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THE 2012 BMW 1 SERIES CONVERTIBLE

BMW 135i Convertible Receives Exciting Upgrades for 2012.

Woodcliff Lake, NJ – **EMBARGO December 15, 6:00PM EST** ...BMW today announced several modifications to the 2012 BMW 1 Series Convertible that accentuate efficiency and premium quality. The unmistakable profile of the 1 Series Convertible, which represents the purest expression of BMW DNA is now sharper than ever. The new design of the front fascia includes BMW's innovative Air Curtain that counters turbulence near the wheel arches and so reduces the aerodynamic resistance of the vehicle. New exterior design accents have been incorporated into the headlight and tail light clusters. In the interior, new switches and controls have a more refined look and feel. The updated 1 Series Convertible will go on sale this Spring.

For drivers whose definition of Joy includes wind in the face and sunshine above, the BMW 1 Series Convertible continues the tradition established by the iconic BMW 2002 sport sedan. The essence of such driving purity – a responsive inline-6 engine perfectly positioned within a rear-drive chassis to provide balanced, sporty dynamics – is at the heart of this compact four-seat convertible. For the 2012 model year, two versions are available with inline-6 power: the 128i and the 135i.

Powered by a 3.0-liter, 230 horsepower inline-6 engine that generates 200 lb-ft of torque, the 128i Convertible features BMW's Valvetronic throttle-less intake technology and aluminum/magnesium construction—core elements of BMW's EfficientDynamics.

The 2012 BMW 135i features BMW's newest, 3.0-liter inline-6 engine. Equipped with a single, twin-scroll turbocharger and BMW's revolutionary Valvetronic throttle-less intake technology, the engine produces 300 horsepower and 300 lb-ft of torque. Referred to internally as the "N55", the engine reaches peak torque at 1,200 rpm and maintains peak torque all the way to 5,000 rpm. With High

Precision direct gasoline injectors, optimum performance and fuel efficiency are achieved with even faster engine response across the entire engine speed range. For the 135i Convertible, acceleration from 0-60 mph is accomplished with the standard 6-speed manual transmission in 5.4 seconds.

The 135i can be equipped with BMW's 7-speed Double Clutch Transmission (DCT), as featured on the BMW Z4 Roadster. Equipped with DCT, the 135i Convertible will accomplish the 0-60 mph sprint in a scorching 5.3 seconds. A 6-speed Steptronic automatic remains optional on the 128i. So equipped, the 128i Convertible runs 0-60 mph in 7.0 seconds, or 6.4 seconds with the standard 6-speed manual transmission.

Innovative Aerodynamics: Air Curtains.

Consistency between form and function is crucial to engineers at BMW who seek perfect balance of various aerodynamic factors in the wind tunnel. As a result, the new Air Curtain is BMW's latest aerodynamic innovation. Introduced first on the BMW 1 Series M Coupe, the Air Curtain will now be a standard feature on the 128i Convertible. The Air Curtain improves air flow around the front wheel arches with the benefit of significantly reduced turbulence. The 128i Convertible can also be equipped with special Aero Wheels to further enhance the performance of the Air Curtain system.

This innovative feature consists of openings in the outer section of the lower front fascia that route high-pressure air through ducts at each front corner. The ducts are approximately 10 x 3 centimeters wide and are designed to channel air to openings at the front of each wheel arch, where it is discharged through a very narrow opening at high speed. The escaping air stream covers the side of the front wheels like a curtain, thereby reducing aerodynamically unfavorable turbulence around the rotating wheels.

Air Curtain has a key role to play in the development of future aerodynamic innovations. An example of the air curtain principle was first presented in the concept study BMW Vision EfficientDynamics at the International Motor Show (IAA) in Frankfurt in 2009, and the developers of the BMW 1 Series M Coupe took on the pioneering task of applying this element to a production vehicle. To do so, they utilized the unique capabilities of the new full-scale "rolling road" Aerolab

wind tunnel at the BMW Group's new Aerodynamic Testing Center. Now it has been added to the 128i Convertible.

Distinctive BMW Convertible appearance

In a mere 22 seconds—even on the move at speeds up to 25 miles per hour—occupants of the 1 Series Convertible can go from encapsulated comfort to top-down exhilaration. If conditions dictate, the electro-hydraulically-operated softtop can be raised within the same 22 seconds, producing a distinctive silhouette enhanced by long frameless doors. The characteristic features of the BMW kidney-shaped grill, front skirt, door sills and rear skirt are identical to those of the 1 Series Coupe.

The standard softtop is available in either black or taupe cloth, but it is the optional Moonlight Black version which is unique to the 1 Series Convertible. Interwoven with fine shiny metallic fibers, this distinctive top produces a shimmery metallic silver appearance in sunlight. The visual effect enhances the convertible's exciting range of nine colors which includes an exclusive hue: Cashmere Silver Metallic.

A distinctive feature of the 1 Series Convertible is the flared shoulder line which runs parallel to the road. This shoulder line flows from the hood past the A pillar to the trunk lid, forming a surface which encompasses the entire interior, giving the impression of a boat deck.

The view from the rear is influenced by the position of the softtop: with the top lowered, completely concealed in the tail, the look is flat and elegant; the appearance with the top up is broad shouldered. The trunk lid has an integrated spoiler chiseled into the rear end of the car to accentuate the short rear section. On the 135i, an additional lip spoiler provides greater downforce on the rear end at high speeds.

The individual sections within the L-shaped rear taillights give the vehicle a lower, sportier look. Horizontal lights integrated in the rear light clusters offer a homogeneous lighting effect with the help of light-emitting diodes (LEDs). This light design, as found on other BMW models, makes the BMW 1 Series Convertible stand out at night. Also, the Adaptive Brake Lights operating in two stages in

relation to brake application force are yet another feature typical of BMW, with the additional benefit of extra safety on the road.

The standard (on the 135i) Adaptive Xenon Headlights (optional on the 128i), complete with integrated cornering lights, make driving in the dark safer than ever. The daytime running light function, in typical BMW style, uses the four corona rings around each headlight to enhance the visibility of the car under normal and “murky” light conditions.

Convertible interior features technology enhanced comfort, convenience

Two unique BMW 1 Series Convertible features provide increased driver and passenger comfort, thus improving the overall experience regardless of the top’s position. The optional Boston leather incorporates BMW’s Sun Reflective Technology where pigments worked into the upholstery mitigate the effect of the sun’s ultraviolet rays. Excessive heating of the seats and armrest is diminished, especially for darker interior colors. The overall effect can produce surface temperatures some 20 degrees Fahrenheit below a comparable “normal” leather interior.

The standard upholstery is sporty and comfortable Leatherette, which is also the covering on the optional Sport Package’s sport seats with enhanced side support (Boston leather can be selected for this package).

The climate-control system in the 1 Series Convertible has an additional convertible mode (compared to the system in the BMW 1 Series Coupe) designed for open-roof conditions. The three standard modes; gentle, medium and intensive, react primarily to interior sensors, while the convertible mode reacts less to interior temperature and more to the exterior temperature and sunlight factors to establish the intensity of the ventilation.

Turbulence in the roof-down cabin can be reduced by an available wind deflector which can be affixed to the sides of the vehicle with a few adjustments. The wind deflector allows for conversation at normal sound levels and the ability to enjoy the wide variety of audio and communication offerings which include SIRIUS satellite radio, HD radio, the optional Premium Sound system, and Bluetooth. For simple and straightforward connection of an MP3 player, an auxiliary input jack is

standard and a USB port for direct control of an Apple iPod or iPhone media player is available as an option.

The control console for the entertainment and climate-control functions is integrated smoothly and harmoniously into the dashboard through its soft radii and flowing surfaces. With the optional navigation system, the iDrive controller is integrated in the center console, following BMW's characteristic philosophy of full driver control at all times. Galvanized pearl gloss surfaces adorn the interior door handles, the glove compartment handle, the radio's rotary knobs, the knobs of the automatic climate control system, the iDrive controller, and the ornamental trim strips featured on the sport steering wheel.

Spacious trunk supplemented by folding seat backs and storage bag

An active couple can carry their gear, regardless of the season, thanks to the generous trunk space offered by the 1 Series Convertible. Two golf bags will fit in the trunk of the 1 Series Convertible – even with the top down! Lowering the soft top produces a storage space that is 8 cubic-feet, which does not include the optional large storage bag that extends into the passenger compartment and can accommodate two snow boards or a golf bag without soiling the upholstery. A zippered opening allows access into the storage bag from within the passenger compartment.

High-tech suspension with newly-developed differential

In typical BMW configuration, the BMW 1 Series Convertible transmits power to the rear wheels exclusively. This concept– engine at the front, drive wheels at the rear – guarantees optimum traction, near-perfect weight distribution front-to-rear, excellent directional stability, and predictable handling.

The 1 Series Convertible has a sophisticated suspension system with an aluminum double-pivot front suspension and a five-link fully independent rear suspension in lightweight steel. BMW's Dynamic Stability Control (DSC) also includes a Dynamic Traction Control (DTC) function that provides electronic intervention to prevent loss of vehicle control, but at a higher threshold before activation. This allows the driver to experience more spirited driving on dry roads and offers more flexibility when driving in more challenging conditions such as in snow. If the driver desires, both DSC and DTC can be disabled entirely. Optional Active Steering — a variable ratio steering system exclusive to BMW — is available on the 135i Convertible. In

addition to its duties as a safety system, the DSC system on the 135i Convertible is programmed specifically to enhance performance-oriented driving.

The rear differential on the 1 Series comes from a new generation of final drives optimized for running smoothness and fuel efficiency. Featuring double-helical ball bearings for the first time, the differential runs at an even lower operating temperature reached more quickly than before thanks to the reduction of fluid required in the differential. Electronic rear brake management is always used to simulate a differential lock for stronger acceleration in turns and low-traction conditions.

The front suspension on the BMW 1 Series is also built to a unique standard in its competitive group. The double-pivot spring and strut front suspension with its anti-roll bar, is made largely of aluminum and offers an optimum combination of stiffness and low weight. The stable track control arms and thrust rods, as well as near-perfect wheel positioning, make an important contribution to the car's driving dynamics.

M-inspired design for the M Sport Package

Model year 2009 saw the introduction of a new M Sport Package, which is standard on the 135i and optional on the 128i. Features of the M Sport Package include an Aero kit for reduced lift at speed (standard on 135i), an increased top speed limiter, better brake cooling, and enhanced aesthetics while the Sports Suspension offers higher traction and reduced body roll with unique wheels and performance tires. Unfortunately, the M Sport Package deletes the Air Curtain feature.

On the 135i Convertible, the Sports Suspension also includes a high-performance brake system incorporating 6-piston fixed calipers on the front and 2-piston calipers at the rear. Additionally, the M Sport Package for both models includes BMW Individual high-gloss Shadowline exterior trim, sport seats, and M branded trim components including driver footrest, gearshift knob (for manual transmission), and door sills. Finally, LeMans Blue Metallic exterior paint is available exclusively when the M Sport Package is ordered.

Safety equipment maximized for convertible design

The four standard airbags in the 2012 BMW 1 Series Convertible are designed for the optimum protection of the car's occupants. The advanced frontal airbags are activated in stages relative to impact severity while the side airbags integrated into the sides of the front seat backrests reduce the risk of injury at chest, hip and head levels in side impact situations. The BMW 1 Series Convertible also comes with crash-optimized seats with active headrests designed to reduce the risk of neck injury in an impact from the rear.

All seats within the 1 Series Convertible are fitted with three-point inertia-reel seat belts and headrests, with the front seat belts fastened on to the frames of the driver's and front passenger's seats, keeping the belt in an optimum position around the occupant's hips regardless of seat height or fore-aft placement.

Also, the driver's pedals move back automatically with a predetermined amount of deformation in the event of a frontal collision so that the risk of driver foot injury is reduced. And last but not least, the rear seats come standard with LATCH attachments for child seats.

The 2012 BMW 1 Series Convertible is equipped with a roll-over sensor, which continually monitors the vertical and horizontal movements of the vehicle. As soon as the sensors register the danger of the vehicle rolling over, two roll bars are extended in fractions of a second from their storage areas behind the rear headrests. Simultaneously, the front-seat-belt tensioners are activated. Further roll-over protection is offered by the optimized stability of the A pillar and windshield frame.

BMW ConnectedDrive Innovations: Advanced on-board use of mobile phones and music players.

Beginning with September production there are enhancements to BMW Assist with Bluetooth and the iPod/USB Adapter. These enhancements extend the functionality through improved integration of mobile devices into the vehicle. These new features are made possible by hardware advances. (All Models)

BMW Assist with Extended Bluetooth

The Bluetooth functionality is extended beyond hands-free and phonebook

support with multiple innovations. Feature support is dependent upon compatibility with the mobile device.

RIM Smart Phone Integration

- **Mobile Office:** The industry-first mobile office integration of BlackBerry Smartphones, a customer can access email, text messages, and notes through the iDrive system providing seamless integration with the vehicle. Safety and avoiding driver distraction is paramount at BMW. In order to maintain the driver's focus on the road, the vehicle's voice control system (included with navigation) will read messages aloud via text-to-speech. The central screen will also display the only the first three lines of text. The full text can only be displayed when the vehicle is parked. Compatible BlackBerry hardware, firmware, and feature set will be announced later.
- **vCard photo support:** Images of contacts stored in your phonebook are downloaded from the device and shown on the vehicle display. When the mobile phone rings, a picture of the caller will appear on the vehicle display.
- **External Call Lists:** External call list handling downloads the "re-dial" and "received calls list" at every reconnect of the mobile device and after each call.
- **Bluetooth Music Streaming:** Bluetooth music streaming offers wireless audio streaming from the mobile device to the vehicle. Music stored on the mobile phone is played and controlled through the iDrive controller.

iPod/USB Adapter

- **iPod One-wire integration:** The iPod connection no longer requires the “Y-cable” for separate aux-input for sound. The iPod USB cable supplied with the iPod is all that is required to connect the device to the vehicle. The music is transferred directly from the iPod digitally to the sound system via the USB connection.
- **Album Cover Art:** If cover art is contained in the metadata of a particular song, it will show on the vehicle display while the song is played.
- **Voice Control of Devices:** The driver can control external devices and select genre, artist, album, and song title with the voice control system included with Navigation System.
- **Mobile Phone Device Driver Update:** In combination with BMW Assist, the USB port can be used to upload new mobile phone and audio player device drivers. (Release timing for this feature and device driver availability are subject to change.)

BMW Ultimate Service™:

Providing owners with incredible value and peace of mind

The BMW 1 Series Convertible will feature **BMW Ultimate Service™**, a suite of services that includes the BMW Maintenance Program (formerly called Full Maintenance), Roadside Assistance and the New Vehicle Limited Warranty. BMW Assist™ with TeleService is part of the optional Premium Package or can be ordered separately as a stand-alone option.

BMW Ultimate Service™ includes:

The BMW Maintenance Program is the only no-cost maintenance program in the industry that covers wear and tear items like brake pads and rotors for four years or 50,000 miles, whichever comes first. BMW owners pay nothing for all scheduled inspections, oil changes, brake pads, wiper blade inserts and other wear-and-tear items.

BMW Roadside Assistance is one of the industry’s most comprehensive plans available. Not only is it no-charge for the first four years, but there is no mileage limit. BMW drivers enjoy the assurance of on-the-road help 24 hours a day, seven days a week, anywhere in the United States, Canada and Puerto Rico. This includes everything from flat tire changes, emergency gasoline and lock-out

assistance, to towing, alternative transportation and even trip-interruption benefits. This service also includes valuable trip routing advice.

BMW New Vehicle Limited Warranty: All 2012 BMW passenger vehicles are covered by BMW's excellent Limited Warranty, which includes:

- New-vehicle warranty – four-year/50,000-mile coverage of the vehicle.
- Rust-perforation warranty – 12-year/unlimited-mileage coverage.

BMW Assist™ provides the driver with services that enhance on-the-road security and convenience, for added peace of mind. The BMW Assist and Bluetooth® System is included in the Premium Package or available as a stand-alone option. BMW includes the Safety Plan for 4 years at no additional cost. BMW is the only manufacturer that offers this duration of service as other manufacturers only include the first year of service. The **BMW Assist Safety Plan** is a subscription based service that is subject to certain limitations. The in-vehicle equipment for BMW Assist includes GPS technology and hands-free communication functions to deliver emergency and other services, accessed via buttons in the overhead or center console. The BMW Assist system transmits the location and vehicle information to the BMW Assist Response Center. A response specialist speaks with the vehicle occupants to coordinate dispatch, notify emergency contacts on file, and link BMW Roadside Assistance or emergency services as needed and/or requested. A severe accident automatically activates the Automatic Collision Notification function. The BMW Assist Safety Plan also includes Door Unlock and Stolen Vehicle Recovery services, which can save the owner time and money. New to BMW Assist is MyInfo, which allows users to send business listings and street addresses with associated phone numbers from the internet, directly to their BMW.

TeleService automatically notifies the BMW center when a vehicle will need service. A service advisor then proactively calls the customer to set up a convenient appointment and have the needed parts ready.

BMW Assist subscribers can also enroll in the **BMW Assist Convenience Plan** (available at an additional cost of \$199 per year) to avail themselves of many BMW Assist concierge services, from finding the lowest fuel price or the best French restaurant in the area to information on flight arrival gates or times, as well as receive directions, and traffic and weather information. On 2007 and later models, a selected destination and its phone number can be sent directly to the

BMW Navigation system (if so equipped) and the customer's Bluetooth linked mobile phone, after a push of the Concierge menu option. New in 2009 was BMW Search, which allows those vehicles equipped with both the BMW Navigation and BMW Assist system to gain online access to the Google Maps database inside the vehicle to quickly find a desired business with just a key word. The Convenience Plan also includes Critical Calling, a service that can connect the driver to a requested party via a response specialist in case their mobile phone is not in the vehicle or its battery is discharged.

Lastly, the BMW Assist system includes Bluetooth hands-free phone connectivity with phonebook access and speech recognition for dialing by name or number via the steering wheel controls. Use of this feature requires a customer-provided compatible Bluetooth mobile phone. To learn more about BMW Assist, please visit www.bmwassist.com.

Performance with a conscience

BMW strives to produce its motor vehicles and other products with the utmost attention to environmental compatibility and protection. Integrated into the design and development of BMW automobiles are such criteria as resource efficiency and emission control in production; environmentally responsible selection of materials; recyclability during production and within the vehicle; elimination of CFCs and hazardous materials in production; and continuing research into environmentally friendly automotive power sources. Tangible results of these efforts include the recycling of bumper cladding into other vehicle components; water-based paint color coats and powder clear coats; near-future availability of hydrogen-powered models; and various design and engineering elements that help make BMWs easier to dismantle at the end of their service life.

BMW Group In America

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; DesignworksUSA, a strategic design consultancy in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group's global manufacturing network and is the

exclusive manufacturing plant for all X5 and X3 Sports Activity Vehicles and X6 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 338 BMW passenger car centers, 336 BMW Sports Activity Vehicle centers, 143 BMW motorcycle retailers, 100 MINI passenger car dealers, and 31 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

Information about BMW Group products is available to consumers via the Internet at:

www.bmwgroupna.com.

