

BMW CORPORATE NEWS.

FLEET NEWS FROM BMW. WINTER/SPRING 2014.

BMW EfficientDynamics
Less emissions. More driving pleasure.



BMW
Corporate News



The Ultimate
Driving Machine

WELCOME.

I'm pleased to introduce the winter/spring issue of Corporate News. It contains all the latest news and comments from the BMW Group, keeping you up to date on important products and services.

The launch of our pioneering new BMW i3 and i8 models heralds the start of a new age of motoring. Designed and built for sustainable mobility; the BMW i3 and i8 deliver unique benefits for fleets – particularly in terms of very high fuel efficiency, zero or extremely low emissions and a range of innovative services to support electric mobility.

We also see the introduction of not just two new BMW models but two entirely new ranges. The elegant new BMW 4 Series Coupé arrived in October while the sporty new BMW 2 Series Coupé is launching in March.

The growing range of BMW Group models offer even wider choice for fleets. Designed with the needs of the corporate driver in mind, BMW and MINI Business Models combine a higher standard specification with optimum fuel and tax efficiency. Additionally the brand new MINI Hatch vastly improves on the outgoing model with great emphasis on technology, design and performance.

With winter just around the corner, BMW xDrive and MINI ALL4 provide peace of mind, whatever the weather. The good news is BMW xDrive is no longer limited to BMW X models. Your drivers can enjoy the benefits of the intelligent xDrive system on selected BMW 1, 3 and new 4 Series models too.

If you'd like further information on anything featured in this issue of Corporate News; our contact details can be found on page 23 so please do get in touch.



Kind regards

A handwritten signature in black ink that reads "Stephen Chater". The signature is fluid and cursive, with a long horizontal line extending from the end.

Stephen Chater
Corporate Operations Manager
BMW Group UK

CONTENTS.

BMW CORPORATE NEWS.



INTELLIGENT TECHNOLOGY.

- 3 BMW NEWS.**
- 5 BMW i.**
- 9 THE NEW BMW 2 SERIES COUPÉ.**
- 11 THE NEW BMW 4 SERIES COUPÉ.**
- 13 THE BMW X FAMILY.**

MINI CORPORATE NEWS.

- 1. MINI NEWS.**
- 3. THE NEW MINI BUSINESS MODEL.**



THOUGHTFUL DESIGN.

- 15 BMW xDRIVE.
- 16 BMW PRODUCT.
- 17 BMW BUSINESS MODELS.
- 19 BMW EVENTS.
- 20 BMW CORPORATE FOCUS.

THINKING AHEAD.

- 21 BMW I MINI BUSINESS PARTNERSHIP.
- 22 BMW CHAUFFEUR PROGRAMME.
- 23 BMW GROUP CORPORATE SALES CONTACTS.
- 24 CASE STUDY: RED BULL.

5. THE NEW MINI HATCH.

7. CASE STUDY: E.SURV.

BMW NEWS.

BMW AWARDS.

BMW is constantly striving to ensure our fleet vehicles provide corporate customers with the ultimate driving experience. This has been acknowledged by both Fleet News and Business Car who have named BMW 'Manufacturer of the Year'. Fleet World has awarded this prestigious title to BMW for the third year in a row.

Our product has received acclaim, with Fleet News naming the BMW 3 Series the 'New Company Car of the Year', while Fleet World Honours awarded it the title 'Best Compact Executive Car'. In addition, the BMW 3 Series received the 'FN50 Reliability Survey Award' in a review operated by the country's top 50 leasing companies. Already recognised as a trustworthy business choice, the BMW 5 Series collected the 'Best Executive Car' for the fourth consecutive year.

For the latest information on BMW's awards, visit www.bmw.co.uk/awards



BMW BUSINESS MODELS.

BMW has introduced a new range of models specially tailored for the company car driver. The award winning line-up combines a high standard specification and additional EfficientDynamics technologies for remarkable fuel and tax efficiency. **Read more about the new BMW Business Models on pages 17 and 18.**

THE BMW CONCEPT M4 COUPÉ.

The BMW Concept M4 Coupé continues the tradition of the BMW M philosophy and its desire to take motor racing to the road. The design of this new model is a nod to the agility, dynamism and superior performance that has become the BMW M Performance hallmark.

For the latest information, visit www.bmw.co.uk/Mcars



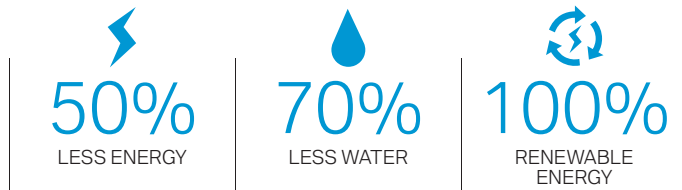
BMW NEWS.

BMW SUSTAINABILITY.

As a manufacturer, sustainability is a key driver in BMW's development. As such, BMW has been recognised as the world's most sustainable automotive manufacturer by the Dow Jones Sustainability Index for eight consecutive years.

Notable advances include the flagship EfficientDynamics programme, which is designed to achieve maximum performance and efficiency, and the focus on recycled lightweight materials in the production of BMW i vehicles.

This has culminated in the launch of the BMW i3 and BMW i8 under the BMW i sub brand. These two vehicles epitomise BMW's dedication to sustainability as throughout their production the BMW Group will use:



This emphasis on efficiency and sustainability translates into cost and tax benefits for the BMW fleet driver, including a lower BIK and more favourable costs.

For more information, visit www.bmw.co.uk



THE NEW BMW i3: BUILT FOR SUSTAINABLE MOBILITY.

The new BMW i3 is the first purely electric premium car. Purpose-built for the electric vehicle market, it has been completely designed around sustainable mobility. Inspired by BMW EfficientDynamics, the car is made from strong, lightweight Carbon Fibre Reinforced Plastic (CFRP) and is powered by a lithium-ion high voltage battery to deliver silent, emission-free driving and up to 100 miles on one charge.

To find out more, visit www.bmw.co.uk/i



LAUNCH CONTROL.

Launch Control, the feature that works with the transmission and Dynamic Traction Control (DTC) to make the most of a car's acceleration potential, is now available on the new BMW 430d and 435d xDrive.

Previously available on selected M models only, Launch Control improves the 0-62mph time by up to 0.5 seconds, with virtually no tyre spin. It is particularly notable in the range-topping new BMW 435i Coupé. With Launch Control engaged, the car accelerates from 0-62mph in an impressive 5.1 seconds.

For more information, visit the BMW UK YouTube channel. 



BIK RATES.

Vehicle CO ₂ (g/km)	BIK % 2013/14	BIK % 2014/15	BIK % 2015/16
0	0	0	5 (8)
1-50	5 (8)	5 (8)	5 (8)
51-75	5 (8)	5 (8)	9 (12)
76-94	10 (13)	11 (14)	13 (16)
95-99	11 (14)	12 (15)	14 (17)
100-104	12 (15)	13 (16)	15 (18)
105-109	13 (16)	14 (17)	16 (19)
110-114	14 (17)	15 (18)	17 (20)
115-119	15 (18)	16 (19)	18 (21)
120-124	16 (19)	17 (20)	19 (22)
125-129	17 (20)	18 (21)	20 (23)
130-134	18 (21)	19 (22)	21 (24)
135-139	19 (22)	20 (23)	22 (25)
140-144	20 (23)	21 (24)	23 (26)
145-149	21 (24)	22 (25)	24 (27)
150-154	22 (25)	23 (26)	25 (28)
155-159	23 (26)	24 (27)	26 (29)
160-164	24 (27)	25 (28)	27 (30)
165-169	25 (28)	26 (29)	28 (31)
170-174	26 (29)	27 (30)	29 (32)
175-179	27 (30)	28 (31)	30 (33)
180-184	28 (31)	29 (32)	31 (34)
185-189	29 (32)	30 (33)	32 (35)
190-194	30 (33)	31 (34)	33 (36)
195-199	31 (34)	32 (35)	34 (37)
200-204	32 (35)	33 (35)	35 (37)
205-209	33 (35)	34 (35)	36 (37)
210-214	34 (35)	35 (35)	37 (37)
215-219	35 (35)	35 (35)	37 (37)
220+	35 (35)	35 (35)	37 (37)

Future BIK rates are subject to change. Van BIK frozen at £3,000.
Note: Figures in brackets represent BIK rates for diesel.

For further information, and the BMW tax calculator,
visit www.bmwcorporate.co.uk

VED BANDS AND RATES 2013/14.

The existing 13-band Vehicle Excise Duty (VED) structure remains in place for 2013/14, with most rates rising in line with the Retail Price Index from April 1, 2013.

Cars in Band H and above attract a 'Showroom Tax' of up to £575 in the first year, while the standard rates for cars in Bands B and C are unchanged from 2012/13. New cars with CO₂ emissions of up to 100g/km are 100% exempt from VED in 2013/14, while those with CO₂ emissions of 130g/km or less are exempt from first year VED.

VED Band	CO ₂ emissions (g/km)	2013/14 First year rate (£)	2013/14 Standard rate (£)	2013/14 Alternative fuels rate (£)
A	Up to 100	0	0	0
B	101-110	0	20	10
C	111-120	0	30	20
D	121-130	0	105	95
E	131-140	125	125	115
F	141-150	140	140	130
G	151-165	175	175	165
H	166-175	285	200	190
I	176-185	335	220	210
J	186-200	475	260	250
K	201-225	620	280	270
L	226-255	840	475	465
M	Over 255	1,065	490	480

Correct at time of printing. Includes cars emitting over 225g/km registered before March 23, 2006. 2013/14 rates apply from April 1, 2013

CALCULATE YOUR BIK.

Calculating BIK tax can often be confusing. If your company car drivers are interested in a MINI model, why not let us do it for them, via our online company car tax calculator.

For more information, please visit
www.mini.co.uk/corporate



“A spell behind the wheel of the ActiveE concept car suggests the first production EV from BMW will live up to the firm’s famous ‘driving machine’ slogan.”

Fleet News



BE THE FIRST. BECOME ELECTRIC.



Industry innovation
of the year 2013

Built from the ground up and designed around electric power, BMW i vehicles are very different from EVs based on conventional car architecture with added batteries. This creates a significantly more lightweight vehicle; helping to achieve the driving dynamics expected from a BMW while providing optimum safety, in addition to allowing it to go further on just one charge. The BMW i3 with Range Extender, for example, provides up to 186 miles on one charge.

DYNAMIC i3

360° ELECTRIC.

BMW 360° ELECTRIC is a portfolio of bespoke products and services designed to make running an electric car as part of your fleet as simple and straightforward as possible.

Safe and convenient battery charging is available at home with the BMW i Wallbox and customers also have the benefit of the BMW i Installation Service provided by our expert partner Schneider Electric. Purchased separately from the vehicle, the Wallbox provides fast charging, meaning the BMW i3 can be charged in under three hours (0-80%). Office solutions are available via a BMW partner.

On-the-go charging is provided by BMW ChargeNow, giving the BMW i driver use of the largest UK network of public charging stations with a single access card. BMW i3 drivers are able to use a specifically-developed BMW Business Navigation system to plan the most fuel-efficient route with available charging points displayed along the way. BMW has also developed a smartphone app that allows the driver to remotely check the car's battery level and charging status. This app can also pre-heat and pre-cool the car's cabin while the vehicle is still plugged in, helping to maximise the standard driving range.

The BMW i3 has a range that makes it practical for everyday use, although it is also available with a Range Extender which increases the range without the need for recharging or refuelling. BMW Access provides a solution for occasional long-distance travel needs by offering short-term access to a choice of BMW Group vehicles via a points accumulation system.

“BMW delivers the future of driving with its revolutionary new electric city car.”

Stuart Fowle, Car and Driver





BENEFITS FOR COMPANY CAR DRIVERS.

INTEGRATING THE BMW i3 INTO YOUR FLEET.

With increasing fuel prices, running a fleet on electricity rather than fossil fuels can prove financially beneficial. It may also provide branding benefits to your fleet in an environmentally conscious world.

WHAT TAXES ARE PAYABLE ON AN EV?

Pure electric cars, such as the new BMW i3, are zero-rated for Benefit-in-Kind (BIK) tax until 31 March 2015. From 6 April 2015, a new 5% rate of BIK tax will apply to cars with CO₂ emissions of between 0-50g/km, while those with CO₂ emissions of 51-75g/km will attract a 9% charge. In 2016/17, the rates increase to 7% and 11% respectively.

ARE GRANTS AND SUBSIDIES AVAILABLE FOR EVS?

Government support in the form of the Plug-in Car Grant is available to UK businesses and consumers to reduce the higher initial cost of purchasing an electric car or a plug-in hybrid. EVs must also have a minimum range of 75 miles between charges (10 miles for a plug-in hybrid) to be eligible for the grant, and must be able to reach a top speed of 60mph or more – the BMW i3 and BMW i3 with Range Extender both meet all of these criteria.

BMW i3 PRODUCT PROFILE.

0-62 MPH	7.2 seconds
TORQUE	250Nm
RANGE	80-100 miles (150-186 miles with the BMW i3 with Range Extender*)
COST PER MILE**	Less than 2p
CHARGING TIME	Under 3 hours from 0-80% charge using the BMW i Wallbox or public charging network

BMW i3 VS. POPULAR FLEET CARS.

	BMW i3	VW Golf 2.0 TDI	Audi A3 1.6 TDI	Audi A4 2.0 TDIe
Exhaust CO ₂ emissions	0 g/km	106 g/km	99 g/km	100 g/km
Combined mpg	N/A	68.9	74.2	65.7
Annual fuel/charging cost*	£140	£933	£867	£979
BIK Tax % of P11D	0%	16%	14%	18%
3 year BIK cost (40%)	£0	£4,542	£3,480	£3,481

*Using one tank of fuel **Fuel/Charging costs based on an estimated average annual mileage of 10,000 miles. BMW i3 cost based on an EDF Energy Economy-7 Overnight Tariff of 6.36 pence per kWh using the BMW i Wallbox or public charging network. Competitor model costs based on their advertised combined mpg and the price of diesel set at 141.08p per litre. All figures correct at time of print (July 2013) and are subject to change.



ASK THE BMW i GENIUS. TEXT FREE 84737

INTELLIGENT i8

THE NEW BMW i8. THE MOST PROGRESSIVE SPORTS CAR EVER.

The stunning new BMW i8 is the most progressive sports car ever built. It takes the vision of a modern, sustainable and efficient sports car and makes it a living reality.

The strength of the plug-in hybrid lies in the perfect synchronisation of its electric motor and combustion engine. Together with its lightweight carbon construction and aerodynamic design, the unique BMW eDrive technology delivers a vehicle with the performance of a sports car and the fuel efficiency and emissions of a compact.

Extremely low and wide, the unmistakable sports car design features spectacular dihedral doors that swing upwards when opened. The future-mobility look continues inside with lightweight and recycled materials proving that sustainability doesn't herald the end of premium products but instead shows where the future lies.

To find out more, visit www.bmw.co.uk/i



THE NEW BMW
2 SERIES COUPÉ
FROM

CO₂ EMISSIONS

117 g/km

BIK

18 %

COMBINED

64.2 mpg



THE NEW BMW 2 SE

Launching in March 2014 the brand new BMW 2 Series Coupé represents a sporty yet efficient proposition for the corporate driver.

Featuring a new chassis with a longer wheelbase and wider track than the BMW 1 Series, the new model provides traditional BMW agility and driving dynamics. An elegant coupé roofline and frameless doors give the car a stylish silhouette and unique personality, though instantly recognisable as a BMW.

As one would expect from a BMW, the new 2 Series Coupé features the latest technologies; BMW emergency call as standard on all models, delivering enhanced safety and peace of mind. Also included are the latest generation of optional connected multimedia systems, among them the BMW iDrive Touch Controller and Route-Ahead Assistant.



Air-conditioning, 17" alloy wheels, rear park distance control and LED rear lights all form part of the standard specification. EfficientDynamics technologies such as Auto Start-Stop and ECO PRO mode are also included with all engines and transmissions, while the BMW Aero Curtain provides optimised aerodynamics to reduce emissions and improve fuel consumption.

There is a wide range of models available to suit individual customer requirements, including SE, Modern, Sport and M Sport, as well as the range-topping M235i M Performance, while a broad line-up of petrol and diesel engines offer maximum driver choice.

For more information on the new BMW 2 Series Coupé, please visit www.bmw.co.uk/2seriescoupe



THE NEW BMW 4 SERIES

HOLD YOUR BREATH AND COUNT TO FOUR.



If you've read any of the press reviews of the new BMW 4 Series Coupé you'll know that it's not only BMW saying that this car will take your breath away. Building on the success of the popular BMW 3 Series Coupé, the first model in the new BMW 4 Series line up is not only a sporty coupé it is also an extremely practical fleet option.

The new BMW 4 Series Coupé exudes power even when standing still. Its elegant styling with frameless doors and lower, stretched roofline reflect the car's dynamic handling and performance.

Innovative BMW EfficientDynamics technologies enable the new BMW 4 Series to achieve remarkable fuel consumption without

compromising on performance. BMW TwinPower Turbo engines combine with features such as Auto Start-Stop, ECO PRO mode, Aero Curtain and Air Breather to enable the BMW 420d SE Coupé to achieve an impressive 0-62mph in as little as 7.3 seconds while returning up to 61.4mpg (combined).

This winter, the corporate BMW 4 Series Coupé driver can now enjoy driving pleasure in any driving conditions with BMW xDrive, the intelligent four-wheel-drive system.

Specification is even higher than the current BMW 3 Series Coupé with Dakota leather upholstery, Xenon headlights, Heated Seats,

ES COUPÉ.



THE NEW BMW
4 SERIES COUPÉ
FROM
CO₂ EMISSIONS
121 g/km

BIK
19 %

COMBINED
61.4 mpg

Sport leather steering wheel and Front and Rear Park Distance Control as standard on SE models and above. Luxury and M Sport models also come with the Business Media package.

Fleet drivers in particular will welcome the latest optional BMW ConnectedDrive technologies. The new iDrive Touch Controller allows direct input into navigation and media systems while Real Time Traffic Information, Head-up Display, Driving Assistant and Message Dictation are a real benefit for those on the road for long periods of time.

To find out more, visit www.bmw.co.uk/new4seriescoupe



“Consider the fact that the 4 Series also looks great and feels more engaging than any of its rivals, and you can see why it is so desirable.”



Auto Express



THE BMW X FA

THE NEW BMW
X5 FROM
CO₂ EMISSIONS

149 g/km

BIK

24 %

COMBINED

50.4 mpg



NEW BMW X5: EFFICIENCY WITHOUT COMPROMISE.

Fleet drivers no longer have to choose between the comfort and performance of a premium SAV and the efficiency of a smaller, less powerful car. Launched on 16 November 2013 the new BMW X5 delivers a thrilling ride and luxurious interior alongside remarkable fuel and tax efficiency.

New EfficientDynamics technologies such as the Aero Curtain, Air Breather, Auto Start-Stop and ECO PRO mode help the new X5 achieve up to 50.4mpg (combined) and CO₂ emissions from just 149g/km. The already high standard specification, which includes Professional Navigation System with iDrive Touch Control, DAB Digital Radio and Automatic Air-Conditioning, can be enhanced with customisable options from the Pure Excellence and Pure Experience design packages.

EfficientDynamics technologies mean an increase in CO₂ emissions for the BMW X Family is no longer as significant as you may think.

The new BMW X5 is now available to order. For more information, visit www.bmw.co.uk/x5





THE BMW X1.

The BMW X1 offers the benefits of an elevated driving position, spacious cabin and intelligent all-wheel-drive alongside remarkable fuel and tax efficiency. The BMW X1 sDrive20d EfficientDynamics delivers 62.8mpg (combined) and class-leading CO₂ emissions of 119g/km. The X1 is also the only car in its class to offer eight speed automatic transmission and is available in xDrive and rear-wheel drive models.

For more information, visit www.bmw.co.uk/x1

THE BMW X3.

The BMW X3 proves that four-wheel-drive versatility and compelling fleet credentials needn't be mutually exclusive.

With a wealth of BMW EfficientDynamics technologies, the BMW X3 sDrive18d SE achieves an impressive 55.4mpg (combined) and CO₂ emissions of just 135g/km. The BMW X3 also sets new standards in the premium SUV market for luxury, refinement and driving dynamics.

For more information, visit www.bmw.co.uk/x3



THE BMW X6.

The BMW X6 combines the space, power and practicality of a four-wheel-drive SAV with the elegant flowing lines of a coupé. BMW EfficientDynamics technologies guarantee fuel consumption and emissions remain low. The X6 xDrive30d achieves 38.2mpg (combined) and 195g/km CO₂. The range delivers minimal compromise on performance as well as boasting the optional BluePerformance model that is EU6 emission compliant.

For more information, visit www.bmw.co.uk/x6



BMW MAGAZINE TAKES
THE 330D xDRIVE TO THE
STELVIO PASS, ITALY.

BMW xDRIVE

IN PERFECT CONDITION FOR IMPERFECT CONDITIONS. NEW BMW xDRIVE MODELS NOW AVAILABLE.

With an unpredictable winter ahead of us, it's reassuring to know that you can now choose BMW xDrive on even more models. In addition to the BMW X ranges, the intelligent all-wheel-drive system is available on selected BMW 1, 3 and new 4 Series models.

BMW xDrive constantly monitors which tyres have the most traction and reacts to any loss of grip in milliseconds to deliver the performance you expect from the ultimate driving machine, whatever the British winter throws at you.

Unlike other all-wheel-drive systems, if one axle loses grip on a poor road surface, BMW xDrive maintains optimal traction by sending as much as 100% power to the axle capable of delivering the most grip. All of this happens instantly, before the driver even detects any change in handling.

What's more, BMW EfficientDynamics technology means all BMW xDrive models are optimised for enhanced performance and efficiency.

BMW xDrive is now available on the following models:

- BMW 1 Series 5-door
- BMW 3 Series Saloon
- BMW 3 Series Touring
- BMW 4 Series Coupé
- BMW X1
- BMW X3
- BMW X5
- BMW X6



THE MOST ADVANCED BMW 5 SERIES EVER.

The BMW 5 Series has a deserved reputation as the ultimate fleet vehicle and the range is set to enhance this reputation even further.

Business Navigation, Xenon headlights and Dakota leather all contribute to a fantastic standard specification in addition to EU6 compliant engines across the range. Optional equipment includes the Autonomous Park Assist function that can actively help you park with the push of a button.

The new BMW 5 Series also achieves an impressive combined fuel consumption of up to 62.8mpg, and CO₂ emissions as low as 119g/km for both manual and automatic transmissions. This means the new BMW 5 Series incurs only 18% BIK, confirming it as the ultimate executive choice.



For more information visit www.bmw.co.uk/5series



LOOKS THE BUSINESS. BMW 1 SERIES 3-DOOR.

The sporty BMW 1 Series 3-door Sports Hatch offers fleets a wide choice of premium models and remarkable fuel and tax efficiency.

The BMW 116d EfficientDynamics delivers 74.3mpg (combined) and, due to 99g/km CO₂ emissions, road tax is £0 and BIK is only 14%. The addition of Sport and Urban models alongside ES, SE and M Sport gives drivers more individuality and the entry level 114i or 114d make the BMW 1 Series even more affordable.

To find out more about the BMW 1 Series 3-door, visit www.bmw.co.uk/bmw1series3door

THE NEW BMW BUSINESS



A VERY REWARDING RANGE.

The new BMW EfficientDynamics Business Models are the perfect blend of high specification and company car tax efficiency. They not only deliver outstanding fuel economy and low CO₂ emissions, but your drivers also benefit from a range of premium features as standard.

These extras include Dakota leather upholstery, BMW Business Media Package and heated front seats, altogether worth up to £2,600. With savings of up to £1,300, your company car drivers can enjoy a higher level of specification with less impact on their P11D.

BMW Business Models available include the following:

- 116d EfficientDynamics 5-door
- 320d EfficientDynamics Saloon
- 320i EfficientDynamics Saloon
- 320d EfficientDynamics Touring
- X1 sDrive20d EfficientDynamics

BMW 116d ED BUSINESS.

The 116d EfficientDynamics is the most tax efficient BMW with CO₂ emissions of just 99g/km, meaning 14% BIK even at 2013-14 tax rates. It also delivers outstanding fuel economy and an impressive range of over 800 miles from one tank of fuel.

CO ₂ EMISSIONS	BIK	COMBINED
99 g/km	14 %	74.3 mpg

Key features include:

- 16" light alloy wheels
- Bluetooth hands-free facility with USB audio interface
- BMW Business Media Package
- Dakota leather upholstery
- Front heated seats
- Rain sensor with automatic headlight activation

For more information visit www.bmw.co.uk/businessmodels

TEAM.



BMW 320d ED BUSINESS.

The 320d EfficientDynamics offers unrivalled driving dynamics with class-leading emissions and whole life costs. Fuel economy is an enviable 68.9mpg (combined) while CO₂ emissions are a low 109g/km. The Business Model is also available on the 320i EfficientDynamics Saloon and 320d EfficientDynamics Touring.

CO ₂ EMISSIONS	BIK	COMBINED
109 g/km	16 %	68.9 mpg

Key features include:

- 6.5" Control Display
- Bluetooth hands-free facility with USB audio interface
- BMW Business Media Package
- Cruise Control
- Dakota leather upholstery
- Drive Performance Control featuring ECO PRO
- Front heated seats
- Exclusive alloy wheels



BMW X1 sDRIVE20d ED BUSINESS.

Now with a fresh look, higher standard specification, and even lower CO₂ emissions, the new X1 is a welcome addition to any fleet. While benefitting from all the advantages of an SAV, the fuel economy is a frugal 62.8mpg (combined) and emissions are only 119g/km CO₂, resulting in 18% BIK.

CO ₂ EMISSIONS	BIK	COMBINED
119 g/km	18 %	62.8 mpg

Key features include:

- 17" SE alloy wheels
- Automatic air conditioning with two-zone control
- Bluetooth hands-free facility with USB audio interface
- BMW Business Media Package
- Leather upholstery
- Drive Performance Control featuring ECO PRO
- Front heated seats



THE ULTIMATE DRIVE EVENT.

BMW Corporate customers were given the opportunity to attend an exclusive automotive event in November. The 'Ultimate Drive Event' at Bedford Autodrome on 5 and 6 November gave customers the chance to drive a range of BMW and MINI models on the track and view several new models, including the new BMW 2 Series Coupé and the new MINI Hatch, ahead of their launch. Guests were particularly pleased to experience the recently launched BMW 4 Series Coupé on the famous motoring circuit, as well as the M3 RaceMaster.

If you'd like to be involved in future BMW Corporate events, please contact BMW Corporate Sales on corporatesales@bmw.co.uk



GREENFLEET SCOTLAND.

As a showcase for the latest EVs and low emission vehicles, BMW once more demonstrated its commitment to sustainable motoring at GreenFleet Scotland 2013. The event in Edinburgh on 5 September was opened by the Transport Minister for Scotland, Keith Brown.

Over 200 visitors attended the event, which presented an exciting opportunity for many fleet decision makers and other attendees to see the BMW i3 for the first time. Alongside the BMW i3, the MINI Cooper SD Paceman and BMW 320d M Sport xDrive were on display, while the BMW 520d M Sport and Active E were amongst the cars available for a thrilling test drive.

For the opportunity to experience the latest low emission vehicles, look out for the next GreenFleet event at www.greenfleet.net

BMW CORPORATE FOCUS.

The BMW Aftersales Corporate Charter is a result of our desire to provide outstanding customer service, thereby maintaining excellent relations with our leasing industry customers.

The Charter is comprised of a ten-point promise designed to ensure our corporate customers are provided with an exceptional service. Every BMW dealer will adhere to the guidelines, providing you with outstanding customer service individually tailored to your needs.



All vehicles booked in for service or maintenance that do not require a replacement car or collection and delivery service are guaranteed an appointment within three working days



A three-year unlimited mileage warranty covering any manufacturing defect, including bulbs, is provided for total peace of mind



All vehicles booked in for service or maintenance that do require a replacement car are guaranteed an appointment within seven working days. Any associated costs will be explained at the point of booking



When appropriate, dealers can utilise self-authority goodwill to minimise vehicle downtime



For service or maintenance appointments, complimentary collection and delivery within a 15 mile radius is provided*



When a vehicle is recovered by BMW Emergency Service, a status update will be given within two hours of its arrival; repairs will be started within 48 hours



Booking requests sent to dealers will be responded to within 20 minutes, downtime chases responded to within 15 minutes and invoices will be completed within five working days



All vehicles receive a complimentary wash and vacuum after service or major repair



No charge for the disposal of replacement parts and environmental waste



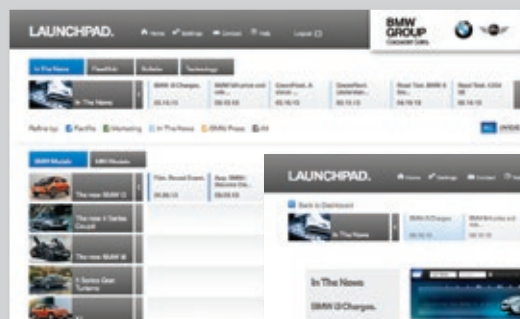
If a vehicle fails its first MOT, the cost of replacement parts and labour will be covered**

*Four mile radius limit for BMW Park Lane. This does not affect any existing agreements whereby the radius has been extended. ** MOT Protect is valid for the vehicle's first MOT only. Cost of MOT test or re-test, wheels, tyres, windscreen, brake pads and discs, modified/non BMW components, failure as a result of neglect and MOT advisories are not covered by MOT Protect.

CORPORATE LAUNCHPAD.

Corporate LaunchPad is an easily accessible portal that provides product information, marketing content and videos for corporate customers. This portal gives all users the ability to keep up to date and view the latest model information in advance of market launches. With everything from pricing information to video content, as well as constant updates on current fleet news, Corporate LaunchPad gives users all the information they need to make the most informed fleet decisions.

To request a login for the Corporate LaunchPad, email corporatesales@bmw.co.uk





BMW | MINI Business Partnership

YOUR COMPANY BENEFITS.



TAKING CARE OF BUSINESS.



PROGRAMME BENEFITS.

- Compelling contract hire rates
- Dedicated Local Business Manager
- Comprehensive service & maintenance packages available

If you manage a fleet of fewer than 50 company cars, the BMW | MINI Business Partnership has been designed specifically for you. The full range of BMW and MINI models are available to order, offering compelling contract hire rates and comprehensive service and maintenance packages.

The updated Business Partnership website now features improved usability for mobile devices, the ability to shortlist and compare offers, and a page dedicated to the new BMW i range. The more user-friendly offers section allows you to filter results and suggests alternative models that are suitable for you.

The Business Partnership programme also provides a Local Business Manager to help you through all aspects of fleet management including; latest legislation, driver benefits and choosing the vehicles that make sense for your business and your budget. What's more, you'll be the first to know about new model launches and receive exclusive Corporate Sales event invitations from your local dealership.

There's no commitment, no fee and no obligation to buy. We simply want to keep you up-to-date with our latest products and services so we can help you make the right decisions for your business.

For further information, visit
www.bmwbusinesspartnership.co.uk

THE BMW 7
SERIES FROM
CO₂ EMISSIONS

148 g/km

BIK

24 %

COMBINED

50.4 mpg



THE BMW CHAUFFEUR PROGRAMME.

The BMW Chauffeur Programme has been designed to make life easier for chauffeurs and more rewarding for passengers. As well as a range of tailored benefits, it delivers competitive contract hire rates, luxurious yet fuel-efficient models and fully inclusive servicing for the life of the contract.

The Chauffeur Programme works to minimise downtime in a number of ways. The Fast Lane Service enables a range of service and maintenance tasks to be carried out within 90 minutes. Early appointments are often available and with complimentary refreshments and Wi-Fi access, drivers can stay productive while they wait. Meanwhile, in the event of

an immobilisation that cannot be repaired at the roadside, BMW will provide a replacement vehicle promptly (PCO licensed for London).

Elsewhere, a suite of BMW ConnectedDrive technologies keeps both the driver and passengers connected to the outside world with services such as Real Time Traffic Information, Bluetooth telephone preparation, USB and iPod connection, and access to news, sport and weather via the BMW Portal.

For further information on the BMW Chauffeur Programme, visit www.bmw.co.uk/chauffeur



DEDICATED SALES TEAM.

If you run a fleet of 50 or more cars, you can also benefit from the added support of the BMW Group Corporate Sales team. The nationwide team is available to discuss any aspect of managing BMW and MINI fleet vehicles from new products and wholelife costs, to important environmental and duty of care issues.

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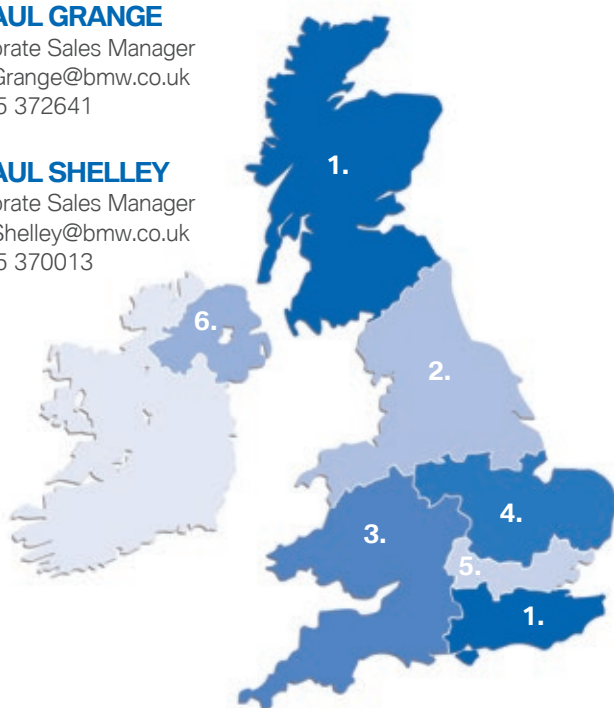
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CASE STUDY.

RED BULL AND THEIR BMW GROUP FLEET.

Red Bull Purchasing Manager David Oliver explains why he and his drivers value BMW Group so highly.

Based at London Bridge, Red Bull UK employs around 300 people and runs a fleet of more than 225 vehicles, including the promotional MINI Wings driven by their Wings Team Members.

Solid RVs.

“BMW is often perceived as being expensive,” said David, “but how much is a car worth to a company? For us, BMW delivers overall savings in many ways. First; the cars are solid, premium and reliable so running costs are low and residual values are high. We purchase all our vehicles outright so solid RVs are important to us, as are low CO₂ emissions. We have a good relationship with the Energy Savings Trust and want to have the lowest CO₂ fleet on the road that we possibly can.

Our BMWs have some of the lowest CO₂ emissions in their class so they also provide a big bonus to our drivers in terms of BIK tax. Driving some models cost them the same as their weekly coffee shop purchases. They like that. And they like driving (and being seen driving) a BMW. It’s a big pull when we’re recruiting; having a premium car on the fleet helps us attract premium people.”

Adventurous brand.

The relationship began over 10 years ago when the Red Bull head office in Austria decided to use MINI as its global Wings vehicle. “MINI has the same cool, quirky, premium, classic brand personality we’re looking for,” said David Oliver. “It complements Red Bull perfectly.”

Red Bull UK’s company car drivers have a choice of VW, Audi, BMW and, recently, MINI. BMW is the most popular driver choice with around 50 BMW 1 and 3 Series models on the fleet.



BMW
Corporate News



The Ultimate
Driving Machine

MINI CORPORATE NEWS.

FLEET NEWS FROM MINI. WINTER/SPRING 2014.



MINI NEWS.

100 YEARS OF MINI.

Celebrating 100 years of production this year, Plant Oxford has come a long way from the 20 cars per week that rolled off the production line in 1913. Since then, over two million MINIs have left the factory, and the plant has employed over 500,000 people – helping to support the local community as well as the national economy.

Plant Oxford has constantly sought to help grow and progress MINI as both a car and a brand, honing and improving production processes to help produce the wide range of MINIs demanded across the globe every year. The MINI Hatchback, Convertible, Clubman, Clubvan, Roadster and Coupé are all in production at the Cowley site, ensuring that Plant Oxford remains the home of the MINI brand.

For more information on the MINI range, visit www.mini.co.uk

MINI AWARDS.

It's been a successful year for MINI, even by our own high standards. The bar was set early as the MINI Hatch was awarded 'Supermini of the Year' at the Business Car Awards for the 11th year, impressing the voters yet again with its great design, low running costs, CO₂ emissions and strong residual values.

This was quickly followed by the MINI Cooper S, as it was given the 'Engine of the Year' award at the Engine Expo in Stuttgart.

Read more about MINI's long list of awards at www.minicorporate.co.uk/awards



MINIMALISM. LESS IS SO MUCH MORE.

MINIMALISM is more than just a range of technologies; it's an entire process for producing cars that use less, while delivering more. MINIMALISM includes lightweight yet strong materials for building the chassis and engine; intelligent systems that automatically stop, start and cool the engine; and a whole gambit of minor technical features that together have a major effect on lowering CO₂ emissions and increasing fuel efficiency.

Find out more at www.mini.co.uk



MINI INNOVATIVE TECHNOLOGIES.

Every model in the MINI family already offers the combination of agile handling, exemplary efficiency and uncompromising safety. Never happy to stand still, MINI has been developing new innovations in drivetrain, chassis and safety technologies to optimise the balance between driving thrills and fuel consumption. Future MINI models will be the first to use both three and four-cylinder engines, not only covering a broader performance spectrum, but also setting new standards in terms of output, comfort and reliability.

For more information on MINI, visit www.mini.co.uk

Source: Green Car guide

MINI ACCESSORIES.

Some company car drivers spend much of their working day in their cars. The MINI accessories range can help make those long hours more rewarding.

The **Portable Navigation Device** with 4.3" display has split screen functionality, automatic voice recognition and integrated fitting to eliminate awkward cables.

The **Basic Snap-in Adaptor** connects a mobile phone to the external aerial, improving reception and keeping the phone charged. Fitting into the central arm-rest, it also provides handy and secure storage.



MINI branded **All Weather Floor Mats** are hard-wearing and dirt-repellent to protect the inside of the car from wet and muddy feet.



With a wide range of exterior and interior styling accessories, **MINI Design Options** include fun-coloured mirror caps, side-scuttle trims and rear view mirror covers.

For more information on MINI Accessories, visit www.mini.co.uk/accessories

A REAL MOVER IN THE BUSINESS MARKET.



THE MINI COUNTRYMAN BUSINESS MODEL.

Some might say that the new MINI Cooper D Countryman Business is a turning point for MINI on fleet. Not content with giving you a company car with presence, space, tax efficiency, fuel economy and high residual values, MINI has now added a business specification that **saves your drivers £1,365** and has less impact on your drivers' BIK car tax.



THIS MINI MEANS BUSINESS.

Designed with the business driver in mind, the MINI Cooper D Countryman Business comes with all the usual MINI advantages plus MINI Navigation System, 17-inch alloy wheels and PEPPER Pack, which includes automatic air-conditioning and rain sensor and automatic lights-on.

Of course, you still benefit from a high standard specification including DAB digital radio and basic Bluetooth connection with USB audio, while retaining the rather thrifty figures of 64.2mpg (combined), 115g/km of CO₂ and BIK as low as 18%: a strong business advantage in anyone's books.

“MINI Countryman makes a lot of sense for fleet buyers.”

Business Car

Key stats:

- » 64.2mpg (combined)
- » 115g/km CO₂
- » 18% BIK

Standard specification:

- » PEPPER Pack
- » MINI Navigation System
- » 17" alloy wheels
- » DAB digital radio

For more information on the MINI Countryman Business edition, visit www.mini.co.uk/corporate

THE NEW MINI HATCH.





The new MINI Hatch is the latest development of a truly iconic car. Building upon a design so successful it received the 'supermini of the year' title at the Business Car Awards 2013 for the eleventh consecutive year.

The completely new MINI Hatch is a step beyond the success of its heritage with improvements to exterior design and a premium cabin interior. The MINI Cooper D provides class-leading performance and efficiency as well as the lowest CO₂ emissions of any diesel model in this segment with more than 100hp. All-new three and four-cylinder engines with manual or automatic gearboxes both now available with Automatic Start-Stop function also mean that fuel efficiency is even more impressive, while still delivering MINI's hallmark fun to drive handling.

Optional MINI technologies such as customisable interior mood lighting and a larger multimedia screen combine to create an atmospheric driving environment, while the change in the speedometer's position to behind the steering wheel represents a nod to the driver-orientated nature of the new MINI Hatch.

The new MINI Hatch's standard specification continues to improve with:

- » DAB digital radio
- » Heated mirrors and washer jets
- » USB audio interface

And now includes further standard equipment:

- » Front fog lights
- » On-board computer
- » Bluetooth
- » Front ISOFIX with passenger airbag deactivation
- » Keyless start

Additional optional features such as the MINI Head-up Display, speed limit display, Parking Assistant Pack and intelligent emergency calling (E-Call) also ensures that the MINI Corporate driver stays connected to the road and the world around them.

For more information on the MINI Hatch, visit www.mini.co.uk



CASE STUDY: E.SURV AND MINI.

HOW MINI IS HELPING TO INJECT NEW BLOOD INTO THE CHARTERED SURVEYING INDUSTRY.

When the UK's biggest residential valuations company launched its graduate programme to attract 'new blood' into the chartered surveying industry, it wanted a company car that would both appeal to a younger employee and reflect the right company image. e.surv Business Development Director Richard Sexton explains why the MINI Cooper D Hatch is the only car for the job.

Based in Kettering, Northants, e.surv Chartered Surveyors is the country's largest provider of residential valuation services, carrying out around 400,000 residential inspections every year. Its 400 or so chartered surveyors travel around the UK completing surveys, inspections and valuations for home owners, mortgage providers and insurance companies, so having the right company car is an important area for the business.

Until the beginning of this year, the e.surv fleet was comprised of only BMW, Toyota and Vauxhall models but when the company decided to invest in a graduate programme to encourage younger people into the industry (the average age of a chartered surveyor is 57) it added 50 MINI Cooper D Hatches to the fleet.

“We wanted to attract the right type of candidate,” said Richard Sexton, “and the MINI Cooper D was the obvious choice. The car’s young, fun, lively personality appeals to graduates, and its premium, practical qualities reflect the right company image for us and our clients.”

e.surv surveyors work on behalf of lenders and are often the only ‘face of the company’ a home owner sees. So it’s important that the car the surveyors drive portrays the right professional image.

“The cars are perfect for the urban driving that most of our graduates do,” added Richard. “They often have to park in tight spaces, and be able to nip in and out of towns and cities easily. Lots of short urban journeys also make fuel efficiency a big consideration.” The MINI Cooper D Hatch can achieve up to 74.3mpg combined and CO₂ emissions are only 99g/km, so the tax burden for company car drivers is low.



“Our graduates can’t believe their luck when we tell them their company car will be a brand new MINI. They love driving them, and we are very happy with the service we get from the MINI corporate team. Nothing is too much trouble. They even invite the graduates to the Oxford Plant, and take photos of them with their cars.”

