



Media Information
29 July, 2011

The new BMW 1 Series

Second generation of pioneering premium compact range
Unique rear-wheel drive layout offers even better blend of sporty driving characteristics and comfort
High quality interior with increased passenger space
99g/km BMW 116d EfficientDynamics – first production BMW to break the 100g/km mark
All-new TwinPower turbocharged petrol engines; revised diesel engines
New ECO PRO fuel saving mode maximises efficiency

The all-new, second generation BMW 1 Series occupies a distinctive niche within its segment, offering a unique and rewarding combination of agile, precise handling, improved aesthetics and innovative technology. It remains the only rear-wheel drive car in its class and, with a range of advanced TwinPower petrol and diesel engines, offers a sporty but fuel-efficient proposition boosted by BMW's EfficientDynamics technologies fitted as standard.

The previous generation BMW 1 Series has had enormous success selling more than 2.2 million units globally, as well as being the first car in the premium compact segment.

The elegant and dynamic styling of the new BMW 1 Series clothes a car that's 83mm longer, 14mm wider and 30mm longer in the wheelbase than its predecessor. These dimensions create a car with increased cabin dimensions and, thus, greater interior comfort.

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The new BMW 1 Series goes on sale in the UK on 17 September 2011, with a choice of three diesel and two petrol engines. Prices start at £19,375 otr for a BMW 116i ES.



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Model	Power Hp	Torque Nm	0 – 62mph Seconds	Top Speed Mph	Combined Mpg*	CO ₂ Emissions g/km*	Pricing from otr
BMW 116i	136	220	8.5	130	49.6 (48.7)	132 (134)	£19,375
BMW 118i	170	250	7.4	140	47.9 (48.7)	137 (134)	£21,985
BMW 116d	116	260	10.3	124	62.8 (62.8)	117 (119)	£20,195
BMW 118d	143	320	8.9	132	62.8 (62.8)	118 (119)	£22,030
BMW 120d	184	380	7.2	142	62.8 (64.2)	119 (116)	£23,480

*On standard 16-inch wheels

Design

The elegant and dynamic styling of the second-generation BMW 1 Series clothes a car that's 83mm longer, 14mm wider and 30mm longer in the wheelbase, creating an even more sporty design. The drivetrain layout, with a longitudinally mounted in-line engine at the front and rear-wheel drive, is unique within the compact segment. This not only improves the 1 Series' handling, but is also reflected in its design, with typical BMW proportions: a long bonnet and wheelbase, and a set-back cabin.

This youthful, lively design is dominated from the front by the large BMW kidney-shaped grille, boldly shaped headlamp units and three-section air intake. The grille is tilted forwards, further emphasising its sporty stance.

Viewed in profile, the dynamic proportions of the new BMW 1 Series are even more apparent. The gently sloping roofline, sporty, angled rear window and flat side windows give the car the look of a coupé, while the Hofmeister kink extends well into the C-pillar. A wide rear door aperture aids access to the rear seats. Wide-set wheel arches further reinforce the powerful impression created.

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The interior: premium finish, dynamic lines, driver-friendly cockpit

The interior of the new BMW 1 Series features a fresh and youthful combination of typical BMW design features and innovative treatments, with surfaces created from high quality, precision-finished materials. The characteristic BMW driver focus is apparent in the angled displays and controls of the central instrument panel, while the interior surfaces are layered, giving the interior of the new BMW 1 series an organic look and feel.

Given the additional length and width of the new model, it is no surprise that the interior provides even more occupant comfort and convenience than its predecessor. Not only is the driver ensconced in a sporty but comfortable environment, but rear-seat passengers also benefit from a further 20mm of legroom.

In addition, storage space has been given careful consideration, with large front door pockets, two cup holders on the centre console and a roomy glove compartment.

The new BMW 1 Series has an additional 30 litres of luggage space compared to its forerunner, taking the total to a generous 360 litres. By lowering the standard 60/40 split rear seats this can be increased to a maximum of 1,200-litres, with the added benefit of a flat load surface.

BMW's revolutionary iDrive system is available as standard on cars with SE specification and above, comprising of a controller on the centre console, Favourites buttons and a freestanding, high-resolution 6.5 inch flatscreen monitor. This display is used for all information, entertainment, telecommunications and navigation functions, should satellite navigation be specified.

Drivetrain

The new BMW 1 Series is available from launch with a choice of two, new generation, four-cylinder petrol engines and three, redesigned, four-cylinder diesel units. For the first time, a BMW four-cylinder petrol engine has been fitted with TwinPower Turbo technology. The new 1.6-litre unit is of all-alloy construction and features a twin-scroll

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turbocharger, a High Precision Direct Injection system, VALVETRONIC variable valve control and Double-VANOS variable camshaft control. In addition, the new engine features BMW's EfficientDynamics technologies, which aims to continually increase driving enjoyment while reducing fuel consumption and emissions.

The BMW 118i produces a maximum output of 170hp at 4,800rpm, and a maximum torque of 250Nm. Peak torque is attained between 1,500rpm and 4,500rpm, demonstrating the flexibility of this new engine. It's no surprise, therefore, that the 118i will sprint from zero to 62mph in just 7.4 seconds, going on to a maximum speed of 140mph. The efficiency of this new engine is proved by a combined fuel consumption of 47.9 mpg, and CO₂ emissions of just 137g/km.

The new BMW 116i's four-cylinder TwinPower engine develops 136hp at 4,400rpm and a maximum torque of 220Nm between 1,350 and 4,300rpm, providing a more dynamic drive than its predecessor. This is illustrated by the 8.5 seconds the car takes to reach 62mph from a standing start, and the 130mph top speed. Even more impressive is the combined fuel consumption of 49.6mpg, and CO₂ emissions of just 132g/km, going up to 134g/km when teamed with the eight-speed automatic transmission.

BMW already has a worldwide reputation for award-winning excellence with its diesel engines. In the new BMW 1 Series, BMW has chosen to push this advantage further still, increasing both power output and fuel efficiency. Modifications to the 2.0-litre engine include aluminium crankcases, reduced engine friction, thermodynamically optimised turbochargers with variable turbine geometry and next-generation common-rail injection.

The new BMW 120d embodies this technological advance, offering an increase of 7hp over its predecessor, taking maximum power to 184hp at 4,000rpm. Torque is also increased with an additional 30Nm available, equalling a substantial 380Nm between 1,750 and 2,750rpm. These figures equate to a 0 to 62mph time of just 7.2 seconds, and a maximum top speed of 142mph. However this performance is not at the expense

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of economy: the new BMW 120d manages 62.8mpg on the combined cycle, with CO₂ emissions of 119g/km.

The BMW 118d has a maximum output of 143hp at 4,000rpm, with strong peak torque of 320Nm between 1,750 and 2,500rpm. It accelerates from 0 to 62mph in 8.9 seconds, with a maximum speed of 132mph, yet manages 62.8mpg on the combined fuel cycle and emits just 118g/km of CO₂.

Finally, the new BMW 116d offers a particularly appealing blend of performance and economy. With a maximum output of 116hp and peak torque of 260Nm between 1,750 and 2,500rpm, the 0 to 62mph dash is completed in 10.3 seconds, before reaching a top speed of 124mph. This performance is matched to a combined fuel consumption of 62.8mpg, with CO₂ emissions of 117g/km.

Transmission

The new BMW 1 Series is available with either a six-speed manual transmission or a new eight-speed automatic transmission. The latter is available in Sport configuration, featuring more dynamic gear changes and shift paddles on the steering wheel.

EfficientDynamics: achieving more from less fuel

The BMW 1 Series continues as a market leader through its suite of EfficientDynamics technologies, featuring extensive use of intelligent energy management systems, including Auto Start-Stop function in both manual and automatic transmissions – the latter a first-in-class with eight speeds. An ECO PRO mode, activated using the Drive Performance Control (included as standard), is a new feature on BMW's that adjusts various on-board systems to maximise efficiency. When in ECO PRO mode the throttle response is adjusted to encourage a more economical driving style. The extra economy created in ECO PRO mode is fed back to the driver, with the in-car displays showing the additional number of miles achieved.

At a later date, the all-new 1 Series range will be expanded with the introduction of the BMW 116d EfficientDynamics model. This unique model will generate an output of

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116hp whilst producing an average fuel consumption of 74.3mpg, but at the same time emitting an expected 99g/km of CO₂.

Chassis

The new BMW 1 Series offers significantly improved comfort and unique handling thanks to its rear-wheel drive, in-line engines, perfectly balanced weight distribution and advanced suspension technology. A wider track, 51mm at the front and 71mm at the rear, than its predecessor makes for an even more exhilarating drive.

Suspension on the front axle is by double-joint cross-struts, the high aluminum content of this structure effectively reducing the unsprung mass, while noise levels have also been reduced and crash performance improved. At the rear an advanced five-link arrangement is used, while the electromechanical power steering offers excellent precision with no interference from the drivetrain.

A raft of electronic systems increases both driving enjoyment and safety. These include optional Variable Sports Steering; Driving Stability Control (DSC) including Dynamic Traction Control (DTC) and an electronically locking rear differential as standard. DTC is activated in DSC Off mode, applying brake force to either rear wheel in the advent of wheelspin to maintain traction through a corner.

In addition, a highly torsion-resistant body increases both responsiveness and passenger protection, and is complemented by a comprehensive range of safety equipment including front, side and head airbags.

Pricing and specification

Prices start from £19,375 otr for a BMW 116i ES rising to £24,720 otr for a BMW 120d Urban or a BMW 120d Sport.

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Model	Price otr
BMW 116i ES	£19,375
BMW 116i SE	£20,065
BMW 116i Sport	£21,305
BMW 116i Urban	£21,305
BMW 118i SE	£21,985
BMW 118i Sport	£23,225
BMW 118i Urban	£23,225
BMW 116d ES	£20,195
BMW 116d SE	£20,885
BMW 116d Sport	£22,125
BMW 116d Urban	£22,125
BMW 118d SE	£22,030
BMW 118d Sport	£23,270
BMW 118d Urban	£23,270
BMW 120d SE	£23,480
BMW 120d Sport	£24,720
BMW 120d Urban	£24,720

The new BMW 1 Series offers the high level of standard equipment and a wide range of options expected of a premium segment car. The standard specification consists of a satin silver interior trim and Move cloth seats, with further interior trims and accent panels optional, as are Dakota leather seats or sports seats. Three standard and five metallic exterior paint colours are available from launch. Other additions to the standard specification of the new BMW 1 Series include a leather steering wheel, chrome exhaust and keyless start.

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Standard equipment

Auto Start-Stop, six-speed manual transmission, 16-inch light alloy wheels, four airbags, DSC+, Drive Performance Control with ECO PRO, BMW Business radio with single CD player, air-conditioning, 60:40 folding rear seats, child seat ISOFIX attachments, Move cloth upholstery and leather steering wheel.

Other specifications

SE: Freestanding high-resolution 6.5 inch flatscreen monitor and iDrive controller, Bluetooth hands-free facility with USB audio interface and a multi-function leather steering wheel with speed limiting function.

BMW Sport: Sport style 17-inch star-spoke light-alloy wheels, Dark Chrome exhaust pipe and high-gloss black kidney grille, central air intake trim, side intake surrounds and rear bumper trim. Exclusive sport design sports seats, leather sports steering wheel, high-gloss black interior trim with Coral Red or grey accents.

BMW Urban: Urban style 17-inch V-spoke light alloy wheels, chrome kidney grille with white slat sides and trim bar for the central air intake, amongst a host of stylish design details. Inside, Metro cloth/leather seats, leather sports steering wheel and an acrylic glass interior trim in black or white with Oxide Silver accents.

Optional highlights

The new BMW 1 Series offers a comprehensive and unique (for a compact car) selection of optional driver assistance systems and mobility services. These include High-beam Assistant, Adaptive Headlights, Park Assist, Reversing Assist Camera, Lane Departure Warning including Collision Warning, cruise control with brake function, speed-limit and no-passing information. In addition, occupants can benefit from internet connectivity, smartphone and music player integration, real-time traffic information, as well as web radio, Facebook and Twitter apps.

Sales

BMW UK expects to sell circa 20,000 1 Series five-door models in its first full year.

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Historic sales:

Model	2005	2006	2007	2008	2009	2010
BMW 1 Series 3-door	0	0	4,643	7,728	6,661	4,932
BMW 1 Series 5-door	22,022	22,033	18,158	14,250	15,901	16,401
BMW 1 Series Coupé	0	0	389	4,472	3,790	6,613
BMW 1 Series Convertible	0	0	0	3,479	3,637	4,050

The most popular selling derivative in all four versions of 1 Series is the 118d. In 2010 this engine accounted for 29 per cent of three-door sales and 42 per cent of five-door sales. In the Coupé 48 per cent were 118d models, while it represented 36 per cent of Convertibles.

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