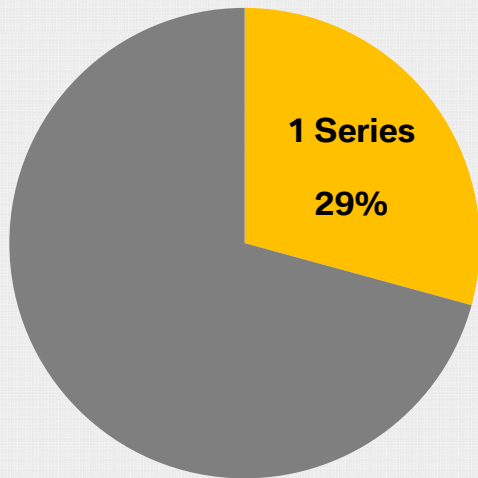


The new BMW 1 Series.
UK Media Launch, Berlin



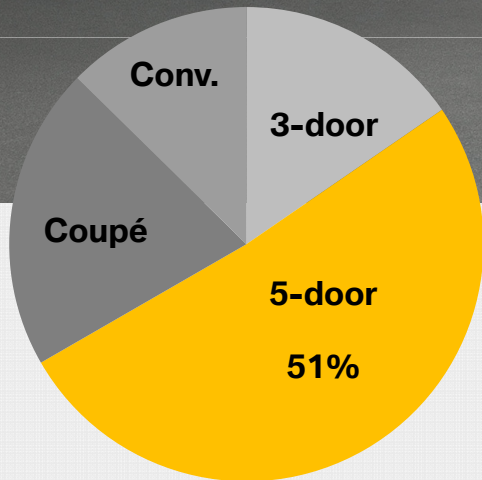
Gavin Ward
BMW Media Relations Manager

The new BMW 1 Series Sports Hatch. Welcome to Berlin.



- Over 125,000 1 Series 5-door models have been sold in the UK since launch
- The UK is the second largest market for 1 Series

The new BMW 1 Series Sports Hatch. Welcome to Berlin.



- 1 Series has grown through diversification

The new BMW 1 Series.
UK Media Launch, Berlin



James Morrison
Product Operations Manager – Small Cars

The new BMW 1 Series Sports Hatch.
Likeable, cool appearance.

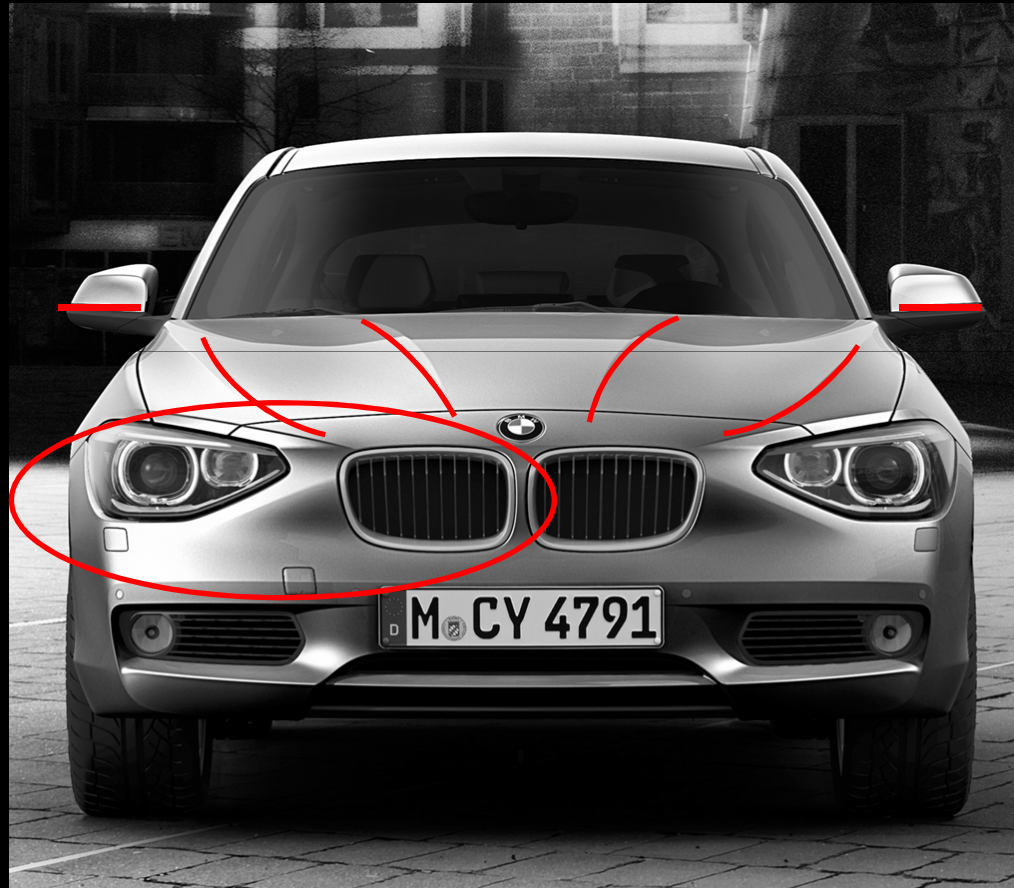


The new BMW 1 Series Sports Hatch. Likeable, cool appearance.

**Distinctive face
for maximum
recognition as a
1 Series – but more
grown up**

**Balanced size to
the headlights and
kidney grille**

**Dynamic curvature
of the bonnet
indicates its
sporting and
modern character**



**Modern and
confident**

**Distinctive lines and
three-dimensional
surfaces push
the kidney grille
forward**

**Broad, horizontal
air intake visually
widens vehicle track**

The new BMW 1 Series Sports Hatch.
Sporting and compact.



The new BMW 1 Series Sports Hatch. Sporting and compact.

**Protruding
wheel arches**

**Clear horizontal
structure**

**One piece tailgate
with BMW
Roundel operation**



**Third brake light
positioned in the
rear spoiler**

**Three dimensional
Rear light clusters
with LED light bars**

**Low position of the
Number plate**

The new BMW 1 Series Sports Hatch.
Compact and agile.



The new BMW 1 Series Sports Hatch.

Compact and agile.



**Low, rising side
rocker panel**

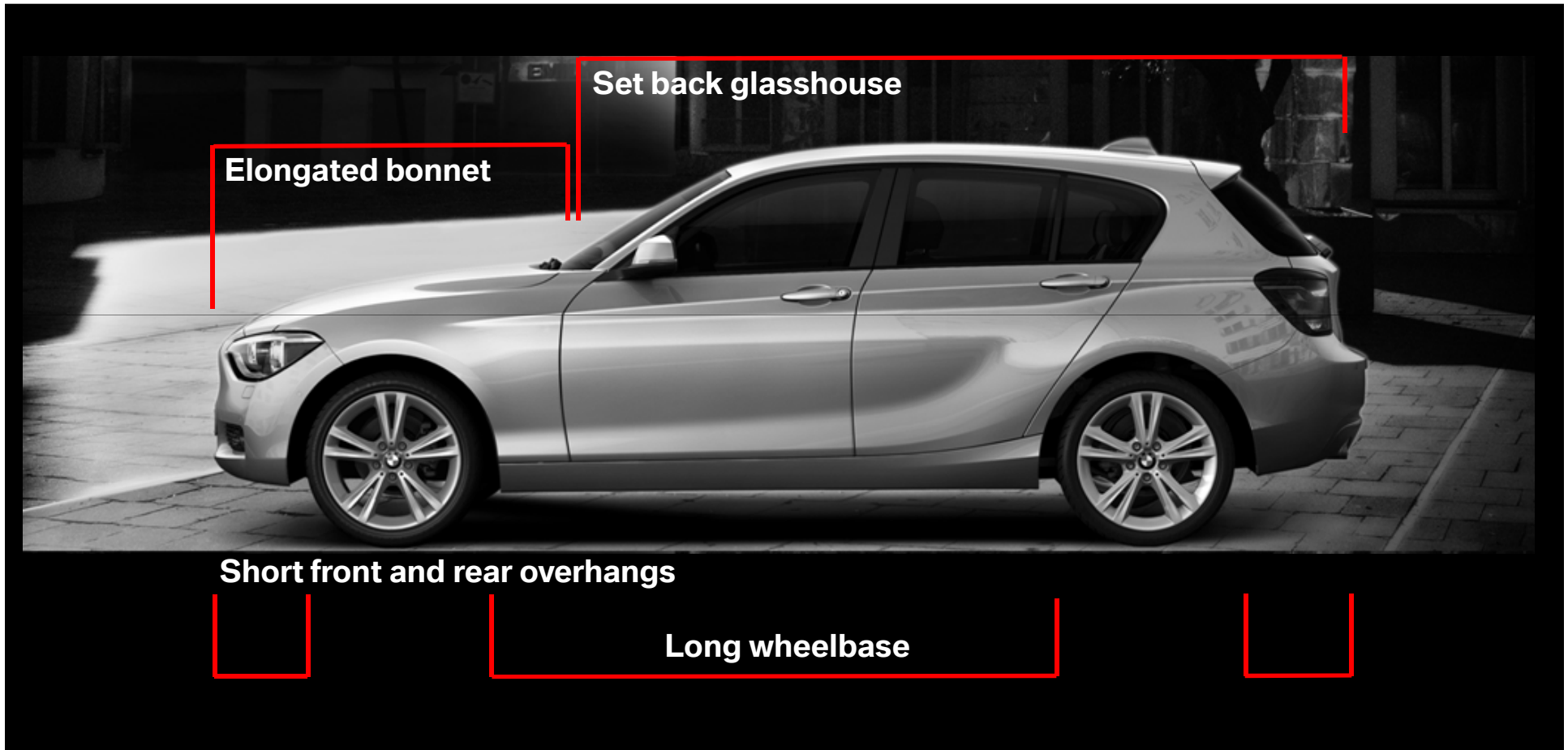
**Prominent BMW
shoulder line**

**2-box design.
Engine & Passengers**

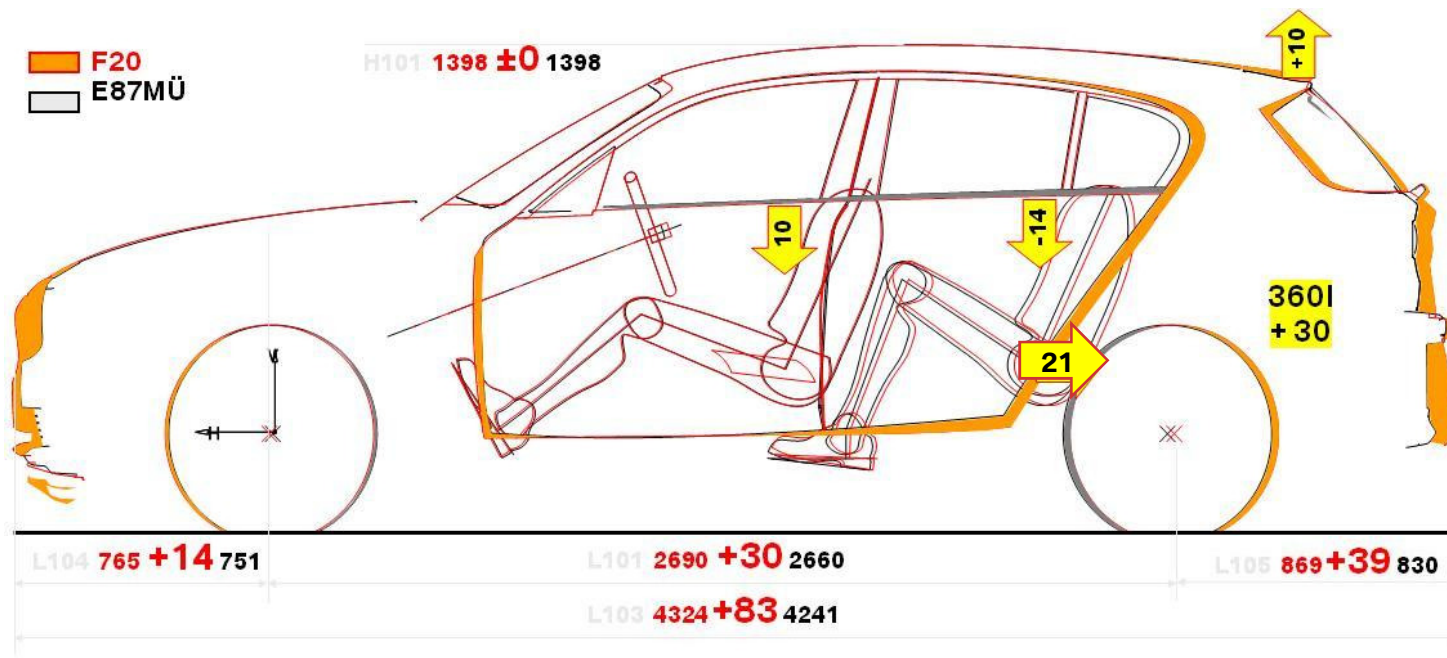
Hofmeister kink

The new BMW 1 Series Sports Hatch.

Compact and agile.



The new BMW 1 Series Sports Hatch. Stretched proportions.



Lower window line improves the light in the cabin

Improved access to the rear seats

30-Litres increase in boot space

The new BMW 1 Series Sports Hatch. Stretched proportions.

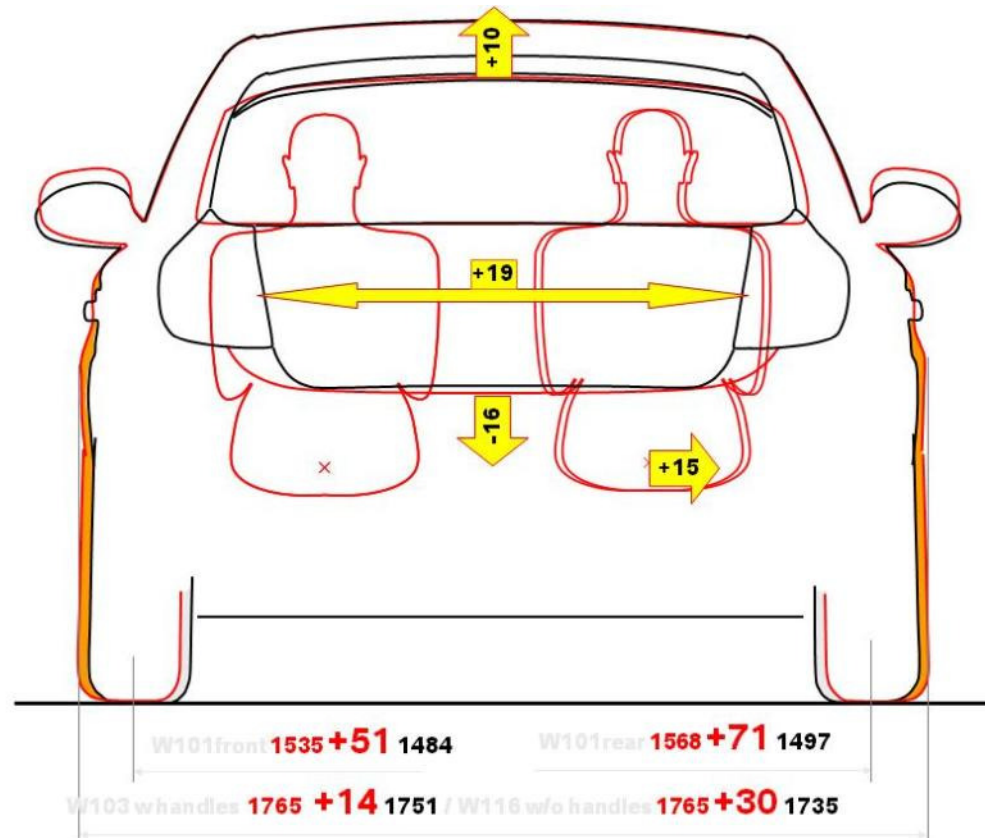
Improved
cabin space

Increased
width

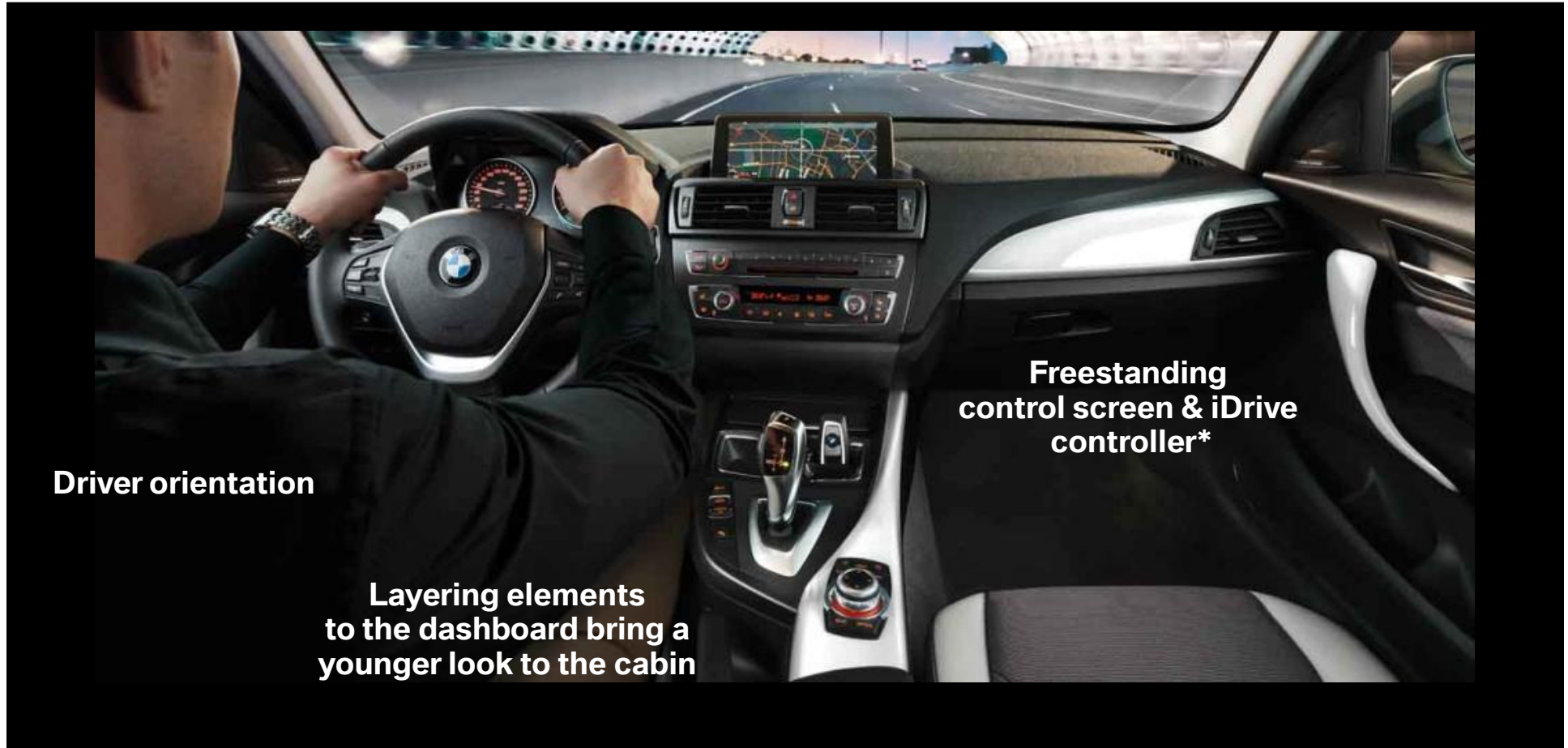
Increased rear
headroom

Standard 60:40
split fold seats

Optional 40:20:40
split fold seats



The new BMW 1 Series Sports Hatch. Modern airiness.



Driver orientation

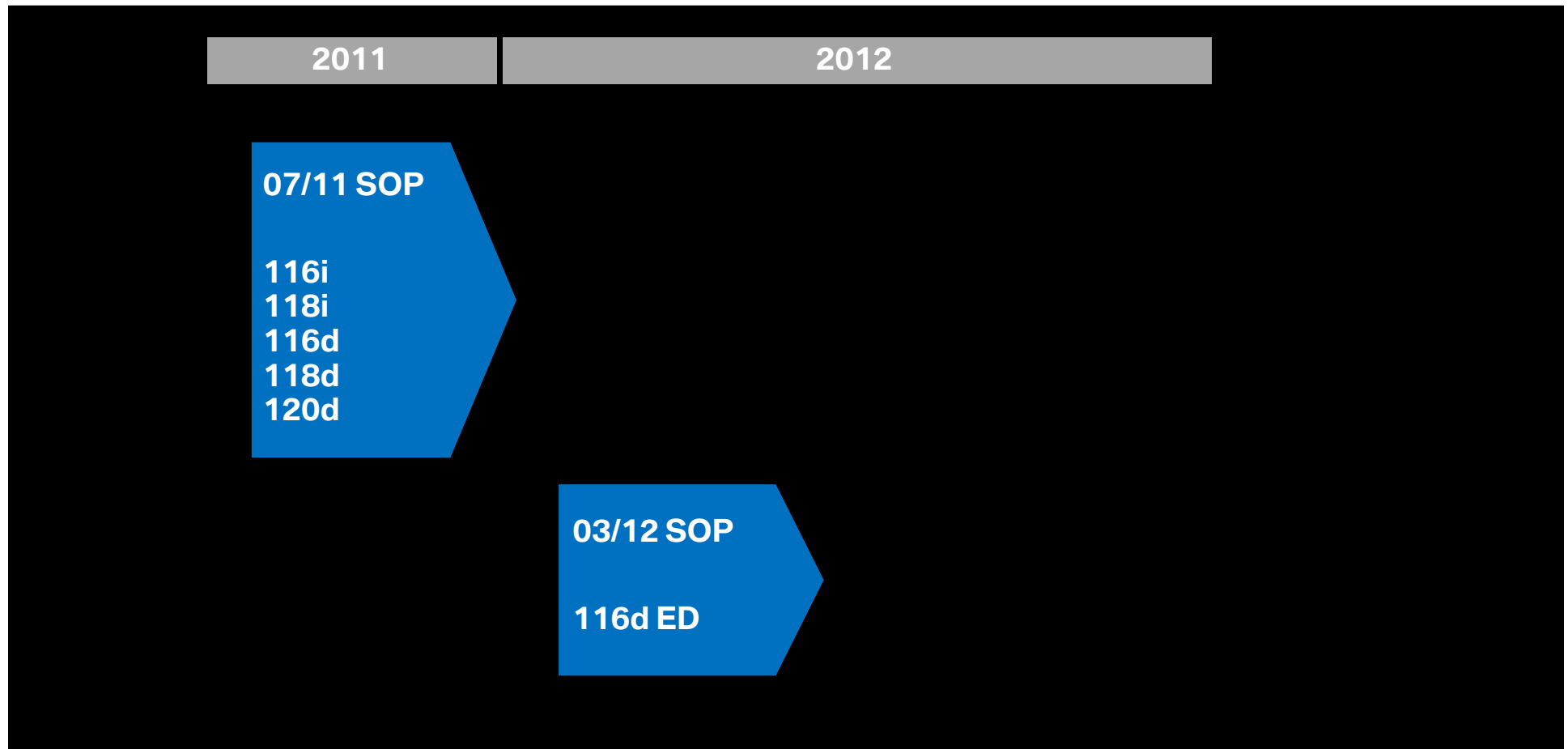
**Layering elements
to the dashboard bring a
younger look to the cabin**

**Freestanding
control screen & iDrive
controller***

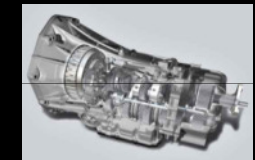
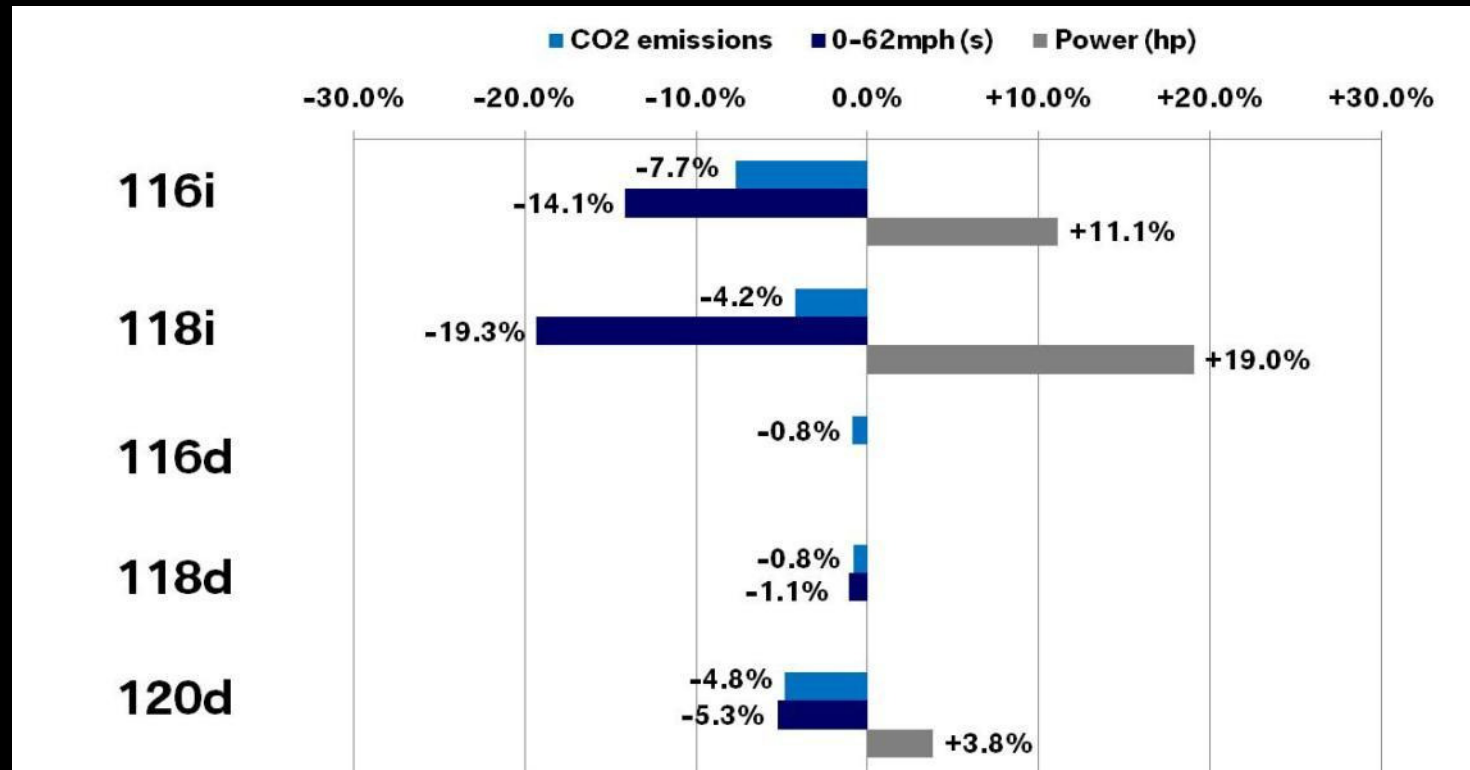
The new BMW 1 Series Sports Hatch.
Engine programme.



The new BMW 1 Series Sports Hatch. Engine programme.



The new BMW 1 Series Sports Hatch. Significant EfficientDynamics improvements.



The new BMW 1 Series Sports Hatch. EfficientDynamics measures.

Highly efficient TwinPower
Turbo engines

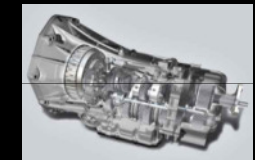
Optimum gear shift
indicator

Brake energy
regeneration

Auto-Start stop

Tyres with low rolling
resistance

Electric power steering



The new BMW 1 Series Sports Hatch. Versus Audi A3 Sportback.

BMW 1 Series				Audi A3 Sportback			
Model	0-62 mph	Power (hp)	CO2 (g/km)	Model	0-62 mph	Power (hp)	CO2 (g/km)
116i	8.9	136	132	1.4 TFSI	9.6	125	134
118i	7.4	170	137	1.8 TFSI	7.8	160	153
116d ED	10.4	116	99	1.6 TDI	11.7	105	109
116d	10.4	116	117	No matching equivalent			
118d	8.9	143	118	2.0 TDI	9.1	140	115
120d	7.5	184	119	2.0 TDI	8.1	170	123

The new BMW 1 Series Sports Hatch. Versus Audi A3 Sportback.

BMW 1 Series				Audi A3 Sportback			
Model	0-62 mph	Power (hp)	CO2 (g/km)	Model	0-62 mph	Power (hp)	CO2 (g/km)
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116d	10.4	116	117	No matching equivalent			
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120d	7.5	184	119	2.0 TDI	8.1	170	123

The new BMW 1 Series Sports Hatch.

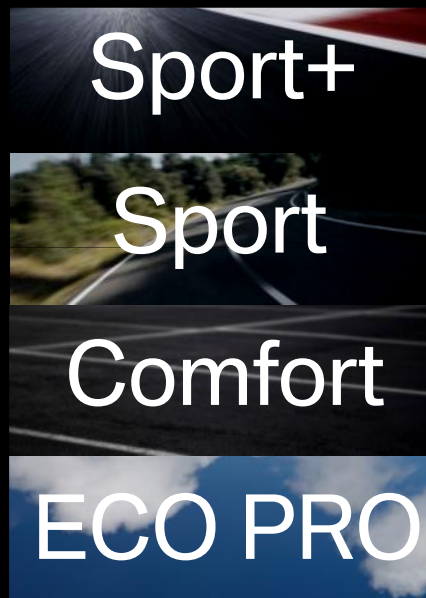
Grown up dynamics.



- **Unrivalled agility and dynamics, superior comfort**
- **Optional Variable M Sport suspension**
- **Tuned for UK roads**
- **Optional Variable Sport steering**
- **Still the only RWD in the class**

The new BMW 1 Series Sports Hatch.

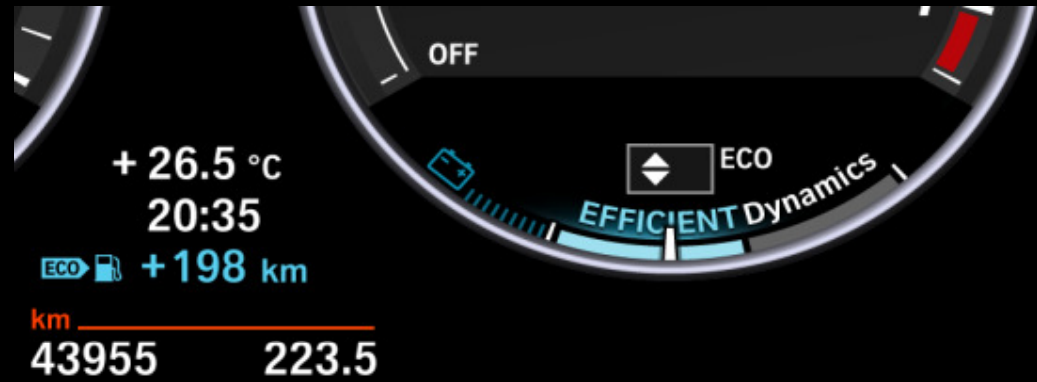
Drive Performance Control is standard on all cars.



- Accelerator response
- Engine characteristics
- DSC settings
- Gear shift programme*
- Servotronic response*

The new BMW 1 Series Sports Hatch.

ECO PRO mode gets the most efficient results.



The new BMW 1 Series Sports Hatch.
New model offer structure.



The new BMW 1 Series Sports Hatch.

New model offer structure.

M Sport
* From March 2012

Sport

Urban

SE

ES
* 116i/d only

The new BMW 1 Series Sports Hatch.

ES and SE.

ES



Exterior

- 16" Star-spoke style 377
- **Exhaust tail pipe finisher, chrome**

Interior

- Air-conditioning
- **Comfort go (Keyless start)**
- **Cupholders, front**
- **Drive Performance Control**
- **Leather steering wheel**
- Passenger airbag deactivation

SE



Exterior

- 16" Star-spoke style 378
- Fog lights, front

Interior

- Arm rest - **sliding**
- **Bluetooth**
- **Comfort go (Keyless start)**
- **Drive Performance Control with extended display**
- Multi-function steering wheel **with Speed Limiting function**
- **Professional radio (screen, iDrive & double tuner)**
- **USB**

+£690

Upholstery



Antrachite
Move cloth



Black
Dakota



Oyster
Dakota

Trim finishers



Satin silver,
Matt

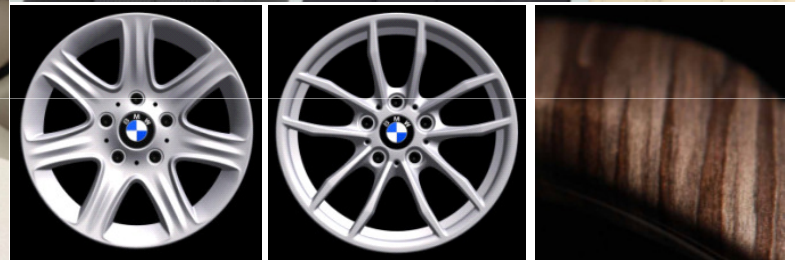


Aluminium,
Black
accent



Fine-wood,
Oxide
accent

The new BMW 1 Series Sports Hatch. ES and SE.



The new BMW 1 Series Sports Hatch. Sport.

Exterior

- 17" exclusive Sport alloy wheel
- Bumpers with specific Sport design in high-gloss black
- Kidney bars in high-gloss black
- Black high-gloss exterior mirrors, NCO
- Exhaust tail pipe finisher chrome black

Interior

- Sport entry doorsills
- Sport leather steering wheel with red stitching
- Sport seats with red stitching
- High-gloss black trim with red accent stripe
- Sport key
- Red accents in instrument panel

+£1,240



Upholstery



Antrachite,
grey
Track cloth



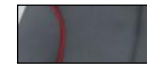
Antrachite,
red
Track cloth



Grey
Dakota,
Black



Red
Dakota,
Black



Black
Dakota,
Red

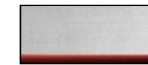
Trim finishers



Black high-
gloss,
Red



Aluminium,
Black



Aluminium,
Red

The new BMW 1 Series Sports Hatch. Sport.



The new BMW 1 Series Sports Hatch. Urban.

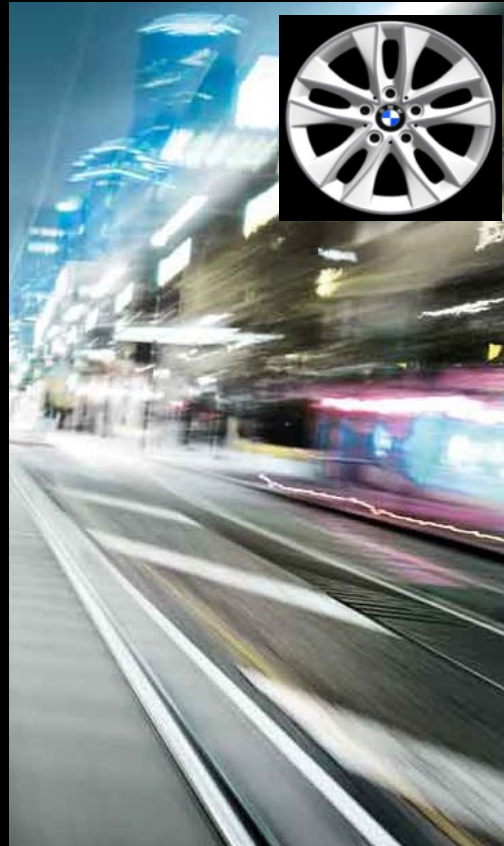
Exterior

- 17" exclusive Urban alloy wheel
- Bumpers with specific Sport design in high-gloss white
- Kidney bars with white side slats
- White high-gloss exterior mirrors, NCO
- Exhaust tail pipe finisher matt chrome

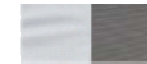
Interior

- Urban entry doorsills
- Sport leather steering wheel with red stitching
- Cloth / leather upholstery
- Acrylic glass interior trim with accent stripe
- Urban key
- Welcome lighting feature

+£1,240



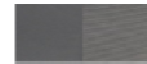
Upholstery



Silver /
Pearl
cloth / lthr



Petrol /
black
cloth / lthr



Black /
silver
cloth / lthr



Dakota,
Black



Dakota,
Pearl grey /
Black

Trim finishers



Acrylic
glass white

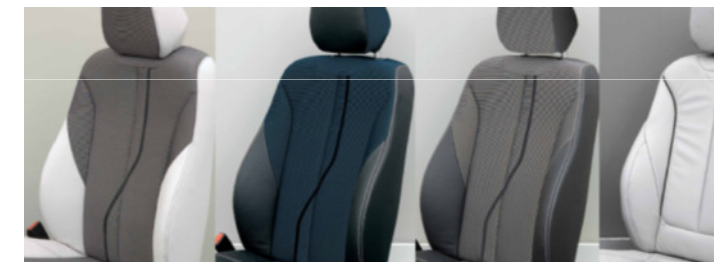


Acrylic
glass black



Aluminium,
Black

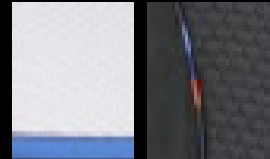
The new BMW 1 Series Sports Hatch. Urban.



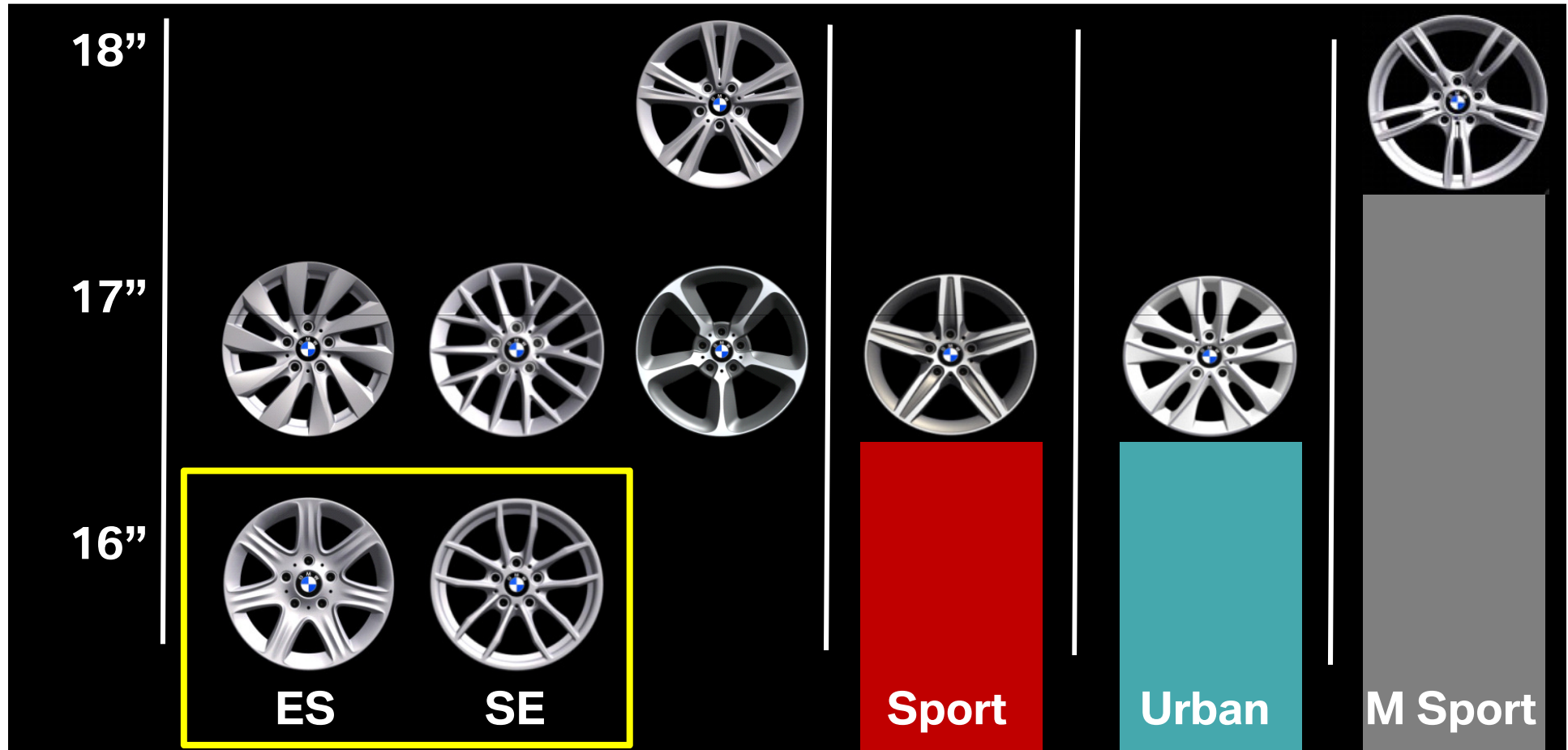
The new BMW 1 Series Sports Hatch. M Sport ups its game.



+£1,205



The new BMW 1 Series Sports Hatch. Alloy wheel programme.



The new BMW 1 Series Sports Hatch.

Fully connected for today's motoring.



The new BMW 1 Series Sports Hatch. Pricing.

Increased price for new car & equipment

Keyless start, Leather steering wheel, Cupholders, ECO-Pro

		116i	118i	116d	118d	120d
F20	ES	£18,480		£19,415		
	SE	£19,170	£21,090	£20,105	£21,250	£22,700
	Sport	£20,410	£22,330	£21,345	£22,490	£23,940
	Urban	£20,410	£22,330	£21,345	£22,490	£23,940
E87	ES	£17,675		£19,020		
	SE	£18,940	£20,935	£20,285	£21,465	£22,990
Diff £	ES	£805		£395		
	SE	£230	£155	£180	£215	£290

The new BMW 1 Series Sports Hatch.

Summary.



Completely new car.

Significantly increased interior space.



Premium 'grown up' cabin design with 'iphone' design control display

New TwinPower turbo engines



Unrivalled driving dynamics.

Enhanced standard specification.



Increased individuality

On sale : 17 September