



A Business Opening Introducing the new BMW 1 Series Convertible



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Dear John,

I am pleased to bring you exclusive information on the new BMW 1 Series Convertible – a car that allows you to now present drivers with a complete offering of 1 Series products.

This new BMW 1 Series Convertible incorporates all the beneficial elements of the BMW 1 Series range already available to fleets: performance, style, strong running costs and the emissions-reducing EfficientDynamics technology as well as the distinctive and dynamic character of a convertible.

Fleets and the BMW 1 Series Convertible: Choice and increasing sophistication

With company car provision becoming more sophisticated and fleets increasingly offering convertibles, BMW's new 1 Series Convertible comes with a wide line-up of engines, a comprehensive choice of options and personalisation opportunities, innovations, alluring style and driving dynamics to satisfy any employee.

The New BMW 1 Series Convertible

Model description	OTR Price	Power output	0-62 mph	Fuel Consumption			P11d Value	BIK Tax Rating (%) (2007/08)	CO ₂ emissions	VED Band	VED Value
				Urban	Extra-urban	Combined					
				(£)	(hp)	(secs)					
120i ES	£24,055	170	8.4	31.7 (8.9)	54.3 (5.2)	42.8 (6.6)	£23,865	18	158	D	£140
120i SE	£25,205	170	8.4	31.7 (8.9)	54.3 (5.2)	42.8 (6.6)	£25,015	18	158	D	£140
125i SE	£26,195	218	6.8	24.1 (11.7)	47.1 (6.0)	34.9 (8.1)	£25,940	26	195	F	£205

Economy and style don't have to be exclusive

The 120i Convertible, for example, with its proven four cylinder petrol engine, produces 170bhp, giving it dynamic performance (a 0-62mph time of 8.4 seconds) while achieving combined fuel consumption of 42.8mpg and CO₂ emissions of 158g/km thanks to EfficientDynamics technology, meaning both you and your drivers can combine economy with style.

And while, as with any BMW, running costs will be typically competitive, the new 1 Series Convertible also allows your drivers to personalise their car, with a wide range of paint and roof colours, interior trims and upholstery, including, for the first time in this sector, sun reflective leather.

Low running costs, strong residuals, dynamism and design: The 1 Series Convertible is open for business. Find out more about how the new BMW 1 Series Convertible can work for your fleet by contacting BMW Corporate Sales on 0870 777 113, or email corporatesales@bmw.co.uk. Alternatively, your preferred BMW Dealership will be pleased to answer your questions.

Yours sincerely,

Chris Brownridge
Corporate Operations Manager



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