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Contact:

THE 2012 BMW 1 SERIES COUPE

Targeted Innovations Update BMW 1 Series Coupe.

Woodcliff Lake, NJ – EMBARGO December 15, 6:00PM EST ... BMW today announced several modifications to the 2012 BMW 1 Series Coupe that accentuate efficiency and premium quality. The unmistakable profile of the 1 Series Coupe, which represents the purest expression of BMW DNA is now sharper than ever. The new design of the front fascia on the 128i 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 Coupe will go on sale this Spring.

In 2008 BMW introduced the 1 Series to the US, an authentic performance coupe that drew inspiration from the iconic BMW 2002 model of some 40 years ago. As perhaps the next BMW legend, the 1 Series Coupe represents the core BMW philosophy of pure performance, compact dimensions, and premium design. By combining sporty rear-wheel-drive dynamics, agile handling, powerful engines and seating for four, the 2012 1 Series Coupe continues to reinvent the niche that the legendary BMW 2002 created.

Powerful engines, the rear-wheel drive typical of the brand and inspirational agility make the BMW 1 Series Coupe stand out from the crowd. It possesses characteristics unique in the compact premium vehicle segment.

With these updates, the BMW 1 Series Coupe develops further as one of the most desirable Ultimate Driving Machines® in the business. Two versions are available: the 128i Coupe and the 135i Coupe. Each has been enhanced to improve convenience and comfort for the 1 Series' fourth model year.

Powered by a 3.0-liter, 230 horsepower inline-6 engine that generates 200 lb-ft of torque, the 128i Coupe 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 Coupe, acceleration from 0-60 mph is accomplished with the standard 6-speed manual transmission in 5.1 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 Coupe will accomplish the 0-60 mph sprint in a scorching 5.0 seconds. A 6-speed Steptronic automatic remains optional on the 128i. So equipped, the 128i Coupe runs 0-60 mph in 6.7 seconds, or 6.1 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 Coupe. The Air Curtain improves air flow around the front wheel arches with the benefit of significantly reduced turbulence. The 128i Coupe 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 Coupe.

Handsome looks with sporting intentions

The 2012 1 Series Coupe combines unique, dynamic and unmistakable design elements with a powerful and muscular body. The greenhouse with its characteristic “Hofmeister kink” is moved rearward and offers a particularly nimble look with its long hood. The short overhangs, long wheelbase and large frameless doors sit on a body with a striking shoulder line for a modern interpretation of BMW’s characteristic look. On the 135i Coupe, an M Aerodynamic Kit is standard.

The 1 Series boasts aggressive rear end styling. The trunklid has an integrated spoiler chiselled 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 elements integrated in the rear light clusters offer a homogeneous lighting effect. When equipped with Adaptive Xenon headlights (standard on 135i), these horizontal elements are powered by light-emitting diodes (LEDs). This light design, as found on other BMW models, makes the BMW 1 Series Coupe stand out at night. Also, the Adaptive Brake Lights, which operate in two stages relative to brake application force, are yet another feature typical of BMW with the benefit of added safety.

The standard Adaptive Xenon headlights (optional on the 128i) complete with integrated Cornering Lights make driving in the dark safer than ever. The daytime

running lights function in typical BMW style with two corona rings on each headlight unit enhances the perception of the car under normal and “murky” light conditions.

Luxurious interior appointments with today’s technology

The innovative interior design incorporates high-quality and sophisticated trim elements with luxurious upholstery and color choices. A 60/40 split rear seat is standard. The control console for the entertainment and air conditioning functions is integrated smoothly and harmoniously into the dashboard through its soft radii and flowing surfaces. Added in 2009, a Heated Steering Wheel is included in the optional Cold Weather Package for the 128i Coupe, and is available as a stand-alone option on the 135i Coupe (Cold Weather Package required). BMW’s iDrive controller featured in the optional Navigation system is integrated into the center console, again following BMW’s philosophy of good ergonomic design. Galvanized pearl gloss surfaces adorn the interior door handles, the glove compartment handle, the radio’s rotary knob, the knobs of the automatic air conditioning system, the iDrive Controller, and the ornamental trim strips featured on the sports steering wheel.

The BMW 1 Series Coupe is available with a choice of two upholstery options—sporty and comfortable Leatherette or rich Boston Leather. Boston Leather upholstery adds further style to the high-quality impression of the interior. For 2012, a new interior trim option is available. All the trim elements may be ordered in Gloss White for a sporty and fresh look. The optional Sport Package includes sports bucket seats with enhanced side support which are available in highly distinctive leatherette materials or Boston leather.

High-tech suspension with Electronic differential

In typical BMW configuration, the BMW 1 Series Coupe 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 Coupe 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 only on the 135i Coupe. In addition to its duties as a safety system, the DSC system on the 135i Coupe is designed 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, available on both models of the 1 Series Coupe. 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. On the 135i Coupe, 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, BMW Individual anthracite headliner, 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.

High safety standards exceed international requirements

No less than six airbags come standard within the 2011 BMW 1 Series Coupe for 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 and hip levels in side impact situations. HPS (Head Protection System) side curtain airbags fitted in the roof lining protect both the occupants on the front seats and the passengers at the rear. The 2012 BMW 1 Series Coupe also comes with crash-optimized seats with active headrests that significantly reduce the risk of neck injury in an impact from the rear.

All seats within the 1 Series Coupe are fitted with three-point inertia-reel seat belts and headrests, with the front seat belts fastened on 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 seat adjustment. 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.

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 Coupe 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 4 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 4 years, but there is no mileage limit. BMW drivers enjoy the assurance of on-the-road help 24 hours a day, 7 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 2011 BMW passenger vehicles are covered by BMW's excellent Limited Warranty, which includes:

- New-vehicle warranty – 4-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. Last year brought the introduction of **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.

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Journalist note: Information about BMW and its products in the USA is available to journalists on-line at www.bmwusanews.com.

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AUTO SPIES

