**Media Information**

January 18, 2018

**BMW Group Malaysia Introduces the First-Ever BMW 5 Series Hybrid with eDrive Technology.**

Premium automaker introduces world’s most successful business sedan, now offering eDrive Technology to strengthen its portfolio of Visionary Mobility and BMW iPerformance models as the most successful automaker of Premium Hybrid vehicles in the country.

**Kuala Lumpur, 18 January 2018** – BMW Group Malaysia today introduced the first-ever BMW 5 Series Hybrid with eDrive Technology. The All-New BMW 530e Sport is the fifth BMW iPerformance model to be introduced in the country, further reinforcing the premium automaker’s expertise in Plug-in Hybrid Technology.

Mr. Raymond Tan, Head of Sales, BMW Malaysia said, “The All-New BMW 5 Series now offers eDrive Technology, a new innovation taken from the Mobility of the Future - BMW i. More than this, however, is the fact that the All-New BMW 530e Sport also increases our portfolio of premium Plug-In Hybrid vehicles here, enabling us to offer the largest portfolio offering by any automaker in the country and to further demonstrate our commitment to Visionary Mobility in Malaysia.”

Charting more than half of BMW Malaysia’s total sales volume in 2017 with a profound 55% units of BMW Hybrid with eDrive Technology delivered, BMW Group Malaysia has a stronghold as the most successful premium hybrid brand in Malaysia. Tan said, “In terms of model mix share, we are also proud to share that 55% of our total models for the country are hybrid vehicles with eDrive technology. This also makes us the fifth in the world in terms of deliveries of plug-in hybrid vehicles.”

In the details, BMW Group Malaysia set an all-time high sales record for the BMW X5 xDrive40e by delivering over 3,000 units in 2017 alone, making Malaysia the second largest market after America for the model. Malaysia is also the third largest market for the BMW 330e and the BMW 740Le xDrive with over 2,400 units and over 450 units delivered respectively in 2017. “The All-New BMW 530e Sport will be a meaningful addition to our iPerformance portfolio and we are confident it will further underpin us as leaders in shaping mobility of the future here in Malaysia,” said Tan.

BMW Group Malaysia continues to be committed to Malaysia’s plan of reducing its carbon intensity by 40% by 2020. This was first announced in 2014 at the UN Climate Summit in New York and reiterated in 2016 at the Paris Agreement of the 21st Conference of Parties (COP21).

Speaking at the launch ceremony, Dr. Mohd Azman Zainul Abidin, Group Chief Executive Officer of Malaysian Green Technology Corporation said, “A key strategy for Malaysia to move towards low carbon mobility is through industry wide cooperation and partnerships. We at GreenTech Malaysia are pleased to have BMW Group Malaysia as a partner from the very beginning, to ensure necessary and sufficient infrastructure is provided to support the new innovation of Plug-in Hybrid technology and eventually Electro Mobility. This will increase consumer confidence in the viability of electric vehicles and plug-in-hybrid vehicles. It is reassuring to see BMW Group Malaysia taking initiative to further propel Malaysia into a futuristic future of electromobility, while we continue to grow the number of ChargEV charging stations across the country.”

**Design: charismatic athleticism.**

The All-New BMW 530e Sport 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. The premium business sedan promises to serve up the dynamic driving experience, for which the BMW brand is renowned, combined with outstanding efficiency and seamless everyday practicality.

Starting with its signature feature, the air stream kidney grille is designed to further empower aerodynamics – opening and closing to adapt to different situations. The All-New BMW 530e Sport is offered in Sport Line and features LED headlights for both low-beam and high-beam, side lights, as well as daytime running lights, which complements the elegant high-gloss black front bumper, ready to turn heads on the road. The ‘530e’ badge is the most noticeable identifying feature of the plug-in hybrid variant. The highly visible i logo above the air breather as well as the eDrive logo at the C-Pillar provides insight to the fact that the premium business sedan receives technology know-how from the BMW i sub brand.

For additional convenience, the All-New BMW 530e Sport offers Comfort Access – providing a seamless owner experience without having to reach for your car key. From unlocking your doors to starting your engine, the All-New BMW 530e Sport is designed to be aware of your car key’s unique sensors, which resonates solely with the car’s internal system; as such, no two keys are alike. To further emphasise on convenience, the All-New BMW 530e Sport also provides owners contactless boot operation.

Accentuating its sporty vibe to the rear of the new premium business sedan from BMW is the double round exhaust tailpipe on both left and right of the eDrive variant. Fitted with 19” V-Spoke light alloy wheels, the All-New BMW 530e Sport hints at an agile driving experience.

**Dynamic interaction enabling powerful delivery.**

Powering the All-New BMW 530e Sport is the latest-generation inline 4-cylinder BMW TwinPower Turbo 2-litre petrol engine which generates 184hp and 320 Nm of torque. Combined with the BMW eDrive system’s state-of-the-art electric motor, the All-New BMW 530e Sport has an overall system output of 252hp and 420 Nm of torque, enabling the car to sprint from 0 to 100 km/h in 6.2 seconds. With a top speed of 235 km/h, the All-New BMW 530e Sport enjoys segment-leading figures of consuming only 2.0l/100km of fuel with a significantly low CO2 emission of 46g/km.

The electric drive boasts powerful efficiency with its combination of electric motor, lithium-ion high-performance battery, and intelligent energy management. The intelligent energy management optimises the effectiveness of the electric drivetrain and the high-performance battery with a predictive operating strategy. The All-New BMW 530e Sport offers an all-electric driving range of up to 48km with a maximum speed of up to 140km/h – the best in its segment.

The eDrive system can also be tailored even more precisely to the journey ahead through three innovative driving modes: AUTO eDrive, MAX eDrive, and BATTERY CONTROL.

AUTO eDrive combines the power of both combustion engine and electric motor, which allows you to drive up to 80km/h on electric mode only. For the extra boost, switch to the MAX eDrive mode which solely depends on electric power, to reach a maximum speed of 140km/h. BATTERY CONTROL allows the driver to manually engage the use of the high-voltage battery by setting the charge value to be availed for pure-electric driving later in the journey.

In terms of charging options, the All-New BMW 530e Sport can be charged at home via a domestic socket outlet. The BMW iWallbox, however, is the perfect solution to reducing charge time to approximately three hours. Meanwhile, the BMW iWallbox Plus enables charging control via smartphone app which also provides a record of the charge history. For an even faster charging time, the BMW i AC Fast Charging Cable which is also compatible for public charging, achieves up to 3 times the charging speed compared to the standard charging cable. This standard-compliant plug ensures owners can connect the car to any public charging station. The fast charging cable comes with the registration of the ChargeNow Card online.

**Elevated driving experience from the inside out.**

The illuminated sill panels bearing “eDrive” lettering welcomes you when the door opens, as the interior mirrors the sporty elegance of the exterior design in high-gloss black, while ambient lighting highlights its premium interior. Equipped exclusively for the All-New BMW 530e Sport is the BMW Sport leather steering wheel and HiFi loudspeaker system (12 loudspeakers).

In addition to Lane Change Warning and Blind Spot Monitor, the All-New BMW 530e Sport is also equipped with an extensive range of assistance system including Dynamic Damper with ADAPTIVE Mode. The ADAPTIVE mode is the fourth of the Driving Experience Control system which includes the COMFORT, SPORT and ECO PRO driving modes. The ADAPTIVE mode works alongside Dynamic Damper Control (DDC) and Navigation System Professional wherein the steering, DDC and Steptronic systems automatically adapt to the current driving style and route ahead.

Additionally, Park Assist is an intuitive driving assistance system which offers convenience with parallel and reverse parking perpendicular to the road. This system is hassle-free, offering level two autonomous technology.

The All-New BMW 530e Sport is also outfitted with BMW ConnectedDrive features – an all-encompassing digital concept designed to aid personal mobility which integrates the vehicle into the user’s digital life via multiple touchpoints. The multifunctional instrument display is specially designed for both the instrument cluster in front of the driver and the central information screen.

Command over the new premium plug-in hybrid business sedan can be achieved via the BMW Connected app which allows one to not only monitor the performance of the car, but also dictate the interior atmosphere. Through the BMW Connected app, the driver can govern interior comfort by controlling the auxiliary air conditioning function from a smartphone.

The BMW Connected app also empowers one to monitor charge levels of the high-voltage battery, the locations of charging stations, and the distance covered on electric power alone as well as the consequent amount of petrol saved.

The first-ever BMW 5 Series Hybrid with eDrive Technology is available in Bluestone Metallic, Mediterranean Blue, Alpine White, and Black Sapphire. While Leather Dakota Black pairs well with all the exterior colour offerings, Leather Dakota Cognac is best paired with either Black Sapphire, Bluestone Metallic, or Alpine White.

The All-New BMW 530e Sport will be available at all authorised BMW dealerships across the country from today, and with monthly instalment plan starting from only RM 3,588.00 with the BMW Credit Malaysia Balloon Financing 80% loan financial plan. The All-New BMW 530e Sport is also offered with the BMW Full Circle Programme from BMW Credit Malaysia.

**Nationwide campaign offering special ownership programmes for BMW models and BMW iPerformance models.**

Additional special ownership programmes for BMW vehicles and BMW iPerformance range is also offered at BMW Malaysia’s ongoing nationwide campaign, held at all authorised BMW dealerships. This includes special financing interest rates from 0.88% as well as attractive rebates across a wide range of BMW models.

New owners of the BMW iPerformance models – BMW 330e M Sport, BMW X5 xDrive 40e, BMW 740Le, and now the All-New BMW 530e Sport will also have unlimited, complimentary access for a whole year for the ChargeNow mobility services via the ChargEV platform in collaboration with GreenTech Malaysia. The special offer also comes with a complimentary BMW i AC Fast Charging Cable. Specifically for new owners of the BMW X5 xDrive40e and BMW 740Le xDrive, the new programme by BMW Malaysia offers a complimentary BMW i Wallbox Plus, with RFID detection and can be managed and controlled remotely using the BMW iV smartphone app. The campaign ends 31st March 2018.

**The retail price (on the road, without insurance, and with BMW Group Malaysia’s latest 5 Years Unlimited Mileage Warranty, Free Scheduled Service Programme and BMW Tyre Warranty Programme) for the first-ever BMW 5 Series Hybrid with eDrive Technology is:**

**The All-New BMW 530e Sport – RM 343, 800.00**

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**The BMW Group**

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world’s leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2016 was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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**About BMW Malaysia Sdn. Bhd**

BMW Group Malaysia is the representative of Bayerische Motoren Werke (BMW) AG in Malaysia with activities that cover the wholesale of BMW, MINI and BMW Motorrad vehicles, spare parts and accessories as well as the overall planning of sales, marketing, after-sales, and other related activities in Malaysia. The organisation’s presence in the country includes its National Sales Centre (NSC) in Cyberjaya and BMW Assemby Facilities at the Kulim Hi-Tech Park, Kedah which supports the Malaysian region as well as the BMW Group Data Centre (GDC), BMW Group Regional Training Centre (RTC) in Cyberjaya and BMW Group Parts Distribution Centre (PDC) at the Free Industrial Zone of the Senai International Airport in Senai, Johor which supports 22 markets in the Asia-Pacific region. BMW dealership network covers 39 outlets in various cities in Malaysia.

Website: [www.bmw.com.my](http://www.bmw.com.my)

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