

Media Information

27 August 2019

The all-new BMW 1 Series now available in Singapore.
The perfect synthesis of agility and space.

Singapore. BMW Asia and Performance Motors Limited today announced the availability of the all-new BMW 1 Series, a car that heralds the dawn of a new era. The third generation of the successful premium compact model draws back the curtain on the new BMW front-wheel-drive architecture, which fuses BMW's signature driving pleasure and dynamic excellence with a significant increase in interior space. Sporty, cool, safe and classy, sprinkled with fresh design and the latest in connectivity, the all-new BMW 1 Series is a proper BMW with a strong character all its own.

Cutting-edge chassis system and innovative technologies, plus the integration of all key driving dynamics components and control systems, imbue the all-new BMW 1 Series with an increase in agility with the new front-wheel-drive configuration. To this end, a five-year process of development saw BMW channel all the experience amassed over recent years by the BMW Group with front-wheel-drive technology in other models into the all-new BMW 1 Series. The result is a dynamic sharpness which is unprecedented in front-wheel-drive cars and with which it sets new standards in the premium compact class. In addition, the new BMW front-wheel-drive architecture allows the third-generation 1 Series to offer substantially improved levels of interior space – in particular for passengers in the rear – and a larger load compartment.

A success story dating back to 2004.

The all-new BMW 1 Series continues the success story written by the first two generations of the car. BMW introduced the brand's hallmark dynamics and an elegantly sporty design into the premium compact segment for the first time in 2004. The second generation, launched in 2011, boasted fresh new accents and a more powerful look for the front end, flanks and rear end – which were given further presence in 2015 by a newly designed BMW kidney grille, larger air intakes, slimmer headlight geometry and new rear lights. The second-generation 1 Series enjoyed

great popularity, especially in Europe, with 80 per cent of customers in 2018 based in the “old continent”.

Its largest markets were Germany (accounting for around 25 per cent of sales) and Great Britain (over 20 per cent), followed by Italy, France and Japan. To date, 2.5 million units of the BMW 1 Series have been sold, strengthening its status as an important volume-selling model for the BMW brand.

Exterior: contemporary design with new proportions and clear lines.

The changeover to the BMW front-wheel-drive architecture is reflected in the new proportions and flowing, elongated lines of the all-new BMW 1 Series. The shorter bonnet melts into the windscreen, while the long roofline drops away slightly towards the rear. A wide tail with an athletic shoulderline above the rear wheel arches emphasises the car’s powerful, sporty presence when viewed from behind. At the same time, the compact body offers significantly more space within a footprint almost identical to the predecessor model’s and so makes the car even more versatile in everyday use. At 4,319 millimetres, the all-new BMW 1 Series is five millimetres shorter than its predecessor. In terms of width (now 1,799 millimetres), this third-generation model has grown by 34 millimetres while its height (1,434 mm) has increased by 13 millimetres. At 2,670 millimetres, the wheelbase is 20 millimetres shorter than that of the predecessor model.

A new face with a larger BMW kidney grille.

Viewed from the front, the all-new BMW 1 Series immediately makes its mark with a new face and a reinterpretation of iconic BMW styling cues. The characteristic BMW kidney grille is larger, has a noticeably stronger presence and, for the first time in this model range, the kidneys merge in the middle. In adopting this look, the all-new BMW 1 Series is following the trend set by the larger BMW sedans.

New headlight arrangement.

Now slanting in design, the headlights give the all-new BMW 1 Series a fresh, youthful dimension which also sets it apart instantly from BMW models higher up the range. The full-LED lights – which can also be specified with adaptive functionality – have a particularly modern appearance. The transparent, hexagonal tubes of the daytime driving lights pull off the characteristic “four-eyed” look with striking technical precision. The “eyebrow” turn-signal indicators emphasise the width of the car, while the set-back headlight tubes exude dynamic performance. A brushed

aluminium element occupies the upper part of the headlight unit underneath the glass cover and along the side is “BMW LED” lettering.

Pronounced shark nose and distinct wedge shape.

The most striking features of the all-new BMW 1 Series when viewed from the side are the pronounced shark nose, a characteristic BMW design cue, and a strong hint of wedge shape. The slim window graphic rises towards the rear and emphasises the car’s dynamic lines. It culminates at the C-pillar in the obligatory Hofmeister kink which visually extends and raises the window line beyond the rear door.

However, it is below the window graphic that the body really comes into its own. The sparing use of precise and clearly defined lines in combination with bold and confidently sculpted surfaces gives the all-new BMW 1 Series an athletic presence. This technique also creates a defined sense of lightness above the front wheels but also undeniable muscularity in the area around the rear wheels. This impression is enhanced by two character lines. One runs below the door handles from the front wheels to the rear wings, while the other starts in the lower part of the front door and creates a dynamic contrast with an upward sweep towards the rear. In addition, a distinct side taper at the C-pillar injects a feeling of sportiness into the shoulder section above the rear wheel arches. The downward pull of the roof spoiler extends the flowing roofline rearwards.

Distinctive shoulder area and reinterpretation of the “L” shape.

The defining elements of the rear end are its broad-set, athletic lower section and the tapering effect further up. This creates a striking shoulderline, which emphasises the width of the car and gives it a planted stance on the road. This is emphasised by the wide, two-part rear light elements, whose slender, understated design gives them a very modern look.

The full-LED rear lights, provide an all-new interpretation of the familiar “L” shape. This takes the form of a single, slim light element with a distinctive side upsweep. Concealed around this element under the red glass cover are the turn-signal indicator, brake and tail lights, reversing lights and rear foglamp. Strikingly shaped surfaces and a distinctive exhaust tailpipe in chrome with a diameter of 90 millimetres complete the sporting picture at the rear end.

New light-alloy wheels up to 19 inches.

The all-new BMW 1 Series is available with a wide range of new light-alloy wheels, including – for

the first time – the option of wheels with a diameter of 19 inches. The Luxury Line model is equipped as standard with 17-inch light-alloy wheels while the M Sport model comes with 18-inch light-alloy M wheels.

Enhanced sense of space with new panoramic roof.

More light in the interior and therefore a greater sense of space compared with the sunroof-equipped predecessor model are the benefits provided by the panoramic roof available as an option for the all-new BMW 1 Series for the first time. Featuring an infinitely variable outward-opening action and electrically actuated ventilation mode, the optional panoramic roof has a glass area of some 0.7 square metres. The opening in the headliner measures 74 x 70 centimetres and has an electrically operated roller blind to provide shading. A favourable acoustic environment can be maintained with the roof open thanks to a net wind deflector and a comfort position for the glass roof panel which keeps wind noise to a minimum.

Interior: more space and high-quality look and feel.

The interior of the all-new BMW 1 Series combines more actual space and an enhanced impression of roominess with high-quality materials, rigorously driver-focused controls and innovative details, such as backlit trim strips available in a BMW for the first time. Contemporary and clearly structured, the interior creates an impression of dynamism and quality underscored by the interplay of different graining effects and texture elements behind the steering wheel, on the instrument panel and on the doors. Grouped control clusters make for easy operability while comfort is enhanced by practical stowage areas. Access to the infotainment offering provided by the new BMW Operating System 7.0 – with optional gesture control – is via a large display grouping of two large 10.25 inch screens.

More kneeroom in the rear and a larger boot.

The all-new BMW 1 Series has taken a major leap forward in terms of interior spaciousness. The front-wheel-drive architecture with transverse engines and a lower centre tunnel offers the occupants noticeably more space than in the predecessor model. This applies especially to those in the rear seats. Access is easier and there is an extra 33 millimetres of kneeroom available. Rear headroom is up by no less than 19 millimetres when the optional outward opening panoramic sunroof is fitted. Rear passengers also enjoy 13 millimetres more elbowroom, while the driver and front passenger can look forward to an extra 42 millimetres in this respect. Luggage compartment capacity rises by 20 litres to 380 litres (1,200 litres with the rear seat bench folded down). The

minimum width of the luggage compartment has also increased by 67 millimetres. An electrically operated tailgate is now optionally available for the BMW 1 Series for the first time.

A consistently driver-oriented cockpit.

To take the wheel of the all-new BMW 1 Series is to experience the character of a genuine driver's car. Situated immediately in front of you is the instrument cluster with a screen diagonal of 10.25 inches. This is also the size of the accompanying central Control Display. Designed for touch operation, it is oriented towards the driver in typical BMW style and positioned optimally in their field of view. Together, the two screens form the BMW Live Cockpit Professional, a large display grouping which the driver can configure to their individual requirements. The optional full-colour 9.2-inch BMW Head-Up Display allows the driver to receive information without taking their eyes off the road. The driver-focused layout is enhanced visually by trim strips which run towards the driver and by different graining effects and textures on the instrument panel and behind the steering wheel. Technical Orbis graining is used on the driver's side in the cockpit area while leather-like Verona graining features on the passenger side, the two separated by contrast diagonal stitching, depending on the equipment line specified.

BMW Live Cockpit with new design.

The digital BMW Live Cockpit Professional has a completely new design, whose form and structure reference the vehicle's redesigned BMW kidney grille. The rev counter runs anti-clockwise and, like the speedometer, has a new design. The space in the centre of the display shows navigation instructions, the current location of the vehicle and relevant information about the surrounding area for the rest of the journey. The displays showing the entertainment and radio station listings, the navigation and orientation maps and the new onboard computer read-out can be configured by the driver according to taste. There is now greater scope for personalising the layout of the central Control Display, which is optimised for touch control but can also be specified with optional gesture control. Where previously there were three tile-style pads, it is now possible to configure two to four pads per page, while the number of pages is no longer limited to two. The pads at the highest level of the display show real-time data, so that the most important information can be absorbed at a glance.

As well as determining the colour and content of the BMW Live Cockpit Professional, the Driving Experience mode selected now repeats the trick for the Control Display, creating a consistent appearance. Among the details benefiting from this change is the personalised Welcome

Scenario, with which the BMW Live Cockpit Professional greets the all-new BMW 1 Series driver. This feature can now include the actual colour and equipment line of the car they are driving. The same goes for the display when calling up information on fuel consumption or fuel level via the “Car” menu item.

Grouped control clusters.

The logical grouping of control clusters into functional units is one of the characteristic elements of the new BMW interior design. The intuitive controls for the heating, air conditioning and new hexagonal air vents are grouped together in the centre console below the Control Display. With the Start/Stop button and gear selector lever now also located in the control panel in the lower section of the centre console, all the controls relating to driving functions are clustered together in one area. Situated to the left is the iDrive Touch Controller, used to control the infotainment system. In front of the selector lever is a practical stowage area which has the Wireless Charging feature for smartphones.

New backlit trim strips.

The all-new BMW 1 Series casts a new light on the trim strips for the instrument panel and door linings, which are finished as standard in high-quality illuminated trim surfaces. With its compelling translucent properties, this creates a distinctive and appealing ambience. The driver can choose from six different colours for the lighting effect. The trim strips retain their normal appearance in daylight, but function as decorative lighting elements with a space-shaping effect in the dark. As well as choosing the colours involved, the driver can adjust the brightness of the ambient lighting to their tastes. The lighting is activated when the vehicle is unlocked or “Living” status is selected. The desired colour and the selected brightness level are stored in the personalised key.

Seats and upholstery.

The M Sport model comes standard with the M Sport steering wheel and the Trigon/Sensatec sports seats in Black. This upholstery variant is enhanced with special BMW M piping and contrast blue stitching. For the sports seats, Dakota leather is optionally available in Black, Black with blue highlights and Magma Red with grey highlights. All-new BMW 1 Series customers can now order M Sport seats featuring an integral head restraint and extendable seat cushion. These are also available with upholstery in Trigon cloth and Alcantara, as well as Dakota leather in Black and Magma Red. The Luxury Line model comes standard with a sport leather steering wheel with a decorative aluminium-look insert and Dakota leather seats with perforations.

Model variants and equipment lines: a car for every occasion – with added practicality, luxury or sportiness.

From practical via luxurious to sporty, the all-new BMW 1 Series lays on a host of individualisation options for customers. The Luxury Line model emphasises the comfort and sophisticated appearance of the all-new BMW 1 Series, while the M Sport model represents a rung up the dynamic ladder.

Below is an overview of the available equipment lines:

M Sport model.

The M Sport model takes the all-new BMW 1 Series another stylistic step closer to the range-topping BMW M135i xDrive. Particularly eye-catching features include the front apron with specially sculpted air intakes and High-gloss Black trim, plus the BMW M rear apron likewise in High-gloss Black. The rear bumper also incorporates the apertures through which air is channelled out of the rear wheel arches. The BMW kidney grille bars have an Aluminium satinated finish and the mirror caps are painted in body colour. The window graphic surrounds have BMW Individual high-gloss Shadow Line trim.

Luxury Line model.

The Luxury Line model uses additional design elements in Aluminium satinated to bring out the car's exclusive character. These include the bars in the BMW kidney grille, special trim elements for the air intakes and an accent strip on the rear apron. The window graphic in Aluminium satinated makes a suitably classy impression, and the central front air intake and mirror caps are both painted in body colour.

Powertrain and chassis: modern front wheel drive with sporty BMW character.

BMW has made a radical change to the technology of the third-generation BMW 1 Series, with the five-door premium compact model now underpinned by BMW's sophisticated front-wheel-drive architecture. Benchmark driving dynamics for the segment and a far more spacious interior are the result. After spending five years in development, the all-new BMW 1 Series has emerged as a genuine BMW with a character all its own – thanks to the wealth of experience amassed by the BMW Group with its front-wheel-drive models and the transfer of technology from BMW i to the BMW core brand.

An array of components working in perfect harmony.

The all-new BMW 1 Series is endowed with greater agility than its predecessor in its new front-wheel-drive guise. This is down to the perfectly orchestrated interaction between cutting-edge chassis engineering, innovative technologies and all of the integrated components and control systems that impact the car's driving dynamics. The fast, precise responses of the all-new BMW 1 Series are clearly perceptible and elevate the driving experience to new heights.

Transfer of technology from the BMW i3.

One crucial element in the exceptional agility of the all-new BMW 1 Series is the actuator contiguous wheel slip limitation (ARB) technology from the BMW i3s and now making its debut in a combustion-engined car. This system has the effect of significantly improving traction when pulling away, cornering or driving in the wet by allowing wheel slip to be controlled much more sensitively and swiftly than before. A standard feature of the all-new BMW 1 Series, ARB technology uses a slip controller that is positioned directly in the engine control unit rather than in the control unit for the DSC (Dynamic Stability Control) system. Eliminating long signal paths means that information is relayed three times quicker, while the driver perceives wheel slip being brought under control up to ten times faster. Actuator contiguous wheel slip limitation works in close tandem with the DSC system to significantly reduce power understeer – a typical drawback of front-wheel-drive cars – without the need for corrective inputs to stabilise lateral dynamics. Added to which, reducing friction improves steering feel, further adding to the sensation of fleet-footed agility.

BMW Performance Control as standard.

ARB is assisted in its task by BMW Performance Control (yaw moment distribution). This feature, which is also included as standard on the all-new BMW 1 Series, gives it more agile handling by intelligently applying the brakes at the wheels on the inside of the bend before the slip threshold has been reached. This suppresses any initial understeer and gives the car neutral steering behaviour. Drivers have the option of deactivating the DSC system if they wish to take over full control of the car's sporty handling abilities, in which case the EDLC (Electronic Differential Lock Control) function will simulate the effect of a mechanical limited-slip differential using brake applications. Braking an unloaded front wheel prevents it from spinning, resulting in far greater grip when accelerating out of corners.

Alternatively, drivers can engage the DSC system's propulsion-optimised Dynamic Traction Control (DTC) setting, which allows a greater degree of slip at the driven wheels to maximise propulsive power. System intervention to stabilise the car becomes more muted, paving the way for a sportier driving style. This lets the driver control the all-new BMW 1 Series without any assistance until defined limits are reached – and therefore enjoy greater scope for exploring the car's lateral dynamics at lower speeds.

Increased body rigidity.

Making intelligent use of aluminium – for the bonnet and tailgate for instance – combined with high-strength steels has enabled BMW to shave as much as 30 kilograms off the weight of the all-new BMW 1 Series compared to its predecessor, at the same time as further increasing the bending and torsional stiffness of the body structure. Bracing elements such as the standard boomerang-shaped strut in the vehicle's rear section are employed to assist in this process.

A choice of three suspension options.

Besides the standard suspension – which already has a dynamically inclined set-up – and the M Sport suspension with 10 mm reduction in ride height, the all-new BMW 1 Series can also be specified with the Adaptive suspension including VDC (Variable Damper Control) as an option. This particular variant lets the driver choose from two different damping response settings. The Driving Experience Control switch can be used to select either Comfort – for better ride comfort in poor road conditions, for instance – or Sport for a very sporty drive. The anti-roll bar mounting with high preload is included with both the Adaptive suspension and M Sport suspension. The all-new BMW 1 Series comes with a multi-link rear axle.

Engines: latest generation of power units from the BMW EfficientDynamics family.

The all-new BMW 1 Series is powered by a three-cylinder engine from the latest generation of the BMW EfficientDynamics family. A raft of individual measures have been implemented to improve the power unit's efficiency, resulting in higher fuel economy – also in real-world driving conditions – and lower exhaust emissions. Performance characteristics have likewise been enhanced, and in some cases output has been increased, too.

A wealth of detail improvements for the petrol units.

The all-new BMW 118i is the entry-level model in the updated range of petrol engines. A process known as 'form honing' for machining the coated cylinder bores in the aluminium crankcase

reduces piston friction loss. Further improvements are brought about by the opening and closing facility for the oil circuit (allowing on-demand operation of the piston cooling), and the one-piece chain drive for controlling the valve gear. The new belt drive for the generator, water pump, torsional vibration damper and air conditioning compressor has an L-shaped layout. The exhaust manifold is integrated into the aluminium cylinder head, which minimises weight and optimises flow. And the turbocharger's turbine housing is also made from aluminium and is flange-mounted to the manifold package within the cylinder head so the flow dynamics of the recirculated exhaust gases can be utilised to particularly efficient effect.

The fuel pump and system of fuel lines have both been tweaked to enable petrol to be injected at higher pressure. Thermal management is optimised by a new coolant pump with separate outlets for cooling the cylinder head and engine block. This method of 'split cooling' uses a switchable valve to supply coolant to the cylinder head alone when the engine is still cold or operating at part-throttle. The engine reaches its operating temperature faster in this way, improving fuel consumption and exhaust emissions even under partial loads. The re-engineered crankshaft now weighs 1.1 kilograms less than in the previous engine.

In the 1.5-litre three-cylinder engine powering the all-new BMW 118i, these measures combine to boost maximum power output by 4 hp to 140 hp between 4,600 and 6,500 rpm. The power unit – which is five kilograms lighter than the one it replaces – generates peak torque of 220 Nm from 1,480 rpm all the way up to 4,200 rpm. The all-new BMW 118i accelerates from 0 to 100 km/h in 8.5 seconds and goes on to reach a top speed of 213 km/h.

New transmission technologies.

New to the all-new BMW 1 Series is the highly sophisticated seven-speed Steptronic dual-clutch transmission. This transfers drive power to the wheels by means of two sub-transmissions (each with its own clutch), one of which is engaged and the other disengaged at all times. This allows the gears to be changed in a fraction of a second without any interruption in the flow of power by the automated control system. The quick-shift control has been updated once again in the interests of rapid manual gear changes. The long seventh gear keeps revs low, helping to lower fuel consumption when out of town or on the motorway. The transmission can also let the car coast in neutral in certain situations, while a special low-viscosity oil brings about a further reduction in CO₂ emissions.

Intelligent connectivity increases efficiency.

Intelligent connectivity enables the automatic transmission to adapt its shift strategy according to the planned route and driving situation. If the all-new BMW 1 Series is equipped with a navigation system and Active Cruise Control with Proactive Driving Assistant, the transmission will factor in the data from these systems to avoid unnecessary gear changes in a quick succession of bends. When approaching a vehicle ahead, they also shift down early in order to use engine braking to scrub off speed.

The coasting and Auto Start Stop functions also take their cue from the data supplied by the navigation system, the front-mounted camera and the sensors for the optional driving assistance systems. The coasting function is available with the Driving Experience Control switch set to COMFORT mode as well as in ECO Pro mode, and will only decouple the powertrain in situations where performance and comfort are not compromised. If the driver suddenly lifts off the accelerator, the powertrain stays connected so that engine braking can be used to support the ensuing deceleration. For the same reason, powertrain disconnection is also prevented when approaching a junction or a vehicle ahead. Inefficient engine shutdown by the Auto Start Stop function when stopping briefly at junctions or roundabouts is also avoided. Plus, the movement of vehicles ahead is registered in order to determine the ideal moment for stopping and starting the engine.

Driver assistance systems: new, innovative aids for the premium compact class.

The new, third-generation BMW 1 Series benefits from an array of new, innovative driver assistance systems filtering down to the premium compact BMW from higher model classes for the first time. These systems lend the driver a helping hand both with the task of driving – in complex situations, for instance, or in monotonous driving conditions such as traffic jams and heavy flowing traffic – and with parking. Depending on the system in question, camera images and data gathered by radar and ultrasonic sensors are used to monitor the vehicle's surrounding area and either alert the driver to hazards or minimise the risk of an accident by means of corrective braking and steering.

The standard Cruise Control with braking function makes life easier on long-distance journeys by automatically accelerating or slowing the car to maintain the desired speed set by the driver. The optional Active Cruise Control system with Stop & Go function goes one step further by not just maintaining the chosen cruising speed, but also automatically keeping a safe distance from

vehicles travelling ahead. The cruising speed can be set manually or imported from the traffic sign recognition system. The system is operational at speeds of up to 160 km/h and is able to brake to a stop if necessary – and also pull away again, either by itself or at the driver's request, depending on how long the car is stationary for.

Standard equipment in Europe includes collision and pedestrian warning with city braking function, which also alerts the driver to the presence of cyclists. Depending on the situation, the system can bring the all-new BMW 1 Series to a halt, thereby avoiding a collision or minimising its consequences. Also fitted as standard is the Lane Departure Warning system with active lane return, which is operational from 70 to 210 km/h.

The standard Driving Assistant additionally comprises of the Lane Change Warning system, which prompts the driver to guide the car back onto the correct path at speeds from 20 to 250 km/h by means of a visual warning and, if necessary, a steering input. The Driving Assistant's remaining functions include the Proactive Driving Assistant, rear collision warning and crossing traffic warning, which reduces the risk of a collision when reversing into roads obstructed from the driver's view.

Optional BMW Head-Up Display makes its BMW 1 Series debut.

The all-new BMW 1 Series is now offered with the option of the BMW Head-Up Display. This system projects driving-related information onto an area of the windscreen measuring 9.2 inches in size, where the full-colour graphics appear directly in the driver's field of vision and the information can be assimilated without the driver diverting their eyes from the road. The information shown by the BMW Head-Up Display includes the car's speed, speed limits and overtaking restrictions, status indicators and warnings from the assistance systems, and route guidance and turn-off instructions. If the Active Cruise Control system is specified, distance warning appears in the BMW Head-Up Display only. An icon appears to alert the driver when they get closer to the vehicle in front than the pre-set minimum distance.

Parking Assistant with innovative reversing assistant.

Comprehensive assistance with parking and manoeuvring is also available in the all-new BMW 1 Series. The standard Park Distance Control (PDC) with sensors at both the front and rear provides visual and acoustic signals to prevent collisions with obstacles located to the side or rear of the vehicle. A rear view camera is also standard. The Parking Assistant goes further still by

offering automatic assisted parking in spaces that are either parallel or perpendicular to the road. The system takes care of steering the car, accelerating and braking, plus – on automatic models – making the necessary gear selections. The Parking Assistant is also capable of automatically manoeuvring out of parallel parking spaces.

Making its debut in the premium compact class is the innovative reversing assistant, which helps the driver to exit parking spots or manoeuvre when space is limited. Already featured on the BMW 3 Series, this system represents a further step towards automated driving. The reversing assistant offers the highly convenient option of automated reversing in confined spaces or situations where the driver does not have a clear view, such as multi-storey car parks or entrances to courtyards. To do this, it stores the steering movements for any section the car has just driven forward along at no more than 36 km/h. The system is then able to reverse the vehicle for distances of up to 50 metres by steering it along exactly the same line it took when moving forward. All the driver has to do is operate the accelerator and brake pedals and monitor the vehicle's surroundings. The reversing assistant can back the car up at a maximum 9 km/h.

BMW ConnectedDrive: BMW Digital Key and BMW Intelligent Personal Assistant provide the latest in smart driver support.

The all-new BMW 1 Series is also making big strides on the connectivity front. It is available as standard with new smart features that have previously only been seen in BMW models higher up the range and are now set to make day-to-day driving simpler for customers in one of the brand's premium compact models for the first time: the BMW Digital Key and BMW Intelligent Personal Assistant.

Turning the smartphone into a car key.

The smartphone is turning into an increasingly indispensable device in today's world, providing people with a communication and entertainment hub and even a digital payment method they carry around with them at all times. Now, the smartphone is also able to replace a conventional car key for all-new BMW 1 Series drivers. With the standard Comfort Access feature, the BMW Digital Key allows the car to be locked and unlocked from a smartphone using Near Field Communication (NFC) technology. Holding the smartphone up to the door handle opens the car – even if the phone battery is dead. The engine can be started as soon as the phone has been placed in the smartphone tray or wireless charging tray. Accessible via BMW Connected once the owner's identity has been checked, the Digital Key offers unrivalled flexibility, as the driver can

share it with up to five other people. The BMW Digital Key is available for top-of-the-range NFC-capable Samsung Galaxy smartphones running Android 8.0 and above. Alternatively, the BMW Key Card can be used. This sophisticated option also features NFC technology and so offers the same functionality as a suitably equipped smartphone. All of which makes it ideal for visits to the workshop or valet parking at a hotel or restaurant.

BMW Intelligent Personal Assistant: expert and conversation partner.

The BMW Intelligent Personal Assistant first seen in the BMW 3 Series also forms part of the control concept for the all-new BMW 1 Series. Uttering the short prompt “Hey BMW” allows drivers to operate their car, access its functions and obtain information simply by speaking. And the range of available functions and skills is constantly expanding as part of regular updates, which can be carried out over the air on a smartphone and in-car by Remote Software Upgrade.

The BMW Intelligent Personal Assistant is a digital character with his own personality, who can learn routines and habits and subsequently apply them in the appropriate context or provide casual conversation. He helps the driver, learns their preferences and is familiar with their favoured settings – e.g. for the seat heating or the places they drive to frequently using the navigation system (“Take me home”). Saying “Hey BMW, I’m cold” will prompt him to adjust the temperature inside the car accordingly. One unique feature over other digital assistants is that drivers can give this one a name (for example, “Hey Charlie”).

The BMW Intelligent Personal Assistant is first and foremost a genuine BMW expert. He is familiar with virtually all of the vehicle’s functions and is able to operate them as required or even explain them clearly if necessary (“How does the High Beam Assistant work?”). The assistant can provide current status information (“Is the oil level okay?”) and help answer questions (“What warning messages do I have?” or “Hey BMW, how far can I drive before I need to refuel?”).

State-of-the-art infotainment and sound systems.

Needless to say, the BMW Intelligent Personal Assistant also makes it easy to access the desired music genre and seeks out suitable radio stations (“Play classical music please”). The in-car audio experience required is provided by the standard BMW Stereo sound system with its six speakers and 100-watt amplifier or the optional BMW HiFi sound system with ten speakers and 205 watts. The Harman/Kardon surround sound system with 464 watts of audio power and a total of 16 speakers can also be found on the options list.

Operation by means of iDrive Controller, touch, voice or gestures.

The all-new BMW 1 Series allows drivers to use a variety of operating methods, depending on the situation and personal preferences. The standard BMW Live Cockpit Professional, based on the new BMW Operating System 7.0, brings together the fully-digital display and operating system (including two 10.25-inch displays) with maximum connectivity and customisability. Standout features include an adaptive navigation system and a hard-drive-based multimedia system. There is also the option of gesture control comprising of seven different gestures, two of which can be assigned to functions of the customer's choosing. The graphics in the Control Display can also be personalised and are designed to always provide drivers with the right information at the right time.

The all-new BMW 1 Series is now available for viewing at the Performance Motors Limited showroom.

Additional information enclosed:

1. The all-new BMW 1 Series prices.
2. The all-new BMW 1 Series specifications.

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The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2018 was € 9.815 billion on revenues amounting to € 97.480 billion. As of 31 December 2018, the BMW Group had a workforce of 134,682 employees.

The success of the BMW Group has always been based 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.

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About Performance Motors Limited (PML)

Performance Motors Limited (PML) is a member of the Sime Darby Group and has been the dealer 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 39-year history in the luxury segment.

2002 - In an industry first, PML initiated a customer lifestyle and rewards programme which evolved into the 'BMW 7 Series Privileges Programme Plus' – a distinctive lifestyle and rewards programme that is exclusively available to owners of new BMW 7 Series in Singapore. Exclusive premium experiences covering golfing, driver training, chauffeur services and lifestyle have been specially designed with the discerning taste of the BMW 7 Series customers in mind.

2003, 2004 - PML received awards from BMW Asia in recognition of the BMW 7 Series' segment leadership.

2005 - PML sales powered to the top of the Singapore luxury car market. PML added to its collection of BMW awards the Best Sales performance in the Asian region. PML sales established BMW as the leading premium car brand in Singapore.

2006, 2007- PML claimed market leadership among premium car brands in Singapore for three consecutive years. The flagship BMW 7 Series limousines used to transport world leaders during the 2006 World Bank meetings and all key government events 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.

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

2009 - BMW continued to be the limousine of choice for the APEC meetings. PML was honoured as one of the Top 3 entries in the Conquest BMW 7 series of BMW Excellence in Sales 2009 categories, the international competition for outstanding sales performance.

2010 - PML broke the 4,000 unit sales record and set a new milestone in its retail history with a remarkable achievement of being the Top Luxury Car Brand in Singapore. PML reopened its refurbished Aftersales facility in East Coast Centre (ECC) at 280 Kampong Arang Road.

2011 - PML became 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.

2012 - PML continued its trailblazing success and retained pole position as the Number One car brand in Singapore for a second consecutive year. PML's Motorrad division proudly recorded a year-on-year increase in sales of 50%. BMW continued to be the official limousine brand for the Barclays Singapore Open for the sixth consecutive year.

2013 - BMW was appointed the official limousine brand of the 2013 International Maritime Defence Exhibition and Conference. Performance Motors sponsored a fleet of 220 units of BMW 5 and 7 Series for the high-profile conference dedicated to maritime defence. BMW Motorrad achieved remarkable growth to become the top selling luxury bike brand in Singapore for the second consecutive year.

2014 - PML announced the official inauguration of a new BMW facility at 315 Alexandra Road, which integrated a new BMW Motorrad showroom and an Aftersales facility dedicated to BMW Fast Lane services. BMW fleets continued to be the choice limousines for the Singapore Airshow 2014, BNP Paribas WTA Finals 2014 and Louis Vuitton High Jewellery event.

2015 - BMW was the preferred limousine brand to chauffeur delegates for the World Engineers Summit 2015 and the Asia Pacific Homeland Security 2015. PML also welcomed the launch of BMW ConnectedDrive, as well as, the all-new BMW 7 Series.

2016 - PML recorded an all-time high for new car registrations and was named the 'Best Dealer in Sales – Importer Region B4' at BMW Group's Excellence in Sales Awards 2016. PML also won the 'Best Lifestyle Dealership' from BMW Group Asia. PML launched the Future Retail concept at the newly renovated BMW showroom at Sime Darby Performance Centre, which sets new standards in the automotive industry through the use of innovative digital tools and engaging retail environment. As a leading luxury car brand in Singapore, BMW remained the preferred limousine brand for the Singapore Airshow 2016, SMBC Singapore Open 2016 and Louis Vuitton High Jewellery Event 2016. BMW was also proudly designated as the limousine brand of choice for the Singapore Beach Polo Championship 2016, Singapore International Water Week 2016 and National Gallery Singapore Gala 2016.

2017 - PML continued to trailblaze and achieved yet another sterling record of high performance in a second consecutive year. PML was recognised at BMW Group's Excellence in Sales Awards 2017 as 'Best Retailer in Sales in the Importer Region Asia Pacific'. In addition, PML was accorded the 'Point Of Sales Award for Aftersales Marketing Excellence - Second Place' and 'Best Accessories Performance' awards by BMW Group Asia. The introduction of five new BMW iPerformance models and an updated BMW i model saw PML cementing its position as the industry leader for plug-in hybrid electric vehicles (PHEVs) and electric vehicles (EVs) in Singapore. BMW was appointed the official car brand for numerous high-profile events including ASEAN Tourism Forum 2017, SMBC Singapore Open 2017, Singapore Yacht Show 2017, IMDEX Asia 2017, Miss Universe Singapore 2017 and Singapore International Energy Week 2017.

2018 – In another record-breaking year of new car registrations, PML had for the first time surpassed the 5,000-unit mark. BMW cars also continued to be the favoured limousines for various prestigious events throughout the year, namely SMBC Singapore Open 2018, Singapore Airshow 2018, 32nd ASEAN Summit and Singapore International Film Festival 2018.

1. The all-new BMW 1 Series prices.

Model	VES Band	Retail price (at press time)
BMW 118i M Sport	B	\$157,888
BMW 118i Luxury Line	B	TBA

2. The all-new BMW 1 Series specifications.

BMW 118i

Three-cylinder in-line petrol engine, BMW TwinPower Turbo technology: turbocharger, High Precision Injection, VALVETRONIC fully variable valve timing, Double-VANOS variable camshaft timing.

Capacity: 1,499 cc.

Output: 140 hp at 4,600 – 6,500 rpm.

Torque: 220 Nm at 1,480 – 4,200 rpm.

Acceleration (0 – 100 km/h): 8.5 seconds.

Top speed: 213 km/h.

Fuel consumption (combined): 5.9 l/100km.

CO₂ emissions: 135 g/km.