



December 2011

## IT WAS A VERY GOOD YEAR: BMW HIGHLIGHTS OF 2011

#### BMW Efficient Dynamics Less emissions. More driving pleasure.



December 2011

Driving Machine®



## LOOKING BACK AT THE NEW AND NEWSWORTHY OF 2011

2011 was filled with "news." There were new models, new plants – even a new division. Not to mention new technologies and partnerships. Here are some highlights:

### Models:

- BMW introduces the all-new 6 Series Convertible and Coupe with available xDrive all-wheel drive, the BMW 1 Series M Coupe and the ActiveE all-electric vehicle.
- The debut of BMW i "Born Electric." This all-new vehicle division will produce the electric i3 and i8.

### Partnerships:

- As part of its partnership with the U.S. Olympic Team, BMW forms the BMW Performance Team, assisting 11 Olympic and Paralympic hopefuls.
- BMW Guggenheim Lab kicks off in New York City, encouraging a global dialog on enhancing urban life.

### Manufacturing plants:

• The expanded Spartanburg, SC, manufacturing plant opens, making all X3, X5 and X6 models for the world.

 BMW/SGL Group opens a carbon-fiber manufacturing plant in Washington State. This ultra-lightweight – and very expensive – material is produced in large quantities for use in the upcoming BMW i3 and i8.

### Technologies:

- The four-cylinder, 240-hp TwinPower Turbo engine debuts in the 2012 528i, Z4 sDrive28i and 328i.
- Auto Start-Stop increases fuel efficiency by turning the engine off at red lights, then automatically restarting.
- More available BMW Apps are introduced, including MOG, The Ultimate Drive and Pandora Comedy.

#### Awards:

- The BMW 3 Series was named to *Car and Driver's* "10Best" list for the 20th year in a row (1992-2011).
- BMW Team RLL captures the 2011 ALMS GT Driver, Team and Manufacturer Championships.<sup>1</sup>
- Four awards for sustainability and fuel efficiency.1

<sup>&</sup>lt;sup>1</sup> See story on other side.

## WHAT'S NEW

# THE BMW MISSION TO DRIVE SALES EVENT

Your mission, should you choose to accept it, will be to heighten exhilaration, redefine performance, and rediscover what makes an Ultimate Driving Machine.®

Introducing The BMW Mission to Drive Sales Event, with anything-but-ordinary offers on an entire lineup of extraordinary vehicles. Starting November 1, enjoy a Finance credit of up to \$2,500, with exceptional lease and finance options on dozens of impressive models – from the iconic 3 Series to our timeless 5 Series Sedan and dominating X5 SAV® – each equipped with a suite of premium ownership benefits that includes comprehensive no-cost maintenance for 4 years or 50,000 miles, whichever comes first.¹

This offer will self-destruct by January 3, 2012, so hurry to your local BMW center to take a test drive and learn more – or visit bmwusa.com/missiontodrive. Then catch *Mission: Impossible – Ghost Protocol* in theaters this December, for the high-powered debut of BMW.



<sup>1</sup> For details, visit bmwusa.com/ultimateservice or check with your dealer. ©2011 PPC

## **BMW RACING**

### THREE CHEERS: BMW TEAM RLL SWEEPS ALMS GT CHAMPIONSHIPS



Make room in the trophy case: it's an historic hat trick for BMW Team RLL, which took home all three GT Championships – Driver, Team and Manufacturer – at the conclusion of the American Le Mans Series 2011 season. Such a victory is especially impressive considering the current program only began with the introduction of the BMW M3 GT vehicle in 2009.

Coming off a two-Championship success last year, the team was aiming to add the coveted GT Driver title this time around. It succeeded with Joey Hand and Dirk Müller piloting the #56 M3 GT. In the words of Hand, however, credit belongs to the whole team. "This championship was not just won by Dirk and me. It was won by the entire program over the course of three years."

From an astonishing one-two finish at the season's initial race – the grueling 12 Hours of Sebring – to nabbing the trio of ALMS GT Championships at the Petit Le Mans closer, the season has been a non-stop thriller. Congratulations to BMW Team RLL!

For more information, visit bmwusa.com/motorsport.

Photo: Bill Cobb

## **BMW LIFESTYLE**

# THIS SEASON, REV SPIRITS WITH A GIFT FROM BMW

Let your favorite enthusiast enjoy the roundel all year round with gifts from the BMW Lifestyle Collection.

#### Mouse Pad \$7

Three-color print of the BMW Vision EfficientDynamics Concept car. 7" x 9.5". Import.

80 56 2 211 966





## BMW Pin \$4 BMW stick pin with safety cap has epoxy dome surface.

80 56 0 443 263

### USB Stick \$22

Beautifully designed 4 GB USB stick with a silver-color metal casing. Attached to a slim black lanyard. Includes gift wrap.

80 23 2 212 801



To see the entire Lifestyle Collection, visit shopbmwusa.com. Prices are suggested retail prices and are subject to change. Actual prices may vary and depend upon your BMW center. Prices exclude taxes and/or shipping and handling charges.

## **BMW EFFICIENT DYNAMICS**

## BMW ENDS THE YEAR IN CLOVER WITH FOUR GREEN AWARDS

At BMW, "green" performance – from manufacturing through consumer use and eventual recycling – is just as important as high performance. This is the philosophy of the BMW EfficientDynamics initiative, which influences everything we do.

BMW, the BMW Group and BMW Team RLL were all recently recognized for their green performance.

Sustainability awards given to the BMW Group:

- For integrating sustainability concepts into business principles and strategies – both economic and in social responsibility – Dow Jones Sustainability Indexes (DJSI) ranked BMW Group Automotive Supersector leader for the seventh year in a row.
- Carbon Disclosure Project (CDP) Global 500, one of the most prestigious ratings for sustainability, ranked BMW Group number one auto manufacturer, and one of the Top 10 of all participating companies.

Efficiency awards given to BMW and BMW Team RLL:

- The Green Challenge Trophy awarded by a combination of the U.S. Department of Energy, the EPA and SAE International to the racecar manufacturer with the best fuel efficiency over the course of the race season.
- The Michelin® Green X® Challenge Trophy given to the racing team with the best fuel efficiency over the race season.

Thanks to the BMW EfficientDynamics initiative, in 2012 you'll be seeing exciting new vehicles that are even more powerful and fuel efficient. Stay tuned!

## **CAR TIPS**

### **xDRIVE DO'S AND DON'TS**



BMW xDrive intelligent all-wheel drive combines the sporty handling of a rear-wheel-drive vehicle with great traction on slippery roads. No system, however, can negate the laws of physics.

- DO brake sufficiently before cornering, then power carefully and smoothly through the turn.
- DO get to know how your xDrive vehicle handles vs. a vehicle with front- or rear-wheel drive.
- DO use four same-model, climate-appropriate tires, regularly checking wear, pressure and alignment.
- DON'T assume your vehicle will have the same stopping distance on icy vs. dry roads.

To request additional information on many of the topics you see here, call BMW Customer Relations toll-free at 1-800-831-1117, or log on to our award-winning website at bmwusa.com.

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