



World premiere: **BORGWARD BX5 / BORGWARD PROJEKT BX6 TS**

The BORGWARD Momentum*

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* All information is provisional; technical and market-related changes are possible up until ECE launch

BORGWARD decides on new production location in Germany this year

- Thomas Anliker appointed Vice-President Marketing and Sales Europe**
- World premiere of BORGWARD BX5 and BX6 TS in Geneva**

Geneva / Stuttgart, 29 February 2016 – Stuttgart automobile manufacturer Borgward is to produce cars in Germany once again. "BORGWARD is fully aware of its responsibilities as a German company and of its own tradition of success. We will therefore be making a decision regarding our production location in Germany before the year is out", said Ulrich Walker, CEO of BORGWARD Group AG, in the run-up to the Geneva International Motor Show on Monday evening. BORGWARD celebrated the world premiere of two new models in Geneva: the BX5 and the BX6 TS.

The company is currently conducting a feasibility study to scrutinize potential locations, supply chains and processes.

He also confirmed that the group remains fully committed to its objectives: sales to rise to over 500,000 units a year in the medium term; and market launch in German-speaking countries to take place at the end of 2017. "We only start with plug-in hybrids and purely electric vehicles on the German and other European markets, and these at attractive prices", said Walker. The purely electric vehicles will have a highly competitive range of over 250 kilometres. In addition BORGWARD is aiming for an initial public offering in Frankfurt within the near future.

BORGWARD Group AG also announced that Thomas Anliker, 53, has been appointed Vice-President Marketing and Sales Europe as of 1 March 2016. He has over 20 years of professional experience in the automotive sector, including management appointments at major premium carmakers as well as volume manufacturers. Most recently, Anliker was Managing Director at Volvo Car Switzerland.

BORGWARD BX5 and PROJEKT BX6: Presenting the future SUV model range

The third SUV dimension

Geneva / Stuttgart. One is called the **BORGWARD BX5** and combines passion with pragmatism to inject a fresh breeze into the market segment for compact SUVs—a segment that is steadily becoming the most popular and successful sector in the whole of the automobile market. The other is a show car that we call the **BORGWARD PROJEKT BX6 TS**. With its strikingly dynamic looks and distinctive, coupé-like lines, this SUV sport saloon will spearhead our assault on the established circle of SUV coupés. As Ulrich Walker, CEO of BORGWARD Group AG, Germany, explains: “We’re capitalizing on the momentum of our young but already celebrated brand and continuously evolving our SUV range.” Alongside the newly unveiled **BORGWARD BX5** and **BX6 TS**, the spotlight in Geneva also falls on the **BORGWARD BX7**, which was unveiled last year at the IAA International Motor Show. “This spring we will be celebrating our market launch in China with our premium model, the BX7. Market launch in Germany and Europe will follow in the coming year. Following the same pattern, we will be then launching over the coming years, first of all, our compact SUV, the BX5, and then, at a later date, the series version of the BX6 show car,” says Walker.

The **BORGWARD BX5**, which is making its debut in Geneva, is a prototype approaching the series-production stage. Measuring 4.48 metres in length and with a wheelbase of 2.68 metres, it features equipment based largely on mass-production technology and a plug-in hybrid (PIH) drive system combined with all-wheel drive. It embodies classic SUV qualities such as versatility, spaciousness, comfort and off-road capability, combining these with the outstandingly low fuel consumption and CO2 emissions of a pioneering plug-in hybrid (PIH) drive concept. This is in line with the company's strategy of pushing ahead with the electrification of the powertrain. All production series for European launch will include a model with either a PIH or a purely electric drive system that delivers a range of 250 kilometres with minimized recharging times.

At the other end of the spectrum is the 4.51-metre-long **BORGWARD PROJEKT BX6 TS**, with its coupé-like roof line. As a **PROJEKT** vehicle—the title to be given to all future show cars from **BORGWARD**—it underscores the capabilities of the **BORGWARD** SUV range in terms of muscular performance and agile and dynamic handling. Providing the requisite power is an extremely sporty, performance-enhanced, plug-in hybrid drive system that marries the raw horsepower of a turbocharged 200 kW (272 hp) four-cylinder engine to the beefy torque of an electric motor. Combined with the same electronic AWD system as fitted in the **BORGWARD BX5**, this delivers a highly impressive driving performance coupled with remarkably good fuel economy. What’s more, excellent road holding is also guaranteed even when the **BX6 TS** is driven hard. Thanks to a package that combines fully variable and electronically controlled all-wheel drive with a sport chassis complete with amplitude-dependent shock absorbers, a lavishly dimensioned sports braking system, highly responsive and direct electric power steering and the very latest vehicle-dynamics control systems set up for agile handling, the BX6 TS delivers a classic coupé-like driving experience offering maximum enjoyment coupled with reassuring road stability.

The following offers an overview of the key data for the two protagonists:

	Length mm	Width mm	Height mm	Ground clearance mm	Body overhang f/r mm	Wheelbase mm	Axle track f/r mm
BORGWARD BX5	4,483	1,876	1,677	200	934/864	2,685	1,607 / 1,610
BORGWARD PROJEKT BX6 TS	4,490	1,870	1,649	168	934/871		1,609 / 1,609

Two powerful characters with a shared design philosophy

Despite the manifest character differences between the two models, both share the homogeneous BORGWARD design philosophy based on the guiding principle of MODERN TRADITION. The high aspirations of the individual design teams under the leadership of Roland Sternmann, BORGWARD Global Executive Design Director, are embodied in the five core values of this philosophy: each of the vehicles bearing the celebrated diamond badge is dynamic, elegant, precisely engineered, authentic and upmarket. This not only produces automobiles with a commanding presence but also creates a powerful brand identity. The focal point, or epicentre, of the brand’s global design efforts is to be found in the **BORGWARD Design Center (BDC)**, which is located in Renningen, near company headquarters in Stuttgart. It is here that a committed team of designers rigorously apply the brand’s guiding principle of **MODERN TRADITION** so as to guarantee the supreme design quality and autonomy of this young but already celebrated brand.

The multitalented **BORGWARD BX5**, which is nearing the series-production stage, and the **BORGWARD PROJEKT BX6 TS** show car, with its bold and sporty appearance, will both provide the brand with renewed momentum. Moreover, they will accomplish this in a double sense, as Roland Sternmann explains: “Our design DNA, as first presented in the BORGWARD BX7, is undergoing continuous evolution in a process designed to refine our design vocabulary and further strengthen our brand identity. This means that, on the one hand, we preserve typical design elements such our octagonal radiator grille with its legendary diamond badge or our distinctive wing lines; And, on the other, we will give each model series individual touches that endow it with its own character.”

Authentic design vocabulary and genuine performance

Up-market elegance, dynamic performance and commanding presence—these are the core values of a design philosophy embracing **modern tradition**, a philosophy also embodied by the **BORGWARD BX5** and **PROJEKT BX6 TS**. As with all our new model series, neither of the two SUVs on show today are a result of retro design or latter-day copies of classic **BORGWARD** models such as the Arabella or Isabella. Indeed, as Benjamin Nawka, **BORGWARD** Chief Designer, explains, there would be no sense in such a design philosophy, anyway: “Modern SUVs don’t use the vehicle technology of the 1950s. Rigid axles, leaf springs and drum brakes should be kept, along with the rest of the design from back then, in their proper historical context.” In line with this principle,

the **BDC** team has decoded the original design DNA of **BORGWARD** and transformed it for today's times. Our engineers employ exactly the same approach to product design, in that they have analysed the classic qualities of off-road vehicles and adapted them to today's technological requirements. "Just like the classic off-road vehicles from **BORGWARD**, our SUVs are tough, robust, durable and reliable under any conditions—and they combine all these properties with modern vehicle attributes such as the very highest active and passive safety, a responsible use of resources, great comfort and innovative infotainment!" says Philip Schmidt, Chief Executive Engineer R & D, describing the combination of classic and modern qualities in terms of automotive technology.

The design in detail: the OCTAGON radiator grille and distinctive wing lines

With their distinctive **OCTAGON** radiator grille and centrally mounted, three-dimensional, diamond-shaped **BORGWARD** badge, the multitiered **BX5** and the **PROJEKT BX6 TS** show car both share the characteristic **BORGWARD** front, although interpreted by each in an individual way. With its matte-grey slats, the radiator grille of the **BX5** conforms more to a classic, country-style SUV look, whereas the diamond-pattern chrome lattice of the **PROJEKT BX6 TS** radiator grille underscores the show car's more sporty, dynamic design. The **OCTAGON** grille is enclosed by two prominent headlights, which border on the grille's frame and reiterate its distinctive design, thereby lending the radiator added depth.

The exhilaratingly dynamic **wing lines** draw on an interpretation of a host of wing shapes, ranging from the rounded contours of the classic biplane wing to the angular lines of a modern jet plane. In fact, the wing lines of our new models appear even more dynamic and elegant than those of the **BX7**— a result that fully conforms to our design teams' strategy of continuously evolving both vehicle technology and vehicle design as a whole. The following applies to the wing lines of the **BX5** and the **PROJEKT BX6 TS**:

- Wing lines accentuate the muscular, masculine shoulders and give the body sides an extremely dynamic profile. The rear flank of the **PROJEKT BX 6 TS** boasts the broadest shoulders of any vehicle in the entire market segment. As a result, this SUV sports saloon sits on the road like a muscular sports car.
- Both vehicles have wing trim mounted in the lower part of the front section. In accordance with the **TS** equipment level, the trim for the **PROJEKT BX6** is of fine-grained brushed aluminium. This trim runs all the way round to the rear bumper.

Side view: clear differences in silhouette

The view from the side reveals just how different these two SUVs are in reality. Below the beltline, the picture is largely the same—apart from the significantly larger, 20-inch wheels with 245/45 R 20 tyres and the hallmark **TS** aluminium sill trim of the **PROJEKT BX6**. Yet there is a marked difference in the greenhouse of the two vehicles, both of which feature the characteristic **BORGWARD** three-window-plus-hatch configuration. This is particularly evident in the roof silhouette. The near-series **BORGWARD BX5** has

a dynamic, coupé-like profile, which in combination with its elegant greenhouse creates an interesting contrast to the athletic contours of the bodywork and the 19-inch wheels with 235/55 R 19 tyres. Yet none of the functionality of a SUV is sacrificed. The **BX5** offers easy access both front and rear, has a high seating position for driver and front passenger with excellent road traffic visibility, boasts plenty of headroom and a generous amount of space for rear passengers, and provides a variable cargo volume of 500–1,200 litres complete with a comfortably low loading sill.

Classic off-road characteristics such as generous ground clearance, short body overhangs and a high beltline all enhance the SUV credentials of the multitalented AWD **BORGWARD BX5** and signify its ability to master many different types of terrain.

The sportier **PROJEKT BX6 TS** wears such off-road insignia in a much more discreet fashion. Accordingly, this show car is likely to feel more at home on rough roads and rally tracks than in genuine off-road conditions and is the perfect conveyance for a stylish ride to an evening at the theatre. In line with its coupé credentials, the vehicle's proportions are much more dynamic than those of its stablemate. The low roof line and slender greenhouse, on the one hand, and its muscular body and broad shoulders, on the other, create an electrifying contrast that suggests an imaginary thrust even when the vehicle is stationary. Instead of the uniformly sweeping roof line characteristic of this segment, **BORGWARD** designers have opted for a much more interesting and attractive solution in the form of a supporting structure with three merging **wing lines**. The A-pillar, upper roof edge and D-pillar each form a different contour, As a result, the complete superstructure above the beltline has an even more distinctive and individual character. A pleasant consequence of this design approach is a host of practical advantages that set this SUV sport saloon apart from the rest of the competition. These include comfortable access for passengers both front and rear—by no means self-evident for a vehicle of this market segment—a generous amount of space and ample headroom for all occupants, and excellent visibility outside for rear passengers. This light and airy feeling is also accentuated by a large glass roof.

View from the back: a harmonious transition to the rear

With its supremely self-assured chrome **BORGWARD** logo mounted between three-dimensional LED rear light clusters, the rear design of both the **BORGWARD BX5** and the **BORGWARD PROJEKT BX6 TS** emphasizes the horizontal orientation and, in combination with the broad track, announces firm road holding combined with excellent driving stability and superb lateral dynamics. The tapering greenhouse enhances aerodynamics and also emphasizes the powerful shoulders of both vehicles—not only the multitalented **BORGWARD BX5** but also, and most particularly, the **PROJEKT BX6 TS**. This, however, is where similarities between the two models end. From here onwards, they follow an individual line.

With its sculpted, matte-grey bumpers, the **BORGWARD BX5** emanates significantly more off-road esprit. As with the front, its characteristically high ground clearance and large angle of departure at the rear signalize its ability to master all kinds of off-road terrain. The more steeply angled rear window, upper roof spoiler and the line of the roof

rails are also typical of the pragmatic but nonetheless dynamic and elegant design of the **BX5**.

The flowing rear of the **PROJEKT BX6 TS** has a much sportier feel and emanates a typical coupé charm. The roof merges almost seamlessly into the rear window. Beneath is the suggestion of a fastback-cum-notchback, which in fact houses an extendable **ACTIVE SPOILER** to increase downward pressure when the vehicle is driven hard or at high speeds. This spoiler is extended either manually or—depending on the vehicle-dynamics control systems' control strategy—automatically. Painted the same colour as the rest of the body, the rear bumper of the **TS** incorporates a dual-flow exhaust system complete with square outlets, and is finished off below with aluminium trim. The presence of a diffuser emphasizes the sporty, on-road nature of the **PROJEKT BX6 TS**.

BORGWARD PROJEKT BX6 TS: legendary equipment line for sporty, luxurious top model

Featuring bumpers with slits at the side that incorporate daytime running lights at the front and fog lamps at the rear plus trim of brushed aluminium, the **PROJEKT BX6 TS** is unmistakably a representative of the luxurious **Touring Sport** equipment line. As in the 1950s, the **TS** line will form an integral part of the **BORGWARD** equipment range. The hallmark insignia of a **TS** model include not only the aforementioned bumpers with slits at the side, the diamond-pattern chrome lattice of the **OCTAGON** radiator grille and, as its centrepiece a chrome diamond **BORGWARD** badge with red inlays, but also specially designed alloy wheels, bumpers painted in the vehicle body colour and decorative trim in brushed aluminium. The bumpers, door sills, window mountings, door handles and wing mirrors all boast decorative elements in matte aluminium. The rear hatch is adorned with the **TS** logo in a chrome-red combination.

The BORGWARD BX5 and PROJEKT BX6 TS: plug-in hybrid technology in different specifications

Equipped with the very latest in plug-in hybrid technology, both the **BX5** and the **PROJEKT BX6 TS** deliver an outstanding performance combined with extremely low fuel consumption and emissions. The powertrain of the multitasking **BX5** is largely the same as that installed in the larger **BX7**, which celebrated its world premiere at last year's IAA International Motor Show. It comprises a turbocharged, direct-injection, 1.4-litre, four-cylinder engine delivering 105kW (143 hp) together with an 85 kW (115 hp) electric motor. The range under electric power is 55 kilometres.

The four-cylinder engine drives the front axle via a seven-speed dual-clutch transmission. Powering the rear axle is an electric motor with integrated kinetic energy recovery system (KERS), linked to the front drive unit via a sophisticated control system. This intelligent AWD system applies torque to the electric rear axle by means of a "virtual drive shaft", whenever the demands of energy efficiency, handling dynamics or driving safety require. At the same time, during deceleration or braking, the system regenerates kinetic energy, with which to recharge the batteries.

The **BORGWARD PROJEKT BX6 TS** is a completely different character. This model showcases the performance potential of the **BORGWARD** concept. Here, too, developers have opted for a turbocharged, direct-injection, four-cylinder engine—this time, however, with 2.0-litre capacity and power of 200 kW (240 hp). This, in turn, is coupled with a performance-enhanced electric motor delivering 110 kW (150 hp). If required, the combined muscle of these two power packs will deliver vigorous acceleration and propel the **PROJEKT BX6 TS** to the performance level of a highly tuned sports car. On the other hand, it is also perfectly capable of meeting the demands of a modest fuel economy when driven in the E-Cruising mode.

In fact, the plug-in hybrid features a choice of eight different driving modes. These are activated either automatically or manually, via the push/turn controller on the central console, and are displayed as activated in the media touchscreen and cockpit display. In addition to standard plug-in hybrid driving modes such as energy recuperation, pure electrical power and boost, the multitalented **BORGWARD BX 5** also features an off-road program to increase performance on challenging terrain.

Intelligent driving strategies in combination with GPS navigation, online services and individual driving style enable a further increase in efficiency. This ensures that the energy from the lithium ion battery is converted into a maximum driving range.

PROTECT: an all-round intelligent safety concept

PROTECT, an all-round intelligent occupant-safety concept, guarantees optimum protection for driver and passengers in the **BORGWARD BX5** near-series prototype. Pioneering vehicle-dynamics and driver-assistance systems have a preventive function and can help avoid collisions. If, however, the worst comes to the worst, passive restraint systems and a highly stable passenger compartment with precisely defined deformation zones provide reliable protection and can significantly moderate the consequences of an accident for vehicle occupants. As such, the **BORGWARD BX5** near-series prototype fulfils the essential conditions for passing all the international crash tests with distinction.

At the same time, critical body segments are reinforced with high-strength, ultra high-strength or hot-formed steel. Similarly, a number of load paths distribute impact energy in the event of a frontal, side or rear collision, and in this manner ensure a highly even deceleration, with the progression of which passive safety systems are precisely coordinated. Such passive safety systems include two-phase hybrid airbags for driver and front passenger; side airbags for driver, front passenger and rear passengers; and window bags both front and rear.

Yet to ensure that these passive safety systems remain inactive as much as possible, the **PROTECT** safety concept in the **BORGWARD BX5** features numerous driver-assistance systems that are designed to prevent accidents. These include a collision assistant with active brake intervention, city braking assistant (including pedestrian detection at speeds of up to 70 km/h), a lane-departure warning assistant, and a proximity-control system

for a constantly safe distance to vehicles ahead at speeds of up to 200 km/h. At the same time, systems such as a 360° panoramic camera make handling the BORGWARD SUV even easier in complex situations and help to prevent minor accidents.

Multiple Interaction: networked infotainment

Intuitive operability, the very latest in infotainment, full network connectivity with Internet access, and an extensive online service—all these are integral elements of the BORGWARD brand philosophy. BORGWARD's **Multiple Interaction** system, which was unveiled last year in the BORGWARD BX7, is highly versatile.

Both Android and Apple smartphones can be fully connected to the vehicle via this system. This gives drivers full access to all smartphone functions. This includes accessing contact lists, playing music, using various apps, having text messages read aloud, and using the large central touchscreen to view images and videos stored on a mobile phone. Using the on-board WiFi hotspot, vehicle occupants can also access the Internet via devices such as smartphones, tablets or netbooks, and enjoy rapid and stable data transfer via the powerful roof antenna.

In addition, there are various connect buttons installed in the roof, just in front of the rear-view mirror. The Service button establishes telephone contact to "ISABELLA", a service agent who is only too happy to help with, for example, hotel bookings, theatre tickets, a restaurant reservation or directions to the next free parking space with a route sent directly to the car's navigation system. The SOS button connects directly to a service employee, who will immediately organise appropriate emergency assistance. Specially trained service personnel will also contact the driver and inquire after the wellbeing of vehicle occupants in the event that an airbag or seatbelt tensioner is activated, for example. Appropriate action is then taken in line with the response, and, if necessary, an ambulance sent to the scene of the accident.

In addition, smartphone apps for Apple and Android enable an authorised user to remotely access certain vehicle data and functions at any time. These include fuel level, tyre pressure, oil level and the next service date. Similarly, the vehicle can be located via smartphone and opened or locked. Directions to the next theatre or sports arena can be sent directly to the vehicle's navigation system via smartphone and are automatically activated as soon as the ignition is switched on. In the event of vehicle theft, tracking and vehicle-immobiliser functions assist with recovery.

Clear nomenclature for clear orientation within the model range

When devising the **BORGWARD** nomenclature, the priority was to provide clear orientation within the model range. Potential customers should be able to recognize the market segment to which a vehicle belongs purely on the basis of the model name. The following rules apply:

- The first two letters designate the model type. For example, all SUVs from BORGWARD bear the designation BX.
- The following number designates the corresponding market segment

The following describes the model range in detail:

- **BX 5** designates an SUV (BX) in the market segment for mid-size vehicles (5)
- **BX 6** designates an SUV (BX) in the market segment for mid-size coupés (6)
- **BX 7** designates an SUV (BX) in the market segment for large mid-size vehicles (7)

Our debut model, the **BORGWARD BX7**, will be launched in China early this summer, to be followed by market launches in India and other emerging economies. The European market launch will take place next year, likewise with the **BX7**. The **BX5** and **BX6** model series will then be launched successively in individual markets.

At present, the **BORGWARD** administration is busy building up an powerful sales, marketing and service network. We can already announce that **BORGWARD** will be exploiting innovative sales and marketing channels and prioritizing a use of electronic media to forge close customer ties. To this end, all **BORGWARD** models sold in Europe will be equipped, as standard, with Internet access via the **MULTIPLE INTERACTION** infotainment system, thereby enabling communication between the customer and manufacturer at any time. In parallel, via the exclusive **ISABELLA** customer hotline, personal assistants will contact BORGWARD drivers to inform them about, for example, forthcoming service appointments, tyre changes, and opportunities to test-drive new models.

BORGWARD BX5 Plug-in Hybrid*	
Engine	
Internal-combustion engine/construction type	Four-cylinder engine with direct petrol injection
Displacement cc	1,398
Power kW (hp)	105 (143)
Max. torque Nm	240
Electric motor	
Power kW (hp)	85 (115)
Max. torque Nm	195
Battery	Lithium-ion
System power kW (hp)	105+85 (143+115)
System torque Nm	240+195
Emissions classification	EU6b
Drivetrain	
Drive system	Electronically controlled all-wheel drive, ESP [®] , traction control; virtual drive shaft to rear axle; rear axle with integrated electric motor and KERS
Transmission	Seven-speed dual-clutch transmission
Dimensions / weight	
Kerb weight kg	-
Length (mm):	4,483
Width (mm):	1,876
Height (mm):	1,677
Wheelbase mm	2,685
Body overhang f/r mm	934/864
Axle track f/r mm	1,607/1,610
Ground clearance mm	200
Cargo space min./max. l	-
Suspension / Brakes / Steering	
Front axle	MacPherson suspension, wishbones, suspension struts, coil springs, gas shock absorbers, anti-roll bars
Rear axle	Multi-link axle, coil springs, gas shock absorbers, anti-roll bars
Braking system	KERS (Kinetic Energy Recovery System), disc brakes front and rear (front: internally ventilated), ABS, EBD, braking assistant, electric parking brake, auto hold
Steering	Electromechanical rack-and-pinion steering
Wheels / tyres	8.5 J x 19, 235/55 R 19

**Provisional figures for close-to-production ECE prototype with plug-in hybrid drive system; may vary up until market launch*

BORGWARD PROJEKT BX6 TS**	
Engine	
Internal-combustion engine/construction type	Four-cylinder engine with direct petrol injection
Displacement cc	1,981
Power kW (hp)	200 (272)
Max. torque Nm	-
Electric motor	
Power kW (hp)	110 (150)
Max. torque Nm	-
Battery	Lithium-ion
System power kW (hp)	200 + 110 (272 + 150)
System torque Nm	-
Emissions classification	EU6b
Drivetrain	
Drive system	Electronically controlled all-wheel drive, ESP [®] , traction control; virtual drive shaft to rear axle; rear axle with integrated electric motor and KERS
Transmission	Seven-speed dual-clutch transmission
Dimensions / weight	
Kerb weight kg	1,670
Length (mm):	4,490
Width (mm):	1,870
Height (mm):	1,649
Wheelbase mm	2,685
Body overhang f/r mm	934/871
Axle track f/r mm	1,609 / 1,609
Ground clearance mm	168
Suspension / Brakes / Steering	
Front axle	MacPherson suspension, wishbones, suspension struts, coil springs, gas shock absorbers, anti-roll bars
Rear axle	Multi-link axle, coil springs, gas shock absorbers, anti-roll bars
Braking system	KERS (Kinetic Energy Recovery System), disc brakes front and rear (front: internally ventilated), ABS, EBD, braking assistant, electric parking brake, auto hold
Steering	Electromechanical rack-and-pinion steering
Wheels / tyres	9 J x 20, 245/45 R 20

**Provisional figures for ECE show car with plug-in hybrid drive system; may vary up until market launch*