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| **For Release:** | **IMMEDIATE** |
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**BMW Announces Pricing for the new 2012 ActiveHybrid 5.**

**Detroit, MI – January 9, 2011…**On the occasion of the North American International Auto Show, BMW todayannounced the retail pricing of the new 2012 BMW ActiveHybrid 5. The M.S.R.P. will be $61,845 (including the $895 Destination and Handling charge).

Based on the BMW 535i Sedan, the ActiveHybrid 5 brings together BMW’s 3.0-liter TwinPower Turbo inline 6-cylinder engine, an electric drive system and an 8-speed automatic transmission for the first time for a combined output of 335hp. The latest generation of BMW ActiveHybrid technology also adds precisely controlled energy management to the mix. All of which gives the BMW ActiveHybrid 5 an exceptional balance of performance and fuel economy for a benchmark performance/luxury sedan.

The BMW ActiveHybrid 5 can operate in all-electric mode up to a speed of 37 mph (60 km/h), for zero emissions in town. The lithium-ion high-voltage battery can store sufficient energy to give an all-electric driving range of up to approximately 2.5 miles (4 km) at an average speed of 22 mph (35 km/h). Conversely, the powertrain system can combine the engine and electric motor torque to accelerate the BMW ActiveHybrid 5 from 0 to 60 mph in 5.7 seconds.

The 2012 BMW ActiveHybrid 5 is scheduled to arrive in US BMW Centers in late Spring 2012.

## 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 339 BMW passenger car and BMW Sports Activity Vehicle centers, 139 BMW motorcycle retailers, 110 MINI passenger car dealers, and 36 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 about 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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