

2009 3 Series, Advanced Diesel & new iDrive Training

Welcome!



2009 3 Series

BMW Group University



The Ultimate
Driving Machine®

hosted at BimmerPost.com

Agenda

- 2009 3 Series Highlights 25 Mins
- BMW Advanced Diesels 25 Mins
- Break 5 Mins
- New iDrive background and exercises 60 Mins
- Wrap up 5 Mins

**Full presentation available on PKoD:
→ 2009 3 Series What's New Page**

MY 2009 3 Series

Design Highlights

What's changed?

→ 2 Minutes

MY 2009 3 Series PKoD

hosted at BimmerPost.com

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http://qacds.bmwuniversity.com/bmw/lms/PKOD/content/e90_1ci/content.htm

Go Links

- ▶ What's new (Exterior)
- ▶ What's new (Interior)

Enhanced options and packages

The optional PDC system expands its convenience as a low-speed driver aid by adding front sensors to the 2009 3 Series Sedan and Wagon. Xenon headlamps include LED indicators and new daytime running rings. New replacement colors will also be available in the form of Blue Water, Tasman Green and Space Grey (which is already available on the 3 Series Coupe).

The new BMW 3 Series Sedans a

Few vehicles have ever enjoyed the running success of BMW's 3 Series sedan. The reason for that is simple: Few vehicles ever enjoyed the attention that BMW has put on these cars to make them the finest luxury compacts ever built. Whether through the brilliant combination of performance and efficiency, the innovative driving feel, the luxury appointments or the overall capabilities of the 3 Series, these sedans have been the gold standard in the compact luxury class for close to two decades. BMW isn't about to lose that focus.

For 2009, the 328i/xi Sedan and 335i/xi Sedan keep the same award-winning engines, but all receive a round of updates designed to maintain BMW's position as standard-setter in the class. The

Roll over the vehicle to learn more about a few new features.

Internet

MY 2009 3 Series Design Highlights

hosted at BimmerPost.com

- **Exterior Front**



MY 2009 3 Series

Design Highlights

hosted at BimmerPost.com

- **Exterior Front**



MY 2009 3 Series

Design Highlights

- **Exterior Front**



MY 2008



MY 2009

MY 2009 3 Series

Design Highlights

- **Exterior Rear**



MY 2009 3 Series

Design Highlights

- Exterior Rear



MY 2008










MY 2009

MY 2009 3 Series

Design Highlights

• New Wheel Program

							
	Code: 2B4 Style: 195	Code: 2BZ Style: 161	Code: 2KU Style: 285	Code: 2S1 Style: 286	Code: 2S2 Style: 287	Code: 2SX Style: 282	Code: 2SZ Style: 284
	18" Double-spoke wheels (style 195) with performance tires	17" Light Alloy Double-spoke wheels (style 161)	17" V-spoke wheels (style 285) with all season run-flat tires	17" Light alloy wheels (style 286) with mixed performance tires	18" Light alloy wheels Star-spoke (Style 287) with performance tires	16" Light Alloy Multi-spoke wheels (style 282) with all season tires	17" Multi-spoke wheels (style 284) with all-season run-flat tires
	Front: 18x8.0, 225/40 R18 Rear: 18x8.5, 255/35 R18	Front / Rear: 17x8.0, 225/45 R17	Front / Rear: 17x8.0, 225/45 R17	Front: 17x8.0, 225/45 R17 Rear: 17x8.5, 255/40 R17	Front: 18x8.0, 225/40 R18 Rear: 18x8.5, 255/35 R18	Front / Rear: 16x7.0, 205/55 R16	Front / Rear: 17x8.0, 225/45 R17
328i Sedan			Optional	ZSP		Standard	
328xi Sedan			Optional	ZSP (upgrade)		Standard	ZSP
335i Sedan					ZSP		Standard
335xi Sedan		ZSP			ZSP (upgrade)		Standard
335d Sedan	ZSP						Standard

Current 328i ZSP

MY 2009 3 Series

Interior Changes



MY 2009 3 Series Interior Changes

- **All 3 Series – improved refinement**



- Plus standard Active Headrests
- **Sedan & Wagon Only**



MY 2009 3 Series Interior Changes

- All 3 Series and 1 Series receive a new iDrive



MY 2009 3 Series

Colors, Trims & Upholsteries

- Space Gray
- Blue Water
- Tasman Green

- New Fine Line Aluminum replaces current trim
- Light Burl Walnut Wood trim replaces Light Poplar Wood

- Oyster Dakota Leather and Saddle Brown Dakota Leather now available
- Chestnut Brown Dakota Leather replaces Terracotta Leather

MY 2009 3 Series

Option / Package Changes

Sedan and Wagon only:

- Front *and* rear PDC (SA508) replaces current Rear PDC only option

All 3 Series

- Logic 7 now a stand alone option on 335i/xi models
- Active steering N/A for 328i and 335d

Package Changes (all 3 Series)

- **Sport:** includes High Gloss Shadowline and new available wheel styling.
- **Cold Weather:** Includes heated steering wheel (Button on right side of steering column)

MY 2009 3 Series

A Great Opportunity!!!



MY 2009 3 Series

A Great Opportunity!!!

Discussion:

- Do you think the 2009 model will help keep the 3 Series ahead of the pack?
- How can you generate excitement among your customers with this new model?
- What techniques will you use to reach out to existing 3 Series owners and maybe CPO owners?

MY 2009 3 Series and X5 BMW Advanced Diesel



MY 2009 3 Series and X5

BMW Advanced Diesel

- **Which models will have Diesel?**
- **335d**
- **X5 xDrive35d**



- **Coming early 2009**

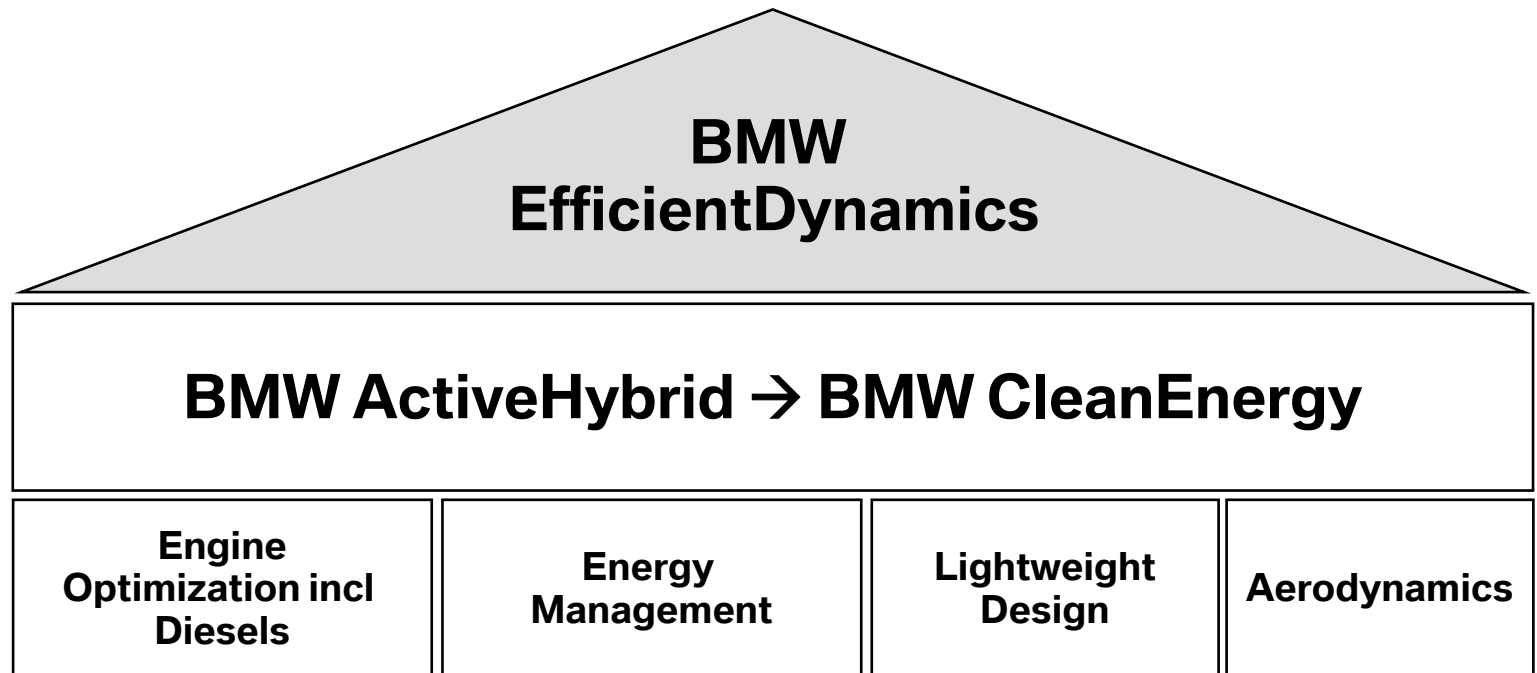
MY 2009 3 Series and X5

Why Introduce Diesels??

- **Who remembers BMW's engine and fuel optimization philosophy from the BMW Experience?**
- **Today's diesels are 20-30% more efficient than gas engines.**
- **If 33% of all US vehicles were diesel we would save 1.4 Million barrels of oil *per day***
- **Equivalent to the current US-oil imports from Saudi Arabia**
- **Diesel engines have vastly improved and are starting to make sense for the US**
- **Diesel fuel is becoming more available**

MY 2009 3 Series and X5

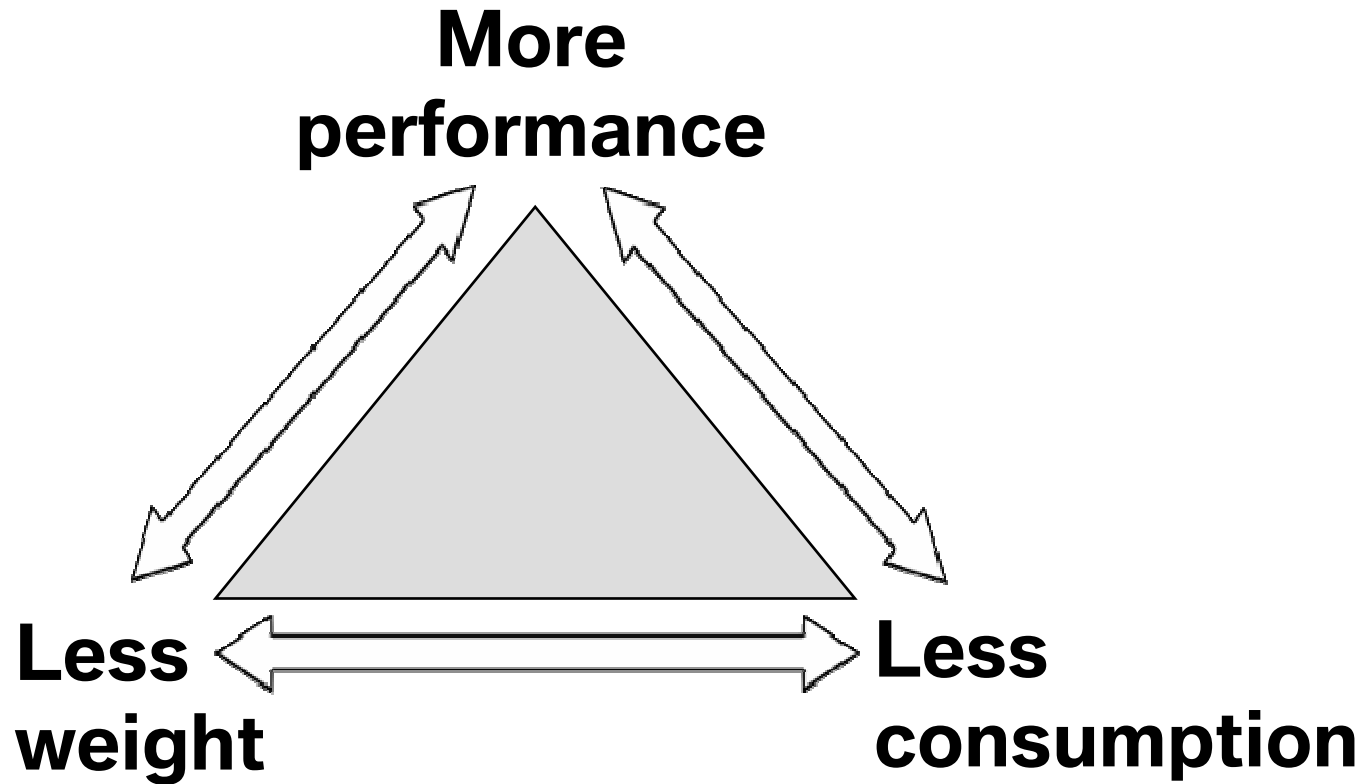
EfficientDynamics



The best of all worlds...

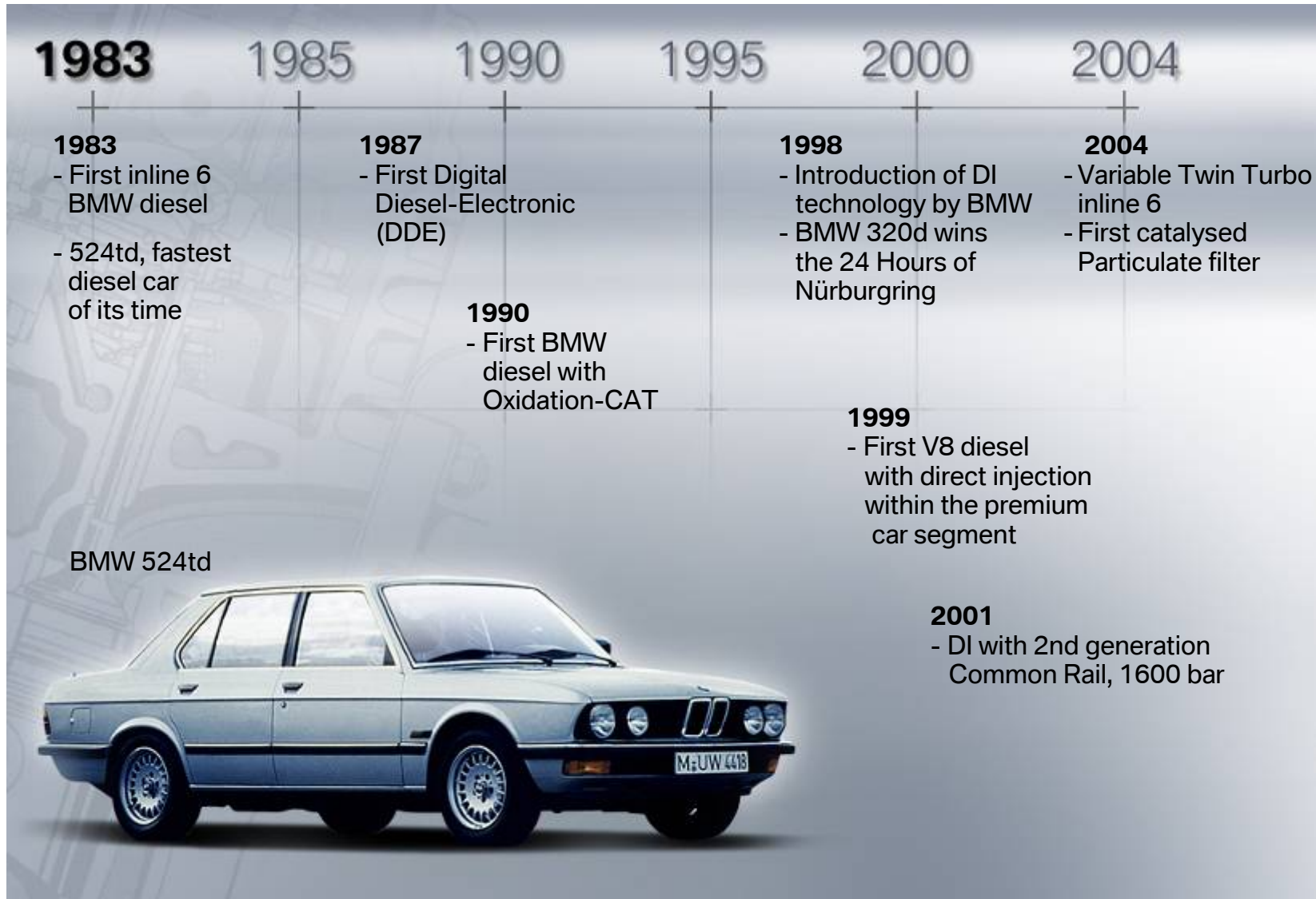
MY 2009 3 Series and X5

EfficientDynamics Philosophy



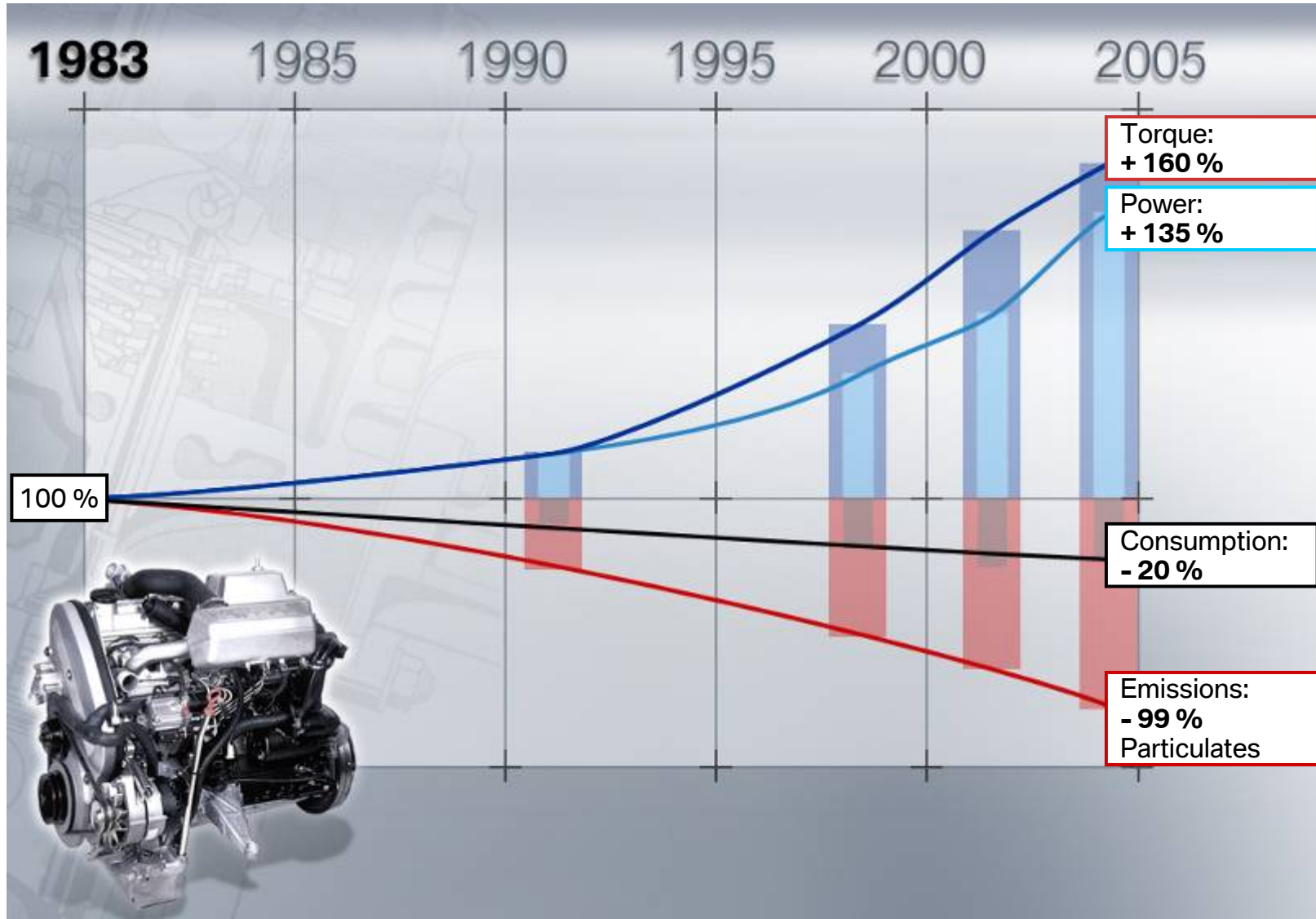
MY 2009 3 Series and X5

BMW Diesel History

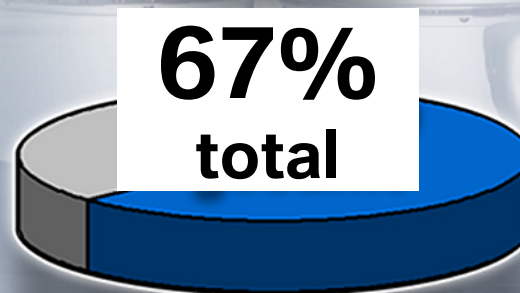
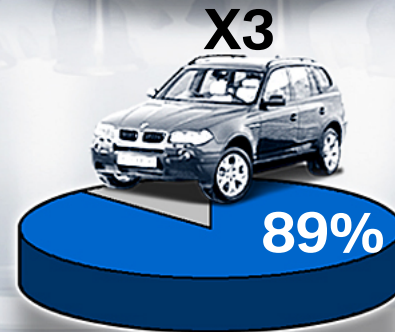
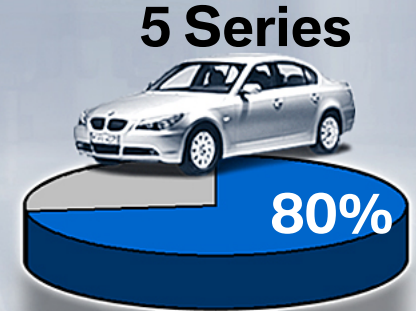
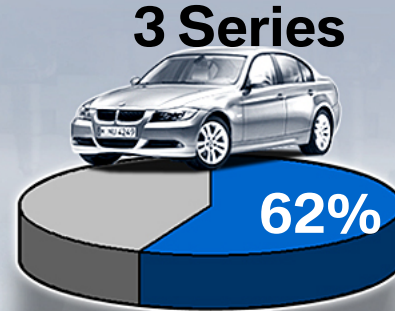


MY 2009 3 Series and X5

More Power, Less Emissions



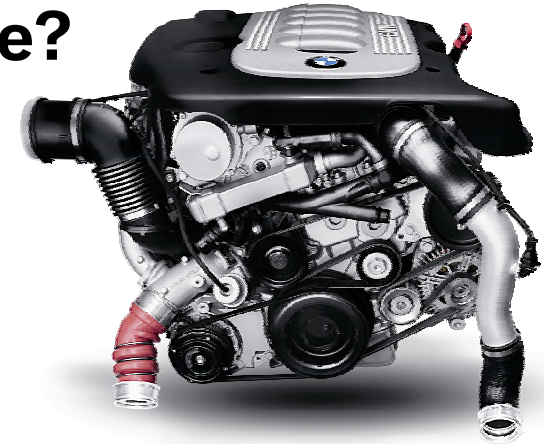
MY 2009 3 Series and X5 BMW Diesels in Europe



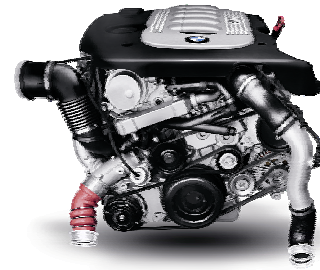
 Diesel
2006

MY 2009 3 Series and X5 BMW Advanced Diesel

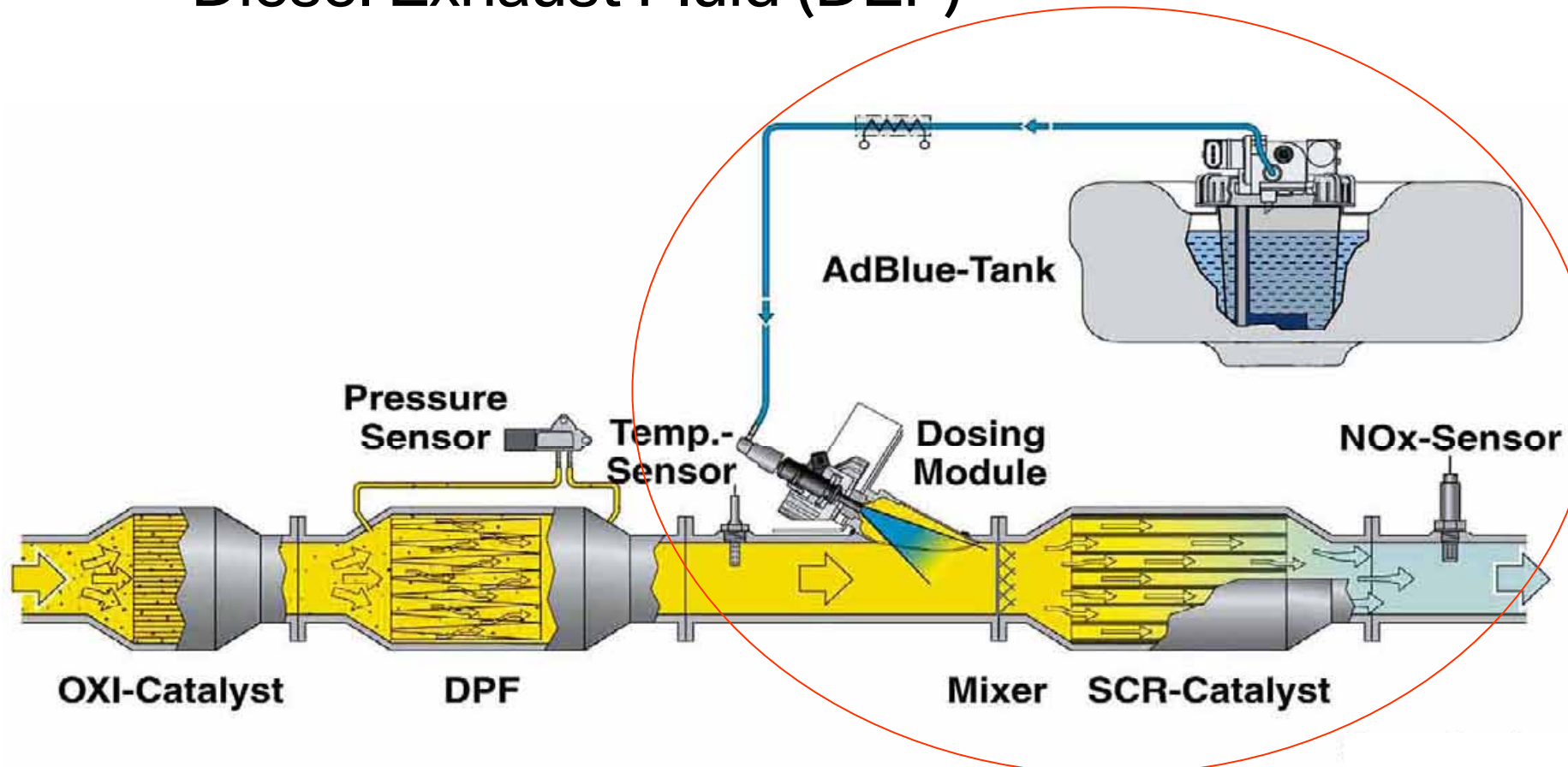
- **Who can tell me about the engine?**
- **3.0L Variable twin turbo**
- **Inline 6-cylinder diesel**
 - 265 Horsepower
 - 391 lb.-ft. at 1,500 rpm
 - 425 lb.-ft. peak at 1,750 rpm
 - Lightweight and innovative (Aluminum)
 - Most powerful 3.0L diesel in the world
 - Automatic transmission only, no xDrive version on 335d (but there is the X5 xDrive35d!)



MY 2009 3 Series and X5 BMW Advanced Diesel



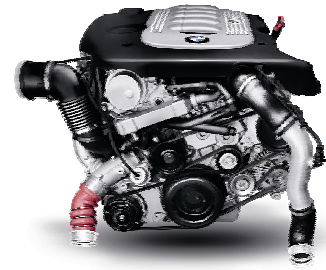
Difference to European Models = Emissions
Diesel Exhaust Fluid (DEF)



...New!

MY 2009 3 Series and X5

BMW Advanced Diesel

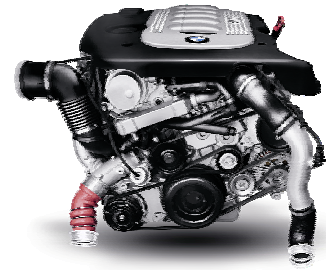


Emissions

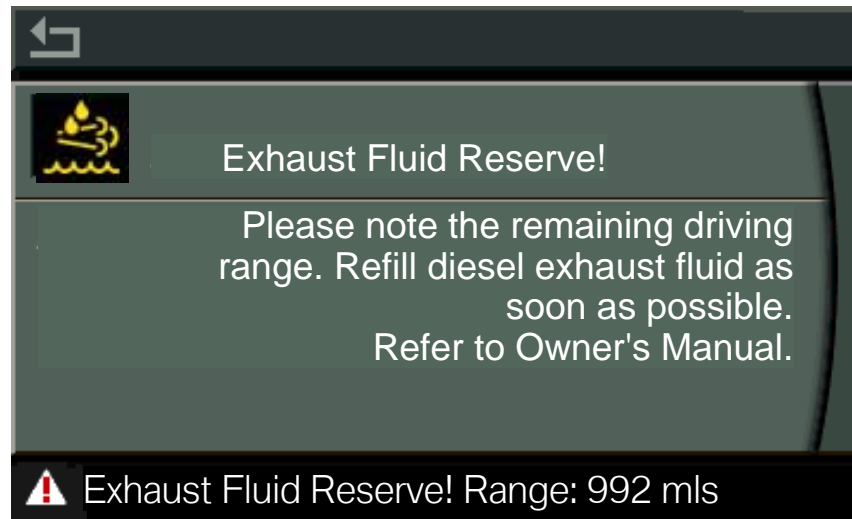
Diesel Exhaust Fluid (DEF) Servicing

- Clear solvent
- During service tanks are flushed and refilled
- Service intervals at 11,000 miles (X5) and 13,000 miles (335d) TBD
- Covered by BMW Ultimate Service (4 years or 50,000 miles)
- DEF will also be available at retail stores
- BMW Roadside Assistance will also help!

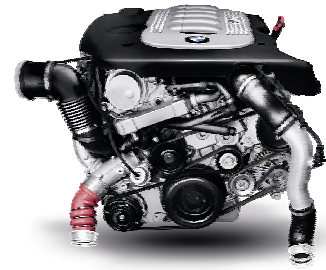
MY 2009 3 Series and X5 BMW Advanced Diesel



DEF Driver Notification (1,000 miles)




MY 2009 3 Series and X5 BMW Advanced Diesel




DEF Driver Notification (200 miles)



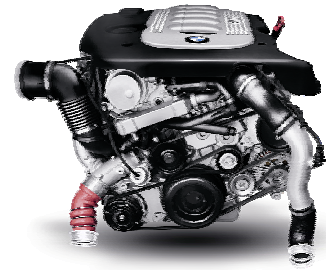
←

 Exhaust Fluid

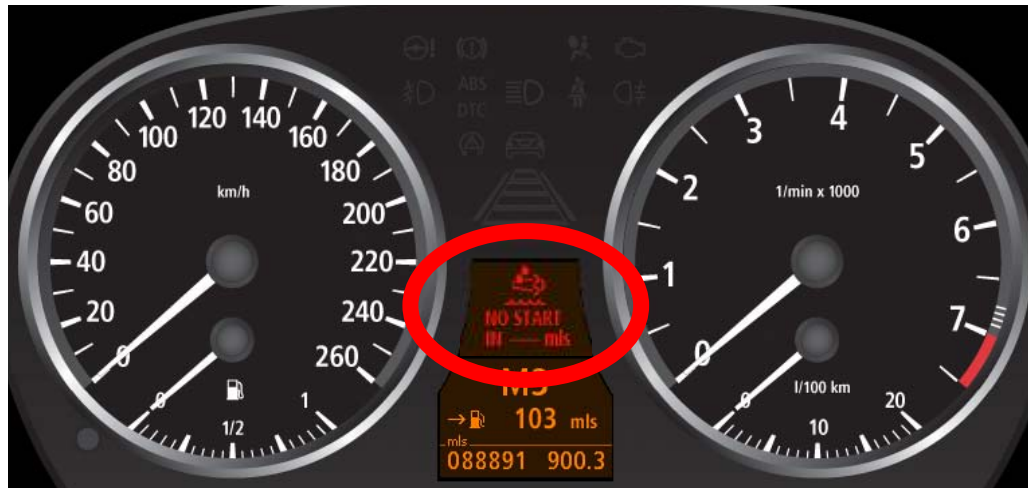
Exhaust Fluid at minimum level!
If driving range reaches 0 miles (km), engine start will not be possible.
Refill diesel exhaust fluid as soon as possible.
Refer to Owner's Manual.

 Exhaust Fluid Minimum! Range: 188 mls

MY 2009 3 Series and X5 BMW Advanced Diesel

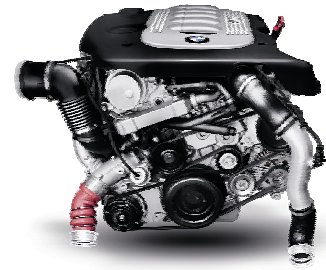


DEF Driver Notification (0 miles)



MY 2009 3 Series and X5

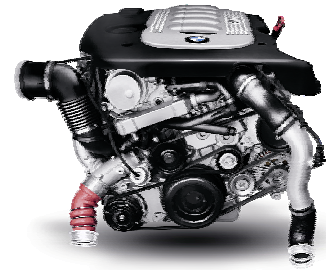
BMW Advanced Diesel



Proper Diesel Fuel

- Not all Diesel is created equally
- Must use proper Ultra Low Sulphur Diesel
→ Gas stations required from 2010
- Bio-Diesel not recommended
- Fuel filler neck gate to prevent miss-filling with gas

MY 2009 3 Series and X5 BMW Advanced Diesel



Fuel Station Pump Labels

ULTRA-LOW SULFUR HIGHWAY DIESEL FUEL (15 ppm Sulfur Maximum)

Required for use in all model year 2007 and later highway diesel vehicles and engines.

Recommended for use in all diesel vehicles and engines.

LOW SULFUR HIGHWAY DIESEL FUEL (500 ppm Sulfur Maximum)

WARNING

Federal law *prohibits* use in model year 2007 and later highway vehicles and engines.

Its use may damage these vehicles and engines.

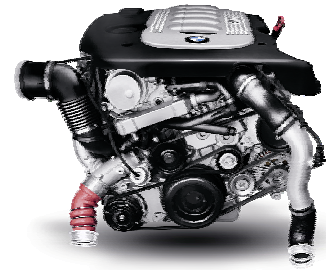
NON-HIGHWAY DIESEL FUEL (May Exceed 500 ppm Sulfur)

WARNING

Federal law *prohibits* use in highway vehicles or engines.

Its use may damage these vehicles and engines.

MY 2009 3 Series and X5 BMW Advanced Diesel

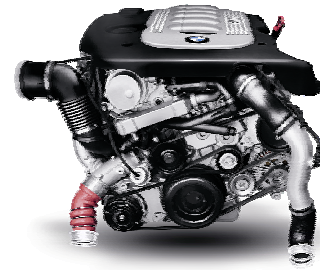


Fuel Economy & Competition (Preliminary)

	hp	0-60	City	Hwy
335d	265	6.0	23	33
335i	300	5.4	17	26
MB E320CDI	210	6.6	23	32
X5 xDrive35d	265	7.0	19	26
X5 xDrive30i	260	7.8	15	21
MB ML320CDI	215	8.0	18	24
Lexus RX400h	268	7.3	26	24

BMW Advanced Diesels consume 20% - 30% less than comparable Gas engines

MY 2009 3 Series and X5 BMW Advanced Diesel



X5 xDrive35d Value Story vs Gas Engine

	X5 3.0si	X5 xDrive35d
Transmission	6-speed STEPTRONIC	6-speed STEPTRONIC
Fuel	Premium Unleaded	Diesel
U.S. Average Cost per Gallon (July 11, 2008)	\$4.52	\$4.81
Fuel tank (gallons)	22	22
Cost to Fill (\$)	\$99.44	\$105.82
MPG	15 city / 21 highway	19 city / 26 highway
Blended MPG	18 mpg	22.5 mpg
Range	18 mpg x 22 gallons = 396 miles	22.5 mpg x 22 gallons = 495 miles
Average Cost-Per-Mile	\$99.44 ÷ 396 miles = \$0.251	\$105.82 ÷ 495 miles = \$0.214

So, you'll spend \$6.38 (+6.4%) more per fill-up, but see a 25% improvement in fuel economy.

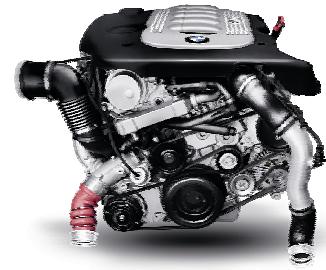
The result is a **per-mile cost savings of 3.7-cents**, coupled with the added convenience of traveling an additional 99 miles farther between fill-ups.

Bottom line: If you drive...

- 10,000 miles / year, you'll save an estimated \$370/year
- 12,000 miles / year, you'll save an estimated \$444/year
- 15,000 miles / year, you'll save an estimated \$555/year

MY 2009 3 Series and X5

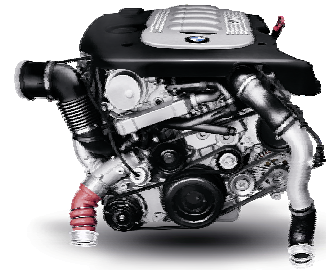
BMW Advanced Diesel



Also.....

- BMW Ultimate Service
 - Free Maintenance for 4 yrs/50,000miles
- Peace of mind that your doing less damage to the environment
- Less frequent fuel fill ups required

MY 2009 3 Series and X5 BMW Advanced Diesel



Customer Profile

Jim S.

Age: 45

Status: Married with 2 young kids

Lives in: This area

Occupation: Operations manager for telecommunications company

Currently Driving: 2006 X5 3.0i

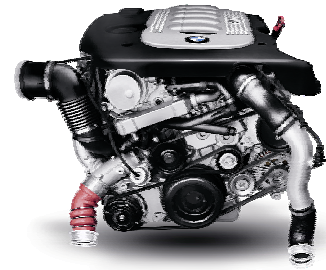
Lifestyle: Commutes 32 miles each way to work.

Needs the vehicle space for his family activities.

Becoming more environmentally aware and concerned about rising fuel prices.

MY 2009 3 Series and X5

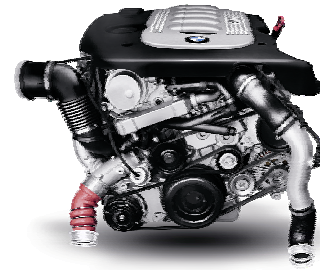
BMW Advanced Diesel



What Questions would you ask?

- What other vehicles are you considering?
- What do you know about Diesels and Hybrids?
- How much highway & city driving do you do?
- How often do you fill up?
- Is performance important to you?
- Do you know about the fuel savings associated with diesels?
- Do you know what the benefits of modern diesel engines are to the environment?

MY 2009 3 Series and X5 BMW Advanced Diesel



Further Information / tools: Product Knowledge on Demand (PKoD)



Welcome to BMW Product Knowledge on Demand. This is your resource for the latest information on BMW vehicles and key technologies.

Select a Series



What Makes a BMW?



Test Your BMW IQ



EfficientDynamics



1 Series



3 Series



5 Series



6 Series



7 Series



X3 SAV



X5 SAV



X6
Sports Activity Coupe

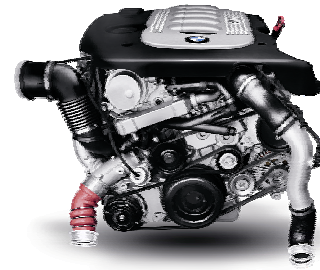


Z4 Roadster



M Models

MY 2009 3 Series and X5 BMW Advanced Diesel



Further Information / tools: Product Knowledge on Demand (PKoD)

Home | Site map | Search | Help | Glossary | Library

What Makes a BMW a BMW?

BMW Product Knowledge on Demand



Ultimate Driving Machine®

Select a Series | Current Activities | Mid-term Solutions | Long-term Strategy

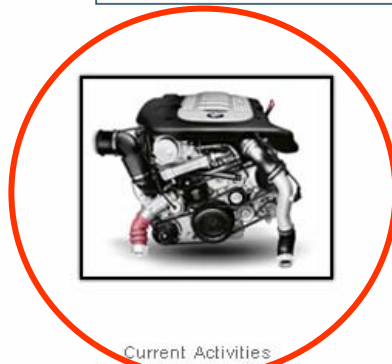


EfficientDynamics comprises BMW's comprehensive plan for providing increasingly efficient and progressively cleaner vehicles that continue to deliver BMW's signature dynamic driving character.

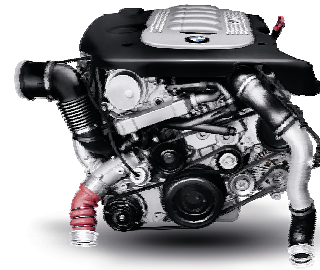
The Ultimate Driving Machine is here to stay. However, how that distinctive and exciting BMW driving experience will be powered will change dramatically over the coming decades.

BMW has for generations convincingly staked its claim to the section of automotive turf located at the intersection of individual mobility and driving excitement. In a future promising a decreasing role for fossil fuels, maintaining that leadership will demand a radical departure from traditional technologies.

For BMW the challenge boils down to arriving at the best means for delivering exciting individual mobility powered by a sustainable fuel source. BMW already has identified its ultimate energy source: hydrogen. EfficientDynamics charts BMW's path for bringing that best answer to the marketplace and ultimately into the hands of the driving enthusiast. The process necessary to achieve the



MY 2009 3 Series and X5 BMW Advanced Diesel

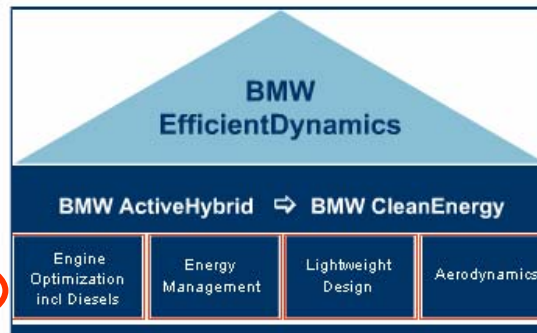


Further Information / tools: Product Knowledge on Demand (PKoD)

BMW 1 Series Convertible Product Knowledge on Demand > EfficientDynamics

EfficientDynamics - Current Activities

- ▶ Introduction
- ▶ Engine Optimizations
- ▶ Intelligent Energy Management
- ▶ Transmission Optimisation
- ▶ Lightweight Design
- ▶ Aerodynamics
- ▶ **BMW Advanced Diesel**

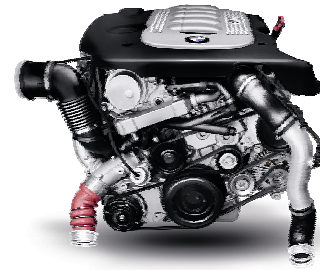


[Back to EfficientDynamics home page](#)

Optimization of current technologies

With the ongoing goal of reducing fuel consumption and lowering emissions, the BMW EfficientDynamics short-te strategy focuses on refining existing technologies. This includes gasoline engine optimization, advanced 50-stat diesel engines, lightweight materials and improved aerodynamics.

MY 2009 3 Series and X5 BMW Advanced Diesel




Further Information / tools: Product Knowledge on Demand (PKoD)


Select a Series | **Current Activities** | Mid-term Solutions | Long-term Strategy


BMW 1 Series Convertible Product Knowledge on Demand > EfficientDynamics

EfficientDynamics - Current Activities

- ▶ Introduction
- ▶ Engine Optimizations
- ▶ Intelligent Energy Management
- ▶ Transmission Optimisation
- ▶ Lightweight Design
- ▶ Aerodynamics
- ▶ **BMW Advanced Diesel**



 [Click here to watch a video about BMW Advanced Diesel Variable Twin Turbo Chargers.](#)

 **Knowledge**

[BMW Advanced Diesel FAQs](#)

Overview

Diesel fuel basics

Environmental advantages and issues

The Diesel in the American marketplace

BMW X5 xDrive35d and 335d Advanced Diesel

Variable Twin Turbocharging

Advanced Diesel direct fuel injection

Diesel Exhaust Fluid (DEF)

BMW 118d Advanced Diesel named "2008 World Green Car"

European BMW 520d bests Toyota Prius

Cetane number

BMW Advanced Diesel

Basic diesel design

In 1892, 16 years after Nicholas Otto patented the gasoline engine commonly found in most US market cars today, Rudolf Diesel patented the diesel engine which achieved Mr. Diesel's goal of far exceeding the efficiency of the "Otto Cycle" engine. Mr. Diesel's engine design averaged over 20% better fuel economy than a comparable version of Mr. Otto's engine.

Both gasoline and diesel engines share a common four-stroke operation with controlled combustion providing the power in the combustion stroke. The major difference between gasoline and diesel engine operation resides in the fuel used and how the fuel is ignited to spark the power stroke.

With the gasoline engine, a fuel/air mixture is drawn into the combustion chamber and compressed (roughly 10/1 compression ratio). Then, a spark plug ignites the mixture forcing the piston down (spark ignition).

The diesel engine compresses air alone. And it squeezes the air to a much higher pressure (roughly 20/1 compression ratio) than a gasoline engine. Air when compressed so forcefully becomes extremely hot. When diesel fuel is injected into this super hot environment of compressed air, the fuel ignites and the force of combustion drives the piston down (compression ignition).



With rising fuel prices, where, some might ask, does this new climate of concern leave the BMW Ultimate Driving Machine? The answer...positioned well to satisfy a prospect's concerns for fuel efficiency and desire for performance.

BMW's legendary engine design and engineering prowess answers the challenge of skyrocketing fuel costs with EfficientDynamics technologies that optimize the high performance gasoline engine for greater efficiency and enhance the performance of the inherently fuel efficient diesel engine to deliver a whole new higher level of driving excitement—the result, adding vehicles that are right for the times and true to the BMW performance heritage.

EfficientDynamics

Wringing out every ounce of performance from every drop of fuel and nothing less is the goal of BMW EfficientDynamics.

While BMW's long-term goal has future BMW's powered by the sustainable fuel source hydrogen, EfficientDynamics, today, advances overall fuel economy with improved gasoline engine efficiency, aerodynamic refinements, innovative use of lightweight materials and intelligent energy management. It also includes the introduction of the powerful and highly fuel efficient BMW Advanced Diesel engine to the US in the fall of 2008.

BMW awards for fuel efficiency

In September of 2007, Environmental Defense, a leading national non-profit environmental protection organization, issued a report (based on data from 1990 to 2005) that singled out BMW products for their significantly improved fuel efficiency and dramatically reduced CO₂ emission rate.

Environmental Defense, in comparing 12 major automakers' product strategies, recognized BMW for improving its average fuel economy by 14%. Equally dramatic, BMW reduced its CO₂ emission rate by 12.3%. The next best manufacturer was at 3%.*

BMW EfficientDynamics played a major part in this outstanding achievement and will continue to be the force behind BMW's drive for ever improving fuel efficiency and reduced emissions.

*"Automakers' Challenge Carbon Burden," 2007

BMW was also recognized in 2006 with the Paul Patsch Technology Award by German industry magazine, *Auto Motor und Sport*. BMW won based on its EfficientDynamics technology fuel-saving concept.**

**Auto Motor und Sport, January 2006

Gasoline engine optimization

In engine design, subtle and not so subtle refinements, especially when integrated as a group, can produce significant benefits. EfficientDynamics does exactly that with the BMW internal combustion engine.

Innovative designs and advanced technologies incorporated into BMW gasoline engines result in superior emission control, greater fuel efficiency and superior performance. These innovations include:

Valvetronic variable intake valve lift***

Valvetronic varies intake valve lift to allow for optimized performance across the full spectrum of operating conditions. It functions so well that it eliminates the need for the traditional engine throttle. This leaves no throttle up-stream to reduce efficiency.

Valvetronic creates the optimum charge right at the intake valve port. The variable lift of the intake valves regulates the intake air quantity in the combustion chamber. Thus, engine breathing is fully a function of the valves, and the throttle is not needed. The cylinder charge is controlled right where it goes to work to deliver improved power and exceptional fuel efficiency.

The efficiency and simple elegance of Valvetronic is clear when compared to the lungs of the human body. Healthy athletic lungs draw in the air the body requires. As a body increases its activity and its need for more energy, the lungs adjust and draw in ever-greater amounts of air.

In combination with Double VANOS, Valvetronic provides total and continuous engine load control through seamless lift, duration and opening time of the intake valves.

*** Valvetronic is not featured on four turbocharged gasoline engines on the Direct Injection process. Efficiency produces the same effect as Valvetronic.

Double VANOS Variable Valve Timing

Double VANOS offers the maximum adaptive valve timing technology with variable valve timing applied steplessly on both the intake camshaft and exhaust camshaft. This delivers significant benefits in terms of improved torque, emission control and fuel efficiency.

Double VANOS increases the flexibility of the BMW engine by enhancing torque at low to medium engine speeds to optimize its performance characteristics depending on conditions and demand. With Double VANOS the combustion process is in a constant state of optimization.

Two turboschargers

BMW's twin turbocharger design on gasoline engines uses two smaller turbochargers for near instantaneous response with a touch of the throttle. Each small turbocharger's ability to spool-up very quickly allows for a smaller displacement engine to deliver a high level of performance that would otherwise demand a naturally aspirated engine with a much larger displacement and potentially higher overall fuel consumption.



EfficientDynamics

www.bmw.com

Manufacturer	Model	MPG (City/Hwy)	
		Auto	Man
BMW 1 Series	128i Coupe	18/26	18/26
	128i Conv	18/27	18/26
	135i Coupe	18/25	17/25
	135i Conv	17/26	17/26
Acura	TSX	21/30	19/28
Audi	A4 2.0T	21/30	20/31
	A4 2.0T Cabrio	21/30	
	A3 3.2	18/25	
Infiniti	G37	18/24	
Lexus	IS 250	21/29	18/25
	GS 350	17/25	
Nissan	350Z		18/25
	350Z Touring Cabrio	17/23	17/24
Volkswagen	Gol KumbiLuz	21/30	21/29
	R32 A	18/25	
	Gol VR6	18/26	
Volvo	C30 T5 2.0	18/27	18/24

Manufacturer	Model	MPG (City/Hwy)	
		Auto	Man
BMW 3 Series	328i Sedan/Coupe	18/26	18/24
	328xi Sedan/Coupe	17/25	17/25
	328i Sports Wagon	18/27	17/27
	328xi Sports Wagon	17/25	17/25
	328i Conv	18/27	17/27
	335i Sedan/Coupe	17/26	17/26
	335xi Sedan/Coupe	17/25	16/25
	335i Conv	17/26	17/26
Acura	TL	18/26	18/27
Audi	A4 2.0T	21/30	20/31
	A4 2.0T Cabrio	21/30	
	A4 3.2 Quattro	17/25	17/25
	A4 3.2 Quattro	18/27	18/27
Cadillac	CTS	17/26	
Infiniti	GS	17/24	
	GS Sport 6MT		17/25
	GS7 Sport 6MT	18/24	
Lexus	IS 250	21/29	18/25
	IS 350	18/25	
	GS 350	18/27	
MB	C300	18/25	18/25

MB	C350	17/25	
	CLK350 Cpe. Cabrio	17/25	
	CLK550	14/21	
Volvo	S60 2.5 T5	17/21	
	S60 2.5 T5 G	18/27	
	C70	18/26	18/27
Manufacturer	Model	MPG (City/Hwy)	
Auto	Man		
BMW 5 Series	528i	18/27	18/25
	528xi	17/25	17/25
	528i Sedan/Coupe	17/26	17/26
	528xi Sedan/Coupe	17/25	16/25
	528xi Sports Wagon	18/24	18/23
	550i	15/23	15/23
	335xi	23/33	
Acura	RL	18/24	
Audi	A8 3.2	18/27	
	A8 3.2 Quattro	17/25	
	A8 4.2 Quattro	16/23	
	A8 Avant	18/27	
Cadillac	STS V-8 RWD	17/26	
	STS V-8 AWD	17/26	
	STS V-8 RWD	15/24	
	STS V-8 AWD	14/21	
Infiniti	M35	18/25	
	M35 AWD	18/23	
	M35	18/21	
	M35 AWD	14/20	
Jaguar	XF	18/25	
	XF Supercharged	15/23	
Lexus	GS350 RWD	18/27	
	GS350 AWD	18/25	
MB	E350	17/24	
	E550	14/21	
	E550 AWD	13/19	
	E320 BLUETEC	23/32	
Manufacturer	Model	MPG (City/Hwy)	
Auto	Man		
BMW 6 Series	650i Coupe	15/23	15/22
	650i Conv	15/23	14/21
Cadillac	ALR	15/24	
Jaguar	XK	18/25	
Lexus	SC430	18/23	
MB	SL550	14/21	
Porsche	911 Carrera	18/24	18/25
	911 Cabriolet	18/24	18/25



MY 2009 3 Series and X5

BMW Advanced Diesel

Any Questions?

5 Minute Break



MY 2009 3 Series

New 2nd Generation iDrive

- All 3 Series and 1 Series receive a new iDrive



MY 2009 3 Series

New 2nd Generation iDrive

- **All 3 Series and 1 Series receive a new iDrive**
 - Far more intuitive with great new features
 - 80 GB Hard Drive (12GB for Music Collection)



- **All-new 7 Series will get an enhanced version**
- **All other models receive the new iDrive in 2009**

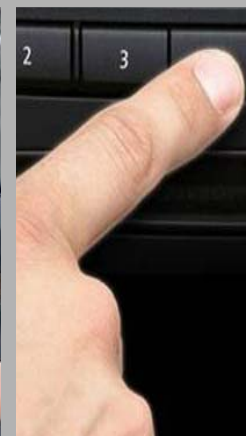
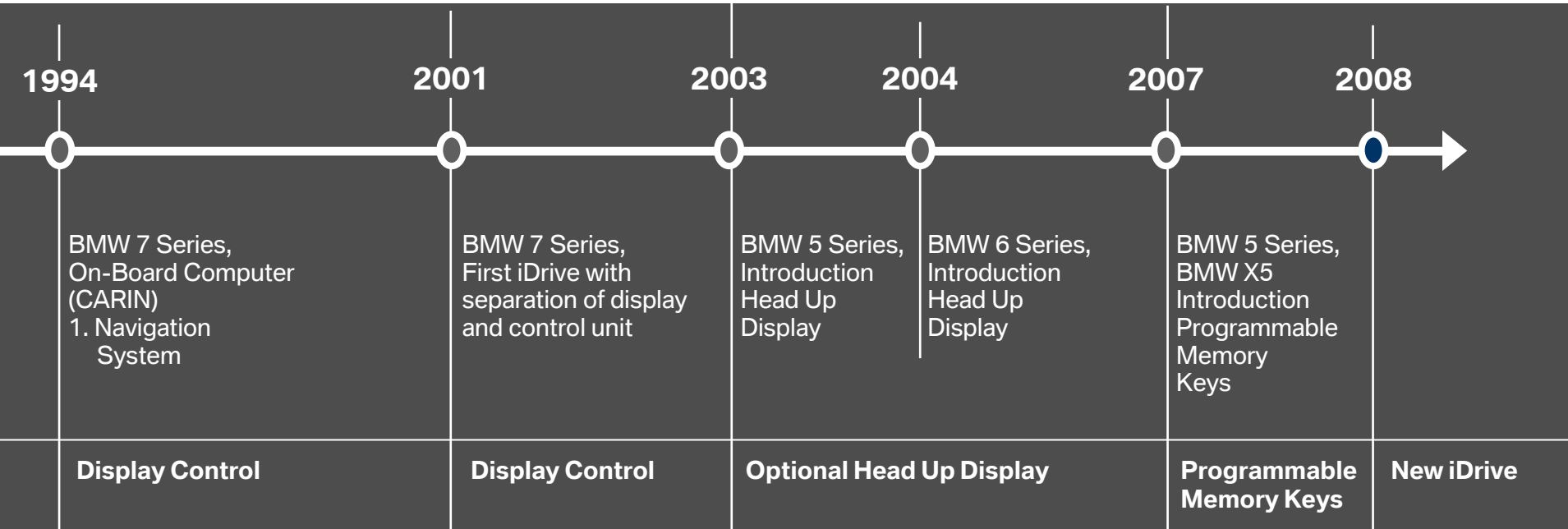
MY 2009 3 Series and 1 Series

Creating the 2nd Generation iDrive

- BMW was the first to introduce this kind of system
→ We are ahead of the curve in experience...

2nd Generation iDrive

BMW is an innovator in Efficient Control



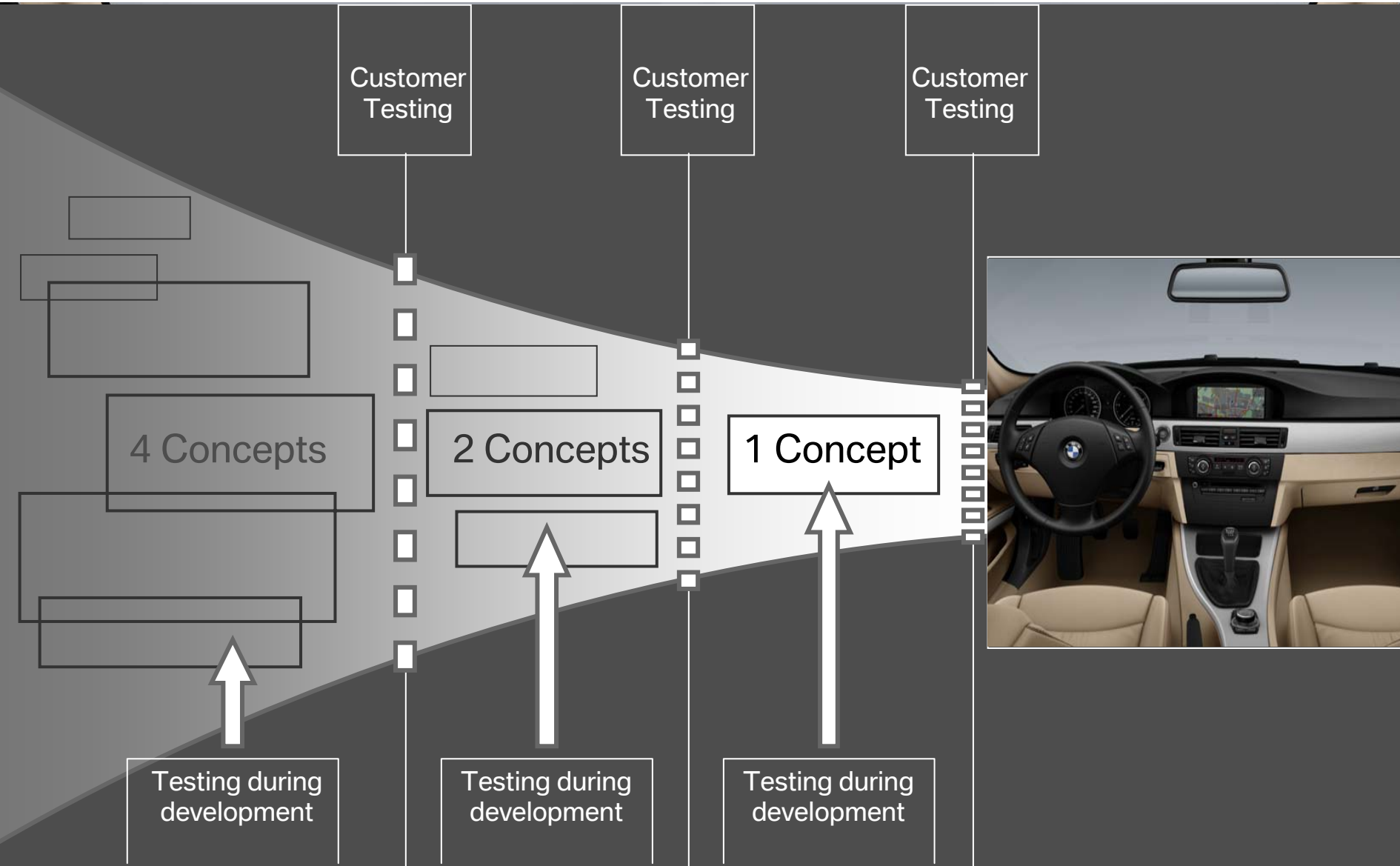
MY 2009 3 Series and 1 Series

Creating the 2nd Generation iDrive

- BMW was the first to introduce this kind of system
→ We are ahead of the curve in experience...
- We did our homework...

2nd Generation iDrive

We involved Customers from the Start



MY 2009 3 Series and 1 Series

Creating the 2nd Generation iDrive

- BMW was the first to introduce this kind of system
→ We are ahead of the curve in experience...
- We did our homework...
- Extensive market research...

2nd Generation iDrive

Market research was thorough

Focus groups Customer reviews

Trend research

Futures studies



Customer A
6 CDs in the
CD-Changer
are not enough.



Customer B
I often skip
through the tracks
while driving.



Expert
The future
of music will
be mp3!

Functionality

Prioritized Use Cases

Internal Requirements
(e.g. Package)

External Requirements
(e.g. Legal / Crash)

2nd Generation iDrive

Market research was thorough

More than 10t of material

4 locations

More than 500 customers

2 concept cars

1 concept model/seat box

2 mobile driving simulators



MY 2009 3 Series and 1 Series

Creating the 2nd Generation iDrive

- BMW was the first to introduce this kind of system
→ We are ahead of the curve in experience...
- We did our homework...
- Extensive market research...
- iDrive is safer than touch screen because...

2nd Generation iDrive

iDrive Evaluation Methods



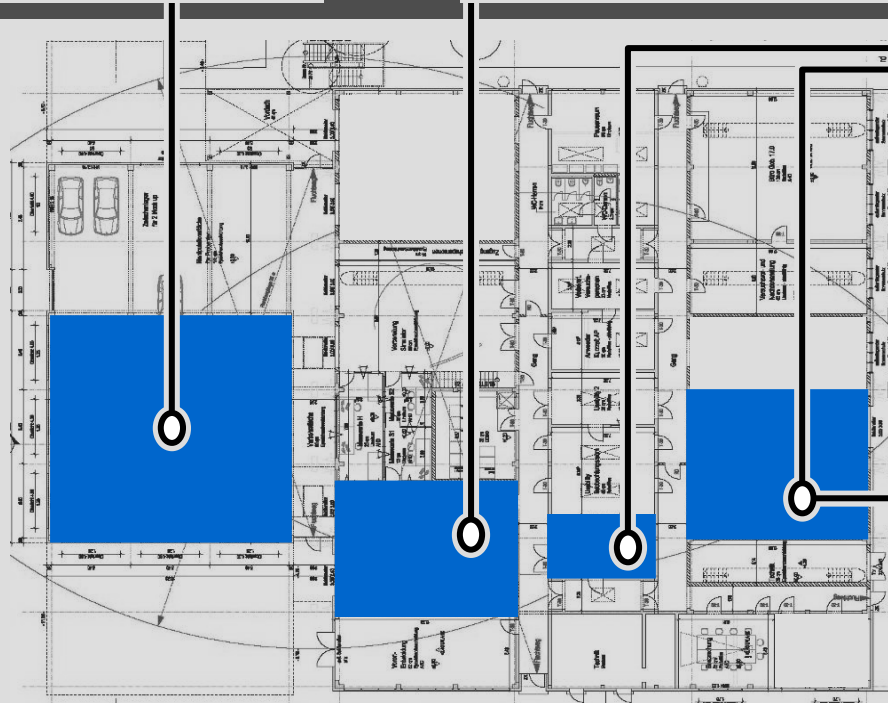
Dynamic Simulator



Static Simulator



Static Simulator
Usability Lab with
Mobile Simulator



Static Simulator

2nd Generation iDrive

iDrive Evaluation Methods

Occlusion method:

A methodical instrument which measures visual distraction and the possible interruption of control processes. Determination of control times during initial contact and during the learning curve.

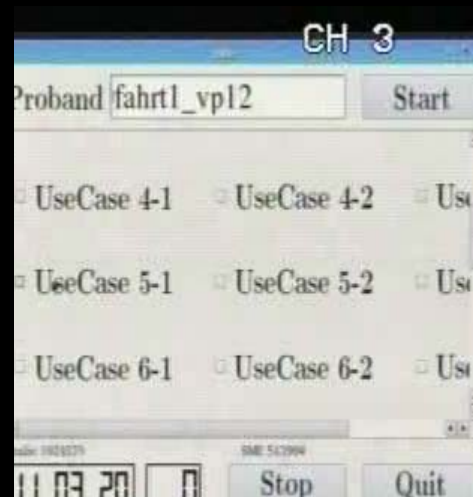


2nd Generation iDrive

iDrive Processing Time Assessment

Assessment methods:

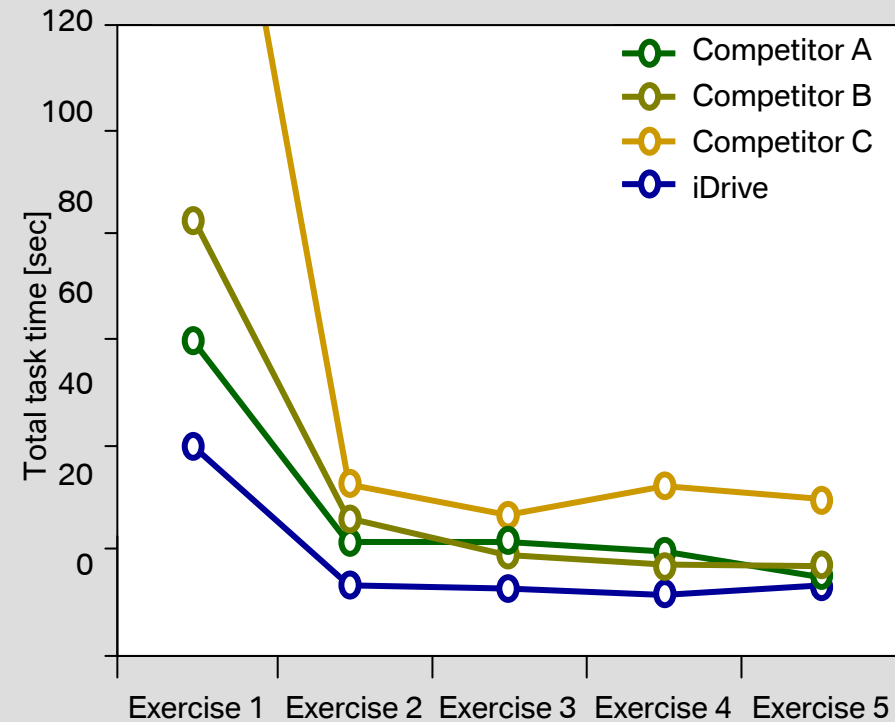
- Eye-tracking
- Determination of lane
- Rating / interview



2nd Generation iDrive

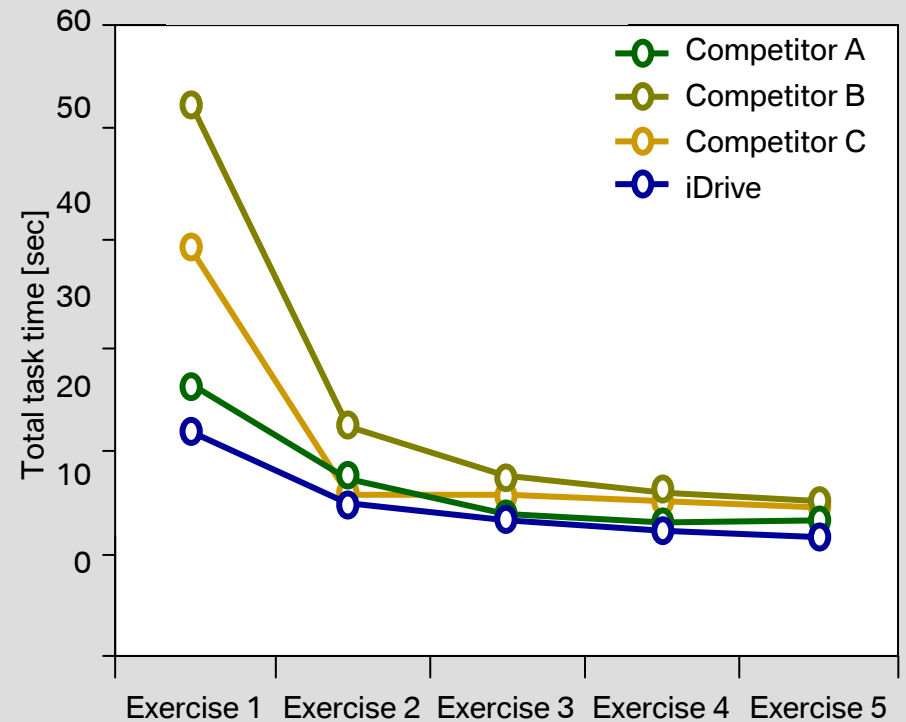
iDrive Processing Time Assessment

Total task time: Choice of station and saving



Have the system show you all stations available, select the station Bayern 3 and save that station in the 5th memory position.

Total task time: Destination from address directory



Please select Mr Richter from your address directory and let the system guide you to his address.

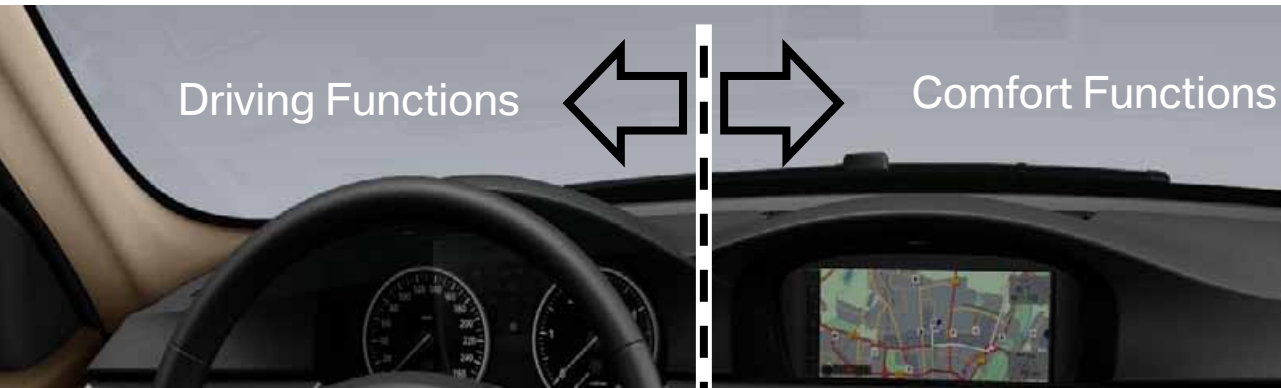
MY 2009 3 Series and 1 Series

Creating the 2nd Generation iDrive

- BMW was the first to introduce this kind of system
→ We are ahead of the curve in experience...
- We did our homework...
- Extensive market research...
- iDrive is safer than touch screen because...
- We did extensive internal testing & with customers...
→ We are convinced that this 2nd Generation sets a new benchmark for intuitive usability.

2nd Generation iDrive

Display and Control Logic



2nd Generation iDrive

The Controller - with new hard keys



2nd Generation iDrive Controller and Display Logic

Consistency:
Controller image repeated in display



Visualization of entry options



Clarity:
Unambiguous link between Controller, hard keys and menu navigation



Turning

Shifting right/left

Moving up/down



Horizontal movement

2nd Generation iDrive

Interaction – efficient and intuitive

- Consistent interaction in all menus
- Last function menu entries
- Direct access hard keys
- Programable Memory Keys with extra functionality
- Flat menu structures



MY 2009 3 Series and 1 Series

iDrive :-

Time for your own Assessment!!



MY 2009 3 Series and 1 Series iDrive Simulator

- Computer Based
- Will be available in your Centers mid/end August
- Based on the 7 Series

MY 2009 3 Series and 1 Series

iDrive – Exercises

- Four teams
- Team 1: use cases on the car
- Teams 2, 3 & 4 on Laptops
- Rotate every 12 minutes
- Teammates read out the instructions on the cards
- Laptop simulators based on the 7 Series system and has some minor differences to the My 2009 3 Series and 1 Series:
 - Less Programmable Memory Keys
 - No On-line Owners Manual
 - No Head up Display

MY 2009 3 Series and 1 Series

2nd Generation iDrive

Your impressions?

MY 2009 3 Series and 1 Series

On-line training

- **iDrive Training**
- Based on the 7 Series
- Simulator available at your centers as of mid/end-August 2008.
- 7 Series system has some minor differences to the MY 2009 3 Series and 1 Series

- **Navigation / iDrive Training (VOD: OL506)**
- New Navigation map supplier (Teleatlas)
- On-line training available as of early September

- **2009 3 Series and EfficientDynamics tests**
- In ICP, “open book” using PKoD – in September

Thank You and Safe Travels!

→ Sign your name on the sign in sheet

→ Fill out a course evaluation form

