

BMW

United Kingdom

Corporate Communications

Media Information

7 January, 2009

January News in Brief

BMW's most fuel efficient car announced

New Sport trim launched for BMW 1 Series

BMW 5 Series Business Edition models launched

New engines for BMW 116i and BMW 330d Convertible

BMW Sales

New BMW Z4 to make international debut at Detroit

BMW's most fuel efficient car announced

BMW is pleased to announce the launch of the new 116d – the marque's most fuel efficient and least polluting vehicle. With a combined consumption figure of 64.2mpg and a CO₂ emissions figure of 118g/km, the BMW 116d even trumps the current World Green Car of the Year, the BMW 118d.

Available in both three- and five-door guises, the BMW 116d is powered by a four-cylinder diesel engine producing 116hp. The 1,995cc powerplant with its 260Nm of torque from 1,750rpm ensures it is capable of a zero to 62mph time of 10.2 seconds (10.3 seconds for the five-door) before going on to a top speed of 125mph.

The BMW 116d costs just £35 a year to tax courtesy of a Band B Vehicle Excise Duty rank, while its 13 per cent Benefit-in-Kind rating also ensures it makes economical sense for the business user. The new three-door BMW 116d costs from £17,605 OTR, while the five-door 116d is priced from £18,135 OTR. Both models go on sale in March 2009.

New Sport trim launched for BMW 1 Series

Three- and five-door versions of the BMW 116i, 116d and 118d are now available with a new Sport trim level. Customers choosing this car over an ES model gain 17-inch alloy wheels, front foglights, heated exterior mirrors and windscreen washer jets, a Sport multi-function leather steering wheel and Sport seats. The announcement of the Sport specification marks the launch of a fifth trim level to the 1 Series line-up that historically featured Standard, ES, SE and M Sport specifications. Prices start at £17,220 OTR for a three-door BMW 116i Sport.

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BMW 5 Series Business Edition models launched

BMW's award-winning 5 Series range has now been expanded with the introduction of the Business Edition model portfolio. Offered on 520d, 525d and 530d Saloon and Touring variants, and in SE and M Sport trims, the Business Edition specification represents a significant customer saving on a range of equipment normally offered as an option.

For a premium of £1,000 over a standard 520d SE or M Sport model, a Business Edition vehicle comes equipped as standard with Dakota leather, Bluetooth with telematics, BMW Business Navigation system, BMW ConnectedDrive Assist and Online, and a six-disc CD changer. The door sill finishers on an SE come with the 'Edition' designation, while M Sport models retain M Sport door sill monikers.

For a premium of £1,750 over a standard 525d or 530d SE or M Sport model, Business Edition vehicles receive the same upgrades as the 520d Business Edition models with the addition of a BMW Professional Multimedia Navigation system, Extended voice control and a USB audio interface in place of the six-disc CD changer. M Sport Business Edition models powered by either the 525d or 530d gain 19-inch M Double-spoke alloy wheels. This same 19-inch alloy wheel is also now offered for the first time on all 5 Series Touring models.

Prices for a 520d SE Business Edition Saloon start at £28,430 OTR and rise to £41,960 OTR for a 530d M Sport Business Edition Touring.

New engines for BMW 116i and BMW 330d Convertible

BMW's flagship 3 Series diesel-powered Convertible is available with a new engine. Featuring third generation common-rail injection technology with piezo injectors, the new BMW 330d Convertible now has a 2,993cc engine that produces 245hp, up from 231hp. Torque has also improved from 500Nm to 520Nm at 1,750rpm.

The fuel consumption and CO₂ emissions figures have similarly improved. The BMW 330d Convertible now records a combined consumption figure of 46.3mpg as

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opposed to 43.5mpg, while emissions have dropped from 170g/km to 162g/km. This now places a manual transmission-equipped car into the lower Band D Vehicle Excise Duty bracket and sees it meet the new stringent EU5 emissions target. The BMW 330d Convertible is priced from £37,610 OTR.

News of this change comes as the existing 1,599cc powerplant in the BMW 116i has been replaced by the Hams Hall-built 1,995cc engine already showcased in the 118i and 120i models. The latest edition to the BMW 1 Series range still produces 122hp, but torque has been increased by 25Nm to 185Nm between 3,000 and 4,250rpm. Acceleration from zero to 62mph has improved as a result of this. A five-door 116i now records a 9.9 seconds time as opposed to 10.2 seconds, with the three-door posting a time 0.1 seconds quicker. The vehicle retains its CO₂ emissions figure of 139g/km and Vehicle Excise Duty C banding. The BMW 116i costs from £16,410 OTR.

BMW Sales

The full year sales of BMW's 1 Series Coupé and the widespread acceptance of BMW's award-winning EfficientDynamics technologies helped BMW weather the credit crisis storm in 2008.

In what was a difficult year for the motor industry as a whole, BMW managed to stay ahead of the market trend by the end of December. The first full year of 1 Series Coupé and a sales growth in three-door 1 Series model uptake combined with a 22 per cent increase in 5 Series Touring sales were highlights in 2008. Year-end sales figures show BMW finished the year with 113,132 registrations. While the overall car market was down 11 per cent, BMW managed to increase its market share to 5.31per cent of Total Industry Volume despite sales falling by seven per cent.

Tim Abbott, BMW UK Sales Director, said: "2008 was very much a year of two halves. A strong first six months saw BMW sales increase overall, but this was unfortunately cancelled out by the difficult times all manufacturers faced in the last six months. BMW has not been immune to the current credit crisis but has ended the year in a stronger position than the market as a whole and with an increase in market share

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compared to 2007. Following a degree of restructuring in 2008, BMW is now well placed to tackle the challenges that lie ahead in 2009.”

New BMW Z4 to make international debut at Detroit

BMW's first roadster to come with a Retractable Hard-Top roof makes its international debut at the 2009 North American International Auto Show in Detroit this month. The two-seat sports car, offered with three six-cylinder petrol engines with a range of outputs from 204hp to 306hp, is also the first BMW roadster available to be specified with a Double Clutch Transmission and an Adaptive M Suspension. Following its debut in Detroit the car will then be showcased in Geneva.

The new BMW Z4 goes on sale in the UK in May 2009. The BMW Z4 sDrive23i costs £28,645 OTR, the BMW Z4 sDrive30i is £32,660 OTR and the BMW Z4 sDrive35i £37,060 OTR.

For a behind the scenes look at the design process and the testing programme of the BMW Z4 log on to www.bmw-web.tv The full press pack for the 2009 Detroit NAIAS can be downloaded from www.press.bmwgroup.com

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