

## Media Information

June 12, 2015

### **BMW Group Malaysia introduces the second edition of the BMW Safety 360° Program with the all-new BMW 1 Series and the all-new BMW 2 Series Gran Tourer.**

Premium automaker calls for the need for more awareness on safety technologies and responsible practices on the road at the Cooler Lumpur Festival 2015.

**Kuala Lumpur, 12<sup>th</sup> June 2015** – BMW Group Malaysia today introduced the second series of its BMW Safety 360° program with the introduction of two new BMW vehicles – the locally assembled all-new BMW 1 Series and the all-new BMW 2 Series Gran Tourer in conjunction with the third Cooler Lumpur Festival.

Mr. Alan Harris, Managing Director and CEO of BMW Group Malaysia said, “As a leading premium automotive brand, we are just as committed to prioritizing the safety of our drivers and passengers as to delivering sheer driving pleasure. With the BMW Safety 360° program, we want to create awareness, conversation and action on the need for road users in Malaysia to seek and need the technologies and solutions in their vehicles as well as the right sort of etiquette and behaviour that will ensure their safety when they are on the road.”

Harris added that the BMW Safety 360° program at the Cooler Lumpur Festival 2015 is a follow up to BMW Group Malaysia’s Active and Passive Safety campaign that was introduced last year with BMW Motorrad. He said, “We started our BMW Safety 360° program last year with BMW Motorcycles as it is a known fact that the highest number of road accidents in Malaysia involve motorcyclists. Statistics from the Malaysian Institute of Road Safety Research (MIROS) reported that road accidents involving motorcycles last year alone was at an all time high with 476,196 incidents of which over 11,000 cases were terribly fatal. Now, we are addressing the safety of our children in our vehicles, an issue that is very important and relevant in light of what has been happening on the roads here over the last few months.”

“The United Nation Status Paper on Road Safety in Malaysia reported in 2009 that at least 61 percent of children under the age of 5 are exposed to the risk of death or serious injury in reportable road accidents. It is also proven that an appropriately restrained child in a child’s safety restraint can reduce the chance of serious injury or death when involved in a crash. In fact, MIROS also just reported recently that only 7 to 9 percent of people buckle up in the back seat. The BMW Safety 360° campaign serves to tackle these issues and by

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extension, help parents and adults in general to prioritize responsible child safety practices on the road.” said Harris.

The BMW Safety 360° program which runs from the weekend of Friday, 12<sup>th</sup> to Sunday, 14<sup>th</sup> of June at Publika will feature guest speaker Maree Haley, Founder and Executive Director of The Safety Educator, a non profit organisation responsible for the health, safety and education for children and families.

With over five years experience in Occupational Health and Safety and in the development of safety standards, Haley will be conducting a series of clinics on the topic of child seats to highlight the importance of owning a child seat as well as sharing significant information from how to secure a child seat to child seat positioning in a vehicle, to ensure children are protected when they are in vehicles on the road.

“Traffic accidents are one of the leading causes for serious injury and death in children worldwide. Unrestrained children can easily be thrown out of the vehicle, thrown forward against the front windscreen or dashboard, or against the back of the front vehicle seats. With the use of proper child restraints, we can reduce up to 28 percent of risk for death in children aged 2 to 6 as compared to using just a seat belt,” explained Haley.

The campaign also saw the introduction of two new exciting BMW vehicles to the Malaysian premium automotive market – the all-new locally assembled BMW 1 Series and the all-new BMW 2 Series Gran Tourer.

Featuring a new sporty and radical expression with the BMW M Sport package which includes the M Aerodynamic Kit, the M Leather Steering Wheel, M Sport Suspension and 18-inch M Sport alloy wheels with M Sport Suspension as standard, the all-new locally assembled BMW 1 Series was introduced in the form of the BMW 120i M Sport.

The new premium compact segment BMW now also features an even more dynamic design with wider kidney grille elements, redesigned headlights, LED daytime running lights, new tailgate with two-part LED taillights, as well as boast an even more comprehensive range of standard equipment including BMW Navigation System Professional with Touch Controller, Comfort Access and a new instrument cluster as standard.

The all-new BMW 2 Series Gran Tourer, meanwhile, is the first ever premium compact MPV from BMW which is capable of seating up to seven passengers in its rear seats. Made available in the form of the all-new BMW 220i Gran Tourer, the new BMW vehicle features signature dynamic BMW design, superior performance and exemplary fuel efficiency.

The all-new BMW 2 Series Gran Tourer also provides unique versatility and even more space as a seven seater, making it an ideal car for young families with children. Particularly unique with the new premium vehicle from BMW is its ability of supporting up to three child seats in its second row seating space and up to two child seats in its third row seating, a very unique feature in modern premium vehicles.

The estimated retail prices (on the road, without insurance with BMW Malaysia's latest 5 Years Unlimited Mileage Warranty and Free Scheduled Service Program.)

<b>The all-new BMW 120i M Sport</b>	<b>-</b>	<b>RM 219,800.00</b>
<b>The all-new BMW 220i Gran Tourer</b>	<b>-</b>	<b>RM 279,800.00</b>

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**About BMW EfficientDynamics**

BMW EfficientDynamics was coined by BMW more than a decade ago to define the company's long term sustainable strategy to produce fuel-saving and alternative vehicle concepts through clean production processes. It is an array of technologies that are already fitted as standard across practically the whole model range. As the manufacturer with the most comprehensive programme for reducing fuel consumption and emissions, BMW EfficientDynamics are designed to enhance the performance and driving pleasure of the vehicles at the same time. In 2007, BMW was awarded a "Green Steering Wheel" for outstanding environmental innovation for its BMW EfficientDynamics technology.

**The BMW Group**

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2014, the BMW Group sold approximately 2.118 million cars and 123,000 motorcycles worldwide. The profit before tax for the financial year 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 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.

**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 Assembly 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) in the Pelepas Free Zone at the Port of Tanjung Pelepas (PTP), Johor which supports 22 markets in the Asia-Pacific region. BMW dealership network covers 36 outlets in various cities in Malaysia.

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