



## Saloon So Good

Spring 2008 brings a number of exciting new model launches to Elms Bedford. The eagerly awaited new BMW M3 Saloon will arrive in our showroom in March. This powerful saloon, with racetrack performance and athletic, functional design is enough to bring the child out in all of us. The new BMW 1 Series Convertible arriving in April will complete the dynamic 1 Series family. A stunning car that offers a truly involving, open-air driving experience. The new BMW X6 Sports Activity Coupé heralds the dawn of a new era in motoring. Never before have the elegant flowing lines of a coupé been combined with the powerful presence of a four-wheel-drive model. The BMW X6 launches in May.

In addition to the new model launches there will also be a range of BMW innovations taking centre stage this year. ConnectedDrive, BMW's ground-breaking safety and assistance telematics service, is expected to be supplied on 30,000 new BMW cars in the UK in 2008, bringing added peace-of-mind and convenience to drivers.

EfficientDynamics, BMW's latest philosophy, aimed at increasing engine power while reducing fuel consumption and emissions will continue to dominate in 2008. Some of the EfficientDynamics technologies include Reduced Rolling Resistance Tyres, Auto Stop-Start, Optimum Shift Indicator and Lightweight Engineering.

**If you would like more information on the above mentioned models or if you are getting ready for the licence plate change in March give Elms Bedford a call on 0800 970 9207 or visit [www.elmsbmw.co.uk](http://www.elmsbmw.co.uk).**



BMW  
EfficientDynamics



The Ultimate  
Driving Machine

BMW EfficientDynamics.

**Complimentary Service and Maintenance Package on all models featuring BMW EfficientDynamics.  
Available on all models delivered in March.\***

**New 08 plate registrations available from March.**

**More power per drop.**

BMW EfficientDynamics deliver an increase in performance together with reduced CO<sub>2</sub> emissions. And with the road fund licence at only £35 a year on the BMW 118d Model, your pocket wins as well as the environment.

**Key BMW EfficientDynamics benefits.**



Greater performance



Reduced fuel consumption



Lower CO<sub>2</sub> emissions



Lower VED/BIK tax

**To find out more about BMW EfficientDynamics and new plate registrations contact your nearest dealership today.**

**Elms Cambridge**

176-178 Cambridge Road  
Great Shelford, Cambridge CB22 5RY  
0800 511 8062

**Elms Bedford**

Clifton Parc, Caxton Road  
Bedford MK41 0GL  
0800 970 9207

**Elms Stansted**

Stansted Road, Bishop's Stortford  
Hertfordshire CM23 2BT  
0800 511 8074

**[www.elmsbmw.co.uk](http://www.elmsbmw.co.uk)**

\*Service & Maintenance is for 3 years. Only for cars ordered, registered and delivered to customers by Monday 31 March 2008. Offer not to be used in conjunction with any other offer. Subject to availability. Offer excludes M models and X5.