

# The BMW Group at the NAIAS 2017 in Detroit. Summary.



BMW has chosen the North American International Auto Show (NAIAS) in Detroit, taking place on 8 – 22 January 2017, to stage the world premiere of the new BMW 5 Series Sedan and the US premiere of the BMW Concept X2. Also part of the line-up at the BMW stand are the new BMW 530e iPerformance plug-in hybrid, the sporty BMW M550i xDrive, and the luxurious BMW 6 Series model range. Plus, BMW ConnectedDrive will be showcasing a selection of new services.

## **World premiere: The new BMW 5 Series Sedan.**

The seventh generation of the BMW 5 Series Sedan will cut a sporty, elegant and stylish figure when it hits the roads in markets around the world in February 2017. Further enhanced dynamics, an unbeatable line-up of assistance systems, an unmatched degree of connectivity, and a new and innovative operating system are the most important new features. The new BMW 5 Series Sedan therefore has all the tools it needs to continue the remarkable success recorded by its predecessors; around 7.9 million BMW 5 Series cars were sold across its first six generations. “The seventh generation of the BMW 5 Series points the way into the future, as we have defined it with our NUMBER ONE > NEXT strategy. We see technological leadership, emotionally rich products, and digitalisation as essential factors in achieving success. With the expansion of our model portfolio in the large-vehicle classes, we are satisfying the wishes of many customers. I have no doubt that the new BMW 5 Series will set new benchmarks technologically, but also have huge emotional appeal. It remains the epitome of the business sedan,” says Harald Krüger, Chairman of the Board of Management at BMW AG.

## **The BMW 530e iPerformance.**

In March 2017, just a few weeks after the latest generation of the BMW 5 Series is launched, a plug-in hybrid variant will join the ranks of the world’s most successful business sedan. The BMW 530e iPerformance is a sporty sedan that serves up the dynamic driving experience for which the brand is renowned, combined with the possibility of electric driving with zero local emissions. Its fuel consumption of 1.9 l/100 km (148.7 mpg imp) equates to CO<sub>2</sub> emissions of just 44 g/km\*. The BMW 530e iPerformance is the most innovative model in its class and offers the full wealth of BMW 5 Series driver assistance systems – in all modes, including eDrive. These systems are complemented by all the available comfort-enhancing features and excellent

\* Fuel consumption figures are provisional, based on the EU test cycle and may vary depending on the tyre format specified.

long-distance driving credentials, including a boot that can hold ample luggage for trips away. As for its power source, trailblazing BMW eDrive technology teams up with a BMW TwinPower Turbo petrol engine to create an exceptionally economical and powerful plug-in-hybrid drive system which fits in perfectly with the dynamic, smooth, and efficient character profile of the new BMW 5 Series. The iPerformance tag attached to all of BMW's plug-in hybrid models bears testimony to the transfer of know-how from BMW i to the core brand's cars. The BMW 530e iPerformance is the sixth member of a growing portfolio of iPerformance models that have proved a hit with customers.

### **The new BMW M550i xDrive.**

Also to coincide with the premiere of the new BMW 5 Series range, BMW M GmbH is bringing out a sporty BMW M Performance version of the world's most successful business sedan. For the time being at least, the new BMW M550i xDrive will assume the status of range-topper in the new BMW 5 Series line-up. Boasting a mighty M Performance TwinPower Turbo engine, BMW xDrive intelligent all-wheel drive with rear-wheel bias, and a bespoke M Performance chassis set-up, the new BMW M550i xDrive can be classed as both a four-door sports car and the most dynamic business sedan around. With its abundant torque reserves and high-revving characteristics, the V8 power unit serves up an unparalleled blend of supreme performance, wonderfully precise driving dynamics, and uncompromised everyday usability. This all helps the new BMW M550i xDrive to set the pace in its segment and turn each and every drive into an exhilarating experience.

### **The BMW 6 Series model range: Luxurious elegance at its finest.**

The BMW 6 Series model range is welcoming a number of attractive new items to its optional equipment roster for spring 2017. The options available exclusively for the BMW 6 Series Coupe, BMW 6 Series Convertible, and BMW 6 Series Gran Coupe bring striking exterior and interior flourishes which vividly showcase the sporting character of the three luxury-class models. Customers can now opt for the body paint variant Sonic Speed Blue metallic, which is new to the selection of finishes. If the M Sport package – which is individually configured to each of the three model variants – is specified, the BMW 6 Series Coupe, BMW 6 Series Convertible, and BMW 6 Series Gran Coupe can now also be ordered with new bi-colour, 20-inch M light-alloy wheels which feature an M-specific double-spoke design and are fitted with mixed-size runflat tyres. Furthermore, the Carbon Fibre interior trim strips, available as an option with the M Sport package, create a spine-tingling sports-car ambience inside the cockpit. These options were previously set aside for the three variants of the BMW M6 high-performance sports model.

### **US premiere: BMW Concept X2 – a new dimension of joy.**

The BMW Group is presenting a fresh addition to the compact segment in the shape of the BMW Concept X2. The new car has a distinctive design that stands apart from that of the other X models and also draws on the BMW Group's history of coupe-making. The result is a compact concept blending urban appeal with sporting solidity. The distinctive character of the BMW Concept X2 is already evident in its proportions. While its large wheels and familiar two-box design underline its functional X model character, its long wheelbase, stretched roofline, short overhangs, and heavily forward-slanting C-pillar give the body a sporty, low-slung feel.

### **BMW Connected: new functions for the BMW 5 Series Sedan.**

BMW has been progressing the connection between drivers and their cars for many years through its ConnectedDrive technology. And now, with the launch of BMW Connected in the USA in March 2016 and in Europe in August, the company has introduced an all-encompassing digital platform designed to aid personal mobility. The new 5 Series Sedan includes various new functions such as BMW Connected Onboard – a personalised start screen for every driver – and Remote 3D View, which lets users keep an eye on their 5 Series Sedan's immediate vicinity at all times with a quick glance at their smartphone. Additionally, BMW ConnectedDrive now includes a hazard preview feature as part of the Real Time Traffic Information (RTTI) service.

Further information on official fuel consumption figures, specific CO<sub>2</sub> emission values and the electric power consumption of new passenger cars is included in the following guideline: "Leitfaden über Kraftstoffverbrauch, die CO<sub>2</sub>-Emissionen und den Stromverbrauch neuer Personenkraftwagen" (Guideline for fuel consumption, CO<sub>2</sub> emissions and electric power consumption of new passenger cars), which can be obtained from all dealerships, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <http://www.dat.de/en/offers/publications/guideline-for-fuel-consumption.html>. LeitfadenCO<sub>2</sub>, (GuidelineCO<sub>2</sub>) (PDF – 1.9 MB)