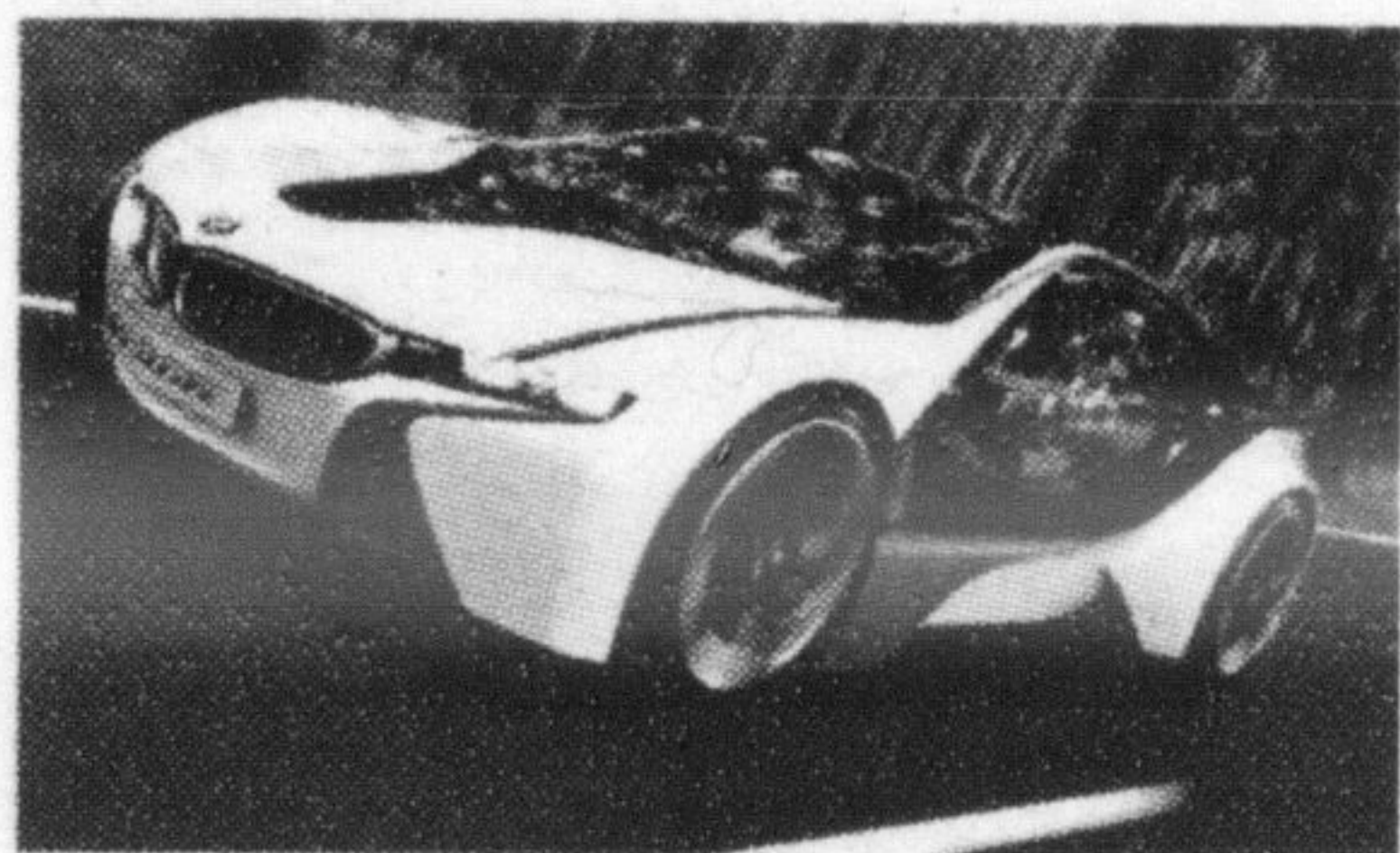


## BMW offers shoppers a full range of fuel-saving choices

If you're like most folks entering the new premium car market, chances are you're at least considering a new fuel-saving technology or alternative fuel-powered model. If that's the case, chances are you've also noticed that some automakers seem focused more closely on certain fuel-saving vehicles than others. Is a clean diesel right for you? What about a hybrid? Or maybe, you're better with a modern and super-efficient version of the traditional gas engine.



**ABOVE:** BMW Vision EfficientDynamics Concept Car - a full-hybrid, powered by a three-cylinder turbodiesel and two electric motors. Overall system output is 356 hp, maximum torque and 590 lb-ft.

Point is, there are plenty of options available-- though many automakers would have you believe the one they happen to sell is the best. Of course, there is no 'best' answer when it comes to reducing fuel usage and emissions. Electric, gasoline, diesel and hybrid power all have their benefits-- but they've all got their downsides, too.

"It's too early to pick winners," says Tom Baloga, BMW Group's VP of engineering. "We caution regulators and lawmakers to not pick winners and losers- and expect that there should be a mix available to let consumers decide" he says.

That's just what BMW is doing. In addition to offering both advanced diesel and hybrid powered models today, they're also developing both electric and hydrogen-powered vehicles for the future. By embracing a philosophy of giving consumers the choice, BMW ensures its customers can pursue energy independence in any manner they like.

Whatever the choice, Baloga stresses that customers will always get a BMW at the end of the day. "Our absolute criteria is delivering the ultimate driving experience. Customers buying a BMW with better mileage, reduced emissions and improved comfort will always get the ultimate driving experience, which defines BMW's Efficient Dynamics philosophy".



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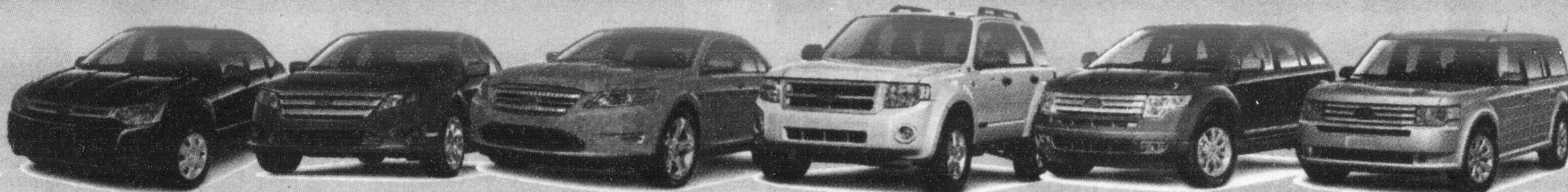
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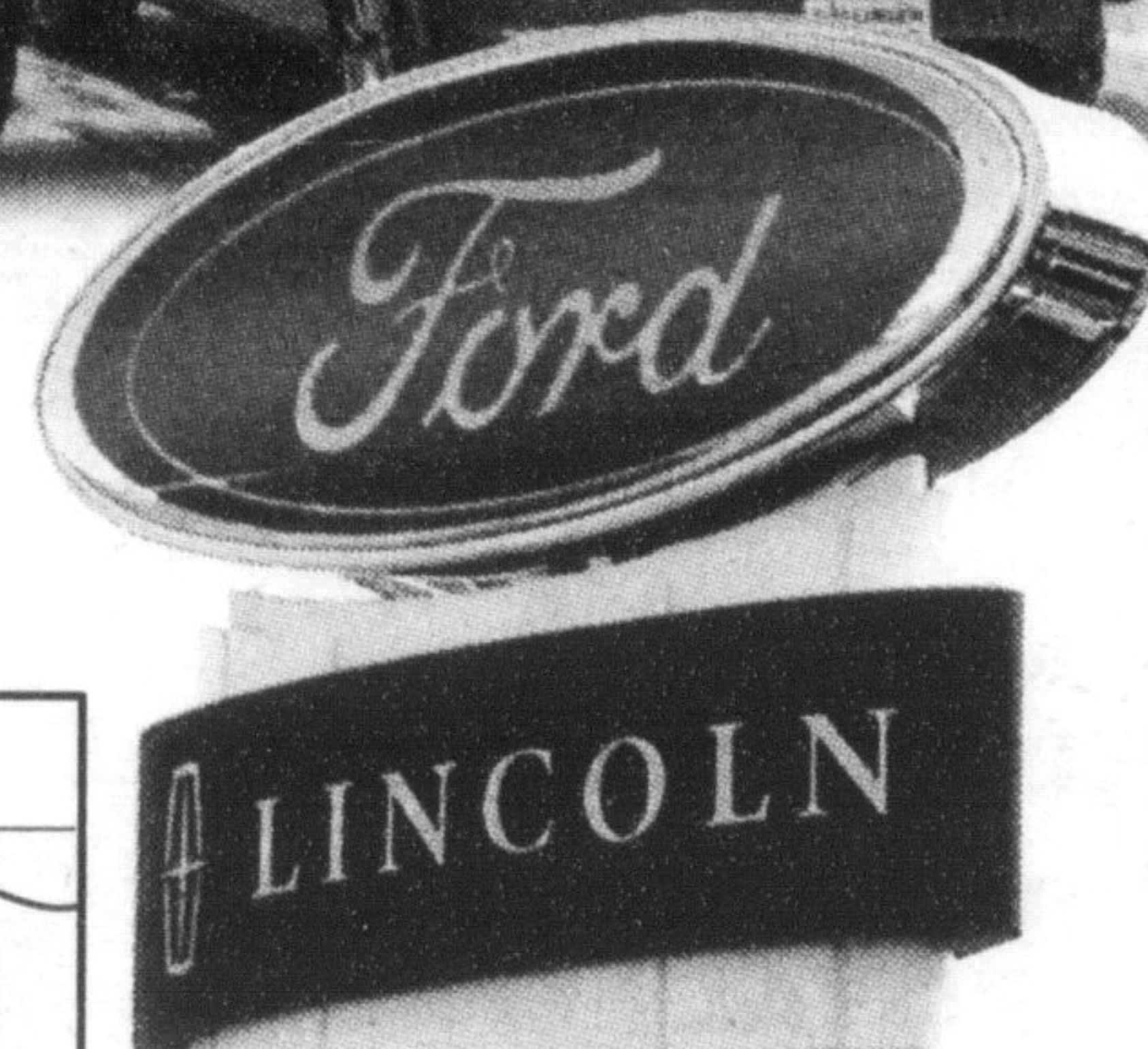
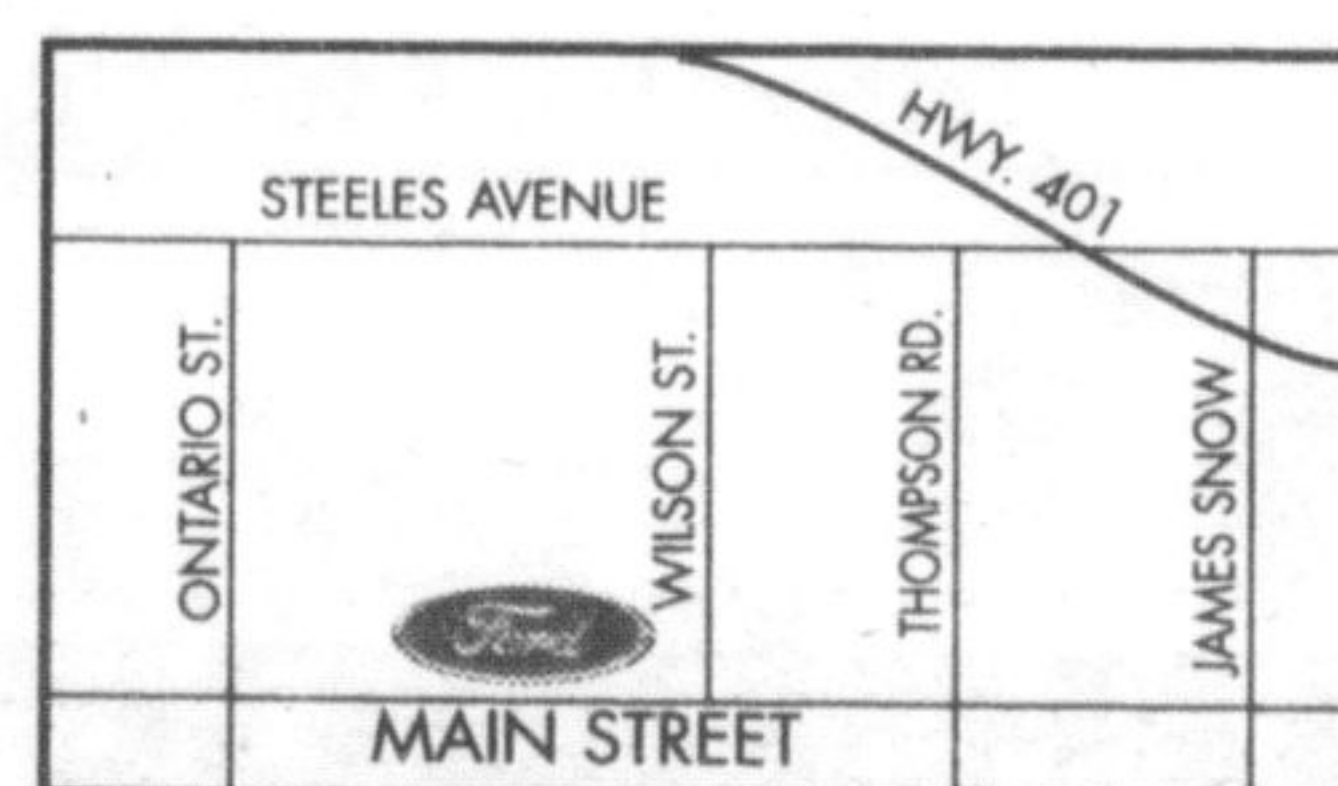
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