

IMMEDIATE

David J. Buchko
BMW Product Communications Manager
201-307-3789 / dave.buchko@bmwna.com

Gordon B. Keil
BMW Product Communications Specialist
201-307-3790 / gordon.keil@bmwna.com

645Ci COUPE & CONVERTIBLE HIGHLIGHT BMW'S NEW YORK INTERNATIONAL AUTO SHOW OFFERINGS

X3 Sports Activity Vehicle, X5 4.8is Performance SAV and Performance Package for 330Ci Coupe & Convertible also featured

Woodcliff Lake, NJ - April 7, 2004 ... The 645Ci Coupe and Convertible highlight new models from BMW at the New York International Auto Show. With the introduction of the all-new 6 Series Coupe and Convertible, BMW continues its long tradition of luxury coupes and introduces its first ever 6 Series Convertible.

The all-new X3 Sports Activity Vehicle, the updated 2004 X5 featuring a new performance model, the X5 4.8is and the Performance Package for the 330Ci Coupe and Convertible will also make their first appearances at the New York International Auto Show.

The **645Ci Coupe and Convertible** are first and foremost BMWs, so dynamic performance comes standard. Both share BMW's 325 horsepower 4.4-liter VALVETRONIC V8, with a maximum torque of 330 lb-ft. Both are available with a choice of three 6-speed transmissions - manual, STEPTRONIC automatic (at no extra cost) or BMW's Formula 1-inspired Sequential Manual Gearbox (SMG). The Coupe accelerates from 0 to 60 MPH in 5.5 seconds, while the Convertible needs just 6.0 seconds.

The new 6 Series models 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.

- more -

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 features a 6-disc CD changer.

The 645Ci Convertible provides coupe-like noise and heat insulation. 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 Manufacturer's Suggested Retail Price (MSRP) for the 645Ci Coupe is \$69,995. The 645Ci Convertible has an MSRP of \$76,995. Both prices include destination and handling. Both the 645Ci Coupe and 645Ci Convertible went on sale in late March.

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.

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.

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 powerplant produces 355 horsepower and 360 lb-ft 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 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 widely acclaimed **Performance Package for the 2004 330Ci Coupe and Convertible** will also be shown. Originally introduced on the 330i Sedan in 2003, the Package will now be offered on Coupes and Convertibles for a retail price of \$3900.

Every aspect of the driving experience has been enhanced by the Performance Package. Engine modifications yield a 10 horsepower increase to 235 for the 3.0-liter in-line six. The package also includes a shorter shift lever for the six-speed manual transmission and 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 quicker than a standard 330Ci.

A new sports suspension is mated to 18-inch wheels with mixed-size performance 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 began in March with the first cars arriving at BMW centers this month.

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 Co., LLC 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, 76 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.

Information about BMW Group products is available to consumers via the Internet at:

www.bmwusa.com

www.bmwmotorradusa.com

www.miniusa.com

www.rolls-roycemotorcars.com

#

Journalist note: Information about the BMW Group and its products is available to journalists on-line at the BMW Group PressClub at the following address:

www.press.bmwgroup.com

#