

INSIDETRACK

July 2011

MOVING BECOMES ELECTRIC: THE BMW ActiveE

BMW EfficientDynamics
Less emissions. More driving pleasure.



Inside Track

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The Ultimate
Driving Machine®



European model shown.

100% ELECTRIC. 100% BMW. INTRODUCING THE BMW ActiveE.

The all-new BMW ActiveE is the next step in the future of mobility – but it's anything but just another electric car. That's because the BMW ActiveE is the only electric vehicle with the high-performance thrills and unrivaled efficiency you've come to expect from The Ultimate Driving Machine.®

This fall, the BMW ActiveE will be available as part of a field trial in select markets. As part of this journey, BMW will be looking for enthusiastic participants to be among the first to drive the only fully electric BMW. This group of pioneers will help provide insight about the everyday use of electric vehicles and also have an opportunity to test an early version of the powertrain to be used in future BMW electric vehicles (for more information turn to the EfficientDynamics section of this brochure). Collectively this group will make history with BMW. Learn more at bmwusa.com/ActiveE.

“Is an Electric Vehicle right for me?”

If you're considering an EV for the first time, BMW has developed the “BMW EVolve” mobile app to help answer that question. BMW EVolve is designed to gauge your EV compatibility and how an EV can benefit you. Simply use the app during your normal drives to analyze your current driving patterns. This will help determine if a BMW ActiveE or one of the upcoming BMW all-electric vehicles is right for you. After logging trips, connect to the online EV Dashboard to learn how driving an EV could impact your life and your community.

The collective results of this experiment will be used to continue engineering the next generation of BMW EVs. To learn more about BMW EVolve and the EV Dashboard, visit BMWActivateTheFuture.com.

WHAT'S NEW

AWESOME POWER, ARTFUL BODY: THE BMW CONCEPT M5



A quarter-century ago, BMW introduced the world to a revolutionary concept: the M5. This “athlete in a business suit” offered race-bred performance in a luxury sedan that was a pleasure to drive every day.

This April, BMW unveiled the BMW Concept M5, designed for high performance under extreme conditions. Its dynamic potential is revealed in the muscular, aerodynamic body, lowered chassis and 20-inch wheels. BMW’s new M TwinPower Turbo V-8 increases output while posting a 25 percent decrease in consumption and emissions levels over the previous M5. The 7-speed M Double Clutch Transmission with Drivelogic, innovative Active M Differential, and exclusive M suspension setup all serve to enhance its handling prowess.

With its roots in racing, and a luxurious interior that seats five in comfort, the BMW Concept M5 raises expectations for the upcoming, fifth-generation M5.

BMW FINANCIAL SERVICES

RX FOR RESTLESS MINDS: BMWUSA.COM/SPECIALOFFERS

A new BMW passed you on the road today and caught your eye. Now it's 3 a.m. and you're lying in bed, wondering if there are any special deals on it.

Good news: now you can easily get the answer, 24/7. Interested in leasing? Visit bmwusa.com/leaseoffers. You'd rather own it outright? For the latest finance deals, check out bmwusa.com/financingoffers. And find featured deals on new and Certified Pre-Owned BMW models at bmwusa.com/specialoffers.

Why lose sleep when you can be driving the BMW of your dreams? Visit bmwusa.com – today, tonight, anytime – and find out how easy it is to make it yours.



BMW ACCESSORIES

LET YOUR M3 ROAR WITH A NEW M PERFORMANCE EXHAUST



Nothing stirs the soul like the sound of a V-8 engine with a powerful, race-tuned exhaust system. Now BMW's new M Performance Exhaust is available for M3 models, bringing the ultimate in Motorsport technology and excitement to your daily drive.

This flow-optimized exhaust system, which reduces exhaust back pressure, is crafted from a lightweight chrome-nickel alloy called Inconel.[®] Nearly half the thickness and about 20 lbs. lighter than regular tubing, it's extremely corrosion- and heat-resistant. Developed using state-of-the-art CAD and FEM technology, the system's perforated inner pipes and polished titanium tips, laser-engraved with the M logo, offer the finest in fit and quality.

To see the entire Accessories collection, visit accessories.bmwusa.com. For complete information, including prices, availability and installation costs, and to order Original BMW Accessories, contact your local BMW center.

BMW EfficientDynamics

ALL EYES ARE ON BMW i – BMW'S VISIONARY NEW SUB-BRAND



Expanding cities, growing transportation needs, shrinking gasoline reserves – a scenario that drives today's search for new forms of sustainable mobility. BMW has responded with a new sub-brand: BMW i. The BMW i3 “MegaCity Vehicle” and sporty BMW i8 are the first two lightweight, electric-powered models, both slated for series production in 2013.

Find out more about the BMW i3 and BMW i8 by visiting BMW-i-usa.com. Look for BMW i on social media websites, too – [facebook.com/bmw.i](https://www.facebook.com/bmw.i), as well as twitter.com/BMWi and [youtube.com/bmwi](https://www.youtube.com/bmwi).
BMW i: Born electric.

RACES

July 8 – 9 American Le Mans Series (ALMS)
American Le Mans Northeast Grand Prix
Lime Rock Park, Lakeville, CT
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July 22 – 24 American Le Mans Series (ALMS)
Mobil 1 presents the Grand Prix of Mosport
Bowmanville, Ontario, Canada
.....

August 4 – 6 American Le Mans Series (ALMS)
Mid-Ohio Sports Car Challenge
Lexington, OH

CAR TIPS

TIPS FOR MAINTAINING YOUR DRIVING COOL IN SUMMER HEAT

It's summer, time for road repairs that force lane merges – and endless traffic jams. Here are four tips to help everyone keep their cool:

- Courtesy is contagious; it also helps avoid accidents. Let other cars merge; stay to the right, except to pass; and always use turn signals.
- Don't tailgate – especially behind trucks, where you may not be visible to the driver. Stay at least three seconds behind the vehicle ahead of you.
- Avoid tight groups of cars on the highway, so you don't get involved in other people's accidents.
- Mobile phones distract you from concentrating on traffic. If you must call, pull over – or use your BMW's Bluetooth® wireless phone system.



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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