

# THE 1.

NEW ALL-NEW BMW 1 SERIES.



The Ultimate  
Driving Machine

GARETH GRIFFITHS / CHRIS HOLLIS.

THE BMW 1 SERIES.  
CRITICAL TO THE SUCCESS OF THE BRAND.

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# THE ALL-NEW BMW 1 SERIES. KEY HIGHLIGHTS.

## Front Wheel Drive



Enhanced interior space & reduced weight whilst retaining dynamic BMW driving experience.

## 5 Door



5-door represents 85% sales previous generation sales.

## Interior Design



Redesigned interior with intuitive controls.

## Driver Assistance



Advanced connectivity features & driver assistance systems.

## Efficient Engines



CO2 emissions & fuel consumption reduced by up to 9%.

## M135i



M135i xDrive  
4cyl 2.0l engine,  
306hp / 450Nm 0-62mph 4.8 secs.

## Wheel Portfolio



All new wheel portfolio including 19" options.

## Innovative Technology



Automatic Tailgate, Intelligent Personal Assistant, Gesture Control, HUD & Comfort Access.

A futuristic BMW car interior with a large central display and a digital instrument cluster. The car is shown from a front-three-quarter view, with the driver's side visible. The interior features a steering wheel with the BMW logo, a large central touchscreen, and a digital instrument display. The car is parked on a light-colored surface, and the background is a soft, hazy landscape.

FULL COLOUR PROJECTION HEAD-UP DISPLAY

GESTURE CONTROL

TOUCH SCREEN

VOICE CONTROL

CENTRAL INFORMATION DISPLAY

DIGITAL INSTRUMENT DISPLAY

BMW iDRIVE CONTROLLER WITH TOUCH CONTROL

BMW Design





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# HIGH LEVELS OF CONNECTIVITY AS STANDARD.

Previous Offer Structure

E-Call  
Teleservices  
USB / OTA Map Updates  
Real Time Traffic Information  
BMW Apps  
Remote Services  
BMW Connected+

+5  
services



BMW Live Cockpit Plus

Real Time Traffic Information  
Remote Services  
Concierge Services  
Apple CarPlay  
Microsoft Office 365

Intelligent Emergency Call  
Legal Emergency Call  
Teleservices  
BMW Connected+  
BMW Vehicle Apps  
USB / OTA Map Updates  
Intelligent Voice Control

+12  
services



BMW Live Cockpit Professional

Real Time Traffic Information  
Remote Services  
Concierge Services  
In-Car Experiences  
Connected Navigation  
Connected Parking  
Apple CarPlay  
Microsoft Office 365  
Connected Music

Intelligent Emergency Call  
Legal Emergency Call  
Teleservices  
BMW Connected+  
BMW Vehicle Apps  
USB / OTA Map Updates  
Intelligent Voice Control  
Intelligent Personal Assistant  
Intelligent Functionalities  
Remote Software Upgrades



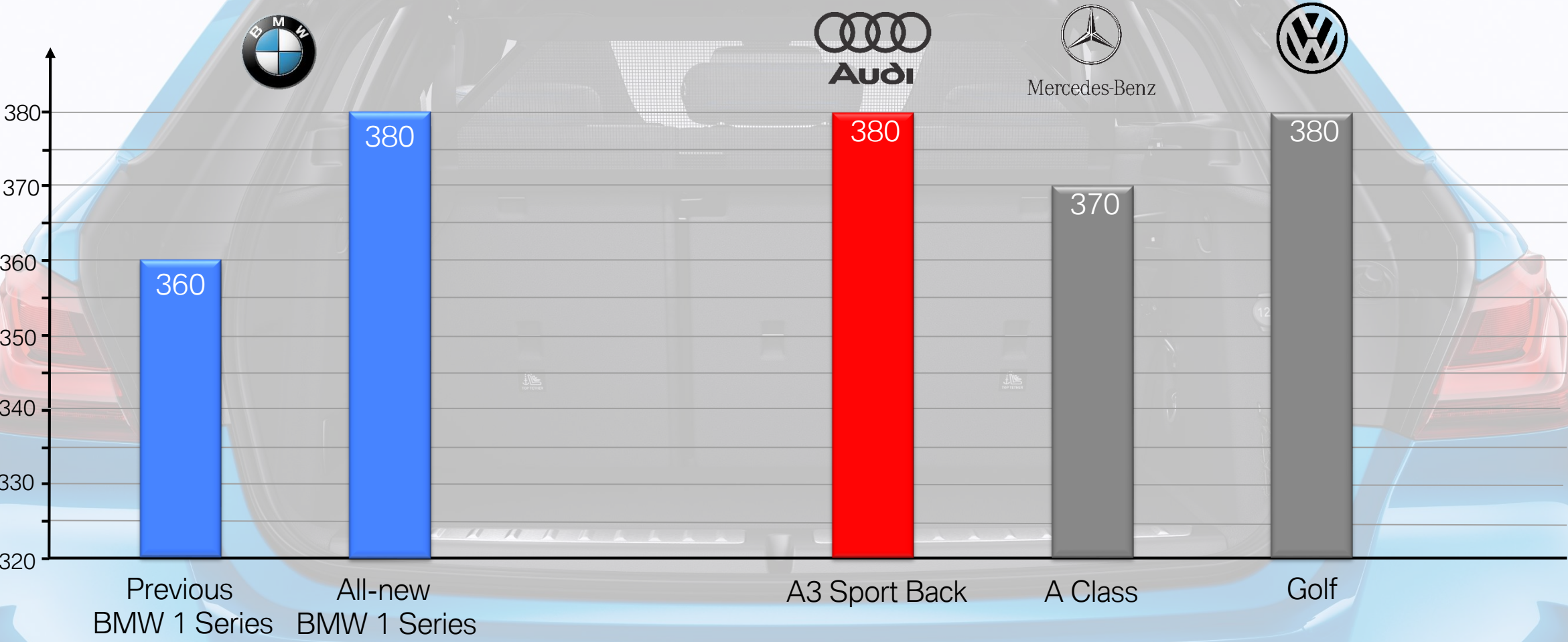


# THE ALL-NEW BMW 1 SERIES. DIMENSIONS.





THE ALL-NEW BMW 1 SERIES.  
SIGNIFICANT INCREASE IN BOOT VOLUME.



# SE

Over predecessor:

- 16" alloy wheels 517
- BMW Live Cockpit Plus with 8.8" screen
- LED headlights / Icon DRL
- Full LED rear lights
- Front and Rear PDC
- Cruise control with brake function
- Active guard Plus (includes)
  - Speed limit Information
  - Lane departure warning
  - City braking



16" alloy wheels

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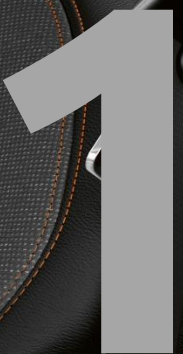
# Sport

Over SE:

- 17" alloy wheels 549
- Interior trim 'illuminated Berlin'
- Sports seats with cloth/Sensatec
- Automatic air con (2 zone)



17" alloy wheels





# M Sport

Over Sport:

- 18" M alloy wheels 819M
- Interior trim 'illuminated Boston'
- Sport seats with Dakota Leather
- Extended lighting
- Heated Seats
- Folding mirrors



18" M alloy wheels



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# M135i

## Over M Sport:

- 18" M alloy wheels 556M
- M Sport brakes
- Cerium design cues
- M Sport steering
- M Seat with integrated headrest
- Alcantara upholstery
- Full Digital dash & 10.25" CID



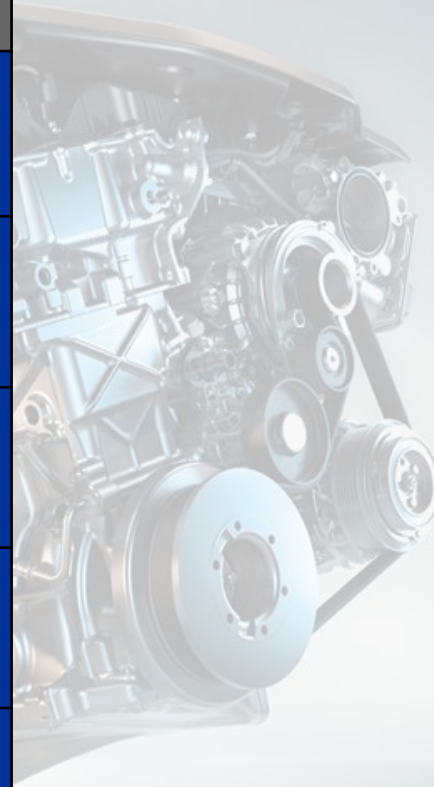
18" M alloy wheels

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# THE ALL-NEW BMW 1 SERIES. SIMPLIFIED ENGINE / TRIM OFFERING.

	SE	Sport	M Sport	M135i
118i	10%	45%	45%	
116d	50%	25%	25%	
118d	10%	45%	45%	
120d xDrive		20%	80%	
M135i xDrive				100%





# THE ALL-NEW BMW 1 SERIES.

## OPTION PACKAGE STRUCTURE.

### SINGLE OPTIONS

- Larger Capacity Fuel Tank
- Luggage Compartment
- Steering Wheel Heating
- Through Loading System
- Lumbar Support (Driver/Passenger)
- Gesture Control
- Sun Protect Glazing
- Parking Assistant
- Extended Bluetooth w/Wi-Fi
- Comfort Access System
- Dynamic Damper Control
- Adaptive LED Headlights
- Automatic Tailgate
- Trailer-hitch
- Electric Seats w/Driver Memory
- Head-up Display
- Driving Assistant w/Active Cruise
- BMW Live Cockpit Pro
- Panoramic Glass Sunroof

£50

£150

£300

£350

£500

£750

£1000

SINGLE OPTION REDUCTION > 50%

### TECH PACK I

£1500

- Parking Assistant (w/ Camera)
- Head-up Display
- Extended Bluetooth w/ Wi-Fi
- Adaptive LED Headlights

### COMFORT PACK I

£600

- Luggage Compartment Pack
- Folding Mirror Pack
- Extended Lighting
- Heated Seats

\* Only Available on SE/Sport

### TECH PACK II

£1500

- BMW Live Cockpit Pro
- Harman Kardon HiFi
- BMW Connected Package Pro

### COMFORT PACK II

£1500

- Electric Seats w/Memory
- Steering Wheel Heating
- Comfort Access
- Auto Tailgate

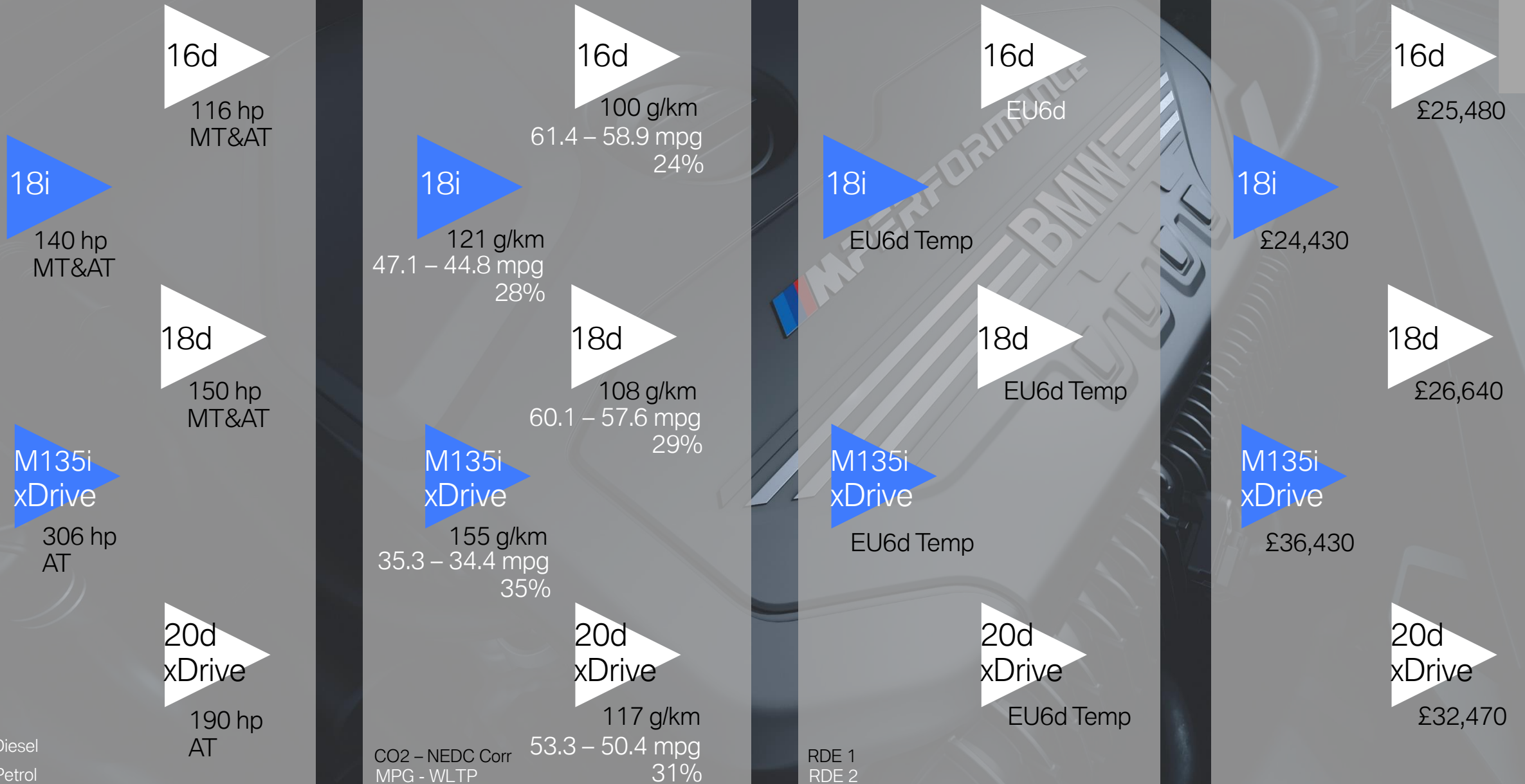
### M SPORT PLUS PACK

£1800

- M Sport Brake
- M Rear Spoiler
- Sun Protection Glass
- M Sport Steering
- M Seat Belt
- 18" Orbit Alloy wheel



# ENGINE PORTFOLIO ATLAS 2018.- CO2, MPG, EMISSION CLASSIFICATION, PRICING.







The Ultimate  
Driving Machine