

Press Information
1 July 2024

BMW 1 Series production launch at BMW Group Plant Leipzig

+++ Fourth-generation 1 Series enters production +++ More than 1.3 million BMW 1 Series made in Leipzig +++ Now available with optional contrast roof +++

Leipzig. The first fourth-generation BMW 1 Series to roll off the production line at BMW Group Plant Leipzig is a BMW 120 in Alpine White for a customer in Germany (combined fuel consumption: 6.0 - 5.3 l/100 km (62 miles); CO₂ emissions combined: 135 - 121 g/km according to WLTP; CO₂ classes: D). The premium compact is manufactured exclusively at Plant Leipzig, in Saxony, where up to 500 of the cars can be made per day. Combined with the BMW 2 Series Gran Coupe, BMW 2 Series Active Tourer and MINI Countryman, this puts daily output from Plant Leipzig at up to 1,300 vehicles. The new BMW 1 Series is due for market launch in October 2024.

The new BMW 1 Series marks the start of a new chapter in the BMW brand's almost 20-year success story in the compact segment. Production of the model first began with the three-door at Plant Leipzig in 2007. Since then the plant has manufactured more than 1.3 million in a range of variants. As at the end of June 2024, nearly 443,000 third-generation BMW 1 Series have been delivered to customers. "The new BMW 1 Series will remain a key factor in maintaining high capacity utilisation here at plant Leipzig," said a confident Petra Peterhänsel, Plant Director.

Plant upgraded to increase capacity

Since 2018 BMW Group Plant Leipzig has undergone systematic upgrades. It can now produce up to 350,000 units a year – 100,000 more than previously. It currently manufactures four models with three different types of drive by two different brands – all on the same production line. Since November 2023 output has been boosted by the MINI Countryman. Production of that will rise during the course of this year to 500 units a day, in addition to the 800 or so BMW vehicles.

The increase in production volumes is securing existing jobs as well as creating new ones. An additional 900 people are set to join vehicle production alone, by the end of 2024 Plant Leipzig will employ around 7,000 people.



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Dynamic design, new drive portfolio

With a dynamic design presence, completely revised drive portfolio and extensively improved chassis technology, the BMW 1 Series continues to sharpen its profile as the sportiest vehicle in the competition. The front end is strikingly flat and sits significantly lower to the road than the predecessor's, signalling that more than ever, this car is geared towards sporty driving pleasure. The wide, forward-leaning radiator grille features an innovative arrangement of vertical and diagonal bars. LED headlights come as standard and give the car a striking "four-eyed face".

The pronounced rear apron with its vertical reflectors, two-part rear lights and black, diffuser-style insert add to the vehicle's powerful appearance. Inside, the new BMW 1 Series is now completely leather-free as standard. The redesigned cockpit features the BMW Curved Display. The optional M Sport Package makes for an even more dynamic look, as does the special M Sport Design equipment option, available from market launch in Europe.

Contrast roof – a first in the BMW 1 Series

The body of the new BMW 1 Series is available in a choice of two solid-colour and seven metallic finishes. BMW Individual paintwork will also be on offer, along with a wide range of BMW Individual Special Paints. The new BMW 1 Series is also the first BMW to feature the optional contrast paintwork, with a roof in high-gloss black. As with the MINI Countryman, the roof will be painted at Plant Leipzig using a new, overspray-free painting process that is easier on resources. Known as overspray-free painting, the method is currently being piloted and works without producing the mist of excess paint that usually occurs.

The new BMW 1 Series is due for market launch on 5 October. The strongest markets for the 1 Series so far have been Germany and Europe, and the UK and Italy especially.



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BMW 120

Combined fuel consumption according to WLTP: 6.0 – 5.3 l/100 km

Combined CO₂ emissions according to WLTP: 135 – 121 g/km

CO₂ class: D

All performance, consumption and emissions values are provisional.

All the model variants, equipment levels, technical specifications, consumption and emission values described here correspond to what is available on the automotive market in Germany. Information on dimensions refers to a vehicle in basic equipment in Germany, depending on the selected wheel and tyre size as well as selected optional equipment. These may change according to how the car is configured.

Official figures for fuel consumption, CO₂ emissions, electricity consumption and electric range were ascertained in accordance with the prescribed measurement procedures and correspond with the VO (EU) 715/2007 applicable. WLTP figures are presented as a range to cover all the various equipment options.

For more on the WLTP and NEDC procedures, go to
<https://www.bmw.com/en/innovation/wltp.html>

In case of queries, please contact:

Corporate Communications

Kai Lichte, Head of Communication BMW Group Plants Leipzig, Berlin, Eisenach

Phone: +49-(0)341-445-38000

Mobile: +49-(0)176-601-51240

E-mail: Kai.Lichte@bmwgroup.com



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The BMW Group Plant Leipzig

Series production at BMW Group Plant Leipzig was launched in 2005. Today up to 1,300 vehicles a day roll off the production line. Leipzig's current model portfolio comprises the BMW 1 Series, BMW 2 Series Gran Coupé, BMW 2 Series Active Tourer and the MINI Countryman. The BMW Group has already invested more than 4 billion euros in the site at Leipzig, which employs approx. 6,000 people.

Internet: www.bmw-werk-leipzig.de

Instagram: <https://www.instagram.com/bmwgroupwerkleipzig>

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 over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2023, the BMW Group sold over 2.55 million passenger vehicles and more than 209,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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