

Press Release

3 February 2016

## **The Best Way to Predict the Future is to Create it: BMW Group Redefines Automotive Excellence at Auto Expo 2016.**

### **Sachin Tendulkar unveils the all-new BMW 7 Series and the all-new BMW X1.**

Driving Luxury: The all-new BMW 7 Series debuts in India. Pioneers the Luxury Limousine Segment with a Host of Ground-breaking Technological Innovations.

Leave Your Mark on Every Journey: The all-new BMW X1 launched in India. A Trendsetter with BMW X factor that offers Dynamic Ability, Unbeatable Efficiency and Exquisite Comfort both on and off road.

**Delhi NCR.** BMW India launched the much-anticipated all-new BMW 7 Series and the all-new BMW X1 at Auto Expo 2016. Sixth generation of the exclusive luxury limousine and the sportiest premium compact sports activity vehicle (SAV) in its class were unveiled by Mr. Sachin Tendulkar, the legendary sportsman.

The all-new BMW 7 Series and the all-new BMW X1 are locally produced at BMW Plant Chennai and can be ordered at BMW dealerships from today onwards. Deliveries for the all-new BMW X1 will start from April 2016.

Mr. Philipp von Sahr, President, BMW Group India said, "At BMW we believe that the best way to predict the future is to create it. We created the most powerful letter in the world – BMW M – and with it a thrilling future of performance. We created a new vision of mobility with BMW i – mobility that is both beautiful and sustainable. We created an adrenaline gushing experience with the BMW X range of sports activity vehicles, thus leading us in the forefront of premium individual mobility. Now, with the launch of the all-new BMW 7 Series, we are creating the future of luxury. It will be magical and irresistible, just as BMW has always been."

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Designed with cutting-edge technology and maximum attention to detail, the all-new BMW 7 Series is the perfect blend of bespoke luxury and confident presence. It features a host of ground-breaking innovative technologies, many of them a first in the automotive world – Gesture Control, Remote Control Parking\*, BMW Display Key, BMW Touch Command System, Wireless Charging and Sky Lounge. The all-new BMW 7 Series is available in two distinct design schemes – M Sport and Design Pure Excellence. M Sport celebrates the sporty styling and interiors while Design Pure Excellence indulges you to move in style with elegant contours and luxurious features. \*To be introduced later in 2016.

The all-new BMW 7 Series is available in two diesel variants – the BMW 730Ld Design Pure Excellence and the BMW 730Ld M Sport which are locally produced. The BMW 730Ld Design Pure Excellence is also available as a Completely Built-up Unit (CBU) which offers customers the choice of having a diesel engine and individualizing it with optional equipment and customizations from BMW Individual. The all-new BMW 7 Series is also available in two petrol variants – the BMW 750Li Design Pure Excellence and the BMW 750Li M Sport. They are imported as CBU and can be individualized with optional equipment and customizations from BMW Individual.

Mr. Philipp von Sahr, President, BMW Group India said, “BMW India will bring ‘Sheer Driving Pleasure’ in 2016 with power-packed launches across our entire portfolio. Starting with the launch of the all-new BMW 7 Series and the all-new BMW X1 here at Auto Expo, we are poised to kick-off an exciting product offensive for the year. Driving enthusiasts and BMW fans will be fascinated with irresistible products, each one of which will set new benchmarks. This year, we will offer our customers exclusively authentic premium luxury products which are differentiated by their emotional appeal, uncompromising engineering, innovative technology and quality.”

The all-new BMW X1 strongly highlights its status as the sportiest premium compact sports activity vehicle (SAV) in its class. It combines the best of city driving with off-road performance and is the perfect vehicle for individuals with an active lifestyle. Set to make a bold statement with its hallmark X road presence, it will bring sports car characteristics to the high-riding all-wheel-drive segment. The all-new BMW X1 is available in three exclusive design schemes – Expedition, xLine and M Sport. xLine places the car’s robust and versatile

character at centre stage whereas the M Sport model bestows masculine character distinguishing itself as an elite sports model.

The all-new BMW 7 Series is available in diesel (BMW 730Ld) and petrol (BMW 750Li) variants. The all- new BMW X1 is available in a diesel variant.

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

### **The all-new BMW 7 Series**

BMW 730Ld Design Pure Excellence	:	INR 1,11,00,000
BMW 730Ld M Sport	:	INR 1,19,00,000
BMW 730Ld Design Pure Excellence (CBU)	:	INR 1,40,00,000
BMW 750Li Design Pure Excellence (CBU)	:	INR 1,50,00,000
BMW 750Li M Sport (CBU)	:	INR 1,55,00,000

### **The all-new BMW X1**

BMW X1 Expedition sDrive20d	:	INR 29,90,000
BMW X1 xLine sDrive20d	:	INR 33,90,000
BMW X1 xLine xDrive20d	:	INR 35,90,000
BMW X1 M Sport xDrive20d	:	INR 39,90,000

Price prevailing at the time of invoicing will be applicable. Delivery will be made ex-showroom. Ex-showroom prices (inclusive of VAT @ 12.5%) as applicable in New Delhi and Maharashtra but excludes Road Tax, RTO statutory taxes/fees, Insurance and Octroi (if applicable).VAT over and above 12.5%, if applicable, will be charged extra. Prices and options are subject to change without prior notice. For further information, please contact the local Authorised BMW Dealer.

The BMW India pavilion at Auto Expo 2016 is displaying the new BMW 3 Series, the BMW 3 Series Gran Turismo, the BMW 5 Series, the BMW 7 Series, the BMW X1, the BMW X3, the BMW X5, the BMW M4 Coupe, the BMW M6 Gran Coupe, the BMW X6 M, the BMW Z4 and the BMW i8.

More sporty and attractive than ever, the new BMW 3 Series was launched in January 2016. A real thoroughbred, the BMW 3 Series is the founder of the modern sports sedan segment and is a favorite among driving enthusiasts. The new BMW 3 Series sets high standards for dynamic performance, athletic design and efficiency in its segment and promises to deliver 'Sheer Driving Pleasure' in its purest form.

BMW is always at the forefront with new ideas that break through the horizon and has become a pioneer in creating new vehicle segments. The sports activity vehicle (SAV) segment was created by BMW. 'X' defines BMW's proficiency in the four-wheel drive technology. An embodiment of boldness in design and performance; **BMW X** is high on all-terrain handling, spaciousness and functionality.

Inspired by motorsport, 'M' is one of the most coveted badges of all and has shaped the history of performance automobiles. BMW India pavilion at Auto Expo 2016 showcases **BMW M** cars which lead the way for high-performance and precision driving. The exclusively equipped cars meet even the highest demands for agility, dynamics and power with ease. The special thing about all M engines: they're not tooled-up versions of standard production engines, but independent developments of motorsport technology for the road. Their innovations point the way for other BMW engines.

**BMW i** stands for visionary electric cars and mobility services, inspiring design and a new understanding of premium that is strongly defined by sustainability. BMW i8, the most progressive sports car of present time, is the new generation of urban mobility. Its intelligent plug-in hybrid system combines the benefits of an electric motor and a petrol engine into an extraordinary driving experience: highest efficiency and maximum dynamics are simultaneously possible. The electric drive, a powerful 96 kW (131 hp), is located on the front axle. The rear axle is driven by BMW TwinPower Turbo 1.5-litre three-cylinder petrol engine with 170 kW (231 hp) of peak performance. Together, the two units deliver a total of 362 hp, accelerating the BMW i8 from 0 to 100 km/hr in 4.4 seconds using all four wheels in the process. Another impressive characteristic is record low fuel consumption and CO2 emissions, at an average of 47.45 km/l and emission of 50.36 g/km.

BMW Motorrad is also on display at the BMW pavilion at Auto Expo 2016 with BMW S 1000 XR , BMW S 1000 RR, BMW R nine T and BMW R 1200 GS.

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