

BMW X1



X1 xDrive28i

The Ultimate  
Driving Experience.®



# THE ALL-NEW BMW X1.

JOY IS A LIFE FULL OF POSSIBILITIES.

**BMW EfficientDynamics**  
Less emissions. More driving pleasure.



## JOY IS THE BEST FUEL IN THE WORLD.

Firmly plan for spontaneity every day.  
Enjoy the little things in life in grand style.  
Know the rules so you can break them at the right moment.  
Look at the world with different eyes again.  
Carry on when you could just stop.  
Stop when everyone else carries on.  
Look for detours along the shortest route.  
Experience freedom with all your senses.

## JOY IS THE ALL-NEW BMW X1.



Look us up on Facebook.  
<http://www.facebook.com/bmwcanada>



The 2010 Red Dot Design Award for the BMW X1 confirms our design philosophy. As do the looks that follow it daily.

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**BMW X1 xDrive28i**

#### Equipment of model shown:

Engine: BMW TwinPower Turbo  
four-cylinder engine  
Performance: 241 hp  
Wheels: 18" Y Spoke alloy wheels -  
Style 322  
Exterior colour: Marrakesh Brown, metallic  
Upholstery: Oyster Leather with contrast piping\*  
Interior trim: Finition Wave wood trim

\*Not available in Canada.



**Agility + Elegance = Joy.** The BMW X1 formula. At first glance a compact X model, on second glance the challenge of getting to know something new. It starts with the design that received the 2010 Red Dot Design Award: rising lateral lines lend the BMW X1 a dynamic shape, while short overhangs and a sloping rear windshield create a sporty, elegant silhouette. At the front, the distinctively shaped hood and the three-eye look of the headlights make for a striking impact, while the L-shaped tail lights in conjunction with the horizontal flow of lines visually broaden the rear. All told, the design of the new BMW X1 has a very simple message: it is joy in material form.



## JOY IS THE UNEXPECTED.

An active life is full of surprises. An ability to react spontaneously to all that the day brings is a sign of genuine quality of life. Which is why the new BMW X1 is equipped for practically everything, so you can savour each day to the full.

## JOY KNOWS NO COMPROMISE.

### Reducing emissions while increasing driving pleasure.

The simple principle behind BMW EfficientDynamics. It means maximum dynamics can be enjoyed with a clear conscience. With features such as 8-speed automatic transmission and Brake Energy Regeneration, BMW is investing in the future now. In conjunction with lightweight construction and further innovative measures, this has significantly lowered fuel consumption on all models. With the new four-cylinder engine in the X1 xDrive28i, BMW EfficientDynamics delivers sustained pleasure and The Ultimate Driving Experience.



**BMW EfficientDynamics**  
Less emissions. More driving pleasure.



## JOY WAITS AROUND THE NEXT CORNER.

**Always stay on track – but without touching the line.**

This is what the new BMW X1 manages to do with its outstanding suspension tuning, optimal axle load distribution of virtually 50:50, and low centre of gravity. And with the intelligent xDrive® All-Wheel Drive system, traction and directional stability of the BMW X1 are enhanced even in adverse conditions. The X1, with its typical BMW handling, ensures The Ultimate Driving Experience in each and every bend.

**Enjoy exciting moments with serenity.** The safety features in the new BMW X1 fulfill the promise held out by its self-assured appearance. Occupants are protected by a total of six airbags inside a passenger cell with defined deformation zones. These outstanding safety levels are confirmed by the results of the Euro NCAP crash test: the BMW X1 was awarded the highest possible score of five stars for occupant protection. It also achieved the best result for pedestrian protection of all vehicles in the small SUV segment. Furthermore, the intelligent xDrive All-Wheel Drive system responds within fractions of a second to cornering behaviour as required, allowing for enhanced cornering dynamics as well as optimal traction and directional stability. To keep the essentials in view, Xenon headlights are also available. And to ensure that your driving pleasure can be enjoyed in total calm, the BMW X1 offers the standard Advanced Automatic Collision Notification in conjunction with BMW ConnectedDrive.





**JOY MEANS ARRIVING  
WHILE YOU'RE ON THE WAY.**

Ergonomic design needs no lengthy explanation; it's something you sense immediately. That's why everything in the cabin of the BMW X1 is geared towards one simple goal: intuitive operation with a maximum feel-good factor.



**JOY MEANS REACHING YOUR DESTINATIONS  
AND MAINTAINING YOUR CURIOSITY.**

**Always arriving relaxed triggers a desire for further discoveries.** The entire cockpit, with its modern design concept, is oriented towards the driver and, thanks to its clear lines, guides the eyes to the road ahead. The raised seating position provides a particularly good overview at all times. In addition, the BMW X1 features the latest-generation iDrive® in conjunction with the optional Navigation System. What's more, with USB Audio Integration, the iDrive system offers the possibility of storing personal data such as MP3 files directly on the integrated hard drive and playing them from there. Via the central iDrive Controller and the direct menu control buttons, functions including CD, radio, navigation, and telephone can be used intuitively.

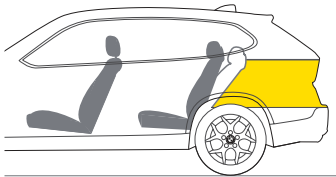


**Great ideas often reveal themselves in the tiniest detail.** Inside the BMW X1, excellent workmanship and high-quality materials in colours that perfectly complement one another create a relaxing ambience. At the same time, a variety of storage compartments in the cabin help meet your practical needs. As an option, the spacious interior can be further enhanced with a Panorama Sunroof.

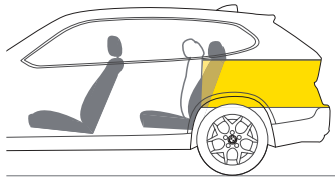


## A JOY SHARED IS A JOY DOUBLED.

Whether it's a shopping trip, a ski vacation, or a day out with your mountain bike, the new BMW X1 covers just about everything. The rear seat bench can be split 40 : 20 : 40, so the BMW X1 can meet a wide range of needs. Up to four pairs of skis or three snowboards can be transported, for instance, while still retaining seating for four.



In the maximum comfort setting, the seat backrest tilts to 31 degrees, allowing a luggage capacity of 360 litres.



In the cargo setting, the backrest tilt is 1 degree, making 480 litres of luggage space available.

## FLEXIBLE REAR SEATS FOR CONSTANT JOY.

Rear passengers can, of course, also enjoy the pleasant sense of space in the BMW X1. Thanks to seat backrests that can be tilted as required, passengers can choose between greater comfort or extra luggage space. And for cyclists, optional rear carrier racks are available from Original BMW Accessories.



**JOY IS A MATTER OF  
THE RIGHT TECHNOLOGY.**

Only those who think about tomorrow today will thrive in the future. That's why we carry out intense research to find new solutions all the time. So that maximum driving pleasure goes hand in hand with minimal fuel consumption and low emissions.

## BMW EFFICIENT DYNAMICS – MAKES MUCH MORE THAN IT TAKES.

BMW was one of the first manufacturers to pursue the goal of efficient driving technologies, as a part of our multiple-award-winning sustainability strategy. BMW EfficientDynamics represents the most comprehensive package of innovative technologies for reducing fuel consumption and emissions – while simultaneously increasing driving dynamics – that is currently in standard production. With it, BMW has been able to reduce the CO<sub>2</sub> emissions of its entire fleet by approximately 30% since 1995. Thirty-one models produce less than 140 g of CO<sub>2</sub> per kilometre, and BMW has already rolled out more than two million vehicles equipped with EfficientDynamics. BMW intends to achieve a further 25 % reduction by 2020.

### Different paths to the same destination: unmistakable BMW driving pleasure.

With EfficientDynamics, BMW is continuously developing innovative systems that will bring us nearer to the goal of emission-free mobility in the long term. Driving pleasure has not been forgotten. It's being pursued in four different ways at once. The optimization of models with conventional diesel and gasoline engines continues. Meanwhile, the BMW Hydrogen 7 has impressively demonstrated just how much potential there is in the combination of a hydrogen drive and combustion engine. In early 2010 BMW launched its first production models with hybrid drive: the BMW ActiveHybrid 7 and the BMW ActiveHybrid X6. Both models offer exemplary efficiency and dynamism to an unequalled degree. Based on the BMW Concept ActiveE with its innovative 100% electric drive system, a whole new form of dynamism will be introduced – a model that will pave the way for the emission-free mobility of the future. And finally, a completely new vehicle concept targeted at meeting the need for sustainable mobility in fast-growing urban conurbations could soon become reality in the shape of the Megacity Vehicle (MCV), specially developed as part of project i.



**Vision becomes reality: BMW Vision EfficientDynamics.** Highlighting BMW's position as the world's leading manufacturer of exceptionally sporty yet incomparably efficient vehicles. The BMW Vision EfficientDynamics test model has a latest-generation fully hybrid system with output of 328hp. A three-cylinder turbo diesel (160hp, 214 lb-ft torque) as well as a hybrid synchronous engine on the front axle (166 lb-ft) and a fully hybrid drive system on the rear axle (155 lb-ft) give the vehicle a range of up to 700 kilometres. This sports car's ratio of dynamism to fuel consumption is quite simply unmatched.

[www.bmw.ca/EfficientDynamics](http://www.bmw.ca/EfficientDynamics)

## BMW EFFICIENT DYNAMICS INNOVATIONS IN THE BMW X1, AT A GLANCE.



### Valvetronic®.

Gasoline engines with Valvetronic have fully variable valve lift control. This improves the engine's responsiveness and running smoothness while also significantly reducing fuel consumption.

### TwinPower Turbo technology.

This four-cylinder engine combines a single advanced twin-scroll turbocharger with Valvetronic technology and High Precision Injection. The result is a 241hp engine that improves throttle response at all engine speeds and also substantially enhances fuel economy.

### Lightweight construction.

Our engineers use aluminum where lighter materials are more expedient, for instance, in the front section or for the suspension. These weight savings lead to lower fuel consumption and better axle load distribution, for more agility, especially in bends.

### 8-speed automatic transmission with Steptronic®.

The particularly smooth gear shifts of the new 8-speed automatic transmission produce greater engine efficiency at every speed. The result: a reduction in fuel consumption coupled with more comfortable gear changes.

### Brake Energy Regeneration.

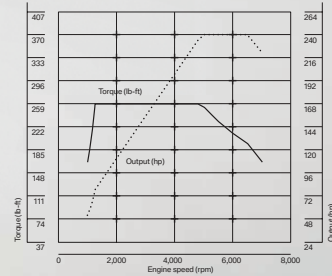
To supply a battery with electrical energy, the generator (alternator) is permanently driven using engine power, which demands additional fuel consumption. Brake Energy Regeneration means the generator usually only generates electricity when drivers take their foot off the accelerator or the brake – previously unused kinetic energy is transformed in coasting mode into electrical energy before being fed into the battery. In this way, electricity is generated while coasting, without consuming fuel.

**BMW EfficientDynamics**  
Less emissions. More driving pleasure.

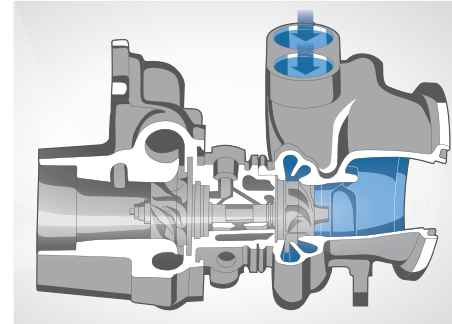
## JOY IS AN EXTREMELY EFFICIENT AND DYNAMIC ENGINE.

True to the philosophy of BMW EfficientDynamics, our engineers have developed an extremely efficient engine for the BMW X1. In the BMW X1 xDrive28i, Valvetronic variable valve control is key to increased output coupled with lower fuel consumption. It means that, at partial load in particular, this four-cylinder engine can "breathe" more easily and thus

optimally develop its output while burning less fuel. And with features such as Brake Energy Regeneration and the standard 8-speed automatic transmission, you can expect exceptionally high internal efficiency. One thing is guaranteed: with the BMW X1 you'll always be streets ahead when it comes to economy.



The 2.0-litre in-line four-cylinder engine of the BMW X1 xDrive28i provides maximum running smoothness all the way to an effortlessly attained maximum engine speed.



The TwinScroll Turbo in the BMW X1 xDrive28i has a modified turbine housing geometry. Two separate channels combining the exhaust from two cylinders do not merge until immediately before the turbine. The result: extremely spontaneous engine response and high performance.

**BMW X1 xDrive28i.** This will be the first four-cylinder gasoline engine with BMW TwinPower Turbo technology, which will offer sporty power delivery combined with outstanding fuel efficiency. Closely modelled on the BMW in-line six-cylinder engines, the all-new 2.0-litre engine with an all-aluminum crankcase features a twin-scroll turbocharging system, High Precision Injection, and Valvetronic variable valve control.

With an output of 241hp and torque of 258 lb-ft, this engine delivers engaging driving performance. The new BMW X1 develops powerful and spontaneous pickup even from the lower rev bands, and goes from standstill to 100 km/h in just 6.7 seconds.

[www.bmw.ca/EfficientDynamics](http://www.bmw.ca/EfficientDynamics)

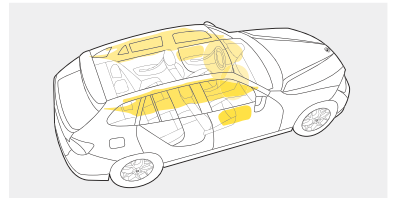


## JOY IS ALWAYS ON THE SAFE SIDE.

Safety and driving fun are not contradictory terms. And Dynamic Stability Control (DSC) proves the point. With ultra-sensitive sensors permanently monitoring the driving situation – almost in real time – DSC will, if needed, optimize directional stability and traction by intervening in the engine and brake management systems. This makes it easier to control the vehicle even in adverse conditions, and actively enhances driving safety and thus driving pleasure. Extremely powerful brakes and an outstanding chassis also play their part. Passive safety is also taken seriously, starting with the highly rigid passenger cell. With its extremely

torsionally stiff design and numerous reinforcements – for instance, at the front end, B-pillar, and rear – it offers the maximum possible safety. This earned the BMW X1 the highest possible award of five stars for occupant protection in the Euro NCAP crash test. In the pedestrian protection test, it achieved the best result of all vehicles in the compact SUV segment tested so far. Six airbags in the cabin of the BMW X1 provide further protection. They include driver and front passenger airbags, seat-integrated side airbags for the driver and front passenger, and continuous head airbags (curtain) which, in a collision, cover the entire

side area from front to rear and offer splinter protection. Furthermore, in conjunction with BMW Assist, an emergency call is automatically sent out in the event of an accident, conveying detailed information and the location of the vehicle. Equally reassuring is the Advanced Automatic Collision Notification function in conjunction with BMW ConnectedDrive. In an accident, relevant data – such as airbag deployment, seat occupancy, or the side of the impact – is conveyed to emergency services. This enables the emergency control centre to assess the risk of injury more rapidly and organize the best possible help.

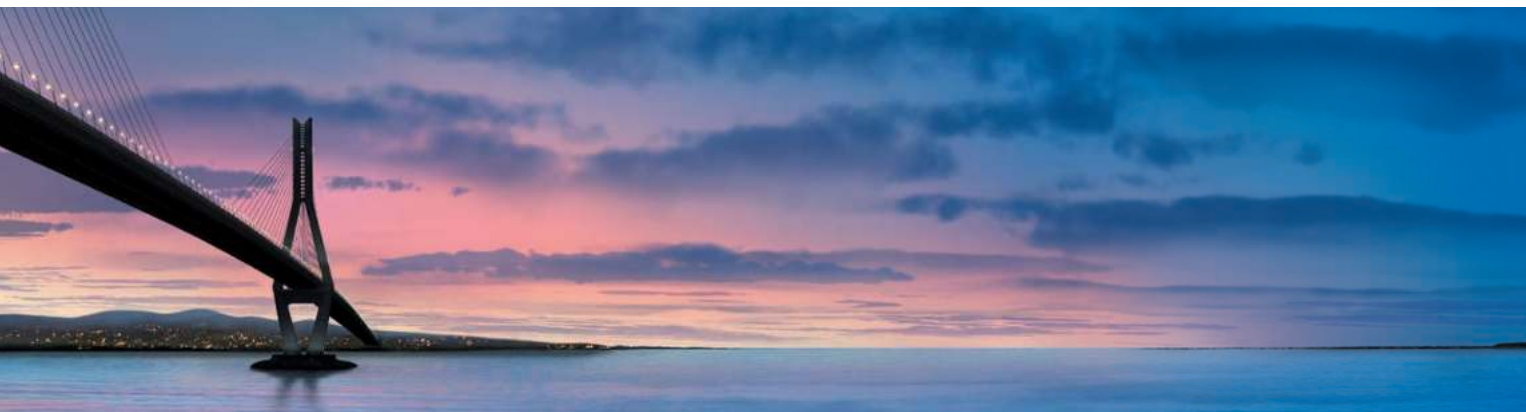


Six airbags protect occupants in the event of an accident. The head airbag covers the entire side area, providing optimal protection in a side impact.

## BMW CONNECTED DRIVE: THE INTELLIGENT NETWORKING OF DRIVER, VEHICLE, AND SURROUNDINGS.

Our world is becoming more and more networked. For BMW drivers, it has become normal to view their vehicle as another networked component of their lives – they expect to be able to access information on the go, communicate via phone or e-mail, and remain up to date on current affairs. In keeping with this approach,

the term BMW ConnectedDrive comprises all the packages and innovative technologies that enable the networking of BMW vehicles and their occupants with the outside world and the traffic environment. In this way, optional BMW ConnectedDrive innovations add comfort, convenience, and safety.



### Infotainment.



**USB Audio Integration with extended functionality.** Significantly enhanced functionality will allow the user to enjoy a range of features, from mobile office to extended entertainment functions. For example, text to speech for e-mail, SMS, etc.; display of cover art on the iDrive display; mobile office integration; and vCard images downloaded and shown on the iDrive display.



**MyInfo.** Use Google Maps to send point-of-interest information to your BMW using your BMW Assist account. Accept the information into your Navigation System (if applicable) or have the information displayed in your radio or iDrive display for your convenience while en route to the destination. Call your destination using Bluetooth integration by selecting the displayed telephone number.

MyInfo services require customers to have an e-mail address as part of their BMW Assist account, and is also dependent on the proper working functionality of a web-based provider.

### Convenience.



**Comfort Access.** This optional system allows you to open, close, and start your car without having to operate the remote control. Touching the handle of the driver's or front passenger's door or the tailgate handle establishes a radio link between the vehicle and the remote control to check for the correct identity. If verified, the central locking releases the locks and the door or tailgate opens. If the remote control is recognized by one of the antennas inside the cabin, the engine can also be started without a key, simply by pressing the START/STOP button.

### Safety.

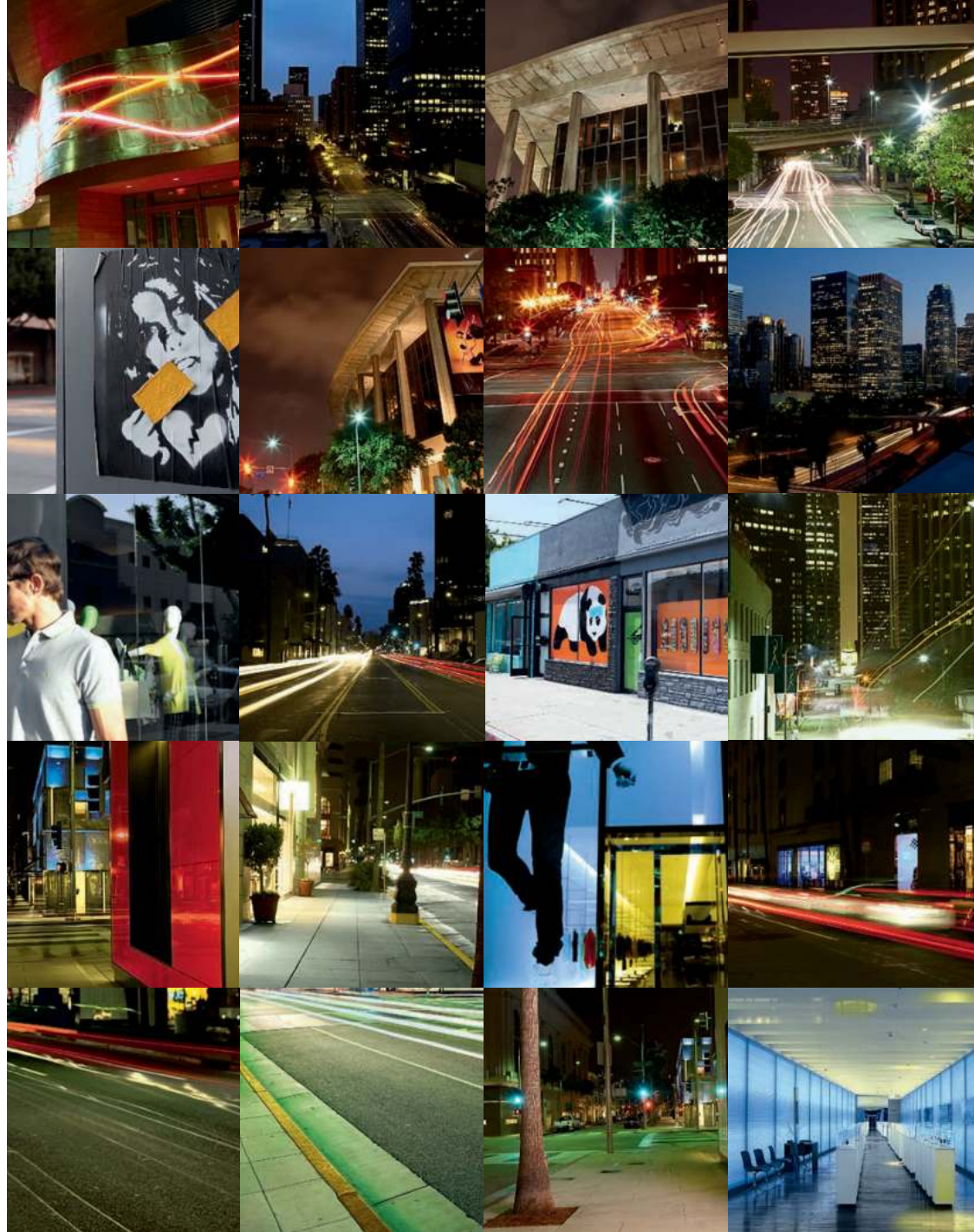


**Advanced Automatic Collision Notification.** In the event of a serious impact or accident, the location and vehicle information are sent automatically to the BMW Assist Response Centre. While BMW Assist establishes voice contact with the vehicle occupant, the Response Centre will direct the appropriate emergency services to the vehicle's location.

## JOY MEANS FLYING YOUR COLOURS.

When it comes to the choice of colours and materials, variety is paramount in the BMW X1. A wide range of natural shades and possible combinations ensures that everyone finds exactly the right X1 to lend expression to their unique personality.

[www.bmw.ca/X1](http://www.bmw.ca/X1)

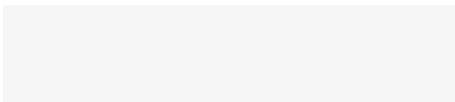


■ Standard equipment   □ Optional equipment

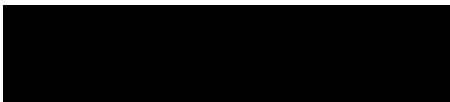
The pages in this section of the brochure show available colours and materials for the BMW X1. Use these samples to compare paint, upholstery and trim colours, and combinations. Please note that these samples are representations; they are not exact reproductions. To see actual colours, visit your local BMW Retailer, who will be happy to show you original samples and assist you with special requests.

## Exterior colours.

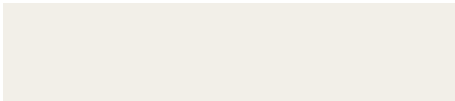
■ **Non-metallic** 300 Alpine White



■ **Non-metallic** 668 Black



□ **Metallic** A96 Mineral White



□ **Metallic** A52 Space Grey



□ **Metallic** 354 Titanium Silver



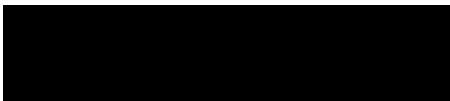
□ **Metallic** A72 Cashmere Silver



□ **Metallic** B06 Sparkling Bronze



□ **Metallic** 475 Black Sapphire



□ **Metallic** B07 Graphite Blue



□ **Metallic** A76 Deep Sea Blue



□ **Metallic** A82 Vermilion Red



□ **Metallic** B09 Marrakesh Brown



## Upholstery colours.

■ **Leatherette** KCB4 Beige



■ **Leatherette** KCSW Black



□ **Nevada Leather** LUSW Black



□ **Nevada Leather** LUB4 Beige



□ **Nevada Leather** LUDR Magma Brown



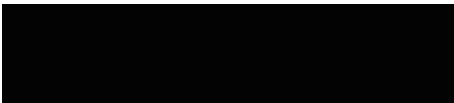
□ **Nevada Leather** LUCZ Red Brown



■ Standard equipment   □ Optional equipment

## Interior colours.

Black

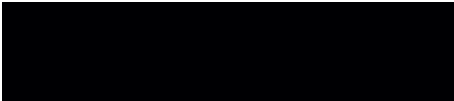


Beige



## Interior trims.



















■ 4AT Black, high gloss



□ 4CH Brown Wave wood trim



## Combinations

Interior colours	Leatherette		Nevada Leather			
Standard seats	●	●	●	●	●	●
Sport seats	—	—	●	●	●	●
Upholstery colours	Beige	Black	Black	Beige	Magma Brown	Red Brown
Interior colours						
<b>Exterior colours</b>						
<b>Non-metallic</b> 300 Alpine White		●	●	●	●	●
<b>Non-metallic</b> 668 Black		●	●	●	●	●
<b>Metallic</b> A96 Mineral White		●	●	●	●	●
<b>Metallic</b> A52 Space Grey		●	●	●	●	●
<b>Metallic</b> 354 Titanium Silver		●	●	●	●	●
<b>Metallic</b> A72 Cashmere Silver		●	●	●	●	●
<b>Metallic</b> B06 Sparkling Bronze		●	●	●	●	●
<b>Metallic</b> 475 Black Sapphire		●	●	●	●	●
<b>Metallic</b> B07 Graphite Blue		●	●	●	●	●
<b>Metallic</b> A76 Deep Sea Blue		●	●	●	—	●
<b>Metallic</b> A82 Vermilion Red		●	●	●	●	—
<b>Metallic</b> B09 Marrakesh Brown		●	●	●	●	—
<b>Interior trims</b>						
4AT Black, high gloss		●	●	●	●	●
4CH Brown Wave wood trim		●	●	●	●	●
<p> <input type="checkbox"/> Standard equipment    <input type="checkbox"/> Optional equipment    <input checked="" type="checkbox"/> Recommended colour combination    <input type="checkbox"/> Not available </p>						

**JOY ENDURES WHEN YOU FIND  
THE PERFECT COMPANION.**



Equipment of the model shown\*:

Exterior colour: Deep Sea Blue, metallic  
Upholstery: Cloth "Median" Anthracite Silver effect\*\*  
Interior trim: Black, high gloss  
Special equipment: 17" BMW V Spoke alloy wheels - Style 318, roof railing Aluminum, X Line, Navigation System

\* Manual transmission not available on the X1.  
\*\* Cloth seats not available in Canada.

■ Standard equipment   □ Optional equipment   ○ Original BMW Accessories



□ **Xenon headlights**, for low and high beam, for much better illumination of the road ahead in bad weather, at night, or in poor visibility. The corona rings also function as daytime driving lights, ensuring not only safety but a striking appearance at any time of day.

■ **LED bars** in the tail lights ensure a “BMW” look, even at night.



■ **Foglights**, integrated in the front air dam, ensure extra safety in poor visibility. Cornering lights are incorporated into the foglights, providing illumination at an angle of up to 90° to the vehicle when cornering. This allows pedestrians and cyclists to be better seen.



□ **Lights package** includes front and rear reading lights, front footwell lights, indirectly lit door pockets and inside door handles, illuminated vanity mirrors, and proximity illumination in the outside door handles. This ensures that the area around the door is evenly lit when the door is open, making getting in and out easy and safe.



■ **Exterior mirrors**, electrically adjustable and heated, finished in body colour.

□ **Interior mirror** with automatic dimming function improves safety and comfort when driving at night. The mirror's reflexivity is automatically adjusted in line with the amount of incoming light from following vehicles. This improves rear view visibility-enabling drivers to concentrate better at night.



■ **Rain sensor including automatic headlight control**: once activated, the rain sensor automatically switches on the windshield wipers and controls wipe frequency, depending on how hard it is raining. This feature includes automatic headlight control, switching on the low-beam headlights automatically, for example, when it gets dark or when entering a tunnel.



■ Window recess covers in chrome.



■ **Roof rails, matte black:** matched harmoniously to the vehicle's design, they provide the foundation for BMW's multi-functional roof support for effortless and safe transportation of luggage, bicycles, ski racks, etc.



□ **Panorama Sunroof** with large opening and viewing area, plus wind deflector. The front half of the glass can be electrically raised by touch control and also has a sliding function, electric sliding roofliner, as well as a comfort open/close function with trap release.



□ **Roof rails, satin aluminum,** are also available to add an individual touch to your BMW X1 (only available with XLine).



□ **XLine** includes selected features in Matte Aluminum – front bumper finisher, including grille slats in the air inlet, rear bumper finisher, and side sills.



■ **Adaptive Brakelights,** two-stage, make it easier for drivers following from behind to see how hard you are applying the brakes. If you are applying the brakes in an emergency, the brakelights cover a larger area, allowing following traffic to distinguish between full application of the brakes and just a slight "tap" on the brakes. The result is an even higher standard of driving safety on the road.

■ Standard equipment   □ Optional equipment   ○ Original BMW Accessories



■ V Spoke alloy wheels - Style 318, 17 x 7.5, 225/50R-17 (all-season run-flat tires).



□ Y Spoke alloy wheels - Style 322, 18 x 9.0, 255/40R-18 (performance run-flat tires).



■ **Multi-function leather sport steering wheel**, three-spoke. The buttons on the steering wheel allow for easy operation of audio, telephone, and steering wheel heating functions while keeping your eyes on the road. Two additional buttons which can be programmed to control other functions, such as audio source selection, are also located on the steering wheel.\*

□ **Sport leather steering wheel** with paddles for even sportier gear shifts.

□ **Steering wheel heating**: just press a button to quickly warm up the steering wheel rim – a particularly pleasant amenity in winter.



■ **Cruise Control** with braking function stores any desired speed upwards of approximately 30 km/h. After accelerating, the system automatically returns to the previously stored speed. Braking deactivates this function.



■ **8-speed automatic transmission with Steptronic** with electronic gear selection and adaptive transmission management for very fast, immaculate gear changes.\*\*

\* Manual transmission not available in Canada.

\*\* 6-speed automatic transmission shown here. Not available in Canada.

■ Standard equipment   □ Optional equipment   ○ Original BMW Accessories



□ **Navigation System** with high-resolution 8.8-inch colour display, including DVD drive, 12 GB hard disk for storing data (such as music files), which can be transferred from CDs, MP3 players, or USB flash drives; dynamic route planning with traffic directions provided by the voice computer or displayed on a 3D route map, as well as a split-screen function.



■ **BMW Assist** enhances driving safety even further; includes one year of BMW Assist Safety and Security Package, providing immediate access to Emergency Roadside Assistance and Stolen Vehicle Recovery services.



- **AUX-IN port**, external audio device, such as an MP3 player.
- **USB Audio Integration** allows for the connection of iPods and various other USB storage devices. Audio files can be navigated and accessed via the vehicle controls.



- **Automatic Climate Control**, with microfilter, Automatic Air Recirculation (AAR), and solar and anti-fogging sensor, rapidly provides the desired temperature in the cabin and steadily maintains the temperature. With individual front temperature control for left and right sides, including rear cabin ventilation and flow controls.



- **Radio BMW Professional**, 4-channel amplifier, 2-tuner reception, antenna diversity, scan function, CD drive, MP3 decoder, six loudspeakers.



- **Harman/Kardon Surround Sound System** provides truly outstanding sound. 340 watt output power, 11 loudspeakers, and the surround function create a luxurious soundscape all around you.

- **HiFi System Professional** with a 180 watt amplifier and 8 loudspeakers (including 2 subwoofers) guarantees a high-intensity audio experience at every seat.



- **Bluetooth wireless technology** enables hands-free telephone operation with approved Bluetooth-enabled mobile phones, which can be operated by voice control or by using the multi-function buttons on the steering wheel. Bluetooth wireless technology provides for wireless connection and control of your mobile phone or BlackBerry.
- **Snap-in Adaptor** for Apple iPhone.

■ Standard equipment   □ Optional equipment   ○ Original BMW Accessories



■ **Front armrest**, sliding, including a 12 V socket and detachable cupholder.



■ **Standard seats** with manual adjustment of seat height, fore/aft position, backrest angle, and height of headrests.\*



■ **Seat heating** for driver and front passenger: seat surfaces and backrests with heating in three stages for pleasant temperatures shortly after setting off.



□ **Lumbar support** on driver and front passenger seats, electrically adjustable, to provide a perfectly ergonomic seating position and support your back muscles.



■ **LATCH child seat attachment** rear, on the two outer rear seats, for safe attachment of a child seat with clip-in plug connectors, plus additional fastening points on the upper part.



□ **Seat adjustment, electric**, for driver and front passenger, with memory function for driver's seat and exterior mirrors.

\* Cloth seats and manual transmission not available in Canada.



□ **Sport seats** for driver and front passenger, including highly contoured seat sides for optimal lateral support at all times.



■ **Storage compartment:** A spacious compartment is located in the upper section of the dashboard (in vehicles not fitted with a Navigation System).



■ **Bottle holders:** safely accommodating bottles of various sizes and located in each of the front and rear doors.



■ **Cupholder,** located in the centre console and within easy reach.



□ **Comfort Access:** You can lock and unlock your vehicle without having to operate the remote control. You can even start the engine by using the Start/Stop button, leaving the ignition key stowed in your briefcase or handbag.



■ **BMW Service Inclusive:** Means you are covered by No-Charge Scheduled Maintenance for four years or 80,000 kilometres, whichever occurs first.



□ **BMW Welt:** Taking delivery of a car has always ranked among the best moments for any driver. Now that moment can become a truly unforgettable day – at BMW Welt, the experience and delivery centre in Munich, Germany. Visit the Museum, tour the plant, or explore the Technology studio: BMW Welt brings you the true fascination of BMW.

■ Standard equipment   □ Optional equipment

## EQUIPPED WITH THE BEST IDEAS. ORIGINAL BMW ACCESSORIES.



19" Star Spoke alloy wheels - Style 311.

A BMW always delivers a special drive, and Original BMW Accessories make the experience better still. Combining great ideas, immaculate design, and sheer practicality to create innovative solutions. Original BMW Accessories are available in many categories: Exterior, Interior, Communications and Information, and Transport and Luggage

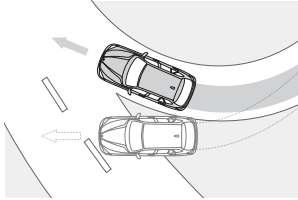
Compartment Solutions. For information on all the Original BMW Accessories available, visit [www.bmw.ca/accessories](http://www.bmw.ca/accessories) or contact your preferred BMW Retailer, who will be happy to advise you and provide you with a comprehensive brochure.



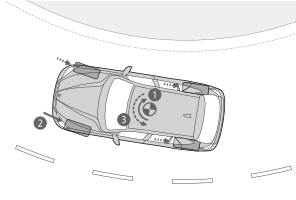
**Sun blinds** for the rear window and side windows of the rear compartment and luggage compartment.



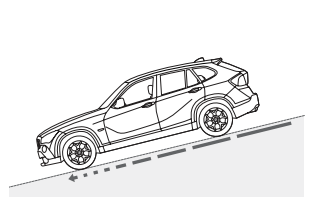
**Moulded luggage compartment mat**, anti-slip, close-fitting.



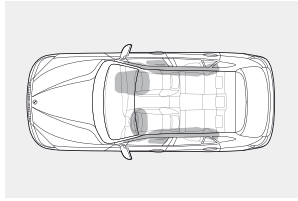
■ **Dynamic Stability Control (DSC)**, including DTC with enhanced functions for optimizing braking and driving stability. DSC detects any risk of swerving and stabilizes the car within fractions of a second. The traction mode subfunctions (DTC) enable increased wheel slip, in order to perfectly adapt forward thrust to every situation, and to enable a more athletic drive.



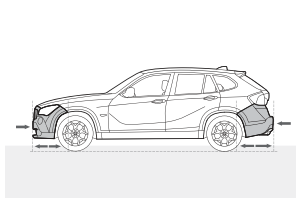
■ **Cornering Brake Control (CBC)** increases vehicle stability when braking gently in a fast bend. During braking manoeuvres, the load on the rear wheels is reduced, which can lead to oversteering (1). In braking manoeuvres that are outside the ABS control range, CBC addresses this tendency by building up unilateral brake pressure (2) in order to create a stabilizing counterforce (3).



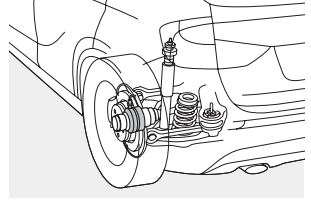
■ **Hill Descent Control (HDC)** enables your BMW to take even steep downhill gradients safely and automatically – without the driver having to brake.



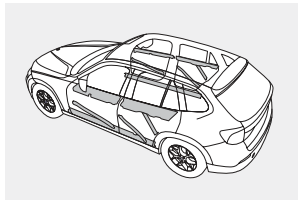
■ **Airbags.** In a BMW, all safety features complement each other perfectly. This means that in a collision only the airbag actually required will be activated. Six airbags offer targeted protection: driver and front passenger airbags, head airbags, and side airbags at the front.



■ **Bumpers:** High-rigidity material in the bumper mounts mean that the body structure can absorb impacts at up to 15 km/h without damage.



■ **Tire Pressure Warning** minimizes the possible repercussions of a tire defect. Comparing wheel rotation speed, the system determines changes in air pressure in one or several tires and warns the driver via Check/Control.



■ **Door-strengthening elements** provide maximum occupant protection in the event of a side impact. Cross-members (strengthening profiles) fitted diagonally in the doors ensure impressive stiffness.

Standard equipment
  Optional equipment
  Original BMW Accessories
  Not available

X1 xDrive28i

## Safety

### Airbags:

- Driver and front passenger airbags
- Head airbags front and rear (curtain head protection system) with splinter protection
- Side airbags for driver and front passenger, integrated in seat backrests

**Anti-lock Braking System (ABS)**, including Cornering Brake Control (CBC)

### Brakes:

- Disc brakes front and rear, inner-vented

**Central locking** with electronic immobilizer, crash sensor; fuel tank filler flap integrated in central locking

**Child-seat fastening LATCH** in the rear

**Adaptive Brakelights**

**Dynamic Stability Control (DSC)** with additional functions

### Safety bodyshell:

- Door-integrated side impact protection
- Bumper system with steel impact elements front and rear, reversible on impacts up to 4 km/h, deformation elements front and rear for impacts up to 15 km/h

### Seatbelts:

- Automatic seatbelts at the front with belt tensioner and belt force limiter
- Ergonomic seatbelt system in the rear with three-point belts for all seats

## Exterior design

**Exhaust tailpipes** with chrome frame

**Exterior mirrors in body colour**, electrically adjustable, and heated

**Exterior parts in body colour**

**Kidney grille slats in Aluminum, matte**

**Roof railing** Black

**Roof railing** Satin Aluminum

**Window recess covers in chrome**

**White side turn signal indicators**

## Wheels

- V Spoke alloy wheels - Style 318, 17 x 7.5, 225/50R-17

- Y Spoke alloy wheels - Style 322, 18 x 9.0, 225/40R-18

**Tire Pressure Warning**

**Run-flat tires**

X1 xDrive28i

**Interior design****Door sill finishers**, black, with BMW lettering, chrome

■

**Interior trims:**

– Black, high gloss

■

– Brown Wave wood trim

□

**Upholstery:**

– Leatherette

■

– Nevada Leather

□

**Transmission and technology****8-speed automatic transmission**

■

**BMW TwinPower Turbo** four-cylinder engine with Valvetronic

■

**Brake Energy Regeneration**

■

**Double-wishbone front suspension and multi-arm rear axle**

■

**Double VANOS**

■

**High Precision Injection**

■

**Power Steering**

■

**Single TwinScroll turbocharger**

■

Standard equipment  
  Optional equipment  
  Original BMW Accessories  
 – Not available

X1 xDrive28i

#### Transmission and technology

**Valvetronic**

■

**xDrive** All-Wheel Drive (with variable power distribution)

■

#### Driver assistance

**Cruise control with brake function**

■

#### Light and sight

**Foglights**, including heated screenwasher nozzles

■

**Interior mirrors** with automatic anti-glare function

□

**Lights package** including vicinity lighting in door handles, ambient light, reading lights front and rear, front footwell lights, and illuminated vanity mirrors for driver and front passenger

□

**Rain sensor**, including automatic driving lights control

■

**Xenon headlights for high and low beam**, including headlight washing system and Adaptive Headlights

□

#### Interior

**Automatic Air Conditioning** with separate temperature control for driver and front passenger, including Automatic Air Recirculation, microfilter, and fogging and solar sensors

■

#### Seats/seat comfort:

– Height adjustment for driver and front passenger seats

■

– Lumbar support for driver and front passenger seats, electric

□

– Rear-seat backrest, 40:20:40 split folding, seat back angle manually adjustable

■

– Seat heating for driver and front passenger seats

■

– Seat adjustment, electric, with memory function for driver's seat

□

– Sport seats for driver and front passenger with electric backrest width adjustment

□

– Standard seat, manual seat adjustment

■

#### Steering wheels:

– Leather steering wheel

■

– Multi-function buttons for sport leather steering wheel

■

– Sport leather steering wheel

■

– Steering wheel heating for sport leather steering wheel with multi-function buttons

□

	<b>X1 xDrive28i</b>
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<b>Comfort and interior equipment</b>	
<b>Armrest front</b> , sliding, including 12 V socket and detachable cupholder	<input checked="" type="checkbox"/>
<b>Comfort Access system</b>	<input type="checkbox"/>
<b>Lined luggage compartment</b> , 420 – 1,350 litres capacity	<input checked="" type="checkbox"/>
<b>Panorama glass roof</b>	<input type="checkbox"/>
<b>Personal Profile</b> , for personalization of important functions	<input type="checkbox"/>
<b>Remote control</b> for central locking	<input checked="" type="checkbox"/>
<b>Start/Stop button</b>	<input checked="" type="checkbox"/>
<b>Storage compartment</b> in the doors, door pockets with bottle holder	<input checked="" type="checkbox"/>
<b>Window lifts, electric</b> , pull/press switch and open-close fingertip control, trap release	<input checked="" type="checkbox"/>

<b>Entertainment, communication, and information</b>	
<b>BMW ConnectedDrive – Telematics Services:</b>	
– BMW Assist with Bluetooth wireless technology	<input checked="" type="checkbox"/>
<b>Navigation System Professional</b> with high-definition and fixed 8.8" colour monitor, combined CD/DVD drive, functional bookmarks, map or perspectival route display as well as bird's-eye view, integrated hard disk for maps and audio data, including Radio BMW Professional, iDrive Controller with direct menu control buttons	<input type="checkbox"/>
<b>On-board computer</b> (including Check/Control)	<input checked="" type="checkbox"/>
<b>Radio/audio:</b>	
– AUX-IN connection in centre console, including 12 V socket	<input checked="" type="checkbox"/>
– Harman/Kardon Surround Sound System 11 speaker, 340 watts	<input type="checkbox"/>
– HiFi Sound system 8-speaker, 180 watts	<input checked="" type="checkbox"/>
– USB Audio Integration (to support an external MP3 player, or iPod)	<input checked="" type="checkbox"/>
<b>Voice control system</b>	<input type="checkbox"/>

<b>BMW Apps Package</b>	
Smartphone Integration, BMW Apps	<input type="checkbox"/>

<b>Convenience Package</b>	
Alarm System, Electric Seats with Driver Memory, Lumbar Support, Compass Mirror, Lights Package	<input type="checkbox"/>

<b>Lighting Package</b>	
Headlight Washers, Xenon Headlights, Adaptive Headlights	<input type="checkbox"/>

<b>Navigation Package</b>	
BMW On-board Navigation, Voice Recognition	<input type="checkbox"/>

<b>Premium Package</b>	
Heated Steering Wheel, Satin Aluminum Roof Rails, XLine, Panorama Sunroof, Auto-Dimming Interior Mirror	<input type="checkbox"/>

<b>Sport Package</b>	
18" Y Spoke Alloy Wheels – Style 322, Shift Paddles, Sport Seats	<input type="checkbox"/>

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X1 xDrive28i

### Weight

Max. permissible	kg	1690
Permitted load	kg	2135
Permitted axle load, front/rear	kg	1055/1175
Permitted roof load	kg	410

### Engine

Cylinders/valves		4/4
Capacity	cc	1997
Stroke/bore	mm	84.0/90.1
Max. output	hp	241/5000
Max. torque	lb-ft	258/1250

### Transmission

Standard transmission ratios	III :1	4.71/3.14
	III/IV :1	2.11/1.67
	V/VI/IV/VIII :1	1.29/1.00/0.84/0.67
	R:1	3.30
Final drive ratio	:1	3.15

### Performance

Top speed <sup>1</sup>	km/h	205
Acceleration 0–100 km/h	sec	6.7

### Fuel Consumption

City		10.2
Highway		6.5
Combined		8.5
Tank capacity		63

<sup>1</sup> Electronically limited.

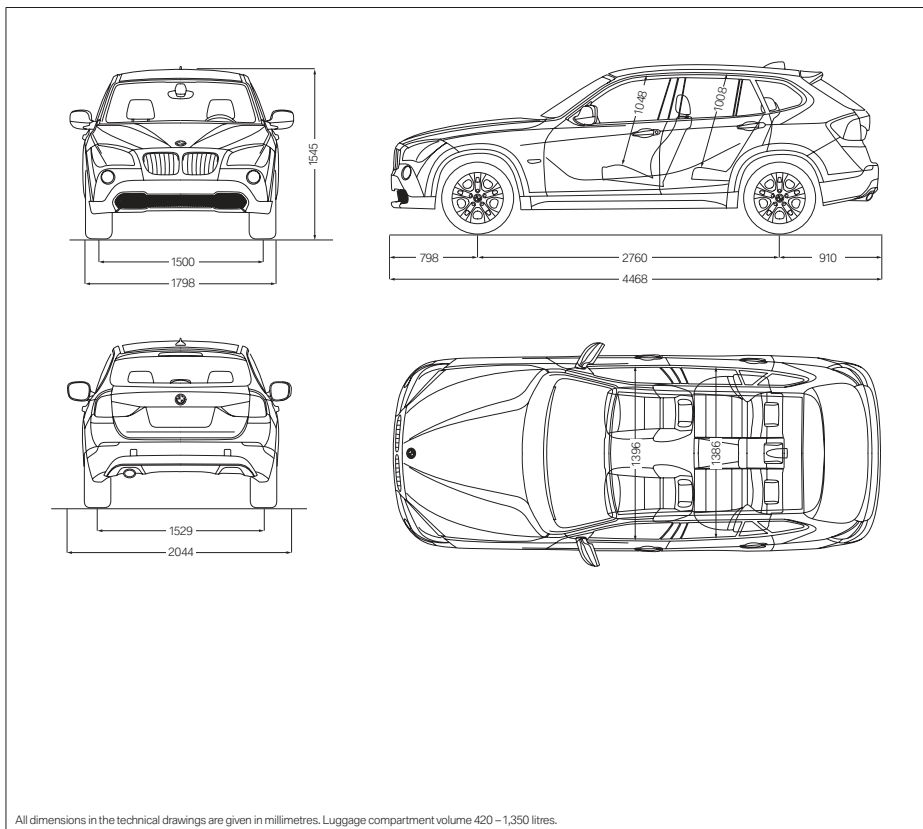
	<b>X1 xDrive28i</b>
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**Wheels**

Tire dimensions	225/50 R 17
Wheel dimensions	7.5 J x 17
Material	Light-alloy

**Electrical system**

Battery capacity	Ah	70
Alternator output	A	210
	W	2940



**BMW Welt.** Taking delivery of a new vehicle is a proud moment for every automotive enthusiast. Make it an even more unforgettable experience by visiting the BMW Welt, a state-of-the-art brand experience and delivery centre in Munich. Spend the day marvelling at historic BMWs on display in the Museum, learn about our engineers' newest innovations in the

Technology and Design Studio, and take a tour of our plant to experience with your own eyes the exacting methods used to create every BMW. Then get behind the wheel of your new BMW, where the fascination continues for years to come. To learn more, visit the BMW World online at [www.bmw.ca/europeandelivery](http://www.bmw.ca/europeandelivery).

## JOY IS THE FEELING OF BEING LOOKED AFTER BY THE BEST.



**Service.** When you buy a BMW, you can look forward to superb service and comprehensive customer care. 2012 model year BMW vehicles purchased from an authorized BMW Retailer in Canada are covered by No-Charge Scheduled Maintenance for four years or 80,000 kilometres, whichever occurs first. Depending on the model you choose, your car informs you of its service requirement via the Service Interval Indicator or CBS (Condition Based Service). Then simply get in touch with your BMW Service Retailer, who will provide expert care for you and your car. Staffed by highly trained personnel, your BMW Service Retailer is also equipped with the latest computer-aided information and diagnostic tools. Important data such as V.I.N. number, mileage, and current service requirements are all stored on your car key, ensuring quick assessment of your vehicle's status. This means that staff have more time to help you. All in all, quality and safety are the watchwords of BMW Service.



**BMW Roadside Assistance.** One of the most extensive roadside assistance programs in Canada. As a holder of the BMW Service Card, you and any additional drivers of your registered BMW will be entitled to an extensive range of services and benefits, including

- Emergency Service Calls
- Towing, in case of Mechanical Breakdown
- Winching
- Trip Interruption Benefits
- Traffic Accident Services
- Emergency Message Service
- Emergency Cash
- Travel Planning Services

For complete details and conditions, please refer to your BMW Warranty and Service Guide.



**BMW.ca.** Offering the ultimate online experience, our website is designed to offer you access to a wealth of information on BMW Service and BMW Financial Services, in an easy-to-explore format. When you visit our website, you will discover in-depth information on BMW Service, including details on the BMW Service Card, scheduled maintenance, warranty coverage, value service packages, and BMW SPA® services. Always up to date, our easy-to-navigate website allows you to quickly and easily find the information you require on your vehicle's servicing needs.



## SHAPING THE FUTURE – RESPONSIBLY.

The BMW Group has been ranked the most sustainable automotive company worldwide in the Dow Jones Sustainability Index for the sixth time in a row. Sustainability is an integral part of our value chain – it encompasses every stage from the development of fuel-saving and alternative vehicle concepts to environmentally friendly production processes and recycling. Our research and development philosophy BMW EfficientDynamics delivers tangible benefits to customers, our climate, and the environment. This is reflected in the reduction of CO<sub>2</sub> emissions by nearly 30 % across our European fleet of new cars since 1995.



## JOY COMES IN MANY FORMS.



### **BMW Financial Services.**

BMW Financial Services offers a comprehensive portfolio of leasing and financing solutions, designed to make your transition from showroom to highway hassle-free. For information on how you can benefit from the flexibility, convenience, and expertise that only BMW Financial Services can offer, contact your local BMW Retailer or visit [www.BMWfinance.ca](http://www.BMWfinance.ca). Our comprehensive website allows you to learn about the vast financing and leasing opportunities available. Interactive tools, including an advanced model selector/payment calculator, downloadable guides, and an online credit application, make it easy for you to interact with BMW Financial Services.



**Magazine:** How do the designers at BMW come up with the next generation of industry-leading vehicles? Who are the people behind the brand and the product? Read about this and much more in BMW Magazine, the official publication from BMW. Not available on newsstands, BMW Magazine is just another exclusive benefit of owning a BMW.



**BMW Assist.** Providing you with a suite of services that add confidence and convenience to your driving experience. You are just a push of a button away from emergency help, roadside assistance, and much more. When you have the BMW Assist Safety Plan, you enjoy peace of mind whenever you're behind the wheel. Speak to your preferred BMW Retailer or visit [www.BMW.ca/assist](http://www.BMW.ca/assist) for more information.

Car manufacturing requires a great deal of water, which is why we've developed an intelligent circulatory system for our factories that ensures water is reused as often as possible. The dream of a manufacturing process that does not produce any wastewater has already been made a reality at our engine plant in Steyr. In 2008, 733,500 engines were manufactured without producing a single drop of wastewater.

Sustainability is taken very seriously at the BMW Group. For this reason, we prioritize environmentally friendly methods of transport such as rail and shipping and work towards capacity optimization. Each year, we cover around 15.8 billion tonne-kilometres transporting materials and new vehicles. Of this, 79 % of the total transported volume is delivered by sea – which benefits both road traffic and the environment.

The BMW Group has their sights set on tomorrow. Your BMW is part of a comprehensive recycling concept. Every single vehicle can be easily and economically recycled. Please contact your BMW Retailer on all matters regarding the return of your end-of-life vehicle. For more information, visit

[www.bmw.ca/EfficientDynamics](http://www.bmw.ca/EfficientDynamics)

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Driving Experience.®

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