



# BMW 1 Series Pre-Launch Consumer Survey

March 7, 2008

**PREPARED BY**

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# BMW 1 SERIES – US CONSUMER SURVEY

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## Survey Overview

The survey was conducted by the [Pasch Consulting Group](#) (PCG), automotive marketing and search optimization consultants to the automobile industry. The survey participants were consumers across the United States who had registered for BMW 1 Series information on one of two websites designed by PCG. The two websites collecting email addresses since June 2007 were [www.bmw128i.com](http://www.bmw128i.com) and [www.bmw135i.net](http://www.bmw135i.net)

The survey was emailed on February 28, 2008 and data collection ended on March 7, 2008. A total of 667 unique consumers participated in the survey. Restrictions were placed on the data collection tool to allow only one submission per computer IP address. The survey was not open to the public and was not placed on any website for voting. Only consumers who elected to provide their email address since June 2007 were included. The list was 100% opt-in and comprised of consumers interested in learning more about the BMW 1 series cars.

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## BMW 1 Series Survey Results

### 1. Are you still in the market to buy a BMW 1 Series Car?

Response:	<b>58%</b>	Yes
	42%	No

### 2. If you are NOT in the market anymore for a BMW 1 Series, what changed your mind?

Response:	<b>47.6 %</b>	The list prices made the car too expensive
	19.9%	At current list pricing, I plan to buy a 3-Series instead
	4.8%	I could not wait for delivery so I purchased another car
	1.8%	Without advance lease prices I started to look elsewhere
	25.9%	Other

### 3. If you ARE in the market for a 1 Series, have you placed a firm pre-order for a 128i or 135i with a local BMW dealer.

414 Responses:	<b>87.4 %</b>	No
	12.6%	Yes

### 4. If you placed a FIRM PRE-ORDER with a dealer, what made you pre-order the car?

78 Responses:	26.9 %	I wanted to be one of the first people to own one
	10.2%	I saw the car at a show and loved it
	<b>34.6%</b>	I saw photos of the car and loved it
	28.2%	Other

### 5. If you PRE-ORDERED YOUR CAR, which model did you select?

89 Responses:	16.8 %	128i Coupe
	<b>74.2%</b>	<b>135i Coupe</b>
	3.4%	128i Convertible
	5.6%	135i Convertible

### 6. If you DID NOT PRE-ORDER, which model are you most likely to test drive or most interested in purchasing?

351 Responses:	19.7 %	128i Coupe
	<b>59.5%</b>	<b>135i Coupe</b>
	7.7%	128i Convertible
	13.1%	135i Convertible

### 7. If you DID NOT place a pre-order, what is the single biggest factor that held you back from pre-ordering a BMW 1 Series car?

437 Responses:	<b>56.2%</b>	I wanted to see and test drive the car before ordering
	18.3%	I want to know the exact lease pricing before ordering
	11.7%	Depending on lease pricing I may buy a BMW 3-Series
	13.8%	Other

**8. If the initial BMW 1 Series car lease programs in March make a comparable 3-Series less expensive, what will you do?**

371 Responses:	31.5%	Buy the 1-Series anyway
	<b>39.3%</b>	Buy the 3-Series
	14.1%	Buy a car from another manufacturer
	15.1%	Other

**9. What is the top car you considering to purchase OTHER THAN a 128i or 135i car? In the comments box, place the model number of the car you consider a buying.**

382 Responses:	<b>22.8%</b>	Audi
	12.3%	Infiniti
	11.3%	Mercedes
	8.9%	Lexus
	7.3%	Porsche
	5.5%	Acura
	5.5%	Another BMW Model
	2.9%	Cadillac
	2.6%	Subaru
	2.6%	VW
	2.1%	MINI
	1.6%	Mitsubishi
	1.6%	Honda
	1.3%	Ford
	<1%	Chevrolet, Jaguar, Pontiac, Other

## 10. If you wanted to deliver a message to BMW USA on the 1 Series launch, what would it be?

This question was an open ended response with the ability to say whatever the consumer wanted to share. We have included most of the responses with a few being deleted because of inappropriate language or inflammatory statements. Spelling errors are inherent in some responses.

The opinions expressed are those of the participants and not necessarily shared by Pasch Consulting Group. The consumer's responses will evoke emotional responses from readers of this survey. A number of "themes" seem to be very evident after reading these 400+ responses. We hope you enjoy the reading the feedback from across the USA. The responses are roughly sorted alphabetically.

**A summary has been included on the last page of this report.**

- "After finding out the 1 Series pricing, I cancelled my order. I just turned in my 2006 325i lease today (2/28) and my former 3 Series lease price was cheaper than the new 1 Series price.
- "As a former owner of a 2002 I've anxiously awaited the introduction of the 1 series since I read about it close to a year ago. Most of the auto magazines predicted a mid to high 20 thousand base price. Imagine my disappointment in finding out the actual bases. Instead of an Ultimate Driving Machine for the average guy, we have a higher priced 3 with the 1 taking the low to mid 30 range position. Thanks a lot..
- "BMW should start with a lower price and then slowly increase it like Japanese, especially in current economic situation."
- "Come on guys! 135 should base sticker no more than \$30K. You're simply attempting to xxx the public!"
- "Congratulations on building a promising drivers car. Wish the price was a little lower and there was a special designation on the interior that this is ""Year One of the 1""
- "Disappointed that due to the fluctuations between the \$ and the Euro, the price has come in significantly higher than first estimated for the car.
- "Great car that 128i is going to be. It looks like my 1990 325is. I just hope it feels and drives the same. Good job, BMW"
- "I believe the 128 and 138 are overpriced. I guess I will have to go to Audi.
- "I can't imagine buying this car if the price and gas mileage are near a 3 series. The exception would be if the gas mileage was exceptionally better.
- "I haven't seen or driven the car in person yet, but the pricing seems too close to the 3-series.

- "I plan to buy a Pontiac G8 GT because I'm getting more HP for my money. You had me sold when the price was at \$30,000 but fully loaded you are looking at \$40,000. I'll take my Pontiac G8 GT and just as much fun. Jeff"
- "I started researching the 1 Series in July of 2007. I loved the styling, the colors, just about everything in it. When I heard speculations on forums for the price I planned on leasing one right away. Then when the official pricing was released for both models as well as the packaging, I was very disappointed. It's a very small car and it's quickness doesn't justify the price.
- "I was hopeful that prices would start at under \$30,000 (for the 128) and that the 135 would be available starting around \$33,500 - as was speculated by all the mainstream U.S. automotive magazines.
- "I was hoping the 128i and 135i would be less expensive than they are, especially compared to the 3-series. I would buy a "0-Series" if it was about \$5,000 less than the 1-Series.
- "I was sold on the 135i and was so close to ordering one, until I started looking at the 335i. Only a little bit more money for a bigger and better looking car. I have one suggestion to BMW M, In 2009 when the M3 convertible comes out, is this going to be a regular soft top or a hard top vert like the 335i. I would love to see it in a hard top convertible!!!!!!!!!!!! Thanks"
- "I would like to see accurate, large color samples.
- "I would order an immediate delivery for a diesel engine BMW Series 135i Cabriolet if it was available.
- "Is it the devaluation of the U.S. dollar and unfavorable dollar/euro exchange rate that led to the price of the 128i to be so expensive?"
- "Make sure that the price is good. It needs to be low enough to not consider the 3 series, or I will have to bump it up. I am really trying to stay in the smaller car market with a lot of power. Also do not cheapen the interior.
- "On paper, BMW looks to have a winner with the 135i. It could fill a niche that was vacated by the 2002 and is currently not available in the BMW product mix; or by other manufactures for that matter.
- "Options on the 1 series are too expensive.
- "Please allow us to order a car with the sport seats without having to order the sport package. I have always had the sport seats and like them for their extra thigh support.
- "Simple....the 128i seems like an afterthought- an orphan eventually destined to be a dealer loaner car.
- "The car is just too expensive. Also, older prospective buyers couldn't care less about the excessive needless equipment on these cars.
- "The car is too heavy and close in price to the 3-series.

- "The price of the 1 series needs to be lower. When I saw the 1 series at the Cincinnati Auto Show I was happy that I had not pre-ordered one. The gap in pricing between the 135i and the 335i would not swing me to the 135i. I feel the 135i needs to be lowered. If, on the other hand, the 335i were priced higher to open the gap I would be in a Lexus.
- "Too heavy and price to close to 3 series.
- "Too much money!!
- "Why does the 135 not have a limited slip differential? I thought you guys built drivers cars... Incidentally, if your answer to that question is it has traction control or we only put that in the M cars, you guys are pathetic.
- "Why is the range of models so limited!?"
- "Without the M-aerodynamic lip, the 1-series leaves much to be desired aesthetically. The 135i looks beautiful, but is too expensive (I would rather buy a 3-series). The 128i should also have the M-aerodynamic lip standard.
- \$400 for iPod/USB adapter? Electronics is very cheap these days !"
- \$475 for metallic paint? Infiniti does not charge extra for metallic paint !
- A bit overpriced for entry level.
- A power outlet for radar detectors located at the rear view."
- A real limited slip differential would have been a real plus
- Add more standard features to the list price. I would rather have a basic 335ix than a fully-optioned 135i.
- Add the convertible "configurator" to the BMW build site
- Adding options brings the price up too quickly.
- After I "Built my BMW"; I made a Firm preorder (includes a pre-order fee) with the local BMW dealer over a month ago and I still have not gotten a VIN or production number. It makes me wonder?
- Again, too heavy and too expensive. I want a 1-series hatch and a diesel.
- All the best in your U.S. Sales efforts."
- Allow dealers to sell 1 series ED like the other models, as a separate unit, not a unit from the dealers' allocation.
- Also, I would love to see turbo-diesel come to the 1-series, not just the 335d."
- Although I have preordered a 135i, I will not hesitate to cancel if lease rates make this model more expensive than a comparably equipped 3 series. I like this car a lot, but it is heavier than I expected and over-priced, in my opinion. It is basically a smaller 3 series, as far as I can tell. Now, the wonderful engine may make me forget about the weight problem, but not the bad lease rates, if, in fact, that becomes the "real" problem. Unstable economy, climbing gas prices mandate scrutiny.
- And for the 128i to be introduced with very steep financing makes me feel like BMW is customer gouging."

- As a BMW owner I must admit that I'm miffed that BMW can thumb their nose at the rest of the world. Although BMW makes great automobiles and we love our BMW, we also understand our responsibility to the environment. BMW had the opportunity to produce a great automobile with the introduction of the 128i and 135i that the society could embrace. BMW needs to step up and be a world leader WRT the environment - Wake up BMW...
- As a young couple who may be adding to their family soon, the extra space provided by the 3-series seems to outweigh the minimal price difference."
- At the current price I could buy a 3 series. I could buy a certified pre-owned 335 for less.
- Availability and pricing will greatly increase the launch success. A killer lease deal is the key!
- Awesome car!!!! I will own one in the future. Personally, my real estate investment company has a seller who is liquidating her entire portfolio so I have to take advantage of this opportunity.
- Base price is too high. You can purchase a 3 series for about the same \$\$.
- Base prices are too high for the 128i. I can get an AUDI A3 for a more competitive price.
- Be careful how you price these cars. If indeed you want to spawn a 2002 revolution, you'll certainly want to make them more affordable. All power, all performance and all about driving, that's all we really want, forget the fluff.
- Beautiful piece of art but it comes with a Van Gogh price tag. Have to go with a pre-owned 3 series 335 for the price.
- Been waiting for two years for the 1 series to come out as an affordable BMW..."
- Better coordination of delivery date information with dealer
- BMW took too long to launch it
- BMW USA forgot that not only BMW enthusiasts wanted a difference in size from the 3-series but also in price.
- Bring a 4 cylinder turbo charged or Diesel Turbo
- Bring back the hatchback. Used to own a 318ti, X5 and 323ic.
- Bring the diesel
- BRING THE DIESEL VERSION HERE!!!!!!
- Bring the hatch over in the 130 and I might be buying.
- Bring the models in earlier...
- Bring the price down a couple grand!
- By the time the 1 series is optioned out, you could purchase a 3 series with less options for the same price.
- By the time you add all the options the car gets too expensive. At that point I can go to a competitor and get a loaded car for under \$35k. It's a 1 series it shouldn't be real expensive.

- Caution with the lease prices. Baby Beemer should stay reachable. High prices will cannibalize 3ers and dilute the brand.
- Congratulations - very nice car. Don't get in a hurry to jack up the list price every year until it is also unaffordable.
- Congratulations! Great car from what I can see, and am looking forward to seeing and driving one personally. When the economy stabilizes, I will be trading my 2000 323ci for one.
- Consider lowering the pricing on the 1-series, and many potential purchasers such as myself will become definite purchasers. But because it is so expensive many of us are turning to other brands for a similar car, such as Mitsubishi Lancer or Altima Coupe, which are far cheaper. I myself will wait a bit for any price changes on the 1-series, and if not I will head to a Volvo dealership.
- Considering the 1 Series holds a numerical value of 1, and the 3 Series holds a numerical value of a 3. The prices better be lower for a 1. Even though, I'm aware that they are going to be fairly equal when they first come available. Poop.
- Considering the increase in gas prices and the popularity of diesel cars in Europe and their fuel economy, I find it disappointing that BMW has not introduced a diesel option for this series in North America.
- Cost down performance up
- Dealers will try to get close to list price, the '3' is discounted, what is the point??"
- Diesel hatchback! High torque, stick shift, 35mpg plus, fun to drive and a hatch back! Period, end of story...I will buy it. Bring it!
- Disappointed that the price came in higher than first thought
- Do something special for the people that have been patiently waiting for 6-8 months for their cars. Even if it's a special track day for them or something. we committed to buying without seeing or driving and have put off buying a car for a while in anticipation, I understand that's part of a launch like this, but it I think it would really mean a lot to the year 1 of 1 owners to have a special event like that. Especially if it is made affordable."
- Don't make the price so high it kills the hype.
- Don't be afraid! Don't get greedy with this car. Don't load them up from the factory or at the dealership. This car has been written up as a "BUY" in all the car magazines. Don't kill it?
- Don't price it too close to a 3
- Don't try to artificially create demand and don't screw the customer over.
- Drop the price for what the car actually is. It's not worth over \$25,000
- Drop the prices, make interesting 0% APR programs.
- Educate your dealers better. They have no clue.

- Ensure separation between the 1 and 3 series in pricing and content. Otherwise, you run the risk of what occurred in the motorcycle market in the 90s - the 400cc sport bikes were so close in price to the 600cc models that no one bought the 400cc bikes and they were pulled from the US market. A similar story with the 914-6 and the 911T.
- EXCELLENT JOB!!! This car looks great and I can't wait to get mine!
- Fantastic concept. I'm looking forward to a test drive and if the car lives up to the hype I'll place my order. Is it too late to make the 135i 300 pounds lighter and \$3,000 less expensive?
- Finally arrive
- Finally! Something that goes back to your roots!!
- flood the market with em
- For a 1 series, it's the same price as a 3-series... why would I buy a 1! Better off just getting a 3.
- For the price the 1 series is listed at...you can buy a 3 series. I think that is ridiculous.
- Forget retro....you are supposed to be an innovative car company. Design vehicles with current technology. Look to the future NOT the past. Recognize that Honda, Infinity, Lexus, offer greater value than you do....adjust accordingly. I've owned two BMW's (one picked up @ factory), been a BMW of America member for a decade so I was an enthusiast. Today I own an Infinity G35 Coupe and my wife an Acura TL-S because they are bullet proof and offer better value....WAKE UP & SPELL THE ROAD PAVEMENT!!!
- From what I have seen the price difference between the 1 Series and the 3 Series is just too small. Too bad. I previously bought a Z3 and loved it for 10 years. I was hopeful I could experience that again but with the prices I have seen that just won't happen. \$32k+ for a car the size of a Honda Civic coupe is too much.
- From what I've seen so far, it looks like the options packages are a little over-priced, especially the ones involving the sound system.
- Gentlemen start your engines!!!!
- Get better ship captains? But seriously, the car should have been made lighter, as it stands, its' almost the same weight as a three series, which has been reviewed has having better steering geometrics anyway? So, does the new 1 really bring memories of that spectacular, extremely light 2002? The Jury is still out.
- Get me behind the wheel now.
- Get the 135i Convertible here NOW! :)
- Get the cars in the hands of enthusiasts sooner.
- Get the cars to the US!
- Get with it - and reconsider the pricing. Consider the economy.
- Give me the option to buy the diesel version. Or it might be a deal breaker when the car comes out depending on the price of gas. Thanks, Jeff

- Give us a high performance, driving oriented AWD Series 1, 3, etc.
- Give us all the information relative to price/lease/terms/incentives/etc and don't just make us drool!
- Goes greener in the future as my one year forecast has oil price going to \$128.00 barrel resulting in over \$4.00/gal at the pump. I am very disappointed in that no existing better Diesel models make it here to US. Makes no sense to me. Let's go, set the trend BMW, and get that 56mpg over here now not later!
- Good Job and excellent car, especially 135.
- Good job. Can't wait to drive one.
- Good luck
- Good luck
- Good luck! It looks pretty good.
- Good work bringing the company back to its roots; this car appears to be a pure drivers car at heart. As usual all the BMW luxuries come with it, but that is just a nice bonus for someone who enjoys the pure exhilaration of driving as much as I do.
- Great car the lines look awesome, only problem is price point. I hear all this great talk for months and months then you come out with a price which I think is too high for a 1 series. Look at the price and then look at the three series price
- Great car, not so great price. Because of how close the price is to the 3 series. Only enthusiasts will really be interested. I'm an enthusiast :)
- Great car. However I expected the 1 series to be brought to the US years ago.
- Great Job!
- Hard to believe it's about 2K less than a 335i with the same options. I think you overshot your target market. I'm 28 and looking to be a BMW customer, but at \$46K with the options I want, I can get an Infiniti G37 fully loaded for \$41K. I don't quite get it.
- Have a mechanical limited slip differential available.
- Hi...I love the car but the price is too much for the 135 series fully loaded. At that price I would prefer the 335.
- Hold the cost down, it is a smaller car and an entry car.
- Hope to see the cars released in time for delivery 3/22 (mine's still hostage in NJ). In the long run, could have built up better good will with many new customers with a more attractive initial lease program. I may lease it anyway, but will likely use leasecompare.com or Autoflex & then BMW loses out on the financing. And earlier availability of launch cars would have made me more comfortable- still might not buy if it doesn't look or drive as I expect.
- Hopefully the lease offers will be more competitive with the other comparably priced vehicles on the market.
- How about an all wheel drive version of the 135i? 135xi????

- Hurry up! Hurry up! Hurry up! Our car is due in the last week of April, I hope it gets here on time so we can show it off at Bimmerfest on May 8th. Hurry up!!
- I am excited for this car to come out, it looks great! but at the weight and price, I just can't see why I'd buy this over a 3 series. Even a mini at this point.
- I am looking for a 1-series at MSRP.
- I am very excited to actually see and test drive this car. I previously owned a 323i and like to smaller body style. Is it possible to find out what dealerships in my area are getting 1-series cars and the specifications of them? I am located in Oregon I believe BMWs are overpriced. They are excellent cars but the competition is fierce, especially from Audi.
- I believe that if the 1 series is truly targeted in a lower market and to make an entry level BMW, the pricing soon be a few thousand dollars lower.
- I believe that the price should be substantially lower than the 3 Series for the car to be more attractive to purchase.
- I bought a new BMW 2002 in 1976, pastel blue, blue interior, from Markel Ford/BMW, in Omaha, NE. Loved it. The 1 series needs to match it in excitement and value. If not, there are plenty of great cars to buy.
- I bought a very low mileage 335i (5K) for less than the 135i new with the same features. If the 135i were available in a hatchback in the US it might have attracted a different audience and not been as much direct competition. Either way, BMW got my money in the end.
- I could not wait for delivery so I leased a 335i 5 months ago. Had I not done this, my survey answer would have been "At current list pricing, I plan to buy a 3-Series instead". The 135i is so close to the 335i price that I would not have purchased it unless I felt a significant difference in performance.
- I didn't want a 3 Series. I wanted a 1 Series so I could stand out on the road. I'm not sure what I'll get now."
- I feel cheated as all "chatter" prior to the release suggested a lower list price. All the hype came to an anti-climactic ending when the price was dropped.
- I feel if the 1 series were to be price around \$25,000 for 128i and \$29,000 for the 135i this car would of been a great success
- I had a deposit at the local dealer until I got the prices. I would have bought the car for the 32,xxx that I heard originally. Stories about the turbo engine overheating scared me also.
- I have a 1990 325iC convertible with 178,000 miles. It still drives like new. I take good care of it, and it takes good care of me. Thank you for building a BMW car that gives me feelings of confidence in its safety, quality and performance. Everyone at the local BMW dealership makes me feel like part of the family."

- I have been more aware of this launch than any other new car. Good job. Too bad I could not wait for a 135i. Instead I bought an e46 M3 with only 9,000 miles on it.
- I have been SHOCKED by the official sticker prices! For the same money as a base 128i, I can purchase a more powerful, better equipped, roomier, and (arguably) better-looking
- I hope the overheating of the N54 engine is going to be fixed. I read that many 335i owners' cars run hot. I hope the 135i is all I think it will be. Reliability is #1 concern, and then a fun car is #2. I have NEVER owned a German car and am very nervous about problems/service.
- I imagined the 128 as a competitor to the GTI/Audi A4 - this is far from it. It's too heavy and too expensive."
- I just hope that the cars won't be sold over MSRP, because I feel that the 1 series is more of a college-kid car, which is why I am interested in it, and if it were to become too expensive, it'd lose its appeal.
- I like the rag top on the convertible and not the hard top. I was hoping the 1 series convertible would be more affordable instead of just moving the 3 series up so far in price and then bringing in a 1 series car convertible at too high a price. Now to be honest i want the leather and all the options.
- I love my 325i."
- I love the car and would like BMW dealer in Laval, Quebec to call me in the best delays, so I can place an order.
- I made a car on BMW USA and send it to the dealer a few weeks ago and I don't receive a respond from the dealer.
- I need to at least sit in a car before I can consider buying it. Also, I will not buy a 2008 car midyear because the 2009 cars will be coming out in a few months. If the 1 series is not available at the end of this year or at least by January 2009 I will probably buy a different car.
- I realize the weak US dollar is a problem but I have time to wait and see what happens with the exchange rate. My current cars will suffice for several years.
- I really liked this car, but the price is not worth it
- I really would like a hardtop convertible but not pay more than 30,000.00. My first choice is a SLK 280 Mercedes convertible. My second choice is a Mazda MX-5 (convertible) with an automatic hardtop retractable roof. These are the other reasons I would have to see and test drive the BMW 128i convertible. I have already done that with the two models above and they are on opposite ends of the convertible spectrum and I love both. I want a sporty, adorable, and reasonably priced convertible.
- I still want a serious Driving Machine! Thank you."
- I think I like the Cashmere, but I am afraid to order the color without seeing it."

- I think it looks like a great car, and on paper it will probably be a great car and very drivable like most BMW's. I saw the car up close at a car show and I liked it much better than the 3 series or 5 series, but it is a little pricey. At the price point there are a lot of other car brands that offer great cars, particularly some of the other European auto makers. I think it is farfetched, but I would like to see a 135i or possibly add AWD to the tii version if it is ever released
- I think it's a great idea to put the same engine that is in the 335i into a smaller chassis like the 135i. I have many friends who bought the 335i just for the engine. If they waited a little bit longer, they would have that as well as a few grand still left in their pocket. Can't go wrong there.
- I think the best model for the USA market is the 120i Hatchback.
- I think this is a really great car, but I liked the 3 better for me. I think a lot of people will love the 1. I'd drop the 135 and just offer that engine on the 3.
- I think you overpriced the BMW 1 series and could have had a bigger market share if it wasn't for the bottom line. You just lost a possible customer to a little bit of greed.
- I understand that BMW wants to price it right above the Mini Cooper, but with options that car is priced out of its league.
- I want a diesel, or lower pricing for gas
- I want my car sooner! :) It's on order but I wish it had a hard top convertible.
- I was dead set on ordering a new 135i as my next car seeing that my current lease is up in April. Great timing. However, my interest declined dramatically when i saw the outrageous list prices for the 1 series models. I would highly suggest restructuring the pricing on these vehicles to attract the market demographic that BMW would gain if their prices on the 1 series were much closer to 29-30G. Maybe an incredibly strong lease program with 65% residuals would have the same effect.
- I was looking at a 128 convertible and I think the car is great but the rear window is way too small - that was a deal breaker for me. Also I think the pricing is a little on the high side. For me to get it I would have had to trade in my AWD daily driver and pay more than what I recently did for a 98 M3 convertible (and keeping my daily driver) which is faster and better in some ways (not bad for a 10 year old car). I also think they took a little too long to release the pricing.
- I was looking forward to a high performance four"
- I was very interested in purchasing a 135i. The prelaunch publicity and the magazine auto reviews were excellent and built much excitement. However, after seeing the 135i next to a 335i at an auto show, I decided that the price difference was negligible for the much better 335i. The pricing of the 135i with the options that I wanted was way out of line with the value of the car to me. I opted to purchase a slightly used 2007 328i convertible for less than the price of a 128i new convertible.

- I was very interested in the 1 series until I found out how much it costs. Had the price been 5k lower I would have purchased it without thinking twice. My feeling is the 1 series is an entry level BMW and thus should be priced accordingly. I feel BMW is not going to bring new customers like myself into BMW dealers but rather siphon existing customers who own or would have continued to purchase a 3 series. I'm going to purchase my first BMW in two weeks. 2006 325i, wish I was getting a 135i!
- I was very interested when press first broke about the one series. I thought that the car was a return to what a BMW was a should be, a true "driving machine." However are the dollar dropped and the value of the euro went up the price of a one series became too much. \$40,000 for a well equipped 135i is steep. One week ago I took delivery of the VW R32, #3623. Though the 135i was my first choice at a little more than \$30,000 the R32 gives me all I need at what should have the list price of the BMW.
- I will wait to see next the edition. I don't like the sagging line running fore & aft along the side of the car. I'm also concerned about the vehicle weight. The 1 should be at least 300lbs lighter, preferably 500lbs. This must be done without overpriced (CF) substitutions, but through engineering and paring away some of the luxury, techy, silly additions. Remove the power accessories (doors, windows, seats, sunroof). Make the 1 more like my 2002s ('73 & '74) - a driver's car, not a yuppy's toy.
- I wish it came in the color green.
- I wish the 135 convertible were \$10,000 less than it is; I would buy it then.
- I would be a buyer if I didn't have a kid on the way."
- I would have preferred to see some additional performance options such as dual exhaust, like the 335i, and a true limited slip differential. I also believe it should have been somewhat lighter (another 100 to 150 lbs) due to the large performance enthusiast population waiting for it. On the other hand, I do like the fact that it appears very rugged and well-built for an entry-level piece.
- I'll take my 128 in black
- If a 135i CSL or 135tii version is released, I will immediately place a deposit. I find the current 1 series to be a bit too heavy (same weight as my 350Z Track [dedicated track car]), but a more honed version of the 135i would be precisely what I'm looking for in an all-around car that I can drive to work, throw my suit jacket in the back and take to VIR on the weekends.
- If BMW plans to make a sport (tii) version of the 135 they should have a real limited slip differential and do everything possible to reduce weight.
- If BMW wanted a "new 2002," they should have a model with a 2.0 four priced about \$5000 lower. As is, the VW GTI, Audi A3, and projected SAAB 9-1 are of greater interest to me.

- If BMW USA weren't so fixated on image and the illusion of "exclusivity" that is core to their marketing, we would have had the 3 and 5 door 1-series 5 years ago like the rest of the world.
- If I didn't move to the city, I would be ordering a 135i 6 speed sport. I'm sure I will own one soon, I just have no need for a car now that I use public transportation.
- If lower the price, people will buy your car.
- If the intent was to make an affordable BMW, you failed.
- If you plan on being competitive with this BMW 1-series, lower your prices to a number that is inviting to entry-level BMW drivers.
- If you wanted to deliver a message to BMW USA on the 1 Series launch, what would it be?
- If you wanted to offer a cheaper 1 series, my suggestion to you would be to offer a 4 cylinder engine.
- If you wanted to stay competitive with other luxury cars such as Lexus, you should come out with a hybrid as soon as possible.
- If your goals were to increase sales, then the prices are too high. But if your goals were to keep it exclusive, then I guess you're doing a great job. It's disappointing, however, to have heard from the beginning that the 1 was supposed to be the affordable BMW, where value, quality, performance and satisfaction were to be expected. This is no longer the case. There is a large group of people who love BMW's and appreciate the performance, who aren't willing to pay 3-series prices for a 1.
- I'm curious if the motor from the X6 would come in a 1 or 3 series chassis or Turbo 6 in a Z4 chassis. I'd take either of those over the 135i.
- I'm excited! It's such a cute car.
- I'm just finishing grad school and have always wanted a BMW. However, it seems that the price point of entry has become too high for me.
- I'm little concerned about the heavy under steer being reported by major car magazines.
- I'm living in Germany right now and the 1-er is already out. I haven't yet been able to drive it, but saw it at the Nurburgring and was disappointed at how small it is. And, after driving the 3-er coupe and sedan, there's no way I'd spend the same cash (well a couple g's less) for a 1-er...it's also because of its small size and because there's virtually no performance gains by it...and that's nothing a good marketing campaign with a bunch of pictures of a 2002 tii by it will cure...
- In view of 3-4 dollar per gallon fuel prices in the US, the smaller engined or diesel powered 1 series with improved gas mileage would seem to be a smart idea.
- Include a real LSD for goodness sakes.
- **INCLUDE NON- RUNFLAT TIRES AS AN OPTION**
- Infiniti G37.

- Instead it comes off as the 135's lesser brother.
- It is a sharp new series of Beemer's!
- It is unfortunate the price came in well over \$40K for the 135i because it has forced me to look to other alternatives. If the car could have come in at \$32-\$35K I believe it would have opened the market to me and a greater number of true enthusiasts. But then again, is it what BMW really wants?"
- It may be a great car but it is not a 2002.
- It seems to me that the mistake in pricing the 1 Series so closely to the 3 Series is over estimating the "unique" factor and underestimates the crossover from Asian and American built autos that would occur if it were more affordable.
- It should have been designed as a touring coupe- a sports turissimo
- it would be nice to get the performance without the "fluff". the 1 & 3 series have gained too many extras since the e46.
- It would be really nice if the 1 series came with xDrive
- It would be that they missed the mark on pricing and probably didn't understand their target audience too well. I tend to think that they could have won over several new members to the BMW family had they priced this car correctly?
- it's a great car looks beautiful and has the same engine as the already amazing 335i (which i just bought) i wanted the 1 because it was smaller more stylish and has the same 300hp twin turbo the 335i has but when i saw the prices I just decided to go 3series
- It's a Beauty!
- It's a neat little car, but I would opt for the 3 series as the process are so close.
- I've been driving BMW's for the last 10 years and love BMWs. I was really looking forward to purchasing the 1 series. However the cost of the new ones are out of sight. In addition BMW's greedy network of dealers further inflate the price by adding premiums. If I hope to own another I will have no choice but to buy a used one or buy the competition like Infinity.
- I've read you won't build an M1 version. Okay, I sorta get it. The original M1 is a classic. But at least build a Tii. And soon.
- Just a little too expensive!
- Just because it's the models are new don't let the BMW dealers sell at MRSP (or higher). I've never bought a car at list price and I'm not about to start now.
- Keep a good price difference between the 3 and 1 models
- Keep Bangle away from the launch, people may want to throw things at him.
- Keep it up; I'll see you in a year or so.
- keep price attractive
- Keep Price point below 3 series

- Keep the 128i lease rates lower than the 328i; preferably in the low \$300 range.  
Thanks!
- keep the lease reasonable and keep the price down!
- Keep the price low and make it an entry vehicle.
- Keep the price lower than the 3-series. Offer performance upgrades.
- Keep the prices reasonable and offer lease specials.
- Keep the pricing competitive with other offerings, and keep an eye on Audi.
- Launch the convertible in Spring. Fall is the worst time of the year to launch a convertible. I want this convertible - but I cannot wait until Fall to get it as my lease is up mid May and I want another convertible for this summer. The 335i convertible is ridiculously expensive - plus I dislike hardtop retractable as they look terrible with the top up. If the 335i had a cloth top - I would already have a new BMW on order.
- Leasing better be aggressive because a loaded 1-series is barely less expensive than a comparable 3-series, a perennial of the BMW sales force.
- Less weight; more power; x-model; more colors (esp. Laguna Seca Blue, which would look great on a 1)
- Live up to your name; make sure it's truly a BMW and not just a way to receive more buyers.
- Lose the run-flat tires!
- Lose the stupid electronic gimmicks and make the car more affordable.
- love BMW cars keep making them and please lower the price just a little or have better deals for military guys...support your troops....other then great cars.....Semper-Fidelis
- lower lease rates please
- Lower money factor or something to lower the lease prices on the 135i and 128i because as of now it is quite expensive. Also continue 135i production to the United States regardless of the tanking dollar value.
- lower prices would help as there are much better cars for equal or less price
- lower the car and options pricing, might as well buy a 3 series or hardly used 5 series.
- Lower the initial price for the people willing to take a risk on the American version 1.0.
- Lower the price and the weight of the 135.
- Lower the price by 5K....135 should start at 30, end up at 35 with auto, sport, premium & heated seats. As it stands now, not much reason to upgrade from my 2006 325. similar performance...
- Lower the price for 1 series :-)
- Lower the price!
- LOWER THE PRICE!
- Lower the price. It is only a few thousand less than the 3 series. The one dealer who has sent me their pre inventory ordered all automatics loaded with packages. I am only

interested in a manual with no options except possibly leather to be decided after I see the leatherette.

- lower the pricing, introduce the hatchback, and introduce the diesel!
- Make an AWD version! Winters are tough up here in the Northeast!
- MAKE CAR MORE AFFORDABLE.
- Make enough cars so that they will be available.
- Make it a little cheaper. Maybe more standard options for the price???
- Make it affordable, no interest on loan, give me great trade in value, and hurry!!! I want one!
- Make it lighter and offer cloth seats
- Make it more affordable than the 3 series.
- Make it more affordable! It is better to gain customer appreciation for life rather than a quick buck.
- make it sooner
- Make it the every man's BMW. Make it the best bang for the buck car; Small, powerful and affordable. Will need to beat the price point for Infinity G37 (which has more horse power), Subaru STI and Mitsubishi EvoX (which have all wheel drive, four doors, and similar horse power), Honda Accord coupe (with a reputation for high quality).
- Make sure interested parties have ALL the info they need on the 1 Series vs. 3 Series to make an informed decision. Make certain the 1 Series convertible is available this spring/summer. Color samples and top colors are critical. Pricing is too. (Buying and Leasing). If the 335i convertible still had a cloth top, my decision would have been made months ago. The hardtop retractable (top up) is ugly and way too expensive. I love BMW's and want to remain a customer. But I am torn.
- Make sure the lease works out well or you will most likely lose 1/4 of your pre-orders
- Make the car 20% lighter. Then it would not only be the "spiritual" successor to the tii, it would be the literal successor. That's when I'll buy the One Series!
- Make the Car Cheaper
- Make the car less expensive! It does not live up to the 2002 price concept.
- Make the car more affordable
- Make the entry version more affordable. Offer non-I Drive and non-run flat versions of all BMWs.
- Make the performance parts effective and affordable. And lower the financing rate!
- Make the price to buy and lease much LOWER than the 3 series pricing!
- Make your pricing more competitive with AUDI's A3. When the least expensive BMW 128i coupe base-price went over \$30k, you lost me as a customer.
- Maybe I will revisit BMW in the future, but not now."

- Maybe it is the dollar, but I am pretty close to cancelling my pre-order based on where the prices are ending up. Looked like you could get a 135i with all the bells and whistles for around 36-37 initially, but a lot of the standard features now seem to be options. Too bad.
- Money factor is too high 1 series should cost less than 3 series
- More exterior colors.
- My only question I'm debating is about choosing or not the automatic version versus the 6 speed manual one. From what I read so far the automatic version seems quite attractive but I love the pleasure of a manual shift selector except for congested city driving. I would love to hear more about that !
- Need a 135Xi for northeastern region.
- Need more info on the M or Tii version.
- Need to offer a lighter version of the 135i or conversely a 128i with all of the chassis/brake/suspension goodies that come with the 135i
- Needs folds flat rear seats.
- Nice Effort but too expensive for an entry BMW.
- Nice job!
- No run flat tires One cannot drive more than 100 miles from a BMW dealer
- Of course we want a lower list with the current economy, at least help us out on very low financing. Maybe 1 % for the year of the 1 ,1 series, etc Also may wait to see if a 2 seat roadster on the 1 platform will be developed (Please).BMW needs a Miata killer!!!
- Offer a diesel.
- Offer a good rebate!
- Offer an optional LSD
- Offer at slightly lower prices and produce more to satisfy increased demand.
- Offer leather and navigation with the premium package or lower the price of the satellite navigation
- Offer more choices on transmissions. Though the manual and the automatic are nice on the BMW, it would be better to offer a DSG like VW and Audi to be competitive.
- Offer the hatchback version in the US.
- Opted for a new 2006 Z4 CSi that I found at a dealership in Birmingham, AL. Just as much fun and less expensive than the 135 coupe let alone the 135 convertible.
- Over the last several years BMW's have become more expensive to maintain with poor reliability. Hopefully the 1 series will get back to the basics of the 2002's. This car is price point sensitive especially with Canadian pricing. At a certain price this car will no longer become a viable option and there are many other cars that are comparable. Hope BMW includes 0% financing with a full maintenance package with comparable US pricing.

- Overpriced...
- Please launch it ASAP, otherwise you may lose many potential customers like me.
- Please bring the hatch version to the US!
- Please bring to the US market a 130i equivalent (i.e., 6 cylinder normally aspirated 5 door hatchback). This model is needed for younger families with small children. A 130i equivalent should not be compared, from a marketing perspective, to the previous US release of the 318ti nor to the 3-series touring model.
- Please consider lowering your prices for the 1- series. Buyers are most likely to stray purchasing a 3 series due to higher pricing of such a smaller car.
- Please price the 1 series competitively. Thanks
- Please release a Tii version, and DON'T jack the price up to an outrageous level - the 1 series is already overpriced as it is.
- Please release lease pricing and finance offers!!
- Pretty well done.
- Price and lease costs should be less than 3 Series.
- Price is too expensive when you add in options which should be less expensive
- Price it more competitive relative to the 3 series, I bought a 3 instead
- Price on 135i is higher than a 3 series and with a couple options I can get the 335i. BMW needs to start adding leather and a couple other options to their car like Infiniti. That is why I went w/ the G37.
- Price point for the 135i should be 31,500
- Price them less expensively.
- Price/Design/quality and oil efficiency are key factors
- Prices are too close to 3 series. There is more car for the buck from other manufacturers.
- Prices too high; stick shift is more fun.
- Pricing and car availability is both a bit too close to 3 series and availability is delayed.
- Pricing is a little high, I love BMW but you can get a Lexus IS350 with 300 horsepower for the same or less money. Also the Nissan 350z is very comparable as far as power and those are very affordable right now. Also the Nissan has LSD. If the market was not so weak I would probably have already ordered a car but my husband is in sales and the weak market has directly affected his job.
- Pricing is about 5-10% too high; particularly in comparison to the 3-series.
- Pricing is too high. Appears price point is at or around 15% less.
- Pricing is way too high for a 1. European pricing is more appropriate for the features. Why go for a 1 when I can spend a little more and get a bigger 3?
- Pricing on the 1-series is ridiculous. If I'm choosing between a nicely-optioned 335 for \$42k + ED (which is exactly what my friend did) vs. a fully-loaded 135 for \$45k or fully-

loaded 128 for \$40k, I'll choose 335+ED every time. Sweet spot for 'entry-level' luxury high-performance sedan/coupe seems to be mid-30k. 128/135 is NOT this.

- Pricing should have been \$25,000 for the base. That way a nicely equipped 128 could be had for under \$30,000. The car I have priced out is at \$36,550 including tax title and license which is \$4,500 to high.
- Produce more with less dealer markup!
- Provide more advertising on the vehicle. Brain's information is a great benefit for customers, but BMW USA has done much to advertise this care and communicate its benefits and value to consumers. Offer a premium stereo system in the vehicle and more standard options or I think many people will choose a close alternative...i.e., the Infiniti G37.
- Public was led to believe the 1 series would be "lower" in price to the 3 series. It is not, and I have seen several disgruntled "potential" buyers of the 1 series very unhappy when BMW finally got around to letting us know the pricing. Wasted a lot of people's time with misleading information.
- Put some prices out there so I can make my decision more quickly!
- Really not sure if it was priced right. I think it is too close in price to the 3 series. Hard not to buy the 3 for just a few grand more.
- Reconsider their lease rates. As a member on 1-Addicts, I am seeing many people waffling now and for many, this was the breaking point. Disappointing to see so many people walk away from a car they love and want. 1 series buyers (esp 135i buyers) want the small car with great performance that can be a daily driver - not buying for the status. This is a loyal group to lose. Many won't move to a 3-series but instead change brands since they can lease a corvette or even a Cayman better.
- Richer looking wood trim. See Lexus.
- SA did not inform me of priority one options for factory ordering. Was too late once I found out from 1addict site.
- Selection of color is important.
- Sell The Tii
- Send me the BIG brochure!
- SEND THE 5 DOOR HATCH TO THE U.S.!!!
- series 1 too expensive
- should be a winner
- Small pockets on both sides of the console for cell phones
- Some pre-market track days for the people who have reserved the car would be great!
- Sounds like a great car. I'll keep my 02 330 cic and maybe trade later for a used 135.
- Sport pack adds just seats, steering wheel and black trim. Is it worth \$1000?
- Start pricing about \$4,000 lower.

- Stick to the price point of 30-34K and offer base models of the 135i.
- Straighten the "pot-belly" curve between the front and rear wheels, and makes the suspension on-par with the powertrain.
- STYLE - the hatchback is by far the most stylish - why does is the USA market limited to the worst style?"
- Thanks."
- That they shouldn't have a list price about a year before the launch in a publication and then have the prices \$5k higher when they actually put them out.
- The "bargain performer" description is not valid anymore. How can a \$38-43K car be described as a bargain? I will buy a Mazda Speed 3 instead and with all the extra cash go on several vacations...
- The 1 series is way too overpriced! Why buy a 1 when you can get a 3?
- The 128i price is in a good range compared to the 3 series, but the 135i gets a little too pricey. I thought the 135i should have had a base MSRP of \$30,000. Also I would be more inclined to spend more on my 1 series if there were low introductory finance rates around 3-4% instead of 5-6%. I strongly believe BMW should reward the first buyers of the 1 series with low APR financing. Other than that I can't wait to drive my 128i and be one of the first people to own one.
- The 135i is not light enough and not priced enough lower than a 335i. I would rather buy a low mileage 335i than a new 135i.
- The 135i should have had a base price around 29K. there are other, equally sound cars below the price of a 135.
- The 135i would be a great car if it either started for less, or had more options already built in at the current list price. The 135i can easily run above \$40,000 with options and accessories, and there are many other cars, BMW's or other brands, that you can purchase for that price. For me personally, I really don't have a problem spending that kind of money for a new car, I just cannot see spending it on the 135i. A small, rear wheel drive toy.
- The 1-series coupe is far too heavy. Lack of genuine LSD is a deal-breaker. This does not appear to be a genuine performance coupe in the vein of my old E30 325is or E36 M3 (comparisons to the 2002tii are a joke). Give us a lightweight, stripped out; normally aspirated "Club Sport" version of the 1-series coupe and we BMW CCA guys will be first in line. The genuine enthusiasts are losing interest. We don't need another E92 3-series in the lineup. Give us a real sport scar please!
- The 1-series when properly equipped is priced too close to the 3-series.
- the 3 series has gotten too big. Build an AWD 1 series sedan. I would buy one today.
- The ability to add Dinan upgrades when the car is ordered.

- The BMW 1 series is an excellent entry level BMW, but I feel that the option pricing is a bit high for entry level. As a European sports car, it's definitely a great option as it's more practical as most of the small sports cars on the market today: Pontiac Solstice, Mazda Miata, and the Honda S2000. Fully loaded it's a bit cheaper than the purist Lotus Elise, that I'm also considering.
- the car cost too much yea it has a lot of power and looks good but for that price
- The car is too expensive for what you are getting . I'd take an Audi A3 for say 31 500 pretty well loaded up over the 128. When I priced the 128 with options similar to the A3 I hit 35k in a heartbeat and the A3 has that amazing DSG transmission and great gas mileage. People will pay for a BMW no matter what and it is a cool car no doubt. The 135 is not such a great deal I'd rather Get a 3 series or wait for the new A 4.
- The dealer told me that they were thinking about adding a dealer markup and this was something being considered across the nation. I thought the 1-series was supposed to be more affordable than the 3. At this rate people should just buy the 3.
- The enthusiast may not make up the majority of the buyers, but for products like the 135i, technical info should be made more available - not just brochures, and advertising words.
- The hype surrounding the launch of BMW 135i made the dealers to balloon their mark-ups. Although technologically attractive, I would wait for the DSG transmission that I already have on my 2007 VW GTI!
- The initial projected prices for the 1 series made it an extremely attractive buy. The MSRP prices now that the cars are about to be delivered make it less so. Depending on final drive out costs, I think that many who were interested in the 1 series initially will now look for something else like the 3 series or even another make.
- The most for the money, but not in the \$35K + that all the dealers around here are telling me. When I first saw these, they were supposed to be in the mid to upper \$20's, not mid \$30's
- The one series did not have to be so sophisticated. It should have stuck to basics and been more of a sports car in the low twenties price range. A person would have to be crazy to buy a 1 series when they could buy a slightly used wonderful 3 series. The name 1 series made you expect to pay less get less. A missed opportunity here. I realize the weak dollar drives the price as well. I will keep my eye out for a used 1 series convertible. It looks like fun but there is a limit to what I would pay.
- The original base prices seemed reasonable, but the pricing on a build your 135i are as much if not more as what I could get a nicely equipped 3 series or even a slightly used Z4.
- The overlap in price as a percentage of total MSRP, between the 1 and the 3 serves as evidence of this pricing issue.

- The price is a little high, but I ended up staying away because of the bad winter performance of rear-wheel drive. If I was in the south I would definitely get the 135i, but I'm still undecided.
- The price is too close to the 3 series to consider a smaller BMW. I would rather buy a more substantial 3 series that has more room and a smoother ride.
- The price is too high.
- The price of the 1 series should be around 4-5 thousands lesser. At current prices. There are a lot of other choices.
- The price of the 135i is not much less than getting a 335i. I was hoping to spend about 30k - 32k; instead I priced one with not too many features at 38k - 40k. I will either wait for a used one in a few years, or get something else.
- The price should have stayed around the estimated \$30,000 for the 135i. \$40,000+ for a 1 series is just too much to want to spend.
- the prices for the 1series should've started at a lower price, closer to \$25000
- The pricing gap between the 135i and 335i should be more significant than I've read that it will be. The 135i should be available without a sun roof and other non-essential options that would add weight and detract from performance.
- The pricing is disappointing; it's not distinct enough from the 3-series to be compelling, and competitively speaking its priced well beyond several competitors. The 1-series shows promise, but time will tell. Even a few thousand dollars less would make it much more competitive, especially with the price of options.
- The pricing is too similar to the 328i. Wasn't the point of creating the 1 series to attract new customers to BMW who before thought the 328 was too much? I myself have a 2007 328i and was very interested in a 135i. But what would make me buy the 135i instead of the 335i? The only thing for me would be the price difference and that's not there for me.
- The residual value of this model in 24 months should still be up there. So I would expect a very good lease, also taking into consideration the interest rates at the current level, should give a good money factor on a lease through BMW Finance.
- The same is true for Series 335i Cabriolet a diesel engine I would have purchased a year ago. The European buyer has a wide choice of engines including diesel. Please wake up to the need of USA and Canadian customers they want a diesel engine cabriolet.
- The updates coming in the newsletter were very informative and the only things that would be more helpful is earlier pricing information and more information on the 1 series tii and whether or not it will become a production car. I had an opportunity to see the car in person on the weekend at the Edmonton auto show and was impressed that unlike some of their other European counterparts BMW was able to keep the same fit finish and quality in their entry level series 1. PLEASE produce the tii!!!!

- There is no point marketing a cheaper BMW with the same lease monthly rates as a significantly more expensive model. It does not matter how much money you have and how fantastic the product is, if a purchase does not make at least a modicum of fiscal sense, a person will not buy the product, especially when a "better" product sold by the same company will cost you the same, if not less.
- There is nothing like driving a BMW. From what I have read and seen of the 1 Series seems awesome. It's hard to pay \$40+ thousand for a car that you have never driven but it's a BMW and you only live once.
- This car is not going to do well here because it way to much money and then bmw will pull it from the American market saying it`s not doing well duh
- This car represents the best model for the best performance for the best fuel consumption.
- This is BMW's opportunity to change the image of BMW across America. You have to drive a BMW to really appreciate what it is. Pricing will keep people away, or will cause them to try the experience.
- This is going to be a real winner.
- This is the right car at the right time for me.
- To have pricing out sooner for purchase as well as leasing options. For that one reason I couldn't wait any longer and purchased a Porsche.
- Too bad- BMW blew it on forging a unique niche- and creating a desirable identity for the car.
- Too Expensive!
- Try and differentiate the price more between the 1 and the 3 (lower 1 prices). Since they are so close, I fear that many may opt for a 3 simply because they think they are getting more car and more value for the extra money.
- Try to keep the performance up and the price low so more people can afford it.
- We need a TII or similar to get the branding secure here.
- We were hoping that the BMW 1 series would be an affordable alternative to the other BMW's. I was hoping the pricing would be somewhere in the low to mid 20's. I am truly disappointed. My husband and I test drove a 3 series and fell in love with the look and feel of the car and have wanted to purchase one ever since. Unfortunately, it's out of our reach.
- Well done. The 1 series is the most exciting advancement you've made in a long time!
- what`s taking so long
- When and if, will a tii version become available? And what would the specifications be?"
- When and where will the BMW 1 series be available in the Albuquerque, NM area? How much will it retail for out here?
- When will a DSG transmission arrive?

- Why can you not get a black headliner in the US, but can everywhere else?
- Why charge more for a little car than a bigger 3 series. I have already bought an Infiniti G37 more power and looks for less money.
- Why is it a car directed at younger buyers is so far out of there price range that they will have to wait years to buy a used one? If you were trying to get younger buyers back why would a basic 135i be 37k? I make close to 50k and am 25 years old, and still think that the cars are overpriced! I know you have to make a profit, but at these prices your killing the market your trying to attract. I believe a 135i should be fully equipped at 37k and a 128i at 33k!
- Why is the price so high? I thought it was going to be affordable.
- WHY NOT A DIESEL CONVERTIBLE
- Why not have all wheel Series 1 and Series 3 Cabriolet ? BMW please wake up !"
- Why not spend a few bucks more and get into a 3 series?
- Why not the 3 door hatch back, like the one I rented in Europe? This would be much
- Why would you make this car expensive, the 128 should be base of about \$24,500.00 I mean realistically this car is competing with the likes of a Mini Cooper, a Subaru WRX, a Mitsubishi, an Audi a3, they may not be as posh but all in all they are worth their price and the beamer is way too expensive. If anyone were in the market to buy the 135, price wise the STI or the EVO would be a better bargain. I like the BMW it is just way to expensive. Thank you
- Will the 5-door hatchback be available in Canada also?
- Wished I knew about Priority One options before ordering.
- With prices so close to the 3 series, why bother even making a 1 series? I certainly can't justify buying one."
- With the economy always in mind I would like to have a BMW that is priced right but is also conscience of gas usage.
- Would love to have access to the three-door from Europe.
- You have brought to life the car many of us fantasized about.
- You priced it to high people, I will buy a 3 series instead, what were you thinking, the 128 should be mid 20's and the 135 no more than 30k, and then you would sell the pants off of them. Be prepared to start discounting them, because they will not sell at the current prices.
- You should allow people that live in Canada to purchase their car from a US car dealership.
- Your car costs too much money
- You've overvalued your product. There is no compelling reason to buy the 1-series over the 3-series. It's not significantly lighter, faster, better handling, or a better value.

**End of consumer comments – Question #10**

## Survey Commentary

There are many ways to interpret the data, but there are a few themes that seem very clear to the staff at Pasch Consulting Group. Specifically, The BMW 1 Series has many passionate fans but possibly an equal number of detractors.

1. Over 40% of the consumers who were once interested in a 1 Series car are out of the market and looking at other models or manufacturers.
2. In the consumers' minds, BMW has priced the 1 Series too close to that of the 3 Series - forcing them to hold off pre-orders until they can see and drive the car.
3. The pricing strategy has angered some initial BMW 1-Series customers, who apparently expected the 1-Series to be significantly lower in base price. Some consumers outright consider the car overpriced, which has driven many away from considering it..
4. Consumer feedback shows that the 3-Series may actually be an effective "down sell" for BMW dealers. Since some consumers feel that they may find better value and lower lease payments for a comparable 3-Series car, 3 Series sales may actually get a bump from the 1-Series launch. Whether the potential bump is temporary or long-term remains to be seen and may vary based on marketing and pricing initiatives.
5. The survey favorite was the 135i Coupe by a 3:1 margin over the 128i Coupe. BMW enthusiasts suggested that the survey results may be skewed if one believes that consumers who participate in BMW web forums or sign up for car newsletters may be more of an "enthusiast" class and thus not representative of a typical BMW consumer. We have no way of proving or disproving this hypothesis but it was part of our team discussion.
6. Consumers have indicated that competition from Audi A3 - A4 and the Infiniti G37 Coupe are compelling alternatives when considering a purchase. The Audi brand was a clear favorite for consumers considering a BMW 1 Series purchase by a 2:1 margin.

## Closing Thoughts

Some BMW enthusiasts have commented that the BMW 1-Series is meant to be a driver's car and not a scaled down, low cost entry into the BMW line. They believe that a low cost BMW car would dilute the cachet of the BMW product line. Thus, the current pricing, design and included features, in their minds, make it a compelling car to own and enjoy for "true" drivers.

We consider this a valid point for BMW sports car enthusiasts who want a special car to drive with ample power to command the road. However, if this is the case, the lack of clarity in the marketplace about the "target market" for the 1-Series has obviously angered consumers – which could have been avoided.

Did many consumers feel that the "1" in the "1-Series" meant an inexpensive sports car? The data seems to point to this. So, in the end, with limited production units of the 1-Series slated for US dealers this year, the market will determine if the 1-Series strategy and pricing was properly executed.

If you have any comments on this survey, kindly send them to:

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**The Pasch Consulting Group (PCG)** specializes in Internet Marketing strategies for businesses seeking to gain an edge in lead generation and web-based sales. Our Search Engine Optimization case studies for BMW dealers, Infiniti Dealers and Mercedes-Benz dealers can be viewed on our websites:

- [www.seonj.com](http://www.seonj.com)
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