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Note: The engine variants and equipment of the vehicles described in this media information correspond to the specifications valid for the US automobile market. Deviations in other markets are possible.

1. BMW at the 2011 NAIAS Detroit. (Summary)



The latest innovations in the BMW range of models are marked by a passion for aesthetic design, driving dynamics that fire enthusiasm and future-orientated changes aimed at continually raising efficiency. At the 2011 North American International Auto Show (NAIAS) in Detroit, the German premium automobile manufacturer will present a spectacular highlight – the world premiere of the new BMW 6 Series Convertible. The new version of this great BMW convertible impresses with a powerful yet elegant aura, instantly signalling the promise of an exclusive driving experience. In a further world premiere, the latest additions to the range of models from BMW M GmbH will be presented at the 2011 NAIAS. The BMW 1 Series M Coupe offers a most attractive addition to the world of high-performance sports cars and conveys the distinctive M Feeling, characterised by outstanding driving dynamics, into the premium segment for the first time.

The new BMW 1 Series Coupe and the new BMW 1 Series Convertible will also be presented to the world's media for the first time at the richly traditional automobile trade show, which will take place from 15th to 23rd January 2011. Further highlights of BMW's trade show presentation in Detroit include the latest addition to the BMW X model family. The new BMW X3 will be presented to the public on the 2011 NAIAS immediately before its market launch in the USA. This second generation of the Sports Activity Vehicle is manufactured at BMW's Spartanburg plant in the USA.

A dazzling performance: The new BMW 6 Series Convertible.

The world premiere of the new BMW 6 Series Convertible will take its place in the spotlights of the NAIAS 2011. This vehicle has everything it takes to deliver a dazzling performance on the road, too. Flowing lines and the sporting proportions so typical of BMW convertibles give the four-seater a breathtaking appearance, both with the roof up and down. The soft top, with the characteristic fin look can be opened fully automatically within 19 seconds. The way the waistline at the transition between the bodywork and the interior is crafted was inspired by the image of a sports boat. In the interior, the new free-standing Control Display designed as a flat screen monitor indicates uncompromising driver orientation, while the passenger position surrounded by

sweeping surfaces, together with high quality materials and a generous amount of space in the rear set an air of elegant ambience.

The new BMW 6 Series Convertible carries this tradition of the legendary dream car of the German premium brand forward with a superior power unit and chassis technology, while setting new standards in driving pleasure in the first-class segment. For the launch on the North American automobile market, the BMW 650i Convertible will be available powered by a 400 hp (300 kW/407 bhp) V8 engine fitted with BMW TwinPower Turbo and direct fuel injection, which can be combined with either a six-speed manual transmission or an eight-speed automatic sport transmission. The Adaptive Drive System is available as an option, which includes not only electronically controlled dampers (standard equipment in the USA), but also a roll stabilisation system. Both the electro-mechanical power steering fitted as standard equipment and the Integral Active Steering are unique in the car's market segment.

Demands for the highest level of comfort are satisfied by both the automatic climate control, which includes a mode of operation designed for convertibles and is fitted as standard equipment, and the newly developed lightweight seats produced in leather, which can be supplied if so desired with active seat ventilation and supplemented by Active Seat functionality. A highlight of the BMW ConnectedDrive range is the new generation of the Head-Up Display. This system, which is unique in the competitive environment, now projects a full colour image and the symbols appearing on the windscreen are more brilliant and realistic than ever. The range of driver assistance systems from the BMW ConnectedDrive research and development section includes, amongst other things, the BMW Parking Assistant and the Surround View System. In the USA, the new BMW 6 Series Convertible is equipped as standard with LED fog lights, Adaptive Cornering Headlights as well as a reversing camera.

Motor racing dynamics in a new format:

The BMW 1 Series M Coupe.

The BMW 1 Series M Coupe embodies concentrated driving pleasure, conveying for the first time the fascinating characteristics of a high-performance sports car to the premium compact segment. The two-door automobile, to be shown for the first time at the 2011 NAIAS, enthralled with its power unit and chassis technology developed with know-how from the world of motor racing, its high power to weight ratio, the athletic, aerodynamically optimised design

characteristics of the M family and an interior specific to each model. The harmony of concepts characteristic of M cars has also been realised in the BMW 1 Series M Coupe, which meets the extreme demands of the racetrack as well as the multitude of challenges arising from everyday driving. The spectrum of models from BMW M GmbH has now achieved a new breadth, which will introduce additional target groups, particularly younger ones, to the passion for superior performance and a style marked by outstanding sporting qualities.

The BMW 1 Series M Coupe is driven by a 3.0-litre, six-cylinder inline engine with M TwinPower Turbo and direct fuel injection. The 250 kW/340 bhp power unit endows the compact four-seater with driving abilities, which allow it to leave the previous model of the current BMW M3 far behind on the race track. The BMW 1 Series M Coupe accelerates in 4.9 seconds from zero to 100 km/h and touches the 200 km/h mark after 17.3 seconds.

Sharpened profile: The new BMW 1 Series Coupe and the new BMW 1 Series Convertible.

Powerful engines, the rear wheel drive typical of the brand and inspirational agility make the BMW 1 Series Coupe and the BMW 1 Series Convertible stand out from the crowd. These vehicles possess characteristics that are unique in the compact premium vehicles segment. The unmistakable profile of the two models, which represent the entry into the BMW product range in the North American automobile market, is now sharper than ever. Thanks to targeted modifications, the new BMW 1 Series Coupe and the new BMW 1 Series Convertible accentuate the qualities that distinguish the brand even more intensely than ever – in dynamics, efficiency and premium quality. The new styling of the front apron includes, amongst other things, innovative air curtains that counter turbulence in the area of the wheel arches and so reduce the aerodynamic resistance of the vehicle. Further fresh accents have been set through the newly designed headlights and rear lights, high-grade, more refined controls as well as innovations in the selection of exterior paintwork, upholstery and interior trims.

In the USA, two six-cylinder inline engines are available for the new BMW 1 Series Coupe and the new BMW 1 Series Convertible. The power unit fitted to the BMW 128i Coupe and the BMW 128i Convertible is equipped with the VALVETRONIC variable valve control and develops 172 kW/233 bhp. The BMW 135i Coupe and the BMW 135i Convertible are powered by a six-cylinder

engine with BMW TwinPower Turbo, direct fuel injection and VALVETRONIC, delivering a maximum of 225 kW/306 bhp. As an alternative to the six-speed manual transmission, which is standard equipment, a six-speed automatic transmission is available for the BMW 128i and a seven-speed double clutch sports automatic transmission for the BMW 135i.

The successor to a top seller: The new BMW X3.

The new BMW X3 is poised to continue the success story of its predecessor, of which over 600,000 units were sold worldwide, with a greater degree of agility, optimised driving comfort and even more space. Compared with the previous model, the bodywork of the new BMW X3, manufactured in the BMW plant in Spartanburg (South Carolina), is 83 millimetres (3.36 inches) longer, 28 millimetres (1.1 inches) wider and 12 millimetres (0.5 inches) higher. The wheelbase has been extended by 15 millimetres (0.6 inches) to 2,810 millimetres (110.6 inches).

With BMW xDrive four-wheel drive technology and modern six-cylinder inline engines, which deliver 190 kW/258 bhp in the BMW X3 xDrive28i and 225 kW/306 bhp in the BMW X3 xDrive35i, this Sports Activity Vehicle sets standards in its competitive environment not only in driving pleasure, but also in efficiency. In addition, the new BMW X3 is the first BMW X model to be fitted with electro-mechanical power steering and, as an option, Dynamic Driving Control. Furthermore, BMW ConnectedDrive driver assistance systems, including Adaptive Cornering Headlights, Head-Up Display and a reversing camera with Top View are available for the new BMW X3; all unmatched in the vehicle's market segment.

BMW EfficientDynamics sets standards and opens perspectives.

With its latest range of models, BMW offers vehicles in all segments that offer an exceptionally favourable relationship between driving performance and fuel consumption. This exceptional situation when compared to the competition results from both the BMW EfficientDynamics development strategy and also from the large variety of concepts developed for the mobility of tomorrow. New engines with a particularly high degree of efficiency, fuel consumption reduction technologies in the power unit area, optimised aerodynamics, and uncompromising lightweight construction ensure that the lead the current models enjoy today will grow even further. For example, the latest innovations include the Air Curtains aerodynamic feature on the BMW 1 Series M Coupe, as

well as on the new BMW 1 Series Coupe and on the new BMW 1 Series Convertible. BMW Advanced Diesel technology with BluePerformance fitted to the BMW 335d Saloon and the BMW X5 xDrive35d provides a further opportunity to combine typical BMW driving pleasure with unbeatable fuel consumption and emission figures.

With BMW ActiveHybrid technology, one more pillar has been added to BMW EfficientDynamics. In the meantime, two models are now available, the BMW ActiveHybrid 7 and the BMW ActiveHybrid X6 which use the intelligent combination of internal combustion engine and electric drive unit in model-specific configurations to achieve an improvement in dynamics together with a considerable reduction in fuel consumption and emission figures.

One path to CO₂-free driving was demonstrated last year at the 2010 NAIAS in the form of the BMW Concept ActiveE. Fitted with a purely electric drive unit and innovative electric power storage technology, developed based upon the BMW 1 Series Coupe, this vehicle is now ready for use in everyday driving situations. As early as the summer of 2011, an extensive field trial will begin in a number of American states, in which private users will put the BMW ActiveE through its paces in practical situations. The experience and information gained will then be fed back into the further development of the electric drive unit, which amongst other things is being promoted by the BMW Group for inclusion in the concept of a Megacity Vehicle.

BMW ConnectedDrive: More networking, more driving pleasure.

As always, BMW is engaged in pioneering work – in this case in the intelligent networking of driver, vehicle and the outside world. The driver assistance systems and mobility services provided by BMW ConnectedDrive optimise comfort, the use of the range of infotainment and driving safety. The latest innovations emerging from this area of development will be presented at the 2011 NAIAS, innovations that will maintain and extend BMW's lead in this field.

With the latest generation of the Head-Up Display introduced on the new BMW 6 Series Convertible and other driver assistance systems such as the BMW Parking Assistant and the BMW Night Vision system with pedestrian recognition, safe driving under perfect control can be optimised even further. BMW ConnectedDrive is the world leader in integrating smart phones and

music players into the vehicle, as well as in the use of Internet-based services for optimising navigational and entertainment functionality.

An international exhibition and traditional start to the year, the North American International Auto Show in Detroit also points the way for the global automobile industry in 2011. On the Cobo Center trade show grounds, 150 exhibitors will present the latest products and technologies to representatives of the media and the general public. The 2011 NAIAS will be the 23rd international trade show for vehicles in the North American automobile metropolis. As in the previous year, the organisers expect over 700,000 visitors from all over the world.

2. An overview of the highlights.



- **World premiere: The new BMW 6 Series Convertible.**

Its world premiere is one of the highlights of the 2011 NAIAS and a dazzling performance on the road certainly awaits it: the new BMW 6 Series Convertible fulfils the desires of demanding automobile connoisseurs for fascinating aesthetics, superior driving dynamics and progressive luxury in an open-top premium automobile of the upper class. The new version of this great BMW convertible impresses with the athletic elegance of the bodywork and the soft top in the characteristic fin look. In the sophisticated interior of the four-seater, the elegantly flat, free-standing Control Display of the iDrive operating system, supplied as standard equipment, lends an exclusive touch. The driving experience is characterised by optimised comfort and a heightened level of sporting zest. The market launch in the USA will be made with the BMW 650i Convertible. Its V8 power unit with BMW TwinPower Turbo and direct fuel injection delivers 400 hp (300 kW/407 bhp) and can be combined with either a six-speed manual transmission, or an eight-speed automatic sports transmission.

- **World premiere: The BMW 1 Series M Coupe.**

For the first time, BMW M GmbH has extended its range of high-performance sports cars and now covers the compact vehicle segment. The BMW 1 Series M Coupe, which embodies the typical M characteristics in a particularly concentrated form, will be presented at the 2011 NAIAS. A 250 kW/340 bhp six-cylinder inline engine with M TwinPower Turbo, chassis technology derived directly from the motor racing track, a high power to weight ratio, athletic design with innovative aerodynamic features and an exclusive interior conceived for concentrated driving pleasure combine to form a harmonious overall concept, which paves the way for new target groups to be led to the unmistakable M Feeling. All of this makes the BMW 1 Series M Coupe a high-performance sports car, which meets the challenges of the race track just as comfortably as the demands of everyday driving.

- **World premiere: The new BMW 1 Series Coupe, the new BMW 1 Series Convertible.**

Outstanding driving pleasure in the compact segment is now more attractive than ever. With targeted design modifications, which optimise not only the appearance of the vehicles but also their aerodynamic properties, the new BMW 1 Series Coupe and the new BMW 1 Series Convertible are being presented to the world's media for the first time at the 2011 NAIAS. There are two engines available for each of the two models in the USA. Modern six-cylinder engines, rear wheel drive, high-quality chassis technology, innovative features and equipment as well as premium quality propel them to an exceptionally advantageous position in their competitive field.

- **The attraction: The new BMW X3.**

With more sporting zest, driving comfort, interior space and flexibility, the new BMW X3 significantly extends the lead in the market segment created by its predecessor. The two engines available at market launch also set new standards in efficiency. In addition, the new BMW X3 is the first BMW X model to be fitted with electro-mechanical power steering as standard equipment and, as an option, Dynamic Driving Control. Furthermore, BMW ConnectedDrive driver assistance systems, including Adaptive Cornering Headlights, Head-Up Display and a reversing camera with Top View are available for the new BMW X3; all unmatched in its market segment.

- **Innovation: BMW EfficientDynamics – a new richness of diversity.**

Throughout the world, BMW EfficientDynamics sets standards for outstanding driving pleasure while continuously reducing fuel consumption and emissions. This is made possible by new engines with enhanced degrees of efficiency, the optimisation of weight and aerodynamics and additional consumption reduction technologies. Innovations such as Brake Energy Regeneration and electro-mechanical power steering are being fitted as standard equipment to more and more models and successively introduced into all of the world's automotive markets. BMW has indicated the path to completely CO₂-free mobility with the development of concepts for purely electrically-driven vehicles. A further milestone on this route is the testing of the BMW ActiveE by private users in everyday traffic situations. The field trial with this vehicle, driven by an electric engine and based upon

the BMW 1 Series Coupe, will begin as early as the summer of 2011 on the roads of a number of North American states.

- **Innovation: The new BMW ConnectedDrive services.**

By intelligently networking the driver with his vehicle and the outside world, BMW ConnectedDrive creates fascinating possibilities for increasing comfort and safety as well as for optimising the use of infotainment functionality. No other automobile manufacturer offers a similarly comprehensive and innovative selection of driver assistance systems and mobility services. BMW ConnectedDrive is the world leader in integrating smart phones and music players into the vehicle, as well as in the use of Internet-based services for optimising navigational and entertainment functionality.



3. BMW at the 2011 NAIAS Detroit. (Long Version)

3.1 Captivating from the outside, magnificent from the inside: The new BMW 6 Series Convertible.

Words such as “breathtaking”, “irresistible” and “flawless” pepper the history of BMW convertibles. And now the brand has added a new chapter to a tradition of open-top cars that stretches back decades. The new BMW 6 Series Convertible, the world premiere of which will be a highlight at the 2011 NAIAS in Detroit, fulfils the wishes of discerning automotive aesthetes with its finely honed sense for sporty driving pleasure, groundbreaking luxury and sparkling looks. In the exclusive environs of the premium convertible market, the 2+2-seater makes a convincing case for itself with the most efficient engines, most advanced chassis technology and most innovative comfort, infotainment and safety features in its segment.

A sweeping bonnet, set-back passenger compartment, long wheelbase and flat waistline embody the hallmark proportions of a BMW convertible. The new BMW 6 Series Convertible combines these features with a classic soft-top roof in the customary “fin” design. Powerfully contoured surfaces and the surging dynamism of its lines promise assured driving properties. The luxurious ambience of the interior is highlighted by the driver-orientated cockpit set-up and wraps the front passenger and rear passengers in a feeling of exclusive security. Nowhere is the high-class functionality of the interior underlined more prominently than in the redesigned freestanding Control Display of the standard-fitted iDrive control system.

At market launch of the open 2+2-seater, the BMW 650i Convertible will be available. Its eight-cylinder power unit delivers a maximum output of 400 hp (300 kW/407 bhp). In the US, the BMW 650i Convertible can be optionally mated as standard to a six-speed manual gearbox or an eight-speed automatic gearbox.

Chassis technology unmatched in its segment works in tandem with the cutting-edge engines to ensure even greater dynamic capability and a similarly discernible improvement in ride comfort compared to its predecessor. The new BMW 6 Series Convertible comes as standard with Drive Dynamic Control,

which allows the driver a choice of suspension settings. And the Adaptive Drive system, complete with electronically controlled dampers (a standard feature in the USA) and roll stabilisation, can be specified as an option. The standard Electric Power Steering and optional Integral Active Steering are both unique features in this segment.

The new BMW 6 Series Convertible also underlines its progressive character with numerous BMW ConnectedDrive features that none of its rivals can match. The selection of optional driver assistance systems includes a rear-view camera (a standard feature in the USA), Surround View, BMW Night Vision with pedestrian recognition and BMW Parking Assistant. The new BMW 6 Series Convertible is the only car in its segment to be available with a Head-Up Display. Making its debut in the new soft top, the latest generation of the system uses a broader palette of colours and three-dimensional graphics to create an even sharper image.

Design: athletic elegance, natural sportiness and sparkling looks.

The luxurious yet dynamic driving experience of the new BMW 6 Series Convertible is reflected in the athletic elegance and sense-tingly sportiness of its exterior design. A long, sweeping bonnet, set-back passenger compartment, long wheelbase and flat waistline combine to create the proportions typical of a BMW convertible. The precise interplay of eye-catching lines and meticulously sculpted surfaces help to give the new BMW 6 Series Convertible its arresting looks.

Like the lines projecting out from the nose of the car and continuing along its full length, the harmoniously curved surfaces of the body take their cue from the movement of waves sent out by the bow of a motor boat piercing the water. In keeping with this, the surface of the waistline at the transition between the body and the interior has been designed to evoke the character of a boat deck.

The front end: surging forward and focusing on the road.

The new BMW 6 Series Convertible also displays its dynamic character in the design of the front end. The large BMW kidney grille with its slight forward tilt (“shark nose”) evokes a strong forward thrust, while the broad air intake, strikingly contoured bonnet and muscular wheel arches point to the car’s powerful drive technology and secure road holding. High-quality chrome elements positioned on the outer edges of the front apron further accentuate

the width of the car. The fog lamps, which come as standard in the USA and comprise three adjacent LED light units, are positioned above these chrome elements.

The Xenon headlights, a standard feature of the new BMW 6 Series Convertible, come in the brand's familiar twin round style. Also standard is the accent strip – or, in conjunction with the Adaptive Headlights (a standard feature in the USA), the LED accent light – that cuts across the top of the headlight. LED light rings serve as daytime running lights, strikingly conveying the distinctive front end look with their bright white light. A horizontal light strip below these rings acts as a direction indicator.

Side view: elongated lines, athletic curves.

Uninterrupted, flowing lines lend the silhouette of the BMW 6 Series Convertible a sweeping elegance. Powerful curves mimicking the natural movement of waves give the car's side view a natural athleticism. The hallmark BMW swage line at door handle level is spawned in the front wheel arch gill – which houses the side indicator – and extends all the way back into the rear lights.

Another character line is released from the bulge of the front wing, stretching powerfully over the front wheel like a wave before dropping down and continuing horizontally towards the rear. In conjunction with the swage line, this creates a dynamic wedge shape that accentuates the car's forward-surg-ing impression.

Striking V-shape and accentuated width of the rear end create a powerful appearance.

Broad, flat surfaces define the rear of the new BMW 6 Series Convertible. The dominance of horizontal lines adds extra emphasis to the wider track of the new car compared to its predecessor. In addition, downward-converging lines underline the car's focus on the road, echoing the approach at the front end. This distinctive V-shape is created, among other elements, by the side seams of the boot lid, the licence plate surround and the contours of the reflectors, which are positioned in the bumper. The slightly concave lower section of the boot lid produces light and shade effects, which lend an extra lightness to the rear of the car.

The two-part rear light clusters give the brand's familiar L-shape a particularly sporty, dynamic edge. Inside the units, two LED-powered light strips create the familiar BMW night-time look. The direction indicators and brake lights are also LED-powered.

The interior: seats for four – and each one made to measure.

The new BMW 6 Series Convertible is designed as a 2+2-seater. Its interior provides individually tailored seats for the driver, front passenger and rear passengers. High-grade materials, carefully devised colour schemes and meticulously sculpted surfaces on the inside as well combine to create an ambience defined by luxury, sweeping dynamism and stylish functionality. A hallmark BMW element of the interior look is the familiar driver-orientated cockpit layout. The central section of the instrument panel, containing the iDrive system's Control Display, the central air vents and the controls for the audio system and air conditioning, are all angled slightly towards the driver. In addition, the gearshift lever and the buttons for the parking brake, roof operation and Drive Dynamic Control are located on a surface that opens out towards the driver and is set lower than the front passenger side of the centre console.

The front passenger area is bordered by a surface curving elegantly from the armrest over the side edge of the centre console, upwards and outwards into the instrument panel and then horizontally into the door trim. This provides a harmonious surround for the front passenger area, creating a feeling of exclusive security. The individual layout of the two rear seats is emphasised by the contour of the waistline surface, which projects slightly into the cabin between the head restraints.

Premiere: freestanding Control Display with flat screen design.

The new BMW 6 Series Convertible features an instrument cluster in black-panel technology that combines the traditional circular dials of a sports car with modern display technology. The navigation, telephone and entertainment functions are controlled via the standard iDrive operating system, whose Control Display boasts an innovative design in the new BMW 6 Series Convertible. For the first time, the on-board monitor is freestanding. In conjunction with the navigation system Professional (offered as standard in the USA) it extends to 10.2 inches and features a galvanised high-quality chrome surround. The minimal depth of the display gives it the character of a flat screen unit. The new arrangement of the Control Display – which now reaches further into the

passenger compartment – also influences the architecture of the instrument panel, which rises up steeply in front of the driver and front passenger in the style of a powerboat cockpit

This impression is further underlined by the structure of the door trim panels: Their surfaces have a powerfully taut look and, like the black waistline surface, pull in and rise up to create a smooth transition into the instrument panel, giving the interior the effect of wrapping around the driver and front passenger.

Exclusive and distinctive: the fin roof.

Exclusive to this model, the new BMW 6 Series Convertible features a power-operated fabric fin-structure soft top. The multi-layer roof – which has been optimised once again in terms of its acoustic properties and structural rigidity – offers outstanding thermal insulation and thus enables the new convertible to be used comfortably all year round. The fins project out along the flanks of the 6 Series into its rear section, accentuating the car's gracefully sweeping silhouette even more keenly than on its predecessor and giving it an unmistakable appearance. They also create a Coupe-style soft transition between the roofline and the rear of the vehicle. The heated, vertical glass rear window, which is situated just behind the rear seats, is retracted independently from the soft top itself.

The automatic opening and closing operation for the roof is activated as standard using a button on the centre console. The Comfort Access option allows the process to be initiated using the remote control button on the car key. Lowering is completed in 19 seconds and raising in 24 seconds. Both operations can be performed even while driving, at speeds of up to 40 km/h (25 mph).

The fin roof of the new BMW 6 Series Convertible is available in three colour variants, including new Anthracite Silver effect, which adds a stylish lustre. For the bodywork there is a choice of two non-metallic and seven metallic colours. As an alternative to the standard Dakota leather trim, customers can also specify the Exclusive Nappa leather variant (offered as standard in the USA), which can be ordered in four colour options. As an option, Exclusive Nappa leather can be extended from the instrument panel to line the centre console and the upper areas of the door and side trim in the rear as well. A further option offers contrast stitching for the interior elements lined in Exclusive Nappa leather. This double

stitching in a colour that contrasts with the leather surface adds a particularly premium, contour-enhancing accent.

Optimised seat comfort. Boot capacity can be expanded as required.

At 4,894 millimetres (192.6 in.) in length, the new BMW 6 Series Convertible is 74 millimetres (2.9 in.) longer than its predecessor. Its similarly extended wheelbase now stretches to 2,855 millimetres (112.4 in.). The car has also grown by 39 millimetres (1.5 in.) in width, and now measures 1,894 millimetres (74.5 in.) across, while 9 millimetres (0.35 in.) have been shaved off its height (now 1,365 mm / 53.7 in.). These dimensions not only create a significantly more powerful and, at the same time, elegantly sweeping overall impression, they also take interior spaciousness to new levels. Despite its lower height, the new BMW 6 Series Convertible offers greater headroom in both the front and the rear. Added to which, the height adjustment of the driver and front passenger seats cover a greater range. All the seats benefit from the increase in interior width, while seat comfort in the rear is enhanced by additional legroom. The rear seat backrest angle has been further optimised compared with the outgoing model and is now approximately the same as on the BMW saloons.

A ski bag with an opening in the rear seat backrest is available as an option and offers space for two sets of skis. The new BMW 6 Series Convertible boasts 300 litres (10.6 cu. ft.) of boot space with the roof open, allowing two 46-inch golf bags and a business case to be accommodated. With the roof closed, the variable soft-top stowage compartment can be folded up in a single movement to increase boot capacity to 350 litres (12.3 cu. ft.).

Newly developed lightweight seats, comprehensive safety equipment.

The new BMW 6 Series Convertible features newly developed lightweight seats with integrated belt system, which are available in three versions. As an alternative to the standard version, sports seats with integrated head restraints, or comfort seats with extended adjustment functions, are also offered. All seat versions feature crash-activated head restraints. In the USA, the BMW 650i Convertible comes exclusively with comfort seats, which are offered as standard.

The range of standard safety equipment also includes front airbags, head-thorax side airbags integrated into the seat frame, three-point automatic belts for all seats, belt force limiters and front belt tensioners, ISOFIX child seat mounts in

the rear and a roll-over protection system. The roll-over system further developed specifically for the new BMW 6 Series Convertible consists of two bars placed behind the rear head restraints. As soon as the central safety electronics register a danger of the car rolling over, the pyrotechnic release mechanism is activated, at which point the high-strength aluminium bars rise up from their rest position in a fraction of a second.

Carefully targeted advances in the use of materials and in the development of the car's load-bearing structure have significantly enhanced the body's construction in terms of the agility and safety it offers. Its static torsional rigidity is now around 50 per cent greater than that of its predecessor. In the interests of weight optimisation, the doors, bonnet and front axle spring mounts are all aluminium, while the front side panels, roof lid and boot are made from glass fibre composite.

Majestic power: eight-cylinder power unit with BMW TwinPower Turbo and direct injection.

Also the drive technology featured by the new BMW Convertible aims at combining sporting performance with optimum efficiency. At market launch, the BMW 650i Convertible will be offered in the USA, with its V8 powerplant featuring BMW TwinPower Turbo technology and direct injection. The power unit not only excels through instantaneous power development, majestic torque, but also convinces through outstanding smoothness and exceptional efficiency, which is exemplary in its segment.

The 4.4-litre eight-cylinder engine in the new BMW 650i Convertible develops a maximum output of 400 hp (300 kW/407 bhp) between 5,500 and 6,400 rpm, and puts its peak torque of 450 lb.ft (610 Newton metres) on tap between 1,750 and 4,500 rpm. This unique engine, the turbochargers of which are positioned in the V-shaped area between the cylinder banks, produces an instantaneous and sustained wave of power. The new BMW 650i Convertible with automatic gearbox completes the sprint from 0 to 60 mph in 4.9 seconds, and the engine electronics eventually set in to halt acceleration at 250 km/h (in the USA at 130 mph and 155 mph, respectively, in conjunction with 20-inch light alloys). This range-topping engine also boasts extraordinary efficiency for a model in its output class, as average fuel consumption of 10.7 litres per 100 kilometres and CO₂ emissions of 249 grams per kilometre clearly show.

Eight-speed automatic transmission and BMW EfficientDynamics as standard.

In the US American market customers have, as a no-cost option, the choice between a six-speed manual transmission and an eight-speed Sports automatic gearbox for the new BMW 650i Convertible. The gearbox, which has been precisely adapted to the performance characteristics of the V8 engine, guarantees an ideal transfer of drive torque as well as superior shift comfort. Maximum acceleration is guaranteed by short shift times.

The eight-speed Sports automatic gearbox boasts a combination of sportiness, shift comfort and efficiency unmatched in its segment. Its minimal converter slip and rapid and precise gear changes set it apart from the crowd. An innovative gear set configuration allows this transmission to offer eight gears and a correspondingly wide gear range – which optimises the car's sprinting power yet also allows the driver to save fuel by driving at low revs – despite its compact construction and low weight. The driver can also change gear manually using shift paddles on the steering wheel.

In addition to the efficiency of the engines and eight-speed Sports automatic, an extensive range of BMW EfficientDynamics measures also contribute to reducing fuel consumption and emissions. Technology such as Brake Energy Regeneration, Electric Power Steering (EPS), the need-based operation of ancillary components, intelligent lightweight construction and low rolling-resistance tyres ensure maximum efficiency.

Advanced chassis technology including Electric Power Steering; Integral Active Steering available as an option.

The cutting-edge chassis technology in the new BMW 6 Series Convertible provides all the ingredients for sporty handling and exceptional levels of comfort. Both the double wishbone front axle and the integral rear axle are made chiefly from aluminium. The chassis set-up is geared to the requirements of drivers with sporting ambitions, although the dampers still respond sensitively to uneven patches in the road under high lateral acceleration. The optionally available Adaptive Drive system, which includes Dynamic Damper Control (offered as standard in the USA) and the Dynamic Drive active roll stabilisation system, boasts even more precise responses. The electronically controlled dampers adjust to both the nature of the road surface and the driver's style at the wheel in order to prevent unwanted vehicle movements. The roll stabilisation system

reduces factors such as body sway in fast-driven corners and sudden direction changes.

Electric Power Steering with Servotronic serves up the familiar BMW recipe of precision, comfort and efficiency, and is unique in the BMW 6 Series Convertible's segment. Added to which, the new BMW 6 Series Convertible is the first car in its class that can be ordered – as an option – with Integral Active Steering. This system combines the Active Steering system for the front wheels (already available for the predecessor model) with a steering rear axle. Steering angle and power assistance are controlled at both the front and the rear with the help of electric motors. Precisely harmonised wheel turns pave the way for extraordinary agility in dynamic driving situations. Integral Active Steering also ensures the car is impressively nimble on twisty mountain passes and in city traffic.

Drive Dynamic Control allows a choice of suspension settings.

With Drive Dynamic Control the virtues of sportiness and comfort can take precedence as the situation demands. Using a button on the centre console the driver can choose his desired suspension settings through the NORMAL, SPORT and SPORT+ modes. In conjunction with Dynamic Damper Control, which comes as standard in the USA, as well as the Adaptive Drive option, the driver can also make use of the COMFORT setting. As well as adjusting the accelerator pedal progression, engine responses, power steering characteristics, DSC intervention thresholds and the shift dynamics of the automatic gearbox, in this setting Drive Dynamic Control also tweaks the damper responses and roll stabilisation settings. In cars also equipped with Integral Active Steering, the basic set-up of the steering – as well as the degree of power assistance – is adjusted according to the mode selected. As a result, in SPORT and SPORT+ modes the car's sporting responses are sharpened even further.

The lightweight floating-calliper brakes with inner-vented discs are easy to use with precision. Dynamic Stability Control (DSC) helps to maximise the effectiveness of the brakes. This driving stability system brings together technology such as the Anti-lock Braking System (ABS), Dynamic Traction Control (DTC), Cornering Brake Control (CBC), Dynamic Brake Control (DBC), the Start-off Assistant, the automatic Brake Drying function and brake fade compensation. Standard equipment on the new BMW 650i Convertible also

includes 18-inch light-alloy wheels (19-inch and all season tyres in the USA), as well as runflat tyres and a runflat indicator.

Cutting-edge comfort-enhancing features and exclusive options from BMW ConnectedDrive.

Among the comfort-enhancing features included as standard in the new BMW 6 Series Convertible are 2-zone automatic climate control with convertible mode, a hi-fi audio system with CD player and AUX-IN socket, a multifunction steering wheel, electrically operated front seats with memory function and a rain sensor with integrated automatic driving lights control. Among the highlights of the optional equipment list are Adaptive Headlights (offered as standard in the USA), a heated steering wheel, active seat ventilation, active seats and the Navigation system Professional (a standard feature in the USA), with a hard disk for storing maps and personal music collections.

The new BMW 6 Series Convertible is available with an even greater variety of driver assistance systems and mobility services from BMW ConnectedDrive. It can be ordered with technology such as the Lane Change Warning System, Lane Departure Warning System, BMW Night Vision with pedestrian recognition, rear-view camera (standard in the USA), Surround View and the BMW Parking Assistant. Innovative technologies optimise the integration of the Apple iPhone and other smartphones, as well as music players. And, in addition to Internet access (not available in the USA), BMW ConnectedDrive also allows email messages received on a smartphone to be shown on the Control Display as well as the use of Internet-based services for navigation and entertainment.

What's more, the latest-generation Head-Up Display – a unique feature in this class – is making its debut in the new BMW 6 Series Convertible. The Head-Up Display projects driving-related information onto the windscreen within the driver's direct field of view. Since the market launch of the system in 2003, more than 400,000 vehicles equipped with a Head-Up Display have been sold. In the new BMW 6 Series Convertible, a projection technology is used that has been advanced even further. The three-dimensional graphics are now displayed using a full spectrum of colours, allowing real-life traffic symbols to be accurately depicted.

The BMW 6 Series Convertible: exclusive driving pleasure and a unique heritage.

The new BMW 6 Series Convertible sees the world's most successful manufacturer of premium cars building on an unparalleled tradition. The allure of exclusive driving pleasure in open-top BMW sports cars continues to hold a magnetic attraction, even after more than 70 years. The extraordinary history of BMW convertibles stretches from the legendary BMW 328 – which provided the basis for the winning car in the 1940 Mille Miglia – via the highly coveted BMW 507 of the 1950s, to the dynamic and groundbreaking predecessor to the new BMW 6 Series Convertible.

The new BMW 6 Series Convertible is built at the BMW plant in Dingolfing, Germany. Also rolling off the assembly line at the BMW Group's largest production plant are the BMW 7 Series and BMW 5 Series models. The flexible and efficient processes at the plant combine state-of-the-art production technology with a standard of quality defined by meticulous craftsmanship in the manufacture of premium cars configured to customer requirements.

3.2 Inspiring through and through. The BMW 1 Series M Coupe.



The letter M now comes to the segment of the BMW 1 Series to symbolise outstanding power delivery and the highly dynamic driving properties of a high-performance sports car. In the BMW 1 Series M Coupe, the technology of a high-performance car is combined with the agility and lightness of a compact model to create a whole new dimension of sports-style driving pleasure. With the two-seater, which will be presented to the public for the first time at the 2011 NAIAS in Detroit, BMW M GmbH is now realising for the first time in this vehicle class its concept of racing-orientated performance characteristics in a car developed for everyday use. This further extends the company's model range, paving the way for younger target groups to be able to access the hallmark driving experience offered by an M car.

The BMW 1 Series M Coupe embodies the unmistakable M feeling in a highly concentrated form. Its inline 6-cylinder engine with M TwinPower Turbo and petrol direct injection develops a maximum output of 250 kW/340 bhp with an engine-speed-orientated characteristic curve typical of BMW M cars. With chassis technology derived directly from motor racing, a power-to-weight ratio reduced to 4.4 kilograms per bhp and precisely optimised aerodynamic components including innovative air curtains at the front end, supreme conversion of superior propulsion power into thrilling driving dynamics is guaranteed. The BMW 1 Series M Coupe accelerates in 4.9 seconds from zero to 100 km/h and reaches the 200 km/h mark after 17.3 seconds. In the area of efficiency, too, it achieves top figures within its performance category. Its average fuel consumption in the EU test cycle is 9.6 litres per 100 kilometres, while CO₂ emissions are at 224 grams per kilometre.

The outstanding sporty flair of the BMW 1 Series M Coupe is outwardly expressed by the athletic character of its body design. In the exclusively designed interior of the 4-seater, high-quality materials and an M-specific cockpit create the ambience of a premium sports car. In its standard configuration, the BMW 1 Series M Coupe displays the concept harmony so characteristic of M cars: able to cope both with the extreme demands of the race track and the diverse challenges of everyday traffic. What is more, individual

preferences in terms of comfort, safety and infotainment can be fulfilled with a model-specific selection of equipment options also available for the BMW 1 Series Coupe, including the BMW ConnectedDrive programme.

Design: classic Coupe proportions, M-style aesthetic appeal.

The dynamic proportions with which the BMW 1 Series Coupe proclaims a brand of driving pleasure unique within the competitive field provide the perfect foundation for the instantly fascinating appearance of the first ever high-performance model in the compact segment. Measuring 4,380 millimetres in length and 1,420 millimetres in height, the BMW 1 Series M Coupe is both the shortest and the flattest model in the BMW M GmbH range. It is also 55 millimetres wider than the BMW 135i Coupe: the width of 1,803 millimetres is the result and the expression of a track width at the front and rear axle optimised to enhance driving dynamics in a way which is specific to this model.

The design of the front end impressively reflects the outstanding power capabilities of the BMW 1 Series M Coupe. The powerfully-shaped front apron forms a homogeneous surface, dominated in the lower section by three large-format air intakes. In order to optimise the aerodynamic properties, so-called air curtains are used for the first time in a series production vehicle. The in-flowing air is routed into two ducts by means of openings in the outer section of the front apron. These openings are designed so that the air flows along the inside of the front apron in a closed duct to the wheel arches, where it is discharged through a very narrow opening at high speed, just passing the outer wheel flanks. The escaping air stream covers the side of the front wheels like a curtain, thereby reducing aerodynamically unfavourable turbulence around the wheel arches.

The BMW 1 Series M Coupe is fitted as standard with bi-xenon headlights. The dual, round headlights characteristic of the brand are truncated in the upper section by an LED-fed positioning light. This is what creates the typical focussed look of the BMW 1 Series M Coupe.

With the greenhouse conveying an impression of lightness, the powerfully distinctive shoulder line and the elaborately sculpted surfaces symbolise precisely controllable athleticism from the side perspective. The wheel arches of the 2-door model bulge out especially voluminously at both the front and rear. One hallmark M feature is the chrome gill element on the front wheel arch which

is particularly elongated. It bears both the side turn indicator and the M brand logo, as well as forming the starting point of the bead line running via the door openers to the rear. What is more, a vertical contour edge starts at the gill element which leads down to the side sill. Fine-tuning in the wind tunnel has also shaped the design of the exterior mirrors. In their basic shape they are the same as those of the BMW M3.

The powerful wheel arches also make the rear of the BMW 1 Series M Coupe seem especially broad. Horizontally arranged lines accentuate this impression. A discreet spoiler lip on the luggage compartment lid generates additional downforce on the rear axle at high speeds. The rear apron has side openings which echo the look of the air intakes in the front apron. The characteristic M visual symmetry is created by chrome twin tailpipes, each positioned towards the outer edges. L-shaped rear light clusters with red glass covers create a characteristic night-time illumination. Inside these, the rear light is provided by two light banks fed by LED units.

The exterior paint finishes Alpine White non-metallic, Sapphire Black metallic and the exclusive Valencia Orange metallic are available for the BMW 1 Series M Coupe. The standard 19-inch M light alloy wheels in Y-spoke design provide perfect road contact and a striking appearance.

Inline 6-cylinder engine with M TwinPower Turbo and engine-speed-related performance characteristics.

An inline 6-cylinder engine with outstanding performance, sensational free-revving properties and long-lasting thrust provides the BMW 1 Series M Coupe with its power source for delivering supreme driving dynamics. The 3.0-litre power unit combines hallmark M performance characteristics with contemporary efficiency. It has been modified in the M style so as to be able to handle the requirements of both everyday traffic and the race track. The result: with an engine output of 250 kW/340 bhp, the BMW 1 Series M Coupe achieves almost exactly the level of the third-generation BMW M3, while in terms of driving dynamics this compact, top-flight athlete is clearly superior to the latter model, which was replaced just a few years ago.

The M TwinPower Turbo Technology used in the BMW 1 Series M Coupe consists of two relatively small superchargers which, because of their low moment of inertia, are active even at low engine speeds, each providing three

cylinders with compressed air. This results in an unusually spontaneous responsiveness. The drivetrain provides its maximum torque of 450 Newton metres at as little as 1,500 rpm. This is available up into the 4,500 rpm range and can be increased by another 50 Newton metres in full throttle by means of an overboost function. The maximum level of 500 Newton metres enables especially dynamic acceleration manoeuvres and the forward thrust once again available after each gearshift makes for a linear speed increase which is characteristic of M vehicles. With this engine-speed-related performance curve, the 6-cylinder power unit embodies the characteristic M properties of a high-performance engine: the BMW 1 Series M Coupe spurts in just 4.9 seconds from zero to 100 km/h, and the urge to accelerate is limited at 250 km/h by means of intervention in the engine control system.

The cooling system of the power unit is designed to enable it to do justice both to its outstanding performance potential and to the particularly high demands of constantly drawing on maximum power output. An additional separate radiator and a specific air duct deal with the increased thermal stress which can be generated by driving in a particularly sporty style on the race track.

The engine's outstanding efficiency is mainly due to direct injection which allows for high-precision fuel supply by means of piezo injectors placed centrally between the valves. In addition, Efficient Dynamics measures such as brake energy regeneration and needs-based control of auxiliary units ensure that the average fuel consumption in the EU test cycle is limited to 9.6 litres per 100 kilometres and CO₂ emissions to 224 grams per kilometre.

The transmission of propulsion power in the BMW 1 Series M Coupe is taken care of by a 6-speed manual transmission. This newly developed transmission is operated using a very short M gearshift lever.

Chassis technology: low weight, high rigidity.

The BMW 1 Series M Coupe has a chassis whose elements have run through BMW M GmbH's racing-oriented development process. Numerous key components were originally conceived for the BMW M3 and are now to be found in the compact high-performance Coupe in modified form specifically adapted to the new model. In creating the vehicle set-up, a procedure which includes test runs on the Nürburgring Nordschleife, the interaction of the engine, chassis and body was optimised here again so as to create a

characteristic, consistent overall set of properties taking into account the low vehicle weight of 1,495 kilograms.

Both the double pivot front axle and the five-link rear axle of the BMW 1 Series M Coupe are made almost entirely of aluminium. Tubular stabilisers, axle links made of forged aluminium and aluminium shock absorbers round off the lightweight construction concept as applied to wheel suspension.

Standard: variable M differential lock, compound brakes, DSC with M Dynamic Mode, Servotronic.

The BMW 1 Series M Coupe is fitted as standard with a variable M differential lock. This generates lock-up torque as required and completely variably up to 100%, thus providing for optimum traction on all road surfaces. The variable M differential lock responds to differences in rotational speeds in the right and left rear wheel, redirecting drive torque within a fraction of a second. So where there are significant differences in friction coefficients between the right and left rear wheel, for example, optimum traction and maximum propulsion power are ensured. The principle of the engine-speed-sensing M differential lock supports the dynamic qualities of rear-wheel drive both on slippery surfaces and when accelerating out of bends.

The M-specific compound high-performance brake system of the BMW 1 Series M Coupe provides impressive stability even under extreme stress, as well as being extremely light. The design principle of the brake system derived from motor racing guarantees excellent deceleration figures with significantly reduced heat sensitivity. Their inner-vented and perforated grey cast iron discs with a diameter of 360 millimetres at the front and 350 millimetres at the rear are linked to the aluminium disc chamber on a floating basis by means of cast-in premium steel pins.

In the BMW 1 Series M Coupe, power transmission to the rear wheels also provides the ideal basis for thrilling driving dynamics due to the consistent separation of drivetrain and steering functions. The rack-and-pinion steering is fitted with the hydraulic power steering system Servotronic which regulates its supportive effect in relation to road speed.

The driving stability control system DSC (Dynamic Stability Control) of the BMW 1 Series M Coupe includes such elements as the Antilock Brake System (ABS), an anti-slip control function (ASC), the brake assistant Dynamic Brake Control (DBC), a drive-off assistant, Cornering Brake Control (CBC), an anti-fading function and a dry brake function. In the wet or on a slippery surface, the driving stability system intervenes early on but discreetly so as to avoid oversteering. As an alternative to the normal operating status, the driver can activate M Dynamic Mode (MDM) by means of a switch on the instrument panel, thereby raising the intervention threshold of the driving stability control system. This facilitates driving off on snow or loose sand by means of controlled slip. MDM also enables specifically applied, dynamic oversteering.

Exclusive and characteristically M: sports car ambience on the inside.

It is not least due to the exclusive interior design that the unmistakable M feeling can be sensed even before the engine is started. The typical M cockpit and a model-specific colour and materials concept create a style which perfectly recreates a sports car ambience. The standard sports seats in Boston leather offer both driver and front passenger excellent lateral hold even when taking bends in dynamic style. The design, created exclusively for the BMW 1 Series M Coupe, includes orange contrast stitching on the black surfaces of the seats and backrests as well as the M logo embossed in the front of the headrests.

It is characteristic of sports cars that dark colours dominate inside the vehicle, thereby enhancing the driver's concentration on the road. In the BMW 1 Series M Coupe this effect is created by the anthracite-coloured BMW Individual roof liner but also by the exclusive design of the interior trim strips, door panels and cockpit scoop in dark Alcantara. These design elements also feature the orange-coloured contrast stitching, as do the gearshift and handbrake lever gaiter. An M driver footrest and M entry sills round off the exclusively styled interior.

The model-specific design of the characteristic M cockpit in the BMW 1 Series M Coupe also contributes to optimum vehicle control. In the instrument panel, grey dial faces for the tachometer and a speed indicator going up to 300 km/h with red needles are combined with white display illumination.

The M leather steering wheel, which also comes as standard, has multifunction keys for operating the audio and telephone systems. In addition, the characteristic M button on the right steering wheel spoke enables the driver to switch spontaneously to a sports-style vehicle set-up. This configuration activates a particularly sporty characteristic curve in the engine control. Here, accelerator pedal commands are implemented with greater spontaneity.

Extensive range of standard equipment, high-quality options and innovative BMW ConnectedDrive features.

In addition to those features characteristic of M vehicles and other elements specific to this particular model which directly contribute to creating an exclusive driving experience in a high-performance sports car, the BMW 1 Series M Coupe also features an extensive range of standard equipment which underscores its premium character. The 2-door model shows its practical qualities with such features as four fully-fledged seats, a level of comfort which is geared towards covering lengthy distances and a luggage compartment with a capacity of 370 litres. Additional comfort needs can be fulfilled with a range of innovative options which are largely unique within the competitive field.

In addition to air conditioning and cruise control, the audio system BMW Radio Business with MP3-capable CD player and six speakers come as standard. Optional extras include two-zone automatic air conditioning, comfort access, a rain sensor, automatic anti-dazzle interior and exterior mirrors, the Harman Kardon Surround Sound System and the navigation system Professional with hard drive storage. In conjunction with the navigation system the BMW 1 Series M Coupe is fitted with the iDrive operating system which enables control of infotainment, navigation and communication functions using the Controller and an 8.8-inch Control Display.

The range of features available from the BMW ConnectedDrive development area includes the driver assistance systems Adaptive Headlight and High Beam Assistant as well as Park Distance Control with sensors at the rear. In addition to unlimited use of the Internet, BMW ConnectedDrive also provides access to Internet-based services to optimise navigation and entertainment functions. In combination with the navigation system Professional including mobile phone preparation, innovative technologies to integrate mobile phones and music players are available for the BMW 1 M Series Coupe. Thanks to the new

interface technology, the latest generation of the Apple iPhone and the Apple iPod touch can be controlled via the iDrive menu. As the latest addition to the range of office functions also developed within the BMW ConnectedDrive program, owners of a BlackBerry smartphone by the mobile phone manufacturer RIM (Research In Motion) can now display e-mails on the vehicle monitor of the BMW 1 Series M Coupe via Bluetooth.

3.3 Fresh accents for efficiency and dynamics: the new BMW 1 Series Coupe, the new BMW 1 Series Convertible.



As trailblazers pioneering more driving pleasure and projecting sporting elegance in the premium compact segment, the BMW 1 Series Coupe and the BMW 1 Series Convertible are delighting a steadily growing community of admirers. Fresh accents apparent in the design of the bodywork and in the conception of the interior are again sharpening the profiles of both of the two-door BMW 1 Series vehicles, highlighting the quality of their driving dynamics, while underlining their exemplary efficiency. The integration of air curtains in the front apron, now even more dynamically shaped, is central to the modifications to the exterior. This innovative aerodynamic measure, developed within the framework of BMW EfficientDynamics, reduces the air resistance in the area of the wheel arches and results in a further reduction in emissions for all engine types. In addition, both the BMW 1 Series Coupe and the new BMW 1 Series Convertible present a new concept in the design of the headlights and the rear lights.

On the occasion of the world premiere of the new BMW 1 Series Coupe and the new BMW 1 Series Convertible at the NAIAS 2011 in Detroit, innovations in the areas of exterior paintwork, types of upholstery and interior trims as well as additional alloy rims will be presented, all available for both models. In addition to the high design quality, with a standard of materials and workmanship otherwise found only in the premium segment, numerous equipment characteristics and features unique in the compact segment, including the innovative services available through BMW ConnectedDrive, ensure that the new BMW 1 Series Coupe and the new BMW 1 Series Convertible will build upon their outstanding position in their competitive environment.

On the North American automobile market, the BMW 1 Series Coupe and the BMW 1 Series Convertible mark the beginning of a fascinating world of driving pleasure as premium automobiles belonging to the BMW brand. More than ever, the two models embody the combination of driving dynamics and efficiency, unparalleled in the compact segment worldwide, which are typical of the brand. The characteristic driving pleasure results from powerful engines with a high degree of efficiency, state-of-the-art chassis technology along with rear wheel drive – still the only rear wheel drive to be found in this class of vehicle.

In the USA, two inline six-cylinder engines are available for both the new BMW 1 Series Coupe and the new BMW 1 Series Convertible. The power unit in the BMW 128i Coupe and in the BMW 128i Convertible, equipped with the VALVETRONIC fully variable valve timing system, develops 172 kW/233 bhp. In the BMW 135i Coupe and the BMW 135i Convertible, a six cylinder with BMW TwinPower Turbo, direct fuel injection and VALVETRONIC delivers a maximum of 225 kW/306 PS.

New accents in design – the powerfully modelled front apron underlines the sporting character.

Due to targeted design modifications, the Coupe and the Convertible have gained even more autonomy within the BMW 1 Series. The BMW 1 Series Coupe is distinguished by the striking combination of a powerful body with a seemingly light greenhouse. In addition, with its long bonnet, its long wheelbase and the passenger compartment set back, it possesses the classic proportions of a BMW Coupe. This authentic transfer of the character of the Coupe to the compact segment is just as unique as the elegantly stretched lines, which also make the BMW 1 Series Convertible an exception in its segment. The horizontal waistline and the flat rear end characterise the sporting, elegant silhouette of the four-seater. What is more, the short A-columns guarantee a particularly intense open-air feeling. The high-quality textile top of the BMW 1 Series Convertible both opens and closes automatically within 22 seconds. The operating mechanism for the top can be activated while driving, at speeds of up to 40 km/h.

The agile, sporting character of both the new BMW 1 Series Coupe and the new BMW 1 Series Convertible is additionally emphasised by the particularly expressive contours of the front apron. The complex interaction between concave and convex surfaces accentuates the individual appearance of both models within the BMW 1 Series. The front apron, with one large central air intake and two side intakes positioned in the lower section, reaches down towards the roadway, thus underscoring the orientation to the road and the urge of both models to move forwards, with energy and drive.

The innovation of air curtains – optimised aerodynamic characteristics reduce emissions.

The most functionally significant innovation to the front design of the Coupe and the Convertible is the integration of air curtains into the outer air intakes. They have the effect of considerably reducing turbulence in the area of the wheel arches by optimising airflow. At the outside edge of the side air intakes, the inflowing air is guided through closed ducts, which lead along the inside of the front apron to the two wheel arches. In each wheel arch, the air emerges from a narrow, vertically-orientated slot so that it is directed just along the sidewalls of the tyre at high speed.

The airflow takes the form of a curtain covering the wheels. In this way, the innovation, which quickly gained the name of air curtain, reduces the air resistance in the area of the wheel arches. This optimisation of the aerodynamic characteristics results in a further reduction in emissions for the new BMW 1 Series Coupe and the new BMW 1 Series Convertible.

Expressive and unmistakable – the newly-designed headlights and rear lights.

The newly-designed headlight units contribute to the particularly expressive appearance of the front of the vehicle. The new design underlines the high quality of the light source technology more clearly than ever. The upper edge of the dual, round headlights sports an accentuating chrome trim, creating the focussed look so typical of BMW vehicles. In combination with the optional Xenon headlights, an LED-powered accent light fulfils this task.

The characteristic L-shaped rear lights are also more sharply defined on the new BMW 1 Series Coupe and the new BMW 1 Series Convertible. The unmistakable night design is accomplished by two horizontal banks of lights, which function as reversing lights. These are fed from LED units on vehicles equipped with Xenon lights. The cover glass of the rear lights is coloured red over its entire surface, with only a narrow, horizontal white band for the reversing light breaking the uniform colour scheme.

New exterior paintwork, alloy rims, upholstery and interior trims for more individuality.

The new selection of exterior paintwork, rims, upholstery and interior trims offers additional possibilities for defining the exterior and interior of the vehicle to satisfy personal preferences. Vermillion Red and Marrakesh Brown, both of

them metallic colours, are now available for the Coupe and the Convertible. The range of optional alloy rims available has been extended to include a 17-inch five spoke set, a further 17-inch set in an aerodynamically optimised turbine spoke design and an 18-inch set of rims with V spokes.

The range of upholstery and interior trims also contains new highlights. The Network fabric is now available in Magma Brown, the Boston Leather option can now also be ordered in Savannah Beige and Oyster. The range of interior trim strips now also includes Alpine White.

Unique driving pleasure – inline six-cylinder engines, seven-speed double clutch transmission option for the BMW 135i Coupe and the BMW 135i Convertible.

Typical BMW high-revving enjoyment, outstanding running qualities and a degree of efficiency unmatched by the competition – that describes the two inline six-cylinder engines available on the North American automobile market for the new BMW 1 Series Coupe and the new BMW 1 Series Convertible. The 3.0-litre power unit for the BMW 128i Coupe and the BMW 128i Convertible incorporates special features, including a magnesium-aluminium composite crankcase and the VALVETRONIC variable valve timing system. The maximum output of the engine is 172 kW/233 bhp, its maximum torque comes in at 270 Nm. It accelerates the BMW 128i Coupe from zero to 60 mph in 6.1 seconds, the BMW 128i Convertible takes 6.4 seconds to hit the same speed. Both models are fitted with a six-speed manual transmission as standard equipment, a six-speed automatic transmission with Steptronic is available as an option.

The 3.0-litre inline six-cylinder engine for the new BMW 135i Coupe and the new BMW 135i Convertible delivers an even greater degree of dynamism. This is the first engine in the world equipped with the combination of BMW TwinPower Turbo technology, direct fuel injection and VALVETRONIC; it develops a maximum of 225 kW/306 bhp and delivers a maximum torque of 400 Nm. As an alternative to the six-speed manual transmission fitted as standard equipment, this innovative all-aluminium power unit can be equipped with a seven-speed double clutch unit with sports automatic transmission; this option is available for both models. The new BMW 135i Coupe accelerates from zero to 60 mph in 5.1 seconds. This is cut to 5.0 seconds when the seven-speed double clutch transmission is fitted. The new BMW 135i Convertible takes either 5.4 or 5.3 seconds to achieve the same speed, depending upon the

type of transmission fitted. A very clear indication of the excellent efficiency achieved is given by the EPA mileage figure of 28 mpg (highway) for all combinations of vehicle body and engine.

High-quality features and equipment, M Sports Package and innovative services from BMW ConnectedDrive.

The new BMW 1 Series Coupe and the new BMW 1 Series Convertible emphasise their premium pedigree with a level of standard equipment for both safety and comfort which is both excellent and comprehensive. In addition, numerous options are available, some unobtainable elsewhere, unique to the brand. The M Sports Package is available on all models, further raising the quality of driving dynamics and providing intense, eye-catching enhancement. The new BMW 135i Coupe and the new BMW 135i Convertible come equipped with a modified M Aerodynamics Package as standard equipment.

The range of driver assistance systems and mobility services available from BMW ConnectedDrive is also unmatched in the compact segment. Options available for both the new BMW 1 Series Coupe and the new BMW 1 Series Convertible include the Adaptive Headlight System, the High Beam Assistant as well as the Park Distance Control. In addition to an Internet connection, BMW ConnectedDrive also provides access to Internet-based services to optimise navigation and entertainment. In combination with the Professional Navigation System set up for use with mobile telephones, innovative technologies for integrating mobile telephones and music players are available.

3.4 Uncompromising driving pleasure: the New BMW X3.



The new BMW X3 is the successor to a top-selling vehicle, adding a new dimension to the pleasure of driving a Sports Activity Vehicle of this class. It establishes benchmarks in driving dynamics, agility and efficiency and convinces at the same time through noticeably increased driving comfort. The design of the new BMW X3 combines the typical BMW X character with a dynamically stretched silhouette. Thanks to a generous amount of space and a high degree of flexibility in the interior, it is possible to adapt travel comfort as well as transportation capacities to suit individual requirements. The BMW xDrive four-wheel drive technology not only optimises traction, but has also been specifically harmonised to ensure enhanced driving dynamics. The new BMW X3 possesses state-of-the-art characteristics with uncompromising diversity, while combining driving pleasure and efficiency with comfort and functionality, ruggedness and elegance.

At the launch of the new BMW X3, manufactured at the BMW plant in Spartanburg, South Carolina, customers in the USA have the choice of two leading edge power units. The inline six-cylinder engine fitted to the new BMW X3 xDrive28i develops a maximum of 190 kW/258 bhp. The new BMW X3 xDrive35i is powered by a 225 kW/306 bhp inline six-cylinder engine. Both power units are combined with an eight-speed automatic transmission as standard equipment. Both the BMW X3 xDrive28i and the BMW X3 xDrive35i offer not only superior agility and dynamics, but also by far the most favourable fuel consumption and emission levels within the competitive environment.

The design: urban elegance, dynamically flowing lines and the characteristic features of a BMW X model.

Compared with the previous model, the body of the new BMW X3 is 83 millimetres (3.36 inches) longer, 28 millimetres (1.1 inches) wider and 12 millimetres (0.5 inches) higher. The wheelbase has been extended by 15 millimetres (0.6 inches) to 2,810 millimetres (110.6 inches).

The design of the new BMW X3's body conveys urban elegance and versatile agility. The combination of a flat bonnet and a high rear end produces, when

viewed from the side, a dynamically formed wedge shape, indicating the vehicle's sporting characteristics. Striking lines structure the convex and concave surfaces, giving the vehicle's body the appearance of a concisely modelled sculpture. The black trim at the lower edge of the body, characteristic of BMW X vehicles, has a particularly discreet design on the new BMW X3.

With the forward-slanting BMW kidney grille, the large headlight assembly, the powerfully crafted front apron and a bonnet defined by six contour lines running towards the kidney grille, the front end of the new BMW X3 signals self-assured presence. Together with the round, dual headlights, the fog lamps, which are positioned at the very outside edge of the front of the vehicle, form the light source arrangement that is characteristic of BMW X models. The upper edge of the headlight assembly is defined by an accentuating chrome trim, creating the focussed look so typical of BMW vehicles. In combination with the optional Xenon headlights (standard equipment on the BMW X3 xDrive35i), the vehicle features daytime running lights that consist of bright white LED light rings.

From the side, the new BMW X3 is characterised by a unique interpretation of distinctive BMW X design features. Powerfully flared wheel arches and the limited distance between the front axle and the instrument panel attest to the four-wheel drive capability and emphasise the robust character of this Sports Activity Vehicle. In addition, the dynamic silhouette of the vehicle is accentuated by three characteristic lines. On the BMW X3, the brand-typical contour line at door handle level rises steeply within the front wheel arch area and then makes a gentle swing to the rear end. Its course is followed more discreetly by lines above the wheel arches.

Seen from the rear, the new BMW X3 is characterised by horizontal lines, underlining its robust character. Accurately applied lines and expressively modelled surfaces create attractive light and shadow effects. The distinctive taillights, positioned out at the very edge of the vehicle, are T-shaped, typical of the BMW X3. The night design characteristic of BMW models is created by the combination of Xenon headlights and LED light banks.

The interior: premium ambience, intelligent functionality.

A generous and variable spatial concept, high-grade materials and a characteristic three-dimensional surface design provide the interior of the new

BMW X3 with a modern, premium ambience and intelligent functionality. The horizontal orientation of the instrument panel emphasises the width of the interior. The asymmetrically designed central console underscores the driver orientation, typical of the brand. The raised seating position facilitates easy entry, whilst optimising the view of the traffic situation. The Control Display of the optional BMW iDrive operating system is harmoniously integrated into the instrument panel. The Professional Navigation System is equipped with an 8.8-inch high-resolution screen, the largest on-board monitor in the new BMW X3's market segment.

Both in the front and at the rear the new BMW X3 has a multitude of large storage compartments, trays and cup holders. The three rear seats offer outstanding comfort when travelling long distances, with significantly more knee and elbow room than on previous models. With a volume of between 550 litres (19 cu.ft) and 1,600 litres (56,6 cu.ft), the luggage compartment of the new BMW X3 is the largest in its segment. Its flexibility is also unrivalled. The available space can be configured to suit individual needs. The rear seat backrest can be split at a ratio of 40 : 60, the segments can be folded down either individually or together. Optionally, the rear seat backrest can be divided at a ratio of 40 : 20 : 40, including a through-loading facility for stowing a ski bag.

Range of engines: the latest generation of six-cylinder inline petrol engines.

The new BMW X3 xDrive28i is more dynamic and yet more efficient than any of its comparable rivals. Powered by a 3.0-litre inline six-cylinder petrol engine with a magnesium aluminium composite crankcase, bi-VANOS and VALVETRONIC fully-variable valve control, it delivers a maximum output of 190 kW/258 bhp at 6,600 rpm and a maximum torque of 310 Nm between 2,600 and 3,000 rpm. The pulling power produced enables the vehicle to accelerate from zero to 60 mph in 6.7 seconds (provisional figure).

Spontaneous response, high-revving characteristics, excellent running smoothness and outstanding efficiency characterise the power unit featured in the BMW X3 xDrive35i. It thus has the characteristic properties of a BMW six-cylinder inline engine and combines them at an extremely high level, thanks to an innovative technological concept. For the first time, BMW TwinPower Turbo Technology, High Precision Injection and

VALVETRONIC fully-variable valve control are being used together. The 3.0-litre power unit develops a maximum of 225 kW/306 bhp at 5,800 rpm and a maximum torque of 400 Nm, available between 1,200 and 5,000 rpm. This engine accelerates the BMW X3 xDrive35i from zero to 60 mph in 5.5 seconds (provisional figure). When the optional Sports Package is fitted, the top speed is 150 mph.

Dynamic gear shift, efficient power transmission: the eight-speed automatic transmission offered as standard.

Both of the BMW X3 models are fitted with an eight-speed automatic transmission as standard. The new eight-speed automatic transmission is characterised by minimum converter slip and an innovative gear set configuration that permits additional drive positions and a greater transmission ratio spread without having negative effects on size, weight and the system's intrinsic efficiency. The eight forward gears and the reverse gear of the new transmission are made possible by four simple sets of gears wheels and five shift elements. Their innovative configuration ensures that only two of the five clutches are open in each gear, significantly reducing drag losses in comparison with other automatic transmissions on the market to date. With minimal convertor slip, low frictional losses, longer transmission ratios in higher gears and a transmission management for driving smoothly at low engine speeds, the new eight-speed automatic transmission, as an element of BMW EfficientDynamics technology, makes a considerable contribution to reducing fuel consumption and emissions.

With the number of gears being increased to eight, gear increments when shifting are smaller than before despite the greater range between the lowest and highest transmission ratio. While accelerating, the harmonious shift in transmission ratios ensures a particularly smooth and steady increase in speed, short reaction and gearshift times compared to the six-speed automatic transmission, providing even greater comfort and driving dynamics. A further advantage is that only one clutch has to be opened when shifting up or down, while direct detection of the right gear lane enables the driver to shift the transmission by more than two gears at a time, again with extremely short reaction and gearshift times. The process of shifting down from eighth to second gear when accelerating spontaneously (kick-down) again comes with a direct gearshift opening up only one clutch.

Newly developed suspension, optimised xDrive and unique options for made-to-measure dynamics and comfort.

The new BMW X3 comes equipped with the BMW xDrive permanent four-wheel drive technology as standard. Its electronic control unit ensures that the drive torque is variably distributed between the front and rear axles. The electronic control unit, which is networked with the DSC (Dynamic Stability Control), counteracts any tendency to oversteer or understeer with rapid, precise responses at an early stage. By means of innovative tuning designed to enhance driving dynamics, the intelligent four-wheel drive technology optimises not only the traction, but more importantly, also the handling when negotiating bends. Even when the vehicle is driving through a bend in a stable condition, a larger proportion of the drive torque is transmitted to the rear axle. With the optional Performance Control the BMW X3's agile handling can be enhanced even further. Targeted braking of the rear wheel nearest the inside of the bend coupled with a simultaneous increase in engine output ensures particularly spontaneous and precise steering behaviour. This results in improved dynamics in bends and delivers the best possible traction.

The new BMW X3 also features completely redeveloped suspension technology. The combination of a double-joint spring-strut axle at the front and a five-link rear axle provide ideal prerequisites for optimising agility and driving comfort to an equal degree. For the first time electro-mechanical power steering (EPS) has been fitted to a BMW X model making a significant contribution to handling. The newly developed variable sports steering, available as an option, reduces the amount of movement necessary at the steering wheel when the front wheels need to be turned particularly sharply. Parking, turning and avoidance manoeuvres can thus be carried out comfortably and safely, with less steering effort.

A further option for the new BMW X3 is Dynamic Damper Control. The electronically controlled dampers adapt to road surface conditions as well as to driving style. The driver is able to influence the characteristic map of the damper control through the Dynamic Control system. This function, which is available on a BMW X model for the first time, allows the driver to choose between "NORMAL", "SPORT" and "SPORT+" modes by pressing a button on the centre console. In addition to the behaviour of the dampers, the accelerator pedal progression, the engine response, the characteristics of the power

steering, DSC response thresholds as well as the shift dynamics of the automatic transmission are influenced in this way. All of these factors are combined into a coherent overall setup.

Like all BMW X models, the new BMW X3 possesses an extremely torsion-resistant body, precisely defined support structures and generous deformation zones. The safety equipment package comprises front and pelvic thorax airbags, side curtain head airbags, three-point automatic seatbelts on all seats, belt force limiters, belt tensioners and crash-active front headrests as well as ISOFIX child seat mounts in the rear.

BMW ConnectedDrive: innovative options and comprehensive functionality.

The choice of optional features ranges from automatic climate control with 2-zone adjustment, a panorama sunroof, high-end audio systems and the Professional navigation system with hard-disk storage, to automatic rear lid operation and a tow coupling with electronically pivoting ball head. The choice of driver assistance systems, Internet-based mobility services and technology for integrating mobile telephones and external music players in the vehicle offered by BMW ConnectedDrive is unrivalled in the segment. Amongst other features, the new BMW X3 can also be equipped with the Head-up Display system, Adaptive Cornering Headlights, the High-Beam Assistant and a reversing camera including Top View.

Production at the BMW Spartanburg plant.

Agility and comfort, sporting zest and efficiency, ruggedness and elegance, flexibility and premium ambience – the new BMW X3 fulfils most persuasively the greatly varying demands placed upon a modern Sports Activity Vehicle. With its wealth of qualities, it sets new standards in the market segment created by its predecessor.

The new BMW X3 is produced at the BMW Spartanburg plant in accordance with stringent BMW Group quality standards. With the production of the BMW X5 and the BMW X6, the plant, which is located in the US Federal State of South Carolina, has strengthened its significance as a competence centre for BMW X models within the worldwide network of production facilities. With substantial extensions to the plant, the stage has been set for integrating the new BMW X3 into the production process.



3.5 On the road to CO₂-free mobility BMW EfficientDynamics – globally the most effective and multifaceted concept for more driving pleasure and less emissions.

With the models presented at the NAIAS 2011, the premium automobile manufacturer BMW sends unmistakable signals for a continuous increase in driving pleasure while extending its position as the world's foremost developer of vehicles distinguished by their particularly low fuel consumption and emissions. Throughout the world, BMW models in all classes of vehicle provide the best relationship between performance on the road and fuel consumption. This decisive lead is the result of the BMW EfficientDynamics development strategy, which moreover opens long-term perspectives on the road to CO₂-free mobility.

The technology developed within the context of BMW EfficientDynamics ranges from new engines and transmissions with particularly high degrees of efficiency, intelligent lightweight construction and optimised aerodynamics, through to measures which will limit consumption even more, in the field of drive units. These innovations are not restricted to individual specialty models, but are a cornerstone of the standard equipment of each and every new BMW. They are available in a combination specific to each model and are being increasingly deployed in all automobile markets. The global approach taken by the BMW EfficientDynamics development strategy is aimed at providing customers throughout the world with optimal technology to meet their particular local needs in order to reduce consumption and emissions.

Optimised efficiency delivered by BMW TwinPower Turbo, High Precision Injection and VALVETRONIC.

The BMW models available on the North American market with inline six-cylinder engines and V8 engines are equipped with a broad spectrum of technology to optimise power output and efficiency. This includes the VALVETRONIC fully variable valve timing system, tried and tested on the six-cylinder power units over a number of years, as well as the High Precision Injection direct fuel injection system offered as a combination in the BMW TwinPower Turbo technology. The combination of BMW TwinPower Turbo, direct fuel injection and VALVETRONIC, a constellation unique worldwide, results yet again in an even greater increase in

dynamic power delivery and efficiency. This version of the six-cylinder inline engine is now also available in the new BMW X3 xDrive35i.

Another opportunity to combine the driving pleasure for which BMW is renowned, with the highest degree of economy, is presented by the BMW Advanced Diesel with BluePerformance system, already successful on the North American automobile markets. The six-cylinder power unit with BMW TwinPower Turbo, deployed in the BMW 335d Saloon and the BMW X5 xDrive35d, develops 265 hp and complies with the strict emission regulations in all of the American states with its SCR system for the reduction of nitric oxides. In addition, it delivers extraordinarily economic consumption figures, which result in a range of 23/36 mpg (city/highway) for the BMW 335d Saloon and 19/26 mpg for the BMW X5 xDrive35d.

New perspectives: BMW ActiveHybrid and electromobility.

A further pillar of BMW EfficientDynamics is the BMW ActiveHybrid technology, currently being fitted to the first series production vehicles. The BMW ActiveHybrid 7 and BMW ActiveHybrid X6, already successful on the North American automobile markets, use the intelligent bond between internal combustion engine and electric drive, specific to each model, to deliver a fascinating gain in dynamics and a significant reduction in consumption and emissions.

Above and beyond this, in the context of Efficient Dynamics the BMW Group is driving forward research and testing projects to deliver further future-orientated drive unit concepts. Over 600 fully electrically-driven MINI Es are being used in a pilot project in several states of the USA by selected private and commercial customers during the course of their everyday driving activities. This project will deliver information on how individual mobility can be efficiently provided, based upon purely electrically-driven vehicles.

The BMW Concept ActiveE has been developed in preparation for a comparable, yet far larger and more comprehensive pilot project. The concept vehicle, which celebrated its world premiere at the NAIAS 2010 in Detroit, is based upon the BMW 1 Series Coupe; it combines emission-free driving with dynamic acceleration, four full-sized, fully-fledged seats, a luggage compartment of around 200 litres and rear wheel drive. This concept is also aimed at taking focussed, determined strides in the direction of emission-free mobility. As early as the summer of 2011, a fleet of BMW ActiveEs even larger

than the fleet of MINI Es currently in service, will undertake a further field trial in order to analyse not just the vehicle technology, but also the demands placed upon the supply infrastructure as well as user behaviour during everyday driving activities. The BMW ActiveE will be tested in different US American states on the west and east coast.

Electromobility is an important component of the development work being done in the context of project i. Amongst other things, the BMW Group is working on innovative vehicle concepts for deployment in metropolitan areas in the most diverse of markets. The BMW Group is currently preparing the series production of a Megacity Vehicle, an emission-free electric vehicle designed for large urban conurbations, which will be available as early as 2013. This model is setting standards not just in the field of drive technology, but also in the area of lightweight construction. Amongst other advances, the Megacity Vehicle will be the first mass-produced series vehicle possessing a passenger compartment made of carbon fibre reinforced plastics worldwide.

The BMW Group have secured their outstanding position in the current Dow Jones Sustainability Index with efficient dynamics, resource-conserving production methods and by maintaining high social standards for their employees at all company locations. The ranking, jointly awarded by Dow Jones Indices, Stoxx Limited and the Züricher Vermögensverwaltungsgesellschaft SAM, is recognised throughout the world as the most important indicator of corporate responsibility. For the sixth time in a row, the BMW Group has again been named “the most sustainable automobile manufacturer in the world”.



3.6 Perfectly Networked for More Convenience, Infotainment and Safety - The Latest Innovations from BMW ConnectedDrive.

With the intelligent network, which interconnects the driver, his vehicle and the outside world, BMW enhances the joy of driving in a way unequalled worldwide, with the latest innovations from the research and development section of BMW ConnectedDrive. No other automobile manufacturer offers driver assistance systems, technology enabling the use of mobile devices in the vehicle, in addition to mobility services from the areas of traffic information, emergency calls, vehicle, information and office services, travel and leisure planning as well as the Internet that match the comprehensive portfolio provided by BMW. All of this functionality is single-mindedly focused on achieving three goals: to increase individual comfort, to optimise the safety of all of the occupants of the vehicle and to meet the latest demands placed upon in-car infotainment.

All comfort, infotainment and safety systems on board a BMW provide the driver with exactly the right level of information and services at any given time; a level which is both necessary and desired. To this end, BMW ConnectedDrive services bundle all of the innovative offerings and technologies in a way which makes the pleasure of driving even more comfortable, safer and profound. The job of making choices and taking action is indisputably the driver's – he is in charge and is the centre of all activities. With the aid of BMW ConnectedDrive, he experiences gains in competence, control and safety under the most diverse driving conditions.

In addition, with BMW ConnectedDrive, the BMW driver remains comfortable, safe and fully connected to his own personal world when on the road. New services available through BMW ConnectedDrive and the extended integration of mobile devices offer additional opportunities for entertainment and the use of information and communications functionality in the vehicle. Internet-based services, office applications and entertainment media, a normal part of everyday life, are now available in an even more enhanced form and in a variety found nowhere else in the automotive industry. The perfect integration of all of the functionality into the vehicle's own iDrive controller ensures intuitive, comfortable and safe operation.

BMW ConnectedDrive services for more convenience.

The driver is provided with a variety of information, tailored to his specific needs, via the telephone information service BMW ConnectedDrive, which is available in all BMW models. By phoning the BMW Call Center the driver can request the information he requires and then for example, the address of the hotel or restaurant can be transmitted directly to the vehicle by the BMW Call Center where the driver can transfer it to the navigation system at the touch of a button.

Google Services, also available in all BMW models, can be used to make a targeted search for information relating to the journey. Using Google Local Search in the vehicle, location based information can be accessed and put to good use, from the best known online search engine in the world. In the vehicle, a connection is set up to the Google Maps website. Current vehicle location and destination are automatically detected and the results in the vicinity are then displayed from the Google Maps database, together with address, telephone number and distance. In addition, the results are shown on a map, familiar to everyone who has seen Google Maps on the Internet. The driver can then transfer the results of his search, quickly and easily, to the navigation system or to the telephone at the touch of a button.

The BMW ConnectedDrive feature Send to Car offers another way to use Google Services. Addresses and telephone numbers can be searched for on a PC in Google Maps on the Internet and then transmitted directly to the vehicle, either by the driver or by another authorised person. Here too, addresses and telephone numbers can be accessed in the vehicle and can be transferred to the navigation system or the telephone, simply by pressing a button.

The innovative remote features of BMW ConnectedDrive provide individual support and offer an increased level of comfort. For example, if a vehicle has accidentally been locked and the key is inside the boot, then a telephone call to the BMW Call Center is all that is necessary. Once the driver has been positively identified, the command to unlock the vehicle is sent from there via a telephone connection. In the same way, a vehicle that has been hastily parked can be interrogated to determine whether it has been locked. What is more, with the aid of these remote features, the BMW Call Center can also activate the auxiliary heating or the auxiliary ventilation systems.

BMW ConnectedDrive services for more infotainment.

BMW ConnectedDrive is also extending its lead in the integration of mobile devices with additional new functionality. The full use of external mobile telephones and music players in the vehicle is guaranteed by a particularly powerful interface technology. Both the extent of the features and the range of compatible mobile telephones are unique within the competitive environment.

The new office functionality of BMW ConnectedDrive is peerless throughout the world. Using the new office functionality, calendar entries, text messages (SMS and e-mail), tasks and notes can be displayed on the on-board monitor and read out loud with the text to speech feature. In this way, the driver can obtain messages and information synchronised in the vehicle with minimum distraction from the situation on the road ahead. The telephone feature allows the transfer of contact lists, including image files, from an external mobile telephone via a Bluetooth interface to the vehicle. So the on-board monitor is able to show a picture of the caller as well as the name and telephone number associated with the incoming call.

Bluetooth Audio Streaming is one of the latest innovations, allowing access to a personal music collection without the use of connecting cables. Here, the mobile telephone or the music player is integrated into the iDrive controller via a Bluetooth connection. The stored music files can then be played on the vehicle's audio system.

BMW ConnectedDrive services for more safety.

Above and beyond all of this, BMW ConnectedDrive also includes a comprehensive range of driver assistance systems which ensure additional control and safety when driving, the richness of their functionality setting new standards worldwide. Working with an infrared camera, the BMW Night Vision system with Pedestrian Recognition identifies cyclists and pedestrians who are in front of the vehicle but outside of the area illuminated by the headlights with a precision unachieved by others. The unique Head-Up Display makes a significant contribution to focussed driving thanks to its image quality, breadth of functionality and flexibility, all of which have been optimised yet again. The system projects relevant information onto the windscreen within the driver's field of vision so that he is able to read them having to take his eyes off the road.

Other driver assistance systems, supporting safe, controlled driving, include Lane Change and Lane Departure Warning. The camera-based systems warn

the driver of the danger of a collision when changing lanes, or when the vehicle unintentionally strays from the lane. The rear-end collision warning system, which also has a braking function and which activates in combination with the active speed control, also including the Stop & Go feature, gives the ability along with the two phase warning scenario, to avoid a collision completely, or at least to mitigate the severity of the accident.

In 1997, BMW became the first automobile manufacturer worldwide to introduce the Emergency Call feature, initially in the USA, followed by Europe two years later. When a collision occurs, this system automatically makes a telephone call to the BMW Call Center, thus optimally setting the stage for rapid, targeted rescue assistance.

The range of BMW ConnectedDrive features is model-specific and is available in all model series; leading edge innovations in the fields of comfort, infotainment and safety are not reserved exclusively for the luxury segment. With its steadily increasing number of services, BMW now occupies the number one position in introducing innovations in these areas.