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Request for Coverage

All-New BMW 5 Series Sedan to Make World Debut Alongside M Performance & iPerformance Plug-In Hybrid Electric Variants at the 2017 North American International Auto Show in Detroit

BMW X2 Compact Sports Activity Vehicle Concept to Make North American Debut.



All-New BMW 5 Series



BMW X2 Concept

The all-new **BMW 5 Series** sedan will make its world debut alongside its high-performance M Performance and plug-in hybrid electric iPerformance variants at the **2017 North American International Auto Show in Detroit on Monday, January 9, 2016. The BMW Group press conference will be held at 10:45 a.m. EST on the BMW stand at COBO Center, One Washington Boulevard Detroit, MI 48226. English, German, and Spanish speaking BMW representatives will be available for interviews during the press days.** In addition, the BMW X2 Concept, a compact Sports Activity Vehicle first unveiled at the Paris Motor Show in September, will make its North American debut.

With the introduction of the BMW 530e iPerformance, BMW now offers a full family of plug-in electric hybrid vehicles including the BMW 330e iPerformance, the BMW 740e xDrive iPerformance, and BMW X5 xDrive40e iPerformance, as well as the BMW i3 and BMW i8.

The world debut of the all-new BMW 5 Series sedan will be represented in Detroit by the 2017 **BMW 540i**, and the first-ever **BMW M550i xDrive**, and **BMW 530e iPerformance**. With each model, the BMW 5 Series exhibits improved performance elements, enhanced design components, and the most advanced personal driver connectivity available, with features including optional Gesture Control, the latest generation Head-Up Display, Remote 3D View, improved Voice Control, as well as Remote Control Parking and Advanced Driver Assistance Systems, the next step towards semi-automated driving.

In addition the BMW 5 Series was developed using magnesium, aluminum, and high-strength steel and can be up to 137 pounds lighter than its predecessor. This is the 7th generation of the BMW 5 Series, the most

¹ Optional equipment

² Preliminary figures

successful premium sedan, which has sold more than 1 million units in the U.S. alone since 1975. The **BMW 540i xDrive** is equipped with a 3.0-liter inline 6-cylinder engine that yields 335 hp (35 hp more than its predecessor), 332 lb-ft of torque, a top speed of 155 mph¹, and accelerates from 0-60 in 4.7 seconds. The **BMW M550i xDrive** is the latest example of the unique blend of luxury and ultra-high performance that is unique to the BMW brand. The BMW M550i xDrive runs on an 8-cylinder gasoline engine and uses an 8-speed Steptronic transmission, producing 456 hp, 480 lb-ft of torque, and achieves 0-60 in 4.0 seconds (preliminary). The **BMW 530e iPerformance** is the next addition to BMW's growing family of plug-in hybrid iPerformance vehicles. The BMW 530e iPerformance combines BMW eDrive electric drive concept and a 4-cylinder gasoline engine to achieve 248 hp, 310 lb-ft of torque, and accelerates from 0-60 in 6.2 seconds (preliminary). Purely electric driving for the BMW 530e iPerformance is possible for up to 15 miles². The all-new 2017 BMW 5 Series will arrive in showrooms in February 2017. The BMW 530e iPerformance model and the BMW M550i xDrive model will be available in spring 2017. Pricing will be announced closer to market launch. [BMW 5 Series Press Kit.](#)

Making its North American debut at NAIAS, the **BMW Concept X2** will be a new addition to the compact segment, displaying a distinctive design that stands apart from other BMW X models while maintaining the tradition of BMW Group's coupe-making. The BMW Concept X2 combines the fast-moving body language and low-slung proportions of a coupe with the robust construction of a BMW X model. The most distinctive character of the BMW Concept X2 is in the vehicle's proportions: its large wheels and two-box design underline its functional X model character, while its long wheelbase, stretched roofline, short overhands, and heavily forward-slanting C-pillar give the body a sporty, low-to-the-road feel. [BMW Concept X2 Press Kit.](#)

The **BMW 740e xDrive iPerformance**, BMW's flagship plug-in hybrid model, presents the comfort of the BMW 7 Series with the virtues of electric, locally emission-free mobility. The BMW 740e xDrive iPerformance gets its eDrive powertrain technology from a 2.0 liter inline 4-cylinder gasoline engine with BMW TwinPower Turbo technology and an electric motor integrated into the 8-speed Steptronic transmission generating a combined system output of 322 hp. A total of 14 miles in all-electric mode with a top speed of 87 mph can be achieved as well as a combined fuel economy of 64 MPGe. Core features include the BMW EfficientLightweight concept, allowing for significant weight reduction in comparison to its predecessor. Groundbreaking BMW Carbon Core passenger cell technology is the key element on the body structure by the extensive use of carbon fiber reinforced plastic (CFRP) and the strategic application of the lightweight design to reduce weight and increase both the overall torsional strength and bending stiffness. The 2017 BMW 740e xDrive iPerformance is available in U.S. showrooms starting at \$90,095 including Destination and Handling. [BMW 740e iPerformance Press Kit.](#)

The **BMW 330e iPerformance** adds a plug-in hybrid drive system to the world's most successful premium model, the BMW 3 Series. The innovative use of an electric motor with the BMW TwinPower Turbo inline 4-cylinder engine, which has won the International Engine of the Year Award twice to date, results in a total system output of 248 hp and 310 lb-ft of torque. The BMW 330e iPerformance accelerates from 0-60 mph in 5.9 seconds and reaches a top speed of 140 mph. Pure-electric driving is possible at speeds up to 75 mph with a range of approximately 14 miles as well as a combined fuel economy of 71 MPGe. The 2017 BMW 330e iPerformance is in U.S. showrooms for \$45,095 including Destination and Handling. [BMW 330e iPerformance Press Kit.](#)

The **BMW X5 xDrive40e iPerformance**, the company's first plug-in hybrid, combines the 2.0-liter TwinPower Turbo inline 4-cylinder engine with an electric motor powered by a lithium-ion battery, integrated into its 8-speed automatic transmission. The BMW X5 xDrive40e iPerformance can travel approximately 14 miles on pure electric propulsion, powered by a lithium-ion battery, ideally suited for short commutes and quick trips around town yielding an impressive 56 MPGe. Combined, the gasoline engine and electric motor put out 308 horsepower and 332 lb-ft of torque, enough to propel the X5 xDrive40e from 0-60mph in just 6.5 seconds. This Sports Activity Vehicle features BMW xDrive, the company's intelligent all-wheel drive system, for optimal stability and traction under all road conditions. The 2017 BMW X5 xDrive40e is available in U.S. showrooms for \$63,095 including Destination and Handling. [BMW X5 xDrive40e iPerformance Press Kit.](#)

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DATE: Monday, January 9, 2017

TIME: BMW Group Press Conference: 10:45 a.m. – 11:25 a.m.
Interviews: All Day

PLACE: COBO Center
BMW Stand
1 Washington Blvd.

BMW executives and experts available for interviews include:

- **Dr. Ian Robertson, Member of the Board of Management, BMW AG**
Dr. Ian Robertson is available to discuss global BMW sales and marketing. Dr. Robertson will have limited availability for interviews at NAIAS.
- **Ludwig Willisch, President and CEO, BMW of North America**
Ludwig Willisch is available to discuss overall company business and strategy in the United States.
- **Frank van Meel, President of BMW M, BMW AG**
Frank van Meel is available to discuss the global BMW M brand, overarching strategy of BMW M, as well as the entire BMW M product portfolio.
- **Trudy Hardy, Vice President of Marketing, BMW of North America**
Trudy Hardy is available to discuss BMW's marketing efforts in the United States.
- **Dr. Dirk Wisselmann, BMW Group Senior Engineer Automated Driving, BMW AG**
Dr. Dirk Wisselmann is available to discuss autonomous driving and BMW's ConnectedDrive driver assistance systems.
- **Stefan Juraschek, Head of Electric Powertrain, BMW AG**
Stefan Juraschek is available to discuss BMW's electric powertrain.
- **Fritz Steinparzer, Head of Development, Diesel Engines, BMW AG**
Fritz Steinparzer is available to discuss BMW diesel engines.
- **Dr. Florian Reuter, Head of Planning Digital Services, BMW AG**
Dr. Florian Reuter is available to discuss BMW Connected, BMW's personal mobility assistant.
- **Johann Kistler, Project Director, BMW 5 Series, BMW AG**
Johann Kistler is available to discuss the product details of the BMW 5 Series.
- **Dr. Wolfgang Hacker, Head of Product Management, BMW 5 Series, BMW AG**
Dr. Wolfgang Hacker is available to discuss the product details of the BMW 5 Series.
- **Mario Armbruster, Product Manager, BMW 5 Series, BMW AG**
Mario Armbruster is available to discuss the product details of the BMW 530e iPerformance.
- **Cliff Fietzek, Manager Connected eMobility, BMW of North America**
Cliff Fietzek is available to discuss BMW Connected eMobility and strategy in the U.S. market and the BMW i ChargeForward pilot program in the Greater San Francisco Bay Area.

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² Preliminary figures