

Media Information

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The new BMW 316i arrives in Singapore. Lightest in Weight with Best in Class Fuel Efficiency thanks to Efficient Dynamics technology.

Singapore. BMW Asia today announced the arrival of the much anticipated new BMW 316i in Singapore. Thanks to Efficient Dynamics technology, the new BMW 316i boasts to be the most fuel efficient of its class with 5.9 litres / 100km (combined EU test cycle).

“The arrival of the new BMW 316i will be addressing the need of customers on the lookout for a car in the small-car COE category (Category A), specifically to those in search of a premium mid-sized sedan capable of the sheer driving pleasure that our famed BMW 3 Series is renowned for,” said Mr Neil Fiorentinos, Managing Director of BMW Group Asia.

Equipped with a four-cylinder 1.6-litre petrol engine, the new BMW 316i is powered by BMW TwinPower Turbo technology and 8-speed automatic transmission, thereby offering optimum power for an engine of its class without compromising on fuel efficiency and CO2 emissions.

“As the world’s best-selling premium car, the BMW 3 Series has traditionally been a key volume model for BMW. With the improved sporting prowess, elegance, comfort and looks, this sixth generation BMW 3 Series has already taken the world by storm with the existing offering of the BMW 335i, BMW 328i and BMW 320i. With the arrival of the new BMW 316i, we’re confident that it will be equally well-received,” added Mr Fiorentinos.

The new generation of petrol engines: dynamic power delivery and outstanding fuel efficiency thanks to BMW TwinPower Turbo technology.

The 1.6-litre petrol engines available in the BMW 316i uses BMW TwinPower Turbo technology, consisting of a twin-scroll turbocharger, High Precision Injection, VALVETRONIC and Double-VANOS. The forced-induction system uses the twin-scroll principle, with separate ducts both in the exhaust manifold and the turbocharger itself, each serving one pair of two cylinders. Output is also boosted by VALVETRONIC variable valve control, which is fully integrated into the cylinder

head, and Double-VANOS variable camshaft control on the intake and exhaust sides. The new petrol engines are also unusually fuel-efficient, thanks mainly to High Precision Injection.

The four-cylinder engine of the new BMW 316i provides significantly improved driving dynamics compared to the predecessor model. It has an output of 136 hp at 4,350 rpm and a maximum torque of 220 Nm at 1,350 rpm. The car takes 9.2 seconds to reach 100 km/h from a standing start, and has a maximum speed of 210 km/h. The new BMW 316i's fuel consumption over the combined cycle is 5.9 per 100 kilometres, and its CO₂ emissions are 137 grams per kilometre (EU combined test cycle).

Intelligent lightweight design brings further reduction in fuel consumption and CO₂ emissions.

The use of lightweight materials play a significant role in reducing the weight of the new BMW 316i and in delivering high passenger cell safety standards, combined with a significant increase in strength. At the same time, these measures also help to ensure superior driving dynamics. Intelligent lightweight design is integrated into all areas of BMW vehicle development work and into all components, from the body and engine to the suspension. Materials used include high and ultra-high tensile steels, a hot-stamped B-pillar, plastics and state-of-the-art composites. There is also increased usage of aluminium components in the engine and suspension systems to further reduce the weight of the relevant assemblies.

Two equipment lines shine the spotlight on the car's distinct character traits.

High-quality material combinations and unbeatable build quality underline the premium ambience of the new BMW 316i. The materials and colour concept of the entry-level variant already clearly accentuates the sporting character of the car but a large selection of colours and upholstery variants also offer scope for various other options. The new BMW 316i can now also be ordered with any of two equipment lines. Customers can therefore adapt the appearance of their car to their own individual preferences – with eye-catching results. The Sport Line and Luxury Line equipment variants emphasise the different sides to the new BMW 316i's character in their own individual ways. The exclusive, carefully coordinated equipment features embrace both exterior design elements and the selection of materials and colours for each model. In terms of value, design coherence and expressiveness, the new BMW Lines go far beyond existing packages in the premium class.

The new BMW 3 Series Sedan:

Dynamic capability, efficiency and comfort

The pioneering history of the BMW 3 Series serves as an inspiration for the new sports sedan, whose powerful styling represents a fresh interpretation and conscientious development of traditional BMW design cues. The new BMW face, with flat headlights reaching along as far as the BMW kidney grille, emphasizes the elegantly dynamic design of the new BMW 3 Series. The sixth generation of the 3 Series has grown in size compared to its predecessor, with its wide track (front +37mm, rear + 48mm) particularly prominent, and the car's increased length (+93 mm) and augmented wheelbase (+50mm) also accentuate its sporting silhouette. Inside the new BMW 3 Series Sedan, the noticeable increase in space benefits the rear passengers above all. The new BMW 316i presents the car with exclusive, high-quality material combinations and unbeatable build quality underlining the premium ambience of the new range.

Drive and chassis technology have always been key areas of expertise for the brand, and agility and driving dynamics remain outstanding attributes of the new BMW 3 Series Sedan. Not only does the new car come with larger dimensions than its predecessor, it further comes with enhanced levels of comfort that contribute to greater driving pleasure.

BMW EfficientDynamics

BMW is the first carmaker to offer an eight-speed automatic gearbox in the premium mid-size segment. It links up with the Auto Start-Stop function that comes as standard. Compact and exceptionally efficient, it allows the new BMW 3 Series to match or outperform models fitted with the six-speed manual gearbox in terms of both fuel economy and emissions. The new eight-speed automatic brings together shift comfort, dynamic performance and efficiency of the highest order, making it the perfect partner for the new sedan's dynamic potential.

As components of the BMW EfficientDynamics technology line-up, the Auto Start-Stop function, Brake Energy Regeneration, and need-based operation of ancillary components also play their part in reducing fuel consumption. Added to which, the new Driving Experience Control switch not only offers Comfort, Sport and Sport + options, but also ECO PRO mode, which gives all the models in the range the potential to further improve fuel economy. This switch helps to influence the style of driving and enables drivers with maximum fuel economy.

The BMW 316i comes standard with the Eight-speed Sport automatic transmission, Auto Start/Stop function, Driving Experience Control with ECO PRO mode, Xenon lights, Cruise Control with braking function, Comfort Access System with contactless boot lid opening, Electrical seat adjustment with memory for driver.

The new BMW 316i is now available for viewing at Performance Motors' showrooms.

Additional information enclosed:

1. The new BMW 316i Series price list.
2. The new BMW 316i specifications.

Ends.

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The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 25 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 employees.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last eight years.

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About Performance Motors Limited (PML)

Performance Motors Limited (PML) is a member of the Sime Darby Group and the distributor of BMW cars and BMW motorcycles in Singapore since 1979.

PML has achieved various accolades in the area of sales achievement and service excellence in its 30-year history in the luxury segment.

In an industry first in 2002, PML initiated a customer lifestyle and rewards programme which most recently evolved into the 'BMW 7 Series Privileges Programme Plus' – a distinctive lifestyle and rewards programme that is exclusively available to owners of the new BMW 7 Series in Singapore. Five exclusive premium experiences covering golfing, driving, yachting, travelling and lifestyle have been specially designed with the discerning taste of the BMW 7 Series customer in mind.

In 2003 and 2004, PML received awards from BMW Asia in recognition of the BMW 7 Series' segment leadership. In 2005, PML added to its collection of BMW awards with the Best Sales performance in the Asia region.

The year 2005 marked a significant milestone when record PML sales established BMW as the leading premium car brand in Singapore and for three consecutive years (2005, 2006 and 2007).

The flagship BMW 7 Series limousines, used to transport world leaders during the 2006 World Bank meetings and all key government events in 2007, was once again reaffirmed as the choice for leaders as the official car for various high-profile events such as Barclays Singapore Open, the ASEAN Ministerial Meetings and the Singapore Airshow.

PML opened the new Performance Centre, the benchmark BMW Sales and Aftersales facility in Asia, in September 2008. The existing two premises at Sime Darby Centre and East Coast Centre continue to serve BMW customers and strengthen PML's service excellence in conjunction with the new Performance Centre at 303 Alexandra Road.

In 2011, PML achieved a milestone by becoming the first ever luxury car brand and dealer to surpass the competition, in a highly competitive car market that has traditionally been dominated by volume driven marques. This is the first ever situation anywhere in the world where BMW is the leading car brand

1. The new BMW 3 Series price list.

Model	Retail price (at press time)
BMW 316i (standard in sport line)	\$196,800

- Warranty: 3 years unlimited or 100,000 km, whichever comes earlier
- Prices and equipment are accurate at press time. These are subject to change without prior notice.
- Package price includes 1st year road tax, number plates, in-vehicle unit (IU), registration fees, GST and Certificate of Entitlement (COE).
- Inclusive of \$10,000 CEVS rebate.

2. The new BMW 3 Series specifications.

BMW 316i

Four-cylinder in-line petrol engine with BMW TwinPower Turbo with Twin-Scroll Turbocharger and high-precision direct injection and VALVETRONIC.

Capacity: 1,598cc

Max output: 136 hp at 4,350rpm

Max torque: 220 Nm from 1,350 rpm

Acceleration: 0-100 km/h in 9.2 seconds

Top speed: 210 km/h

Average fuel consumption to the EU standard: 5.9 litres/100km

Combined CO₂ emissions to the EU standard: 137 g/km,

full compliance with EU5 emission standard.