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THE NEW BMW 6 SERIES CONVERTIBLE MAKES ITS WORLD DEBUT AT THE 2004 DETROIT AUTO SHOW
6 Series Coupe, X3 Sports Activity Vehicle, X5 4.8is Performance SAV also featured

Woodcliff Lake, New Jersey, January 5, 2004... The first ever BMW 6 Series Convertible made its world debut today at the 2004 NAIAS in Detroit, Michigan. The Convertible joins the 6 Series Coupe, which is making its much-anticipated return after a 15-year absence.

Top-up or top-down, the 6 Series Convertible is stunning. With the top up it captures the same purposeful, athletic nature of the 6 Series Coupe and with the top down another dimension of its personality is revealed altogether. The Manufacturer's Suggested Retail Price (MSRP) for the 645Ci will be \$76,995. The 645Ci Coupe has an MSRP of \$69,995. Both the 645Ci Convertible and 645Ci coupe go on sale on March 26th.

Other BMW highlights at the 2004 NAIAS include the X3 Sports Activity Vehicle and the updated 2004 X5 featuring a new performance model, the X5 4.8is.

The new 6 Series - Performance and Luxury Befitting an Icon

The 645Ci Convertible and Coupe are first and foremost BMWs, so dynamic performance comes standard. They share BMW's 4.4-liter VALVETRONIC V8 – horsepower is 325, maximum torque is 330 lb-ft. Both vehicles are available with a choice of three 6-speed transmissions – manual, STEPTRONIC automatic or BMW's Formula 1-inspired Sequential Manual Gearbox (SMG). The Convertible will reach 60 MPH in about six seconds while the Coupe needs just 5.5.

Of course, you expect the new 6 Series models to offer handling to match their straight-line performance. Active Roll Stabilization (ARS) is standard and keeps things

on-the-level by reducing body lean in corners even with enthusiastic driving. For those who care for an even finer edge, a Sport Package is available. In addition to sport seats and a sport steering wheel the package includes firmer shocks and springs and mixed-width 19-inch wheels with performance tires.

The Sport Package also includes BMW's innovative Active Steering. Active Steering enhances the driving experience at lower speeds by increasing the amount the front wheels turn in relation to steering wheel input. At higher speeds stability is also improved by reducing the amount the front wheels turn in relation to input from the driver. Active Steering also features yaw rate control and is networked directly with the DSC system. It is thus able to intervene early, stabilizing the car while still allowing small corrections.

Four can ride in comfort and style... and bring their stuff

The 645Ci Convertible and Coupe offer all passengers comfort, luxurious features, and an ambience full of style and elegance. The rear-seat passengers also enjoy the very best in style and luxury. Not only is there room for four passengers but also plenty of room for their luggage. The luggage compartment on the 645Ci Coupe has a capacity of 13.0 cubic feet. The Convertible offers 10.6 cu. ft. with the roof open and 12.4 cu. ft. with the roof closed thanks to the variable roof compartment that folds up conveniently with just one turn of your hand. In either case there is sufficient space for one large and one small hard-shell suitcase or, respectively, two 46-inch golf bags plus a medium-sized hard-shell suitcase. And thanks to the ski-bag, which is part of the Cold Weather Package, the driver and passengers are able to take along two pairs of skis or a snowboard without limiting space available inside the passenger compartment.

Technology blends with the elegant interior

Within the luxurious interior the standard DVD-based On-board Navigation System enhances the driving experience. This system is controlled, along with the sound system and other features, by BMW's innovative iDrive. The choice of sound systems includes the standard system or the optional Logic 7 system, which includes a 6-disc CD changer.

BMW's highly innovative optional Head-Up Display is available as an option on both the Convertible and Coupe. It projects important driving information directly into the driver's line of vision. This includes the current road speed, navigation instructions, speed limits

and feedback from the Check/Control. The virtual image provided by the Head-Up Display is presented in front of the driver seemingly on the road ahead, and allows the driver to view the information without taking their eyes off the road.

Unique convertible top provides coupe-like noise and heat insulation

Every convertible experience begins with the top. The newly developed roof on the 6 Series Convertible captures the look of the Coupe. It dampens exterior noise just as effectively as it braves the wind and weather, with a noise- and heat-insulating layer made of PUR plastic between the rubberized outer layer and the inner lining. The result is a very low noise level within the Convertible, allowing relaxed conversation even at high speeds.

The vertical rear window is made of glass and is electrically heated. The rear window can be electrically retracted completely into the luggage compartment bulkhead with the roof both open and closed. This creates a draft-free ventilation effect similar to that offered by a sliding roof in a Sedan. All side windows can also be fully retracted into the body of the car. With the top down, the rear window can be raised allowing it to act as a wind deflector for all four passengers.

The BMW X3 Sports Activity Vehicle – Any weather, any corner, any pace, any passion

The new BMW X3 combines the versatility of a BMW SAV with unprecedented levels of agility, thanks in large part to the debut of xDrive, BMW's innovative new all-wheel-drive system. The BMW X3 2.5i will have an MSRP of \$30,995 and the X3 3.0i will start at \$36,995, including destination charges.

The BMW X3 combines the characteristic proportions of a Sport Utility Vehicle with both classic and new design features from BMW. As a BMW SAV it offers a high seating position, copious cargo volume and an eagerness to tackle any road in any weather. It also brings with it that characteristic BMW blend of performance, agility and ride comfort.

Dynamic performance is ensured by BMW's 2.5- and 3.0-liter inline 6-cylinder engines widely lauded for their outstanding refinement and performance. The X3 3.0i boasts 225 horsepower while the X3 2.5i delivers 184. Both models come standard with a six-speed manual transmission. A five-speed STEPTRONIC automatic transmission is

available as an option.

The unique blend of traction and agility in the X3 is due in large part to the all-new xDrive intelligent all-wheel-drive system, which sets new standards for all-wheel-drive vehicles. BMW's xDrive allows infinitely adjustable and fully variable distribution of torque front-to-rear. The system immediately recognizes any need for a change in power distribution and responds literally within a tenth of a second, often before the wheels begin to lose their grip. As a result, the X3 responds instantly, but at the same time is able to feed optimum drive forces to the respective axle at any time when cornering, significantly minimizing both understeer and oversteer in the process.

The outstanding versatility of the new BMW X3 is by no means limited to the wide range of different road conditions and terrain on which this SAV demonstrates its agile and dynamic performance. In addition to typical BMW comfort and ergonomics, the X3 interior offers several unique and desirable features. Interior cargo rails (standard on the X3 3.0i, available on the X3 2.5i) facilitate an interior rack that can hold two bicycles. With the available Accessory Audio Input Adapter, a variety of music devices can be played through the audio system. The available two-piece Panorama Moonroof provides nearly 10 square feet of ambient light. In the middle of the dashboard, the driver will find the optional DVD-based navigation system with a wide-screen color monitor that flips up when required.

The X3 offers class leading handling and agility and innovative interior features. Customer deliveries of the X3 SAV will begin in February.

All-New X5 4.8is – the Ultimate Sports Activity Vehicle

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 fronts and 315/35 in the rear. Massive 14-inch front/12.8-inch rear disc brakes bring BMWs 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 includes 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 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.

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

BMW Group In America

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