BMW
Corporate Communications

Media Information
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The BMW X1: Now with the USA in its sights.
The pioneering star of the premium compact segment builds on its global success – Outstanding sporting capability, unsurpassed efficiency, modified body design, extensively refined interior – US market launch in fall, world premiere at the New York International Auto Show 2012.

Munich. Having demonstrated its ability to master both the challenges of everyday driving and detours off the beaten track with equal poise and authority, the BMW X1 is setting out to conquer another new sales region. The talented all-rounder of the premium compact segment will make its US market debut armed with state-of-the-art powertrain technology, innovative equipment features, selective design modifications and extensive interior refinements. The new BMW X1 will celebrate its US premiere at the New York International Auto Show (NYIAS) on 6 – 15 April 2012, with its market launch stateside following in fall 2012.

The NYIAS can look back on a history unmatched by any other car show in the USA. It was held for the first time in 1900, and around one million visitors are expected to attend this year's event in the Jacob Javits Convention Center.

The BMW X model – produced at BMW Plant Leipzig – will take the leap across the pond with a renewed spring in its step, the result of a carefully judged honing of its core qualities. The design of the BMW X1 body now provides an even more intense expression of the car's muscular presence, contemporary allure and versatile sporting capability. Its interior includes newly designed surfaces, more polished controls and high-quality touches exuding the exclusive premium ambience of a compact BMW X model.

The BMW X1 has adopted a pioneering role among its premium class rivals in its existing markets – and a repeat performance in the USA is on the cards. Blending the versatility and robustness of a BMW X model with a high level of agility and compact exterior

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dimensions, the X1 has set new standards from the word go. Powerful engines with BMW TwinPower Turbo technology and a broad spread of BMW EfficientDynamics technology fitted as standard worldwide give the new BMW X1 the tools to further increase its lead over the competition in terms of sporting ability and efficiency.

Design: new touches to sharpen its contemporary looks and enhance its versatility and sporting flair.

Typical BMW proportions, expressive, vibrant surfaces and signature BMW X model design cues shape the appearance of the BMW X1. A sweeping bonnet, long wheelbase and set-back passenger compartment emphasise the car's dynamic talent, while attractive light and shade effects hint at its inherent agility. The versatility and robustness of a BMW X model are reflected in elements such as the black edging at the lower edge of the body and wide wheel arches.

When viewed from the front, the powerful stance of the new BMW X1 on the road and its aura of quality are now accentuated with even greater intensity. A larger number of surfaces painted in body colour highlight the car's enhanced elegance. The path of the car's lines, which converge on the license plate mount from either side of the BMW kidney and forge outwards in the lower section of the bumper, is borrowed from BMW X models in higher vehicle segments. The newly designed headlights allow a detailed view of the advanced light technology within. And a chrome-coated accent strip now cuts across the top of the twin circular headlights. Meanwhile, an LED accent light – included as part of the optional xenon light package, complete with LED light rings for the daytime driving lights – provides the classic BMW focused look.

The swage line rising steadily to the rear of the car, another character line extending the contours of the side window surrounds as it heads towards the rear, and powerfully bulging wheel arches allow the BMW X1 to cut a very distinctive figure side-on. The pronounced side skirts are a signature feature of BMW X models, while the side

direction indicators are now integrated into the newly designed exterior mirrors.

The premium feel of the new BMW X1 is also underlined at the rear by the new subdivision of apron, bumper and underguard, with the repositioned reflectors now also bordered by surfaces painted in body colour. As a result, the black plastic elements are slimmer, while the silver-coloured underguard has a more striking surface structure.

Interior: precise lines, high-quality materials, sophisticated colour scheme.
The modifications to the design of the new BMW X1 interior create an even more vivid showcase of the sporty driving pleasure, cutting-edge versatility and premium feel this car provides. The side of the centre console angled towards the driver is now shallower, spotlighting the driver-focused nature of the cockpit design.

High-quality electroplated surrounds for the gearshift lever and centre console cupholder, a chrome strip for the headlight switch and chrome touches for the side edging of the Control Display – when the optional navigation system is specified – add the finishing touches to the interior's cloak of exclusivity. Plus, the air vent surrounds are given a high-gloss black surface.

The BMW X1: more sporting and efficient than ever.
The variants of the BMW X1 offered in the US market are powered by BMW TwinPower Turbo petrol engines. This package of technology consists of twin-scroll turbocharging, High Precision Direct Petrol Injection, VALVETRONIC variable valve timing and Double-Vanos variable camshaft control. In both the award-winning six-cylinder in-line engine under the bonnet of the BMW X1 xDrive35i – developing 225 kW/306 hp – and the 180 kW/245 hp four-cylinder unit powering the BMW X1 sDrive28i and BMW X1 xDrive28i it ensures instantaneous power delivery, impressive pulling power and exceptional efficiency.

Both engines link up as standard with an automatic gearbox and extensive BMW EfficientDynamics technology. Features including the Auto Start-Stop function (28i only), Brake Energy Regeneration, Electric Power Steering, the need-based operation of ancillary units and tyres with low rolling resistance all help to achieve a blend of performance and fuel economy unmatched by any rival.

The BMW X1 sDrive28i with customary BMW rear-wheel drive and the all-wheel-drive xDrive35i will be offered exclusively in the US market. The intelligent all-wheel drive of the BMW X1 xDrive35i and BMW X1 xDrive28i varies the distribution of drive between the front and rear wheels, as required. This electronically controlled power distribution ensures optimum traction and unbeatable directional stability in all weather and road conditions, as well as noticeably sportier responses through dynamically taken corners.

Further information and product details for the new BMW X1 will be released in due course.

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The BMW Group

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In 2011, the BMW Group sold about1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 employees.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last seven years.

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