



Media Information

19 August, 2019

August News in Brief

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- **BMW returns as title partner for the annual evo Track Series.**
- **BMW i and National Trust unveil 'Create with Nature' roadshow.**
- **The BMW 5 Series Touring defends its class title at the 2019 Tow Car Awards.**
- **BMW UK triumphs at Auto Express Awards.**

New M Sport Plus Edition launched for BMW 3 Series Saloon and Touring.

Featuring increases in specification compared to M Sport variants, the introduction of the BMW 3 Series Saloon M Sport Plus Edition and the Touring M Sport Plus Edition offer customers unique colour paints and trims all in one package.

Based on the popular M Sport derivative of the 3 Series range, the M Sport Plus Edition adds plenty of additional equipment over and above the 'standard' M Sport specification, including 19-inch RFT Jet Black alloys, M Sport Differential and Adaptive M Suspension, Variable Sport Steering, M Sport Braking, Individual trim Aluminium fabric high-gloss and M Seatbelts.

Customers also have the choice of three unique paints including Dravit Grey, Tanzanite Blue and Oxide Grey.

The BMW 3 Series Saloon M Sport Plus Edition is available from October 2019 and is priced at £39,965 OTR and the BMW 3 Series Touring M Sport Plus Edition is available from July 2019 and priced at £42,635 OTR.

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New pay monthly service plans available for BMW & MINI customers.

BMW Group UK have partnered with EMaC to provide a new pay monthly service plan to help owners spread service and maintenance costs.. This initiative is in line with the the BMW Group strategic commitment to delivering ‘Best for Customer’ products and programmes which support customer satisfaction and loyalty.

The BMW & MINI ‘Pay Monthly’ service plans provide much-needed flexibility within customer ownership cycles – should they choose to replace their BMW or MINI, the service agreement can simply be amended to suit their new vehicle.

Yvonne Holden, General Manager – Aftersales Development concludes, “Our Pay Monthly programme is a fundamental part of our Service product portfolio. As customers continue to demand increased flexibility, our partnership with EMaC allows us to market a product which offers more flexibility and convenience than ever before, as well as offering additional value such as a free MOT.”

The move follows a successful two-year partnership between EMaC and BMW Group UK, which focuses on delivering innovative service plans, retailer support and consumer solutions.

The BMW & MINI network will continue to receive comprehensive training from EMaC to support their Sales and Aftersales teams, ensuring that all retail employees fully understand the benefits of the BMW & MINI ‘Pay Monthly’ product for their businesses and consumers alike.

BMW returns as title partner for the annual evo Track Series.

BMW UK are delighted to announce their partnership for the annual evo Track Series. Following the success of the 2018 events, BMW returns as title partner this year, joining evo for five track evenings and one full day at Goodwood. BMW will bring the latest M models for attendees to drive on track, as well as showcasing the new BMW X4 M Competition for the very first time.

Now in its 18th year, the evo Track Series is hosted by evo’s editorial team and offers attendees the chance to enjoy their car’s performance in a fun but safe environment on

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some of the most iconic circuits in the UK. The evo Track Series is a hugely popular fixture in every evo reader's calendar. The track events feature an open pit lane with a wide and varied roster of performance cars, from hot hatchbacks and supercars to specialist track day cars.

The BMW M range includes classic models and high performance sports cars, all designed to ensure the ultimate driving experience. Throughout the 2019 evo Track Series, BMW will display and demonstrate a selection of its latest performance and M cars, including the M2 Competition, M4 Competition, M5 Competition and M850i for attendees to try out on track.

Stuart Gallagher, Editor of evo said: "We're thrilled to have BMW on board once again as title partner for the evo Track Series. The BMW brand is synonymous with performance and style, both of which we value at evo and aim to bring to our events. BMW is the perfect fit for the evo Track Series as the events provide the ideal opportunity to showcase their latest models for performance car enthusiasts."

BMW i partners with AllBright.

BMW i is delighted to be the exclusive automotive partner of AllBright, the all-women members club. Through both an online Academy and their two London clubs, AllBright is dedicated to creating opportunities for women to flourish and thrive.

The first AllBright club opened on International Women's Day in 2018 and since then AllBright have built a community of inspiring and smart-minded women drawn from a vast range of industries and backgrounds. The clubs are curated for women, by women and are stylish and welcoming havens designed to support busy lifestyles, focused on both work and play. The new Mayfair club, located on Maddox Street, is a luxurious space with dedicated event and wellness facilities, extending over five floors with two beautiful roof terraces. BMW i will partner with AllBright on a number of member events.

The first to launch will be in the InnovateHER series entitled; Tech, Trust and AI: is the future female? The panel discussion will include BMW i brand ambassador Jodie Kidd alongside industry experts to explore the role women will play. Before the end of the year BMW i will work with AllBright's Executive Head chef Sabrina Gidda in an AllGreen

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sustainability event exploring the choices we make both with the providence of food and our choice of mobility in the future and the impact these have on the environment. AllBright members have also been offered a free driving credit for BMW's car sharing scheme SHARENOW so they can experience the all-electric i3 in London for themselves.

BMW i and National Trust unveil 'Create with Nature' roadshow.

For the second year running BMW i and National Trust have teamed up to launch their 'Create with Nature' roadshow. There will be a series of workshops demonstrating how to make a variety of objects out of sustainable and natural materials at National Trust properties.

The activation aims to increase advocacy and consideration for the BMW i3, as well as highlighting the benefits of electric mobility.

At the heart of the campaign is a series of free immersive-play workshops which take place at ten picturesque National Trust sites, including Buckinghamshire's Waddesdon Manor, North Yorkshire's Fountains Abbey, and Attingham Park in Shropshire.

The BMW 5 Series Touring defends its class title at the 2019 Tow Car Awards.

The BMW 5 Series Touring has won its category "1700-1899kg" at the 2019 Tow Car Awards. The BMW 5 Series impressed the judges with its winning blend of practicality, composed driving experience and comfort.

Run in association with What Car? and the Camping and Caravan Club, the Practical Caravan Tow Car Awards are a tough test for any car, with the expert panel of judges taking into account a contender's towing ability, everyday driving characteristics, practicality and the ease of both buying and owning. In 2019 there were 40 cars under consideration for awards, making any victory hard won.

The towing aspect of the test is particularly tough and rigorous, with all cars subjected to an emergency lane change, a hill start on a 1 in 6 gradient and towed at speeds of up

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60mph. On top of this, each car and caravan unit is subjected to full acceleration and braking tests using sophisticated GPS timing gear. Furthermore, each caravan is ballasted to 85 per cent of the kerb weight of the tow car, while each car is loaded with a further 100kg of ballast.

David Motton, Editor of Practical Caravan said: "As a tow car, the 520d Touring has no significant weakness. It's exceptionally stable at high speeds and in emergency manoeuvres. What's more, BMW's xDrive four-wheel-drive system means the 5 Series copes well with wet surfaces while towing."

The BMW 5 Series Touring range starts at just £37,640 OTR, with the four-wheel drive version available from £40,710 OTR for the 520d xDrive SE.

BMW UK triumphs at the 2019 Auto Express Awards.

BMW has once again scooped a trio of awards at the annual Auto Express awards.. The BMW 3 Series was crowned Compact Executive Car, the BMW 5 Series won the title of Executive Car of the Year and the BMW X3 was awarded Mid-size Premium SUV of the Year.

Steve Fowler, Editor-in- Chief, Auto Express said: "BMW has improved the car yet again, making it a delight from behind the wheel. Nothing in this sector is as much fun to drive, yet the 3 Series is also the most comfortable car in its class. This latest version has been upgraded with a new interior that's also a big step on, balancing usability, looks and technology; its infotainment system and sat-nav are among the best in any car, too."

Commenting on the BMW 5 Series and BMW X3, Steve Fowler, continued: "An executive car needs to bring a lot to the table in order to be considered by buyers in this competitive sector, but the BMW 5 Series is still head and shoulders above its rivals. It's an incredible all-rounder that's high in quality, refined, efficient, comfortable and packed with tech. The BMW X3 is the consummate all-rounder, which is why it's taken the mid-size premium SUV crown for the second year in a row. This third-generation X3 is

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based on the brand's latest CLAR platform, which it shares with the excellent 5 Series saloon, another award-winner and fantastic all-rounder. ”

Ends

*All figures relating to the performance, fuel/electric power consumption and CO2 emissions are provisional.

The fuel consumption and CO2 emission figures are determined according to the European Regulation (EC) 2007/715 in the version applicable. The figures refer to a vehicle with basic configuration in Germany. The range shown considers the different sizes of the selected wheels/tyres and the selected items of optional equipment, and may vary during configuration.

The information has already been calculated based on the new WLTP test cycle and adapted to NEDC for comparison purposes. In these vehicles, different figures than those published here may apply for the assessment of taxes and other vehicle-related duties which are (also) based on CO2 emissions.

For further details of the official fuel consumption figures and the official specific CO2 emissions of new cars, please refer to the "Manual on the fuel consumption, CO2 emissions and power consumption of new cars" available free of charge at all sales outlets, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2/>.

The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2018 was € 9.815 billion on revenues amounting to € 97.480 billion. As of 31 December 2018, the BMW Group had a workforce of 134,682 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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