

IMMEDIATE

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BMW'S 645Ci COUPE, X5 4.8is AND PERFORMANCE PACKAGE FOR 330Ci COUPE AND CONVERTIBLE MAKE NORTH AMERICAN DEBUTS AT 2003 LOS ANGELES AUTO SHOW

Woodcliff Lake, NJ, December 30, 2003 ... The 645Ci Coupe will make its first appearance in the US at the Greater Los Angeles Auto Show. With the introduction of the all-new 6 Series Coupe, an icon is reborn. BMW is not just continuing the heritage of the legendary original 6 Series (1977-1989), it is launching the modern expression of this icon, while paying homage to the company's long tradition of luxury coupes.

The styling of the new 6 Series Coupe is bold, purposeful, dynamic and elegant all at once. Its unique design with sleek and flowing lines, all supplemented by the harmony of elegant surfaces, gives the new 6 Series its unique character. The 6 Series Coupe excels in its classic proportions – the car is long, low and wide. It projects an aura of strength and self-confidence. This striking new Coupe will retail for \$69,995 including destination and handling.

The modern design language of the exterior continues smoothly and consistently throughout the interior. Similar to the new 5 Series, all the driving controls are located directly on or around the steering wheel. All comfort functions, in turn, are within easy reach from both front seats for convenience. The new 6 Series, again like the original, will not only be admired for its style but will also be recognized as a driver's car of the first order.

The 4.4-liter V8 engine, already well known from the BMW 745i, ensures optimal power and torque across the entire engine speed range. Featuring fully-variable VALVETRONIC valve control, the engine develops 325-horsepower and a powerful 330 lb-ft of torque at 3,600 rpm. This enables the new 6 Series Coupe to effortlessly reach its top speed of 149 mph (electronically limited). Acceleration is equally impressive, with the BMW 645Ci with manual transmission covering the sprint from 0-60 mph in 5.5 seconds.

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To convey this refined power to the rear wheels, BMW offers driving enthusiasts the widest range of transmission choices—three different six-speed transmissions:

- Six-speed manual
- Six-speed STEPTRONIC automatic
- Six-speed Sequential Manual Gearbox (SMG) featuring both a gearshift lever and shift paddles on the steering wheel, like in Formula One race cars

Consistent use of intelligent lightweight technologies makes a significant contribution to the outstanding driving comfort and high level of agility for which the new 6 Series Coupe will become well known. This class-leading agility is the result of the innovative combination of aluminum, steel and synthetic materials throughout the body. The front section of the car is significantly lighter than steel thanks to lightweight aluminum and composite construction. The targeted weight reduction continues throughout - the trunk lid is composite, the hood and doors are aluminum and the front fenders are thermoplastic. All this contributes to a curb weight of 3781 lb (manual transmission) with, of course, weight distribution close to the perfect ratio of 50:50. This consistent reduction of weight ensures not only performance befitting a sports car and exceptional agility, but it also contributes to an outstanding level of fuel economy (EPA estimates for 6-speed automatic: 18 mpg city, 26 mpg highway).

The lightweight all-aluminum suspension of the new 6 Series Coupe keeps unsprung weight to a minimum. Also working to the driver's advantage are myriad control systems such as Dynamic Stability Control (DSC) including Dynamic Traction Control (DTC). The 6 Series Coupe features BMW's Active Roll Stabilization, which almost completely eliminates body roll. Part of the Sport Package in the U.S. will be BMW's unique Active Steering, which electronically varies the degree to which the front wheels turn in relation to steering input from the driver. Driving Dynamic Control (DDC) is also offered as part of the Sport Package. First seen on the Z4 roadster, this feature gives the engine an even more spontaneous reaction to the gas pedal, influences steering in relation to road speed, allows the automatic or SMG transmission to hold gears longer, and provides faster SMG shifts - all at the touch of a "Sport" button.

In addition to all the safety features characteristic of a BMW, the new 6 Series Coupe utilizes run-flat tires, allowing the driver to continue for a certain distance even when a tire is completely flat. Adaptive Headlights, which enhance visibility, illumination, and improve the driver's field of nighttime vision, are also available as an option.

The standard power tilting glass panorama moonroof gives the interior an even more spacious and brighter feel, especially since the panorama roof is much larger than a conventional moonroof. It offers a vent feature and an electric sliding interior shade.

The Head-Up Display (HUD), available as an option for the new BMW 6 Series at a later date, displays useful information directly in front of the driver. Designed to provide optimum clarity, BMW's HUD allows the driver to concentrate on the road ahead at all times by presenting relevant information directly in the driver's line of vision, on the windshield. Active Cruise Control (ACC), which senses the speed of vehicles traveling ahead, and adjusts the BMW's speed to maintain a safe following distance, is also available. Last but certainly not least, the optional Logic7 audio system with Digital Sound Processing (DSP) gives the car's occupants a level of audio quality previously only offered by high-end home entertainment systems.

In terms of spaciousness, the new BMW 6 Series measures 190.2" in length, 73.0" in width and just 54.1" in height to offer ample interior space that is quite remarkable for a sports car. As a 2+2-seater, the BMW 6 Series gives rear seat passengers ample freedom of movement, and the large luggage compartment offers space comparable to many sedans.

All-New X5 4.8is

Following close on the heels of the X5 facelift, the new X5 4.8is will offer an enhanced, sportier driving experience beyond the realm of the other X5 models.

The new X5 features an enlarged version of the VALVETRONIC 4.4-liter engine featured in the X5 4.4i. This new 4.8-liter V8 power plant produces 355-horsepower and 360 ft-lbs of torque, and is coupled with a 6-speed STEPTRONIC automatic transmission. This abundant power is driven through 20-inch W-rated performance tires - 275/40 front and 315/35 in the rear. Massive 14-inch front/12.8-inch rear disc brakes bring BMW's most potent SAV to a quick and sure-footed stop.

For 2004, all X5 models have been treated to a freshened exterior design, with an entirely (yet subtly) revised front end, new taillights and several fresh new colors.

The long list of standard features include rain-sensing windshield wipers and adaptive headlights with automatic headlight control and self-dimming mirrors. Also included with this package are adjustable and heated rear seats, a ski bag, and a digital compass

mirror. For the audiophile, an in-dash CD player is included as is a 6-CD changer. In fact, the list of standard features is so extensive, that all option packages are included in the list price of \$70,495 including destination.

As with the other X5 versions, xDrive, BMW's newest all-wheel drive system, helps to ensure optimum performance in all driving situations. The xDrive intelligent all-wheel-drive system is a completely new design, and it sets new standards among all-wheel drive vehicles for road holding and agility. The perfect match to the X5 4.8is' abundant power, the xDrive system performs stepless and variable distribution of torque between the front and rear wheels at an unprecedented speed.

BMW's xDrive reacts faster than other systems because it not only makes use of the information obtained from the wheel sensors, which signal when any of the wheels are spinning, but also data collected from Dynamic Stability Control (DSC) system sensors. Yaw rate, the information regarding rotational movement of the vehicle itself, and the steering wheel position both supply important data concerning the current situation. This enables xDrive to distribute drive power ideally and at any given moment between the front and rear wheels, for instance during cornering, thereby significantly minimizing under- or oversteer.

In addition to the clear increase in agility and driving enjoyment, xDrive also provides great safety benefits. As a result of its fast reaction time, the new system provides greatly improved road holding characteristics. Whether the driving surface is rough or smooth, it only takes a few milliseconds once traction is lost between the wheel and the road surface for the drive forces to be redistributed to the wheels that still have traction. The electronically controlled multi-disk clutch loses no time and reacts immediately.

The X5 4.8is will be available at BMW SAV centers in late Spring, 2004.

330Ci Performance Package

The widely acclaimed Performance Package for the 2004 330Ci Coupe and Convertible will also be debuted today at the Los Angeles International Auto. Originally introduced on the 330i Sedan in January 2003, the Package will now be offered on Coupes and Convertibles as well, for a retail price of \$3900. The 330i Performance Package has received rave reviews from the press and owners alike on the strength of its performance and handling prowess. The extension of the Performance Package to these two additional models will raise the driving experience of the 330Ci Coupe and Convertible to an even higher standard.

The 330i and 330Ci Performance Package has been created exclusively for the North American market for enthusiasts by enthusiasts at BMW Individual, a division of BMW M GmbH. Every aspect of the driving experience has been enhanced by the Performance Package. Engine modifications, which include different camshafts and performance-modified Digital Motor Electronics, yield a 10 horsepower increase to 235 for the 3.0-liter in-line six. A six-speed manual transmission is already standard; however, with the Performance Package it will include a shorter shift lever. The package also includes a shorter final drive ratio. The benefits of these modifications are immediately evident - the 330Ci Coupe with Performance Package will accelerate from 0 – 60 mph in 5.9 seconds—about half a second faster than a standard 330Ci. To match this power boost, a new sports suspension—more aggressively tuned than the 330Ci's standard sport suspension—is mated to 18-inch wheels with mixed-size performance tires. In addition to the wheels and tires, the exterior of the 330Ci Performance Package is distinguished by its Aerodynamic Package, high gloss Shadowline trim and an exhaust that not only appears, but also sounds more aggressive.

The look and feel of the interior has been refined with cloth and Alcantara sport seats matching the Alcantara sport steering wheel. An anthracite headliner and Black Cube aluminum trim complete an ambiance tailored to the enthusiast. Attractive Silver Cube aluminum trim is optional at no extra cost. The instrumentation includes red needles while the tachometer reflects the modified engine's 300 higher rpm limit. Production of the 330Ci Coupe and Convertible Performance Package will begin in March 2004 with the first cars arriving at BMW centers in April.

BMW Group In America

BMW of North America, LLC has been present in the United States since 1975. ROLLS-ROYCE Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand, the MINI brand, and the ROLLS-ROYCE brand of Motor Cars; DesignworksUSA, an industrial design firm in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Corp. in South Carolina is part of BMW Group's global manufacturing network and is the exclusive manufacturing plant for all Z4 roadster and X5 Sports Activity Vehicles. The BMW Group sales organization is represented in the U.S. through networks of 340 BMW passenger car centers, 327 BMW Sports Activity Vehicle centers, 148 BMW motorcycle retailers, 73 MINI passenger car dealers, and 25 ROLLS-ROYCE Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for

North, Central and South America, is located in Woodcliff Lake, New Jersey.

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