

FROM: BMW of North America

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Request for Coverage

BMW X5 M AND BMW X6 M WILL MAKE THEIR WORLD PREMIERES AND THE BMW 2 SERIES CONVERTIBLE AND BMW X6 SPORTS ACTIVITY COUPE WILL MAKE THEIR NORTH AMERICAN AUTO SHOW DEBUTS AT THE 2014 LOS ANGELES AUTO SHOW.

Additional Featured BMW Vehicles to Include: BMW Concept X5 eDrive plug-in hybrid, BMW i8 plug-in hybrid sports car, BMW i3 EV, BMW X4, BMW M4 Coupe, BMW M6 Gran Coupe, and others.



The new BMW X5 M and BMW X6 M will make their world debuts and the BMW 2 Series Convertible and BMW X6 Sports Activity Coupe will make their North American auto show debuts at the **2014 Los Angeles Auto Show on Wednesday, November 19th at the BMW Stand from 1:10 p.m. – 1:35 p.m. PST at the Los Angeles Convention Center (1201 South Figueroa Street). English and native Spanish-speaking BMW representatives will be available for interviews throughout the day, as well as on Thursday, November 20.** In addition, BMW will feature the BMW Concept X5 eDrive, the plug-in hybrid high-performance BMW i8, all-electric BMW i3, BMW X4 Sports Activity Coupe, BMW M4 Coupe, BMW M6 Gran Coupe, and other BMW vehicles at the BMW Stand.

Making their world debuts together in Los Angeles, the all-new **BMW X5 M** and **BMW X6 M** combine the robustness, agility, and everyday use characteristics of the successful BMW X family with the commitment to high performance that defines BMW M vehicles. Purpose-designed for exceptional driving experiences, the latest generation of high-performance all-wheel-drive vehicles from BMW M delivers boosted output, optimized suspension technology, and new heights of luxury and innovation in the equipment range. The BMW X5 M and BMW X6 M raise the bar in terms of dynamics, steering precision, and braking performance, while fuel consumption and carbon dioxide emissions are significantly lower than previous models. The perfectly tuned package of engine, powertrain, and suspension, both models are equipped with the V8 unit with M TwinPower Turbo technology that delivers a maximum of 567 horsepower and 553 lb-ft of torque. The standard eight-speed M Steptronic transmission with Drivelogic accelerates from 0 to 60 mph in 4.0 seconds. The BMW X5 M will be offered at a base MSRP of \$99,650 and the BMW X6 M will start at \$103,050, including \$950 destination and handling. [BMW X5 M and BMW X6 M Press Kit.](#)

The **BMW 2 Series Convertible**, making its North American auto show debut in Los Angeles, is the successor to the BMW 1 Series Convertible, enhancing the hallmark strengths of the world's most successful open-top premium model in its class. In addition to the flagship model, the M235i, powered by an in-line six-cylinder gasoline engine with M Performance TwinPower Turbo technology and 320 horsepower, the market launch of the BMW 2 Series Convertible is also available as a 228i, featuring an in-line four cylinder with BMW TwinPower Turbo Technology and 240 horsepower. The 228i Convertible is available with rear wheel drive or with BMW xDrive, the company's intelligent all-wheel drive system. The BMW 2 Series Convertible offers up to an 18 percent improvement in fuel economy and emissions figures compared to its predecessor. The electrically-operated soft-top of the BMW 2 Series Convertible can be opened and closed in 20 seconds, even when driving at speeds up to 31 mph. The BMW 228i Convertible goes from 0 to 60 in 7.5 seconds, and the BMW M235i Convertible achieves 0 to 60 in 5.2 seconds. The BMW M Performance Automobile is available with either a six speed manual transmission or an eight-speed Steptronic Sport Automatic transmission. Arriving in US showrooms in early 2015, the BMW 2 Series Convertible has a base MSRP of \$38,850 for the 228i, \$40,650 for the 228i xDrive, \$48,650 for the M235i, all including \$950 destination and handling. [BMW 2 Series Convertible Press Kit.](#)

The new **BMW X6 Sports Activity Coupe**, BMW's second generation of the Sports Activity Coupe, comes with a suitably exclusive roster of standard equipment that goes well beyond the previous model: Xenon headlights, 19-inch light-alloy wheels, automatic tailgate operation and the 8-speed Steptronic Sport Automatic transmission with steering wheel shift paddles included, as are leather trim, two-zone climate control, auto-dimming interior and exterior mirrors and the Dynamic Digital Instrument Cluster. The BMW X6 is offered in the U.S. in two powertrain variants, with the BMW X6 xDrive 35i using an in-line six-cylinder gasoline engine with BMW TwinPower Turbo technology and 300 horsepower and the BMW X6 xDrive 50i presenting the latest-generation V8 gasoline engine and 445 horsepower. Both models will come with BMW xDrive, the company's intelligent all-wheel drive system. Cutting fuel consumption by up to 22 percent compared to its predecessor, the BMW X6 will be produced exclusively at the company's production facility in Spartanburg, South Carolina, and will arrive in US showrooms in late 2014. Pricing for the X6 xDrive 35i will start at \$62,850, and the X6 xDrive50i will start at \$73,850, both including \$950 destination and handling. [BMW X6 Press Kit.](#)

In the **BMW Concept X5 eDrive**, the innovative EfficientDynamics drive technology BMW eDrive and the intelligent all-wheel drive system BMW xDrive are united for the first time, creating the world's first plug-in hybrid Sports Activity Vehicle. The combination of a BMW TwinPower Turbo 4-cylinder combustion engine and a 95-horsepower electric motor provides typical BMW performance, with BMW xDrive further increasing the dynamics. At the same time, this powertrain is impressively efficient. It has an average fuel efficiency of approximately 62 mpg, which is unrivalled among vehicles in this class, with CO2 emissions of less than 90 grams per kilometer also setting new standards. Via the driving dynamics control switch, different drive modes can be selected. In the fully electric mode, which is free from local emissions, a maximum range of 19 miles is possible – at speeds of up to 75 mph. The BMW Concept X5 eDrive obtains its electrical energy from a (lithium-ion) high-voltage battery, which is accommodated in a space-efficient manner under the flat luggage compartment floor. This means that the room in the vehicle can still be used flexibly, with an almost identical luggage space volume. The high-voltage battery can be charged quickly and conveniently using the BMW home charging station. Alternatively, it can be replenished using any standard household power outlet or at a public charging station. [BMW Concept X5 eDrive Press Kit.](#)

The **BMW i8** is the world's first plug-in hybrid 2+2 sports-car from BMW Group. It joins 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. Currently in showrooms 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 4.2 seconds on the way to an electronically governed top speed of 155 mph. [BMW i8 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 approximately 80 miles of emission-free driving. The BMW i3 offers 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. Currently in showrooms, the BMW i3 has a base MSRP of \$41,350 and the range-extender model will have a starting MSRP of \$45,200. [BMW i3 Press Kit](#).

In addition, from the Los Angeles Auto Show, BMW will announce a new app integration involving a leading multi-national music and technology company that will enhance the driving experience for BMW drivers.

Also, Uwe Hüggen, Head of BMW Group Technology Office USA, will participate in a panel discussion entitled **“OEMs Speak Out”** at the Connected Car Expo at the Los Angeles Auto Show on Tuesday, November 18 at 1:45 p.m. The conversation will present leading auto futurists who will describe their vision of what automakers are planning for the short term and distant future as well as what the future of the connected car may hold.

BMW also will participate in the Green & Advanced Technology Ride & Drive event on Thursday, November 20 from 9:30 a.m. to 3:30 p.m. at the Gilbert Lindsay Plaza, with the BMW i3 available for test drives.

Further, the BMW i3 has been named a finalist for Green Car Journal’s 2015 Green Car of the Year award. The award winner will be announced at Green Car Journal press conference on November 20 during the Los Angeles Auto Show’s media days.

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

DATE: Wednesday, November 19, 2014

TIME: Press Conference: 1:10 p.m. – 1:35 p.m.; Interviews: All Day

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

BMW executives and experts available for interviews include:

- **Ludwig Willisch, President and CEO, BMW of North America**
Ludwig Willisch is available to discuss overall company business and strategy.
- **Hildegard Wortmann, Senior Vice President of Product Management Automobiles and Aftersales, BMW AG**
Hildegard Wortmann is available to discuss current and forthcoming featured vehicles and global BMW sales.
- **Carsten Pries, Head of BMW Product Development, BMW M Automobiles and BMW Individual, BMW AG**
Carsten Pries is available to discuss the BMW M product portfolio as well as the technical specifications of the new BMW X5 M and BMW X6 M. Carsten Pries will have limited availability for interviews at the LAAS.
- **Trudy Hardy, Vice President of Marketing, BMW of North America**
Trudy Hardy is available to discuss BMW’s marketing efforts in North America.
- **Uwe Hüggen, Head of BMW Group Technology Office USA**
Uwe Hüggen is available to discuss BMW’s current and forthcoming innovative technology, including the launch of a new app that will be announced at the LAAS.
- **Paul Ferraiolo, Head of Product Planning & Strategy, BMW of North America**

Paul Ferraiolo is available to discuss current and forthcoming product portfolios as well as the BMW i products in the U.S.

- **Claire Cleuziou, Project Manager for BMW i, BMW AG**
Claire Cleuziou is available to discuss the global BMW i brand, including the BMW i3 and BMW i8 in international markets.
- **Jacob Harb, Head of Electric Vehicle Sales and Strategy, BMW of North America**
Jacob Harb is available to discuss BMW's strategy for electric vehicles in the United States, including the BMW i vehicles.
- **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, BMW Z4, BMW X3, BMW X4, BMW X5, BMW X6, BMW 3 Series, BMW 4 Series, BMW 5 Series, BMW of North America**
Alanna Tracey-Bahri is available to discuss overarching product strategy and technical specifics for the BMW Z4, BMW X3, BMW X4, BMW X5, BMW X6, BMW 3 Series, BMW 4 Series, and BMW 5 Series.
- **Victor LeLeu, Product Manager, BMW X5 M and BMW X6 M, BMW of North America**
Victor LeLeu is available to discuss the technical specifics and details of the BMW X5 M and BMW X6 M.
- **Oliver Ganser, Product Strategy and Market Intelligence Manager, BMW of North America**
Oliver Ganser is available to discuss the overarching product strategy and technical specifics of the BMW 2 Series Convertible.
- **Eric Sargent, Product Manager, BMW 2 Series, BMW of North America**
Eric Sargent is available to discuss the technical specifics and details of the BMW 2 Series.
- **Peter Burgner, Head of the BMW App Development Center USA, BMW of North America**
Peter Burgner is available to discuss the launch of a new app that will be announced at the LAAS.
- **Joey Hand, BMW race car driver**
Joey Hand is an American professional racing driver who is one of BMW's factory drivers for the DTM in Europe.

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