



BMW introduces new performance range.

- New BMW Performance line of accessories.
- Suspension, drivetrain, aerodynamics and interior options.
- Available first with new BMW 1 Series Coupé.

BMW will next month introduce a new line of performance accessories in Australia, coinciding with the arrival of the new 1 Series Coupé.

The new BMW Performance line of accessories gives drivers greater scope to emphasise the sporting character of their BMW.

"The BMW driver with a passion for dynamic driving and individual, sporting style now has new options to live out his or her personal preferences and enhance the performance of their car," said John Fairman, Aftersales Marketing and Business Manager at BMW Group Australia.

"Expanding the wide range of Original BMW Accessories, the new range of BMW Performance products comprises a number of components for an even greater and more exhilarating driving experience," he said.

Available initially for BMW 1 Series drivers, the performance products reflect BMW's high standard of development and production in both design and quality.

The new 1 Series Coupé, along with five-door models, will be available with retrofittable BMW performance options for the suspension, drivetrain, aerodynamics, and cockpit of the car.

The BMW Performance options are tailored to the car, reflecting the sporty, dynamic and innovative style of the brand in its technical and design features, and fulfil all of BMW's excellent standards in terms of quality and safety.

BMW Performance products are sold and fitted by BMW dealers and covered by BMW's full warranty.

All BMW Performance components are available individually, and whilst each driver can personally choose from the selection, the consistent focus on a sporting experience at the wheel ensures all BMW Performance products come together in a harmoniously balanced overall package.

The first selection of BMW Performance components will be available next month, with further items becoming available over the coming months.

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Aerodynamics and weight: perfect optimisation all round.

The BMW Performance Aerodynamics Kit optimises the dynamic driving qualities of the car and provides a powerful look in everyday traffic. It comprises a striking front air dam with a highly expressive, fully integrated surround on the BMW kidney grille in black high-gloss look as well as dynamically contoured side-sills.

Model-specific accessories made of carbon-fibre are also available in the interest of enhanced aerodynamics. These are carbon exterior mirror caps, the BMW Performance carbon rear spoiler as well as the BMW Performance carbon diffuser.

Suspension technology for sporting and superior handling.

BMW Performance components for the car's chassis and suspension further exploit the dynamic qualities of the 1 Series Coupé. Highlights include BMW Performance sports brakes, BMW Performance suspension, BMW Performance spring-strut reinforcement bar made of carbon-fibre, as well as attractive double-spoke light-alloy wheels.

The BMW Performance sports brakes comprise extra-large, vented brake discs perforated on the front wheels and further refined by slot openings. The six-piston fixed-calliper brakes on the front axle are finished in brilliant BMW Performance Yellow and bear the words "BMW Performance". The same designation is found on the spring strut reinforcement bar fitted within the engine compartment for greater body stiffness.

The BMW Performance 18-inch double-spoke light-alloy wheels accentuate the sporting character of the car and enhance agility to an even higher standard through their particularly low weight.

Drivetrain: optimised air flow and striking tailpipes.

The new BMW Performance air intake system gives the straight-six petrol engine extra air supply for extra power. The filter cartridge and the internal air flow have been modified, improving the flow of air and minimising the risk of a drop in pressure. A further advantage is the particularly sporting sound experience within the car. The BMW Performance air intake system optimises not only power and performance, but also the efficiency of the engine.

The BMW Performance exhaust silencer highlights the superior power and performance of the engines through the right sound. Without impairing the car's long-distance touring comfort, the system gives the engine a particularly discreet but audibly sporting sound, the dual tailpipes made of chrome-plated stainless steel emphasising the high-tech status of the car also in its looks.

Like a sports car inside.

The enthusiast is able to give the interior of his car a genuine sports car look through BMW Performance products. The driver's workplace benefits, for example, from BMW Performance sports seats in motorsport design. With genuine bucket contours, these seats are ergonomically tailored to the body, offering not only significant seating comfort but also sophisticated and slender design through their stylish finish in black alcantara.

Beneath the integrated headrests are two openings on each side covered by plastic tops finished in Ferric Grey. The side airbags are also integrated in the seats. BMW Performance sports seats are available for the driver and front passenger.

The BMW Performance gearshift lever helps to make the process of shifting gears even smoother and more dynamic. Finished in optimised ergonomic design, the gearshift knob made of chrome and black alcantara ensures precise operation and shortens shift travel by approximately 25 per cent.

Supplementing these highlights, the new range of BMW Performance features also includes an innovative multifunction sports steering wheel finished in alcantara and leather. An LED display in the upper section of the steering wheel rim presents various data such as the oil and coolant temperature, lateral and straight-ahead acceleration, the ideal point to shift gears, and the time of day.

Decorative trim in carbon design on the centre console, the dashboard and the panels on the front and rear doors as well as the side areas at the rear further accentuate the sophisticated and sporting style of the interior. The pedals and footrest made of aluminium and also featured in the BMW Performance range convey the functions and qualities of a racing car to everyday motoring through their particular style and design.

BMW Performance Pricing and availability:

Aerodynamics Kit from \$1,640 plus installation
Rear Carbon Spoiler \$755 plus installation
Kidney grille in black high-gloss \$136 per set
Carbon exterior mirror caps \$633 per pair
18" double-spoke light-alloy wheels including tyres \$4,920
Performance sports brakes (135i Sport) \$3,082 plus fitting
Performance sports seats \$4,070 each
Carbon strut brace \$2,055
BMW Performance gearshift kit \$350
BMW Performance air intake system \$1,300

Availability of further BMW Performance components will announced soon.

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