

**FROM: BMW of North America**

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**BMW 4 SERIES CONVERTIBLE WILL MAKE ITS WORLD DEBUT AND THE  
BMW i8, BMW CONCEPT X4 AND BMW 5 SERIES GRAN TURISMO WILL  
MAKE NORTH AMERICAN AUTO SHOW DEBUTS AT THE 2013 LOS  
ANGELES INTERNATIONAL AUTO SHOW**

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**Additional Featured BMW Vehicles to Include: BMW i3, BMW 4 Series Coupe, BMW X5,  
BMW 5 Series Sedan, and the North American Debut of the BMW K 1600 GTL Exclusive  
Motorcycle**

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**Early Test Drives of the BMW i3 to Take Place in Conjunction with the Auto Show**

The new BMW 4 Series Convertible will make its world debut and the BMW i8, BMW 5 Series Gran Turismo and BMW Concept X4 will make their North American auto show debuts at the **2013 Los Angeles International Auto Show on Wednesday, November 20<sup>th</sup> at the BMW Stand at 9:00 a.m. – 9:25 a.m. PST at the Los Angeles Convention Center (1201 South Figueroa Street) in Los Angeles. English and Spanish speaking BMW representatives will be available for interviews throughout the day.** In addition, BMW will feature the all-electric BMW i3, BMW X5, BMW 4 Series Coupe, BMW 5 Series Sedan, and the North American debut of the BMW K 1600 GTL Exclusive.

The new **BMW 4 Series Convertible**, with distinct design that sets itself apart from its BMW 3 Series cousins, introduces new standards in terms of dynamics, elegance and extraordinary driving pleasure – with the top up or down. Visibly larger than the BMW 3 Series Convertible in width, track and wheelbase, the BMW 4 Series Convertible boasts an unmistakable and elegant silhouette – with balanced proportions when the top is down and in the sleek look of the roofline when the hardtop is closed. In addition to the enjoyment of the unrivalled open-air driving experience at the push of a button, the BMW 4 Series Convertible also impresses with exhilarating performance and sovereign handling. The new BMW 4 Series Convertible will be offered in the US in 2014 Q1 as both a 428i and as a 435i, with a base MSRP of \$49,675 and \$55,825, respectively. [BMW 4 Series Convertible Press Kit](#)

The new **BMW i8** is the world's first plug-in hybrid 2+2 super-car from BMW Group. It will join BMW i's growing lineup of visionary vehicles which are purpose built from the ground up as electric and hybrid electric and constructed primarily from lightweight carbon fiber. Coming to the market in 2014 Q2 and priced at \$135,700, the BMW i8 features an athletic design and a sleek, low slung exterior and operates with extremely low fuel consumption (94 mpg) and emissions output. It is capable of accelerating from 0 to 60 mph in 4.4 seconds on the way to an electronically governed top speed of 155 mph. [BMW i8 Press Kit](#)

A fascinating combination of BMW X robustness and BMW Coupe sportiness, the muscular and broad-shouldered **BMW Concept X4** is poised to continue the success story of the BMW X6 in a new vehicle class. The BMW X4 Concept has eye-catching proportions, tight contours and numerous high-quality details, producing an unrivalled product character brimming with emotional appeal and sturdiness. In hallmark BMW style, a longer wheelbase, relatively long bonnet, short overhangs and a set-back greenhouse lend the car an undeniable dynamism even when standing still. Available in 2014, the BMW Concept X4 will be produced at BMW Plant Spartanburg in South Carolina, USA. [BMW Concept X4 Press Kit](#)

The extravagant design of the **BMW 5 Series Gran Turismo** represents the expression of sports performance and luxurious long-distance comfort. With a modified front apron exuding presence and solidity and its redesigned rear end creating a longer and lower visual impression, the new 5 Series Gran Turismo combines the striking elegance of a Sedan with the variable-usage interior of a Sports Wagon model and the versatility of a Sports Activity Vehicle. The 2014 BMW 5 Series Gran Turismo is currently available in the US as a 535i for \$60,925, 535i xDrive for \$63,225, 550i for \$68,825 and 550i for \$71,125. [BMW 5 Series Gran Turismo Press Kit](#)

The **BMW i3** is the first fully electric vehicle from BMW Group under BMW i's growing lineup of visionary concept vehicles constructed from the ground up primarily from lightweight carbon fiber. With 170 horsepower and 184 lb-ft of torque hybrid-synchronous electric motor, the BMW i3 is electrified by a 22-kWh lithium-ion battery, good for 80-100 miles of emission-free driving. The BMW i3 will offer interior space comparable to the legendary BMW 3 Series on a shorter overall body. Its 32.3-foot turning circle and a relatively long wheelbase make it agile and engaging to drive, yet ideally suited to driving in dense urban areas. Available in 2014 Q2, the BMW i3 will have a base MSRP of \$41,350 and the range-extender model will have a starting MSRP of \$45,200. [BMW i3 Press Kit](#)

A new addition to showrooms, the **BMW 4 Series Coupe** adds a new dimension to the qualities of the BMW 3 Series Coupe in terms of aesthetics, dynamics and unbeatable driving pleasure. Built on the tradition of the larger BMW 6 Series and BMW 8 Series Coupes, and with a slightly longer wheelbase, wider stance and considerably lower roofline than the BMW 3 Series Coupe, the "4" creates a strong, athletic silhouette which exudes power even while stationary. New aluminum trim on functional elements such as air intakes and vents, door openers and exterior mirrors add elegance to the design. The BMW Series 428i Coupe has a starting MSRP of \$40,500, 428i xDrive Coupe for \$42,500, 435i Coupe for \$46,000 and 435i xDrive Coupe for \$48,000. [BMW 4 Series Coupe Press Kit](#)

Offering notable advances over its predecessor, the new **BMW X5** sets new standards in powerful design, luxurious spaciousness, cutting-edge versatility and efficient driving pleasure. The X5 reveals an elegantly stretched silhouette, eye-catching swag line over the athletically molded wheel arches, horizontal lines and taut surfaces at the rear. With lower fuel consumption and emissions through weight minimization, optimized air guidance and engine technology, the X5 is the only vehicle in its segment available with Active Steering and AdaptiveDrive, providing greater handling capability and ride quality. The newly available rear-wheel drive 2014 X5 sDrive35i will start at \$53,725 and the 2014 BMW X5 xDrive35i is priced at \$56,025. The 2014 BMW X5 xDrive35d price is \$57,525 and the 2014 BMW X5 xDrive50i will start at \$69,125. The gas variants are on sale now and diesel vehicles will be available in 2014 Q1. The BMW X5 is produced at BMW Plant Spartanburg in South Carolina, USA. [BMW X5 Press Kit](#)

Redesigned with fresh contour lines for the surround of the BMW kidney grille and lower air intakes reinforcing the sporty appearance, the **5 Series Sedan** introduces functionality and desirability at new levels. The 5 Series Sedan heralds an expansion of its engine range, with more power and now with the choice of BMW Advanced Diesel. The 5 Series Sedan is currently available as a 528i priced at \$50,425, a 528i xDrive at \$52,725, a 535i at \$56,025, a 535i xDrive at \$58,325, a 535d at \$57,525, a 535d xDrive at \$59,825, a 550i at \$64,825 and 550i xDrive at \$67,125. [BMW 5 Series Sedan Press Kit](#)

Also at the Los Angeles Auto Show, the **BMW K 1600 GTL Exclusive** will make its North American auto show debut. As its name implies, the K 1600 GTL Exclusive is an enhanced edition of the award-winning K 1600 GTL that features stunning design and a host of exclusive features that redefine what a Luxury Touring motorcycle can be.

The slate of BMW Approved Apps will expand with the integration of the **Amazon Cloud Player**. The new app integration will give BMW users access to their entire music library from the web, mobile device, connected living room device (like Roku, Samsung TV and Sonos) and now from their BMW. Details and demonstrations will be available during press days.

BMW i also brings together a wide range of innovative products and services that make electric driving a comfortable and pleasing experience with **360° ELECTRIC** – from simple home charging to a continually

expanding network of public charging stations. Other benefits include fully connected navigation and the option of using conventional cars for vacation trips with BMW Add-on Mobility. BMW will make an exclusive announcement about 360° ELECTRIC before the Los Angeles Auto Show and BMW as well as partner experts will be on hand at the BMW i Pavilion of the BMW i3 test drive event (at the Staples Lot 6 on the corner of Figueroa Street and 12th Street) to provide more details about the program.

In conjunction with the Los Angeles International Auto Show, some of the first test drives of the **BMW i3** will take place on Wednesday, November 20 and Thursday, November 21 at the BMW i Pavilion at the Staples Lot 6 on the corner of Figueroa Street and 12<sup>th</sup> Street. The BMW i Pavilion will be open to media on November 20 from 10:00 a.m. – 4:30 p.m. on November 21 from 9:00am – 2:00pm. To register a time to take a test drive of a BMW i3 vehicle, visit [www.bmw3testdriveslaia.com](http://www.bmw3testdriveslaia.com). Reservations are strongly encouraged.

Also during the Auto Show, BMW will be participating in the Green & Advanced Technology Ride & Drive event on Thursday, November 21, with the BMW 328d and BMW 535d available for test drives. The **BMW 328d** features BMW's 2.0-liter TwinPower diesel 4-cylinder engine and 180 horsepower, accelerating from 0 – 60 mph in just over seven seconds. The 328d Sedan is available in rear wheel drive and also with xDrive, BMW's advanced all-wheel drive system. The **BMW 535d** is BMW's latest diesel variant in North America. Its inline-6 BMW Advanced Diesel engine with BMW TwinPower Turbo technology makes 255 horsepower at 4,000 rpm and 413 lb-ft of torque from 1,500 – 3,000 rpm (preliminary figures). Simultaneously, the new BMW 535d Sedan is expected to show substantial fuel efficiency gains over its gasoline-fueled counterpart. BMW's xDrive intelligent all-wheel drive system is also available on the new 535d Sedan.

Earning Green Car Journal's "Green Car Product of Excellence," the BMW 328d is also a finalist for the magazine's Green Car of the Year award, which will be revealed at the Auto Show on Thursday, November 21 at 9:00 a.m.

BMW will also be partaking in the 10<sup>th</sup> Anniversary of Design Los Angeles' Auto Show Design Challenge. The top automotive design studios from around the world are invited to participate in the Challenge and this year's topic is "**Biomimicry & Mobility 2025: Nature's Answer to Human Mobility**," with the challenge of designing a vehicle experience that uses Biomimicry to increase mobility. BMW will showcase two entries in the Design LA Gallery during the Press Days and the winner will be selected on Thursday, November 21.

In addition, Dirk Rossberg, Head of BMW Crew Technology Office of USA, will participate in a panel discussion on "**The Future of Transportation through Technology**" at the Connected Car Expo at the Los Angeles International Auto Show on Tuesday, November 19 at 2:45 p.m. Leading futurists will give their vision of how automobiles will change and how technology is set to transform transportation in the future.

BMW is also offering a media trip to **BMW Group DesignWorksUSA** in Thousand Oaks on November 21, 2013, from 9:00 a.m. to 12:00 p.m. Laurenz Schaffer, President, DesignworksUSA, will give an exclusive overview of the BMW Group's California-based studio and their consulting work with other clients as well as for the BMW Group. Furthermore, we will present the BMW designed Bobsled, Singapur Airlines First Class Cabin and the BMW Individual Consulting Program. Please contact us to reserve a spot for you.

For updates on Twitter, follow the conversation with the hashtag **#BMWLAAS**.

**IMAGE CAPTION:** BMW is participating in the 10th anniversary of Design Los Angeles' Auto Show Design Challenge at the 2013 Los Angeles International Auto Show. This year's challenge is to design a vehicle experience that uses biomimicry to increase mobility. BMW will showcase two entries in the Design LA Gallery during the Press Days and the winning design will be identified on November 21.

**DATE:** Wednesday, November 20, 2013

**TIME:** Press Conference: 9:00 a.m. – 9:25 a.m. PST; Interviews: All Day

**PLACE:** The Los Angeles Convention Center  
South Hall  
1201 South Figueroa Street

**BMW Executives available for interviews includes:**

- **Ludwig Willisch, President and CEO, BMW of North America**  
Ludwig Willisch is available to discuss overall company business and strategy.
- **Peter Miles, Executive Vice President of Operations for BMW of North America**  
Peter Miles is available to discuss all facets of BMW business in North America including sales.
- **Martin Schweinhuber, Project Manager, 4 Series Coupe and 4 Series Convertible, BMW AG**  
Martin Schweinhuber is available to discuss the technical specifics and details of both the BMW 4 Series Coupe and 4 Series Convertible.
- **Paul Ferraiolo, Head of Product Planning & Strategy, BMW of North America**  
Paul Ferraiolo will be available to discuss current and forthcoming product portfolios as well as the BMW i products in the U.S.
- **Oliver Heilmer, Head of BMW Interior Design, BMW AG**  
Oliver Heilmer is available to discuss all the design elements and specifics for BMW.
- **Jacob Harb, Head of Electric Vehicle Sales and Strategy, BMW of North America**  
Jacob Harb Will be on hand to discuss BMW's strategy for electric vehicles in the United States – including the BMW i vehicles.
- **Manuel Sattig, Planning, Steering and Communications for BMW i, BMW AG**  
Manuel Sattig is available to discuss the purpose, vision and mission of the BMW i brand, including the BMW i3 and BMW i8, the use of carbon fiber-reinforced plastic in the construction of the vehicles and other technical specifics. He is also able to discuss electromobility in general.
- **Oliver Walter, Project Manager BMW i, BMW AG**  
Oliver Walter is available to discuss the individual details of the BMW i3 as well as the overall brand vision and strategy for BMW i. Oliver Walter will be available for interviews at the BMW i Pavilion at the Staples Lot 6 on the corner of Figueroa Street and 12<sup>th</sup> Street.
- **Robert Healey, Electric Vehicle Infrastructure Manager, BMW of North America**  
Robert Healey is available to discuss the BMW i3, planning and executing the electric vehicle charging infrastructure strategy for the US market as well as the announcement regarding 360° ELECTRIC. Robert Healey will be available for interviews at the BMW i Pavilion of the BMW i3 test drive event at the Staples Lot 6 on the corner of Figueroa Street and 12th Street.
- **Julian Lienich, e-Mobility Rollout Manager, BMW AG**  
Julian Lienich is available to discuss 360° ELECTRIC from a global perspective. Julian Lienich will be available for interviews at the BMW i Pavilion of the BMW i3 test drive event at the Staples Lot 6 on the corner of Figueroa Street and 12th Street.
- **Kerstin Schmeding, Head of Color and Trim Design for BMW i, BMW AG**  
Kerstin Schmeding is available to discuss all the design elements and specifics for BMW.

- **Markus Mahn, Product Manager, BMW 4 Series Convertible, BMW AG**  
Markus Mahn is available to discuss positioning, market data, prices and specifications of the BMW 4 Series Convertible.
- **Jose Guerrero, Product Manager and US Product Planning and Strategy for BMW i, BMW of North America**  
Jose Guerrero is available to discuss the BMW i products. Guerrero can also specifically provide insight and perspective on the U.S. market in relation to these vehicles.
- **Alanna Tracey-Bahri, Product Manager, 3 Series, 4 Series, 5 Series, X3, X5, X6 and Z4, BMW of North America**  
Alanna Tracey-Bahri is available to discuss overarching product strategy and technical specifics for the BMW 3 Series, BMW 4 Series, BMW 5 Series, BMW X3, BMW Concept X4, BMW X5, BMW X6 and BMW Z4.
- **Victor LeLeu, Product Manager, 3 Series, 4 Series and Z4, BMW of North America**  
Victor LeLeu is available to discuss the technical specifics and details of the BMW 3 Series, BMW 4 Series and BMW Z4.
- **Jason Chan, Product Manager, X3, X5, X6 and 5 Series, BMW of North America**  
Jason Chan is available to discuss the technical specifics and details of the BMW X3, BMW Concept X4, BMW X5, BMW X6 and BMW 5 Series.
- **Marc Girard, Head of Automobile Design, BMW Group DesignworksUSA**  
Marc Girard is available to discuss BMW's participation in the 10<sup>th</sup> Annual Design LA | Open House & Challenge.
- **Eric Sargent, Product Manager, BMW of North America**  
Eric Sargent will be available to discuss the new apps that have been developed and how this technology is being integrated into BMW vehicles. He is also available to discuss the company's recent announcement with Amazon.

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