



Press and Corporate Affairs

Media Information

January 5, 2012

BMW Vision ConnectedDrive concept study and the new BMW M5 heighten Sheer Driving Pleasure at Auto Expo 2012.

Comfort, Infotainment, Safety; the spectacular BMW Vision ConnectedDrive concept study reveals the fascinating future of intelligent, networked driving.

Executive in an athletic kit; the new BMW M5 delivers the best of both worlds: Supersports car performance and executive saloon comfort.

Supporting freedom of creative potential; exclusive limited-edition BMW Individual 7 Series Composition inspired by piano manufacturer Steinway & Sons presented at Auto Expo 2012.

New Delhi. BMW India presented Sheer Driving Pleasure at the 11th Auto Expo 2012 with the unveiling of BMW Vision ConnectedDrive concept study and launch of the new BMW M5.

Dr. Andreas Schaaf, President, BMW Group India said, "Pioneering technology of the BMW Vision ConnectedDrive concept study heightens driving pleasure. BMW Vision ConnectedDrive has strengthened the leading position of BMW in the development of innovative driver assistance systems. The concept symbolises the advanced level of intelligent networking in the automobile world which sets new benchmarks in convenience, infotainment and safety."

BMW Vision ConnectedDrive concept study becomes a natural part of the interlinked world and combines various elements from online applications, driver assistance, call centre services and solutions for the integration of mobile devices. BMW Vision ConnectedDrive symbolises the epitome of intelligent

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networking of driver, vehicle and the environment in the modern world.

The new BMW M5 was launched today in India and can be now ordered as a CBU (completely built-up) unit at BMW dealerships across the country.

Dr. Andreas Schaaf, President, BMW Group India added, "The new BMW M5 is a high performance athlete in a business suit and is a unique blend of two worlds – performance and luxury. BMW M stands for a unique philosophy of driving pleasure – high performance, sophisticated sporting flair and aesthetics. M cars are designed to be fun. And I guarantee, the new BMW M5 is a lot of fun."

Fifth generation of the world's most successful high-performance sedan; the new BMW M5 offers a winning combination of power, luxury, sportiness and practicality. Efficient like a BMW and Sporty like an M; in an instant, the new BMW M5 offers unparalleled luxury and comfort and in the next; it showcases the untouchable power, the strongest of its kind.

Under the bonnet of the new BMW M5 lies a newly developed, high-revving 4.4 litre V8 engine with M TwinPower Turbo technology producing maximum output of 560 hp. The new BMW M5 sprints from 0 to 100 km/h in 4.4 seconds and breaks the 200 km/h barrier in 13 seconds with a top speed of 250 km/h.

The ex-showroom price of the new BMW M5 is ` 95,90,000.

Note: Ex-showroom price excludes RTO registration charges, tax, insurance, handling charges; Octroi and entry tax (as applicable). The above ex-showroom prices are exclusive of sales tax / VAT applicable on sale to the customer. Prices and options are subject to change without prior notice.

An exclusive limited-edition BMW Individual 7 Series (BMW 750Li) inspired by piano manufacturer Steinway & Sons is presented at the Auto Expo 2012 as part of a joint initiative between BMW and Steinway & Sons to promote and nurture young musicians at national and international level. Steinway and Sons edition of the BMW 7 Series can be ordered as a CBU (completely built-up) unit at BMW

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dealerships across the country.

Dr. Andreas Schaaf, President, BMW Group India further added, "For almost 40 years, international cultural commitment has been a key element of the BMW Group's corporate communications. The limited-edition BMW Individual 7 Series Composition inspired by Steinway & Sons embodies the desire of both brands to combine aesthetics, comfort and technical perfection. With its aim to provide support for future talent, the BMW Group considers that promoting the young Steinway artists in this way is a perfect adjunct to its commitment to culture."

BMW M Automobiles and BMW Individual are produced by BMW Motorsport GmbH (subsidiary of BMW AG). Sophisticated technology, individuality and safety - the BMW M range offers an unmatched experience of exclusive, high-performance driving.

At the BMW Pavilion at Auto Expo 2012, BMW India has displayed its product range in India: the BMW 3 Series (BMW 320d Dynamic), the BMW 5 Series (BMW 530d), the BMW X1 (BMW X1 sDrive20d Exclusive) and the new BMW X3 (BMW X3 xDrive30d). BMW India has also displayed BMW 3 Series Convertible (BMW 330d Convertible), the new BMW 6 Series (the BMW 650i Convertible and the BMW 640d Coupe), the BMW X5 (the BMW X5 xDrive30d) and the BMW X6 (the BMW X6 xDrive30d) which can be ordered as CBUs.

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