



Press and Corporate Affairs

Media Information

5 January 2010

The new BMW X1 for India unveiled at the Auto Expo 2010. CKD production to commence by end 2010.

The Limited Edition of the new BMW Gran Turismo launched in India.

The new BMW X6 M and the new BMW 760Li make Indian debut.

BMW India achieves market leadership in the Indian luxury car segment.

New Delhi. The new BMW X1 scheduled to be launched in India by end of 2010 was unveiled at the 10th Auto Expo. The new BMW X1 will be CKD produced at the BMW Plant Chennai by end of the year.

At Auto Expo 2010, BMW India launched the limited edition of the new BMW Gran Turismo in India. Only the elite few in India will have the opportunity to own one of the 100 exclusive limited edition BMW Gran Turismo.

The new BMW X6 M and the new BMW 760Li were also debuted at the BMW Pavilion at Auto Expo 2010.

Speaking on the occasion, Mr. Peter Kronschnabl, President, BMW India said, "The CKD Production of the BMW X1 is a key milestone in BMW Group's India strategy. The BMW X1 opens up a new luxury segment in the compact Sports Activity / Sports Utility Vehicle class, demonstrating once again the company's fine sense for pioneering automotive trends. The BMW X1 is a modern vehicle that represents new interpretation of sheer driving pleasure and, like no other vehicle, a spontaneous lifestyle. It convincingly perpetuates the success story of BMW in India."

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The BMW X1 comes with all the features so typical of a BMW X model and at the same time offers a new interpretation of BMW Sheer Driving Pleasure. The youngest member in the wide range of BMW X models stands for versatile sportiness and supreme agility, with looks

Media Information

Date 5 January 2010

Subject BMW India at the Auto Expo 2010

Page 2

characterised by self confident elegance and modern style. Young and sporting in design, the interior combines superior variability with equally superior flexibility. The BMW X1 is the perfect vehicle for customers focusing on areas such as leisure activities and lifestyle in their choice of car. It immediately awakens one feeling: the enthusiasm for driving.

The BMW Gran Turismo is a completely new vehicle concept, adding a unique and distinctive model variant to BMW's product line-up. The BMW Gran Turismo combines the benefits of a prestige sedan, a modern Sports Activity Vehicle, and a classic Gran Turismo (Grand Touring). A coupe-like, stretched and sleek roofline, proportions typical of BMW, four doors with frameless windows and a two-piece tailgate determine the stylish and elegant body design of the BMW Gran Turismo. The generous interior offers luxurious comfort, a slightly elevated seating position for comfortable access to the vehicle, clear and superior all-round visibility of road conditions, and truly impressive variability. Powerful and efficient engines, as well as the eight-speed automatic transmission featured as standard, guarantee a supreme driving experience both dynamic and comfortable all in one. No other vehicle can support business, leisure and sports activities with such natural ease.

BMW M, in principle, stands for Maximum Driving Dynamics – in every segment in which BMW M appears. As the first all-wheel-drive BMW M model, the BMW X6 M meets this claim through the application of cutting-edge drivetrain and chassis components that are specially adapted to the character of the Sports Activity Coupé. For the first time, the technological superiority of a BMW M high-performance sports car meets the athletic dynamics of an already unique Sports Activity Coupé in the BMW X6 M. The perfect transferral of the M philosophy to the vehicle concept has created an absolutely exclusive driving experience, setting a new class benchmark in terms of dynamics, agility and emotion. The BMW X6 M is compelling for the outstanding driving characteristics, extremely high comfort and an exceptionally safe driving experience right to the limit.

The new BMW 760Li marks the pinnacle of the fifth-generation BMW 7 Series. The newly developed V12 power unit with BMW Twin Power Turbo technology, High Precision Injection and double-VANOS infinite camshaft adjustment delivers maximum output of 400 kW from engine capacity of 6.0 litres and develops peak torque of 750 Newton-metres from just 1,500 rpm. A masterpiece in modern engine technology, the all-aluminium twelve-cylinder power unit stands out through its effortless surge of power, unique acoustic and vibration-dampening

Media Information

Date 5 January 2010
Subject BMW India at the Auto Expo 2010
Page 3

qualities, and a level of efficiency never seen before in this performance class. BMW 760Li comes with brand-new eight-speed transmission, with its innovative gear set configuration, offering additional gears while maintaining the dimensions and weight of a conventional six-speed automatic.

The ex-showroom prices of the new cars launched are as follows:

The new BMW Gran Turismo	:	Rs. 63,00,000
The new BMW X6 M	:	Rs. 1,30,00,000
The new BMW 760Li	:	Rs. 1,29,00,000

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.

The new BMW Gran Turismo, the new BMW 760Li and the new BMW X6 M can be ordered at BMW India dealerships from 5 January 2010.

At the BMW Pavilion at Auto Expo 2010, BMW India has also displayed the BMW 3 Series (320d Highline), the BMW 5 Series (520d) that are produced at the BMW Plant Chennai, and the BMW X1 (X1 xDrive20d). The BMW Gran Turismo, BMW 7 Series (760Li), BMW X5 (xDrive30d), BMW X6 M, BMW Z4 (sDrive35i), are also displayed at the Auto Expo 2010, and can be ordered as CBUs.

Today BMW India is number one in the luxury car segment in India and portrays a symbol for dynamic and forward striving people. With its successfully planned and executed market entry strategy and consistent sales performance, BMW India has achieved the market leadership position in the luxury car segment in India in 2009.

This newly launched product offensive at the Auto Expo 2010 is part of the strategic initiatives aimed at continuing BMW's success story in India. With this resolutely expanded product range BMW India will cover new opportunities in the luxury car segment. These newly launched cars are exclusive authentic luxury products, which are distinguished by their emotional appeal, uncompromising engineering, innovative technology and outstanding quality.

Media Information

Date 5 January 2010
Subject BMW India at the Auto Expo 2010
Page 4

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