

BMW

U.S. Press Information

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2016 BMW X1 Earns “Top Safety Pick+” from IIHS

Woodcliff Lake, NJ – May 26, 2016 10:00 am EDT / 7:00 am PDT ... The Insurance Institute for Highway Safety today named the 2016 BMW X1 a “Top Safety Pick+”, the Institute’s highest rating, continuing the company’s long-standing commitment to offering class-leading safety with each new model. In order to earn “Top Safety Pick+”, a car must receive a rating of “good”, the Institute’s highest rating, in all five crashworthiness tests and an available front crash prevention system that earns an advanced or superior rating.

Like its predecessor, the all-new 2016 BMW X1 earns good ratings in the moderate overlap front, side, roof strength and head restraint tests. The BMW X1’s new body and structure design boosted its performance in the small overlap front crash test, earning a “good” rating. Overall, the new BMW X1 gained an additional 1.7 inches in height, 0.9 inches in width and decreased by 1.1 inches in length.

The BMW X1’s newly available front crash prevention system earns an advanced rating from IIHS. In the track tests at 12 mph, impact speed was reduced by an average of 10 mph. In the 25 mph test, impact speed was reduced by 7 mph. The system includes a forward collision warning component that meets National Highways Traffic Safety Administration criteria.

The 2016 BMW X1 also features a high-level of standard safety features including BMW Assist eCall, BMW TeleService, Dynamic Stability Control, Brake Dry Assist, Cornering Brake Control and Dynamic Traction Control. Optional features such as Lane Departure Warning, Frontal Collision Warning including Pedestrian Warning and City Collision Mitigation are also available.

More Information as well as images and video:

<http://www.bmwusanews.com>

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BMW Group In America

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; Designworks, a strategic design consultancy based in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group's global manufacturing network and is the exclusive manufacturing plant for all X5 and X3 Sports Activity Vehicles and X6 and X4 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 341 BMW passenger car and BMW Sports Activity Vehicle centers, 153 BMW motorcycle retailers, 126 MINI passenger car dealers, and 36 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

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Journalist note: Information about BMW and its products in the USA is available to journalists on-line at www.bmwusanews.com.

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