

The BMW 1 Series
Sports Hatch

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The Ultimate
Driving Machine



THE BMW 1 SERIES SPORTS HATCH.

3-DOOR AND 5-DOOR.

BMW EfficientDynamics
Less emissions. More driving pleasure.



A TRUE REFLECTION OF PURE INDIVIDUALITY.

The BMW 1 Series Sports Hatch 3-door and 5-door are ready to conquer the city streets. The BMW TwinPower Turbo engines deliver a powerful forward thrust and make an impressive statement by their outstanding performance to fuel consumption ratio. Thanks to low emissions, such as a mere 99g CO₂ per kilometre in the BMW 116d EfficientDynamics model, every drive can be enjoyed to the full. With both the BMW 1 Series Sports Hatch 3-door and 5-door, you have comprehensive opportunities to bring your own character to the street in style with the ES, SE, Urban, Sport or M Sport models. Highlight your individuality more dynamically than ever in the BMW 1 Series Sports Hatch.

BMW EfficientDynamics
Less emissions. More driving pleasure.



The BMW 1 Series Sports Hatch

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Editorial

DRIVING THE CITY.

Cities thrive on diversity, on different cultures and lifestyles, on the courage to break new ground and an openness to unusual ideas. They exude a vibrant energy that keeps everything in motion – the kind of energy that inspired the designers and developers of the BMW 1 Series Sports Hatch.

Dynamic lines, compact dimensions – whether as a functional 5-door or a sporty 3-door, it's a design that reflects the power for progress of a modern metropolis. Technology behind the BMW 1 Series Sports Hatch raises the bar by delivering extraordinary efficiency and a unique driving experience. But, above all, its distinctive character makes it a symbol of a contemporary, urban lifestyle.

The BMW 1 Series Sports Hatch is of a modern, extroverted, sporty and confident design. It stands out from the crowd, even on the busiest of roads. Thanks to the broad range of individualisation options and models available including ES, SE, Urban, Sport and M Sport, you can set your very own style. Experience a vehicle with personality, perfectly suited to individuals who themselves are set apart from the crowd.

Find out more about the BMW 1 Series Sports Hatch at:

www.bmw.co.uk/1series

Specifications of models shown: BMW 118i Sport.

Engine: BMW TwinPower Turbo four-cylinder petrol engine
Power output: 170hp (125kW)
Wheels: 17" light alloy Star-spoke style 379, in Orbit Grey and burnished metal
Exterior colour: Crimson Red
Upholstery: Track cloth in Anthracite with Red highlight
Interior trim: Black, High-gloss with Coral Red, Matt finisher

BMW 118d Urban.

Engine: BMW TwinPower Turbo four-cylinder diesel engine
Power output: 143hp (105kW)
Wheels: 17" light alloy V-spoke style 412, in Aspen White and burnished metal
Exterior colour: Midnight Blue metallic
Upholstery: Metro cloth/leather in Silver/Pearl Grey
Interior trim: White Acrylic glass with Oxide Silver, Matt finisher

BMW 118d M Sport.

Engine: BMW TwinPower Turbo four-cylinder diesel engine
Power output: 143hp (105kW)
Wheels: 18" light alloy M Star-spoke style 386 M
Exterior colour: Estoril Blue metallic
Upholstery: Hexagon cloth/Alcantara in Anthracite
Interior trim: Aluminium Hexagon with Estoril Blue finisher



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ALWAYS ORIGINAL.

THE BMW 1 SERIES SPORTS HATCH 5-DOOR.



Freddie Lund, 27.

Adam Lund, 32.

ON DESIGN AND INDIVIDUALITY.

UNIQUE DESIGN, COUNTLESS POSSIBILITIES.

THE EPITOME OF DIVERSITY, MODERNITY AND FREEDOM; FULL OF VARIETY AND NEW IDEAS; ALWAYS ON THE MOVE AND UP TO DATE. THIS PERFECTLY SUMS UP THE BMW 1 SERIES SPORTS HATCH – AND THE MODERN LIFESTYLE OF ITS DRIVERS.

The BMW 1 Series Sports Hatch stands out due to its independent, modern appearance. Its dynamic design, compact dimensions and muscular look make it the perfect urban explorer. At the rear, the powerfully designed wheel arches emphasise the classic BMW rear-wheel drive. Shapely contours steer the observer's eye forward to the vehicle's unmistakable front where sloping lines accentuate the headlights to give the BMW a look of pure determination. However, the BMW 1 Series Sports Hatch is not only impossible to overlook

because of its design, but also because of its extraordinary interior: it features a generous amount of space and plays host to the innovative BMW EfficientDynamics and BMW ConnectedDrive technologies for exceptional driving pleasure. The unique feeling of being behind the wheel of the BMW 1 Series Sports Hatch is supported by a series of additional design highlights. In addition to ES and SE models, you can choose from three design options, Urban, Sport and M Sport, which encompass an array of exterior and interior elements. All options provide

the highest level of comfort and deliver the same dynamic ride, but in visual terms they're absolutely distinct. They offer individual design themes featuring exclusive materials and colours that can be combined however you choose within each model. What's more, the M Sport model delivers maximum sportiness and highlights the athletic character and focussed look of the vehicle.



The Urban model.
 Elements in White typify the Urban model: the White **Kidney grille [01]** with a Chrome finish, **17" light alloy wheels in Aspen White and burnished metal [03]**, optional White mirror caps. The interior is distinguished by the newly developed **White Acrylic glass interior trim [04]**, **Metro cloth/leather upholstery [02]** as well as Blue or White welcome lighting. More information on the Urban model can be found on pages 42/43.

TAKE YOUR OWN STYLE TO THE STREETS.

THE URBAN MODEL FOR THE BMW 1 SERIES SPORTS HATCH 3-DOOR AND 5-DOOR.

As a model, Freddie Lund travels to all the world's major cities. Living in London, he loves the vibrant creativity of a major city that's constantly reinventing itself. He has found his ideal car in the BMW 1 Series Urban model – for a drive through the night life of Soho, to acting school or to the University of Leeds where he studies history. The design of the Urban model is as varied as Freddie Lund's life. The equipment of his choice:

the Midnight Blue metallic paint and 17" light alloy wheels in Aspen White and burnished metal, which are exclusive to the Urban model. The unusual design elements and innovative materials really make the BMW 1 Series Sports Hatch stand out from the crowd and are a fitting expression of Freddie's 21st century lifestyle.



The Sport model.

The Sport model is characterised by exterior elements in High-gloss Black: including the **front air vents [01]**, the optional **Black exterior mirror caps [02]** and the **Kidney grille [03]** with extra-wide High-gloss Black vertical slats. The interior design features a series of Red characteristics, such as the **Red gauge [04]** on the speedometer and Red contrast stitching on the Sport multi-function leather steering wheel. More information on the range of equipment included in the Sport model can be found on pages 44/45.

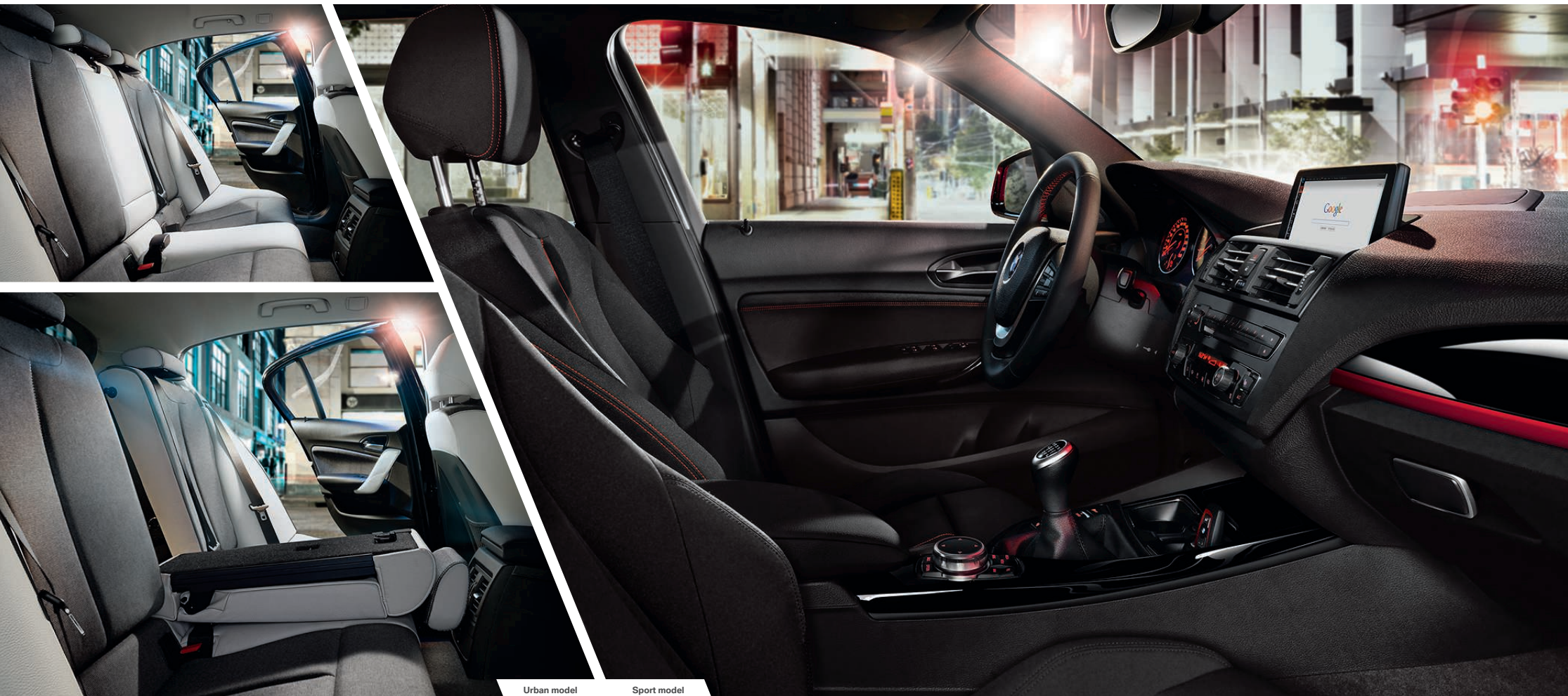
REV UP YOUR DAY.

THE SPORT MODEL FOR THE BMW 1 SERIES SPORTS HATCH 3-DOOR AND 5-DOOR.

Adam Lund regularly travels between London and Italy, supervising projects for his company that specialises in the trade of Italian marble. Even in his spare time, the 32-year-old sports enthusiast is constantly in action. To complement his dynamic lifestyle, Adam chose the BMW 1 Series Sports Hatch, kitted out with Crimson Red non-metallic

exterior paint, 17" light alloy Star-spoke style wheels in Orbit Grey and burnished metal and Black mirror caps. These stylish details make the BMW 1 Series Sports Hatch the perfect car for Adam Lund, whether he's heading to rugby training, his next business meeting or just driving into town.





Urban model

Sport model

DESIGN. IT'S ALL ABOUT THE DRIVER.

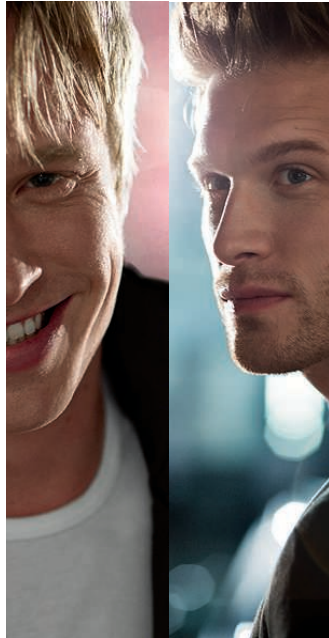
THE DESIGN OF A SPACE SPEAKS VOLUMES ABOUT PERSONALITY. THE SELECTION OF MATERIALS, COLOURS, AND EACH ACCESSORY, HAS A STORY TO TELL. SPACE BECOMES A REFLECTION OF YOUR INDIVIDUALITY.

Give yourself plenty of time and let the interior of the BMW 1 Series Sports Hatch really sink in. You can design this vehicle to perfectly reflect your own personal taste. There are virtually endless possibilities.

Emphasise your individual style with the choice of ES, SE and M Sport, as well as the Urban and Sport models shown here, and add your own touch from a range of exclusive materials and colours that can be selected as you like within each model. The BMW 1 Series Sports Hatch is all about the needs of the driver, with countless combination possibilities for the optimal driver orientation. The moment you enter a BMW 1 Series Sports Hatch, you immediately notice the intuitively arranged controls and the greatly improved all-round visibility. The new iDrive Touch Controller (shown here), available with the optional BMW Professional Media package, features a touch sensitive interface

with signature recognition, which allows the inputting of numbers and letters for various search functions. The door pockets, where bottles with a volume of up to one litre can be stored, and the cup holders, conveniently located in front of the gear lever, offer additional storage options. Yet the BMW 1 Series Sports Hatch offers more flexibility in the rear and the luggage compartment as well: the backrest can fold down in a 40:20:40 split so you and your passengers can enjoy four generously sized seats even when the rear central armrest is folded down. All this results in an interior whose diverse and exciting design gives fresh expression to your own individual style every day.

CAN EFFICIENCY BE DYNAMIC?



CAN DYNAMICS BE EFFICIENT? ANSWERS TO QUESTIONS THAT AFFECT US.

THE REQUIREMENTS ARE CLEAR: WE HAVE TO CONSERVE RESOURCES, LOWER EMISSIONS, ACT SUSTAINABLY. SOUNDS SENSIBLE, BUT WHERE DOES THAT LEAVE OUR DRIVING PLEASURE? QUESTIONS ABOUT BMW EFFICIENT DYNAMICS POSED BY ADAM AND FREDDIE LUND.

Adam Lund:
Efficiency and dynamics... isn't that a contradiction?

BMW:
On the contrary: BMW EfficientDynamics combines both of these things. This technology lowers emissions but still ensures impressive driving dynamics. This is exemplified best by the BMW TwinPower Turbo four-cylinder engines, which contribute towards the outstanding performance to fuel consumption ratio.

Freddie Lund:
What makes the BMW 1 Series Sports Hatch more efficient than comparable vehicles?

The driver holds the key to greater fuel efficiency by driving in a more economical manner. BMW developed the ECO PRO mode for this reason, which enables fuel consumption to be reduced by up to 20%¹. It gives the driver feedback and recommendations on their driving behaviour. In this mode, what is known as the bonus mileage is displayed in the On-Board Computer. It tells the driver how many miles they have gained by

BMW EfficientDynamics in the BMW 1 Series Sports Hatch.
BMW EfficientDynamics includes the BMW TwinPower Turbo four-cylinder engines as well as Auto Start-Stop, which is now available in conjunction with optional eight-speed automatic transmission. What's more, the BMW 1 Series Sports Hatch is the only car in its class to offer eight-speed automatic transmission. Another highlight is the Drive Performance Control button. Along with ECO PRO mode, it also provides Sport+, Sport and Comfort modes.

following the tips given. Plus if you opt for the Black panel display, the rev counter also includes an EfficientDynamics display. It shows how far the accelerator pedal should be depressed to achieve efficient acceleration.

Adam Lund:
It sounds a bit like a computer game.

Yes, you could compare it to scoring points in a computer game. At BMW, as you know, driving

pleasure is a priority. And if something's fun, it motivates you to drive better – or in this case, more efficiently.

Freddie Lund:
So, as the driver, I ultimately determine how efficient my car is?

Yes and no. Basically, BMW leaves it up to the driver to decide how much they want to modify their driving style. However, when they activate the ECO PRO mode, the vehicle characteristics also change. For example, there's also a feature that stops the automatic air conditioning and the seat heating running on the highest setting. But the BMW 1 Series Sports Hatch can still perform at full power. Fuel efficiency remains a top priority at all times, thanks to a range of standard BMW EfficientDynamics technologies.

¹ Dependent on individual driving style, findings from an internal BMW consumption study.



BMW EfficientDynamics
Less emissions. More driving pleasure.

BMW CONNECTED DRIVE.

YOUR PERSONAL DECLARATION OF INDEPENDENCE.



Being online everywhere, always keeping an eye on everything and enjoying your favourite music at all times – things nobody wants to miss anymore. That's why BMW ConnectedDrive Services have perfected the integration of driver, vehicle and the outside world. Enjoy a great variety of music on every drive from the standard DAB tuner to the AUPEO! Personal Radio which will adjust the music being played to your preferences at the touch of a button. Real Time Traffic Information (RTTI) is an innovative traffic service that informs you about the current traffic conditions comprehensively and in real time. Standard BMW Emergency Call is one of the features ensuring more safety. In a critical situation, the condition of the vehicle is analysed and, if required,

an emergency call, as well as GPS data, is automatically transmitted. BMW ConnectedDrive Services supports you with countless services, apps, and driver assistance systems for nearly every driving situation.

BMW ConnectedDrive Services.

The BMW 1 Series Sports Hatch offers a range of innovative optional equipment: the **Reversing Assist camera [01]** provides improved safety and convenience by displaying an image of the area behind the vehicle. **BMW Online Services [02]** lets you stay in touch with your emails plus gives you access to localised information such as news, sport and weather. Additionally, you can use Online Search for locating points of interest then transfer them directly into the navigation system. With **BMW Apps [03]** you can stay in touch with friends via Facebook, Twitter and email, plus broaden your music choices even further by tuning in to a web radio station.



M Sport

PURE INDIVIDUALITY, THRILLING DYNAMICS AND ENDLESS POSSIBILITIES. CAN YOU FEEL THE PULSE OF THE CITY? THEN IT'S TIME TO GET BEHIND THE WHEEL.

ENDLESS POSSIBILITIES. THE BMW 1 SERIES SPORTS HATCH 3-DOOR.

Every city has a rhythm of its own, influenced by the people who live there. With the BMW 1 Series Sports Hatch 3-door, you can set the pace and make every day as dynamic as you like. It owes its muscular appearance to a compact design and remarkable styling. It's clear from the moment you lay eyes on it that it can take on any challenge, thanks to innovative BMW EfficientDynamics and BMW ConnectedDrive technologies. As with the BMW 1 Series Sports Hatch 5-door, you can also choose between ES and SE, as well as Urban, Sport and M Sport models (M Sport shown here).

These perfectly orchestrated designs will highlight the personality of your BMW 1 Series Sports Hatch 3-door and accentuate its sporty exterior and interior. Whatever you choose, there are no limits to your individuality.



THE SPORTY DESIGN OF THE BMW 1 SERIES SPORTS HATCH 3-DOOR.

A WORLD RECORD IN INDIVIDUAL DESIGN.

If you've got character, you're sure to stand out from the crowd. Take the BMW 1 Series Sports Hatch 3-door model, for example. It is unmistakable as it cruises the city streets with its long wheelbase, short overhangs and sporty proportions. Its distinct shoulder line and extended windows further accentuate its sophisticated character.

The dynamic features of the M Sport model (shown here) strengthen the BMW's personality even further. It's available with both the BMW 1 Series Sports Hatch 3-door and 5-door. With the M Sport suspension the vehicle sits 10 millimetres closer to the ground for tighter road holding and a noticeably more agile drive. On top of that,

the front and rear aprons, sporty side skirts and Chrome tailpipe, unique to the M Sport model, cultivate the powerful look of a metropolitan individualist. With the addition of the M Sport Plus package, you can create an even more breathtaking vehicle. On the exterior, elements such as the Xenon Headlights and Headlight wash, Sun protection glass and 19" M Sport light alloys with M Sport braking system create a powerful impression, while in the interior, the harman/kardon loudspeaker system allows for superb sound. Either with or without this package, the M Sport model will make you stand out from the crowd.



This is where the BMW TwinPower Turbo engines come in, with a unique ratio of rousing power delivery to exceptional efficiency. With the first-class engine in the BMW M135i you can look forward to maximum driving pleasure, together with the optimal 50:50 weight distribution and rear-wheel drive, which is unique in its class. xDrive is now available on the BMW 1 Series Sports Hatch, with its intelligent all-wheel-drive system offering safety and security even in the most difficult of conditions. Equally as impressive is the BMW 116d EfficientDynamics model which is especially fuel efficient and features a modest CO₂ emissions output of just 99g. With efficiency this good, the dynamics are all the more thrilling. The BMW 1 Series Sports Hatch guarantees maximum driving

pleasure, providing brilliant steering precision, incomparable agility and maximum dynamism for the best driving comfort to date. Savour the intensity of the BMW 1 Series Sports Hatch – every day.

YOU GET THE MOST OUT OF EVERY DAY – THE BMW 1 SERIES SPORTS HATCH GETS THE MOST OUT OF EVERY MILE.

**MORE ADRENALINE.
MORE SAFETY.
LESS EMISSIONS.**



M Sport

Even before you take a seat in the BMW 1 Series Sports Hatch 3-door, its frameless doors convey an impression of class and premium quality which are confirmed the moment you get in. The interior of the BMW 1 Series Sports Hatch 3-door model is not only tailored to your exact needs, but also to your personal taste. All the controls in the cockpit have been ideally and intuitively designed for the benefit of the driver, so that even the high-resolution Control Display is within your field of vision. The optionally available harman/kardon loudspeaker system (standard with M Sport Plus package) provides brilliant sound every time, no matter where you sit. It's easier to get into the car as there is increased leg room and the cup holders are positioned ergonomically in front of the gear lever – these are just

a few of the details that make day-to-day driving more enjoyable. But what makes the BMW 1 Series Sports Hatch interior so unique are the countless optional features available to give your BMW that truly individual touch. The Urban, Sport and M Sport models produce an outstandingly sporty feel that can be customised with your preferred choice of upholstery and interior trim. The selection of innovative materials and high-quality craftsmanship will impress you every time you go for a drive. Show your confidence in the BMW 1 Series Sports Hatch.



TRUE INDIVIDUALITY IS A RARE QUALITY. BUT IT COMES STANDARD IN THE INTERIOR OF EVERY BMW 1 SERIES SPORTS HATCH.

YOUR PERSONALITY, YOUR DESIGN.

Five seat configuration only available in the UK, four seat configuration (pictured here) not available in the UK.

BMW ConnectedDrive

So connected, you're free.



Our world is becoming more connected every day with instant access to information at anytime and anyplace. With your BMW being an integral part of your lifestyle we believe it's important that you can keep up to date from behind the wheel. BMW ConnectedDrive delivers intelligent solutions that allow you to remain connected whilst on the move.



Advanced driver assistance systems can connect you to the outside world so that you know exactly what is happening around you, premium traffic solutions ensure you are taking the most time efficient route whilst online services provide direct access to information about your current location or chosen destination. Today, driving enjoyment is derived as much from being informed and relaxed as it is from impressive performance and efficiency – discover how the comprehensive range of ConnectedDrive technologies can enhance the connected capabilities of your Ultimate Driving Machine. For more information please visit:

www.bmw.co.uk/ConnectedDrive
www.bmw.ie/ConnectedDrive

BMW CONNECTED DRIVE SERVICES AND APPS.

Wherever your journey may lead, you can stay in touch with BMW ConnectedDrive Services. The range of innovative functions provide optimum integration between the driver, vehicle and the world outside – anytime, anywhere.



BMW EMERGENCY CALL.

Known as BMW eCall, this service provides a direct link to the local Emergency Services. You can summon help manually by simply pressing the SOS emergency call button to request for assistance. Additionally, if your vehicle is involved in a more serious accident an automatic emergency call is made, providing extra reassurance that if you cannot call for help, your BMW will on your behalf. With either the manual or the automatic emergency call, details of your vehicle and location will be sent directly to an Emergency Service Centre, so that immediate action can be taken and assistance dispatched without delay. BMW Emergency Calls are made using the integrated BMW SIM card so no mobile phone is required.



REAL TIME TRAFFIC INFORMATION (optional).

Provides a precise account of current traffic situations in real time. The information is presented on the Navigation map by using a colour coding system indicating the flow of traffic. Road networks are divided into distances as short as 500m for superior accuracy and dependency. Information is automatically updated every 3 minutes allowing the driver to monitor whether the traffic situation is improving or worsening. The system also recommends for or against alternative routes based on the potential time saving benefits.



INFORMATION PLUS (optional).

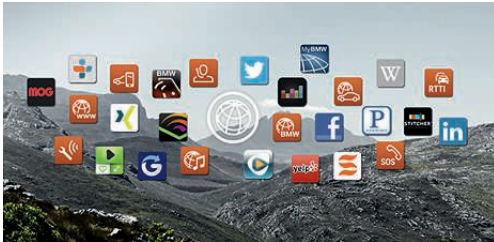
At the push of a button local information is available wherever you may be. The service connects you to a BMW operator who will be able to quickly access the information you need. So whether you are looking for a nearby hotel, restaurant or simply can't find your way then support is conveniently on hand. Information can be sent directly to your BMW so that addresses can be transferred to your Navigation system. Information Plus calls are made using the integrated BMW SIM card so there is no need for a mobile phone and you can use the service as much as you like at no additional cost.

BMW CONNECTED DRIVE SERVICES AND APPS.



REMOTE SERVICES (optional).

This service enables remote control of specific vehicle functions, which include Remote lock/unlock, Vehicle Finder (within a 1500m radius of the vehicle), Remote headlight flash, Google Local Search and address send-to-car. Services can be performed upon request to the BMW Customer Information Centre or via the My BMW Remote app, available for iPhone and Android users.



BMW APPS (optional).

As part of BMW Online Services, with BMW Apps users can download the free 'BMW Connected' iPhone application. This allows you to integrate a range of popular smartphone apps within your vehicle. Using the iDrive controller, you can select web radio stations from around the world, call up the latest status reports from your Facebook and Twitter accounts and view your iCalendar on the vehicle Control Display.



BMW ONLINE SERVICES (optional).

With the internet-based services from BMW Online you can conveniently keep up to date with the latest news and sports headlines from the comfort of your BMW. You can plan ahead with Google™ send-to-car and a detailed five-day weather forecast. Search for accurate location-based information in a live online database and stay in touch with your emails using the BMW Online Office. No mobile phone is required since access to information is via the integrated BMW SIM card, so you can use the services as much as you like at no additional cost.

BMW CONNECTED DRIVE DRIVER ASSISTANCE.

The comprehensive range of advanced driver assistance systems from BMW ConnectedDrive seamlessly integrate the driver into their immediate environment. Headlights, sensors, cameras and radars can combine to ensure the driver is fully informed about what is happening around them, delivering superior comfort and convenience as well as enhanced safety for both passengers and other road users.



DRIVING ASSISTANT (optional).

A tailored combination of camera-based driver assistance systems provide enhanced safety and reduce the risk of potential collisions, at both high and low speeds. Lane Departure Warning detects lane markings and alerts the driver with a vibration through the steering wheel should the vehicle unintentionally deviate from the lane of travel. Forward Collision Warning monitors vehicles ahead and warns the driver by an optical and acoustic alert if their approach could escalate into a rear-end collision, escalating to proactively engage braking for rapid reaction to potential vehicle collisions at higher speeds. The system also detects for pedestrians in urban driving situations and now includes Attentiveness Assistant.



ADAPTIVE HEADLIGHTS (optional).

BMW Adaptive Headlights combine with High-beam Assistant to provide optimum illumination of the road ahead without glaring on-coming traffic and other road users. A camera in the rear-view mirror detects vehicles and intelligently adapts the beam distribution depending on the traffic situation. Beam direction is controlled by vertical pivot-mounted Xenon Headlights and additional cornering lights located in the fog lights are activated in response to the direction indicators or corresponding steering wheel input.



REVERSING ASSIST CAMERA (optional).

Provides extra confidence in tight manoeuvres and when parking. A camera clearly shows the area directly behind the vehicle in the Control Display. Interactive guidelines help determine the trajectory of the manoeuvre and highlight whether the parking space selected is large enough.

BMW EfficientDynamics

Less emissions. More driving pleasure.

BMW has long been at the forefront of the automotive industry in pursuing efficient driving technologies as part of our multi-award winning sustainability strategy. BMW EfficientDynamics represents a comprehensive package of innovative technologies for reducing fuel consumption and emissions – whilst simultaneously increasing driving dynamics. Through these innovations the BMW Group has been able to reduce the CO₂ emissions of its entire fleet by approximately 30% since 1995. Currently, the majority of models produce less than 140g of CO₂ per kilometre and more than two million BMW vehicles have already been equipped with EfficientDynamics technologies. BMW intends to achieve a further 25% reduction in CO₂ per kilometre. For the benefit of the environment and the enjoyment of the driver.



99g CO₂/km TAKE EFFICIENCY TO THE NEXT LEVEL.

BMW 116d EfficientDynamics. This outstandingly efficient vehicle has an average fuel consumption of 74.3mpg (3.8l/100km), with CO₂ emissions of 99g per kilometre with manual transmission. Many special features make this model the efficiency champion of the series. A longer final drive ratio combined with an adjusted Optimum Shift Indicator reduces engine speeds – travelling at 62mph in 6th gear, the engine does just 1,600rpm. The car's aerodynamics, the tyres' rolling resistance and the entire powertrain benefit from fine-tuning as well. The suspension has been lowered by 10 millimetres, aerodynamically optimised wheel rims reduce air turbulence, and the engine output has been adapted. But in addition to its outstanding fuel economy, the BMW 116d EfficientDynamics model offers lots of sporting DNA – because a pure fuel-saver model without driving pleasure is unthinkable for BMW.

BMW 116d EfficientDynamics Business.

Also available for the BMW 1 Series Sports Hatch 5-door is the 116d EfficientDynamics Business model. This model has the same outstanding technical data as the 116d EfficientDynamics, but includes upgraded interior specification: Dakota leather upholstery, heated front seats and BMW Business Media package.

BMW EFFICIENT DYNAMICS – MAKING A LITTLE GO A LONG WAY.

Through tireless research, BMW is consistently producing innovations for the energy efficient mobility of the future. Like every BMW, the BMW 1 Series Sports Hatch incorporates many aspects of the multi-award-winning BMW EfficientDynamics technology as standard. These technologies interact perfectly to reduce fuel consumption and CO₂ emissions while maximising performance and dynamism. Less fuel, more driving pleasure – a paradox that BMW has resolved once and for all. For the benefit of the environment and the enjoyment of the driver.

THE BMW EFFICIENT DYNAMICS FEATURES IN THE BMW 1 SERIES SPORTS HATCH AT A GLANCE.

Auto Start-Stop (for six-speed manual transmission and eight-speed automatic transmission). Switches the engine off without affecting other functions whenever the car comes to a rest, at traffic lights for example, saving fuel and reducing emissions. The engine is restarted automatically within a fraction of a second.

BMW TwinPower Turbo technology. In the 114i, 116i, 118i, 125i and M135i petrol engines, this package of innovations combines a TwinScroll turbocharger with VALVETRONIC, Double-VANOS and High-precision direct injection. In the 114d, 116d, 116d EfficientDynamics, 118d, 120d and 125d diesel engines, Common-rail direct injection is combined with a turbocharger (two-stage turbocharger in the 125d) featuring Variable Vane Geometry. This significantly reduces the fuel consumption of the BMW TwinPower Turbo petrol and diesel engines – while noticeably increasing performance across all engine speeds.

Brake Energy Regeneration. The alternator disengages automatically when the battery is fully charged, only re-engaging when the battery needs charging. This reduces the demands on the engine, reducing fuel consumption and emissions. In addition, when the car is braking or coasting, the system automatically engages the alternator to charge the battery, recycling energy that would otherwise be wasted.

Electric power steering (EPS). In comparison with conventional hydraulic steering systems, the electric power steering support only uses energy as needed to assist steering. When a steering wheel is static, for example when driving on a straight road, the electric motor is inactive.

ECO PRO mode. This mode enables fuel consumption to be reduced by up to 20% depending on your individual driving style¹. For example, ECO PRO will advise the driver to accelerate less aggressively, the optional eight-speed Sport automatic transmission shifts even faster to higher gears and the automatic air conditioning is subject to energy-optimised setting.

Optimum Shift Indicator. Timely gear shifts are one of the most effective ways to save fuel. A small visual display on the vehicle's instrument panel shows the optimum gear for a more fuel-efficient driving style.

Eight-speed automatic transmission. The close spacing of gear ratios in the optional eight-speed automatic transmission with Steptronic enables maximum use of the optimum rev range, lowering fuel consumption and enhancing shift comfort. Furthermore, the BMW 1 Series Sports Hatch is the only vehicle in its class which offers the eight-speed automatic transmission as an option.

¹ According to an internal BMW fuel consumption study.