

# BMW family ready to grow

The all-new small BMW model series will be called 1 Series and a successor to the big 6 Series Coupe will enter the market at some time within the next few years.

Prof. Joachim Milberg, CEO of BMW AG, made the two announcements just prior to the opening of the Geneva Motor Show.

The new BMW model series, which is being designed according to schedule, will occupy a position between the BMW 3 Series and the MINI and will introduce all BMW virtues into the upper end of the lower

midrange segment.

Rear-wheel drive, excellent handling as well as prime quality will provide for an outstanding "driving pleasure". The 1 Series is to be launched in 2004.

"The new small BMW model series will be fully integrated into BMW's nomenclature and accordingly it will be given the number one within BMW's entire product range, not in a very spectacular way but most consistently though," Professor Milberg declared.

The model-related decision on the continuation of the 6 Series will satisfy the customers'

undaunted demand for a big BMW sport coupe.

"On the one hand the BMW 6 Series Coupe will be very prestigious, and on the other hand it will embody the sportiness that is typical for BMW cars. We also plan to put on the market an open-top version of this vehicle," the CEO of BMW AG promised.

Between 1976 and 1989 the first 6 Series Coupe was exclusively equipped with straight 6-cylinder engines. At that time the 6 Series Coupe was the epitome of sportiness and elegance. This car served as a model for

racing cars and it proved on the racetrack its enormous potential when it comes to sportiness.

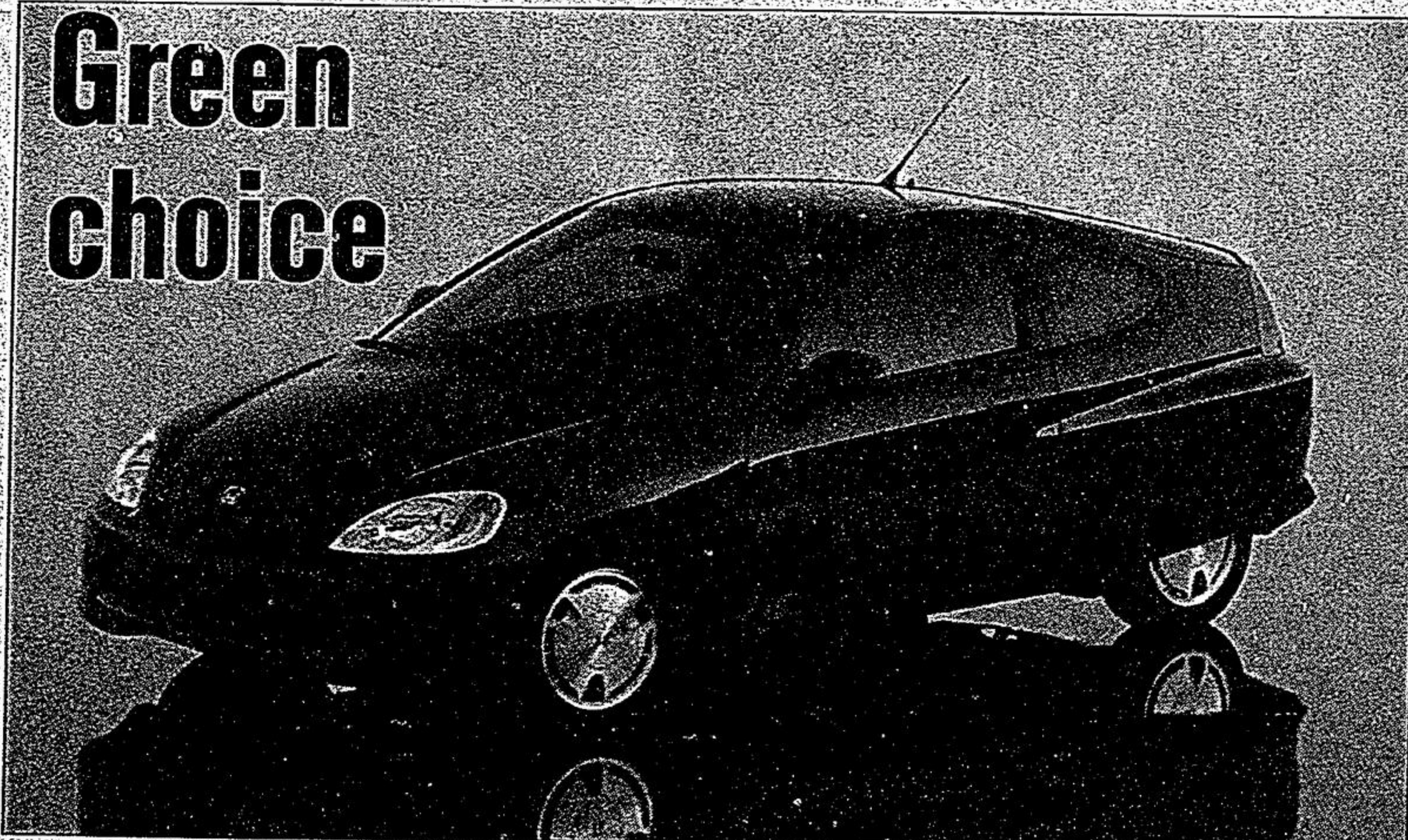
In 1990, the exclusive 8 Series, the production of which was discontinued two years ago, had taken the place of the 6 Series.

The BMW engineers have already started to design the future 6 Series Coupe. "The BMW Group is an automobile manufacturer that follows a clear course and shows ongoing success pursuing a logical and comprehensible premium brand strategy. This strategy is convincing and takes into account all foreseeable trends, potential for growth and changes in demand," Professor Milberg said.

As proof of the direction of this strategy Milberg referred to the economic success of the company in fiscal 2000. With a turnover amounting to Euro 35.36 billion (an increase by 2.8% over the previous year) the BMW Group achieved a record-breaking result. The BMW brand showed an increase of about 20% percent, which means that the turnover lacking from Rover and Land Rover has been overcompensated for.

"The positive turnover trend enjoyed by the BMW Group serves as a basis for an excellent operative result. In the previous year we even surpassed the record figures achieved in 1997, which has so far been the best result in the company's history. We will also achieve a better return on turnover than in 1997," Milberg said.

## Green choice



## Honda Insight cited for its environmental friendliness

The American Council for an Energy Efficient Economy (ACEEE) has recognized the Honda Insight as the number one gasoline-powered performer in its annual "Green Book: The Environmental Guide to Cars and Trucks — Model Year 2001".

The Insight and the natural gas powered Civic GX tied for the top spot. In addition, the Civic GX grabbed the best vehicle in class award being cited as a "Greener Choice".

The "Greener Choices" rating system gives each 2001 model year vehicle a score based on tailpipe emissions and fuel economy, and the pollutants that are emitted during a vehicle's manufacturing process. The Insight received a Green Score of 52, the highest on the list. Fuel Economy is a key factor in ACEEE's rankings, and the Insight's 61 city/68 highway EPA ratings are the best in the industry.

The Honda Insight was introduced in 1999 as the first gasoline-electric hybrid on sale in North America. The Ultra-Low Emission Insight features Honda's Integrated Motor-Assist system — a 1.0-litre, 3-cylinder gasoline engine combined with a lightweight and compact 144-volt electric motor.

The Insight does not require an outside source of electric power — it never needs to be plugged in.

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