

BMW 2009
EfficientDynamics

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The Ultimate
Driving Machine®

Mr. President,
perhaps we can be of some assistance.



The time has officially come. The President has called for more fuel-efficient cars to be on American roads. At BMW we've always lived by the theory of EfficientDynamics, which strives for exhilaration without excess. Everything we do is focused on increasing driving pleasure while producing fewer emissions. In the latest Environmental Defense Report, BMW was acknowledged for lowering emissions more than any other manufacturer while still increasing the size of our fleet.* Today we have the most fuel-efficient luxury vehicles on the highway, with models that get up to 36 miles per gallon.** In other words, the efficient cars of the future are already here. Learn more at bmwusa.com/efficientdynamics.

BMW EfficientDynamics
Less emissions. More driving pleasure.

