

For Release: **IMMEDIATE**

Contact: Matthew Russell
BMW Product & Technology Communications Manager
(201) 307-3783 / matthew.russell@bmwna.com

David J. Buchko
BMW Advanced Powertrain & Heritage Communications
(201) 307-3709 / dave.buchko@bmwna.com

BMW 328d Sedan Debuts at New York International Auto Show

- **Ushers in next wave of BMW Advanced Diesel models in the US**
- **45 mpg preliminary estimate for highway fuel economy***

Woodcliff Lake, NJ – March 29, 2013... BMW debuted the new 328d Sedan at the New York International Auto, ushering in the next wave of BMW Advanced Diesel models in the US. The 328d will feature BMW's 2.0-liter TwinPower diesel 4-cylinder engine. It produces 180 horsepower and 280 lb-ft of torque, available from 1,750 rpm. It will be mated to an 8-speed automatic transmission. The 328d Sedan will accelerate from 0 – 60 mph in just over seven seconds. Preliminary highway fuel economy estimates are expected to be 45 mpg. The 328d Sedan will be available in rear wheel drive and also with xDrive, BMW's advanced all-wheel drive system. The sedans will be joined by the 328d xDrive Sports Wagon. All Three variants will arrive in US showroom as 2014 models in fall of 2013.

BMW Advanced diesel models have already shown to US enthusiasts that diesel power can be perfectly suited to The Ultimate Driving Machine™. With the introduction of the first 4-cylinder diesel BMW engine offered in the US, BMW Advanced Diesel power and particularly outstanding levels of torque and outstanding fuel efficiency. Preliminary fuel economy estimates for the rear wheel drive 328d Sedan are 32 mpg city/45 mpg highway/37 mpg combined*. BMW Advanced Diesel technology includes Selective Catalyst Reduction to make the new 328d models true clean diesels.

Levels of performance and luxury expected of any BMW 3 Series will be ensured with levels of standard equipment on par with the 328i gasoline models. The options list will include Luxury, Sport and Modern Lines as well as M Sport.

Detailed specifications and pricing will be available closer to launch. All three 328d variants will be available in US showrooms this fall.

* Preliminary fuel economy estimates. Official EPA mileage estimates will be available closer to launch

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 and BMW Sports Activity Vehicle centers, 139 BMW motorcycle retailers, 116 MINI passenger car dealers, and 34 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.

#

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

#