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| **For Release:** | **IMMEDIATE** |
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| **Contact:** | **Thomas Plucinsky**  BMW Product and Technology Communications Manager  Tel. 201-307-3783  [Thomas.Plucinsky@bmwna.com](mailto:Thomas.Plucinsky@bmwna.com)  **David J. Buchko**  BMW Advanced Powertrain and Heritage Communications  Tel. 201-307-3709  [Dave.Buchko@bmwna.com](mailto:Dave.Buchko@bmwna.com) | |
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**BMW Technology Highlights from Geneva Auto Show Featured in a Series of Videos Now Available for Download**

**Four New Videos available at** [**www.bmwusanews.com**](http://www.bmwusanews.com)

**Woodcliff Lake, NJ – March 4, 2011…** The latest in BMW technology was featured at the 2011 Geneva Auto Show. Four new videos available for download cover the latest on BMW EfficientDynamics including the new iBrand initiative and the all-electric BMW ActiveE as well as BMW’s new twin-scroll turbocharged four-cylinder gasoline engine. A glimpse at the future of mobile connectivity is provided in the stunning new BMW Concept Vision ConnectedDrive.

**BMW ActiveE**

An overview of the new electric BMW ActiveE is provided by Rich Steinberg, BMW of North America’s Manager – Electric Vehicle Operations and Strategy. The BMW ActiveE will have some exterior graphics and design elements that will distinguish it for a standard   
1 Series Coupe. The interior will also be distinguished with displays specific to EV applications. Rich will also describe the newly developed electric motor and battery cell technology. As BMW announced more than a year ago, the batteries in the BMW ActiveE will feature liquid heating and cooling so that the batteries would be at optimal operating temperature in order to maximize driving range in either hot or cold ambient conditions. As the BMW Group identified through the MINI E field trial as early 2009, temperature extremes can significantly impact the potential driving range of a drivetrain which uses lithium-ion cell technology.

Beginning in Fall 2011, the BMW ActiveE will be available for lease in limited number in the California markets of Los Angeles, San Francisco, San Diego and Sacramento. It will be available in the Northeast in the New York metro market including parts of New Jersey and the state of Connecticut as well as metropolitan Boston.

**The BMW iBrand**

Rich Steinberg will describe the origins of the iBrand name for future dedicated models with either full electric or plug-in hybrid powertrains. He’ll also discuss how the just-debuted BMW ActiveE fits with other dedicated vehicles like the i3 EV and i8 plug-in hybrid sports car which will come to market beginning in 2013.

**New Twin-Scroll Turbo Four-Cylinder Engine**

Bernardo Lopez – Manager of Functional Evaluation, Powertrain Development for the BMW Group describes the newest development in the BMW Group’s quest to reduce fuel consumption and the emission of greenhouse gases while continuing to deliver the power and performance that is expected from The Ultimate Driving Machine. The new twin-scroll turbocharged 2.0-liter four-cylinder produces output of 240 horsepower which is achieved at 5,000 rpm, 1,500 rpm lower than in the normally-aspirated 3.0-liter inline six. Peak torque of 260 lb-ft, comes on stream at just 1,250 rpm. Like the newest twin-scroll turbocharged 3.0-liter inline six, this new four-cylinder combines turbocharging with both high-precision direct injection and BMW’s Valvetronic system. This engine is slated to arrive in the US later this year.

**Concept Vision ConnectedDrive**

Dirk Wisselman – Manager of ConnectedDrive Projects discusses the future of connect mobility. The stunning Roadster Concept shows what will be possible in the not-too-distant future in the realm of connectivity, both between the driver and the car as well as between the car and its environment. These technologies will improve the level of driving enjoyment through new and innovative infotainment and comfort features, but more importantly this technological advancement will deliver even greater levels of safety, particularly active safety.

All four videos are available for download at [www.bmwusanews.com](http://www.bmwusanews.com)

**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 of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; DesignworksUSA, a strategic design consultancy 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 X5 and X3 Sports Activity Vehicles and X6 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 338 BMW passenger car and BMW Sports Activity Vehicle centers, 138 BMW motorcycle retailers, 103 MINI passenger car dealers, and 30 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group’s sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

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

[www.bmwgroupna.com](http://www.bmwgroupna.com).

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**Journalist note:** Information, images and video related to BMW and its products in the USA is available to journalists on-line at [www.bmwusanews.com](http://www.bmwusanews.com).

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