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22 December, 2016

December News in Brief

- New optional equipment for BMW 6 Series Coupé, Convertible and Gran Coupé.
- Experience the ultimate “M Power” with new BMW Driving Days.
- BMW M2 wins Best B-Road Hero by Top Gear magazine.
- Green Fleet announces BMW UK as PHEV Manufacturer of the Year.
- A double win at the Next Green Car Awards 2016.
- BMW 2 Series Gran Tourer takes home MPV of the year award at Scottish Car of the Year.

New optional equipment for BMW 6 Series Coupé, Convertible and Gran Coupé.

The BMW 6 Series offers attractive new additions to the range of optional equipment for spring 2017. The range of body finishes has been extended with the addition of the colour variant, Sonic Speed Blue metallic, available for the first time.

In conjunction with the M sport models the BMW 6 Series Coupé, Convertible and Gran Coupé can now also be fitted with the new 20-inch M light alloy wheels in bi-colour finish and M specific double-spoke design, including mixed tyres with run-flat properties. For the interior, Carbon Fibre trim finishers are also available now as an option.

Experience the ultimate “M Power” with new BMW Driving Experience Days now available to book online.

BMW’s high-performance ‘M’ cars will once again be available in 2017 to thousands of driving enthusiasts at some of the best motor racing circuits in the UK.

In partnership with MSV Track days, the BMW M Experience offers guests more track time than ever before. Activities include, on-track

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driving where guests can learn how to reduce their track times in the latest models from the BMW M range. A wet handling activity where guests have the opportunity to learn dynamic driving in either the new BMW M140i or M240i and M3 or M4. And as well as hot laps with a professional racing driver, guests also have the opportunity to hone their track skills with Racelogic video data analysis allowing them to critique their drive and improve their technique.

For guests looking for more variation, the BMW Range Experience allows for a combination of track driving with a variety of models including the BMW i8 and off-roading in the BMW X5. Guests can take home their video footage from their laps in the M4 and can also experience the thrills of a high speed hot lap from a professional driver. For a sneak preview of what to expect, watch the 360 degree video here: <https://youtu.be/LK-3QrTMSyg>

Both packages include full BMW hospitality with lunch and breakfast or afternoon tea dependant on session.

Prices for BMW Driving Experience Days start at £495 and are available to book for the first time online, now at <https://drivingexperiences.bmw.co.uk/>

BMW M2 wins Best B-Road Hero by Top Gear magazine.

Featured in the Top Gear's 'Best Cars in the World' issue, BMW's newest M car, the BMW M2 scooped the 'Best B-Road Hero' award.

Described as a "magnanimous wee beastie", the BBC TopGear judges were impressed by the model's 'meatiness, bite and appetite' making it the perfect choice for driving fun on any rural British B-Road.

Launched earlier this year, the BMW M2 follows a long line of legendary road and racing BMWs, such as the 2002 Turbo, E30 M3 and 1M Coupé. It is powered by a specifically developed, 3.0-litre straight-six engine with BMW TwinPower

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Turbo technology. The latest product from BMW M GmbH produces a formidable 370hp, enabling an electronically-limited top speed of 155mph. When equipped with the optional seven-speed M DCT gearbox, the M2 can sprint from rest to 62mph in just 4.3 seconds.

Ollie Marriage, BBC Top Gear Magazine, said: "It's so good at making the most of a road. It's an enhancer, a magnifier. And when you magnify a road as good as your average British B-road, special things happen. They happen often in a BMW M2."

Green Fleet announces BMW UK as PHEV Manufacturer of the Year.

BMW UK has received the PHEV Manufacturer of the Year Award at this year's GreenFleet Awards.

The PHEV Manufacturer of the Year Award, sponsored by Emissions Analytics, recognises the manufacturer of either a commercial or consumer plug-in hybrid electric vehicles (PHEV) that has demonstrated the best performance and best suitability for purpose in its class.

BMW UK currently manufacture six different plug-in hybrid electric models, including the BMW 2 Series iPerformance Active Tourer, BMW 3 Series iPerformance Saloon, BMW 5 Series iPerformance Saloon, BMW X5 iPerformance, BMW 7 Series iPerformance and BMW i8.

A double win at the Next Green Car Awards 2016.

It's a double win for BMW at the Next Green Car Awards 2016, by achieving the MPV Award for the BMW 225xe Active Tourer and the Executive Award for the BMW 330e Saloon.

Both the BMW 225xe Active Tourer and the BMW 330e Saloon share the BMW eDrive technology previously seen in the BMW X5 xDrive40e. This technology includes a number of cutting-edge plug-in hybrid components that makes a significant contribution to reducing fuel consumption and emissions. In addition

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to this, the BMW 225xe also builds on the experience gained from the BMW i8 as it features xDrive technology.

The Next Green Car judges commented: "The BMW's 225xe manages to combine the practical capabilities of its 2 Series Active Tourer with its tried and tested plug-in hybrid powertrain. The result is a brilliant family workhorse that costs very little to run. The BMW 330e is a plug-in version of a car synonymous with the compact executive market which can only be a good thing. With the potential for huge cost savings, strong performance, well-balanced handling, and a refined interior, the BMW 330e is quite an all-rounder."

BMW 2 Series Gran Tourer takes home MPV of the year award at Scottish Car of the Year.

"A plug-in version of a car synonymous with the compact executive market can only be a good thing. With the potential for huge cost savings, strong performance, well-balanced handling, and a refined interior, the BMW 330e is quite an all-rounder."

The Association of Scottish Motoring Writers have voted the BMW 2 Series Gran Tourer, the best MPV of 2016. Comfort, practicality and the availability of seven seats are just some of the qualities the BMW 2 Series Gran Tourer has over its competitors in the segment.

Since launch in 2015, more than 7,500 BMW 2 Series Gran Tourer vehicles have been sold, with nearly 5,000 in 2016 alone.

Stephen Park, President of the Association of Scottish Motoring Writers, said: "Seven seats and family practicality might not sound like a recipe for a desirable car, yet the BMW 2 Series Grand Tourer is just that. Of course, the blue and white roundel badge helps, but it's the way this car slots into everyday life that truly impresses. Comfort, quality and versatility are matched by an entertaining drive and low running costs. Job done."

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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 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 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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