BMW at the 2008 Paris Motor Show.
Contents.

1. BMW at the 2008 Paris Motor Show. (Short Version)

Celebrating the world debut of the new BMW 7 Series, the first appearance of the new BMW 3 Series at a motor show, and the latest developments in the BMW EfficientDynamics automotive strategy, the world's most successful manufacturer of premium cars is setting outstanding highlights at the 2008 Mondial de l'Automobile in Paris from 4–19 October.

The new BMW 7 Series arouses new emotions in the luxury saloon segment, offering a truly unique driving experience, supreme grand touring comfort, and outstanding design with an ideal combination of sporting elegance, modern style and natural presence.

The world's best-selling premium car, the BMW 3 Series, is likewise more attractive today than ever before. Appropriate modifications of the car's design, refinements within the interior and additional drive variants enable both the Saloon and the Touring to further increase their – comfortable – lead over the competition.

Both of these model series, the 3 and the 7 Series, are world leaders also in terms of efficiency. Boasting the most advanced, consumption-optimised engine technology and a wide range of other features in BMW EfficientDynamics, all engine variants in both the BMW 7 and the 3 Series offer the best balance of motoring performance and fuel economy in their respective class.

All this is made possible by BMW EfficientDynamics, no other car maker offering a similarly comprehensive and effective strategy to reduce both fuel consumption and emissions. In all, worldwide sales of cars fitted as standard with the latest achievements in BMW EfficientDynamics already exceed the figure of one million units.

Introducing the new BMW 7 Series, BMW now also highlights EfficientDynamics in the luxury saloon segment. Through the wide range of technologies offered in this way, such as Brake Energy Regeneration, on-demand management of ancillary units including the a/c compressor disconnected when not required, intelligent lightweight technology, active aerodynamics and tyres with reduced roll resistance, the new BMW 7 Series is far ahead of all its competitors also in terms of such modern, trendsetting technology.

Offering average fuel consumption of 7.2 litres/100 kilometres (equal to 39.2 mpg imp) in the EU combined cycle, the new BMW 730d powered by a newly developed 180 kW/245 hp straight-six is indeed the most efficient car in its segment.

Contrary to the BMW 7 Series boasting six-speed automatic transmission as standard, the BMW 3 Series also comes with the BMW EfficientDynamics gearshift point indicator featured on all models with a six-speed manual gearbox and the Auto Start Stop function on all four-cylinder manual gearbox models. Reducing average fuel consumption to 4.7 litres/100 kilometres, equal to 60.1 mpg imp, and with a CO_2 emission rating of 123 grams per kilometre, the 105 kW/143 hp BMW 318d is the absolute leader in its segment in terms of both fuel efficiency and emission management.

Entering the 2009 model year, BMW already offers no less than 23 models complying in full with the future EU 5 emission standard. In addition, the new BMW 330d is the first model available with optional BluePerformance technology, already today fulfilling the EU 6 emission standard not scheduled to take effect until 2014.

As of autumn 2008, the same number of 23 current BMW models comes with CO_2 emissions not exceeding 140 grams per kilometre at the very most. Indeed, the fact that sales of cars with BMW EfficientDynamics already exceed one million units clearly confirms the unique, broad-scale impact of this strategy for reducing fuel consumption and emissions in road traffic.

With achievements of this kind, the BMW Group will fulfil the commitment made by the Association of European Automobile Manufacturers (ACEA) to reduce the fleet consumption of all manufacturers throughout the entire model range by 25 per cent between 1995 and 2008, all BMW Group brands thus complying in full with this requirement.

Offering outstandingly efficient and, at the same time, extremely attractive models, BMW enables even the most discerning customer to combine sheer driving pleasure and superior economy in all segments. Apart from the BMW 7 Series and the BMW 3 Series, the latest examples of such unique qualities are the new diesel versions in the BMW 1 Series presented at the 2008 Mondial de l'Automobile, the BMW 118d Convertible and the BMW 123d Convertible.

In the upper midrange segment, in turn, the BMW 520d offers average fuel consumption of just 5.1 litres/100 kilometres or 55.4 mpg imp and CO_2 emissions of 136 grams per kilometre, making this by far the most efficient car in its class.

Likewise, both the BMW X5 and BMW X3 SAVs as well as the BMW X6 Sports Activity Coupé combine unique driving pleasure with a standard of efficiency unparalleled in this segment: The BMW X3 xDrive20d with engine output of 130 kW/177 hp and average fuel consumption of 6.5 litres/100 kilometres, equal to 43.5 mpg imp, is just as unique in this respect as the BMW X6 xDrive35d combining maximum output of 210 kW/286 hp with fuel consumption of just 8.3 litres/100 km or 34.0 mpg imp.

To maintain this outstanding leadership also in future, BMW is working all-out on the series development of hybrid drive units combining the power and performance so typical of the brand with a significant reduction of fuel consumption clearly measurable under all driving conditions. To achieve this goal, BMW follows a comprehensive hybrid drive philosophy offering the best solution ("Best of Hybrid") for each individual model. Two examples of such new technologies are indeed being presented in Paris, the BMW Concept 7 Series ActiveHybrid with its eight-cylinder gasoline engine and an electric motor integrated in the transmission to provide extra drive power and the BMW Concept X6 ActiveHybrid combining an eight-cylinder power unit and an electric motor by means of an innovative two-mode active transmission.

The Mondial de l'Automobile, the Paris Motor Show, is being held at the Porte de Versailles Fairgrounds in the capital of France from 4–19 October 2008. More than 500 international exhibitors are presenting their latest products and technical achievements at the Show which, as the most significant car exhibition of the year, is expected to attract some 1.5 million visitors from all over the world.

2. Highlights at a Glance.

- **World debut: the new BMW 7 Series.**
  Celebrating the world debut of the new BMW 7 Series, Germany's leading manufacturer of premium cars is setting the most spectacular highlight at the 2008 Paris Motor Show. The fifth generation of BMW's Luxury Performance Saloon combines sporting elegance, outstanding presence, and exclusive generosity in most innovative style. Superior suspension technology featuring Dynamic Damper Control and optional Integral Active Steering as well as innovative driver assistance systems and the modern design of the cockpit including Dynamic Driving Control and the latest generation of BMW iDrive guarantee absolute supremacy on the road.

  The new BMW 7 Series is available right from the start with no less than three engines: a V8 in the BMW 750i (300 kW/407 hp) and a straight-six in the BMW 740i (240 kW/326 hp), both featuring Twin Turbo Technology and High Precision Injection, as well as the first representative of a new generation of straight-six diesel engines in the BMW 730d (180 kW/245 hp).

- **Motor show debut: the new BMW 3 Series.**
  With its athletic design, sophisticated and stylish interior, innovative model features and the most efficient engines in this segment, the new BMW 3 Series is further increasing its lead over the competition.

  Appropriate modifications in design highlight the sporting character of the Saloon and Touring even more clearly and convincingly than before, the new generation of iDrive control enabling the driver to mastermind the car's most important functions even more smoothly and conveniently.

  The engine range is being rounded off by a new 3.0-litre straight-six diesel developing maximum output of 180 kW/245 hp, fulfilling the EU 5 emission standard, and even achieving the EU 6 norm with the help of optional BMW BluePerformance technology.

- **Motor show debut:**
  BMW 118d Convertible and BMW 123d Convertible.
  A direct, incomparable feeling of the sun and wind rushing by, uncompromising premium quality and the thrilling agility of the BMW 1 Series – now the discerning connoisseur is able to combine the superior features

so typical of the BMW 1 Series Convertible with equally unique efficiency. The new BMW 118d Convertible is powered by a 105 kW/143 hp four-cylinder diesel, the engine already featured in the 2008 World Green Car of the Year, the BMW 118d, now accelerating BMW's open-air four-seater to 100 km/h in 9.5 seconds and offering average fuel consumption of 4.9 litres/100 kilometres, equal to 57.6 mpg imp, together with a CO_2 rating of just 129 grams per kilometre to set new standards for efficiency in this class.

The BMW 123d Convertible likewise offers an outstandingly positive balance of driving pleasure and fuel economy, the car's four-cylinder diesel with Variable Twin Turbo unique the world over developing maximum output of 150 kW/204 hp. The BMW 123d Convertible accelerates to 100 km/h in just 7.5 seconds. Average fuel consumption in the EU test cycle is 5.4 litres/100 kilometres, equal to 52.3 mpg imp, and the CO_2 rating is 144 grams per kilometre.

- **BMW EfficientDynamics: superior innovations for even greater fuel efficiency, lower emissions, and even greater driving pleasure.** More comprehensively and effectively than any other concept, BMW EfficientDynamics serves to consistently reduce fuel consumption and emissions in road traffic. Sales of cars with BMW EfficientDynamics already exceed more than one million units. And now, at the 2008 Mondial de l'Automobile, BMW is proudly presenting the latest results of this unique development strategy, including BluePerformance technology featured for the first time in the new BMW 330d and already reducing emissions today to the level of the EU 6 emission standard not scheduled to come into force until 2014.

- **Highly attractive: new Edition Models of the BMW X3.** Two new Edition Models make the highly successful BMW X3 Sports Activity Vehicle already accounting for sales of more than 500,000 units worldwide even more attractive in autumn 2008: The BMW X3 Edition Lifestyle is particularly modern and sporting, while the Edition Exclusive highlights in particular the premium character of this special all-wheel-drive model. Both versions combine features such as high-quality light-alloy rims, sophisticated refinements within the interior and additional comfort features in a perfect balance of style and harmony.

- **Sporting style for the genuine individualist: BMW Performance – Original BMW Accessories for even greater sheer driving pleasure.** The BMW Performance Product Line enhances the range of Original BMW Accessories for all models in the BMW 3 Series and the

BMW 1 Series through the introduction of attractive options focusing even more on the sporting character of the car. All components in the BMW Performance Line are tailored to the respective model, enhancing the car's sporting performance in terms of both drive power and suspension qualities, optimising the car's aerodynamics and upgrading the cockpit again in the interest of enhanced driving dynamics.

The focus at the 2008 Paris Motor Show is on BMW Performance components created and designed specifically for the BMW 1 Series.

3. BMW at the 2008 Paris Motor Show. (Short Version)

3.1 Luxury and Dynamic Performance in Their Most Innovative Style: The new BMW 7 Series.

Top standards and demands newly defined: Introducing the fifth generation of the BMW 7 Series Luxury Saloon, the world's most successful manufacturer of premium cars is setting the benchmark once again, proving how sheer driving pleasure and the pleasure of exclusive generosity may be perfectly combined in the ultimate symbiosis.

The new BMW 7 Series is the result of perfection in design and supreme engineering on the drivetrain, on the chassis, in terms of safety systems, driver assistance, and comfort. And at the same time the sophisticated but very modern interior proves that both driving and riding in the new BMW 7 Series is a truly impressive experience the driver and all passengers will enjoy at all times.

The high-performance and outstandingly efficient engines as well as the suspension technology of the new BMW 7 Series are both quite unique in the luxury saloon segment. Two petrol engines with Twin Turbo technology and High Precision Injection – the 300 kW/407 hp V8 in the top-of-the-range BMW 750i and the 240 kW/326 hp straight-six in the new BMW 740i – as well as a newly developed straight-six diesel with common-rail fuel injection, piezo-injectors and an aluminium crankcase with maximum output of 180 kW/245 hp in the new BMW 730d are available right from the start upon the introduction of the car. All power units offer the highest standard of efficiency in their respective class and comply in full with the EU 5 emission standard.

The new BMW 7 Series comes as standard with Dynamic Damper Control including Dynamic Driving Control operated by the touch of a button on the centre console. Important options are the Integral Active Steering together with rear axle steering as a function of driving conditions (a technology absolutely unique the world over), as well as Dynamic Drive anti-roll stability.

The new BMW 7 Series also introduces the new generation of BMW's trend-setting iDrive control system. A newly developed Controller with direct selection buttons and a high-resolution 10.2-inch Control Display facilitate intuitive management, control and activation of numerous functions.

BMW's new iDrive also offers ideal conditions for unrestricted use of the internet in the car offered by BMW as the world's first manufacturer in the context of BMW ConnectedDrive.

The clear structure of the cockpit dominated by the instrument cluster in innovative black panel technology gives the driver absolute supremacy and unrestricted control of his car at all times. The driver assistance systems featured for the first time in the new BMW 7 Series and exclusive the world over include BMW's new Night Vision with detection of individual persons, a camera-based Speed Limit Indicator, Lane Change Warning and Cruise Control with Stop & Go, an active Brake Assistant and a proximity warning function when approaching another vehicle from behind.

Both the "regular" and the long-wheelbase versions of BMW's new Luxury Saloon – with the latter available right from the start in the guise of the BMW 750Li and the BMW 740Li – come with the longest wheelbase in their segment. In practice, this means particularly generous space and roominess within the car.

A wide range of lightweight features – including the doors, roof, engine compartment lid, side panels and the engine crankcase made of aluminium – enhance both the efficiency and the agility of the new BMW 7 Series. And through its comprehensive safety concept alone, BMW's new Luxury Saloon guarantees maximum occupant safety in all conceivable types of collision.

Design: sporting character BMW style in its most elegant form.
A harmonious combination of elegance and sportiness is the key issue in the body design of the new BMW 7 Series. Over and above the long wheelbase, the long and stretched-out engine compartment lid and the short body overhang at the front, the passenger compartment moved relatively far to the rear and the low and sleek roofline characterise the dynamic proportions of the new BMW 7 Series.

Seen from the front, the new BMW 7 Series emanates a sense of clear and calm superiority through its large and smooth engine compartment. The BMW kidney grille stands out far to the front and is fully integrated in the front end without any visible joints or seams, emphasising the powerful presence of the car. The bottom air intake stretches across the entire front air dam, thus highlighting, together with the foglamps and the chrome band above the air intake, the significant width of the car and its powerful stance on the road.

Dual round headlights in generous size and design ensure that concentrated focus so typical of BMW – first through their corona rings providing a daytime headlight function and second through the bright light bar bordering on the headlights at the top. A further new design feature is the direction indicators made up in each case of eight LED light units.

The new BMW 7 Series interprets the classic style and design of a thoroughbred saloon in a unique manner typical of the brand. The interplay of concave and convex surfaces so characteristic of BMW generates highly effective light and shadow lines, tense surfaces around the wheel arches and the doors as well as the narrow shoulder surface above the contour line extending from the headlights to the rear lights emphasising the elegant character of this unique Luxury Saloon.

The high-rising doorsill line, in turn, reinforces the impression of a particularly slender and dynamic stature.

An additional effect is provided by the chrome-plated gill unit complete with the integrated direction indicator at the transition point between the front side panel and the driver's and, respectively, front passenger's door. As a special feature characteristic of a truly sporting car, this gill unit again highlights the long distance between the front axle and the instrument panel.

Longest wheelbase in the luxury performance segment providing lots of space inside the car.
The sporting and elegant side view of the car is further highlighted by the long wheelbase: The new BMW 7 Series comes with the longest wheelbase in the luxury saloon segment, both in its "regular" guise (3,070 millimetres/120.9") and in the extended-wheelbase version (3,210 millimetres/126.4").

In both cases this means extra space within the interior and a significant enhancement of motoring comfort, particularly since the wheelbase of the BMW 750Li and the BMW 740Li extended by 14 centimetres or 5.5" completely benefits the passengers' legroom at the rear.

Yet a further important point is that both models come with their own distinctive roofline and C-pillar contour creating a side view reminiscent of the "regular" model with its normal wheelbase. And at the same time headroom on the rear seats of the long-wheelbase model is up by 10 millimetres or 0.39".

The sculptural design of the car's surfaces ensures a smooth and flowing transition of the side panels into the rear end of the car, the roofline flowing down via the car's flanks all the way to the bumper. The entire rear section is therefore surrounded by dynamic lines creating an even more sporting and muscular look.

Horizontal lines and light edges give the entire rear end a powerful and superior impression accentuated in particular by the chrome bar above the numberplate support.

The rear light clusters of the new BMW 7 Series come in an L-shaped look, again typical of the brand. Inside, the rear lights are dominated by wide, horizontally arranged light bars with a special three-dimensional look rising to the outside and therefore following the contour of the light units.

Fed by LED lights, the light bars provide a warm and homogeneous light effect. The direction indicators also use LED technology likewise featured on the third brake light at the upper end of the rear window and on the numberplate illumination.

Modern, luxurious, inviting: the interior.
In its interior design, the new BMW 7 Series offers a particularly modern and inviting rendition of sheer luxury. With the centre console slanted slightly towards the driver, the cockpit comes with the driver orientation so typical of BMW. Encountering the new BMW 7 Series for the first time, therefore, the driver immediately has the feeling of being able to handle the most advanced and sophisticated technology in genuine style in a truly exclusive setting.

The dashboard is subdivided into various levels above one another separated by horizontal lines. The instrument cluster and Control Display come on one level, the controls and buttons for all major functions are one level further down, beneath the trim surface likewise covering the entire width of the dashboard. And thanks to innovative presentation and surface technology, finally, the Control Display does not require the usual binnacle to keep out sunglare.

Vertical arrangement of the instruments and control units again serves to facilitate the process of controlling the car, adding extra safety in every respect. Information and control units relevant to the driver are on the side of the cockpit facing towards the driver himself. All controls, buttons and switches serving to operate comfort functions, in turn, are positioned in the middle of the car, with the same logic being applied to the control units integrated directly on the multifunction steering wheel.

Black panel technology: familiar flair, new options.
The design and presentation of the instrument cluster offers new options in presenting information with supreme clarity. For the first time the entire instrument cluster is made up of a high-resolution colour display in black panel technology comprising the four circular instruments arranged in traditional sports car style as well as status and function instruments important for motoring, navigation instructions, information from the Check/Control, feedback from the controls, and the Service Interval Indicator.

When not in use, the display forms a black homogeneous surface. The numbers in the circular instruments are generated electronically when required, thus not becoming visible – like all other symbols on the display – until the system is activated.

On cars fitted with a navigation system the instrument clusters supports the High Guiding function, true-to-life arrow symbols giving the driver information on, say, criteria to be observed when changing his lane or when taking a bend at an unclear road junction.

The settings on the automatic air conditioning featured as standard are presented in a second display on the centre console, again in black panel technology. In the new BMW all settings of the automatic air conditioning may indeed be masterminded from a control panel on the centre console.

Electronic gear selector lever and Dynamic Driving Control button on the centre console.
The new BMW 7 Series comes with an electronic gear selector lever on the centre console. Right next to the lever are the Dynamic Driving Control operating unit on the side facing the driver and – on the opposite side – the iDrive Controller.

Instead of a conventional handbrake, the new BMW 7 Series comes with an electrohydraulic parking brake operated merely by pressing a button, that is without requiring any strength or particular effort. The Auto-Hold function likewise operated by a button, automatically holds the car when at a standstill, providing extra comfort in stop-and-go traffic.

A wide range of paintwork colours, interior colours, trim surfaces and seat upholstery enables the customer to personalise his or her car, catering for each and every individual wish. And at the same time, BMW is the world's first car maker to offer high-tech ceramics as an option on specific control units and elements.

Enhanced consistently, used intuitively: BMW iDrive.
The new BMW 7 Series naturally comes with BMW's trendsetting iDrive control system serving to activate and mastermind all entertainment, information, navigation and telecommunication functions featured either as standard or as an option. Indeed, the new generation of iDrive gives BMW an even greater lead over other manufacturers with their comparable systems.

Newly designed Controller with direct selection buttons.
Fitted in the perfect ergonomic position, the newly developed Controller enables the user to conveniently and intuitively choose and activate specific functions through standardised tilt, rotating and pushing movements.
A picture of the Controller shown in the Control Display ensures even greater clarity and orientation in choosing the next control function or operating step, as does the clear graphic arrangement of the menus arranged as tables on top of one another. And with all menus structured according to the same standard scheme, the user will become fully acquainted with operating requirements almost immediately, not having to make himself accustomed with the control process.

Using the new direct selection buttons on the Controller, the user is able to change spontaneously to the CD, radio, telephone and navigation functions without the slightest effort or waiting time. The range of direct selection buttons is now rounded off by the three command buttons MENU, BACK and OPTION, the eight favourite buttons on the centre console serving for the first time to save and directly retrieve not only radio stations, telephone numbers and navigation destinations, but also menu items directly available through iDrive.

Extra-large display with variable layout, pre-view maps and full-screen presentation.
BMW iDrive in the new 7 Series comes with a 10.2-inch Control Display exceeding all graphic surfaces so far used in the world of motoring not only through its dimensions. For offering image resolution of 1,280 x 480 pixels, the Control Display is able to present detailed graphics or complete websites from the internet much better and more clearly than ever before, visual control aids ensuring additional clarity and ease of use and operation.

To spell out the names of places or streets, for example, and to enter telephone numbers, the driver simply has to use a very convenient circular "Speller" for rapid and easy entry of names and numbers.

Optimised BMW iDrive with its upgraded technical features also facilitates use of the optional navigation system, full-screen presentation of maps providing an incomparably detailed overview of the region the driver is currently travelling through. Both travel maps and individual symbols may be shown as three-dimensional graphics, a pre-view screen presenting the appropriate map section when entering a specific destination.

The engines: superior, dynamic and extremely efficient.
Featuring the world's most efficient V8 petrol engine, the most powerful straight-six within BMW's line-up of power units, and the first representative of a new generation of straight-six diesels, the range of power units available right from the start upon the introduction of the new BMW 7 Series is full of superlatives. The three engines stand out through dynamic power and performance, supreme motoring culture, and unique efficiency. In their respective power and performance segments they therefore offer an incomparably good balance of power and economy all in one.

The engines thus comply in full with the BMW EfficientDynamics development strategy featuring a wide range of further innovations in the new BMW 7 Series. So over and above the highly modern power units, BMW EfficientDynamics in the new 7 Series stands, among other things, for Brake Energy Regeneration, on-demand control of ancillary units, consistent lightweight technology and optimised aerodynamics, as well as electronically controlled air flap management for a further reduction of fuel consumption and emissions.

The most efficient car in its segment:
the BMW 730d with its newly developed six-cylinder diesel.
This enhancement of efficiency comes out particularly in the new BMW 730d. Offering average fuel consumption of just 7.2 litres/100 kilometres (equal to 39.2 mpg imp) in the EU test cycle, this is the most economical car in its entire segment, with a standard of all-round fuel efficiency made possible by the first generation of straight-six diesel engines.

The newly developed power unit comes with an aluminium crankcase and the latest generation of common-rail direct fuel injection, piezo-injectors injecting fuel into the combustion chambers under a pressure of up to 1,800 bar.

The significantly upgraded turbocharger system with variable intake geometry provides smooth development of superior power tailored to the respective driving conditions, with maximum power and supreme harmony at all times.

The new diesel engine displacing 3.0 litres develops maximum output of 180 kW/245 hp at an engine speed of 4,000 rpm. Maximum torque of 540 Newton-metres or 398 lb-ft, in turn, comes at just 1,750 rpm. Compared with the former model, the new BMW 730d thus offers an increase in power by 10 kW or 14 hp on 9 per cent less fuel.

Weighing just 185 kg or 408 lb, the new six-cylinder diesel is another 5 kilos lighter than its predecessor, this optimisation of weight enhancing not only the efficiency of the new BMW 730d, but also the car's performance and agility, with acceleration to 100 km/h in just 7.2 seconds and top speed of 245 km/h (152 mph).

Following BMW's usual commitment, the new BMW 730d comes as standard with a diesel particulates filter and an oxidation catalyst. The exhaust management units are fitted in one joint housing positioned directly downstream of the engine.

Thanks to the innovations in technology featured on the new six-cylinder, this model significantly outperforms the EU 5 emission standard, with the new BMW 730d generating just 192 grams of CO_2 per kilometre.

Unique: eight-cylinder petrol engine with Twin Turbo and High Precision Injection in the new BMW 750i.
The most important technical asset shared by both petrol engines is Twin Turbo technology exclusive to BMW in conjunction with High Precision Injection. Featuring these sophisticated systems, both drive units achieve a level of power and torque natural-aspiration engines would only be able to offer on much larger engine displacement and with an inevitable increase in weight.

Displacing 4.4 litres, the eight-cylinder power unit featured in the new BMW 750i is the first petrol engine of its kind worldwide to feature the turbochargers in the V-section between the two rows of cylinders. In addition to the optimisation of weight provided by the aluminium crankcase, this configuration also makes the engine extremely compact in its dimensions.

The V8 develops maximum output of 300 kW/407 hp in the speed range from 5,500 to 6,400 rpm, with maximum torque of 600 Newton-metres or 442 lb-ft all the way between 1,750 and 4, 500 rpm.

On the road this means truly impressive power and performance from low engine speeds and with substantial thrust maintained throughout the entire range. Hence, the BMW 750i accelerates to 100 km/h in 5.2 seconds and is limited electronically to a top speed of 250 km/h or 155 mph.

Average fuel consumption of the BMW 750i in the EU test cycle, already applying the EU 5 standard, is just 11.4 litres/100 kilometres or 24.8 mpg imp, with CO_2 emissions of 266 grams per kilometre. Compared with the previous model homologated under the less strict and less demanding EU 4 standard, this is an improvement by approximately 3 per cent with an increase in engine power by 30 kW or 41 hp.

As a result, the new model complies both with the ULEV II emission standard in the USA and the EU 5 standard in Europe.

Even more power: straight-six with Twin Turbo and High Precision Injection in the BMW 740i.
The second petrol engine version of the new BMW 7 Series is powered by a straight-six with unmistakable performance characteristics again resulting from the combination of Twin Turbo technology and High Precision Injection.

Appropriate modifications of the turbocharger system serve to increase output of the 3.0-litre power unit to 240 kW/326 hp. On the straight-six with Twin Turbo two exhaust gas turbochargers each supply three cylinders with compressed air, the low inertia of the relatively small turbochargers ensuring a significantly better response also on this power unit and building up larger pressure without the slightest delay from low engine speeds.

Maximum engine power comes at 5,800 rpm, with maximum torque of 450 Newton-metres or 332 lb-ft from just 1,500 rpm. This helps the new BMW 740i to accelerate to 100 km/h in 5.9 seconds, with the car's top speed limited electronically to 250 km/h or 155 mph.

High Precision Injection plays a key role in ensuring the most efficient use of fuel. In this case the second generation of direct gasoline injection incorporates piezo-injectors positioned in the cylinder head directly next to the spark plugs and conveying fuel into the combustion chambers with an absolutely precise dosage under a pressure of 200 bar.

This particular configuration enhances not only fuel economy, but also emissions and engine acoustics. Accordingly, average consumption in the EU test cycle is just 9.9 litres/100 kilometres or 28.5 mpg imp, with a CO_2 rating of 232 grams per kilometre. Compared with its predecessor, the new BMW 740i

thus offers 15 kW/20 hp more power on a reduction in fuel consumption by 12 per cent. And again, it almost goes without saying that the new BMW 740i complies in full with the EU 5 emission standard.

Featured as standard:
highly efficient and fast-shifting automatic transmission.
Power is transmitted as standard on the new BMW 7 Series by a further enhanced six-speed automatic transmission with particularly sporting gearshift characteristics. A newly developed control unit offering an even higher level of performance and modified converter technology allow even more precise selection of the right gear at all times. And as a further point the six-speed automatic transmission ensures superior comfort when shifting gears and an enhanced standard of efficiency.

Yet a further contribution to greater efficiency comes from the final drive likewise optimised to an even higher standard, now offering even lower friction and optimised thermal management. Through the first-ever use of an aluminium housing on the final drive, weight is reduced by approximately 15 per cent versus the former model, that is by 3.5 to 6 kilograms.

Innovative suspension technology for a unique combination of motoring comfort and dynamic performance.
Newly developed suspension technology guarantees excellent body and roll comfort, while at the same time the new BMW 7 Series comes with a standard of agility quite unique in the luxury segment. A further point is that the driver can decide himself at any time which of these features to give priority, varying the set-up of his car via Dynamic Driving Control.

The combination of a double-arm axle at the front and an integral-V axle at the rear offers not only a wide range of additional benefits in terms of motoring comfort and driving dynamics, but also outstandingly harmonious roll and transient behaviour in bends. In addition, the new BMW 7 Series comes with electronically masterminded Dynamic Damper Control, the newly developed dampers adjusting both to the road surface and the driver's particular style of motoring. And as the first car maker in the world, BMW uses a damper system where the inbound and rebound stages are adjustable in a continuous, independent process on each wheel. This allows a truly unique combination of a firm suspension set-up, on the one hand, and a comfortable response to bumps on the road, on the other.

Driving Dynamic Control button on the centre console.
The driver is able to vary the Dynamic Damper Control map through the Dynamic Driving Control button. With Dynamic Driving Control, the set-up of the car my be varied for COMFORT, NORMAL, SPORT and SPORT+ at the simple touch of a button, acting not only on Dynamic Damper Control and the DSC Dynamic Stability Control threshold points, but also on the gearshift dynamics of the automatic transmission as well as the gas peal and steering assistance control maps.

Another button directly in front serves to choose the various Dynamic Stability Control set-ups, for example providing a special traction mode for setting off more easily on snow whenever required.

Integral Active Steering controlling the steering angle both front and rear.
As a further development of Active Steering, Integral Active Steering is now making its world debut in the new BMW 7 Series. For the first time this option varies the steering angle via an additional transmission on the front-wheel Active Steering and, for the first time, the steering angle on the rear wheels through a concentrically positioned motor with spindle drive on the rear axle, in a highly sophisticated function provided by Servotronic in accordance with current driving conditions.

The maximum steering angle of the rear wheels is 3 degrees. At low speeds the rear wheels are turned against the steering angle of the front wheels to give the BMW 7 Series significantly greater agility on the road. At higher speeds the Integral Active Steering gives the car an absolutely outstanding level of motoring comfort and supremacy on the road in changing lanes and in bends, with the rear wheels turning in the same direction as the front wheels. Even in abrupt steering manoeuvres, therefore, the BMW 7 Series follows the driver's commands precisely and with absolute superiority, any change in direction under dynamic driving conditions leading to an increase in lateral acceleration hardly having any influence on the car's yaw rate.

This clear separation between changes in direction and yaw or roll motion of the car is perceived as a significant increase in comfort above all on the rear seats.

Supreme precision:
BMW Night Vision with detection of individual persons.
BMW is the world's first car maker to offer Night Vision with detection of individual persons and an appropriate warning in the new BMW 7 Series. The fundamental feature used in this system is a thermal imaging camera

providing a moving video picture in which the driver is able to detect people, animals and other objects also outside of the headlight beam in a high-resolution presentation on the central Control Display.

Now BMW Night Vision comes for the first time with detection of individual persons giving the driver an additional warning whenever the person(s) detected is/are at risk.

Precisely on course:
Lane Change Warning and Lane Departure Warning.
Lane Change Warning available for the first time in a BMW enables the driver to overtake other vehicles in superior style and with a significantly reduced risk. Radar sensors at the rear end of the car monitor traffic conditions on the adjacent lanes, covering an area extending from the so-called blind angle on the next lane all the way to a distance of 60 metres or almost 200 feet behind the car.

A triangular symbol illuminated permanently on the base of the exterior mirror shows the driver that there is another vehicle in the critical range. Then, once the driver sets the direction indicator in order to change his lane in the process of overtaking, this LED signal will start to flash on and off, providing a clear warning in the process. The driver is also warned by discreet but unmistakable vibration on the steering wheel following the same signal as the Lane Departure Warning.

This sophisticated system also available as an option on the new BMW 7 Series detects any unintentional departure by the driver from his desired course. Lane Departure Warning is made up of a camera installed on the windscreen near the interior mirror, a control unit for the comparison of data and a signal generator making the steering wheel vibrate. The camera in the system scans the road markings on at least one side of the car as well as the edge of each lane and the distance from the car. The system is able to look ahead some 50 metres or 165 feet and may also be used at night as soon as the driver switches on the headlights.

World debut in the new BMW 7 Series: recognition of traffic signs.
In combination with a navigation system and Lane Departure Warning, the new BMW 7 Series offers yet another exclusive function: the Speed Limit Indicator enables the driver to constantly monitor the speed limit on all routes he is currently taking. For this purpose a camera fitted near the interior mirror permanently registers traffic signs by the road as well as variable signs on bridges above the road (eg on motorways).

The data determined in this way from traffic signs is compared with the data saved in the car's navigation system and the speed limit at the driver's current location is shown in the instrument cluster or, as an option, in the Head-Up Display.

Optimum visibility: bi-xenon headlights featured as standard.
The new BMW 7 Series comes as standard with dual bi-xenon headlights. Adaptive Headlights available as an option, in turn, ensure clear and precise illumination of the road ahead following bends and winding roads. The Bending Lights function, as yet another feature, is integrated in the headlights. And last but not least the Adaptive Headlights allow variable light distribution for optimum illumination of the road ahead particularly when driving in a straight line.

Maximum agility, efficiency and solidity ensured by intelligent lightweight technology.
The bodyshell of the BMW 7 Series offers an unusually good balance of low weight and superior strength and solidity. This is made possible by intelligent lightweight technology, appropriate use of high- and ultra-high-strength steel giving the body an extremely stable structure and, together with the use of aluminium on numerous further components, providing a significant improvement of passive safety on lower overall weight.

As a result, overall weight of the new BMW 7 Series is down from that of the previous model by 35 kg (77 lb) and even 55 kg (121 lb), taking the range of equipment into account. At the same time the bodyshell of the new BMW 7 Series offers about 20 per cent greater torsional stiffness than the bodyshell of the former model, thus providing the foundation for the car's excellent driving dynamics.

A unique feature in the BMW 7 Series segment is the combination of an aluminium roof and a steel body. The advantage in weight provided by this solution versus a conventional steel roof is approximately 7 kilos, the lower centre of gravity achieved in this way helping to give the car significantly greater agility.

The engine compartment lid, the doors, the front side panels and the front spring supports on the body are also made of aluminium, with the use of aluminium on the doors for the first time in a large-scale production BMW reducing weight once again by another 22 kg or 49 lb.

Exemplary protection of the occupants on all seats.
High-load-resistant carrier structures, extra-large and exactly defined crumple zones as well as highly efficient restraint systems coordinated by high-performance electronic control set the foundation for the high level of passive safety in the new BMW 7 Series. Within the interior, in turn, frontal and hip/thorax airbags as well as side curtain head airbags all come as standard.

BMW's new Luxury Saloon features three-point inertia-reel seat belts on all seats. The restraint systems furthermore come with a belt force limiter and, on the front seats, an additional belt tightener.

To protect the occupants from cervical spine injury in the event of a collision from behind, the front seats come as standard with crash-activated headrests. And last but certainly not least, ISOFIX child seat fastenings are featured as standard on the rear seats.

Highest standard of climate comfort in the luxury class.
Featured as standard, the automatic air conditioning ensures highly effective cooling quality quite unparalleled in the luxury performance segment. The driver and front passenger are able, with this sophisticated system, to individually control air temperature, air volume and distribution on the right and left side of the car.

Available as an option, four-zone automatic air conditioning also allows individual control and regulation on the rear seats. And the long-wheelbase BMW 7 Series even comes as a further enhancement of four-zone automatic air conditioning with roof vents at the rear complete with separate controls, supplied by an additional air conditioner fitted in the luggage compartment.

As an option the new BMW 7 Series is available with adjustable single seats at the rear, and both climate and massage seats are available as an option at the rear of the car.

Hard disc memory for audio data and the navigation system.
To make use of the audio and navigation system particularly convenient and comfortable at all times, the new BMW 7 Series comes as standard with a hard disc memory. Offering capacity of 80 GB, this high-performance memory ensures exceptionally rapid access to the digitally prepared map material used for navigation purposes. In addition, no less than 12 GB is available for a comprehensive list of music files, also enabling the user to transmit music files from a CD, an MP3 player or a USB stick straight to the hard disc.

The audio system in the new BMW 7 Series features a DVD player, an AUX-in and a USB port all as standard. Optional equipment includes a six DVD changer, a TV module and a receiver for DAB Digital Audio Broadcasting.

To offer the driver and his passengers an even greater experience in sound quality, the optional Professional HiFi system is able to play back multi-channel audio formats. As an option, furthermore, the new BMW 7 Series may also be fitted with the BMW Individual High-End audio system.

The entertainment systems available on the rear seats of the new BMW likewise set new standards in the world of motoring, with two TV screens integrated in the front seat backrests and allowing individual use on each side, two headsets and two AUX-in ports as well as a DVD player all included in the entertainment package.

World debut: unrestricted use of the internet in the car.
BMW is the world's first car maker to provide unrestricted use of the internet in the car through BMW ConnectedDrive. Use of the internet is an optional extra in the new BMW 7 Series and comes at an attractive flat rate.

As in the case of the BMW Online internet service, BMW, making this new offer, is once again paving the way in the use and availability of online services in the automobile.

Use of the internet in the car is based on BMW iDrive now enhanced to an even higher standard, the Controller taking over the function of a conventional computer mouse. Internet sites may be presented in high resolution on the Control Display, but for reasons of safety only when the car is at a standstill.

Fully integrated use of the Apple iPhone and other Smartphones.
The mobile phone preparation kit complete with a Bluetooth interface available on the new BMW 7 Series allows safe and comfortable use of a wide range of the latest mobile phones while driving. In addition, Smartphones with an MP3 function may also be fully integrated into the car using a specially developed snap-in adapter together with a USB port again available as an option.

Using this option, the driver and passengers are able to use both the communication and the entertainment functions of their mobile phone, masterminding the entire process of operation through the iDrive control system. The new interface is suited for fully integration of Apple iPhone, Sony Ericsson K850i and Nokia 6500c mobile phones.

BMW ConnectedDrive with Enhanced Emergency Call function and new remote control functions.
The BMW Assist Telematics Service integrated in BMW ConnectedDrive is likewise available in the new BMW 7 Series, offering a whole range of different functions.

Apart from the user's personal enquiry service and provision of the latest traffic information, BMW Assist now also incorporates an Enhanced Emergency Call function with automatic tracking of the car to its current location.

In the event of a collision exceeding a certain level of severity, the system automatically communicates the car's current location, the car's data, as well as information from the sensors on the type of collision and the risk of injury to the car's occupants, all this information going to a BMW Call Center. From there the data is then transferred immediately to the nearest rescue service.

BMW ConnectedDrive will also offer the customer direct assistance through the BMW Call Center in situations which previously required the help of a breakdown service. Should, for example, the driver leave the key to his car in the locked luggage compartment or if his children have locked the car from inside, all he has to do in future is contact the BMW Call Center. Then, following a clear process of identification, the BMW Call Center is able to unlock the car from a distance. And in the opposite case the BMW Call Center may also lock the car by remote control, if the driver has forgotten to do so.

World-first achievement: Integrated Owner's Manual.
The wide range of innovative functions offered by the new BMW 7 Series in terms of sophisticated electronics is rounded off by the Owner's Manual fully integrated in the car. In the same way as conventional computer programs, the Integrated Owner's Manual gives the driver information on all features and equipment of his car within seconds at the touch of a button via iDrive. Instructions for use are presented clearly and easily-to-understand by animations backed up by sound information and even by slide shows. Short and clear texts as well as interactive graphics enable the user to quickly take up and process information received in this way.,

Exquisite highlights from BMW Individual.
Choosing from the wide range of options offered by BMW Individual, the discerning driver of a BMW 7 Series is able to express his sense of select quality and exclusive style even more convincingly. Among other highlights, the range includes new BMW Individual leather in Merino fine grain standing

out not only through the unique quality of the material and exclusive colours, but also through distinctive seam patterns on the seats, the dashboard and the door linings.

Matching the various leather colours, BMW Individual offers an even wider range of colours on the Alcantara roof lining, with fine trim bars in Satin Nut Brown, Reddish Brown plane tree and Black Piano paint ensuring particular class and style.

A new highlight in the wide range of BMW Individual exterior colours is Citrin Black in Xirallic technology.

Yet a further feature offered by BMW Individual is the newly developed, fully integrated cooling box able to accommodate two 0.7-litre bottles and two 0.33-litre cans. New 20-inch BMW Individual light-alloy wheels in V-spoke design round off the car's exclusive appearance on a truly personalised BMW 7 Series.

In a nutshell, therefore, the wide range of features offered by BMW Individual combines the safety and maturity of the regular production car with the unparalleled appeal, style and class of a genuine one-off masterpiece.

3.2 The No 1 in Its Class Moving Even Further Ahead: The new BMW 3 Series.

It is most definitely the epitome of sporting performance in its segment and has ranked unchallenged for years as the best-selling premium car in the world. And now the new BMW 3 Series is set to further strengthen its lead and leadership in the market. Appropriate modifications to the car's design, further refinement of the interior, the new generation of the optional BMW iDrive control concept, new achievements offered by BMW ConnectedDrive, an upgraded range of engines as well as innovations in drive technology, safety and comfort make both the new BMW 3 Series Saloon and the new BMW 3 Series Touring even more appealing than before.

Benefiting from rear-wheel drive, harmonious axle load distribution, supreme steering precision and the most demanding suspension technology, the BMW 3 Series continues to set the standard in the world market. And more than ever before, this unique driving pleasure now goes together with an even greater awareness of economy and harmful emissions reduced to a minimum: Thanks to BMW EfficientDynamics, the new BMW 3 Series, with all of the ten engine variants now available, offers significantly lower fuel consumption and emission ratings than its respective competitors in the premium segment.

One of the most outstanding innovations in drivetrain technology is electronically controlled BMW xDrive all-wheel drive refined to an even higher standard than before. This intelligent all-wheel drive promoting both driving dynamics as well as driving stability through variable distribution of drive power front-to-rear may now be combined with no less than five different engine variants.

The new BMW 320d xDrive is available in both Saloon and Touring guise. The BMW 318d, a further new model in both body variants, offers average fuel consumption of just 4.7 litres/100 kilometres, equal to 60.1 mpg imp, making it by far the most efficient car in its class – and now this outstanding model is also available with a six-speed automatic transmission.

Parallel to the market launch of the new BMW 3 Series Saloon and the new BMW 3 Series Touring, both the Coupé and Convertible come as an option with BMW's new Sport Automatic complete with double-clutch operation and no less than seven gears. This outstanding transmission shifts gears without the slightest interruption of traction, giving the BMW 335i Coupé and the

BMW 335i Convertible even better acceleration than before. And a further advantage, obviously, is that this extra dynamism comes with all the comfort of an automatic transmission.

New design features for a truly sporting and elegant look.
Through striking design features at the front, at the side and at the rear, the new BMW 3 Series Saloon stands out even more than before in its dynamic character, while the new BMW 3 Series Touring, again with significant visual innovations in design, shows its sporting and elegant profile from every perspective. Both body variants of the new BMW 3 Series, therefore, are even more athletic and outgoing than before.

Front end with sweeping lines and an even greater impression of width.
Seen from the front, both the Saloon and Touring versions of the new BMW 3 Series show a significantly greater emphasis of the car's width. Indeed, the striking look of the dual round headlights so typical of the brand is underlined by chrome-plated tubes with corona rings now also serving as daytime driving lights on the BMW 3 Series Saloon and Touring with optional bi-xenon headlights. The light sources for the direction indicators, in turn, are split up into a multiple-layer structure, LED direction indicators forming a perfect combination with the optional bi-xenon headlights.

Side view with elegant, sweeping lines.
Powerful, tense surfaces and striking character lines dominate the side view of the new BMW 3 Series. The light edge on the side-sills is now higher than before and is even more strikingly chiselled in its powerful look.

Yet another innovation in design is provided by the exterior mirrors with their two character lines taking up the interplay of convex and concave surfaces. And as an additional feature the mirrors themselves now offer an even larger area of vision.

The rear end: sporting, tense and with new lights design.
The rear end of the new BMW 3 Series likewise highlights the powerful and sporting character of the car, with the rear bumper, the rear lights themselves and the luggage compartment lid re-designed completely from the ground up.

Now the two-piece rear-light clusters come in the L-shape so typical of BMW. The two rows of lights at the rear, both fed by LED light units, are equally striking and sophisticated in their look as are the direction indicators likewise in LED technology.

The wider track on the new BMW 3 Series makes a particularly important contribution to the car's powerful appearance and stance on the road: Together with new wheel bearings and further detailed modifications, rear track, depending on the model, has been increased by up to 24 millimetres or 0.94".

Sophisticated materials and optimised ergonomics also within the interior.
Appropriate modifications in the choice of materials and the surfaces within the car upgrade the modern and sophisticated interior of the BMW 3 Series to an even higher standard. This new style continues the modern design concept with its interplay of convex and concave surfaces, sporting elegance and technology-oriented aesthetics.

The new generation of BMW iDrive makes its debut.
The new BMW 3 Series is available as an option with BMW iDrive serving to activate, control and mastermind all entertainment, information, navigation and telecommunication functions featured as standard or available as an option.

In conjunction with the optional Professional navigation system, the new generation of BMW iDrive comes with a newly designed Controller including direct selection buttons, new display technology, and optimised menu guidance.

Introducing this new generation of iDrive, BMW is further increasing the brand's leadership over comparable systems from other manufacturers in terms of both presentation quality and intuitive control. Via the four direct selection buttons spaced out around the Controller, the user can switch quickly and efficiently to the CD, Radio, Telephone and Navigation functions for enhanced convenience at all times.

The range of additional buttons is rounded off by three command keys, and at the same time BMW's new iDrive enhances multi-modal operation in the car, with the user able to choose specific functions either by voice entry, by the Controller, or by both together.

Control Display with high-resolution graphics and variable layout.
New iDrive in the BMW 3 Series comes with an 8.8-inch Control Display exceeding in its dimensions all graphic surfaces used so far in the automobile. With its high image resolution, the new Control Display offers significantly better options in presenting detailed, true-to-life graphics. At the same time the menu structure facilitates the process of finding specific functions, with all function areas controllable by iDrive presented in the starter menu.

Hard disc memory for audio files and the navigation system.
The Professional navigation system comes complete with a hard disc memory integrated in the car. With its capacity of 80 GB, this hard disc allows unusually fast access to digital maps for navigation purposes and may also be used for a comprehensive collection of music files. Indeed, the system even enables the user to download music files from a CD, an MP3 player or a USB stick to the hard disc.

World debut of unrestricted use of the internet in the car.
BMW is the world's first car maker to offer unrestricted use of the internet in the car when at a standstill through BMW ConnectedDrive. In the new BMW 3 Series, access to the internet is available as an optional extra at attractive flat-rate terms.

Data transmission is based on the EDGE (Enhanced Data Rates for GSM Evolution) technology, which, contrary to UMTS, is already available with a broad range of coverage and operates three to four times faster than the GPRS mobile communication standard.

Use of the internet in the car is based on BMW iDrive now enhanced to an even higher level. Simply by pushing the Controller in various directions, the user is able to move the cursor on the internet site shown in the Control Display as desired.

Enhanced range of BMW ConnectedDrive.
As a dynamic concept BMW ConnectedDrive offers BMW Assist, BMW Online, BMW TeleServices and BMW Tracking tailored in each case to national requirements. At the same time BMW ConnectedDrive is open to the ongoing development of all kinds of services, offering an increasing standard of mobility and information.

The Enhanced Emergency Call function with automatic detection of the car's location as well as remote-controlled functions are important safety-relevant features already available today and able to give BMW ConnectedDrive an even greater lead over the competition.

The new BMW 3 Series:
The driving force for success with BMW EfficientDynamics.
With a compete range of engines optimised to an even higher standard, the new BMW 3 Series is further increasing its leading position in the market in terms of driving dynamics and all-round economy. In all model variants both the Saloon and Touring offer greater fuel economy and cleaner emissions than their equally powerful competitors.

Tailored in each case to the respective model, the new BMW 3 Series comes with the latest technologies for enhanced all-round efficiency. All petrol and diesel engines available in the new BMW 3 Series represent the latest state of the art in engine development. An unusually broad range of efficiency-promoting features and technologies in and around the engine serves furthermore to reduce fuel consumption and emissions to an even lower level. Among others, these technologies include Brake Energy Regeneration, Auto Start Stop, a gearshift point indicator, on-demand operation of ancillary units, electromechanical power steering, tyres with reduced roll resistance, and active management of the engine's cooling flaps.

Consistent, all-round use of these technologies in BMW's most successful model series in terms of sales figures gives the BMW EfficientDynamics development strategy a particularly significant, far-reaching impact in the market.

New six-cylinder diesel engine in the BMW 330d.
Taking up the principle of BMW EfficientDynamics, each new BMW offers even greater driving dynamics on reduced fuel consumption and emissions than its predecessor.

A particularly striking example of this improvement is the BMW 330d: The newly 3.0-litre all-aluminium power unit of this outstanding model comes with third-generation common-rail fuel injection featuring piezo-injectors able to operate at a pressure of up to 1,800 bar and a turbocharger with variable turbine geometry. Maximum output of 180 kW/245 hp in this new diesel comes at an engine speed of 4,000 rpm, peak torque of 520 Nm/383 lb-ft is available from 1,750–3,000 rpm. The new BMW 330d accelerates to 100 km/h in 6.1 seconds and is limited electronically in its top speed to 250 km/h or 155 mph. Average fuel consumption in the EU test cycle is a mere 5.7 litres/100 kilometres (equal to 49.6 mpg imp) and the car's CO_2 rating is 152 grams/kilometre. In practice, this means an improvement in terms of both fuel consumption and CO_2 emissions over the former model by 6.5 per cent.

BMW BluePerformance technology:
ready for the EU 6 emission standard.
The new BMW 330d comes as standard with a diesel particulates filter and an oxidation catalyst. Thanks to these innovations introduced on the new six-cylinder, the BMW 330d significantly outperforms the EU 5 emission limits, the oxidation catalyst converting hydrocarbons and carbon monoxide into water and carbon dioxide. To further reduce nitric oxides in the exhaust

emissions, the new six-cylinder diesel may be equipped additionally with an NO_x storage catalyst for after-treatment of exhaust gas in addition to the oxidation catalyst.

In its optional configuration with BMW BluePerformance technology, the new BMW 330d even meets all the requirements for the future EU 6 emission standard not coming into force for a number of years.

Like BMW's new six-cylinder diesel, the engines in the BMW 320d and the BMW 318d comply with the EU 5 emission standard right from the start in regular trim. Indeed, the four-cylinder diesel engines have been modified on a number of features, the further reduction of emissions not having the slightest effect on the car's power and performance, its fuel economy, and the acoustic features of the drive units.

Range of engines:
maximum diversity and greatest efficiency in the segment.
The other engines available in the new BMW 3 Series likewise offer an ideal combination of driving pleasure and all-round efficiency. Spontaneous and high-torque six- and four-cylinder diesels, powerful and fast-revving four-cylinder petrol engines, as well as straight-six petrol engines renowned for their unique motoring refinement and dynamic performance all come together to offer an engine portfolio quite unparalleled in the segment of the BMW 3 Series.

Featuring no less than five petrol and five diesel engines, the new BMW 3 Series offers the widest range of power units in its segment. And in both cases – whether petrol or diesel – the customer has the choice of two four- and three six-cylinder power units ranging in output in each case from 105 kW/143 hp in the four-cylinder BMW 318i and BMW 318d all the way to 225 kW/306 hp in the six-cylinder power unit of the BMW 335i.

All engines are available in both the BMW 3 Series Saloon and the Touring, and naturally they are all combined in their specific configuration with the latest engine technologies featured by BMW EfficientDynamics. Compared with similarly powerful competitors, each of the ten engine variants thus offers the best conceivable balance of driving dynamics, on the one hand, and motoring economy, on the other.

Unique features versus the competition are, for example, High Precision Injection on all petrol engines as well as the combination of an all-aluminium crankcase, turbocharging and third-generation common-rail direct fuel injection on all diesel power units.

The BMW 335i remains unparalleled in its dynamic performance, accelerating to 100 km/h in a mere 5.6 seconds. The topmost power unit in terms of efficiency throughout its entire segment, in turn, is the BMW 318d offering average fuel consumption in the EU test cycle of 4.7 litres/100 kilometres, equal to 60.1 mpg imp, together with a CO_2 rating of just 123 grams per kilometre.

Optimised BMW xDrive all-wheel-drive technology – now also in the BMW 320d xDrive.

The choice of engine variants combined with intelligent BMW xDrive all-wheel-drive technology has now been extended once again on the new BMW 3 Series, for the first time offering the combination of a four-cylinder 3 Series with BMW xDrive: The new BMW 320d xDrive thus combines outstanding efficiency with superior driving dynamics and traction at all times.

Both the Saloon and the Touring versions of the new BMW 3 Series are therefore now available with three petrol and two diesel engines featuring intelligent BMW xDrive all-wheel-drive technology. The respective models proudly bear the designations BMW 335i xDrive, BMW 330i xDrive, BMW 325i xDrive, BMW 330d xDrive, and BMW 320d xDrive.

Electronically controlled, permanent BMW xDrive, varying the distribution of drive power front-to-rear according to according to current requirements, offers incomparable comfort, traction and agility all in one on all surfaces and under all conditions. The DSC Dynamic Stability Control and xDrive control units are networked by ICM Integrated Chassis Management for particularly precise control and smooth operation at all times.

Given these qualities, BMW xDrive enhances the car's driving dynamics by recognising even the slightest trend to over- or understeer in good time and taking appropriate counteraction.

Close interaction of DSC and xDrive through ICM Integrated Chassis Management on the new BMW 3 Series also ensures appropriate application of the brakes including a perfect balance of torque effectively counteracting even the slightest trend to understeer from the start on slippery surfaces and in particularly dynamic and fast bends. As soon as the front wheels start to "push" excessively to the outside, the inner rear wheel in the bend is slowed down appropriately by DSC control, the loss in traction created in this way being compensated by an appropriate increase in drive power. This allows the driver to take even difficult bends more precisely also on a slippery surface.

Superior suspension technology, Active Steering as an option.
The new BMW 3 Series comes with the most sophisticated suspension technology in its segment. The rear axle boasts a five-arm configuration perfectly matched to the particularly powerful and high-torque engines in the car. The front axle of the BMW 3 Series, in turn, is equally unique in its layout as a double-joint spring strut pushbar axle complete with an anti-roll bar made largely of aluminium.

Further features offered as standard are electromechanically controlled steering with an integrated Servotronic function for speed-related steering assistance. Active Steering, in turn, adjusting the steering transmission to the current road speed of the car, is available as an even more sophisticated option.

Optimised occupant safety with crash-activated headrests.
The safety concept of the new BMW 3 Series is based on the car's extra-strong body structure, appropriate use of high-strength steel wherever required, and special deformation elements taking up, diverting and absorbing impact energy.

No less than six airbags, three-point inertia-reel seat belts and headrests on all seats likewise offer the ocupants optimum protection. ISOFIX child seat fastenings on the rear seats also come as standard and the front seats of the new BMW 3 Series feature crash-activated headrests considerably reducing the risk of cervical spine injury in the event of a rear-end collusion (also standard).

Masterminded by the car's safety electronics, these crash-activated headrests instanteniously move the front end of the headrests to the front by up to 60 millimetres (2.36") and upwards by up to 40 millimetres (1.57") in the event of a collision from behind.

This reduces the distance between the headrest and the occupant's head and increases the stabilising safety function of the headrest.

The new generation of Adaptive Headlights available as an option in conjunction with bi-xenon headlights makes an important contribution to active safety in the road, illuminating the road ahead according to the route the driver is taking. In the process the headlights swivel from one side to the other as a function of the steering angle, the yaw rate and the speed of the car.

At low speeds, on the other hand, the system activates the Bending Lights, a function performed by one of the two inner headlights, depending on the direction of travel. Prior to bending round a turn in the road, therefore, the light beam is appropriately diverted in the right direction for extra clarity and illumination ahead.

Best heating and climate comfort in the segment.
The new BMW 3 Series also comes with optimised comfort features. Developed to an even higher level of perfection, for example, the heating and air conditioning ensure exactly the right temperature inside the car throughout the whole year.

Indeed, the new BMW 3 Series comes with the most effective, high-performance heating and cooling system in its class, with the ability to completely exchange all the air within the interior three times per minute. Despite this exceptional air throughput, however, the optimisation of air flow in the heating and air conditioning itself and in the feed pipes, as well as the position of the air vent in the middle of the instrument panel, ensures optimum acoustic comfort, avoiding any undue noise.

Two-zone automatic air conditioning with individual temperature control for the driver and front passenger is available as an option.

Sport Automatic with double-clutch operation and seven gears on the BMW 335i Coupé and the BMW 335i Convertible.
The BMW 3 Series Coupé and Convertible are now available with a fascinating alternative to the six-speed manual gearbox certainly thrilling the sporting and ambitious driver and at the same time offering all the comfort features of an automatic transmission: The new Sport Automatic with double-clutch operation and seven gears allows even more dynamic acceleration, helps to reduce fuel consumption and emissions, and, given these qualities, represents the most dynamic and sporting manifestation of BMW EfficientDynamics.

The new Sport Automatic gives the driver the choice of an automatic and a manual gearshift. In both cases the double-clutch gearbox (DKG) shifts gears without the slightest interruption of power and traction, thus promoting both the car's sporting behaviour and gearshift comfort.

A newly designed gearshift lever on the centre console serves to operate the Sport Automatic with its double clutch and seven gears. Through its shape alone, as well as the integrated display showing the gearshift program chosen, the new gearshift lever clearly differs from the conventional automatic

transmission lever, conveying the driver's commands on the gearshift program he would like to enjoy and the actual gearshift process not through a mechanical connection, but rather electronically.

As an alternative, the driver is able to shift gears manually by means of paddles on the steering wheel.

The power transmission concept developed for the BMW 3 Series is laid out specifically for particularly powerful and fast-revving engines in cars with rear-wheel drive. Quite appropriately, therefore, it is making its debut in the BMW 335i Coupé and the BMW 335i Convertible, where it is combined with the 225 kW/306 hp six-cylinder featuring Twin Turbo and High Precision Injection.

Seven-speed gearbox with double clutch in the BMW 3 Series: even faster acceleration, even less fuel.
Through its gear increments, the seven-speed gearbox ensures an ongoing surge of power and steady acceleration with the engine continuing at optimum revs after each gearshift. And since gears are shifted without the slightest interruption of power and traction, absolutely no time is lost in the process.

The Sport Automatic transmission with its double-clutch gearbox completes the entire shift process as quickly as a conventional manual gearbox would need to just open up the clutch. The result, obviously, is outstanding acceleration, the BMW 335i Coupé with Sport Automatic accelerating to 100 km/h in just 5.4 seconds, another 0.1 seconds faster than with the standard six-speed manual gearbox (5.5 seconds) and 0.3 seconds faster than the BMW 335i Coupé with its six-speed automatic transmission available so far.

The advantages of shifting gears without the slightest interruption of traction, as well as small increments between gears, come out clearly not only in terms of driving dynamics, but also in driving comfort and efficiency. Absolutely outstanding acceleration therefore comes together with supreme gearshift comfort in city traffic, the fast and smooth change of gears giving the car exceptionally harmonious acceleration at all times.

Fast and precise selection of the ideal gear once again optimises the all-round efficiency of the car, helping to give the BMW 335i Coupé with Sport Automatic average fuel consumption in the EU test cycle of just 8.8 litres/100 kilometres, equal to 32.1 mpg imp. The BMW 335i Convertible with Sport Automatic, in turn, offers average fuel consumption in the EU cycle

of 9.1 litres/100 kilometres or 31.0 mpg imp. This represents a reduction in fuel consumption over the former models with their six-speed manual gearbox or, respectively, six-speed automatic transmission by up to 5 per cent.

Three operating modes, new gearshift lever, manual gearshift by means of paddles on the steering wheel.
The new Sport Automatic with double-clutch operation and seven gears ensures an even faster and more comfortable gearshift in no less than three different operating modes: Gears are shifted automatically both in the comfort-oriented D- and the more sporting S-mode, the latter being activated by the driver moving the newly designed gearshift lever to the left. Then, moving the gearshift lever again either to the front (–) or to the rear (+), the driver activates the manual mode.

A further advantage is that the driver may shift gears manually both in the D- and in the S-mode whenever he wishes in a spontaneous process. All he has to do in that case is operate the paddles on the steering wheel, the display in the instrument cluster then showing an M symbol in combination with the respective gear, instead of the usual S symbol.

Maximum performance: Sports Button and Launch Control.
When accelerating with automatic gearshift gears are changed far later in the S-mode than in the D-mode in order to capitalise on the extra torque of the engine.

Pressing the Sports Button on the centre console, the driver is able to additionally influence the gearshift characteristics of the Sport Automatic with double-clutch operation, modifying not only the gas pedal control map but also the car's gearshift behaviour, which becomes even more sporting and dynamic in the process. The result in both the D- and S-mode of the Sport Automatic transmission is a significant improvement of acceleration together with an even faster gearshift. In this case the clutch closes even faster in the gearshift process, giving the driver even more sporting and dynamic feedback.

The double-clutch gearbox interacts with engine management also when shifting down. The process of engaging the clutch is kept as smooth and soft as possible to prevent the rear wheels from generating an unwanted braking effect. Then, as soon as the electronic transmission control unit detects a very large increment in engine speed when changing gears – for example with the driver choosing an extremely sporting style of motoring and applying the brakes hard – power and traction will not be conveyed to the next gear until the engine speed control unit has increased engine speed accordingly.

In the manual mode Sport Automatic with double-clutch also offers a Launch Control function which, depending on the condition of the tyres, the road surface and the load the car is carrying, ensures optimum acceleration from a standstill. In this case all the driver has to do is select first gear in the manual mode of the gearbox before setting off. Then, after the driver releases the brake pedal while applying maximum pressure on the gas pedal (kickdown) the car will accelerate all-out with full power and wheel spin controlled by DSC – if the driver wishes and conditions allowing all the way to top speed. In the process the double-clutch gearbox will set the gearshift points automatically without requiring the driver to intervene, thus ensuring an optimum changeover from one gear to the next (engine speed) while shifting up.

Principle adopted from motorsport.
The Sport Automatic transmission with its double clutch and seven gears combines two gearbox units in one housing in a principle carried over from motorsport, keeping the entire system as compact as a conventional manual gearbox.

The technical “heart” of the system is formed by the two wet clutches cooled by oil. One of the two clutches is for the even (2, 4, 6), the other for the uneven (1, 3, 5, 7) gears as well as reverse gear.

While driving one of the two clutches is closed and in mesh, the other is open. Then, when accelerating – and also when shifting down – the clutches are activated alternately one after the other.

Every time the driver shifts gears the first clutch is opened in parallel to the second clutch closing, with the gearbox control unit pre-selecting the next gear in each case to provide the ideal transmission ratio as a function of engine and road speed. So should the driver decide to accelerate, say, in third gear, power will be transmitted through the appropriate clutch and the gearbox unit handling the uneven gears. To continue the process of acceleration the appropriate gear – in this case fourth gear – is already put in mesh by the DKG control unit in the gearbox unit handling the even gears.

The only operation now required is to close the clutch responsible for fourth gear while at the same time opening the clutch for third gear – and the power of the engine will be transmitted to the drive wheels via the new gear within just a few milliseconds.

This allows smooth and comfortable – and of course incomparably fast – acceleration without the slightest interruption of power and traction. And in combination with the top-of-the-range engine in the BMW 3 Series,

Sport Automatic with double-clutch operation offers a dynamic driving experience previously only available in the most outstanding high-performance sports cars.

3.3 Lower Emissions, More Driving Pleasure – Now and in the Future: Sales of BMW Cars with EfficientDynamics Already Exceeding One Million, BMW BluePerformance Enters the Market.

Consistently continuing the BMW EfficientDynamics development strategy, the BMW Group is highlighting its worldwide leadership in the reduction of fuel consumption and emissions in the area of individual mobility also in the 2009 model year. More effectively than all comparable concepts from other car makers, BMW EfficientDynamics serves to consistently reduce fuel consumption and emissions in road traffic. Indeed, this applies both to each new model introduced by the BMW Group in terms of enhanced efficiency and to the overall balance of fuel economy and emissions offered by the entire fleet of BMW Group cars.

Introducing the new BMW 7 Series making its world debut at the Mondial de l'Automobile 2008 in Paris, BMW now offers EfficientDynamics also in the luxury class – inter alia in the new BMW 730d, by far the most efficient car in its segment.

In all, sales of BMW Group cars equipped with the latest technologies in BMW EfficientDynamics amount to more than one million units by summer 2008, marking a clear story of success with a unique broad-scale impact on fuel economy and the reduction of CO_2 emissions in road traffic.

Entering the 2009 model year, the number of BMW models with CO_2 emissions not exceeding 140 grams per kilometre is increasing to no less than 23. Similarly, the same number of 23 BMW models already fulfils the EU 5 emission standard today in autumn 2008, even though that standard is not yet in effect. In fact, this applies to all variants of the new BMW 7 Series, all of which comply with the EU 5 emission requirements.

As a further highlight the new BMW 730d with optional BMW BluePerformance technology also making its debut at the 2008 Paris Motor Show is the first car to fulfil all the requirements of the EU 6 emission standard not coming into force until 2014 – and this in the 2009 model year.

In Paris BMW is also presenting the latest hybrid concepts integrating the combustion engine and the electric motor to enhance both efficiency and driving dynamics to a new standard far superior to anything regarded as possible so far.

In the long term BMW continues to focus on the use of hydrogen recovered in a regenerating process, a drive technology which has already proven its practical qualities in the BMW Hydrogen 7, the world's first Hydrogen Luxury Saloon for everyday use.

Lower CO_2 emissions, even more dynamic performance – standard in every new BMW.

The number of one million cars sold with the latest achievements in BMW EfficientDynamics clearly proves the unique broad-scale impact of this cutting-edge development strategy. For unlike other manufacturers, BMW offers the most advanced technologies for reducing fuel consumption and emissions, such as Brake Energy Regeneration, the Auto Start Stop function, the gearshift point indicator, on-demand use of ancillary units in the car, intelligent lightweight engineering and active aerodynamics not just in a few model series or in a handful of special models. On the contrary – this technology combining even greater driving pleasure with a further reduction of fuel consumption and emissions comes in every new BMW and is therefore featured as standard in the respective model.

Unlike most competitors, the range of BMW models with astoundingly low CO_2 emissions is not limited to the small car and compact segment alone. Indeed, the BMW 520d is the only car in the upper midrange segment in the 2009 model year with a CO_2 emission rating of less than 140 grams per kilometre, qualifying the car in standard trim for the EU 5 norm.

In the BMW 3 Series both the BMW 318d Saloon and Touring as well as the BMW 320d Saloon, the BMW 320d Touring, the BMW 320d Coupé and the BMW 320d Convertible all come with a CO_2 emission rating between 123 and 140 grams per kilometre.

The range of particularly clean, low-emission models is even greater in the BMW 1 Series, where the absolute winner is the BMW 118d, reducing CO_2 emissions to 119 grams/kilometre on both the five- and three-door models. Similarly, the new BMW 118d Convertible, the BMW 120d with five and three doors and in Coupé and Convertible guise, as well as the BMW 123d five-door, the BMW 123d three-door and the BMW 123d Coupé all remain beneath 140 grams per kilometre.

Last but certainly not least, there are also the particularly efficient gasoline engine models: Both the five- and three-door BMW 116i (139 grams per kilometre) and the BMW 118i (140 grams per kilometre) rank proudly in the list of models with the lowest CO_2 emission ratings.

Outstanding efficiency without foregoing driving pleasure.
Benefiting from BMW EfficientDynamics, the BMW Group is now able to offer truly outstanding models in all segments with the best balance of driving performance and fuel economy versus their respective competitors. And the outstanding efficiency of these cars does not in any way require any compromises in terms of driving pleasure, motoring comfort or safety.

This is clearly confirmed not only by the BMW 520d (130 kW/177 hp) in Saloon guise (5.1 litres/100 kilometres (55.4 mpg imp), 136 grams CO_2/kilometre) and the Touring (5.3 litres/100 kilometres (53.3 mpg imp), 140 grams CO_2/kilometre), but also by numerous Coupé and Convertible models built by BMW as the world's leading premium manufacturer.

As an example, the new engine variants in the BMW 1 Series Convertible clearly prove how the unique driving pleasure of a BMW Convertible may be combined with outstanding efficiency: The new BMW 118d Convertible powered by a 105 kW/143 hp four-cylinder diesel accelerates to 100 km/h in 9.5 seconds and, with average fuel consumption of 4.9 litres/100 kilometres (equal to 57.6 mpg imp) in the EU test cycle as well as a CO_2 emission rating of 129 grams/kilometre, sets new standards in terms of efficiency in the open four-seater market.

The new BMW 123d Convertible, in turn, boasts a four-cylinder diesel with Variable Twin Turbo, delivering maximum output of 150 kW/204 hp and accelerating the car to 100 km/h in just 7.5 seconds. In this case average fuel consumption in the EU test cycle is a mere 5.4 litres/100 kilometres (equal to 52.3 mpg imp) and the CO_2 rating is 144 grams/kilometre.

The Coupé and Convertible variants of the BMW 3 Series likewise offer attractive features and options for outstanding sheer driving pleasure in particularly modern style: In both the BMW 320d Coupé and the BMW 320d Convertible a 2.0-litre four-cylinder with an all-aluminium crankcase and common-rail fuel injection incorporating piezo-injectors ensures a perfect combination of sporting performance with surprisingly low fuel consumption and emissions.

This 130 kW/177 hp power unit accelerates the BMW320d Coupé to 100 km/h in just 7.9 seconds and at the same time provides average fuel consumption of 4.8 litres/100 kilometres (58.8 mpg imp) and a CO_2 emission rating of just 128 grams per kilometre. The BMW 320d Convertible, in turn,

accelerates to 100 km/h in 8.6 seconds, consumes 5.3 litres/100 kilometres (53.3 mpg imp) in the EU test cycle and comes with a CO_2 emission rating of 140 grams per kilometre.

BMW's latest models are also first choice in the higher segments of the market for the motorist seeking to combine uncompromising premium quality in a sophisticated ambience, a dynamic driving experience and fascinating design culture with progressive and highly efficient drivetrain technology.

An unparalleled example in this respect, also in terms of efficiency, is the BMW 635d Coupé: Returning average fuel consumption of just 6.9 litres/100 kilometres – equal to 40.9 mpg imp – the world's only Gran Turismo in its class powered by a diesel engine offers a cruising range of approximately 1,015 kilometres or 630 miles. But at the same time this sporting and prestigious two-door accelerates to 100 km/h in a dynamic 6.3 seconds.

All this is made possible by a diesel engine absolutely unique the world over in its combination of power and performance, on the one hand, and motoring economy, on the other. Displacing 3.0 litres, this straight-six with common-rail fuel injection and Variable Twin Turbo develops maximum output of 210 kW/286 hp at 4,400 rpm and peak torque of 580 Newton-metres/427 lb-ft between 1,750 and 2,250 rpm, standing out clearly as the world's most sporting and dynamic engine of its kind.

This trendsetting power unit is also featured in the BMW 635d Convertible, enabling BMW's open-air Luxury Convertible to accelerate to 100 km/h in 6.6 seconds, with average fuel consumption of 7.2 litres/100 kilometres, equal to 39.2 mpg imp.

These facts and figures alone confirm the special status of modern BMW diesel technology combined with BMW EfficientDynamics. Indeed, it is precisely this combination which sets worldwide standards in terms of efficiency also in the segment of BMW X-models. Average fuel consumption of 8.2 litres in the EU test cycle (equal to 34.4 mpg imp), for example, sets a standard other car makers achieve only with their midrange models – while at BMW this kind of fuel economy is provided by a Sports Activity Coupé with intelligent all-wheel drive, Dynamic Performance Control, an exclusive interior ambience, and truly impressive optical presence.

The BMW X6 xDrive30d offers precisely this unique level of efficiency through its 3.0-litre straight-six diesel engine developing maximum output of 173 kW/235 hp and accelerating the car to 100 km/h in 8.0 seconds.

BMW's six-cylinder with Variable Twin Turbo is naturally also available in the BMW X6, accelerating the BMW X6 xDrive35d to 100 km/h in 6.9 seconds while keeping average fuel consumption in the EU test cycle to a mere 8.3 litres/100 kilometres (equal to 34.0 mpg imp).

Reduction of CO_2: BMW fulfils the commitment made by ACEA.
Offering this diversity of fuel-efficient models throughout all model series, the BMW Group makes a particularly effective contribution to the reduction of CO_2 emissions. Indeed, through the reduction of fuel consumption and emissions by way of BMW EfficientDynamics, the BMW Group will comply in full throughout its range of brands with the commitment made by the European Association of Automobile Manufacturers (ACEA) to reduce fuel consumption throughout the industry by 25 per cent in the period from 1995–2008. In other words, the fleet consumption of all BMW Group cars in late 2008 will be 25 per cent lower than the comparable figure in 1995.

The enhancement of efficiency by BMW models in the year 2008 alone saves some 150 million litres of fuel and reduces CO_2 emissions by approximately 373,000 tonnes throughout Europe versus the figures recorded in 2006. Converted into electric power, the fuel saved by BMW EfficientDynamics would be sufficient to supply some 780,000 households with electrical energy for a whole year.

BMW 118d voted World Green Car of the Year, BMW Group acknowledged as the Most Sustainable Car Maker in the World.
This success alone has made BMW EfficientDynamics the epitome of up-to-date automotive development pointing clearly into the future. The great efficiency and wide range of benefits offered by BMW EfficientDynamics and already confirmed by experts everywhere has led to a whole series of awards for BMW EfficientDynamics and BMW Group models featuring this cutting-edge technology.

The latest example is the World Green Car of the Year Award presented to the BMW 118d in 2008. And before receiving this outstanding prize, both the BMW 118d and the BMW 318d as well as the BMW 520d were bestowed the 2008 ECO-TREND Automotive Environmental Certificate.

In 2007 BMW EfficientDynamics received a particularly desirable award in the context of the renowned German automotive prize The Golden Steering Wheel, with the jury for the first time presenting The Green Steering Wheel as a special award for particularly efficient and beneficial environmental technologies.

This award presented by a jury of experts together with readers of the German weekly newspaper Bild am Sonntag went to BMW EfficientDynamics in recognition of particular achievements in the area of the environment and ecology.

Taking up the same message, auto, motor und sport, Europe's leading motor magazine, presented BMW EfficientDynamics with the 2008 Paul Pietsch Prize for particularly innovative developments in the automotive industry.

In both cases the awards were presented in recognition of the fundamental significance of the BMW Group's development strategy, allowing a broad range of application throughout the entire model range and as a result, a lasting, consistent impact in terms of both fuel economy and CO_2 emissions.

The efficient reduction of fuel consumption and emissions ensured by BMW's latest models has also received international praise and recognition. As an example, the British magazine CAR has presented a Green Award to BMW EfficientDynamics for the clear-cut and highly effective impact of these new technologies throughout all of BMW's model series. The experts of another British magazine, What Car?, in search of "Green Heroes" in the automobile market, arrived at a similar opinion, lauding no less than six BMW Group models as the "Best Choice" in their segment thanks to their efficient reduction of fuel consumption and emissions. And according to the British internet service Clean Green Cars, CO_2 emissions by newly registered BMWs dropped in the first half of 2008 by 11.34 per cent versus the same period last year.

In the opinion of these experts specialising in environmental technologies and a comparison of fuel consumption, on the one hand, and emissions, on the other, BMW has achieved greater progress in this respect than any other large-scale car maker.

Shortly before, the latest issue of the US Environmental Defense Report had arrived at a similar result: This independent, non-partisan study of the fuel consumption of new cars sold in the USA between 1990 and 2005 arrived at the conclusion that the BMW Group has done far more than any other manufacturer in reducing fuel consumption and CO_2 emissions. In terms of the Environmental Defense Report, Germany's leading premium car maker has reduced the CO_2 emissions of its entire fleet in the period examined by 12.3 per cent, with sales of BMW cars in the USA increasing four-fold in the same period. By comparison, the second manufacturer is this ranking achieved a reduction in CO_2 emissions in the same period by just 3 per cent.

With BMW Efficient Dynamics as the essential criterion in the development process, with production saving and conserving resources to the greatest possible extent, and with high social standards for employees at all locations of the BMW Group, BMW has also secured an outstanding position in the latest Dow Jones Sustainability Index. This ranking jointly compiled by the Dow Jones Index, Stoxx Limited, and SAM, the Zurich-based Asset Management Company, is acknowledged as the world's most important benchmark measuring entrepreneurial responsibility. And now, for the third time in a row, the BMW Group has been lauded in the Dow Jones Sustainability Index as the "world's most sustainable car maker".

BMW EfficientDynamics – a global strategy.
Naturally complying with all relevant legal standards and taking both national and regional market requirements into account, BMW offers the optimum technology in all international automobile markets in terms of driving dynamics, economy, and emission management. This also applies, for example, to the range of diesel models available in specific countries.

This drive technology very popular in Europe still faces obstacles in many other countries the world over, mainly due to legal restrictions. In large parts of China and in Japan, for example, BMW's latest diesel engines are currently not able to offer their substantial potential for greater efficiency on account of legal restrictions in the market. In the USA and Canada, by contrast, BMW expects an increase in the market share of diesel vehicles, with BMW AdvancedDiesel featuring BMW BluePerformance being introduced in North America in 2008. This 3.0-litre, 265-hp straight-six with Variable Twin Turbo featured in both the BMW X5 xDrive35d and the BMW 335d, comes with an SCR system serving to reduce nitric oxides (NO_x). This, in turn, ensures full compliance with the particularly demanding emission standards in California and other US states, thus guaranteeing nationwide introduction of BMW AdvancedDiesel with BMW BluePerformance as a 50-state model.

At virtually the same time as the market launch of the first diesel models in the USA and Canada, BMW is proudly presenting the BMW BluePerformance technology for European markets also for the first time at the 2008 Paris Mondial de l'Automobile. Featured in the new BMW 330d with BMW BluePerformance technology as an option, an NO_x storage catalyst reduces nitric oxides to such an extent that the BMW 330d is already able today to meet the demands of the EU 6 emission standard planned for 2014.

Best of Hybrid:
tailor-made solutions for greater efficiency and driving pleasure.
The continuation of the BMW EfficientDynamics development strategy in the mean term is also being presented at the 2008 Paris Motor Show. Using cutting-edge hybrid technology, BMW is able to offer new potentials in motoring efficiency. For this purpose the BMW Group is developing a comprehensive hybrid module system with the best solution tailored in each case to each respective model (Best of Hybrid).

Two examples of this new technology are to be admired in Paris: the BMW Concept 7 Series ActiveHybrid with its eight-cylinder petrol engine and an additional source of energy, and the BMW Concept X6 ActiveHybrid combining an eight-cylinder power unit and an electric motor by means of an innovative two-mode active transmission.

Both models offer an enhanced standard of driving dynamics as well as a significant reduction of fuel consumption. And contrary to the hybrid models already available today, this greater efficiency is ensured both in city traffic and on cross-country, overland routes.

BMW ActiveHybrid technology will be presented in a production vehicle for the first time in 2009.

This revolutionary new model will indeed for the first time combine the driving experience so typical of BMW with hybrid drive technology. The first BMW in the hybrid world will offer the benefits of BMW EfficientDynamics in a particularly convincing manner: BMW ActiveHybrid significantly reduces both fuel consumption and emissions under all driving conditions compared with a comparable vehicle running on a combustion engine alone. At the same time this unique drive concept guarantees significantly better performance and driving dynamics than with a conventional hybrid car and therefore meets all the demands made of a BMW also in this respect.

Innovative concepts for mobility in the world of tomorrow.
Again pursuing the cause of BMW EfficientDynamics, the BMW Group is conducting a wide range of research and test projects on other drive concepts pointing far into the future. As an example, various technical tests on alternative drive concepts for the world of tomorrow will be conducted before the end of this year, several hundred MINIs being equipped with electric drive motors as just one example in this context.

These test series will provide an initial insight into efficient concepts of individual mobility in vehicles running exclusively on electric power. The objective, clearly, is to combine sheer driving pleasure with a high-performance electrified drive system to provide superior mobility virtually free of emissions.

At the same time the BMW Group is continuing to work on innovative vehicle concepts for mega-cities in various global markets, taking the specific demands and challenges to mobility in densely populated urban areas of the future into account.

An option for the future already in use today:
hydrogen conquers the road.
Focusing on long-term, sustainable mobility in the years and decades to come, the BMW Group is also concentrating on hydrogen recovered through regenerating sources of energy to meet the vision of completely CO_2-free motoring in future.

The BMW Hydrogen 7 already embodies the future-oriented use of hydrogen as a source of energy for individual mobility. This luxury saloon, the first hydrogen-powered vehicle of its kind ever to be built and made available to selected representatives of politics, the business world and society for everyday motoring, is absolutely unique and unparalleled in many respects. Within a short time these pioneering drivers at the wheel of a BMW Hydrogen 7 have covered more than two million kilometres in Europe, the USA, and other parts of the world. And through such intensive, practical use of the Hydrogen Performance Saloon, the BMW Group clearly proves that this drive concept lives up to all the requirements of everyday motoring and therefore offers a realistic option for the future.

BMW Hydrogen 7 comes with a dual-mode twelve-cylinder combustion engine developing maximum output of 191 kW/260 hp und running on both hydrogen and petrol in the same cylinders. Changing over from one mode of operation to the other is very simple and straightforward at all times, with the driver just having to press a button.

In the hydrogen mode BMW Hydrogen 7 is able to cover more than 200 kilometres or 125 miles, with another 500 kilometres or 310 miles in the gasoline mode. Hence, BMW Hydrogen 7 offers genuine all-round mobility also on long distances in travelling to the nearest filling station. Everyday driving qualities, practical value and an outstanding driving experience are therefore guaranteed at all times.

3.4 Thrilling Innovations and Supreme Efficiency in All Segments: BMW in the 2009 Model Year.

The market launch of the new BMW 7 Series and the new BMW 3 Series, together with the latest achievements in BMW EfficientDynamics, form the highlights of the BMW Group's entry into the 2009 model year. In autumn 2008 BMW is also presenting a wide range of new features and innovations in the other model series, making the various models even more appealing and attractive to the customer. New diesel variants of the BMW 1 Series Convertible, the general introduction of the new BMW iDrive control system throughout several model series, new Edition Versions of the BMW X3, as well as the introduction of a Sports Package for the BMW 6 Series and new services in the context of BMW ConnectedDrive are further highlights of the new model year.

Yet a further significant point is that BMW is becoming the world's first car maker to allow unrestricted use of the internet in the car, with access to the internet through BMW ConnectedDrive offered as an option on all models in the BMW 7 Series, the BMW 6 Series, the BMW 5 Series, the BMW 3 Series, and the BMW 1 Series.

More efficiency, greater dynamics: The BMW 118d Convertible featuring the engine of the 2008 World Green Car of the Year and the BMW 123d Convertible boasting the world's only four-cylinder diesel with Variable Twin Turbo.
The wider range of engines now available of the BMW 1 Series Convertible offers new options in combining open-air motoring pleasure with outstanding efficiency. Following the successful launch of the BMW 120d Convertible, the new models entering the market in the 2009 model year are the BMW 118d Convertible and the BMW 123d Convertible. As a result, the 2.0-litre four-cylinder diesel with its all-aluminium crankcase and third-generation common-rail direct fuel injection is now also available in the BMW 1 Series Convertible in no less than three different power stages.

The "basic" version is driven by the 105 kW/143 hp power unit of the BMW 118d already lauded in 2008 as the World Green Car of the Year, accelerating to 100 km/h in 9.5 seconds and setting a new standard of motoring efficiency in the open four-seater market through average fuel consumption of 4.9 litres/100 kilometres in the EU test cycle (equal to 57.6 mpg imp) and a CO_2 rating of 129 grams per kilometre. In the new BMW 123d Convertible the world's first all-aluminium diesel developing more

than 100 hp per litre provides supreme power and acceleration combined with outstanding economy, piezo-injectors pumping fuel at a pressure of up to 2,000 bar into the combustion chambers.

Variable Twin Turbo Technology, in turn, ensures spontaneous power and traction continuing throughout the engine's entire speed range, with maximum output of 150 kW/204 hp and peak torque of 400 Newton-metres/295 lb-ft.

With this kind of power and thrust, the BMW 123d Convertible accelerates to 100 km/h in just 7.5 seconds, at the same time returning average fuel consumption of 5.4 litres/100 kilometres in the EU test cycle (equal to 52.3 mpg imp) and a CO_2 rating of 144 grams per kilometre.

Enhanced BMW iDrive: even clearer, even more intuitive in use.
Enhancing the trendsetting iDrive display and control concept to a new level of perfection, BMW is setting new standards throughout the entire model range in the 2009 model year also with this upgraded technology: The new generation of BMW iDrive standing out in particular through the newly designed Controller including direct selection buttons, an optimised menu structure and innovative display technology, is being introduced in parallel both in the new BMW 7 Series and in the new BMW 3 Series, and is also featured as of autumn 2008 in the BMW 6 Series, the BMW 5 Series, and the BMW 1 Series.

Launching this new generation of iDrive, BMW is consistently continuing the principle of clear distinction between active control elements, on the one hand, and indicator units, on the other, featured for the first time in the predecessor to the new BMW 7 Series. Depending on the model and the level of equipment, iDrive serves to activate and mastermind the most significant entertainment, communication, navigation and comfort functions. And in its optimum ergonomic position on the centre console, the new iDrive Controller allows convenient and intuitive selection and activation of functions through standardised tipping, turning and pressing movements.

Yet another innovation is the introduction of seven direct selection buttons around the Controller, offering direct access to the most important menu options and allowing easy control through their different touch, even without looking at the buttons themselves: The MENU button activates the main menu, the CD, RADIO, TEL and NAVI keys allow the user to change immediately to the first four options shown in the main menu. The OPTION button, in turn, offers access to ongoing functions within the respective menu, working in the same way as the right-hand mouse key on a PC. The BACK button, finally, reverses the last step or function performed by the user.

On both the BMW 3 Series and the BMW 1 Series, iDrive control is offered in conjunction with the optional navigation systems. To optimise the presentation of menu options and graphics as well as maps, the BMW 1 Series in the 2009 model year likewise features a Control Display fitted in position instead of the former folding display.

On all BMWs the Control Display is on the same level as the instrument cluster and is in clear sight both for the driver and front passenger at an optimum distance from their eyes.

In conjunction with the Professional navigation system there is now also a new display technology including an optimised menu structure. With its very high level of resolution (1,280 x 480 pixels), four times that of the former generation of iDrive, the Control Display offers even greater clarity in presenting detailed graphics and information. Menu lists are shown in white on a black background, highly effective symbols, modern graphics and clear colour codes ensure clear style and presentation.

Flat menu trees and the concept of multi-layer menu charts carried over from computer technology facilitate the process of orientation and ensure rapid access to the options desired.

Visual control aids including an image of the Controller in the Display as well as the control options available add further clarity. And last but not least, a Speller dial enables the user to conveniently enter the names of places or streets as well as telephone numbers.

Full-screen presentation of maps by the Professional navigation system offers an incomparably detailed overview of the region the driver is currently travelling through. Both travel maps and specific points of interest may be presented as three-dimensional graphics. True-to-life presentation in elevation maps en route through mountainous areas, for example, ensures absolutely clear recommendations for the route the driver wishes to take.

On smaller map scales down to 25 metres, the integrated, three-dimensional presentation of buildings in the area provides additional orientation particularly in the city. A further advantage is that in choosing a navigation destination from a list of options, the Display now presents a map preview on each destination right from the start during the selection process, enabling the user to easily distinguish between various places of the same name according to a geographic symbol.

The Travel Planner complete with its Guided Tours function likewise ensures optimum comfort and convenience while travelling. The Planner allows the user to combine various destinations in establishing his individual route, the various stopovers desired then being called up automatically one-by-one on the way. And thanks to the support provided by the virtual Travel Planner, the system as an option will also choose the most attractive and beautiful routes. Last but of course not least, the driver is able to integrate stopovers he has chosen himself in the route planned.

As an alternative to full-screen presentation, the Control Display may also provide an assistance window with further presentations independent of the main map. Indeed, the customer is able to choose the features of such an assistance window according to a predetermined list of options.

Map presentation offers additional, up-to-date comfort under the "Highlight Traffic Conditions" menu item not only in city traffic.

The storage of navigation data on an 80 GB hard disc firmly installed within the car helps to make access times even shorter. A further point in this context is that the data carrier may also be used as music archives with a memory capacity of almost 13 GB, enabling the user to download music files from a CD, an external MP3 player or a USB stick to the hard disc. Such music files are then permanently available without requiring the user to take along the appropriate CD or other external media in the car.

The functions of the proven Favourite Buttons in the centre console have also been upgraded once again. Apart from radio stations, telephone numbers and navigation destinations, these eight buttons now for the first time cover any desired menu items retrieved through iDrive – for example maps or the telephone/address directory – for direct storage and immediate access.

World debut of BMW ConnectedDrive:
unrestricted use of the internet in the car, Enhanced Emergency Call function and new remote-control functions.
The range of telematics and online services offered in the context of BMW ConnectedDrive in the 2009 model year is now even greater than before. One example is that BMW is becoming the world's first car maker to allow optional, unrestricted use of the internet in the car: Access to the internet through BMW is available in the BMW 7 Series, the BMW 6 Series, the BMW 5 Series, the BMW 3 Series and the BMW 1 Series as a special feature at an attractive monthly data flat-rate of just Euro 12.50.

Data is transmitted in EDGE technology (Enhanced Data Rates for GSM Evolution) which, unlike third-generation UMTS, is available on a broad scale and is three to four times faster than the GPRS mobile telephony standard.

The use of the internet in the car is based on the enhanced iDrive technology now offered by BMW, the Controller in its functions resembling a conventional computer mouse and the Display showing internet sites in high resolution.

An additional function enables the user to enlarge specific parts of the screen in order to highlight individual details.

For safety reasons internet sites may be presented on the Display – just like the TV function also available in BMW models – only when the car is at a standstill. With optional Professional Rear Seat Entrainment, on the other hand, the passengers at the rear are able to use the internet also while driving.

BMW Assist available in conjunction with the Professional navigation system and a mobile phone preparation kit with a Bluetooth interface now also comprises the Enhanced Emergency Call function as part of BMW ConnectedDrive. This ensures that rescue helpers receive details on the type of collision and the occupants' injuries before even arriving at the scene of the accident, and are therefore able to prepare appropriate medical service for the victims in good time.

The information sent to the BMW Call Center for this purpose includes not only the exact location of the car, but also the mobile telephone number, the chassis number, the type of vehicle, the colour of the car and data collected by sensors in the car on the type and intensity of the collision. This shows the rescue helpers whether the car has been involved in a head-on, a rear-end, a side-on or a multiple collision, as well as a rollover.

Apart from automatic activation, the Enhanced Emergency Call function may also be activated manually, with the driver or front passenger being connected to the BMW Call Center.

In future BMW ConnectedDrive offers the customer direct assistance through the BMW Call Center also in situations which previously required a breakdown assistance service. Again, this is made possible by BMW Assist with its remote functions. In Germany alone, for example, BMW Service Mobiles are sent out up to 7,000 times a year "just" to unlock cars which have been locked by accident. Now, if the key to the car is in the locked luggage compartment

or if a youngster has locked the car from inside, all the customer has to do is call the BMW Call Center. Then, once the car has been clearly identified, it may be unlocked by remote control from a distance.

Applying the same function a specialist at the BMW Call Center may also lock the car by remote control, thus ensuring in hindsight that the car is locked if, for example, the customer parked his car at the airport in a hurry and is not sure whether he locked the car or not.

Yet another function of this new service from BMW ConnectedDrive is remote control of the air conditioning available exclusively on the BMW 7 Series. Now all the driver has to do is make a brief phone call in good time before leaving in order to set the temperature to a pleasant level inside the car.

New snap-in adapter with USB port for an Apple iPhone and other Smartphones.
A new snap-in adapter is available as an accessory and a matching USB disc comes as special equipment to fully integrate the latest Smartphones in the car as of the 2009 model year. Optional Enhanced Connection of the music player in the mobile phone enables the user to enjoy both the communication and entertainment functions on his mobile phone and to control these functions by iDrive. In this case telephone numbers and music titles saved in the Smartphone are presented on the car's Control Display, offering the driver permanent access to both the telephone and MP3 player functions on the external device whenever he wishes.

A further advantage is that the car supplies the power required to the Smartphone and allows reception via the car's aerial.

This new interface allows efficient and convenient integration of an Apple iPhone, a Sony Ericsson K850i and a Nokia 6500c mobile phone.

The BMW X3 in the 2009 model year:
new Editions highlighting the premium character of BMW's highly successful SAV with worldwide sales of 500,000 units.
A trendsetter and a best seller in one – precisely this describes the BMW X3 most appropriately. Indeed, 500,000 units sold so far clearly confirm the popularity of this particularly agile Sports Activity Vehicle, as does the X3's class victory in the 2008 J.D. Power Customer Satisfaction Index.

Now, entering the 2009 model year, the BMW X3 offers even more appealing qualities through new equipment options and the introduction of two high-class Edition Models: Available with a choice of no less than six engines from

110 kW/150 hp all the way to 210 kW/286 hp, the BMW X3 is entering the market in autumn 2008 with a refined choice of materials within the interior, an even wider range of storage options, as well as new options on the paintwork, the interior trim, and the vehicle's light-alloy rims.

The Edition Lifestyle highlights the modern flair and the sporting agility of the BMW X3 in particular style. This specific model is available both in BMW's new Space Grey Metallic and nine further colours. The striking stance of the car is further highlighted by 18-inch light-alloy rims in double-spoke design on the BMW X3 xDrive 35d and, respectively, 17-inch V-spoke wheels on all other model variants.

Within the interior a leather steering wheel, seat upholstery in BMW's Pearlpoint/Pearl combination of cloth and leather, as well as black shift lever and handbrake lever gaiters add a strong touch of sporting elegance. The ambience is then further enhanced by interior trim in Space Grey Metallic, with an alternative choice of four further colour variants.

At extra cost the BMW X3 Edition Lifestyle is also available with leather upholstery in Nevada as well as other light-alloy wheels from the wide range of equipment and special features available for BMW's compact SAV.

In the Edition Exclusive the BMW X3 combines the most sophisticated features with a particular touch of class and style. From outside, the new colour Mineral Green Metallic exclusive to this particular model bears out these qualities in a truly ideal manner, and at the same time the customer has the choice of nine further paintwork options.

The supreme character of BMW's agile SAV is highlighted further by 18-inch light-alloy wheels in sophisticated Y-spoke design. The dynamic driving qualities of the Edition Exclusive BMW X3, in turn, come out particularly in the luxurious ambience offered within the vehicle ensured among other features by standard, sports and comfort seats in Nevada leather, a leather steering wheel, as well as the front armrest and interior trim in light walnut.

To add an even higher standard of safety and comfort, the Edition Exclusive comes additionally with xenon headlights, a headlight cleaning system, a rain sensor, and a lights package.

Both Edition models of the four-cylinder versions of the BMW X3 also feature kidney grille bars in Graphite Metallic as well as an oval chrome-plated tailpipe on the exhaust. And last but certainly not least, both Edition models may be further upgraded by the Comfort Package Plus as well as BMW Individual special equipment within the interior.

BMW X-models and all-wheel-drive versions of the BMW 5 and the BMW 3 Series: new model designations giving even greater emphasis to BMW xDrive.

Both the most successful Sports Activity Vehicle, the BMW X5, and the world's first Sports Activity Coupé, the BMW X6, are available in the 2009 model year with new paintwork options as well as a wide range of upholstery, interior trim and wheels for even greater personalisation of the respective model. And, as yet a further significant feature, the BMW X6 comes with new BMW Individual highlights for the truly discerning customer.

New, standardised model designations for all members of the BMW X family are likewise being introduced in autumn 2008. The model nomenclature already applied to the BMW X6 in defining engine output and BMW's intelligent xDrive all-wheel-drive technology is therefore now being introduced on the BMW X5, and the BMW X3: As of autumn 2008, the most powerful version of BMW's large SAV bears the new model designation BMW X5 xDrive48i. The other models in the range are the BMW X5 xDrive30i, the BMW X5 xDrive35d, and the BMW X5 xDrive30d.

On BMW's second range of Sports Activity Vehicles the petrol engine models bear the designations BMW X3 xDrive30i, BMW X3 xDrive25i and BMW X3 xDrive20i. The diesel versions, in turn, are the BMW X3 xDrive35d, the BMW X3 xDrive30d, and the BMW X3 xDrive20d.

To clearly reveal and emphasise the great significance of intelligent all-wheel drive as a BMW symbol of driving dynamics, traction and driving stability, all models now proudly bear the newly designed letters "xDrive" on their front side panels. On the all-wheel-drive versions of the BMW 5 and the BMW 3 Series, this special model designation also serves to clearly distinguish the all-wheel-drive models from the "regular" versions with rear-wheel drive.

The model designations for the all-wheel-drive versions of these model series are being modified accordingly, the most powerful all-wheel-drive version of the BMW 5 Series in future bearing the name BMW 530i xDrive. The first four-cylinder version of the BMW 3 Series with all-wheel drive entering the market in autumn 2008, in turn, is the BMW 320d xDrive.

BMW 6 Series: exclusive dynamics with a new Sports Package.
Exclusive driving pleasure in the BMW 6 Series is being enhanced to an even higher standard in the 2009 model year by supplementing the car's wide range of standard features through the addition of new highlights such as high-quality paintwork options, upholstery and interior trim, as well as an even wider range of optional light-alloy rims and BMW Individual features. At the same time the dynamic character of the BMW 6 Series may now be further enhanced by an attractive Sports Package available on both the BMW 6 Series Coupé and the BMW 6 Series Convertible, giving even greater emphasis to the car's driving dynamics.

The Sports Package comprises an M Sports Suspension, 9-inch light-alloy wheels, an exhaust system creating the unique sound of the BMW 650i, tailpipes in dark chrome, and a newly contoured engine compartment lid with its character lines sweeping back like an arrow.

The car's paintwork is available in no less than seven colours, with the exterior look of the BMW 6 Series being rounded off by BMW Individual high-gloss Satin Chrome on the B-pillars, the window shaft covers and the side window surrounds.

Sports seats in three different leather variants, an M leather steering wheel, interior trim in longitudinal grain aluminium, anthracite-coloured BMW Individual roof lining and a lights package, finally, round off the sporting flair of the interior.

BMW 5 Series: even lower emissions, even greater exclusivity.
Entering the 2009 model year, the BMW 5 Series is strengthening its position as the epitome of efficient driving pleasure in the upper midrange segment. More convincingly than any other car in its segment, the BMW 5 Series combines dynamic driving qualities with outstanding economy and an even higher standard of optimised emission management.

Particularly the BMW 520d, offering average fuel consumption in the EU test cycle of just 5.1 litres on 100 kilometres (equal to 55.4 mpg imp) and a CO_2 rating of 136 grams per kilometre (BMW 520d Touring: 5.3 litres/53.3 mpg imp, 140 grams), is absolutely unparalleled in its segment. Indeed, this is the only model in its class to offer a CO_2 rating of less than 140 grams per kilometre and to fulfil the EU 5 emission standard right from the start in standard trim as of autumn 2008.

Regardless of the engine chosen by the customer, all variants of the BMW 5 Series, through their new features and equipment, are even more appealing and tempting to the customer than before. New upholstery, interior trim and a wide range of options from BMW Individual enable the discerning customer to highlight the modern and exclusive style of both the Saloon and Touring even more than before.

BMW 1 Series: even more innovative, even more sophisticated.
With its drive concept focusing on pure driving dynamics, its premium character and a wide range of features carrying over the most advanced technology from higher segments and quite unique in this segment, the BMW 1 Series is a true exception in the market. Indeed, this applies both to the five-door and three-door models, as well as the Coupé and Convertible.

Entering the 2009 model year, the BMW 1 Series is being upgraded once again not only through new engine variants on the BMW 1 Series Convertible and the new generation of optional BMW iDrive, but also through a number of innovative features and items of equipment. Starting in autumn 2008, for example, the five- and three-door models feature crash-optimised seat backrests and headrests on the front seats. As an option the BMW High-Beam Assistant is likewise now available for the first time in all models in the 1 Series. Steering wheel heating and a mobile phone preparation kit complete with a Bluetooth interface round off the list of special features and options. And last but certainly not least, a new and highly attractive paintwork colour is Space Grey Metallic, just as the interior trim is now also available in new Satin Silver, matt.

BMW M3 Saloon: new rear lights design and optimised control comfort within the interior.
The BMW M3 high-performance sports car is entering the 2009 model year in its very best form and with optimum qualities. Following the successful market launch of the BMW M3 Coupé, the BMW M3 Saloon and the BMW M3 Convertible, as well as the presentation of the unique M double-clutch gearbox with Drivelogic, significant design improvements within the interior and the further enhancement of control comfort now make all three body variants even more attractive as of autumn 2008.

It almost goes without saying that the new generation of BMW iDrive is making its entry also in the BMW M3, and the exterior design of the BMW M3 Saloon is being additionally upgraded by newly designed rear-light clusters.

Following the “regular” Saloon in the BMW 3 Series, the four-door BMW M3 is also receiving the two-piece rear-light clusters with their L-shaped contour so typical of the brand in the 2009 model year. Ensuring a striking and sophisticated look, the two rows of lights in LED technology boast this new look both on the tail lights and the direction indicators.

The new appearance of the car is rounded off at the rear by modifications on the bumper and the rear lid. The refinements within the interior, in turn, include a newly designed fresh air grille in the middle of the cockpit, a new storage box beneath the centre armrest, and appliqués in Pearl Gloss chrome on the Lights Switching Centre.

The start/stop button also finished in Pearl Gloss chrome and the rotary knob for the air conditioning in the same design are now featured not only in the BMW M3 Saloon, but also in the Coupé and Convertible.

BMW’s new iDrive in all versions of the BMW M3, in turn, ensures even more convenient and intuitive management of the most important entertainment, communication, navigation, and other functions. The new Controller and the direct selection buttons directly around the control unit are surrounded by highly attractive new trim on the centre console.

In conjunction with the optional Professional navigation system, the BMW M3 comes with an 8.8-inch Control Display in the 2009 model year, the high-resolution graphic surface and optimised menu structure ensuring even clearer orientation in choosing and activating the desired functions.

The range of paintwork colours for the BMW M3 is also being enlarged in autumn 2008, with Space Grey Metallic now also available on the BMW M3 Saloon. And a new colour, finally, now available for all body variants is metallic paintwork in Le Mans Blue.

BMW M5 and BMW M6: new exterior mirrors with an even larger range of vision, new BMW iDrive, even greater efficiency.
Boasting new features and further optimisation in terms of safety, comfort and efficiency, the BMW M5 and the BMW M5 Touring as well as the BMW M6 Coupé and the BMW M6 Convertible are being upgraded once again in the 2009 model year in terms of their product substance. From now on these high-performance sports cars featuring BMW’s outstanding 373 kW/507 hp V10 power unit come as standard with Brake Energy Regeneration and an on-demand a/c compressor –

two significant features developed in the context of BMW EfficientDynamics. In addition, the new light-running bearings on the final drive likewise help to enhance the cars' efficiency through the minimisation of running friction.

The Saloon, Toruing, Coupé and Convertible also come as standard with the new generation of BMW iDrive. Extra safety, in turn, is offered on all four models by the new exterior mirrors covering an even larger area of vision. And last but not least, a new metallic colour included in the range is Carbon Black.

Competition Package for the BMW M6 Coupé.
As a top athlete striking out for new records, the BMW M6 Coupé offers particularly outstanding highlights in the 2009 model year: Featuring the new Competition Package, this top-of-the-range two-door performer is raising its supreme performance profile to an even higher standard.

The Competition Package is made up of a new suspension set-up lowering the entire car by 12 millimetres (0.47") on the front and 10 millimetres (0.39") on the rear axle, adapted suspension control systems and forged aluminium wheels in double-spoke design.

These modifications are borne out clearly by the car's driving behaviour and performance on the road, just as distinctive visual features also highlight the Competition Package. The newly contoured engine compartment lid with two precision lines clearly standing out to give the car extra character bear clear testimony to the even higher level of driving dynamics offered by this new Package.

3.5 Trendsetters and Spearheads in Innovation: The BMW X-Models.

A completely new segment in the market, a new driving experience and a new concept of sporting performance – all this comes with the famous letter X.

Introducing the BMW X5 and establishing the Sports Activity Vehicle (SAV) segment in the process, the world's leading manufacturer of premium cars once again initiated an innovative vehicle concept far beyond regular criteria and offering a unique combination of various qualities.

Today BMW offers no less than three X-models, each of them with their own unique character and a very special potential as a spearhead in innovation and a trendsetter in the growing market of all-wheel-drive vehicles.

More impressively and comprehensively than any other manufacturer of similar vehicles, BMW, through the BMW X6, the BMW X5 and the BMW X3, and with various concept cars developed on this basis, clearly proves what potentials there are in this segment in terms of driving dynamics, safety and efficiency.

Indeed, the efficiency of the current BMW X-models is just as impressive as the vehicles' dynamic driving qualities: Thanks to BMW EfficientDynamics, both the two Sports Activity Vehicles and the Sports Activity Coupé offer the most modern engine technology in the world as well as an unparalleled range of further technologies serving to reduce both fuel consumption and emissions. As a result, BMW models give the customer by far the best balance of driving performance and fuel economy also in this segment. The BMW X3 xDrive20d with its 130 kW/177 hp maximum output, for example, offers average fuel consumption in the EU test cycle of just 6.5 litres/ 100 kilometres, equal to 43.5 mpg imp, and the BMW X6 xDrive35d developing 210 kW/286 hp from its six-cylinder diesel returns average fuel consumption of 8.3 litres/100 kilometres (equal to 34.0 mpg imp), that is in both cases a standard of fuel economy quite unparalleled for a vehicle of this type and in this performance class.

The Sports Activity Vehicle:
a unique story of success with a great potential for the future.
Right from the start the first-generation BMW X5, making its debut at the 1999 North American International Auto Show (NAIAS) in Detroit, proved to be a unique story of success through its equally unique qualities and features.

Indeed, BMW's first offroader was far superior from the start to all comparable vehicles in the market, primarily through its dynamic driving qualities. The focus on these features again typical of the BMW brand served to create an unparalleled offer in a market segment already developing dynamically at the time – and therefore setting the ideal foundation for an unparalleled story of success continuing to this very day and laying out the future of the BMW X-models.

With this vehicle concept developing steadily in the years to come, BMW consistently created a versatile family of Sports Activity Vehicles. The BMW X3, for example, was introduced in 2004 as the Company's second SAV, in this case with more compact dimensions. Since then sales of the BMW X3 have amounted to more than 500,000 units, the X3 remaining the one and only premium offer in its segment to this very day.

In autumn 2006 and, respectively, in early 2007 the second generation of the BMW X5 made its entry in the US and the European markets, with the German premium manufacturer then setting the foundation for yet another new category of vehicles through the launch this year of the BMW X6.

Entering the market as the world's first Sports Activity Coupé, the X6 brings out the dynamic driving potentials of BMW's X-models with unparalleled consistency and in unique style.

Ongoing development of the BMW X Family is naturally under way, the introduction of yet another X-model already announced beneath the BMW X3 again bearing out BMW's unique position as a genuine pioneer.

Total sales of BMW X-models so far amount to more than 1.25 million units, the SAV and SAC models thus making a significant contribution to BMW's current status as the world's most successful manufacturer of all-wheel-drive premium cars.

The BMW X5:
incomparable handling, unmistakable design, unparalleled safety.
The innovative concept of the Sports Activity Vehicle was consistently implemented by BMW from the start through the introduction of the first BMW X5 – up to that time no other vehicle with offroad qualities had ever offered this kind of unique handling.

The spacious BMW X5 with permanent all-wheel drive for the first time successfully combined the dynamic driving qualities of a BMW Saloon with superior mobility beyond the beaten track. At the same time the BMW X5 offered truly unique and highly attractive design, extending the design spectrum at the time to a new, unprecedented level of excellence.

Through its body proportions alone, BMW's SAV from the start stood out clearly from all other BMW models, the exterior clearly confirming the power, performance and agility of the vehicle. Another equally outstanding future was the elevated seating position offering the driver the supremacy on the road he rightly enjoyed through the car's suspension technology.

With its suspension technology the BMW X5 set brand-new standards in the offroad segment, in particular through its excellent driving qualities on the road. Contrary to conventional offroaders, the BMW X5 from the start came with a monocoque body and independent wheel suspension. Further highlights from the beginning were DSC Dynamic Stability Control including the ADB-X Automatic Differential Brake and HDC Hill Descent Control for driving downhill smoothly and safely.

Entering the market in autumn 2006, the second generation of the BMW X5 set out just as convincingly to exceed the success of its predecessor. With its even higher standard of interior comfort and spaciousness, its luxurious ambience, even more superior drivetrain technology, and innovative suspension and driver assistance systems, the new BMW X5 once again set the standard against an even wider range of competitors now facing the BMW X-models. Renowned awards for the vehicle's design and safety also confirm the even greater appeal now offered by BMW's large SAV.

The BMW X3: sporting agility and, for the first time, intelligent xDrive all-wheel-drive technology.

Entering the market as the world's first Sports Activity Vehicle, the BMW X5 was the beginning of a unique strategy of success clearly raising BMW above the other vehicles available in this segment through the car's unique concept and qualities. And ever since BMW X-models have clearly stood out from conventional offroaders through their innovative, sophisticated design, outstanding driving dynamics, supreme safety, premium comfort and a standard of efficiency quite unique for a vehicle of this type.

Applying the same concept, BMW has also been offering a premium SAV since 2004 in the segment beneath the BMW X5: With the characteristic proportions of a Sports Activity Vehicle, the BMW X3 stands out through classic and, at the same time, new BMW design elements.

A further highlight is that BMW xDrive, BMW's intelligent all-wheel-drive technology now featured on all BMW X-models, made its debut in the BMW X3, not only offering optimum traction on difficult surfaces, but also, through its electronically controlled, variable power distribution front-to-rear, ensuring even greater driving stability and motoring dynamics.

The heart of xDrive is the electronically controlled multiple-plate clutch. A further point is that this all-wheel-drive system is consistently networked with DSC Dynamic Stability Control, variable power distribution thus ensuring superior driving stability also when the car tends to over- or understeer in a process registered by the DSC sensors.

The BMW X6: powerful presence and sporting elegance.
The BMW X6 entered the market in spring 2008 as the third member of the BMW X Family – and immediately became yet another success story from the world's leading premium car maker. The BMW X6 combines the sporting elegance of a large Coupé with the powerful presence of a BMW X-model. With its low-slung side windows and the roofline gently tapering out to the rear, this unique four-door clearly boasts the proportions of a thoroughbred coupé.

Inside, the BMW X6 – again in typical coupé style – offers lots of space for four occupants, higher ground clearance, strikingly contoured wheel arches, four doors, a large tailgate and the high waistline bearing out a clear resemblance to BMW's other X-models. This design is indeed an authentic expression of the unique dynamic potential offered by the BMW X6 through its drivetrain and suspension technology not just on the road, but also off the beaten track.

As the most sporting and dynamic of all X-models, the BMW X6 comes as standard with BMW's new Dynamic Performance Control. Over and above intelligent BMW xDrive offering variable distribution of drive power on the front and rear axles, Dynamic Performance Control now also allows variable distribution of drive forces between the two rear wheels left and right.

The BMW X-models: exemplary fuel economy and emission management thanks to BMW EfficientDynamics.
Outstanding innovations give the BMW X-models features and qualities quite unique in their segment (and, indeed, beyond). This applies not only to driving dynamics and occupant safety, but also to the high standard of all-round efficiency guaranteed by consistent implementation of BMW EfficientDynamics also in this segment.

Hence, the BMW X-models offer not only the most advanced, consumption-optimised engine technology, but also, varying from one model to the other, trendsetting features such as Brake Energy Regeneration, on-demand management of ancillary units, active aerodynamics, intelligent lightweight construction, and tyres with reduced roll resistance.

This modern technology gives the BMW X-models the best balance of driving performance and fuel economy in their segment. No surprise, therefore, that the two Sports Activity Vehicles and BMW's new Sports Activity Coupé come right at the top by far in terms of efficiency in their respective segments. No other manufacturer, for example, even comes close to the BMW X3 xDrive20d with its engine developing 130 kW/177 hp but offering average fuel consumption in the EU test cycle of just 6.5 litres/100 kilometres, equal to 43.5 mpg imp, as well as a CO_2 rating of 172 grams per kilometre.

Where performance, driving pleasure as well as spaciousness and interior comfort are measured also as a function of fuel consumption and emissions, the BMW X5 is truly unique in every respect – especially because the first BMW ever to offer up to seven seats is also available with unusually fuel-efficient, low-emission diesel engines.

Developing maximum output of 173 kW/235 hp, the BMW X5 xDrive30d, for example, consumes an average of just 8.1 litres/100 kilometres, equal to 34.9 mpg imp, in the EU test cycle. The vehicle's CO_2 rating, in turn, is just 214 grams per kilometre.

Particularly when considering the number of seats available, this means an outstanding level of efficiency in every respect: Even a small car is hardly able to offer per capita consumption of less than 1.2 litres per 100 kilometres and a CO_2 rating, again per occupant, of just 31 grams per kilometre.

At the same time BMW EfficientDynamics combines impressively low fuel consumption and emission figures with a further enhancement of dynamic driving performance in a BMW X-model. This is borne out, for example, by the BMW X6 xDrive35d with its 3.0-litre straight-six diesel featuring Variable Twin Turbo Technology: Offering maximum output of 210 kW/286 hp, this unique Sports Activity Coupé accelerates to 100 km/h in just 6.9 seconds. Average fuel consumption in the EU test, on the other hand, is just 8.3 litres/100 kilometres (equal to 34.0 mpg imp) and the CO_2 rating is 220 grams per kilometre.

Introducing a number of concept studies based on a Sports Activity Vehicle, BMW has time and again confirmed the future potential of BMW's X-models. Indeed, these studies serve not only to visualise innovative design solutions, but also to pave the way in technology for alternative drivetrain concepts.

Trendsetting: the BMW Concept X3 EfficientDynamics.
Implementing the EfficientDynamics development strategy, BMW has been progressing consistently for many years also in the offroad segment, introducing innovative drive concepts in an SAV model on numerous occasions.

The BMW Concept X3 EfficientDynamics in 2005, for example, offered intelligent technological solutions for an offraod vehicle based on innovative drivetrain, transmission and energy storage components. As an example, this concept vehicle came with an additional electric motor and power electronics in the active transmission integrated neutrally in the overall package of the vehicle.

Another outstanding feature of the BMW Concept X3 EfficientDynamics was the optimised integration of so-called super caps as the vehicle's main energy storage units in the side-sills. And to highlight this innovative energy concept, transparent covers at the side allowed a clear view of the super caps in their typical copper colour.

BMW Concept X6 ActiveHybrid: BMW's first hybrid vehicle.
In 2007 BMW presented further potentials for the integration of trendsetting drivetrain technology in an all-wheel-drive vehicle in the guise of the BMW Concept X6 ActiveHybrid. With this unique vehicle making its debut at the Frankfurt Motor Show, Germany's leading premium manufacturer introduced two world-first achievements at the same time – the world's first Sports Activity Coupé and an unprecedented concept of hybrid drive: On the BMW Concept X6 ActiveHybrid the power of an eight-cylinder petrol engine is combined with electric power by means of an unprecedented two-mode transmission.

BMW has already announced a hybrid version of the Sports Activity Coupé in addition to the petrol and diesel models already in the market. The result of this combination is the first hybrid BMW with drivetrain technology ideally matching the character of the BMW X6, BMW ActiveHybrid technology offering significantly greater driving dynamics than in a conventional hybrid vehicle and, at the same time, reducing fuel consumption by up to 20 per cent compared with a comparable vehicle running on combustion power alone.

The BMW Concept X6 ActiveHybrid for the first time combines the combustion engine and two high-performance electric motors for superior use of hybrid technology with its enhanced efficiency over a significantly larger speed range than in the case of a conventional hybrid vehicle.

The BMW Concept X6 ActiveHybrid is able to run in the all-electric mode, entirely on its combustion engine, or with a combination of both drive sources. Depending on driving conditions, the electric motors are used furthermore both for enhanced acceleration and to provide a regenerating brake effect. When pulling the car, the additional effect of the electric motors referred to as "boosting" ensures incomparably spontaneous behaviour and, at the same time, a significant reduction of fuel consumption.

Best of Hybrid – the optimum drivetrain technology for every BMW.
BMW ActiveHybrid is based on a modular principle applying BMW's Best of Hybrid strategy to integrate the optimum components in various vehicle concepts.

At the 2008 Geneva Motor Show BMW presented yet a further manifestation of BMW ActiveHybrid technology, the BMW Vision EfficientDynamics Concept Vehicle shown in Geneva for the first time and combining a four-cylinder diesel with mild hybrid technology, as it is now called.

Once again, therefore, an SAV model set the foundation for a particularly innovative drivetrain concept. In this case the intelligent combination of a combustion engine and an electric motor in a BMW X5, together with further efficiency-enhancing technologies, was able to offer the power and performance typical of a BMW on average fuel consumption of just 6.5 litres/100 kilometres, equal to 43.5 mpg imp.

3.6 Dynamic Performance, Supreme Comfort and Individual Style Tailored to the Driver: BMW Performance in the 2009 Model Year.

Innovative, sophisticated, safe – Original BMW Accessories comply in every respect with the high standards set by BMW cars from the very beginning. Indeed, the comprehensive and attractive range of Original BMW Accessories enables every BMW driver to upgrade his or her vehicle beyond the standard equipment and options available straight from the factory to meet his – or her – personal wishes and individual style.

The BMW driver with a particular passion for dynamics and sporting customisation benefits from new features offered in the BMW Performance Line, allowing him to enjoy the particular style and performance of the car even more effectively on the road. Extending the already wide range of Original BMW Accessories, the BMW Performance Product Line offers a large number of components especially developed for the BMW 3 Series and the BMW 1 Series enhancing the sporting driving experience to an even higher standard.

At the 2008 Mondial de l'Automobile in Paris BMW is proudly presenting a BMW 135i Coupé boasting the retrofittable options on the suspension, drivetrain, aerodynamics and cockpit developed especially for the BMW 1 Series. In their technical features and design, these special components again reflect the typical style of the brand, fulfilling BMW's supreme standards in terms of both quality and safety.

A further important point is that all BMW Performance components are available individually, again giving the driver of a BMW 1 Series or a BMW 3 Series the option to create particularly sporting highlights in his or her particular area of interest by means of selected retrofittable features.

Yet a further point is that all BMW Performance products, through their clear focus on a thrilling and sporting driving experience, come together to form a harmoniously interacting overall package. This is precisely also why all BMW Performance products comply in full with BMW's warranty conditions and are sold and fitted by BMW Dealers and Service Partners as well as by BMW Retail Outlets.

Aerodynamics and weight: optimised to the customer's standard.
The BMW Performance Aerodynamics Kit serves to optimise the car's driving dynamics and at the same time ensures a powerful stance in everyday traffic. The BMW Performance Aerodynamics Kit for all models in the BMW 1 Series comprises a striking front apron with a powerful, integrated surround encompassing the BMW kidney grille in black high-gloss look, as well as dynamically contoured side-sills.

Model-specific accessories made of carbon-fibre are also available for enhanced aerodynamics. The various items are carbon exterior mirror caps, the BMW Performance carbon rear spoiler, and the BMW Performance carbon diffuser for all models in the BMW 1 Series.

Suspension technology for superior sports handling.
The quest for additional dynamics was of course also a particular highlight from the start in developing BMW Performance components for the suspension. Here the connoisseur has the choice of BMW Performance sports brakes, the BMW Performance suspension, a BMW Performance spring strut reinforcement bar made of carbon-fibre, as well as an attractive double-spoke lightweight steering wheel.

The BMW Performance sports brakes include extra-large vented brake discs cross-drilled on the front wheels and complete with cooling slots. The six-piston fixed-calliper brakes on the front axle come in BMW Performance Yellow and proudly bear the name "BMW Performance" also to be admired on the spring strut reinforcement bar fitted within the engine compartment for extra body stiffness.

Yet another development is the BMW Performance suspension. Benefiting from its particularly sporting set-up, the Performance suspension ensures even better handling and optimum performance whenever the driver chooses a very sporting style of motoring, nevertheless still retaining a certain standard of comfort in everyday traffic.

The BMW Performance suspension lowers the entire car to offer excellent roadholding even in the most sporting and dynamic driving manoeuvres. Finished in sporting BMW Performance Yellow, the coil springs also offer a powerful optical highlight.

BMW Performance double-spoke light-alloy wheels, finally, accentuate the sporting character of the car through their exclusive design and promote its agility through their particularly low weight.

Drivetrain: optimised air guidance and striking tailpipes.
The new BMW Performance air intake system ensures a power-boosting supply of air on the straight-six petrol engines of the BMW 130i and the BMW 125i.

Based on the standard air intake system, the BMW Performance air intake features a modified filter cartridge and internal air guidance improving the flow of air and minimising any possible loss of pressure.

A further advantage is that the system creates a particularly sporting sound experience inside the car. And last but certainly not least, the optimisation of power provided by the BMW Performance air intake system also makes the engine even more efficient.

The BMW Performance muffler serves to emphasise the extra traction and pulling force of the car also in acoustic terms. Without impairing the car's grand touring comfort, the system creates a discreet but distinctly sporting sound most appropriate for a vehicle of this quality.

Double tailpipes made of chrome-plated stainless steel serve to emphasise the high-tech status of the car also in optical terms, with this material resistant to corrosion giving the exhaust system an even longer service life.

Interior befitting a thoroughbred sports car.
To really enjoy the dynamic performance of his or her BMW, the genuine enthusiast is able to create a particular ambience within the interior in the style of a genuine sports car thanks to BMW Performance. Above all, this makes the driver's cockpit in a BMW 1 Series a perfect area of action for the ambitious enthusiast benefiting from perfect support in BMW Performance bucket-shaped sports seats in BMW Motorsport design ergonomically hugging the body also at the sides.

Apart from their significant seating comfort, BMW Performance sports seats finished in black alcantara stand out in particular through their sophisticated, slender design. Beneath the integrated headrests they feature two openings decorated by plastic trim in Spheric Grey.

The side airbags are also integrated in the seats, with BMW Performance sports seats available for the driver and front passenger on the BMW 1 Series five-door, three-door, and the Coupé.

Apart from visual highlights, the BMW Performance handbrake lever also sets the standard in ensuring a dynamic gearshift at all times. Optimised in its ergonomic features, the shift knob made of chrome and black alacantara facilitates precise handling of the shift lever, the special design of the lever furthermore shortening gearshift travel by approximately 25 per cent versus the standard unit.

To round off this superior component, BMW Performance also offers an innovative multifunction sports steering wheel. Fully clad in alcantara and leather, this special steering wheel rests very pleasantly and safely in the driver's hands. The upper section of the steering wheel rim incorporates a LED display presenting technical data such as the oil and coolant temperature, lateral and longitudinal acceleration, as well as the gearshift point and time indicators. And to retrieve all this information, all the driver has to do is press the multifunction buttons on the steering wheel.

Decorative trim in carbon design on the centre console, the dashboard and the front and rear doors as well as at the rear of the passenger compartment on the sides serves to give the sporting and sophisticated atmosphere of the interior even greater emphasis. The pedals and footrest made of aluminium also included in the BMW Performance range, through their design and functionality, likewise convey all the qualities of a thoroughbred racing car in everyday traffic.