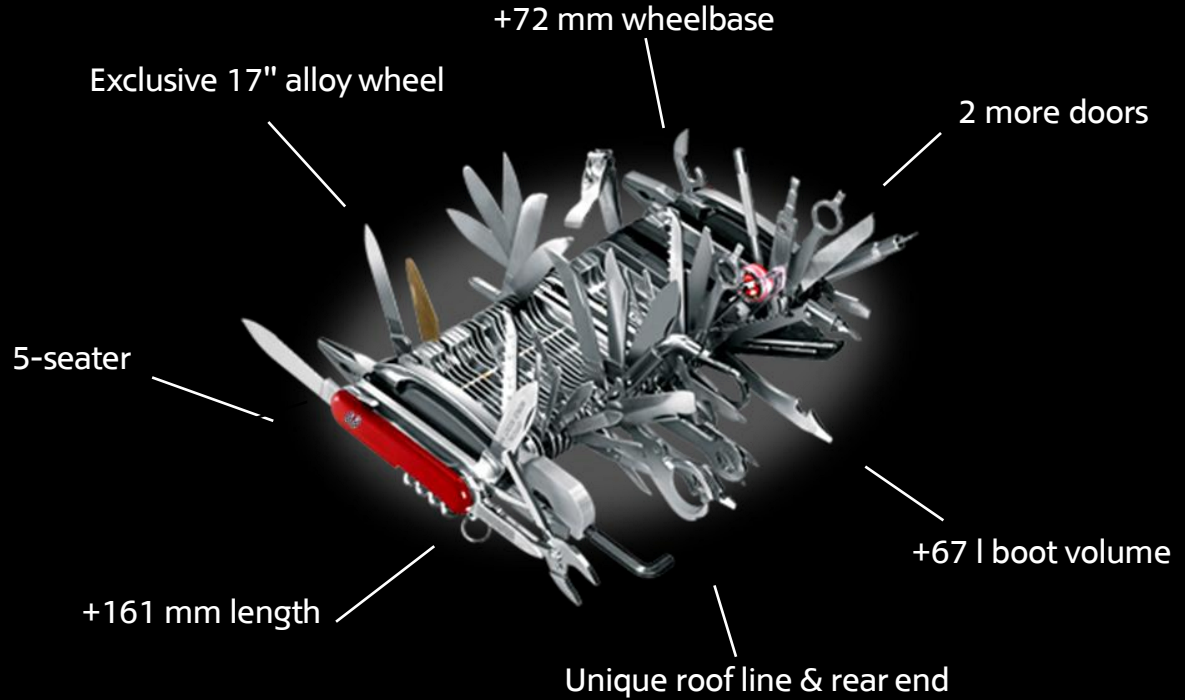
**MINI 5 DOOR HATCH.
A BIG SUCCESS.**

- » Launched in October 2014.
- » 10.000 units sold.
- » 40% mix.

MINI 3 DOOR



MINI 5 DOOR



Exclusive 17" alloy wheel

+72 mm wheelbase

2 more doors

5-seater

+67 l boot volume

+161 mm length

Unique roof line & rear end



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THANK YOU FOR YOUR ATTENTION
ANY QUESTIONS?

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