

Media Information

06 August 2008

One millionth BMW with EfficientDynamics delivered

Anniversary model presented to the new owner at Munich BMW branch.

Autumn 2008 sees new BMW 520d Touring; (177hp, 140g CO₂/km, 5.3 L/100km) which combines compliance with the Euro 5 emission standard with driving pleasure, safety and comfort on the highest scale

Munich. In its quest for a consistent reduction in consumption and emission rates BMW Group has reached another milestone. At the Munich BMW branch, the one-millionth model with BMW EfficientDynamics technology as a standard feature was presented to its new owner, Munich patent lawyer Dr. Thomas Leske (59) today. The BMW 520d Touring combines driving pleasure, innovation, safety and comfort on the highest scale with a level of efficiency that is second to none in its vehicle segment. The successive introduction of EfficientDynamics technology to all BMW Group model series has had a unique and widespread effect on the international approach to the reduction of fuel consumption and CO₂ emissions in road traffic and proved that significant progress in environmentally-friendly transport does not inevitably curtail driving pleasure.

For the new owner of the one-millionth BMW EfficientDynamics, the model's combination of progressive driving pleasure, premium quality and modern efficiency levels was the decisive factor. "The BMW 5 Series has always been my favourite," Dr. Thomas Leske explains, "but I never thought that a vehicle of this segment could be that efficient". The BMW 520d Touring with a Space Grey metallic exterior and features such as a panorama glass roof, Xenon headlights, navigation system including Bluetooth interface for mobile phones and BMW online will be promptly put to the first crucial performance test when the lawyer has to visit several clients in August. "The car provides a lot of room, comfort and safety – a really important asset on long distances," Leske says contentedly, "and the economic fuel consumption will benefit my budget."

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BMW Group has applied EfficientDynamics technology to all vehicle segments and has equipped every new model with extensive measures for the reduction of fuel consumption and emissions as a standard feature. These two factors have made a significant contribution to the widespread international effect of BMW EfficientDynamics, which is not just reflected in the impressive sale of one million vehicles. Despite its above-average market share in luxury vehicle segments, BMW Group will have achieved a 25% reduction in its entire fleet's fuel consumption by 25% between 1995 and the end of 2008 and accordingly will have honoured the central commitment for all of their brands made as part of the European Automobile Manufacturers' Association (ACEA) voluntary agreement.

BMW Group has also taken a leading role in the introduction of vehicles which comply to the future Euro 5 emission standard. Starting this autumn, BMW will offer twenty-three models that meet the Euro 5 emission standard – among them the BMW 520d, the only upper medium-range vehicle to comply with this standard . Moreover, the new BMW 330d with optional BMW BluePerformance Technology will be the first vehicle to meet the Euro 6 emission standard, which will come into force in 2014, as early as the model year of 2009.

BMW EfficientDynamics: Reducing CO₂ emission and economising on maintenance costs as a standard feature of every new BMW.

The BMW EfficientDynamics measures are part of the standard package with every new BMW. Features such as brake energy regeneration, Auto Start Stop function, gear shift indicator, needs-oriented operation of ancillary units including decoupling of the air-conditioning compressors, intelligent lightweight engineering and active aerodynamics via air vent control in model-specific configuration are on-board without surcharge. In contrast to other manufacturers, BMW EfficientDynamics consumption and emission

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technology comes with every model and is not exclusive to a few, special types.

In the model year of 2009 the number of BMW models with a maximum CO₂ emission of 140 grams per kilometre will also rise to twenty-three. Among them is the BMW 520d, the top performer in the efficiency ratings of upper medium range vehicles by far. During the EU test cycle, the Sedan achieved an average consumption of 5.1 litres per 100 kilometres and a CO₂ emission of 136 grams per kilometre. The BMW 520d Touring consumed 5.3 litres and emitted 140 grams. In the model year of 2009, the BMW 520d with its 130 kW/177 hp four cylinder diesel engine with a aluminium crankcase and Common Rail direct injection via piezo injectors will be the only vehicle of its segment to reduced its maximum CO₂ emission level to 140 grams while also complying with the Euro 5 emission standard.

In accordance with BMW EfficientDynamics, each new model will improve its consumption rates compared to its predecessor while also providing superior driving dynamics. One of the beneficial effects of this approach is the fact that BMW models regularly outperform their competitors in their segment in comparative tests, achieving the best acceleration, the most efficient consumption and the lowest emission rates. This superior performance is one of the reasons why the current BMW models are so attractive. BMW EfficientDynamics has become a trademark for modern driving pleasure and has therefore promoted a sustained reduction of maintenance costs on two levels: all models with the pioneering BMW EfficientDynamics offer both an economical fuel consumption and a high value stability.

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BMW EfficientDynamics: International acclaim for outstanding success in reducing fuel consumption and emission.

In the very recent past, the benefits of BMW EfficientDynamics technology not only impressed a rising number of customers but also independent experts from all over the world. Following high acclaim in Germany, where the development concept was awarded the "Grüne Lenkrad" ("green steering wheel") by weekly "Bild am Sonntag" and received the "Paul-Pietsch-Preis" from the German specialist magazine for car enthusiasts "auto, motor und sport", the BMW 118d with 105 kW/143 hp, 4.5 litres per 100 kilometres according to EU tests and a CO₂ emission of 119 grams per kilometre was presented with the international "World Green Car of the Year Award" 2008 in the US only a few months ago. Moreover, the BMW 118d, the BMW 520d and the BMW 318d received the German award "ÖKO-TREND Auto-Umwelt-Zertifikat" 2008.

Two independent studies confirmed the unique overall effect of BMW EfficientDynamics. According to a current ranking presented by the British internet service "Clean Green Cars", the CO₂ emission of newly registered vehicles of the BMW brand in the first half of 2008 was down 11.34 % on the same period of the previous year. Information provided by experts with a special focus on environmentally-friendly technology and the comparison of consumption and emission rates, confirmed that BMW made the most significant progress among the large-scale manufacturers. Previously, the latest issue of the US Environmental Defense Report published similar findings. The independent study on the fuel consumption of new vehicles sold in the US between 1990 and 2005 concluded that BMW Group contributed more to the reduction of fuel consumption and CO₂ emissions than every other manufacturer.

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