



Media Information
12 February 2010

**More joy in top-level performance:
the product range of BMW M GmbH for spring 2010.
High performance and optimized efficiency with Auto
Start Stop Function in the BMW M3 – innovative driver
assistance systems as additional equipment options for
the BMW X5 M and the BMW X6 M - M Sports Package
for the new BMW X5 – attractive additions to the
BMW Individual program.**

Munich. More driving pleasure, reduced emissions: this principle of the development strategy BMW EfficientDynamics applies equally at the very highest level of performance. As of spring 2010, the high-performance model BMW M3 consistently combines its outstanding driving performance figures with further reduced fuel consumption and exhaust emission levels. The range of BMW EfficientDynamics measures fitted as standard in the models BMW M3 Coupé, BMW M3 Convertible and BMW M3 Sedan is now to be supplemented with the Auto Start Stop Function. This reduces the average fuel consumption and CO₂ levels of the BMW M3 by up to 8 per cent or 24 grams of CO₂ per kilometre. In order to further hone the outstandingly sporty profile of the model there will also be a Competition Package available as of spring 2010.

The range of driver assistance systems optionally available for the BMW X5 M and BMW X6 M will also be extended in spring 2010. Both models can now be fitted with the functions Side View and Speed Limit Info. The remainder of the BMW M GmbH portfolio will likewise feature new offers. Directly at the market launch of the new BMW X5, a newly configured M Sports Package will be available for the Sports Activity Vehicle. The new BMW 3 Series Coupé and the new BMW 3 Series Convertible can also be upgraded from the start with an M Sports Package. An M Sports Package, also designed for the specific model in question, is part of the equipment range of the BMW 3 Series Sedan and the BMW 3 Series Touring in the Edition Sport. For the launch of the Z4 sDrive35, the M Sports Package for the BMW Z4 is offered for all the other versions of the roadster, too. The BMW Individual range will also be further refined. Especially exclusive equipment options are already available at the market launch, also for the new BMW 5 Series Sedan.

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Auto Start Stop Function for the BMW M3 - for the first time in conjunction with a dual clutch transmission.

The BMW M3 achieves its outstanding performance with impressive efficiency. Its 4.0 litre V8 high-revving engine mobilises 309 kW/420 bhp, enabling superior acceleration response due to its unique propulsion. In addition to its fascinating performance characteristics, the 8-cylinder engine - developed exclusively for the BMW M3 - is characterised by an unusually high degree of efficiency. Additional efficiency potential is now tapped into with the Auto Start Stop Function. This helps the drive avoid idling phases when stopping at junctions or in congested traffic. In order to prevent unnecessary fuel consumption the engine is switched off when the vehicle comes to a halt. As soon as the driver wishes to continue driving, the engine is re-activated without delay.

The Auto Start Stop Function is used both in vehicles with standard 6-speed manual transmission and in conjunction with the M dual clutch transmission with Drivelogic. The BMW M3 is thus the first model - along with the BMW ActiveHybrid X6 and the BMW ActiveHybrid 7 - to use this efficiency-enhancing measure in combination with an automated manual transmission.

The increase in efficiency brought about by the Auto Start Stop Function is up to 8 per cent of 24 grams of CO₂ per kilometre, depending on the model and transmission type. For example, the BMW M3 Coupé with 7-speed M dual clutch transmission and Drivelogic powered by a V8 high-revving engine with 309 kW/420 bhp now achieves an average fuel consumption on the EU test cycle of 11.2 litres per 100 kilometres (6-speed manual transmission: 12.4 litres). The same figures apply to the BMW M3 Sedan. In the case of the BMW M3 Convertible, the average fuel consumption is reduced to 11.5 litres (M dual clutch transmission with Drivelogic) or 12.7 litres (6-speed manual transmission) per 100 kilometres. All versions of the BMW M3 will also meet the exhaust emission norm EU5 in future.

Modified rear lights with glass covers in a homogeneous red colour provide an additional visual accentuation in the BMW M3 Coupé and the BMW M3 Convertible. With two harmoniously illuminating light banks fed by LED units, they create a characteristic nocturnal design.



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New for the BMW M3: Competition Package and retrofit options.

The Competition Package, available for the Coupé and the Sedan, and the retrofit options from the range of Original BMW Accessories specially developed for the M3 are just two possible ways of individualising the sports car. With a suspension lowered by some 10 mm and light alloy wheels in the size 9 x 19 inches at the front and Y-spoke design at the rear, the Competition Package provides further optimised longitudinal and transverse dynamics. In addition, the control of the electronic damper adjustment function EDC including a Sport mode specially developed for the Competition Package has been precisely adjusted to the chassis modifications by means of map-based control and the driving stability control function DSC.

The new range of items from the Original BMW Accessories program available for the BMW M3 provides an even more intense driving experience. Retrofit options designed for this model are specifically geared towards increasing dynamic performance and driving pleasure. For example a rear spoiler and front apron flaps in carbon will be available from spring 2010. As well as perfectly matching the Competition Package the aerodynamically optimised components further reduce lift force, thereby increasing the driving dynamics potential of the BMW M3.

Innovative driver assistance systems for the BMW X5 M and the BMW X6 M.

Additional equipment options are also available for the models BMW X5 M and BMW X6 M as of spring 2010. The two top sports cars in the segment of the BMW X models can now be fitted with such features as the driver assistance systems Side View and Speed Limit Info. The Side View system comprises two cameras integrated in the side of the front bumpers, which means that intersecting traffic can be observed. The images from these cameras are shown on the Control Display of the operating system iDrive, providing an advance view of the road situation to the left and right of the vehicle when coming out of blind exits such as narrow driveways or multi-storey car parks, for example. Speed Limit Info gives the driver the possibility of finding out about speed restrictions on the current route. Here, a camera is installed on the windscreen in the area of the interior mirror which permanently monitors signs at the roadside as well as the variable displays on overhead gantries on motorways, comparing this information with the data from the navigation system. The figure thus obtained is



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displayed by means of a symbol on the instrument panel or in the Head-Up Display, as required.

Newly designed rear lights with especially narrow bands of light in the reversing lamps provide an enhanced sense of width in the BMW X5 M. Their homogeneously luminous light banks fed by LED also create a nocturnal design which is characteristic of the brand. They are now also fitted with dynamic LED brake lights which flash in the event of particularly intense deceleration, thereby providing a warning signal for drivers to the rear.

M Sport Package for the new BMW X5.

At the 2010 Geneva Automobile Salon the M Sport Package will also be presented for the new BMW X5. It offers ideal ways of experiencing the enhanced sporty qualities of this Sports Activity Vehicle even more intensely and expressing these strikingly in terms of design. The M Sport Package is made up of exterior, interior and chassis components which underscore the dynamic potential of the BMW X5. Larger air inlets in the front apron give the vehicle a particularly powerful appearance. A high-speed set-up and sporty suspension settings emphasise the dynamic character of the vehicle, as do the 19-inch M light alloy rims in V-spoke design. As an alternative, M light alloy wheels in 20-inch format are optionally available, either in two colours or in burnished finish. In both instances, a special mixed tyre selection is used on the front and rear axle which is designed specially for the BMW X5. Even in the 6-cylinder versions, the tailpipes of the exhaust system bear the contours characteristic of V8 engines.

In addition to the M Aerodynamics Package and the M entry strips, the BMW Individual Exterior Line in satinised aluminium design for the surrounds of the side windows and the BMW Individual roof railing in high gloss Shadow Line ensure an unmistakable visual appearance. In the interior, sports seats for driver and passenger, the M leather steering wheel, M driver footrest, the interior strips in fine lengthwise brushed aluminium design and the anthracite-coloured BMW Individual roof liner optimise the driving experience in the BMW X5.

Stylish and exclusive: new BMW Individual options.

Supplements to the BMW Individual product portfolio round off the list of new items in the range of BMW M GmbH. For the new BMW 5 Series Sedan, too, there is the option to add an unmistakable touch with stylish and exclusive



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options from the BMW Individual program directly at the market launch. The range specially developed for the Sedan includes the BMW Individual high gloss Shadow Line, the BMW Individual Exterior Line in satinised aluminium design, an anthracite-coloured BMW Individual roof liner and BMW Individual reading lights at the rear.

The new BMW Individual paint finish Frozen Grey will be available for all models of the BMW 6 Series. The surrounds of the monitors of the optional rear entertainment systems for the BMW 7 Series are now available in a finish which matches the colour of the BMW Individual full leather trim. What is more, the side rear monitor panels can be covered with BMW Individual Merino leather if requested specifically by the customer. The long version of the BMW 7 Series can be additionally fitted with fold-out tables integrated in the backs of the driver and front passenger seats. The storage surfaces for the fold-out tables available for the long version of the BMW 7 Series can be covered in soft nappa leather or in BMW Individual leather on request, thus offering additional comfort in the use of external entertainment or communication devices. As well as enhancing the overall travel experience, this also extends the range of functions of the luxury sedan when used as a mobile office.

With the current new items in its model program and the further extended product range, BMW M GmbH has created an ideal basis for the continuation of its successful business development. Enthusiasm for exclusive high-performance vehicles in the premium segment continues unabated in automobile markets throughout the world. Current sales figures indicate a dynamic start to the year 2010 for BMW M GmbH. 1,146 BMW M automobiles were sold worldwide in January 2010 alone. This is an increase of 7 per cent over the previous year. "The new models BMW X5 M and BMW X6 M have made a key contribution to this positive trend," explains Dr. Kay Segler, Chairman of the Board of Management of BMW M GmbH. "With their very successful launch they have even made up for the end of the production cycle of the BMW M5 Sedan, which has been one of the cornerstones of BMW M automobile sales up to now." Particularly significant sales increases were achieved in January 2010 in the European markets of Germany, the UK and the Netherlands, as well as in China, Australia, South Africa and the Middle East.



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BMW M GmbH is a 100 per cent subsidiary of BMW AG. With its products and services in the four business areas of BMW M Automobiles, BMW Individual, M Sports Packages and Options and BMW Group Driving Experience, it is geared towards customers with particularly high aspirations in terms of the performance, exclusivity and individual style of their vehicle. Based in Munich, the company was founded in 1972 as BMW Motorsport GmbH. Since then, the letter M has become synonymous all over the world for success in motor racing and for the fascination of high-performance sports cars which can be used for everyday driving. The production of BMW M automobiles is integrated in the manufacturing processes of the BMW plants. BMW M GmbH has the status of an independent automobile manufacturer.

In the financial year 2009, BMW M GmbH achieved worldwide sales of over 15,000 vehicles. BMW M GmbH currently employs a workforce of some 500 in the areas of development, administration and sales.

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