

# BMW EfficientDynamics

## Driving down fleet costs

BMW  
Corporate Sales



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Dear John,

The recent introduction of the EfficientDynamics programme to the new BMW 1 Series and 5 Series ranges is set to further reduce the cost of running company vehicles. The new 118d 5-door Manual now achieves 60.1mpg on its combined consumption cycle and the new 525i Automatic is achieving 25.3% more combined fuel efficiency than the current model, which is fantastic news for fleet managers and company car drivers alike.

EfficientDynamics is a direct product of BMW's pioneering work to improve engine performance while reducing both fuel consumption and emissions, leading to the benefits of even more driving pleasure and reduced fuel costs and BIK taxation.

These benefits have been achieved by bringing together complementary pillars of technology. These include the development of existing technologies, more lightweight materials, advanced engine technologies like Twin Turbo and high-precision direct injection, intelligent energy management and selected hybrid technologies. Over the longer term, EfficientDynamics will be expanded to embrace hydrogen power, as can already be seen in the new BMW Hydrogen 7 car.

### Intelligent Energy Management Systems

Central to the cost savings achieved by EfficientDynamics are five new technologies that complement BMW's existing range of advanced engine and transmission technologies:

- **Auto Start-Stop (MSA)**  
The engine automatically stops whenever the car comes to rest and the gear is disengaged, and restarts the second the clutch is depressed, saving fuel and reducing emissions.
- **Intelligent Alternator Control (IAC)**  
Disengages the alternator when the battery is fully charged, and only engages again when the battery needs charging. This reduces engine drag, decreasing fuel consumption and emissions at the same time.
- **Brake Energy Regeneration (iGR)**  
When the brakes are applied or when coasting downhill, this system automatically engages the alternator to charge the battery to full power, recycling energy that would otherwise be wasted.
- **Electric Power Steering (EPS)**  
Removing the hydraulic system saves weight and removes the need for the pump to be driven from the engine; this makes the car easier to handle at slower speeds as well as improving the fuel consumption.
- **Optimum Shift Indicator (SPA)**  
A small indicator on the car's dashboard display shows the optimum gear for any driving situation, giving drivers the ability to adopt a more fuel-efficient driving style.

### EfficientDynamics in Action

Click [here](#) to see some of the real cost benefits already being realised by the EfficientDynamics programme on the new BMW 1 Series and 5 Series ranges.

### The roll out of EfficientDynamics

Over the coming years, EfficientDynamics will be applied to BMW vehicles across the entire range, offering the potential to deliver exceptional cost savings to fleet managers, as well as improved performance and lower tax bills to company car drivers.

Should you wish to find out more about any aspect of EfficientDynamics or any current BMW models, please do not hesitate to contact BMW Corporate Sales on 0870 777 113, or email [corporatesales@bmw.co.uk](mailto:corporatesales@bmw.co.uk). Alternatively, your preferred BMW Dealership will be pleased to answer your questions.

Yours sincerely,

Chris Brownridge  
Corporate Operations Manager

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