

# BMW at Auto China 2012 in Beijing. Table of contents.



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Note: Unless otherwise stated, the vehicles described in this media information feature engines, equipment and specifications as required for the Chinese automotive market. Deviations are possible in other countries.

## 1. BMW at Auto China 2012 in Beijing. (Short version)



Aesthetic design, outstanding sporty flair, and a range of models with a clear focus on specific markets – these are the hallmarks that the German premium automobile manufacturer BMW will be presenting at Auto China 2012 in Beijing. The highlight of this international automobile trade fair in the Chinese capital is the world premiere of the new BMW 3 Series sedan in the long wheelbase version. Produced in Shenyang and designed exclusively for the Chinese automobile market, this model will be unveiled together with the new BMW 3 Series sedan, which will be for worldwide distribution. By launching these two models, BMW is honing its alignment to the requirements of various target groups on the Chinese automobile market. The driving pleasure so typical of this brand is focused in the particularly sporty characteristics of the new BMW 3 Series sedan with the normal wheelbase. Its pioneering technology in the drivetrain, suspension, and equipment has also been transferred to the new BMW 3 Series sedan with the long wheelbase. This additionally fulfils the particularly high demands on presence, elegance of look, and the space and luxurious ambience in the interior.

Two spectacular new presentations from the luxury class will be the BMW 6 Series Gran Coupe and the new BMW M6 Coupe. Both models will be celebrating their Asian premiere in Beijing, just as the new BMW X3 xDrive28i and the new BMW X6. Furthermore, from 27 April to 2 May 2012, visitors to Auto China can learn about the BMW M Performance accessories range that is just about to be launched in China.

With these additions to its model and product range, BMW is continuing its train of success on China's dynamically growing automobile market. At the same time, the start of production on the new, long wheelbase BMW 3 Series sedan will also be testifying to the significance of Shenyang as a production site. The new model will be built in the new Tiexi plant, adding yet another considerable contribution to the production capacity at this site. The company is also intensifying its commitment to development in China. As early as April 2012, the BMW Group subsidiary DesignworksUSA will be opening a studio in Shanghai.

Technology from Germany and exclusive production in China – this combination will lend an unmistakable character to the new, long wheelbase BMW 3 Series sedan. Tailored specifically to the wishes of Chinese customers, independence is guaranteed by the 110 mm longer wheelbase, providing considerably more leg space in the rear. The new, long wheelbase BMW 3 Series sedan is available in three engine versions, featuring BMW TwinPower Turbo Technology and delivering 135 kW / 184 bhp in the BMW 320Li, 180 kW / 245 bhp in the BMW 328Li, or 225 kW / 306 bhp in the BMW 335Li. Both the two four-cylinder variants and the top model with its six-cylinder engine are fitted as standard with an eight-speed automatic transmission. For the first time in China, the offer will include the BMW Lines with a range of exclusive design and equipment features. The Luxury Line and the Modern Line will be offered for the long wheelbase version of the new BMW 3 Series sedan. The new BMW 3 Series sedan with the normal wheelbase will be presented in the Sport Line at Auto China 2012. Also presented will be the BMW ActiveHybrid 3. This full hybrid model based on the new BMW 3 Series sedan will be celebrating its Asian premiere in Beijing.

BMW will be setting aesthetic design standards in the form of the first four-door coupe in the history of the brand. It combines sporty, elegant styling with a luxurious interior ambience and a high level of seating comfort in the rear. The sporty elegance of its appearance suggests a fascinating driving experience defined by powerful engines featuring BMW TwinPower Turbo Technology, the eight-speed automatic transmission fitted as standard, superior suspension technology, and innovative driver assistance systems. The BMW 640i Gran Coupe, with its 235 kW / 320 bhp six cylinder engine, will be joined in the third quarter of 2012 by the BMW 650i Gran Coupe, whose new V8 drive delivers 330 kW / 450 bhp and can optionally be combined with the intelligent all-wheel-drive system BMW xDrive.

The new BMW M6 Coupe embodies outstanding sporty flair in a particularly modern design. Its 412 kW / 560 bhp V8 engine, featuring M TwinPower Turbo Technology, thrusts this model from 0 to 100 km/h in 4.2 seconds. Considerable improvements were also achieved on the efficiency of this high-performance sports car: Compared with the

predecessor model, the new BMW M6 Coupe delivers 10% more power, but consumes over 30% less fuel. The high-revving eight-cylinder engine, seven-speed M dual transmission, Active M Differential in the rear axle differential, the M-specific chassis, and the new optionally available M Carbon ceramic brake guarantee top figures in all the relevant criteria for all-round dynamic performance and ensure the characteristic M feeling. In addition, this two-door model presents a fascinating design of athleticism and elegance and highly specific features that, like the lightweight roof of carbon-fibre-reinforced plastic, contribute further to the performance properties.

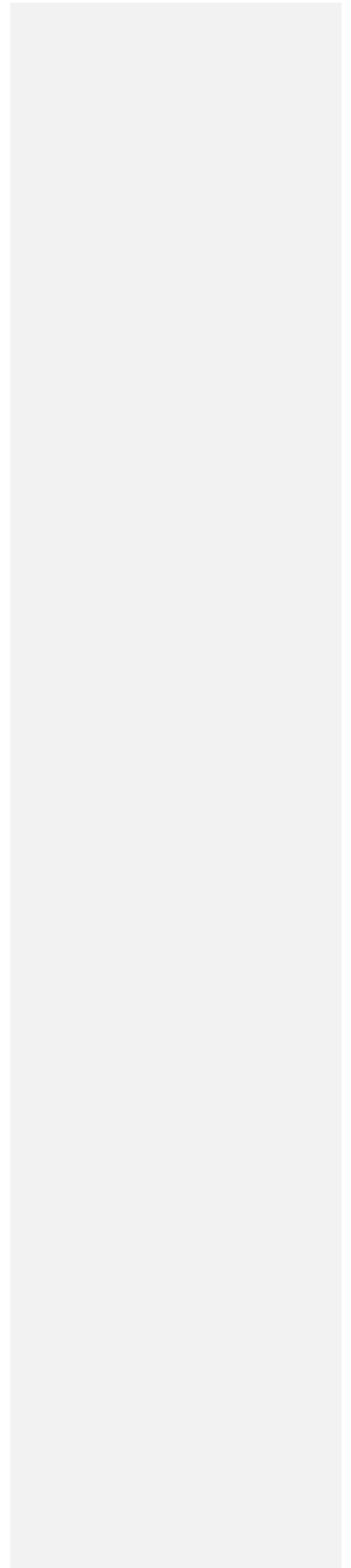
Also celebrating its Asian premiere at Auto China 2012, the BMW M Performance Accessories range promises a particularly intense driving experience. Designed in close collaboration with BMW M GmbH, these retrofit components for the drivetrain, suspension, aerodynamics, and cockpit appeal to customers intending to boost the sporty flair of their BMW to an even higher level. For their launch in China, the BMW M Performance products will be offered specifically for the new BMW 1 Series, the BMW 3 Series, and the BMW 5 Series sedan.

Further Asian premieres at Auto China 2012 will include the latest additions to the BMW X model family. The new BMW X3 xDrive is now fitted with a 2.0-litre engine featuring BMW TwinPower Turbo Technology for boosted sprinting capabilities and considerably lower fuel consumption and emission values. The BMW X6, the world's first and only Sports Activity Coupe, presents specific design modifications and an extended equipment package serving to underscore its exclusive status. The new BMW X6 can then be fitted, for instance, with the optional adaptive LED headlights.

Attractive additions can also be found in the BMW ConnectedDrive programme for the Chinese automobile market. The range of driver assistance systems and mobility services available for BMW models will be expanded, e.g. with the BMW Head-Up Display and the Surround View system. Also, the BMW apps will be introduced, allowing e.g. access to social networks and webradio sites.

A look ahead to the individual mobility of the future is provided by the BMW i3 Concept. Known to date by the name of Megacity Vehicle, this study makes use of an electric drive and consistent lightweight engineering for

pioneering driving qualities in urban traffic. The BMW i3 Concept therefore represents a further milestone on the road to zero-emissions mobility. Series production on the BMW i3, the world's first premium electrical vehicle, will be starting in 2013.



## 2. The highlights at a glance.



- **World premiere – the new BMW 3 Series sedan in the long wheelbase version.**

Developed at BMW head office in Germany, it will be rolling off the production line in the new Shenyang production plant and celebrating its world premiere at Auto China 2012 in Beijing – the new BMW 3 Series sedan in the long wheelbase version. With its wheelbase extended by 11 cm, a conspicuously elegant design, and the best rear seat travel comfort among the competition, this new model fulfils precisely the expectations of Chinese automobile customers. They can choose from the BMW 335Li, the BMW 328Li, or the BMW 320Li, each fitted with a powerful and efficient engine featuring BMW TwinPower Turbo Technology. Also presented at Auto China will be the new BMW 3 Series sedan with the normal wheelbase and the full hybrid model BMW ActiveHybrid 3.

- **Asian premiere – the BMW 6 Series Gran Coupe.**

Fascinating aesthetics and thrilling driving pleasure are the hallmarks of the BMW 6 Series Gran Coupe, which at Auto China 2012 will be announcing the advance of German premium automobile manufacturers on a new vehicle segment. The brand's first four-door coupe combines the sporty, elegant styling of the BMW 6 Series with a luxurious interior ambience and a high level of seating comfort in the rear. The offer in China will include the BMW 640i Gran Coupe with its inline six-cylinder engine and the BMW 650i Gran Coupe whose new V8 drive can also be combined with the intelligent all-wheel-drive system BMW xDrive. The BMW Individual programme available for the launch will boost the exclusive appeal of the BMW 6 Series Gran Coupe.

- **Asian premiere – the new BMW M6 Coupe.**

The new BMW M6 Coupe embodies high performance in its purest form. The high-revving V8 engine with M TwinPower Turbo Technology and 412 kW / 560 bhp, the seven-speed M dual transmission Drivelogic, the Active M Differential, the M specific suspension technology, extensive body reinforcements, and the optionally available M Carbon ceramic brake

represent an advance into a whole new dimension of driving dynamics.

The sporty, elegant lines of the two-door model are supplemented with hallmark M design features. One highlight is the strikingly contoured roof of carbon-fibre-reinforced plastic.

- **Asian premiere – the new BMW X3 xDrive28i.**

Yet another variant of the BMW X3 now features BMW TwinPower Turbo Technology for intensified driving pleasure and reduced fuel consumption. The new BMW X3 Drive28i is powered by a 180 kW / 245 bhp four-cylinder engine that not only develops optimised pulling power, but also enhances greatly the efficiency of this Sports Activity Vehicle by interacting with the eight-speed automatic transmission, the automatic engine start-stop function, brake energy regeneration, and ECO PRO mode activated at the drive experience switch.

- **Asian premiere – the new BMW X6.**

The BMW X6 is the world's first and only Sports Activity Coupe and now presents specific design modifications and innovative equipment features serving to underscore its exclusive status. Among other things, the new BMW X6 has a particularly strikingly designed radiator grille, higher fog lights, and rear lights featuring LED technology. The new BMW X6 is the only vehicle in its segment to be optionally available with adaptive LED headlights.

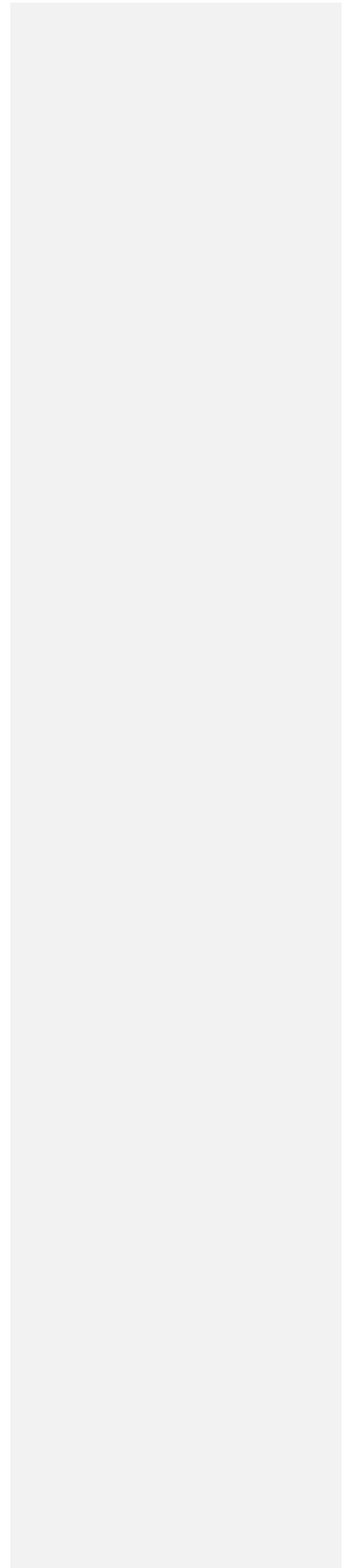
- **Asian premiere – new BMW ConnectedDrive services.**

The BMW ConnectedDrive range on the Chinese automobile market will be supplemented with new functions for optimising infotainment access, comfort, and safety. These optional apps allow, for instance, access to webradio stations and social networks in the vehicle. Moreover, BMW models can now be fitted with the BMW Head-Up Display and the Surround View system.

- **Attraction: the BMW i3 Concept.**

With individually tailored vehicle concepts, sustainability throughout the entire supply chain, and supplementary mobility services, BMW i has created a whole new understanding of individual mobility. The central focus is on groundbreaking models which set new milestones along the road to CO<sub>2</sub>-free motoring by means of innovative drivetrain technology and

consistent lightweight construction. At Auto China 2012, visitors will be presented with the BMW i3 Concept, whose powerful electric drive and innovative passenger cell of carbon-fibre-reinforced plastic provide the ideal conditions for zero-emissions driving in local urban traffic. This BMW i study provides a look ahead to the very first electrically powered premium vehicle, due to go on the market as early as 2013 as the BMW i3.





### **3. BMW at Auto China 2012 in Beijing. (Long version)**

#### **3.1 The elegant, luxurious sports sedan: the new BMW 3 Series sedan in the long wheelbase version.**



At the international automobile trade fair Auto China 2012 in Beijing, the German premium automobile manufacturer BMW will not only be presenting its new edition of the BMW 3 Series sedan, but also unveiling a model variant tailored specifically to the requirements of Chinese customers. The new BMW 3 Series sedan with the long wheelbase is a fascinating marriage of elegant and commanding design and a luxurious interior ambience. Its independent character is also underscored in the rear by the most generous and comfortable space in the competitive field. Besides the long wheelbase BMW 5 Series sedan, it is now the second model of the brand to be offered exclusively on the Chinese automobile market and produced in Shenyang. At the same time, the new, globally available BMW 3 Series sedan with the normal wheelbase enjoys its highest ever status as the sportiest model on the segment. BMW is therefore honing its alignment to the expectations of the various target groups on the Chinese automobile market and promising the driving pleasure so characteristic of this brand in either an emphatically exclusive or consistently dynamic design.

Both variants of the new BMW 3 Series sedan were developed together in Germany and exhibit the typical basic properties of the premium automobiles from this brand: aesthetic design, ultra-modern engines with BMW TwinPower Turbo Technology, and progressive equipment, like the BMW Head-Up Display, which is unique in this class. Auto China 2012 will also be presenting the BMW ActiveHybrid 3. This full hybrid model of the new BMW 3 Series will likewise be available on the Chinese automobile market before the year is out.

The combination of pioneering technology from Germany and exclusive production in China will lend an unmistakable character to the new BMW 3 Series sedan with the long wheelbase. Tailored specifically to the wishes of Chinese customers, independence is guaranteed by the 110 mm longer wheelbase. These elongated proportions not only increase the knee

and leg space in the rear, but also contribute greatly to the elegance and presence of the sedan. With its optimised travel comfort and look, the new, long wheelbase BMW 3 Series sedan has everything needed to convince the serious business traveller and provide hours of leisurely driving pleasure either alone or with all of the family. Additional accents can be set with the BMW Lines, offered for the first time in China, whose precisely compiled design and equipment features underscore either the progressive or the luxurious character of the new, long wheelbase BMW 3 Series sedan.

The new, long wheelbase BMW 3 Series sedan is available in three engine versions, delivering 135 kW / 184 bhp in the BMW 320Li, 180 kW / 245 bhp in the BMW 328Li, or 225 kW / 306 bhp in the BMW 335Li. Both the two four-cylinder variants and the top model with its six-cylinder engine are fitted as standard with an eight-speed automatic transmission.

Besides the unusually high efficiency of the engines and gears, the extensive BMW EfficientDynamics technology also contributes to an excellent relationship between driving performance and fuel consumption in these models developed exclusively for the Chinese automobile market.

The standard equipment includes e.g. brake energy regeneration, the automatic engine start-stop function, and the ECO PRO mode, which can be activated at the driving experience switch.

The new, long wheelbase BMW 3 Series sedan will be produced by the new Tiexi plant at the Shenyang site. Production proceeds according to the strict quality standards applied to the whole global production network of the BMW Group and in close collaboration with local production partners and parts suppliers. In Shenyang, the BMW Group has been producing automobiles since 2003 with its joint venture partner Brilliance. In order to increase the production capacity, both partners recently passed a motion to invest about a billion euros in both the present and the additional plant at the Shenyang site. This will allow the company to meet the constantly growing demand for premium automobiles in China. In 2011, China was the world's third largest sales market for the BMW Group.

### **Design:**

#### **dynamically elongated proportions, elegant lines, precise details.**

The BMW 3 Series is the most-sold premium automobile in the world. Based on the sixth generation BMW 3 Series sedan, a new model with a longer wheelbase will now be unveiled that has been developed exclusively for the Chinese automobile market. Its body incorporates the design language of the new BMW 3 Series sedan as an independent interpretation, lending intensity to its elegance and luxury. The proportions characteristic of the brand are shaped by the short overhangs, the long engine compartment, the back-set passenger compartment, and the long wheelbase. Compared with the new BMW 3 Series sedan, both the length of the vehicle (4734 mm) and its wheelbase (2920 mm) were each extended by 110 mm, with the width (1811 mm) and height (1455 mm) following suit.

Balanced propulsive power and presence find expression in the design of the vehicle's front section. The contours of the engine compartment lid run in a V shape towards the BMW kidney grille placed right at the front. The contours of the headlamps reach towards the kidney grille, and, together with it, form a horizontal graphical unit that emphasises the width of the vehicle. A hallmark of the brand, the twin circular headlamps present across their tops a partially occluding trim panel, giving rise to the characteristic look of concentration. Depending on the model, chrome elements under the headlamp units and at the transition to the BMW kidney grille underscore the high quality claims of the front view.

Also the air inlet, divided into three segments and embedded between distinctively moulded surfaces, presents a conspicuously wide design, providing a marked distinction from the front view of the BMW 3 Series sedan with the normal wheelbase. Its independent contours are aligned to the look of BMW models from higher segments. At the outer edges of the side inlets, so called air curtains in the form of vertical openings serve to optimise the flow of air in the wheel arches.

A charming play of light and shade effects are provided by the beefy wheel arches, precision-fitted surfaces, and the interaction between the hallmark bead line at the height of the door opener and a suggestive second character line over the front wheel arches. In the characteristic language of BMW,

the design presents authentic signs of this sedan's properties. These include a dynamic, wedge-shaped side view and its vibrant run of surfaces representative of marked agility. The beefy rear wheel arches point to the wide track and the drive power acting on the rear axle.

All lines and surfaces have been tuned precisely to the specific dimensions of the new BMW 3 Series sedan with the long wheelbase. The harmony of proportions characteristic of the BMW 3 Series is therefore maintained.

At the same time, the elongated appearance of the side view communicates an elegance known from higher vehicle segments. A new interpretation takes the form of the BMW hallmark Hofmeister kink at the rear end of the side window surrounds. For the first time, the chrome frame proceeds in a straight line from the counterthrust at the base of the C column towards the rear, thereby extending the horizontal run of the window cavity covers.

This unmistakable attribute underscores the elegantly elongated side line and hence the extended space.

The rear view of the new, long wheelbase BMW 3 Series sedan is dominated by the horizontal lines and the beefy wheel arches. Also the L-shaped rear lights on the outer sides merge harmoniously into the overall look, emphasising the wide track and therefore the stable roadholding of the vehicle. On the six-cylinder BMW 335Li, this impression is boosted further by the double-flow exhaust system's tailpipes placed at the outer edge. One specific attribute of the new, long wheelbase BMW 3 Series sedan is the chrome trim arranged above the number plate surround on the luggage compartment lid and serving as a link between the rear light units. This is supplemented with additional chrome trim at the bottom of the rear apron.

**Interior: driver orientation, luxurious ambience, excellent travel comfort in the rear.**

The interior of the new, long wheelbase BMW 3 Series sedan intensifies the experience of the hallmark driving pleasure and the premium character. Designed for enhanced driver orientation, the cockpit presents an instrument cluster based on black panel technology and a steering wheel with multifunction buttons. The centre console is inclined slightly towards the driver, presenting all controls at optimised ergonomic positions. The engine can be activated at the press of the start-stop button as soon as the radio-

operated key is inside the vehicle. Next to the gear selector switch for the automatic transmission, there are two cup holders, the driving experience switch for individual setups, and the controller for the iDrive operating system, which also includes the free-standing onboard monitor. The high-resolution flat-screen design optimises the selection and control of vehicle, infotainment, and navigation functions. Fitted as standard, the automatic air conditioning includes temperature and ventilation control that can be set separately for the driver and front passenger sides.

The luxurious ambience is borne by high-quality materials, precision workmanship, and the interior surfaces matched perfectly to the choice of design and colours. In particular the rear presents a travel comfort that is yet to meet its match on the vehicle segment. Designed for enhanced comfort, the rear presents a row of single seats that are setting a new standard for available space. The new BMW 3 Series sedan with the long wheelbase offers particularly convenient access and generous leg space for rear passengers. The knee space is 90 mm longer than in the new BMW 3 Series sedan with the normal wheelbase and is therefore the best in the competitive field.

The large number of equipment features in the new, long wheelbase BMW 3 Series sedan underscores its orientation to comfort. The rear presents a centre armrest with integrated compartment and two cup holders, two illuminated vanity mirrors folding out of the roof liner, and BMW Individual reading lights. Also fitted in the rear are ashtrays integrated in the door trim panels and a switch unit that can adjust the front passenger seat. Moreover, the sedan is fitted with a lighting package, including ambient light, and roller sun blinds that are opened and closed electrically on the rear window and mechanically on the side windows.

The safety equipment in the sedan, besides the front and side airbags and side curtain head airbags for both rows of seats, also includes ISOFIX child seat mountings in the rear. The 480-litre luggage compartment can be expanded when needed at the 40:20:40 split and folding rear backrest. In conjunction with the optional Comfort Access, the rear lid can be opened remotely.

**BMW Luxury Line: refined elegance and exclusive flair.**

The new, long wheelbase BMW 3 Series sedan embodies premium quality, driving pleasure, and travel comfort on a level unique to this vehicle segment. Its character is defined by pioneering technology and a luxurious ambience – and both can receive additional emphasis from the BMW Luxury und Modern Lines, offered for the first time in China as an alternative to the basic version. Each of these characterisations is communicated to the full effect by the precisely matched design and equipment features. Likewise the dynamic alignment of the normal wheelbase sports sedan can be lent even greater emphasis from a BMW Line. The BMW Sport Line is offered for the new BMW 3 Series sedan.

As an extra highlight underscoring the classical elegance of the new, long wheelbase BMW 3 Series sedan, the BMW Luxury Line includes exclusive 17" multispoke light-alloy wheels; B column covers and window cavities in High-Gloss Black; grille bars; inlays for the air inlets and tailpipe trims in chrome; and additional applications on the side sills. The inscription "Luxury" can be found on both the side panels and the door sill cover strips. Also the interior lends expression to the exclusive character in the form e.g. of its leather trim in one of three colours; a sports leather steering wheel; chrome surrounds for the centre console and the air conditioning and audio controls; interior strips of fine inlaid Walnut, and an accentuation strip of Glossy Pearl Chrome. In addition, the Luxury Line sedan provides user-definable colour schemes for the welcome and ambient light. A chrome trim can also be found on its vehicle key.

**BMW Modern Line: natural charisma, progressive style.**

Likewise available for the new, long wheelbase BMW 3 Series sedan, the Modern Line presents design and equipment features that lend expression to the sedan's style, testifying to its efficiency, sustainable quality, and pioneering technology. This is carried by refined and modern accentuations like tailpipe trims; grille bars; air inlet bars; window frames; aluminium satinated applications on the side sills and roof trim; the B column covers and window cavities in High-Gloss Black; and the 17" light-alloy V spoke wheels. For the BMW 335Li, the Modern Line also includes 18" turbine design light-alloy wheels.

A particularly harmonious ambience is provided by the light-coloured dashboard and the Dark Oyster steering wheel, supporting a consistent brightness in the interior without stark contrasts. This progressive charisma is underscored further by the Black or Oyster leather trim with decorative seams and the interior strips of Fineline wood with chrome accentuation. Additional features of this BMW Line are the inscription "Modern" on the side panels and door sill cover strips; user-definable colour schemes for the welcoming and ambient light; the chrome surrounds for the air conditioning and audio controls; and the vehicle key unit in Oyster.

**BMW Sport Line: dynamic presence, striking accentuations.**

Available for the BMW 3 Series sedan with the normal wheelbase, the Sport Line presents striking High-Gloss Black accentuations, underscoring the dynamic presence of this new model. Eight highly stylised, black grille bars lend the front a commanding appearance of particularly sporty flair. The black inlays in the front apron visually magnify the air inlets and underscore the beefy wheel arches. There, the suitable sporty elegance is carried by the 17" light-alloy double-spoke wheels. Like the B column covers and the window cavities; also the exterior mirrors are available in High-Gloss Black. The visual impression of rear width is boosted by the black decorative trim along the bottom edge of the rear lights. The tailpipe trim presents a Black Chrome finish.

The sporty exclusive flair in the interior finds expression in the contrasts between the black and red accentuations. The sporty flair in the cockpit is underscored by red decorative rings and red chrono scaling on the circular instruments, red decorative seams on the sports steering wheel, and High-Gloss Black trim with a coral red accentuation strip. The standard sports seats in leather trim are available in one of three colours with exclusive accentuations. These are joined by the chrome surrounds for the air conditioning and audio controls and the inscription "Sport" on the door sill cover strips. The distinguishing feature of the Sport Line, the ignition key, is black with a red decorative inlay.

**Engines: supreme power and pioneering efficiency thanks to BMW TwinPower Turbo Technology.**

The unique status that premium automobiles from the BMW brand enjoy all over the world is linked closely to the brand's characteristic driving pleasure. In the new BMW 3 Series sedan with the long wheelbase, this is the result of the outstanding competence the company has brought to bear in the field of drive development. The engines fitted in the models BMW 335Li, BMW 328Li, and BMW 320Li are designed for an impressive delivery of sporty and supreme power. And their pioneering efficiency is equally convincing. Both the inline six-cylinder engine in the BMW 335Li and the four-cylinder drives in the two other models feature the latest development of BMW TwinPower Turbo Technology. This includes a twin scroll turbocharger, direct high-precision petrol injection, the variable valve control system VALVETRONIC, and the variable camshaft control system double VANOS.

The BMW 335Li is fitted with a 3.0-litre six-cylinder engine featuring this technology package. Its supercharging system directs the pulsing gas flow through three separate cylinders arranged in a spiral around the turbine. Arranged directly next to the spark plug, the injectors direct the air-fuel mixture precisely dosed into the combustion chambers. Power delivery and efficiency also benefit greatly from the VALVETRONIC integrated completely in the cylinder head and the camshaft adjustment for the intake and discharge side (double VANOS). In this manner, the multiple-award-winning six-cylinder petrol engine can deliver a max power output of 225 kW / 306 bhp at a speed of 5800–6000 rpm and a max torque of 400 Nm between 1200 and 5000 rpm. The BMW 335Li accelerates from zero to 100 km/h in 5.7 seconds. Its average fuel consumption as determined in the EU test cycle is 8.3 litres per 100 kilometres, and its CO<sub>2</sub> emissions are 192 grams per kilometre.

BMW TwinPower Turbo Technology also helps the four-cylinder engine in the BMW 328Li to achieve an extraordinary relationship between performance and fuel consumption. With a capacity of 2.0 litres, the new engine delivers a max power output of 180 kW / 245 bhp between 5000 and 6500 rpm. The max torque of 350 Nm is reached at speeds between 1250 and 4800 rpm. The BMW 328Li sprints from zero to 100 km/h in 6.3



seconds. Its average fuel consumption as determined in the EU test cycle is max 7.2 litres per 100 kilometres, and its CO<sub>2</sub> emissions are 167 grams per kilometre.

Delivering 135 kW / 184 bhp between 5000 and 6250 rpm, also the four-cylinder variant with BMW TwinPower Turbo Technology provides for sporty performance in the BMW 320Li. Spontaneous power delivery and high-revving properties also characterise this engine, which delivers its max torque of 270 Nm between 1250 and 4500 rpm. The BMW 320Li needs 7.9 seconds to accelerate from zero to 100 km/h. Its average fuel consumption in the EU test cycle is 6.9 litres per 100 kilometres, and its CO<sub>2</sub> emissions are 160 grams per kilometre.

**Unique on the segment worldwide: eight speed automatic transmission.**

The BMW 3 Series sedan is the world's first vehicle on its segment to feature an eight-speed automatic transmission. The new BMW 3 Series sedan with the long wheelbase is fitted as standard with this innovative power transmission system, providing an extra boost to its sporty flair and efficiency. The fascination of this eight speed automatic transmission lies in its extraordinarily fast gear shifts and a particularly precise control that supports direct downshifting to a specific gear.

Thanks to its unique mount on the wheel set, the eight-speed automatic transmission also exhibits a compact design and a low weight. Its size and weight are therefore comparable with the six-speed automatic transmission fitted in the predecessor model. The equipment includes an optional eight-speed sports automatic transmission that is characterised e.g. by an even higher level of dynamic shifting and also includes shift paddles on the steering wheel.

**BMW EfficientDynamics: innovative technology for greater driving pleasure with reduced emissions.**

The consistent use of technology serving to cut fuel consumption and emissions is propelling the current BMW models to leading efficiency positions on all segments. In this respect, outstanding performance always goes hand in hand with particularly low fuel consumption. Also the new, long wheelbase BMW 3 Series sedan is setting standards in this field on its

segment. Its engines and transmissions are characterised by extraordinarily high efficiencies, and in addition it is fitted as standard with BMW EfficientDynamics technology.

All variants of the new, long wheelbase BMW 3 Series sedan come with an automatic engine start-stop function as standard. This eliminates idle phases during temporary stops by switching off the engine automatically. As soon as the vehicle comes to a stop, the engine is switched off automatically. When the road ahead clears again, the driver simply has to remove his foot from the brake, and the engine starts without any further delay.

In addition, all engine variants come with the driving experience switch that activates ECO PRO mode. This affects the engine control, the accelerator pedal curve, and the shifting characteristics of the automatic transmission. This supports a fuel-optimised driving style at low engine speeds. Particularly efficient energy management is supported by a controller designed specifically for regulating the power functions like air conditioning, seat heating, and exterior mirror heating. Dedicated displays provide information e.g. on the extended range in kilometres now possible. Details of efficiency-optimised driving are also providing for the current situation in the form of ECO PRO tips that appear on the instrument cluster and control display.

Also a standard feature, brake energy regeneration is an intelligent energy management system that concentrates the generation of onboard electricity over the thrust and brake phases. The BMW EfficientDynamics technology also extends to the needs-based control of auxiliary units and electromechanical steering. Also, intelligent lightweight structures and tyres with reduced rolling resistance contribute to optimised fuel consumption and emission values.

#### **Ideal balance of sportiness and driving comfort.**

The new, long wheelbase BMW 3 Series sedan combines the brand's hallmark sporty flair with specifically optimised driving comfort. This is carried by the particularly high-quality suspension technology, the perfect support for this successful concept with longitudinal engine, rear wheel drive, balanced axle load distribution, and torsionally stiff body. The sedan features a detailed further development of the two-joint spring strut front axle with extensive use of aluminium components for high rigidity and optimised

weight. Also the five-link rear axle is based on an established principle, providing the ideal conditions for a balanced overall setup. At the same time, agility and precision regulated handling are provided together with outstanding suspension comfort.

One essential contribution to the characteristic BMW driving experience also takes the form of the precision steering that provides the driver with exact feedback at all times. This steering system finds the ideal basis in the characteristic BMW drive concept, which shields it from drive effects. In the new, long wheelbase BMW 3 Series sedan, an electric motor provides the power for the electromechanical hydraulic steering. This is active only when powered steering is actually required. On straight roads and in corners taken at a constant steering angle, no electrical power is therefore consumed.

In addition to the powerful brake system, unrestrictedly effective even under high loads, also the standard Dynamic Stability Control DSC contributes to the agile handling properties of the new, long wheelbase BMW 3 Series sedan. This system includes e.g. the antilocking system ABS, dynamic traction control DTC, cornering brake control (CBC), and dynamic brake control (DBC). Additional functions now also include a brake assistant, fading brake support, a dry brake function, a drive-off assistant, and the electronic locking function for the rear axle differential (active in DCS OFF mode).

All variants of the new, long wheelbase BMW 3 Series sedan are fitted with light-alloy wheels as standard. These are 16" on the BMW 320Li, 17" on the BMW 328Li, and 18" on the BMW 335Li.

**Driving experience switch: vehicle setup at the push of a button.**

The driving experience switch fitted as standard on the centre console activates the vehicle setups "COMFORT", "SPORT", "SPORT+", and "ECO PRO". The driving experience switch affects the accelerator pedal progression, the engine response, the characteristic curve of the steering servo, the DSC configuration, and the dynamic shifting properties of the automatic transmission. In each case, the driver activates a preconfigured setup for a harmonised world of experience.

In vehicles fitted with the Professional navigation system, the control display can present the specific details in the “SPORT” and “SPORT+” modes. These details inform the driver of the engine power drawn and the current torque level.

**BMW ConnectedDrive: new functions for comfort, safety, and infotainment.**

The progressive character of the new BMW 3 Series sedan with the long wheelbase finds impressive testimony in the wide range of driver assistance systems and mobility services unique in the competitive field. The options provided by BMW ConnectedDrive serve to optimise the comfort, safety, and infotainment in the vehicle over an intelligent network of links. Its highlights include the Surround View system, the BMW Head-Up Display, and the apps facility.

The equipment supplementing Park Distance Control (PDC) includes a reversing camera integrated under the BMW brand logo in the luggage compartment lid and the Surround View system including Side View. The Surround View system also utilises two cameras in the side mirrors in addition to the reversing camera and the PDC sensors. The data thus captured are processed by a central computer. This then generates an image on the control display that shows the vehicle and its environment from the bird's eye view. This depiction allows particularly precise manoeuvring in a confined space.

When the situation demands this, the driver can also make use of the Side View function as a subsystem of the optional Surround View. Side View works with two cameras that are integrated in the front wheel arches and that allow the driver to observe traffic coming from the side. These images are also presented on the control display. This not only simplifies manoeuvring, but also warns the driver of oncoming traffic from the side when the vehicle is leaving confined spaces like back-set gates or multistorey car parks.

Also the BMW Park Assistant is available as an option for the new, long wheelbase BMW 3 Series sedan. This system assists the driver in manoeuvring safely and comfortably into tight parking spaces aligned parallel to the direction of travel. Featuring ultrasound sensors in the side indicator surrounds, the BMW Park Assistant can also help the driver to find a suitable

parking space. While manoeuvring into a parking space, the driver need only control the accelerator and brake pedals and keep an eye out for possible dangers. The Park Assistant also takes over the steering wheel. The driver is given instructions on how to manoeuvre into the parking space.

Optimised display quality is provided by the latest generation of the BMW Head-Up Display, also available for the new, long wheelbase BMW 3 Series sedan. The graphics now benefit from the entire colour spectrum, with realistic symbols projected at the optimal ergonomic position on the windscreen. Also the scope of information presented on the Head-Up Display has been expanded. Depending on the vehicle configuration, this may also include check control and status messages from the driver assistance systems in addition to the current road speed and high guiding instructions from the navigation system.

The highest demands for infotainment are fulfilled by a particularly powerful interface technology that safeguards the unrestricted use of external mobile phones and music players in the new BMW 3 Series sedan. This presents the passengers with their personal music library, read from their smartphone or music player in the vehicle. The onboard monitor then presents the saved music titles and their cover art in addition to the playlists. The Apps option provided by BMW ConnectedDrive and the application BMW Connected also allow Apple iPhone users to utilise additional web-based services in the vehicle. These include a web radio function and access to social networks.

**The new BMW 3 Series sedan: even greater diversity,  
consistent sporty flair, and max efficiency with the  
BMW ActiveHybrid 3.**

At the same time the new BMW 3 Series sedan with the long wheelbase will be celebrating its world premiere, Auto China 2012 in Beijing will also be witnessing the presentation of the new, normal wheelbase BMW 3 Series sedan produced at the BMW plant in Munich. This new edition of the sportiest four-door model on the segment will be launched as the variants BMW 328i and BMW 320i on the Chinese automobile market. Both models are fitted with the new engines featuring

BMW TwinPower Turbo Technology and combined as standard with the eight-speed automatic transmission.

Packing 180 kW / 245 bhp, the BMW 328i accelerates from zero to 100 km/h in 6.1 seconds. Its average fuel consumption is 6.6 litres per 100 kilometres, and its CO<sub>2</sub> emissions are 154 grams per kilometre. The BMW 320i, delivering 135 kW / 184 bhp, reaches the 100 km/h mark in 7.6 seconds. It achieves an average fuel consumption of 6.5 litres per 100 kilometres and CO<sub>2</sub> emissions of 151 grams per kilometre.

At a later time, the range will be supplemented with the BMW 335i xDrive, a six-cylinder model which will be transferring its power to the road via the intelligent all-wheel-drive system BMW xDrive. Furthermore, also the M Sports package will be available for the new BMW 3 Series sedan. This equipment package includes e.g. the M Aerodynamic package, M Sports package, M light-alloy wheels, M sports seats, and other exclusive features that boost the dynamic character of this model to even greater heights.

Yet another particularly innovative development in characteristic efficiency takes the form of BMW ActiveHybrid 3. Developed on the basis of the new BMW 3 Series sedan, this fully hybrid model will be celebrating its Asian premiere at Auto China 2012. Its drive system consists of an inline six-cylinder petrol engine with BMW TwinPower Turbo Technology, an electric motor, and an eight-speed automatic transmission. The max system output is 250 kW / 340 bhp, and electricity is supplied from a lithium ion battery. The drive technology behind the BMW ActiveHybrid 3 allows purely electrically powered driving in urban traffic and local, zero emissions “sailing” with disconnected combustion engine at speeds up to 160 km/h. Its average fuel consumption is 6.4 litres per 100 kilometres, which is about 12.5% lower than a comparable model with only the combustion engine. Also the BMW ActiveHybrid 3 will be available on the Chinese automobile market before the end of 2012.

# Specifications.

## BMW 320Li, BMW 328Li.



		BMW 320Li	BMW 328Li
<b>Body</b>			
No. of doors/seats		4 / 5	4 / 5
L/W/H <sup>1)</sup> (unladen)	mm	4734 / 1811	4734 / 1811 /
Wheelbase	mm	2920	2920
Front/rear track	mm	1531 / 1572	1531 / 1572
Ground clearance	mm	152	152
Turning circle	m	11.7	11.7
Fuel capacity	approx. l	60	60
Cooling and heating system	l		
reservoir capacity		9.3	8.9
Engine oil capacity <sup>2)</sup>	l	5.75	5.75
Weight, unladen (DIN/EU)	kg	1540 / 1615	1590 / 1665
Payload (DIN)	kg	450	440
Permitted total weight	kg	1990	2030
Permitted axle load, front/rear	kg	930 / 1125	945 / 1130
Permitted trailer load (12%)	kg	- / -	- / -
Permitted roof load/trailer	kg		
download		75 / -	75 /
Luggage compartment capacity l		480	480
Aerodynamic drag	c <sub>d</sub> x A	0.29 x 2.20	0.29 x 2.20
<b>Engine</b>			
Type/no. of cylinders/valves		inline / 4 / 4	inline / 4 / 4
Engine technology		BMW TwinPower Turbo technology with twin-scroll turbocharger, High-Precision Injection, VALVETRONIC fully variable valve control and Double-VANOS variable camshaft control	
Effective capacity	cc	1997	1997
Stroke/bore	mm	90.1 / 84.0	90.1 / 84.0
Compression ratio	:1	11.0	10.0
Fuel type		RON 87 -	RON 87 - 98
Output	kW/hp	135 / 184	180 / 245
at rpm	min <sup>-1</sup>	5000 -	5000 - 6500
Torque	Nm	270	350
at rpm	min <sup>-1</sup>	1250 -	1250 - 4800
<b>Electrical</b>			
Battery charge/location	Ah/-	90 / luggage compartment	90 / luggage compartment
Alternator current/output	A/W	210 / 2940	210 / 2940
<b>Driving Dynamics and Safety</b>			
Front suspension		Aluminium double-joint spring-strut axle with displaced camber, small positive steering roll radius, transverse force	
Rear suspension		Five-link axle in lightweight construction	
Front brakes		Swing-calliper disc brakes	
Rear brakes		Swing-calliper disc brakes	
Driving stability systems		As standard: DSC incl. ABS, ASC and DTC (Dynamic Traction Control), CBC Cornering Brake Control, DBC Dynamic Brake Control, brake drying function, fading compensation, start-off assist	
Safety equipment		As standard: driver and front-seat passenger airbags, driver and front-seat passenger side airbags, front and rear head airbags, three-point automatic seatbelts for all seats, seatbelt tensioners and seatbelt force limiters in front seats, crash sensors, tyre defect indicator	
Steering		Electromechanical rack-and-pinion power steering (EPS), Servotronic function, optional: Variable Sport Steering	
Overall steering ratio	:1	<sup>3)</sup>	<sup>3)</sup>
Front/rear tyres		225/55 R16 95W	225/50 R17 94W
Front/rear wheels		7.5J x 16 light-alloy	7.5J x 17 light-alloy

BMW 320Li				BMW 328Li	
BMW ConnectedDrive					
Comfort		Park distance control; optional: rear view camera, Surround View incl. Side View, BMW Parking Assistant			
Information and entertainment		Bluetooth; optional: Apps, mobile device integration			
Safety		Optional: Adaptive Headlights with turning lights, variable light distribution and adaptive headlight range adjustment, high beam			
Transmission					
Type of gearbox		8-speed automatic with Steptronic			
Gear ratios		I	:1	4.714	4.714
		II	:1	3.143	3.143
		III	:1	2.106	2.106
		IV	:1	1.667	1.667
		V	:1	1.285	1.285
		VI	:1	1.000	1.000
		VII	:1	0.839	0.839
		VIII	:1	0.667	0.667
		R	:1	3.295	3.295
Differential ratio			:1	3.154	3.154
Performance					
Weight-to-power ratio (DIN)		kg/kW	11.4	8.8	
Specific power output		kW/l	67.6	90.1	
Acceleration		0–100 km/h	sec.	7.9	6.3
		0–1,000 m	sec.	28.5	26.4
Max. speed		km/h	235	250	
BMW EfficientDynamics					
BMW EfficientDynamics Features included as standard		Brake Energy Regeneration, electromechanical power steering, Automatic Start/Stop function, ECO PRO mode, intelligent lightweight construction, on-demand operation of ancillary units, map-regulated oil pump, differential with optimised-warm-up behaviour, tyres with reduced rolling resistance			
Fuel consumption (EU)					
Urban		l/100 km	9.0	9.6	
Extra-urban		l/100 km	5.7	5.9	
Total		l/100 km	6.9	7.2	
CO <sub>2</sub> emissions		g/km	160	167	
Emissions standard			EU5	EU5	

<sup>1)</sup> Height with roof aerial

<sup>2)</sup> Oil change volume

<sup>3)</sup> Not yet available

Kommentar [J1]: Text nicht sichtbar.



## BMW 335Li.

BMW 335Li		
<b>Body</b>		
No. of doors/seats		4 / 5
L/W/H <sup>1)</sup> (unladen)	mm	4734 / 1811 / 1455
Wheelbase	mm	2920
Front/rear track	mm	1537 / 1578
Ground clearance	mm	152
Turning circle	m	11.7
Fuel capacity	approx. l	60
Cooling and heating system	l	
reservoir capacity		8.5
Engine oil capacity <sup>2)</sup>	l	6.5
Weight, unladen (DIN/EU)	kg	1650 / 1725
Payload (DIN)	kg	440
Permitted total weight	kg	2090
Permitted axle load, front/rear	kg	1000 / 1140
Permitted trailer load (12%)	kg	
		- / -
Permitted roof load/trailer download	kg	75 /
Luggage compartment capacity	l	480
Aerodynamic drag	c <sub>x</sub> x A	0.30 x 2.20
<b>Engine</b>		
Type/no. of cylinders/valves		inline / 6 / 4
Engine technology	BMW TwinPower Turbo technology with twin-scroll turbocharger, High-Precision Injection, VALVETRONIC fully variable valve	
Effective capacity	cc	2979
Stroke/bore	mm	89.6 / 84.0
Compression ratio	:1	10.2
Fuel type		RON 87 – 98
Output	kW/hp	225 / 306
at rpm	min <sup>-1</sup>	5800 – 6000
Torque	Nm	400
at rpm	min <sup>-1</sup>	1250 – 4800
<b>Electrical</b>		
Battery charge/location	Ah/-	90 / luggage compartment
Alternator current/output	AW	210 / 2940
<b>Driving Dynamics and Safety</b>		
Front suspension	Aluminium double-joint spring-strut axle with displaced camber, small positive steering roll radius, transverse force compensation, anti-dive	
Rear suspension	Five-link axle in lightweight construction	
Front brakes	Swing-calliper disc brakes	
Rear brakes	Swing-calliper disc brakes	
Driving stability systems	As standard: DSC incl. ABS, ASC and DTC (Dynamic Traction Control), CBC Cornering Brake Control, DBC Dynamic Brake Control, brake drying function, fading compensation, start-off assist	
Safety equipment	As standard: driver and front-seat passenger airbags, driver and front-seat passenger side airbags, front and rear head airbags, three-point automatic seatbelts for all seats, seatbelt tensioners and seatbelt force limiters in front seats, crash sensors, tyre defect indicator	
Steering	Electromechanical rack-and-pinion power steering (EPS), Servotronic function, optional: Variable Sport Steering	
Overall steering ratio	:1	<sup>3)</sup>
Front/rear tyres		225/45 R18 91W
Front/rear wheels		8J x 18 light-alloy

**BMW 335Li**

**BMW ConnectedDrive**

Comfort	Park distance control; optional: rear view camera, Surround View incl. Side View, BMW Parking Assistant
Information and entertainment	Bluetooth; optional: Apps, mobile device integration
Safety	Optional: Adaptive Headlights with turning lights, variable light distribution and adaptive headlight range adjustment, high beam assistance, BMW Head-Up Display, cruise control with brake function

**Transmission**

Type of gearbox	8-speed automatic with Steptronic		
Gear ratios	I	:1	4.714
	II	:1	3.143
	III	:1	2.106
	IV	:1	1.667
	V	:1	1.285
	VI	:1	1.000
	VII	:1	0.839
	VIII	:1	0.667
	R	:1	3.295
Differential ratio		:1	3.154

**Performance**

Weight-to-power ratio (DIN)	kg/kW	7.3
Specific power output	kW/l	75.5
Acceleration	0–100 km/h	sec. 5.7
	0–1,000 m	sec. 24.9
Max. speed	km/h	250

**BMW EfficientDynamics**

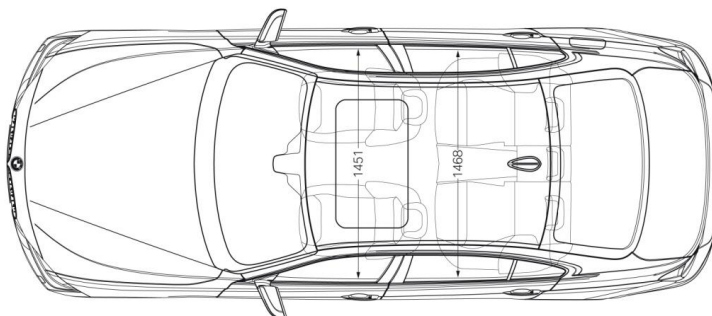
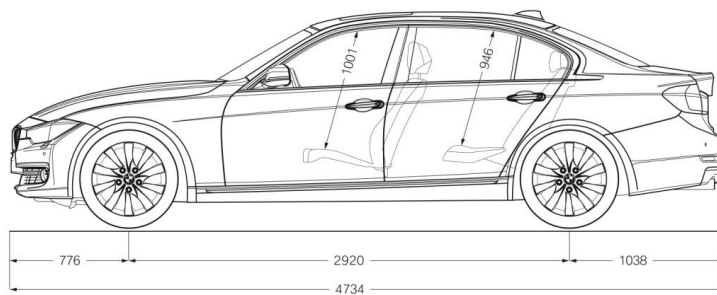
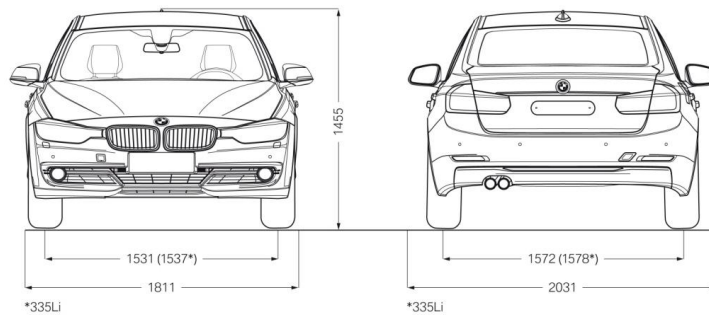
BMW EfficientDynamics Features included as standard	Brake Energy Regeneration, electromechanical power steering, Automatic Start/Stop function, ECO PRO mode, intelligent lightweight construction, on-demand operation of ancillary units, map-regulated oil pump, differential with optimised-warm-up behaviour, tyres with reduced rolling resistance
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**Fuel consumption (EU)**

Urban	l/100 km	12.0
Extra-urban	l/100 km	6.2
Total	l/100 km	8.3
CO <sub>2</sub> emissions	g/km	192
Emissions standard		EU5

## Exterior and interior Dimensions.

**BMW 320Li,  
BMW 328Li.  
BMW 335Li.**



## 3.2 Elegance that moves: the BMW 6 Series Gran Coupe.

Once again, BMW advances into a new vehicle segment with its presentation of the BMW 6 Series Gran Coupe. The third model of the BMW 6 Series after the Convertible and Coupe is the first-ever 4-door Coupe in the history of the brand. The aesthetic elegance of its design makes it especially attractive. Powerful engines and its highly sophisticated suspension technology guarantee a sporty driving experience. The BMW 6 Series Gran Coupe is also characterised by exclusive fittings and a remarkable range of functions for a 4-door Coupe of the luxury-class segment.

### **Design: aesthetic elegance and exclusive flair.**

The BMW 6 Series Gran Coupe combines the exceptional aesthetic appeal and dynamic performance of a Coupe with the enhanced functionality of a four-door model. The hallmark BMW proportions are unusually flat and sporty for a 4-door automobile. They are defined by the long and powerfully contoured engine compartment lid, the long wheelbase which elegantly elongates the vehicle, and the set-back passenger cell. With its low height and a roof line which flows flatly to the rear, the BMW 6 Series Gran Coupe also sets a new benchmark in terms of the aesthetic effect of a four-door automobile

The design of the interior creates a harmonious link between the front seats and the rear, embodying the ideal combination of elegance and dynamic performance. The driver-oriented cockpit, the passenger seat surrounded by elegantly curved surfaces, and the generous provision of space on the rear seats ensure travel comfort within a stylish, luxurious environment. The wheelbase has been extended by 113 millimetres as compared to the BMW 6 Series Coupe, resulting in a tangible increase in leg space on the rear seats. The BMW 6 Series Gran Coupe gains superb versatility due to its interior concept comprising up to five seats. An additional bonus in terms of functionality is provided by a through-loading facility and folding rear backrests which allows an expansion of the 460-litre luggage compartment to up to 1,265 litres.

**The driver experience: defined by dynamic performance and comfort.**

The engines available for the BMW 6 Series Gran Coupe with BMW TwinPower Turbo Technology offer sporty flair and efficiency. The inline 6-cylinder petrol engine of the BMW 640i Gran Coupe delivers 235 kW/320 bhp. The model range is supplemented by the BMW 650i Gran Coupe powered by a 330 kW/450 bhp V8 engine. In the latest generation of 8-cylinder engines, BMW TwinPower Turbo Technology also includes the fully variable valve control system VALVETRONIC. All power units are combined as standard with an 8-speed automatic transmission. Features which contribute to the reduction of fuel consumption include the automatic engine start-stop function and the ECO PRO mode which can be activated using the driving experience switch. The intelligent all-wheel-drive system BMW xDrive will also be available for the BMW 650i Gran Coupe.

The suspension technology of the BMW 6 Series Gran Coupe comprises a double-wishbone front axle and an integral rear axle as well as electromechanical hydraulic steering including Servotronic function and a high-performance brake system. Dynamic Damper Control, integral active steering and the Adaptive Drive system are available as options.

**Fittings: exclusive features, innovative technology.**

In addition to the 8-speed sports automatic transmission, the high-performance and extensive range of standard fittings for the BMW 6 Series Gran Coupe also include electrically adjustable leather seats with memory function, 2-zone automatic air conditioning, xenon light and the Professional radio with hi-fi loudspeaker system. There are also a number of exclusive options which add a touch of individual style. The highlights in the options program include the adaptive LED headlight and the Bang & Olufsen High-End Surround Sound System.

The BMW ConnectedDrive programme of driver assistance systems and mobility services includes the BMW Park Assistant, Surround View, collision warning with initial brake function in conjunction with active cruise control, lane change warning, lane departure warning, Speed Limit Info, high-beam assistant, BMW Night Vision with person recognition and the BMW Head-Up Display.

**Ready for the launch: BMW Individual range.**

Available at the launch of the BMW 6 Series Gran Coupe, the product range BMW Individual will be providing for the exclusive design of exterior and interior tailored precisely to personal style. Besides paint finishes in four versions, BMW Individual will also include special and mat paint finishes. The BMW Individual mat paint finish Frozen Bronze metallic is available exclusively for the BMW 6 Series Gran Coupe. BMW Individual light-alloy V spoke wheels are available in 19" and 20" sizes. An exclusive flair in the interior is borne by the BMW Individual full leather upholstery in fine-grained Merino, the BMW Individual Alcantara roof liner, the BMW Individual interior strips, and the BMW Individual inlaid wood in the steering wheel.

Designed specifically for the BMW 6 Series Gran Coupe, a highlight in the BMW Individual programme for interior design takes the form of the Opal White full leather upholstery that is combined with the Amaro Brown interior colour. Complementing these are the leather-trimmed dashboard and the BMW Individual Alcantara roof liner, both in Amaro Brown. Not only the handcrafted precision and distinct workmanship, but also the choice of materials and the colour scheme lend expression to the exclusive character of the BMW Individual range. White contrasting seams for the dashboard, armrest, and door trim panels complement the seats and exterior mirrors in Opal White. Equally perfect complements are presented by the Amaro Brown seams and welts on the seats in their interaction with the interior colour scheme. The BMW Individual range also includes pure White Ash Grain as a particularly high-quality and ideal supplement to the colour concept.

## Description in brief.

- Extension of model diversity, the first 4-door coupe based on the BMW 6 Series; BMW 6 Series Gran Coupe: aesthetic appeal, emotion and modern style in the premium segment of the luxury class.
- Unique combination of elegant design, sporty driving pleasure and an exclusive interior character, as well as travel comfort and a wide range of functions; high-quality interior design with generous space and a high level of seating comfort; driver-oriented cockpit; Control Display in flatscreen design; comfort-oriented rear backrest angle; outstanding versatility due to third seat at rear as well as through-loading facility and folding rear backrests; Luggage compartment volume of 460 litres, can be extended to as much as 1,265 litres due to folding rear seat backrests; vehicle length: 5,007 millimetres, wheelbase: 2,968 millimetres.
- Based on the aesthetic styling of the BMW 6 Series, the distinctive character of the BMW 6 Series Gran Coupe is consistently visualised in its design; differentiation in the specific electroplated brackets between the air inlet and fog lights; twin circular headlights with three-dimensionally styled light rings, optional adaptive LED headlights; characteristic silhouette with flowing coupe roof line and elegantly finished Hofmeister kink including "Gran Coupe" model inscription on the C column; deliberately flat effect; striking rear view with conspicuous emphasis of breadth; L-shaped LED rear lights; third brake light across the entire width at the top of the rear window.
- Unique efficiency: all engine variants fitted with BMW TwinPower Turbo Technology; standard: 8-speed sports automatic transmission, automatic engine start-stop function, driving experience switch and ECO PRO mode. Market launch in June 2012 for the BMW 640i Gran Coupe with inline 6-cylinder petrol engine, twin-scroll turbocharger, high-precision injection and VALVETRONIC; extension of the

range in the third quarter of 2012 with the addition of the top model BMW 650i Gran Coupe featuring the new 8-cylinder engine, two turbochargers, high-precision injection and VALVETRONIC.

- State-of-the-art suspension technology including electromechanical hydraulic steering with Servotronic; Dynamic Damper Control, integral active steering and Adaptive Drive optional; intelligent all-wheel-drive system BMW xDrive available for the BMW 650i Gran Coupe from market launch.
- Intelligent lightweight construction with selective use of extremely high-strength steel, aluminium and plastic.
- Extensive range of standard fittings, including 8-speed sports automatic transmission, automatic engine start-stop function, Servotronic, driving experience switch, xenon light with LED lighting rings, cruise control with brake function, electrically controlled and heated exterior mirrors, Dakota leather trim and seat heating at front, electrical seat adjustment with memory function for driver and front passenger, 2-zone automatic air conditioning with extended functions, electrical steering wheel adjustment, iDrive operating system, professional radio with hi-fi speaker system and USB interface.
- Unique BMW ConnectedDrive range including BMW Park Assistant, Speed Limit Info, camera-based collision warning with initial brake function in conjunction with active cruise control and the latest generation of BMW Head-Up Display; exclusive options programme including Bang & Olufsen High-End Surround Sound System, comfort and sports seats, active seats, active seat ventilation, exclusive Nappa leather, ceramic applications, rear seat heating and 4-zone automatic air conditioning; exclusive model-specific BMW Individual range available immediately from market launch.
- Technical specifications:  
**BMW 640i Gran Coupe:** Capacity: 2979 cm<sup>3</sup>,  
Output: 235 kW/320 bhp at 5800–6000 rpm,  
Max torque: 450 Nm at 1300–4500 rpm,  
Acceleration [0–100 km/h]: 5.4 seconds,



Average consumption\*: 7.7–7.9 litres / 100 kilometres,  
CO<sub>2</sub> emissions\*: 179–183 g/km, emission standard: EU5.

- **BMW 650i Gran Coupe (BMW 650i xDrive Gran Coupe):**

Capacity: 4395 cm<sup>3</sup>, output: 330 kW/450 bhp at 5500–  
6000 rpm,

Max torque: 650 Nm at 2000–4500 rpm,

Acceleration [0–100 km/h]: 4.6 seconds (4.5 seconds), average  
consumption\*: 8.6–8.8 litres (9.2–9.4 litres) / 100 kilometres,  
CO<sub>2</sub> emissions\*: 199–206 g/km (215 – 219 g/km), emission  
standard: EU5.

\* Figures according to EU test cycle depending on tyre format  
selected;

BMW 650i Gran Coupe: provisional figures.

### 3.3 Fascinating aesthetic appeal meets high performance: the new BMW M6 Coupe.

The fascination characteristic of M is derived from a passion for top performance and a sense of exclusive style: this can now be experienced in a particularly concentrated and exclusive form. The new BMW M6 Coupe offers superior performance properties within an ambience characterised by luxury and innovative features. Its supremacy is unique within the luxury-class premium segment and this is reflected in a powerfully expressive design. The 412 kW/560 bhp V8 engine with M TwinPower Turbo Technology, the 7-speed M dual transmission Drivelogic, the Active M Differential in the rear axle differential and model-specific suspension technology, a perfect weight balance and optimised aerodynamic qualities – all this, precisely dovetailed and harmonised, provides unmistakable M feeling in its most intensive form.

The motorsport technology used in the new BMW M6 Coupe paves the way to impressive performance on the race track as well as providing a fascinating experience in day-to-day traffic. The BMW M6 Coupe accelerates in 4.2 seconds from zero to 100 km/h. Its dynamic character is also borne out in agility on short bursts of speed, precision when turning in, traction capacity when accelerating out of bends and precisely controllable handling as well as its deceleration figures. The optional M Carbon ceramic brake system is presented in the BMW M6 Coupe as the latest innovation for optimising handling in highly dynamic driving situations.

#### **High-revving V8 engine with M TwinPower Turbo Technology: impressive forward thrust and remarkable efficiency.**

The new BMW M6 Coupe draws the power required for its captivating performance from a high-revving V8 engine with M TwinPower Turbo Technology, combining engineering features derived directly from motor racing with innovations developed as part of Efficient Dynamics. Its globally unique technology package includes two twin-scroll turbochargers, a cross-bank exhaust manifold, high-precision injection, the variable valve control system VALVETRONIC and the continuously variable camshaft adjustment function double VANOS.

The unmistakable M-specific performance characteristics of the 4.4-litre power unit are defined by an extremely spontaneous response and vehement power delivery which follows a linear pattern right up into the high engine speed range. The maximum torque of 680 Nm is available within an engine speed range of 1,500 to 5,750 rpm. The V8 reaches its peak output of 412 kW/560 bhp between 6,000 and 7,000 rpm. The maximum engine speed is 7,200 rpm. So the engine speed range for maximum performance here is almost three times as broad as that of the engine in the predecessor model.

Another feature which is unique within the competitive environment is the increase in efficiency offered by this new edition of the high-performance sports car. The new BMW M6 Coupe has an average fuel consumption of 9.9 litres per 100 kilometres in the EU test cycle and a CO<sub>2</sub> figure of 232 grams per kilometre – a reduction of around 30 per cent in each case as compared to the predecessor model.

#### **Athletic shapes, adaptive LED headlights and a CFRP roof.**

The body design combines the classic proportions of a BMW Coupe with powerfully stretched, precise contours that emphasise athletic charisma. In addition there is a model-specific interpretation of typical M design features, including radiator grille with paired bars, large air inlets, broadly flared wheel arches with three-dimensionally modelled gill elements, aerodynamically optimised exterior mirrors, 19-inch M light-alloy wheels and a powerfully shaped rear apron with a diffuser between the twin exhaust tailpipes positioned on the left and right.

The new BMW M6 Coupe is fitted with a dynamically contoured, weight-optimised roof made of carbon-fibre-reinforced plastic (CFRP). Its range of standard equipment likewise includes LED headlights.

#### **Individually configurable set-up, two MDrive buttons on the steering wheel.**

The model-specific interior design also adds to the car's characteristic M feeling. Outstanding features include the newly developed M Sports seats, the M-specific cockpit and a key panel to adjust the DSC mode, the engine power characteristics, the damper map, the characteristic curve of the M Servotronic and the shift programme. Individually configured overall set-ups

can be saved using the two MDrive buttons on the steering wheel and retrieved as required.

The BMW Head-Up Display with M specific features is optional, as are numerous other driver assistance systems from the BMW ConnectedDrive programme. The selection of options also includes such items as M multifunction seats, the Professional navigation system and the Bang & Olufsen High-End Surround Sound System.

## Description in brief. the new BMW M6 Coupe.

- New edition of the BMW M6 Coupe; exceptionally intensive M feeling combined with captivating aesthetic design, luxurious charisma, four seats and innovative equipment features; high-performance sports car with superior performance properties and particularly exclusive character; unique position within the premium segment of the luxury class due to outstanding driving dynamics and typical M concept harmony with high suitability for everyday use; groundbreaking refinement of the vehicle concept with significantly enhanced efficiency, optimised operating structure for customising the vehicle set-up and extended variety in the BMW ConnectedDrive programme of driver assistance systems and infotainment functions.
- Powerfully expressive body design with dynamic elegance of styling and hallmark M aesthetic appeal as an authentic visualisation of the car's high-performance properties; continuation of the lightweight construction strategy typical of the BMW M6 Coupe, with strikingly contoured roof made of carbon-fibre-reinforced plastic.
- High-revving 4.4-litre V8 engine with M TwinPower Turbo Technology consisting of twin-scroll twin turbo charging, cross-bank exhaust manifold, high-precision injection and fully variable valve control system VALVETRONIC; typical M power delivery with spontaneous response and lasting thrust; the highest output in the segment; 412 kW/560 bhp at 6,000 – 7,000 rpm, maximum torque: 680 Nm from 1,500 rpm; maximum engine speed: 7200 rpm; engine output 10 per cent higher, maximum torque 30 per cent higher than predecessor model.
- Acceleration figures: 0–100 km/h in 4.2 seconds; 0–200 km/h in 12.6 seconds; electronically limited maximum speed: 250 km/h (305 km/h with M Driver's Package).
- Exceptionally favourable relationship between performance figures and fuel consumption, significantly optimised as compared to the predecessor model; average fuel consumption in the EU test cycle: 9.9 litres/100 km; automatic engine start-stop function and other Efficient Dynamics features as standard; fuel consumption reduced by over 30 per cent as compared to the predecessor model.

- 7-speed M double-clutch transmission with Drivelogic and traction-optimised automatic gear selection, Launch Control and Low Speed Assistance; M-specific gear selector switch; newly developed M leather steering wheel with shift paddles.
- Power transmission to the rear wheels: Active M Differential with fully variable distribution of drive torque between rear wheels so as to optimise traction and driving stability on dynamic lane changes and when accelerating out of bends.
- High-performance characteristics with exceptionally dynamic and precisely controllable driving properties due to typical M harmonisation of powertrain and suspension technology, aerodynamics and weight balance; power-to-weight ratio: 3.3 kg/bhp.
- M-specific suspension with separately developed front and rear axle kinematics; M-specific Dynamic Damper Control; driving stability control system DSC including M Dynamic Mode; M Servotronic steering; body reinforcements with specific stiffening plates; weight-optimised compound high-performance brake system; newly developed M Carbon ceramic brake as an option with optimised stability and wear resilience as well as reduced weight.
- Engine response, M Servotronic characteristic curve, Drivelogic shift program, DSC mode, damper map and Head-Up Display indicators individually programmable; two MDrive buttons on steering wheel for saving and retrieving individually configured vehicle set-ups.
- Body design with the classic proportions of a BMW Coupe, sporty and elegant aesthetic appeal of the BMW 6 Series and athletic styling characteristic of M; M-specific design features as an authentic expression of the vehicle's technological requirements and performance qualities; triple-section, expressively modelled lower air inlet with aerodynamically optimised flaps; newly styled M radiator grille with black twin bars; broadly flared wheel arches; typical M gill elements with integrated turn indicator bars; aerodynamically optimised exterior mirrors and side sills; BMW Individual high-gloss Shadow Line; exposed reflectors underneath the rear lights; aerodynamically optimised rear apron with diffuser between the twin exhaust tailpipes positioned on the left and right; 19-inch standard and 20-inch optional forged M light-alloy wheels, each with their own distinctive interpretation of the typical M double-spoke design.

- Luxurious, elegantly curved interior design with M-specific controls and design features; newly developed M leather steering wheel in double-spoke design; M gear selector switch and control buttons for vehicle set-up on model-specific central console; exclusive M Sports seats with integrated belt system (optional: M multifunction seats); Merino leather trim with extended features; exclusive interior strips in Carbon Fibre; illuminated door sill cover strips with model inscription; M-specific instrument panel in Black Panel Technology; 2-zone automatic air conditioning with extended features, ambient light.
- Adaptive LED headlights as standard, extensive BMW ConnectedDrive programme featuring some elements which are unique within the competitive field: BMW Head-Up Display with M specific indicators, high-beam assistant, BMW Night Vision with person detection, lane change warning, lane departure warning, reversing camera, Surround View, Speed Limit Info, internet access, extended integration of smartphones and music players, Real-Time Traffic Information and apps for web radio reception as well as use of Facebook and Twitter.
- Virtually complete range of options for the BMW 6 Series, including Comfort Access, active seats, steering wheel heating, doors with Automatic Soft Close system, Professional navigation system, Bang & Olufsen High-End Surround Sound System.
- Performance figures, fuel consumption and exhaust emissions\*:

**BMW M6 Coupe:**

Acceleration [0–100 km/h]: 4.2 seconds,  
acceleration [0–200 km/h]: 12.6 seconds,  
maximum speed: 250 km/h (305 km/h with M Driver's Package),  
average consumption: 9.9 litres / 100 kilometres,  
CO<sub>2</sub> emissions: 232 g/km, emission standard: EU5.

\* Preliminary figures, fuel consumption and exhaust emissions according to EU test cycle.

### **3.4 Driving pleasure made to measure, inspired by motor racing: The new BMW M Performance Parts product range.**

The newly structured programme in the BMW M Performance Parts product area enables selective customisation with a clear focus on a particularly intensive driving experience. From July on the Chinese automobile market as well, BMW M Performance Parts specially developed for the BMW 5 Series Sedan, the new BMW 3 Series Sedan and the new BMW 1 Series will be available as part of the Original BMW Accessories range. The retrofit components designed in close collaboration with BMW M GmbH (division) in the areas of powertrain, chassis, aerodynamics and cockpit provide a tangible increase in driving dynamics by enhancing engine power, reducing weight and optimising aerodynamic properties. What is more, they add a striking touch of sporty style in the appearance and interior styling of each vehicle.

Like the BMW M Performance Parts already available for the high-performance sports cars BMW M3, BMW 1 Series M Coupé, BMW X5 M and BMW X6 M, the programme developed for the models of the BMW 5 Series, BMW 3 Series and BMW 1 Series ensures an authentic transfer of M-specific motor racing technology to everyday driving. The BMW M Performance Parts products reflect the excellent standards of the BMW Group in terms of design, quality and safety. They are subject to the comprehensive BMW warranty terms. And retrofitting these items has no impact whatsoever on the warranty terms as applicable to the vehicle in question. Sales and installation are taken care of by the BMW and BMW M dealer network, BMW subsidiaries and BMW Service authorised workshops.



**Optimised aerodynamic properties, powerfully expressive design.**

With the BMW M Performance Parts products in the area of aerodynamics, not only is air conduction effectively optimised but also the dynamic charisma of the respective vehicle. These products can be installed in vehicles fitted with the M Sports package optionally available ex works or a retrofitted M aerodynamic package. This lends even greater individual emphasis to the dynamic character of a vehicle which already has a sporty design. Selected BMW M Performance Parts products will be available for the new BMW 1 Series and the BMW 5 Series Sedan from July 2012 in China.

The BMW M Performance Parts products will be available for the BMW 3 Series Sedan at approximately the same time as the M Sports package becomes available for this model.

The product portfolio includes aerodynamic components for the front section, diffuser inserts for the rear apron and side sill foliations with M Performance inscription. In addition, the dynamics of the side air ducting is given further emphasis by the use of the BMW M Performance side sill attachments on the new BMW 1 Series and the new BMW 3 Series Sedan. BMW M Performance rear and roof edge spoilers, rear fins, black radiator grille and top stripes are also offered in model-specific design. Other products derived from motor racing include BMW M Performance exterior mirror caps in carbon finish and a carbon rear spoiler: These are also available for the new BMW 3 Series and the BMW 5 Series Sedan.

**A tangible increase in dynamic performance:**

**BMW M Performance Parts products in the area of chassis.**

A definite bonus in terms of agility and precision in drivability is provided by the BMW M Performance Parts products in the area of chassis.

A BMW M Performance suspension with distinctively sporty settings and a particularly large-scale yet weight-optimised BMW M Performance brake system will be available for the new BMW 1 Series and the new BMW 3 Series Sedan from September 2012 on. The brake system, featuring aluminium fixed callipers at both front and rear, guarantees a constantly high level of deceleration even under high thermal stress. Its perforated, inner-vented sports brake discs measure 370 x 30 millimetres at the front (diameter x thickness) and 345 x 24 millimetres at the rear. The brake callipers are fitted with four and two pistons each at the front and rear respectively and can be recognised by the four-colour M logo.

The BMW M Performance Parts range also includes exclusive light-alloy wheels specifically designed for each model. 20-inch M light-alloy wheels in V-spoke design are available for the BMW 5 Series Sedan: These are offered in the colour Liquid Black or in the bi-colour finish characteristic of BMW M Performance and can be used with mixed tyres. The M light-alloy wheels in double-spoke design developed for the new BMW 3 Series Sedan and for the new BMW 1 Series likewise have a striking bi-colour appearance. The weight-optimised forged wheels effectively contribute to the reduction of unsprung masses, thereby enhancing the agility and steering response of the vehicle. They are available in the 19-inch size for the BMW 1 Series and as 20-inch wheels for the BMW 3 Series Sedan, both with mixed tyres.

**Audibly sporty acoustics: BMW M Performance silencer system.**

For the launch of the BMW M Performance Parts range, the first petrol engine models can be fitted with a BMW M Performance silencer system. Without impairing the long-distance comfort of the vehicle in question, this system gives the engine acoustics a discreet but audibly sporty touch. The reduction of exhaust counterpressure also results in improved response characteristics. The BMW M Performance silencer system is available for the 6-cylinder models BMW 640i, BMW 535i and BMW 335i, as well as for the BMW 125i, which is new to the portfolio. Both an acoustic and a visual accentuation are added to the most powerful petrol engine variant of the new BMW 1 Series. The BMW M Performance silencer system comprises a twin tailpipe as is typical of 6-cylinder models.

**High-quality materials, innovative technology, characteristic design: cockpit in sports car style.**

Owners of a BMW 5 Series Sedan, a new BMW 3 Series Sedan or a new BMW 1 Series will also be able to selectively customise the interior of their vehicle with BMW M Performance Parts, allowing especially intensive enjoyment of the driving experience typical of the brand. For example, the BMW M Performance steering wheel is available for the current models of these series. It has a rim which is flattened at the bottom, a carbon trim element and a central marking in red leather at the 12 o'clock position, while its Alcantara covering provides an excellent grip and a pleasant feel in all temperatures. The version of the steering wheel designed for the

BMW 5 Series Sedan also features an “M Performance” model inscription on the trim element.

A BMW M Performance steering wheel including race display will also be available for the new BMW 3 Series Sedan and the new BMW 1 Series from autumn 2012. An OLED display is integrated in the upper section of the steering wheel rim showing a range of technical data such as oil and cooling water temperature as well as the shift point indicator. A number of different display modes can also be activated using the steering wheel’s multifunction buttons. In the EfficientDynamics mode, information is provided on optimised fuel efficiency. The Sports mode enables the use of a stopwatch function as well as display of transverse acceleration rates. In the Race mode, time can be measured to the nearest hundredth of a second and there is also a memory function.

For further enhancement of the driver workspace in the style of a sports car, there are BMW M Performance stainless steel pedals, the BMW M Performance driver footrest, interior strips in Alcantara and carbon and a carbon handbrake handle with Alcantara gaiter. Depending on the configuration of the vehicle, a trim for the gearshift lever or gear selector switch is also available in carbon. In the products developed for the new BMW 3 Series Sedan and the new BMW 1 Series, an open-pore carbon is used for the first time which creates a harmonious, discreet overall impression due to its matt structure combined with the Alcantara surfaces. Selected products are also labelled with the “M Performance” inscription or the M logo so as to emphasise their sporty styling.

Both in terms of style and function, all BMW M Performance Parts are specifically geared towards further enhanced driving dynamics as well as adding a touch of sporty flair to the outward appearance and interior character of the respective vehicle. All components of the BMW M Performance Parts programme are available individually. This allows drivers to add clear sporty accentuations in the areas which are particularly important to them personally. Thanks to their precisely harmonised qualities, BMW M Performance Parts products can also be combined to create an integrated package for increased dynamic performance and driving pleasure.

### 3.5 Enhanced sporty flair, reduced emissions: the new BMW X3 xDrive28i.

As always, dynamic driving properties are the hallmark of the BMW Sports Activity Vehicles. On its vehicle segment, the BMW X3 is seen to set the standard for agility and driving pleasure. Its sporty character has now received an additional boost in the form of new members to the engine and equipment ranges. All variants of the BMW X3 come with a new, particularly high-torque engine for the BMW X3 xDrive28i and the driving experience switch for individual vehicle set-ups, both optimising specifically the sporty qualities.

Also the selection of optional BMW ConnectedDrive driver assistance systems has again been expanded for the BMW X3. Additional new features serve to individualise the exterior and interior.

#### **New BMW X3 xDrive28i: faster sprints and less consumption thanks to BMW TwinPower Turbo Technology.**

At Auto China 2012, yet another model variant of the BMW X3 will be presented that is powered by an engine with BMW TwinPower Turbo Technology. The latest new addition to the drive portfolio is the 2.0-litre four-cylinder spark ignition engine delivering 180 kW / 245 bhp for even greater torque and efficiency in the BMW X3 xDrive28i. The technology package integrated in this engine consists of a supercharging system on the Twin Scroll principle, direct high-precision injection, the variable valve control system VALVETRONIC, and the variable camshaft control system double VANOS. This combination ensures not only a spontaneous response and sporty power delivery continuing into the high load ranges, but also outstandingly low fuel consumption for a spark ignition engine in this performance class.

Compared with the predecessor engine, the new drive delivers a max torque that has now been raised by 40 to 350 Nm. This is also available in a considerably wider speed range from 1250 to 4800 rpm. Thanks to the resulting pulling power and high revving properties, the new BMW X3 xDrive28i accelerates from zero to 100 km/h in 6.7 seconds,

or 0.2 seconds faster than the predecessor model. And there have been even more advances made in efficiency. The average consumption of 7.5 litres per 100 kilometres determined in the EU test cycle and CO<sub>2</sub> emissions of 175 grams per kilometre are about 17% lower than the former values.

The new drive unit is combined as standard with the eight-speed automatic transmission. The drive torque is transferred to the road or rough terrain via the intelligent all-wheel-drive system BMW xDrive with electronically controlled, variable force distribution between the front and rear wheels.

**Driving experience switch including ECO PRO mode is installed as standard.**

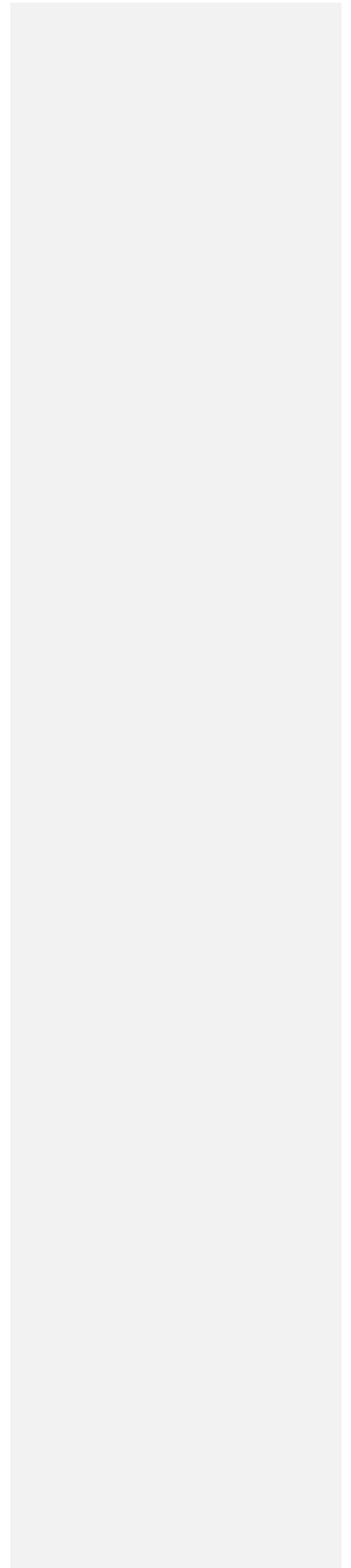
Also, all model variants of the BMW X3 will be fitted as standard in future with a driving experience switch. The driver can vary the vehicle set-up at the press of a button situated next to the gearshift lever or gear selector switch on the centre console. The modes available for selection here are "COMFORT", "SPORT", "SPORT+", and ECO PRO. The driving experience switch affects the settings for the driving stability control system DSC, the characteristic curves of the accelerator pedal and steering servo, and, when fitted in the vehicle, the dynamic shifting properties of the automatic transmission and the program map for Dynamic Damper Control.

ECO PRO mode supports a particularly fuel-saving driving style by adapting accordingly the drive controller and optimising the systems for heating, air conditioning, exterior mirror heating, and seat heating. Specific displays on the instrument cluster inform the driver of the extended range now possible as a result.

**The enhanced BMW ConnectedDrive range.**

Also enhanced is the selection of BMW ConnectedDrive driver assistance systems available for the BMW X3. A new option is now the Speed Limit Info system including overtaking ban display. This presents the corresponding icons on the instrument cluster to inform the driver of detected speed limits and "No overtaking" signs its cameras have registered on the side of the road or on gantry displays.

Moreover, the BMW X3 can now also be fitted with the lane departure warning including rear collision warning. Using the camera installed at the base of the interior mirror, this system monitors the road markings and helps to prevent unintentional deviations from course. When the driver leaves the lane without first pressing the direction indicator, the steering wheel starts to vibrate. In addition, the camera registers other vehicles ahead, and, if necessary, any potential collisions are met with a two-level alarm consisting of visual and acoustic signals.



### **3.6 Unique – and now more exceptional than ever: the new BMW X6.**

The BMW X6 is the world's first-ever Sports Activity Coupe, still a unique combination of sporty dynamics and supreme versatility and now with further enhanced appeal. Selective modifications in design and innovative equipment features hone the profile of the new BMW X6 as a distinctive model within the premium segment of all-wheel-drive automobiles. Its exceptional standing and ongoing popularity is due to both its highly expressive design, combining the athletic and elegant lines of a Coupe with the supremacy of a BMW X model, and the fascinating driving experience provided by powerful engines fitted with BMW TwinPower Turbo Technology and the intelligent all-wheel-drive system xDrive, including Dynamic Performance Control.

Since its market launch, more than 150,000 of the Sporty Activity Coupe have been sold within approximately three years. This far exceeded the original plans. And the continuing high level of demand for the BMW X6 on the worldwide automobile markets is an impressive confirmation of the unusual vehicle concept of the Sports Activity Coupe.

#### **Striking accentuations at the front and rear, adaptive LED headlamps as a new option.**

Precisely modified details in the front view give the new BMW X6 an appearance characterised by exclusive athleticism and supremacy. The fog lights are now set in matt finish surrounds in the upper area of the outer air inlets. Their higher and more lateral position emphasises the width of the vehicle. The striking three-dimensional modelling of the frame and newly designed bars, angled in the lower section, make the BMW kidney grille stand out especially conspicuously within the vehicle front section. The angle of the grille bars is flush with the bottom of the headlamp units, thereby creating an additional horizontal line which likewise highlights the wide track and stable road-holding of the new BMW X6.

As an alternative to the standard bi-xenon light, the new BMW X6 is the first vehicle in its segment to be fitted optionally with adaptive LED headlamps.

Their bright white light ensures optimum visibility, while their high-quality appearance represents a new interpretation of the brand's hallmark twin circular headlamps. The three-dimensionally shaped luminous rings of the adaptive LED headlamps are strikingly levelled off both at the top and bottom and are overlaid at the upper edge by an LED-fed accent light. The light sources for low and high-beam light are LED units positioned on a horizontal bar at its centre, feeding their light into the reflectors in front. In the new BMW X6 M, adaptive LED headlights are fitted as standard.

With its newly designed rear lights with LED technology, the powerfully shaped rear section of the new BMW X6 also features more intense styling. The rear lights are now two LED-fed light banks which create the brand's hallmark night design as a harmoniously glowing light mass. The fact that they are horizontally aligned and stretch far out to the sides emphasises both the width of the vehicle and the flowing transition between the side section and rear.

**Attractive supplements to the programme of external paint finishes, light-alloy wheels and leather trim.**

The programme of external paint finishes for the new BMW X6 consists of two non-metallic and eight metallic colours, including Marrakech Brown metallic, Orion Silver metallic and Midnight Blue metallic. The standard equipment range of the new BMW X6 also includes 19-inch light-alloy wheels.

In the 8-cylinder model BMW X6 xDrive 50i these now feature a new double-spoke design in bi-colour. The selection of light-alloy wheels available as an option is supplemented with a 20-inch version in Y-spoke, bi-colour design. An optional feature for the BMW X6 is an engine compartment lid with strikingly shaped powerdome which additionally highlights the powerful appearance of the Sports Activity Coupe.

The standard leather trim Nevada is now also available in the colour Vermilion Red. The exclusive Nappa leather option with extended features now includes a choice between the colours Black and Ebony White. The new BMW X6 is offered as standard as a four-seater model. A three-seater rear bench is optionally available. The luggage compartment volume of the



Sports Activity Coupe is 570 litres and can be extended to up to 1,450 litres by folding down the rear backrests.

As an additional option, the M Sport Edition is offered for the new BMW X6. This attractive equipment package includes 20-inch M light-alloy wheels in double-spoke design and bi-colour finish with mixed tyres, adaptive LED headlamps, BMW Individual high-gloss Shadow Line, black surrounds for the fog lights and M door sill cover strips. The striking accentuations for the exterior are supplemented with a sporty interior ambience. Features here include the sports seats with electrical adjustment and memory function, M-specific Alcantara/Nappa leather combination in black with M-style welt and contrast stitching, M leather steering wheel with shift paddles, M driver footrest, stainless steel pedals, interior strips in Aluminium Flywheel black and the BMW Individual roof liner in Anthracite.

**The new BMW X6: dynamic, supreme, efficient, innovative.**

With the market launch of the new BMW X6, the combination of supreme appearance, agile driving properties and hallmark brand efficiency so characteristic of the Sports Activity Coupe is raised to a new level. The engines with BMW TwinPower Turbo Technology available for the BMW X6 deliver impressive pulling power and exemplary low fuel consumption figures. The V8 engine of the BMW X6 xDrive50i delivers 300 kW/407 bhp, while in the BMW X6 xDrive35i an inline 6-cylinder petrol engine with 225 kW/306 bhp ensures supreme athletic performance.

As an additional product offer from BMW M GmbH, the specialists for high-performance sports cars, the BMW X6M with its V8 engine delivering 408 kW/555 bhp also benefits from detailed refinements in the area of design and equipment. The BMW X6 M is fitted with a 6-speed M Sport automatic transmission, also highlighting its individual status with such features as separately developed suspension technology.

In all other models, engine power is transferred by means of a standard 8-speed sports transmission including shift paddles at the steering wheel. Dynamic Performance Control is a standard feature in all versions of the BMW X6 as an element of the intelligent all-wheel drive system xDrive. This gives greater precision to the electronically controlled power distribution so as to optimise driving stability, traction and dynamic performance.

It particularly comes to bear when taking bends in sporty style. Even as the car enters the bend, xDrive feeds additional power to the rear wheels so as to support an agile turn-in response. By means of continuously variable distribution of drive torque between the rear wheels, Dynamic Performance Control also optimises tracking stability under high transverse acceleration forces as well as traction when accelerating out of a bend. For additional enhancement of agility and supremacy, the systems Active Steering (not available for the BMW X6 M) and Adaptive Drive (as standard in the BMW X6 M) are offered with electronically controlled dampers and roll stabilisation.

The progressive character of the new BMW X6 is also underscored by the extensive range of driver assistance systems and mobility services from BMW ConnectedDrive. In addition to BMW Head-Up Display, features available for the Sports Activity Coupe include lane departure warning (not for the BMW X6 M) and Speed Limit Info, as well as Side View and reversing camera with Top View. The new BMW X6 is also optimised by means of intelligent networking with the integration of smartphones and music players in the vehicle and the use of innovative infotainment functions.

### **3.7 Intelligent networking for even greater driving pleasure: BMW ConnectedDrive.**

BMW ConnectedDrive represents the intelligent networking of driver, vehicle, and outside world. Innovative driver assistance systems and mobility services like the park assistant, the Mobile Office functions, and the BMW Head-Up Display enhance the individual comfort on the road, raise infotainment in the vehicle to a new level of experience, and optimise safety in the most diverse driving situations.

At Auto China 2012, BMW ConnectedDrive will be presenting the option Apps for customers on the Chinese automobile market.

The app "BMW Connected" allows owners of an Apple iPhone e.g. to use the social network services Kaixin and SinaWeibo in the vehicle.

#### **With BMW Apps: send and receive social network messages in the vehicle.**

The Apps option provided by BMW ConnectedDrive and the application BMW Connected also allow Apple iPhone users now in China as well to utilise a great many web based services in the vehicle. This requires the vehicle to be fitted with the optional Professional navigation system and the Apps option. The "BMW Connected" app can be downloaded free of charge from the Apple App Store. When the Apple iPhone is linked to the vehicle via the USB port or the snap-in adapter, the app contents can be shown on the control display of the iDrive operating system. The functions are selected and activated by the controller.

The "BMW Connected" app presents an extensive range of options for using the social network services Kaixan and SinaWeibo. The Kaixan service is used e.g. for posting individual messages, updating blogs and online photo albums, and accessing music programs and games. SinaWeibo is used to write and receive short messages, similarly to the online service Twitter. The "BMW Connected" app can receive messages and statuses from both services and present these on the control display. Also individual messages can be sent that have been written on the Apple iPhone. These can be

supplemented with current vehicle data like the road speed or the navigation destination.

Moreover, the “BMW Connected” app includes use of the iPhone’s appointments diary function in the vehicle. Appointments can be presented on the vehicle display and managed conveniently via the BMW iDrive system.

**PlugIn: enhanced audio and video program based on innovative interface technology.**

The Apps option also provides the PlugIn function that enhances the entertainment programme in the vehicle. PlugIn transfers to the vehicle display the user interface familiar from the Apple iPod. BMW ConnectedDrive customers can now enjoy e.g. Genius or album cover art that they can also use in the vehicle. In addition, Apps can also be used – when the vehicle is stationary – to play back and view video podcasts on the onboard monitor via the iPhone’s iPod function.

**For the perfect overview: Surround View.**

The Surround View system also utilises two cameras in the side mirrors in addition to the reversing camera and the PDC sensors (Park Distance Control). The data it gathers are then used to generate an image on the control display that shows the vehicle and its environment from the bird’s eye view. This depiction allows particularly precise manoeuvring in a confined space.

When the situation demands this, the driver can also make use of the Side View function as a subsystem of the optional Surround View. Side View works with two cameras that are integrated in the front wheel arches and that allow the driver to observe traffic coming from the side. These images are also presented on the control display. This not only simplifies manoeuvring, but also warns the driver of oncoming traffic from the side when the vehicle is leaving confined spaces like back-set gates or multistorey car parks.

**Everything important in view: BMW Head-Up Display.**

The optional Head-Up Display projects driving-relevant details directly within the driver’s field of vision. This new system generation provides a further optimised display quality. The symbols projected on the windscreen appear

in particularly brilliant, high-resolution 3D. The graphics now enjoy the full colour spectrum for the particularly realistic presentation of traffic symbols.

Also the scope of displayed information has been expanded. Depending on the vehicle configuration, this may also include check control messages, lane departure warning statuses, and BMW Night Vision warnings in addition to the current speed and the high guiding instructions from the navigation system. The details appear at a particularly ergonomic position on the windscreen where the driver can see them without having to refocus or look away from the road ahead. The projected intensity adapts automatically to the outside light levels.

### 3.8 Innovative stimuli for inspiring design: BMW Group DesignworksUSA opens studio in Shanghai.

By opening a new studio in the Chinese metropolis of Shanghai, the BMW Group subsidiary DesignworksUSA is taking yet another important step in expanding its international creative network. The presence and activity in this city of nineteen million provides creative consulting with invaluable additional stimuli for design development and consultancy commissioned by international customers on and off the automobile sector. The solemn inauguration of the new design studio in the French Quarter of Shanghai will be conducted by the BMW AG Board Member Dr Klaus Draeger and the BMW Group Design Manager Adrian van Hooydonk at the close of the international automobile trade fair Auto China 2012 in Beijing.

Knowhow gained from across sectors and a global perspective are the foundation of the success enjoyed by BMW Group DesignworksUSA. The majority of projects are realised for international customers on the most diverse segments outside of the automobile sector. This inspires not only the BMW Group design teams with new insights. Also customers like Siemens, Boeing Business Jets, Microsoft, Coca Cola, and Hewlett Packard profit from the wide range of effects and the strategic competence of the design consultancy. Based in California and with further studios in Europe and Asia, this company has been a BMW Group member since 1995 after deciding to pursue a course of international alignment, a course that is now finding consistent continuation in the opening of a design studio in Shanghai. The objective is to utilise creative stimuli from as many of the world's regions as possible for the design of globally successful products.

#### **Shanghai site: a fascinating coexistence of tradition and innovation.**

With its fascinating coexistence of tradition and innovation, the Shanghai site is the ideal generator of creative processes. At the same time, the transfer of international partnerships to the new site is to generate innovative stimuli in the region. "With this new studio in Shanghai, BMW Group DesignworksUSA is at the heart of one of the fastest growing and most influential consumer goods markets in the world," explained Laurenz Schaffer, President of

BMW Group DesignworksUSA. “Here we gain insights into a fascinating culture, at the same time contributing to the vibrant development of the design sector in this region. Both will culminate in a key enrichment of our creative competence,” he added.

The tasks of the new BMW Group DesignworksUSA studio include projects from diverse sectors like product, automobile, transportation, environmental, and communication design; material and surface design; design communication, research, and strategic consultation; innovative technologies for design and product development; 3D visualisation; and model building. The team is made up of both designers from the region and employees that have already gained experience at the three other BMW Group DesignworksUSA studios.

**From design to production: BMW Group intensifies its commitment in China.**

For the BMW Group, the opening of the Shanghai design studio is a key step towards intensifying its commitment on the Chinese automobile market. As early as 2003, this German premium manufacturer joined forces with the partner Brilliance Automobiles in joint venture production at the Shenyang plant in the Liaoning Province. At present, investments to the tune of about one billion euros are significantly increasing the production capacities there. This expansion to the existing Da Dong plant and the imminent opening of the new Tiexi plant will, over the long term, allow an increase in annual production to over 300,000 vehicles. In 2011, China was already the world's third-largest sales market for BMW Group automobiles.

“The Shanghai site is of great strategic and creative significance for the BMW Group and BMW Group DesignworksUSA,” said Adrian van Hooydonk, BMW Group Design Manager. “The high and constantly growing status of the Chinese market is patent, and of course this also has an effect on how our designers work. They can take up stimuli from an inspiring culture where the role of traditions is just as important as discoveries and crossing borders.”

## 3.9 The future of individual mobility: the BMW i3 Concept.

BMW i stands for visionary vehicles and mobility services, inspiring design and a new definition of premium characteristics in automobiles particularly closely geared towards the aspect of sustainability. The BMW Group is pursuing a holistic approach through BMW i, including individually tailored vehicle concepts, sustainability throughout the entire supply chain and supplementary mobility services. The exceptional vehicle study BMW i3 Concept shows what the BMW i approach to individual mobility might look like in the future.

### **BMW i3 Concept – dynamic, urban, zero emissions.**

The BMW i3 Concept, known up to now as the Megacity Vehicle, has been designed for the urban environment with a consistent focus on sustainability: purely electrically powered and tailored to meet the demands of zero-emissions mobility. Innovative use of materials and intelligent lightweight construction result in an exceptionally low weight while optimising crash safety: this not only enables a long range but also contributes to the automobile's high level of driving dynamics.

The BMW i3 Concept is highly suitable for everyday use, with four seats, wide-opening doors hinged on opposite sides and a luggage compartment offering a volume of 200 litres supplemented with an additional functional compartment at the front of the vehicle. Innovative connectivity functions for use both in the vehicle and via smartphone applications ensure intensive networking of the BMW i3 Concept with the customer's living environment. When on the road there are intelligent assistance systems to provide support for the everyday situations which typically arise in urban traffic.

### **Purpose-built design: the LifeDrive concept.**

The innovative LifeDrive architecture of the BMW i vehicles specifically takes into account the technical requirements of electric drive. In contrast to the so-called conversion approach, which involves electrical components being subsequently integrated in a vehicle originally designed for a combustion



engine, this new method allows electrification to be realised without elaborate revisions and in particular without affecting weight.

LifeDrive architecture is essentially made up of two separate, independent units. In addition to the suspension, the Drive module comprises the energy storage device, the powertrain and the structural and crash functions in a construction largely made of aluminium. Its counterpart, the Life module, mainly consists of a highly rigid and very light passenger cell made of carbon-fibre-reinforced plastic (CFRP). The extensive use of CFRP makes the Life module very light. This construction contributes significantly to achieving a higher range as well as increasing driving performance.

The BMW i3 Concept presents a version of the LifeDrive concept which is markedly horizontal in structure. The Drive module forms the stable foundation and accommodates the large energy storage device. The battery cells are entirely integrated in the vehicle underbody so as to save space, thereby ensuring optimum axle load distribution and a low centre of gravity. Aluminium profiles surround the energy storage device, protecting it from external impact. In front of and behind it there are two crash-activated structures for absorbing impact energy as required in the event of a head-on or rear-end collision. Since electric drive is much more compact in size than a combustion engine of comparable performance, the electric motor, reduction stage and electronic drive unit can be housed directly above the powered rear axle.

The Life module is simply placed on top of the Drive module. Since all powertrain components are integrated in the Drive module, no central tunnel is required in the interior as is the case in conventional vehicles to feed the power from the engine at the front to the rear wheels. For this reason, the BMW i3 Concept offers significantly increased interior space as compared to other vehicles with the same wheelbase.

### **Purely electric: the drive behind the BMW i3 Concept.**

The electric drive of the BMW i3 Concept is designed mainly for use in an urban setting. Its electric motor delivers an output of 125 kW/170 bhp and a torque of 250 Nm. Here, full torque is available from standing. The large engine speed range available also allows very homogeneous power delivery. This gives the BMW i3 Concept a particularly high level of agility:

It accelerates from zero to 60 km/h in less than four seconds, and it reaches the 100 km/h mark in under eight seconds. Its top speed is limited to 150 km/h for reasons of efficiency.

The electric drive also offers the possibility of braking via the accelerator pedal. If the driver removes his foot from the accelerator, the electric motor becomes a generator which produces electrical power from kinetic energy and feeds it back to the vehicle battery. This also creates a braking torque which effectively decelerates the vehicle.

Specially developed lithium-ion storage cells feed power to the motor and all other vehicle functions. Optimised down to the last detail, they operate virtually independently of any external factors. An intelligent heating/cooling system keeps the energy storage device at the ideal operating temperature at all times, thereby significantly enhancing the performance capacity and lifetime of the battery cells. The energy storage device can be fully charged at a conventional power socket in six hours, while the quick charger facility restores 80 per cent of battery capacity in just one hour.

For the BMW i3 Concept there is also an optional Range Extender (REx). The REx is a small, very smooth-running and quiet spark ignition engine. It drives a generator which keeps the battery charge at a constant level, enabling the vehicle to be electrically operated over a longer period of time.

### **Inspiring design.**

In its specially developed formal style, the design of the BMW i3 Concept visualises the innovative technologies, expressing values such as lightness, safety and efficiency by means of large transparent areas, a stable standing and aerodynamic optimisation. At the same time the BMW i3 Concept creates a clear link to the BMW parent brand with its distinctive interpretation of BMW design features.

And the striking duality of the LifeDrive architecture is likewise reflected in the design. Partially concealed by side panels, the two elements of the vehicle are distinguishable, with powerfully expressive surfaces and precise lines creating a harmonious transition. This overlapping and dovetailing of surfaces and lines – known as layering – is characteristic of both the exterior and interior design.

The high proportion of visible CRP reflects lightness and efficiency. As a key component of efficient mobility, the optimised aerodynamics is also expressed through the exterior design. The dynamic lines in the C column known as “Stream Flow” are one of the most striking design themes. What is more, the vehicle underbody is entirely overlaid and flat so as to counter any air swirl which would increase energy consumption.

### **BMW i3 Concept – compact, agile, sustainable.**

The design of the BMW i3 Concept reveals the qualities of the vehicle at first sight. Its compact proportions visualise agility as well as the dynamic acceleration of the electric drive. Viewed from the side, the window graphics and sills go together to form a wedge shape which gives the vehicle a forward-thrusting look. The large, narrow 19-inch wheels likewise contribute to the dynamic impression conveyed by the side view.

At the same time, the flowing silhouette and long wheelbase are suggestive of the generous interior space viewed from the outside, while short overhangs at the front and rear facilitate parking in small spaces. The functionality of the vehicle is also emphasised by so-called coach doors. These open in opposite directions and provide convenient access to the generously designed interior.

The dominating element in the front section is the strikingly elaborated radiator grille. It has a blue background as is typical of BMW i and is completely closed due to the fact that the vehicle is electrically powered. The striking U-shaped LED headlights reinterpret the characteristic BMW light design. The rear section reflects the BMW i3 Concept's high degree of functionality. The large rear window can be lifted open wide, providing optimum access to the luggage compartment, while the roof pillars are upright so as to create maximum interior volume. The rear lights, U-shaped like the headlights, are also integrated in the rear window. Their positioning makes them look as if they were hovering within the glass. A wide, silver-coloured diffuser rounds off the bottom of the rear view.

### **Self-supporting and light – the interior.**

The generously designed Life module of the BMW i3 Concept creates an entirely new interior feel. There is no central tunnel dividing the interior, making it seem very free, open and light. Three distinct layers structure the

interior: a white beam structure, the black technical level and a comfort layer with a leather surface. The lightness conveyed by this interior is enhanced by a continuous seat at the front and rear, creating a whole new sense of space.

Another characteristic element of the interior is the self-supporting steering column. All controls such as the instrument panel, start/stop button and gear selector lever are positioned near the steering column, so a central console is not required. Behind the steering column the flat, finely wrought dashboard runs across the interior. It comprises the controls for the audio system and air conditioning. Near the front passenger door, the dashboard curves upward in a counterthrust and the connection to the centre ends with the monitor of the central information display (CID). With a soft surface design, almost calligraphic in effect, the CID and operating unit form an attractive contrast to the clear, precise edges of the dashboard.

The BMW i3 Concept also sets standards in terms of the use of sustainable materials. Renewable raw materials are utilised for the visible elements of the doors and dashboard, while the leather of the seat surfaces is tanned by means of a natural process. All in all, up to 25 per cent of the plastic used for the interior is either reusable material or renewable raw material.

The connection to the outside world and data world is essential to the BMW i3 Concept, and there are large screens which provide interfaces between the vehicle and its environment. The free-standing 6.5-inch (16.5-centimetre) instrument cluster emerges from the steering column directly in front of the driver. The 8.8-inch (22.4-centimetre) central information display (CID) arches out of the black technology layer of the upper dashboard. Underneath it, the likewise continuously black audio and air conditioning operating unit echoes the shape of the CID.

#### **BMW i sustainability.**

Sustainability with its three dimensions is of key importance to BMW i – and this applies along the entire supply chain. For this reason, binding sustainability targets were set and implemented for the first time ever in the early phase of strategy and conception, ranging from purchasing to development, production and sales and taking into account aspects of ecological, economical and social sustainability.

The BMW i3 Concept demonstrates just how successful this has been: across the entire product lifecycle including power generation in Europe (EU 25 Power Grid Mix), the BMW i3 Concept has a global warming potential (CO<sub>2</sub>e) of at least a third less than a very efficient vehicle in the same segment fitted with a combustion engine. If the vehicle is run on electric power from a regenerative source, its global warming potential can even be lowered by well over 50 per cent. This is achieved by a range of innovative individual measures throughout the development, production and recycling process, also involving solutions drawn from the supplier network.