



THE NEW BMW X1 SAV (F48).

PRODUCT OVERVIEW.

**BMW
GROUP**



SUCCESS OF BMW X1 SAV (E84).



- Launched in 2009 the X1 was the first Premium SAV on the market.
- The current generation of X1 has been extremely successful selling more than 800,000 worldwide since launch.
- UK Sales of over 41,000.
- There is still strong demand for the current X1 even at the end of its lifecycle.

THE NEW BMW X1 (F48).



- The new F48 generation of X1 launches into the rapidly expanding SAV segment with premium rivals such as MB GLA and Audi Q3.
- This new generation of X1 brings more dynamic and confident styling with more interior space.
- A completely new range of B generation engines.
- Segment first options such as BMW Navigation and Full LED Headlights.

THE NEW BMW X1 SAV (F48).



FRONT END DESIGN.

Large air intakes and strong X accent to front bumper add to the purposeful look of the new X1.

Bumper accents in Black high-gloss or Satin Aluminium visually differentiate each X1 model.



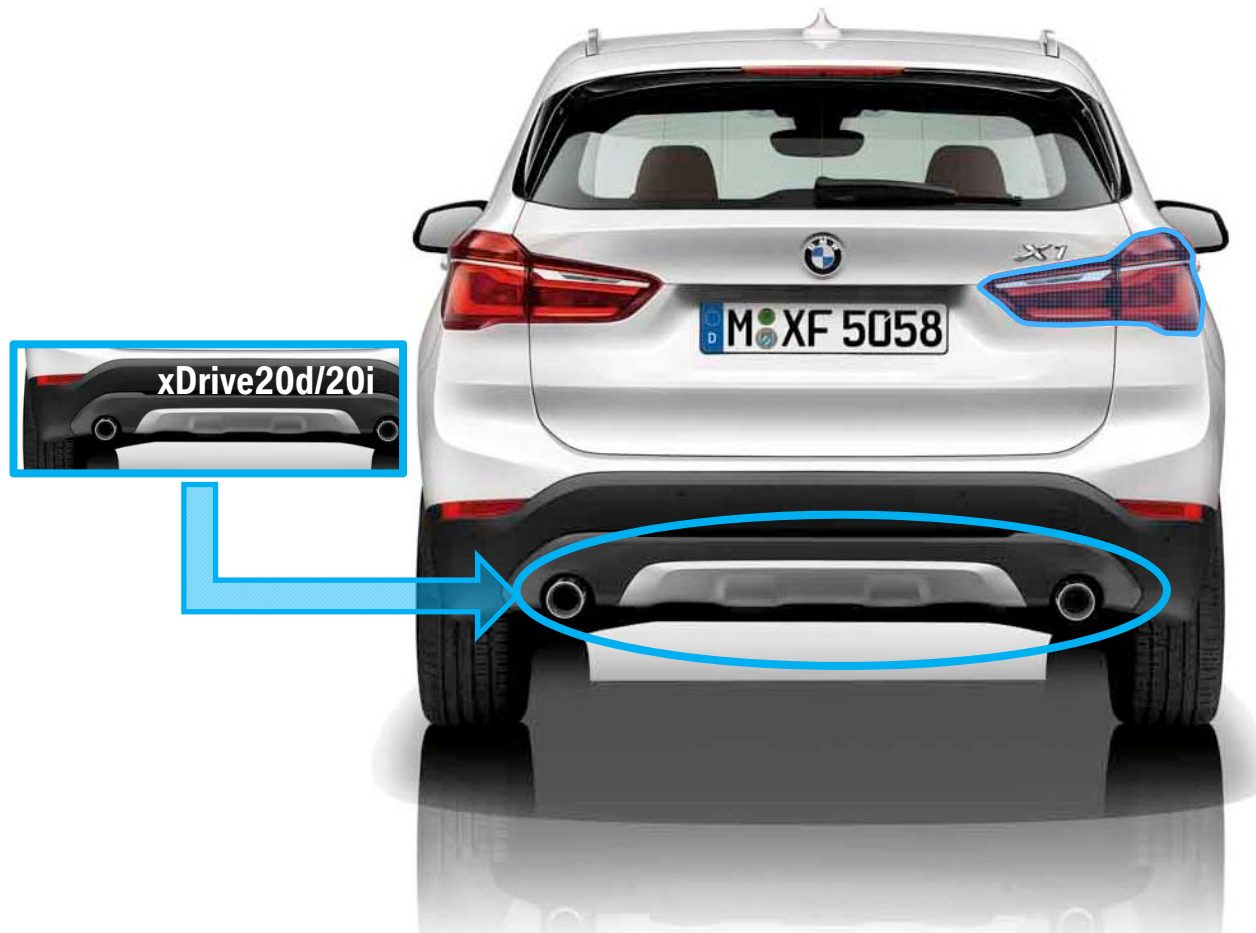
Latest generation BMW Headlights with LED headlights available.

More dynamic and sporting, yet clearly related to the X family.

Enlarged and more prominent kidney grilles add to the dramatic front end design. The grille slats are finished in Black high-gloss or Satin Aluminium depending on model.

xLine model in Mineral White

REAR END DESIGN.



Latest version of BMW twin LED light bar rear light in an L shape linking the new X1 to the BMW family.

Rear bumper creates feeling of being higher off the road.

Strong X styling lines visually widening the rear of the car.

xLine model in Mineral White

SIDE PROFILE DESIGN.



Strong design lines extend from front wing to rear light and give the new X1 a more dynamic side profile.

Despite a more sporting roof line than E84 the X1 has a 50mm higher roofline which combines to give a 40mm higher semi-Command seating position.

The sill area is available with Black high-gloss on Sport models, Satin Aluminium on xLine models and Body Colour on M Sport models.

xLine model in Mineral White

ULTRA PREMIUM INTERIOR.

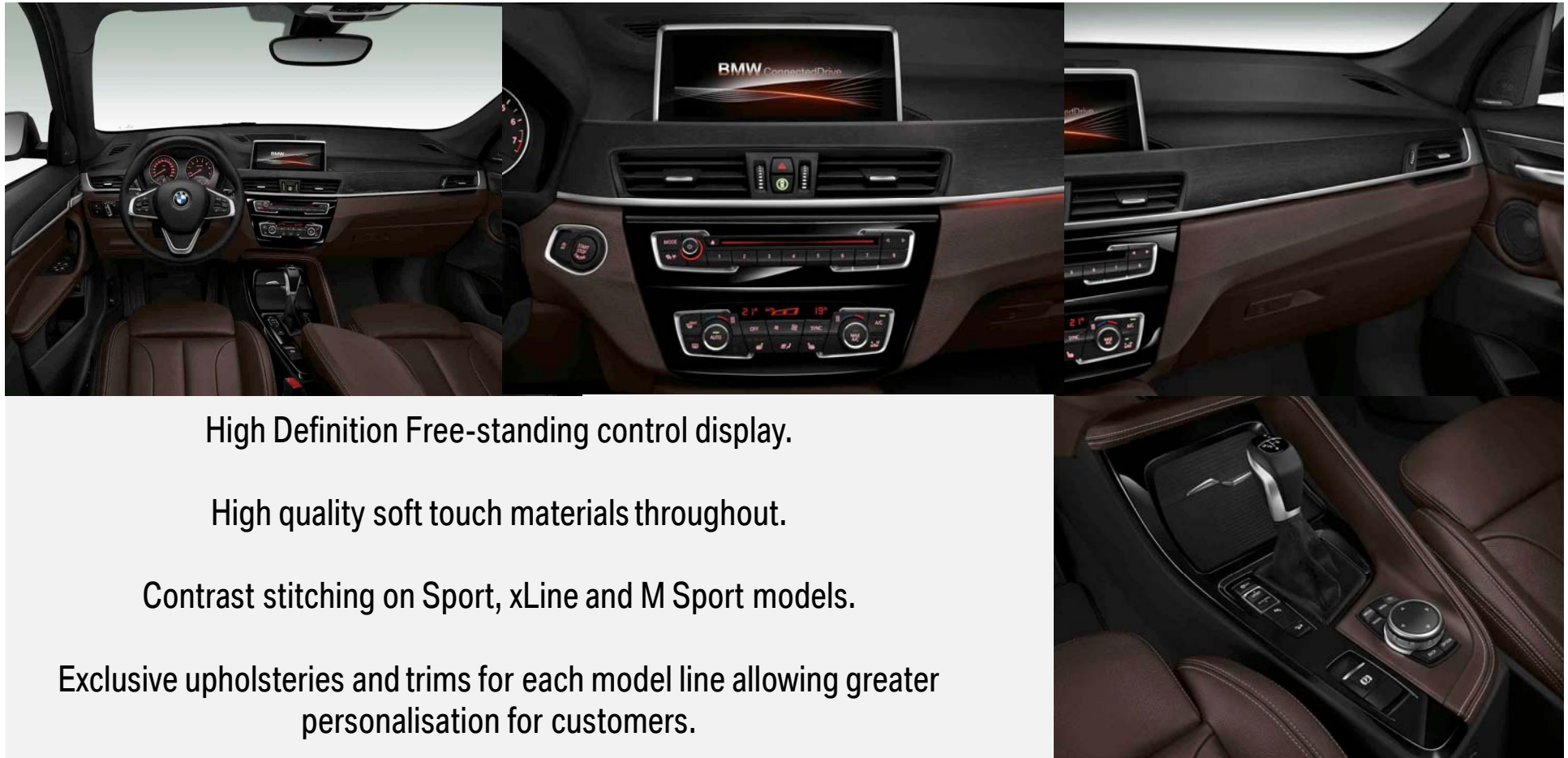


Ultra premium interior with trademark BMW layering design, high quality materials and upholsteries.

The new X1 offers even greater interior space whilst offering further options to increase flexibility.

Full colour projection head-up display offered for the first time on X1 and in the market segment.

ULTRA PREMIUM INTERIOR.



High Definition Free-standing control display.

High quality soft touch materials throughout.

Contrast stitching on Sport, xLine and M Sport models.

Exclusive upholsteries and trims for each model line allowing greater personalisation for customers.

SPACIOUS AND PRACTICAL INTERIOR.



The new X1 offers greater interior space, practicality and flexibility

Extensive levels of rear legroom and comfort

Optional Sliding and reclining rear bench

Foldable boot floor with additional storage capacity

40:20:40 seat fold flexibility

Electrically folding rear bench available as an option

SPACIOUS AND PRACTICAL INTERIOR.



Vast array of storage solutions come as standard.

Front seats benefit from under seat storage compartments.

Large centre console with 2 large cupholders and oddments area.

Centre armrest in rear folds back flat or can be used to hold drinks etc.

CLASS LEADING LUGGAGE CAPACITY.



Foldable boot floor with additional storage capacity.

505L storage capacity.

Electronic tailgate as standard.

Electrically folding rear bench available as an option

ENGINE PROGRAMME.



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 ENGINE INTRODUCTION.

2015

07/15
Diesel
sDrive18d
xDrive20d
xDrive25d

Launch

Petrol
xDrive20i

11/15
Diesel
xDrive18d

M Sport models

Dates shown are Start of Production (SOP)

NEW ENGINE INTRODUCTION.



Diesel

- **sDrive 18d / 4cyl / 2.0**
- **xDrive 20d / 4cyl / 2.0**
- **xDrive 25d / 4cyl / 2.0**
- **xDrive 18d / 4cyl / 2.0 (11/15)**

Petrol

- **xDrive 20i / 4cyl / 2.0**

M Sport models from 11/15

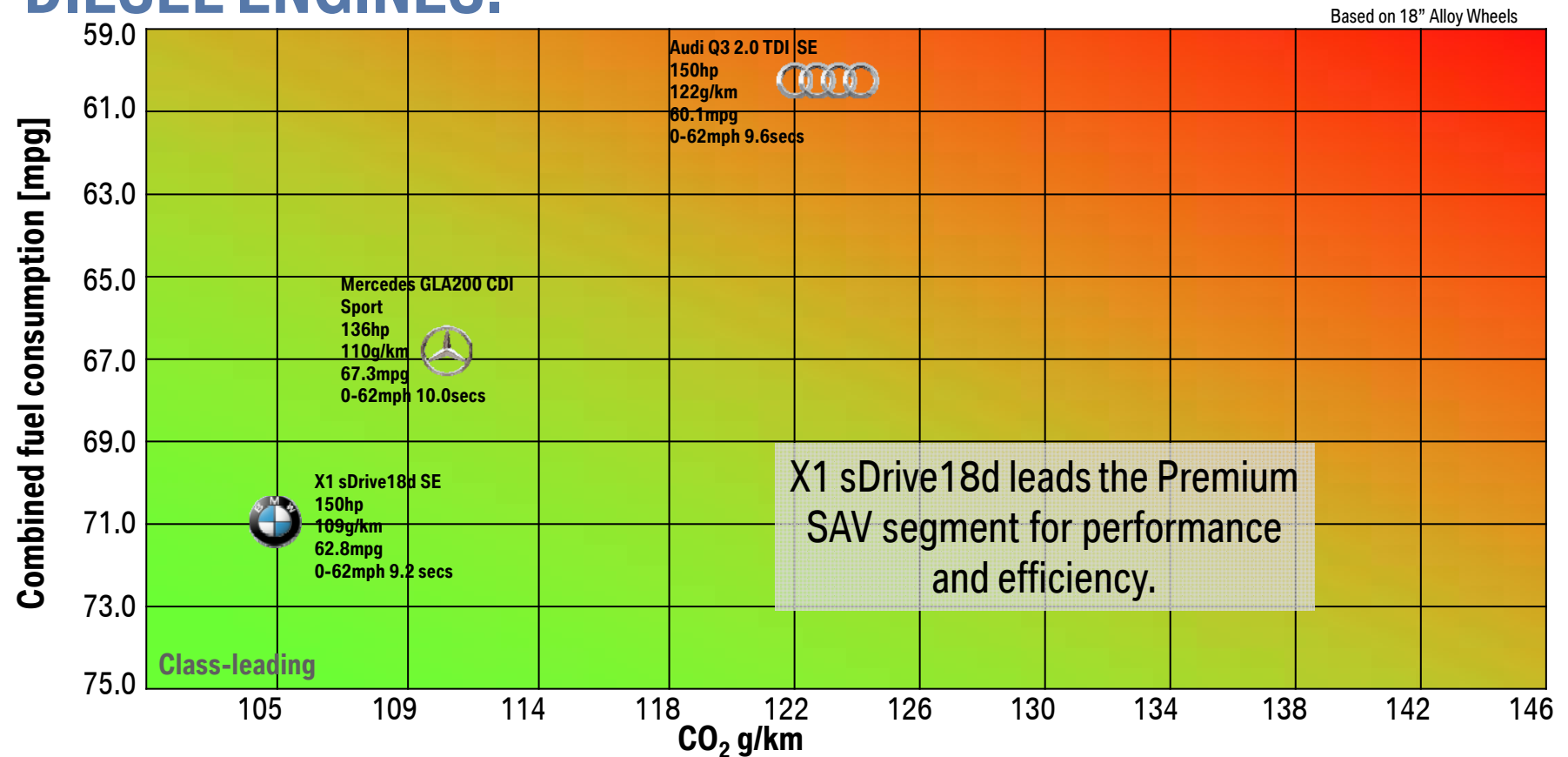
NEW ENGINES –TECHNICAL DATA.

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

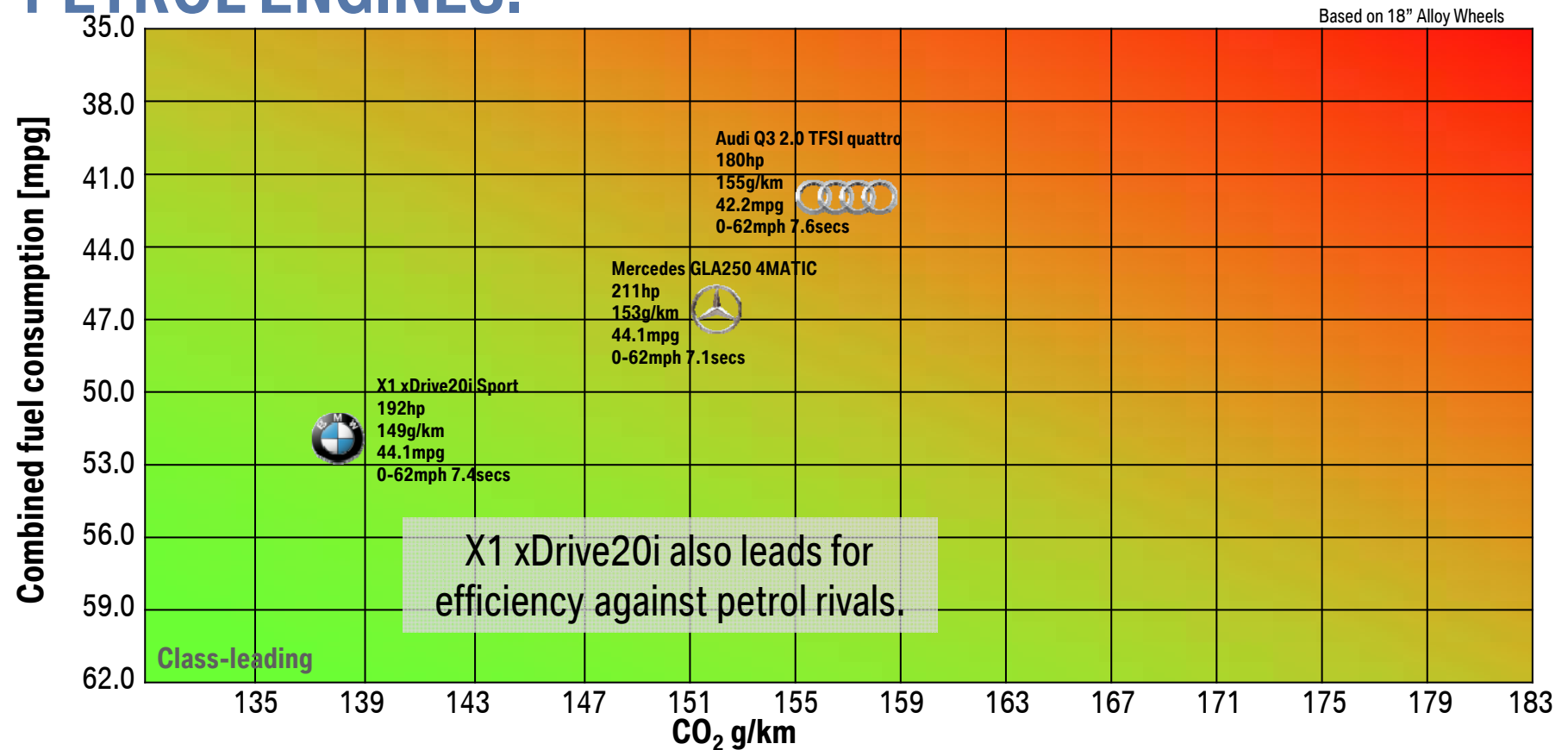
Engine	Power (hp)	MPG	CO ₂ (g/km)
sDrive 18d	150 (+5%)	62.8 (+9%)	109 (-9%)
xDrive 20d	190 (+3%)	55.4 (+9%)	133 (-8%)
xDrive 25d	231 (+6%)	54.3 (+9%)	137 (-12%)
xDrive 20i	192 (+4%)	44.1 (+17%)	149 (-16%)



CLASS LEADING ECONOMY AND EFFICIENCY. DIESEL ENGINES.



CLASS LEADING ECONOMY AND EFFICIENCY. PETROL ENGINES.



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.



**BMW
Emergency Call**



**Multi-function
leather s/wheel**



DAB radio



Bluetooth/USB



Roof rails



**Front centre
armrest**



**Rain sensor/
auto. headlight**



Rear PDC



Powered tailgate



BMW Navigation with iDrive controller



Active Guard



**Drive Performance
Control/ECO PRO**



Comfort Go



Extended Storage

TRIM STRUCTURE.

Prices shown are vs. SE

- 18" M Sport light alloy wheels
- Alcantara/Cloth M Sport Upholstery
- Aluminium interior trim with Estoril Blue finisher
- Headlining, Anthracite
- High-gloss shadowline
- LED Headlights with cornering function
- M Aerodynamic Exterior Styling
- M Sport suspension
- Roof Rails, High-gloss shadowline
- Seat Heating, front

M Sport

+ £3,000

xLine

- 18" xLine alloy wheels
- Kidney grille, Aluminium finish
- Black high-gloss interior trim with accent
- Dakota leather upholstery with perforations and contrast stitching
- Exterior trim, Satin Aluminium
- LED Headlights with cornering function
- Roof Rails, Satin Aluminium
- Seat Heating, front
- xLine Exterior styling trim, Aluminium

- 18" Sport alloy wheels
- Black high-gloss trim with Coral Red finisher
- Cloth Race upholstery
- Exterior styling trim, Black high-gloss
- Roof Rails, Black high-gloss
- Sport seats, front

Sport

+ £1,500

- 17" Alloy Wheels
- Active Guard
- Armrest, front centre
- BMW Emergency Call
- BMW Navigation
- DAB Radio
- Dual-Zone Climate-Control
- Extended Storage
- Front Fog lights
- iDrive Controller with Display
- ISOFIX front passenger seat
- Performance Control

SE

- Powered Tailgate
- Rain Sensor with auto headlight activation
- Rear PDC
- Roof Rails, black
- Sports Multifunction Steering Wheel
- 40/20/40 Split/Fold Rear Seat

TRIM STRUCTURE – SE.



TRIM STRUCTURE – SPORT.



TRIM STRUCTURE – xLINE.



TRIM STRUCTURE – M SPORT (SOP 11/2015).



OFFER STRUCTURE SUMMARY.

Model	sDrive18d	xDrive18d	xDrive20d	xDrive25d	xDrive20i
SE	✓	✓			
Sport	✓	✓	✓		✓
xLine	✓	✓	✓	✓	✓
M Sport	✓	✓	✓	✓	✓



= No model offer

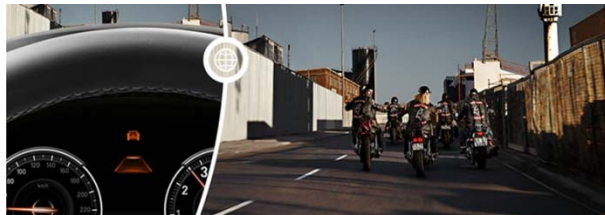
THE LATEST BMW CONNECTED DRIVE TECHNOLOGIES.



Wireless Navigation Updates



Full LED Headlights & Fog Lights



Active Cruise Control



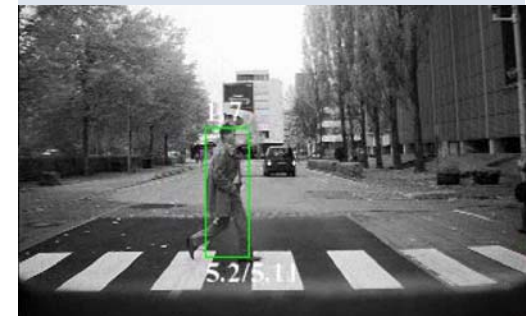
Real Time Traffic Information



**Bluetooth Audio Streaming
& Message Dictation**



Optimised Park Assist



Driving Assistant

TRIM STRUCTURE – UK PRICING.

SOP	Engine	Trim level	Retail price
07/15	sDrive18d	SE	£26,000
11/15	xDrive18d	SE	£27,500
07/15	xDrive20d	Sport	£29,850
07/15	xDrive25d	xLine	£35,150
07/15	xDrive20i	Sport	£30,300

SUMMARY.

- All new F48 X1 based on the UKL platform offering greater interior space, a higher semi-Command driving position and xDrive 4-wheel drive or sDrive front wheel drive for the first time on X1.
- New more dynamic and athletic exterior design whilst still maintaining the “X” family look.
- Ultra premium interior featuring the trademark BMW layering design with high quality upholsteries, trims and soft touch materials.
- All new generation of engines from launch, including 109g/km Co2 sDrive18d.
- Improvements to standard equipment including BMW Navigation and Automatic Tailgate.
- Innovative new ConnectedDrive technologies, such as all LED headlights & foglights, 4G connectivity and wireless Navigation updates.

KEY SELLING POINTS.



UNMISTAKEABLE X DESIGN.

- Iconic BMW X model genes with typical X-shaped bumper, raised fog lights and rugged wheel arches.
- Dynamic and youthful design marks this out as the newest and youngest X model.
- Balanced and cohesive exterior design appears to be sculpted from one strong, solid volume.

1



NEW LEVELS OF LUXURY AND CONVENIENCE.

- High quality premium materials such as perforated Dakota leather upholstery with contrast stitching.
- Expansive luggage space with 505 litres, powered tailgate and optional sliding and folding rear bench.
- Elevated roofline for greater space and raised seating position for superior visibility and comfort.

2



UNPARALLELED DRIVING DYNAMICS.

- The most modern and dynamic vehicle in the segment.
- BMW xDrive with almost 100% variable torque distribution for optimal traction on all surfaces.
- Dynamic Damper Control provides customers superior handling characteristics in all situations.

3



THE LATEST BMW EFFICIENT DYNAMICS TECHNOLOGIES.

- Latest generation BMW TwinPower Turbo engines for outstanding performance and efficiency, from just 109g/km.
- Compact 8-speed automatic transmission with intelligent coasting function for greater efficiency.
- ECO PRO mode configures the car in the most efficient state, with up to 20% less fuel consumption.

4



THE MOST INNOVATIVE BMW CONNECTED DRIVE TECHNOLOGIES.

- BMW Navigation as standard on all models with the capability to personalise and tailor your connectivity.
- Latest generation driver assistance systems including full colour projection Head-Up display.
- Adaptive LED headlights with variable light control and cornering lights (standard on xLine and M Sport).

5



THE NEW BMW X1.
THANK YOU FOR YOUR ATTENTION.

**BMW
GROUP**

