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**NEW PATHS TO EFFICIENCY:**

**BMW AT THE 2008 LOS ANGELES INTERNATIONAL AUTO SHOW**

**North American debuts for all-new BMW 7 Series as well as the BMW Concept 7 Series ActiveHybrid and BMW Advanced Diesel models with BluePerformance**

**Woodcliff Lake, NJ – November 19, 2008...** BMW today showcased a wide range of models and technologies as part of its ongoing EfficientDynamics strategy that exemplifies the German firm's commitment to reducing harmful emissions and to help protect the environment. Rather than focus on just a few models and one or two types of technology, BMW applies its principles to all of its vehicles using a wide variety of technologies. Immediately prior to their market launch in the US and Canada, the 335d Sedan and the X5 xDrive35d Sports Activity Vehicle<sup>®</sup>, featuring BluePerformance technology, are being presented to the public in California. Parallel to the North American debut of the all-new BMW 7 Series, the BMW Concept 7 Series ActiveHybrid, BMW's second ActiveHybrid Concept, the BMW Concept X6 ActiveHybrid, will also be seen in Los Angeles. Also featured will be the updated 2009 BMW 3 Series Sedan and Sports Wagon.

**BMW 7 Series again sets the benchmark**

The all-new fifth generation of the BMW 7 Series radiates a natural presence, inherent sportiness and an elegance born of precision in concept and execution. A new V-8 engine with direct injection and twin turbochargers expresses BMW EfficientDynamics at the highest level of performance. The 4.4-liter, twin-turbo V-8 delivers 400 hp and 450lb-ft of torque. New, exclusive BMW driver-assistance systems and comfort-related features further add to a truly exceptional driving and riding experience.

Inside the new 7, the ambiance is luxurious, of transcendent quality and – most important of all – inviting. The driver-oriented control center features Black Panel technology. More functions than ever are conveniently accessible to the driver from the multi-function steering wheel.

The new 7 is BMW's first passenger car with multi-link double-wishbone front suspension. The new Integral V rear suspension incorporates extensive use of aluminum. On the long wheelbase 750Li, self-leveling air suspension is standard. Also new, and a world premiere:

Integral Active Steering, which adds speed-sensitive rear-wheel steering. With the standard Driving Dynamics Control, the driver can choose between four settings for shock-absorber firmness, transmission shift characteristics, engine-throttle response and power-steering assist.

An array of innovative driver-assistance options unique in the luxury segment includes Active Cruise Control with new stop-and-go capability, Lane Departure Warning, Active Blind Spot Detection, Head-up Display, High Beam Assistant, BMW Night Vision with new Pedestrian Detection, Side View and Back-up Cameras.

All of this will make the new 7 once again the benchmark for performance, luxury, efficiency and safety when it arrives in the US in early 2009.

### **BMW Concept 7 Series ActiveHybrid: The BMW of hybrids**

As an integral part of the BMW EfficientDynamics strategy, the BMW Concept 7 Series ActiveHybrid previews the potential of BMW ActiveHybrid technology in a luxury sedan. In typical BMW fashion, this new concept car combines a significant reduction of fuel consumption and emissions with a level of driving dynamics never seen before even in this class of hybrid cars.

The BMW Concept 7 Series ActiveHybrid is an intelligent symbiosis of BMW's new twin-turbo V8 engine and electric drive as a mild hybrid concept. A compact electric motor, integrated into the transmission housing, replaces the conventional alternator as well as the starter. Power to run all electrics on-board the car is generated by means of Brake Energy Regeneration. The combination of internal combustion engine and electric motor take the twin-turbo 4.4-liter V8's already potent 400 horsepower and 450 lb-ft of torque and supplies an additional 20 horsepower and up to 155 lb-ft of torque as needed. The drivetrain technology featured in the concept car allows enhanced driving dynamics together with a reduction of fuel consumption and emissions by 15 percent in the EU test cycle compared to the same car running on a combustion engine alone. At the same time the use of BMW ActiveHybrid technology does not require any compromises in driving qualities and features of the BMW 7 Series.

Energy is stored in a compact lithium-ion battery housed in the luggage compartment. An Auto Start Stop function helps to ensure optimum efficiency in all driving situations.

The hybrid technology showcased in the BMW Concept 7 Series ActiveHybrid is perfectly suited to the new benchmark in the full-sized performance luxury sedan segment just as the two-mode hybrid technology used in the BMW Concept X6 ActiveHybrid, also on display in Los Angeles, is well matched to the world's first Sports Activity Coupe.

**BMW Advanced Diesel with BluePerformance: efficiency and dynamics in abundance**

With the introduction of the new BMW Advanced diesel powered 335d and X5 xDrive35d models, the BMW Group announces another step in its strategy for EfficientDynamics. Both models will feature a 50-state emission compliant version of BMW's award winning sequential-turbo 3.0-liter diesel engine – the first performance-oriented and efficient Advanced Diesel engine in BMW's U.S. line.

The sequential-turbo 3.0-liter diesel engine powering both models employs both a very small and a larger turbocharger combined with an innovative intake system enabling the engine to develop 265 hp. Even more impressive are the torque characteristics. Fully 80% of the torque is available from 1100rpm to 4200rpm. The peak torque is 425 lbs-ft at 1750rpm – almost as much as BMW's 6.0-liter V12. The performance is what the enthusiast would expect from a BMW. The 335d is capable of sprinting from 0 – 60 mph in six seconds flat. The X5 xDrive35d will do it in 6.9 seconds. No other diesels in the US will perform like this pair of BMW Advanced Diesel models.

Coupled with this performance potential is impressive fuel economy. The EPA mileage estimates for the 335d are 23 city and 36 highway. The X5 xDrive35d is rated at 19 mpg city and 26 mpg highway. Both offer the convenience of travelling approximately 580 miles between fill-ups.

Thanks to BluePerformance technology, this unparalleled blend of performance and efficiency can only be found in a BMW Advanced Diesel.

**2009 BMW 3 Series Sedan and Sports Wagon: The quintessential sports sedan and wagon once again raise the bar**

The 2009 3 Series Sedan and Sports Wagon are poised to maintain market leadership with updated exterior and interior styling, new technologies, enhanced ergonomics and the introduction of BMW Advanced Diesel with BluePerformance in the 335d Sedan.

A Subtle freshening of exterior design features a new front end, more dynamic profile, and wider rear stance. Headlights and taillights are new, yet present a typically BMW look, innovative lighting technology and 3-dimensional effects. The refinement of the interior design reflects and complements the distinctive exterior design. Among functional updates are ergonomically enhanced placement of power-window controls for the driver and new, expanded storage possibilities.

The optional onboard navigation system features an all-new iDrive control concept and display. It offers new menus, new direct-select keys and Programmable Memory Keys. Subscribers to the optional BMW Assist Convenience Plan can access “BMW Search” to quickly find a desired business or other point of interest with just a key word search, using Google search technology and intelligence, even from the convenience of your home or office. Once a destination has been found, route guidance or a hands-free call from a Bluetooth<sup>®</sup>-linked phone is available at just a simple push of a button.

For 2009, BMW maintains its position as a leader in technology while providing the most innovative blend of performance and fuel economy that are the hallmarks of BMW EfficientDynamics.