



BMW  
CORPORATE NEWS



The Ultimate  
Driving Machine

# BMW CORPORATE NEWS.

Dear Ben,

The successful BMW 1 Series range receives a further boost in March when BMW launches new Coupé and Convertible models.

The new 1 Series Coupé and Convertible will be the first BMW models to feature Aero Curtain, BMW's latest EfficientDynamics technology. The aerodynamic front bumper increases airflow into the wheel arches, creating a curtain of air around the wheels to reduce drag. This results in lower fuel consumption and emissions; the new 118d Coupé, for example, now emits just 118g/km of CO<sub>2</sub>, meaning it falls into the lowest BIK bracket for diesel cars at just 13%.

Coupé and Convertible models also benefit from distinctive new alloy wheel designs, new paint finishes, redesigned front and rear headlights and a refreshed interior with contemporary upholstery and trims.

Finally, motor sport enthusiasts are bound to be excited by the new BMW 1 Series M Coupé. An authentic M car in every way, the 1 Series M Coupé is powered by a 340hp twin-turbo engine and achieves 0-62mph in an impressive 4.9 seconds. Yet thanks to BMW EfficientDynamics technology, fuel consumption is a surprising 29.4mpg (combined) with CO<sub>2</sub> emissions of 224g/km, demonstrating BMW's ability to combine outstanding M performance with surprising efficiency.

For more information on these models please click on the links to the right.

Yours sincerely,



Stephen Chater  
Corporate Operations Manager

## THE NEW BMW 1 SERIES COUPÉ.



## THE NEW BMW 1 SERIES CONVERTIBLE.



## THE NEW BMW 1 SERIES M COUPÉ.



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