Borgward at IAA 2017

The Next Step

Revenues rise above €1.5 billion within one year
Nearly 70,000 vehicle orders received in China
Partnership with Sixt Neuwagen
World premiere of the Isabella Concept at the IAA motor show

Borgward enters German market this year

The return of an icon at the IAA

World premiere of the Borgward ISABELLA Concept

A sporty model variant with the legendary "TS" initials*

Borgward BX7 TS crowns the model line

European premiere of a concept SUV equipped with an innovative electric drive system

The Borgward BXi7 runs solely on electricity

Borgward BX5 and BX7*

Successful models for the whole world

** All information refers to the international market, vehicle available in Europe with different trim levels, changes possible*

Press release
Frankfurt/Main, September 12, 2017

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Borgward enters German market this year

The Stuttgart-based automaker Borgward plans to enter the German market by the end of the year. "We are delighted that, following our successful start in China and other countries, we can now enter the German market," said Ulrich Walker, CEO of Borgward Group AG, at the International Motor Show (IAA) in Frankfurt on Tuesday. The first units of the limited Borgward BX7 TS edition are expected to be delivered to customers in the fourth quarter.

The limited Borgward BX7 TS edition and, later, the BX7 as well as the BX5 and the BX6 will initially be introduced in Europe with gasoline-powered engines. Later on, further models which are under development will follow. "Due to the constant customer demand and in order to increase the visibility of our brand and its products, we have decided to initially enter the market with a gasoline-powered version of the BX7 and the BX5," Walker said. "However, it remains our goal to mainly sell electric vehicles once production commences in Bremen." At the IAA two years ago, Borgward announced that it would be entering the German market within the next two years. "We keep our promises," Walker added.

The Stuttgart based Group strikes out also for an innovative direction in terms of sales and services. Borgward and A.T.U. are currently checking a concept for an innovative service cooperation. Furthermore, Sixt Neuwagen, Germany`s leading platform for the online-distribution of new cars, will be the first online distributor of Borgward in Germany. "The partnership with Sixt Neuwagen corresponds to our idea of modern distribution that focus on customer service and customer satisfaction", said Tom Anliker, Group Vice President Marketing, Sales & Services of Borgward Group AG.

The Stuttgart-based automaker has more than 5,000 employees. It has achieved its business targets to date, including revenues of over €1.5 billion within the past twelve

months. According to Walker, this result is completely in line with expectations. Moreover, Borgward plans to make a profit over the medium term. "We are doing well in spite of the high start-up costs for, among other things, the development of new models and the expansion of our facility in China." The company has received nearly 70,000 vehicle orders in China since it launched the Borgward BX7 and BX5 in the country. Borgward expects to get a further boost from its market entry in the Middle East, South America, and Europe as well as from the launch of new models such as the BX6 sports coupe and variants of the BX7 and the BX5.

At the IAA, Borgward also presented its ISABELLA Concept. "The ISABELLA Concept is a modern interpretation of the legendary and beautiful Borgward ISABELLA," said Anders Warming, Member of the Board of Management and Chief Design Officer of Borgward Group AG. Among the outstanding features of the Borgward ISABELLA Concept are its fascinating design, its revolutionary interior and operating concept, its digital connectivity, and the electrification of the vehicle's drive train.

However, the ISABELLA Concept is more than just a vision of a future vehicle concept. The reincarnation of the legendary ISABELLA from the 1950s also embodies the future focus of the entire Borgward company with regard to its design DNA and drive technology. The design idiom of the four-door, four-seat concept coupe is based on the Borgward design principle "**Impression of Flow**," which will be valid for all vehicles in the future. Said Warming, "The carefully coordinated body shape with its smooth transitions creates a perfect balance between rounded organic shapes and precise lines. Our aim was to create stylistic synergies between beauty and technology."

The Borgward ISABELLA Concept impresses with its perfect dimensions (5.00 meters long, 1.40 meters high, and 1.92 meters wide) and the beauty of its flowing three-dimensional and sculptural shapes, which are smoothly connected to technical and functional elements such as the cooling air inlets and the aerodynamic components. This is done, however, without any aggressive undertone. Warming is convinced that such an undertone would be unacceptable in an all-electric coupe: "Aerodynamic excellence and efficiency play a key role in this vehicle and define its flowing shapes," he said. "We are convinced that a vehicle body through and around which air flows in a perfect way must radiate accessibility, appeal, and a commanding presence. This is fully in line with the 'Impression of Flow'—our Borgward design principle for the electric mobility of the future."

End

Further information

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Stuttgart / Frankfurt, September 12, 2017

The return of an icon at the IAA

World Premiere of the Borgward ISABELLA Concept

If you look into a rear-view mirror, you generally only see things that are behind you. However, a look back can also generate a vision of the future. That's certainly true of the thrilling Borgward ISABELLA Concept, which is celebrating its world premiere at this year's IAA in Frankfurt. The vehicle unites the brand's traditional virtues with the attributes of today's Borgward Group AG. Among the outstanding features of the Borgward ISABELLA Concept are its fascinating design, its revolutionary interior and operating concept, its digital connectivity, and the electrification of its drive train.

Unlike many other studies, the ISABELLA Concept is more than just a vision of a future vehicle concept. On the contrary, the main development goal for the reincarnation of the legendary Isabella from the 1950s was the creation of a characteristic design DNA that would serve as the future focus of the entire Borgward company.

Perfect styling: The "Impressions of Flow" design principle

The design idiom of the four-door, four-seat concept coupe is based on Borgward's "Impressions of Flow" design principle, which will be valid for all vehicles in the future. Anders Warming, Head of Design at Borgward Group AG and the driving force behind the ISABELLA Concept project, said, "The carefully coordinated body shape with its smooth transitions creates a perfect balance between rounded organic shapes and precise lines. Our aim was to create stylistic synergies between beauty and technology."

The Borgward ISABELLA Concept impresses with its perfect dimensions (5.00 meters long, 1.40 meters high, and 1.92 meters wide) and the beauty of its flowing three-dimensional and sculptural shapes, which are smoothly connected to technical and functional elements such as the cooling air inlets and the aerodynamic components—without any aggressive undertone. Warming is convinced that such an undertone would be unacceptable in an all-electric coupe. "Aerodynamic excellence and efficiency play a key role in this vehicle and define its flowing shapes," he said. "We are convinced that a vehicle body with a perfect flow of air through and around it must radiate accessibility, appeal, and a commanding presence. This is fully in line with Borgward's 'Impressions of Flow' design principle for our future electric vehicles."

A futuristic "graphic tech fade" links the past and the present

The ISABELLA Concept's harmonious appearance, with its characteristic flowing transitions between the individual body sections, is enhanced by the "graphic tech fade" coloring. The graphic is based on Borgward's diamond-shaped brand logo and is a futuristic interpretation of the two-tone paint job of the original Isabella models. The vehicle's two tones, Zeitgeist Blue1 and Zeitgeist Blue2, fade out in the transition zones between the hood and the windshield, the windshield and the roof, and the rear window and the rear hatch with its distinctive diamond-shaped graphic. In this way, the smooth styling of the ISABELLA Concept is further enhanced in line with the "Impressions of Flow" principle.

A progressive ISABELLA front with a centrally mounted diamond-shaped brand logo

As an all-electric coupe, the ISABELLA Concept represents the future of Borgward. The company already decided during the conceptual phase to dispense with the Octagon radiator grille, which had been a classic feature of the BX models to date. Instead, it chose to create a striking new brand-specific look with a substantially accentuated diamond-shaped Borgward logo as its key element. As a result, the homogeneous and largely closed front section radiates progressiveness and appeal. The prominently positioned diamond-shaped Borgward logo is emphasized by the two futuristic headlights, whose contours and graphic elements also cite the diamond-shaped logo. The headlights view their automotive surroundings with a piercing gaze and at the same time form a harmonious connecting element between the fenders and the sporty flat hood of the electric motor.

The design of the lower front section fulfills the aerodynamic requirements for making the flow of air through and around the vehicle as efficient as possible. In cooperation with the aerodynamics experts, the designers integrated the cooling air inlets in such a way that they enable the air to flow through the wheel housings in order to effectively cool the brakes, for example.

Transformation of the classic Isabella coupe lines into a modern look

The vehicle is as sporty and elegant as a coupe and combines these features with the modern interpretation of a four-door sports sedan. This is enriched by a windshield that is strongly pulled forward in the style of a super sports car. As a result, the ISABELLA Concept proudly expresses its strong forward thrust even when it's standing still. However, the real eyecatcher when viewed from the side is the future-oriented transformation of the classic Isabella's swinging hips—a reminder of the early decade of Germany's "economic miracle," when unbridled optimism was the order of the day. This charming hip line is accentuated by an aluminum trim that visually extends the entire side view. In the vehicle's rear, the elegant curve merges smoothly into the seamlessly integrated slim tail-light bands. The design team headed by Anders Warming chose the modern lines of the ISABELLA for more reasons than just stylistic ones. They encompass

technical features such as sensors for the driver assistance systems and the electronically operated flush-mounted door openers.

The aerodynamic excellence of the ISABELLA Concept becomes particularly evident when the vehicle is viewed from the side. From this angle, efficiency is enhanced by a variety of detailed solutions as well as the streamlined shape of the basic vehicle body. Behind the front wheels are two free-standing vertical spoilers that enable air to perfectly ventilate the wheel housings by being actively channeled through them, as well as flowing around the vehicle's flanks. This is also where the lenses of the two optoelectronic side-view mirrors are integrated. They replace the conventional rear-view mirrors and also reduce wind resistance. There is also a flow of air through the two free-standing C-pillars, which additionally generate the downforce on the rear axle that is needed for maintaining driving stability.

Thanks to doors that open in opposite directions, front and rear-seat passengers can easily get in and out of the vehicle, especially because the highly stable ISABELLA body has no B-pillars. A clever swinging/sliding mechanism lets the doors slide forward and backward and provides an unobstructed view of the lounge-like interior. The dynamically sporty design of the ISABELLA Concept is also energy-efficient and is accentuated by large 21-inch wheels. They combine low rolling resistance with great traction and help to ensure that the modern ISABELLA is very enjoyable to drive and ride in, no matter whether it's fuel-efficiently gliding along or sprinting through hilly terrain.

A unique and sensuous sculpture—the rear of the ISABELLA Concept

The rear section of the ISABELLA Concept is like a three-dimensional automotive sculpture that makes a strong statement about aerodynamic excellence and the typically high quality of the brand's design. At the same time, it radiates the dignity and stateliness that characterized the large Borgward coupes of the 1930s in particular. Here, softly flowing surfaces join with sharp, crisp lines and a slim tail-light design to create an impressive ensemble. The lower diffusor is made of real carbon and, like the ventilated C-pillars, optimizes the entire flow of air in the rear section, thus making an additional spoiler on the rear hatch unnecessary.

Inner values: A revolutionary interior concept

The automotive world is being thoroughly transformed, and it's looking for ways to harmonize the digital universe with traditional aspects of individual mobility. This becomes especially clear in car interiors, which will change greatly in the future. According to Anders Warming, this paradigm shift is ambivalent in nature. "Traditional and innovative interior concepts should effectively complement one another, as they do in our ISABELLA Concept. The operating and display concept, which features 3D animations and interaction surfaces, is really revolutionary, as is the design of the Surfboard instrument panel and the Scarf center console with its touch display. On the other hand, the interior also includes classic features such as a puristic steering wheel that lacks additional controls, as well as a lounge-like design with individual rear seats that provide the kind of superior comfort one expects of a chauffeur-driven limousine."

Unique features: the Surfboard, the Scarf, and interaction surfaces

The main eyecatcher in the front section of the ISABELLA Concept's interior is the futuristic Surfboard instrument panel. It seems to float freely in space and is only connected to the middle of the center console. In turn, the console, which is called the Scarf, serves as the central element that flows around the space separating the driver from the front passenger. The upper section contains a holographic display that can three-dimensionally depict a wide variety of services ranging from 3D navigation and reservation systems to vehicle menus. Under this display are the raised three-dimensional interaction surfaces that are operated by means of touchscreen technology. These seamlessly integrated triangular surfaces can be individually assigned in accordance with the front passengers' preferences. Thus they enable users to ideally position their hands so that they can intuitively operate the system without being distracted from driving. This is an intentional departure from the conventional philosophy, which always requires the occupants to adapt themselves to the vehicle's existing controls such as switches, buttons or levers. By contrast, the ISABELLA Concept adapts itself to the driver and the front passenger, who quickly learn how to operate their customized user interfaces like a familiar musical instrument.

The display concept is augmented by a seamlessly integrated display that extends beneath the windshield across the entire width of the vehicle, links the two A-pillars with one another, and further enhances the interior's spacious feel. The windshield is strongly pulled forward in the style of classic super sports cars. It also pushes this display far to the front, which makes it easier for the eyes to accommodate themselves when the driver switches back and forth between looking at the display and the road. In addition to a variety of infotainment content, the images from the side-mounted exterior cameras are shown at the extreme left and right of the display. This eliminates the need for a conventional rear-view mirror.

The puristic steering wheel is used exclusively for its original purpose and the designers have deliberately decided to dispense with the excessive number of switches, buttons, and rollers that have become common nowadays. As a result, the classic steering wheel forms a nice contrast to the triangulated avant-garde user interface of the Scarf.

Free-standing sculptured seats and fractured landscapes

The intricately shaped individual sculptured seats, which are a design statement in and of themselves, remind viewers of the free-swinging, high-quality seats in modern apartments and form an appealing contrast to the complex designs of the interior surfaces. The trim of the rear doors and the surface between the individual rear seats follow the design principle of fractured landscapes. Here the topography is split into seamlessly linked triangular surfaces and incorporates the design principle of triangulated surfaces that is used in the Scarf and the "graphic tech fade" coloring.

In the elegant and sublimely futuristic rear with its two individual seats, the airy impression of the interior is heightened by the Carpet concept. This concept dispenses

with the rear supports of the front seats, thus creating plenty of foot room, whose breadth is emphasized by the homogeneous lining made of high-quality Chameleon fabric floor coverings. The lounge-like atmosphere in the rear is heightened by the rear-seat entertainment system. The designers intentionally refrained from firmly integrating displays into the roof liner or the backrests of the front seats. Instead, they integrated two tablet computers that rear-seat passengers can easily store in side slots after use.

A large passenger compartment with plenty of space

Of course the amount of room available in a low four-door sedan such as the ISABELLA Concept is more limited than in the full-size BXi7 SUV, mainly because the enclosed space is much smaller. Nonetheless, the designers and packaging specialists at Borgward Group AG have managed to perfectly integrate the ePROPULSION drive platform with the battery stacks, air conditioner, performance electronics, charge management system, and electric motors. As a result, the sedan provides an outstanding amount of space for four occupants, who enjoy a sense of spaciousness that is similar to that of the Borgward BXi7.

Borgward's electric drive platform ePROPULSION is installed in a sedan for the first time

In the near-series Borgward BXi7 concept car, Borgward Group AG presented the Borgward ePROPULSION electric drive system platform in an SUV at the beginning of this year. Now the modular Borgward ePROPULSION system is celebrating its premiere in the ISABELLA Concept, a four-door sedan. Here the electric platform's impressive performance is especially evident. The battery, which was jointly developed by Borgward and its strategic partner LG Electronics, makes a big impression with its high energy density. In the next development steps, the drive platform's electric range is due to be increased to as much as 500 kilometers. The charging cycle to 80 percent capacity takes only 30 minutes at a fast-charging station. The Isabella Concept can be recharged inductively as well.

The eAWD electronic control and electric motors at both the front and the rear axle turn the ISABELLA Concept into an all-wheel-drive vehicle with a fully variable torque distribution system. The two permanent magnet synchronous motors with integrated converters have a combined output of 220 kW/300 hp, deliver a maximum torque of 450 Newton meters and unite, in line with the driver's wishes, sporty performance and handling with the highest degree of efficiency. As a result, the vehicle accelerates from 0 to 100 km/h in 4.5 seconds, and its thunderous forward thrust does not end until 250 km/h is reached.

Specific driving programs for a customized driving experience

In addition to a high level of energy efficiency, the Borgward ISABELLA Concept provides plenty of driving pleasure. The sporty sedan has a total of five driving programs in order to fulfill different driving requirements. The ECO program ensures maximum energy efficiency and an optimal range, while COMFORT is the NVH-optimized mode for very

relaxed driving. When set to the AWD program, the system activates permanent all-wheel drive with symmetrical torque distribution in order to ensure the best possible winter performance on low-friction surfaces such as snow and ice. The SPORT and SPORT+ modes offer a rear-wheel drive focus, more direct responsiveness of the control systems, and a steeper accelerator response to ensure great agility and dynamic handling. In accordance with the philosophy behind the ISABELLA Concept, these driving programs are not subject to rigid control strategies. Instead, they respond to the driver's requirements and accommodate themselves accordingly.

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Stuttgart / Frankfurt, September 12, 2017

A sporty model variant with the legendary "TS" initials

Borgward BX7 TS crowns the model line*

For the international market, Borgward is presenting an especially sporty version of the Borgward BX7 SUV: the BX7 TS*. The new version comes with a complete range of equipment and has a smart all-wheel drive powered by a cutting-edge direct-injection four-cylinder engine with 165 kW (224 hp) of output and a maximum torque of 300 Nm.

As Ulrich Walker, CEO of Borgward Group AG, explains, "The TS version emphasizes the sporty side of our Borgward BX7. It augments our model range with a sporty version that leaves almost no wish unfulfilled with regard to performance and equipment. Based on this version we will develop a limited edition for the German market."

An impressive design featuring wing lines and an Octagon radiator grille

Sophisticated elegance, sporty dynamism, and a commanding presence—these are the qualities that mark the Borgward BX7 TS, which follows the characteristic "Progressive Heritage" design principle. The vehicle's outstanding design features include the Octagon radiator grille with its legendary diamond-shaped brand logo and the wing lines. The wing lines represent 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.

A long wheelbase and short body overhangs, both front and rear, form the basis of a sporty silhouette. In an almost dramatic fashion, the sides of the Borgward BX7 TS generate additional dynamism by creating a contrast between the long coupe-like greenhouse and the taut, powerful body surfaces beneath the beltline.

With their typical wing lines, the muscular and broad masculine shoulders enhance the energy of the body's sides and extend the vehicle's extravagantly sporty look, which is introduced at the front end. Above the sills, an elongated wing profile accentuates the sense of thrust that the Borgward BX7 TS conveys even when it is stationary. Classic off-road characteristics such as generous ground clearance, short body overhangs, and a high beltline all enhance the model's SUV credentials and signal its ability to master many different types of terrain.

Especially sporty Borgward models already bore the initials "TS" (Touring Sports) back in the 1950s. This tradition is now being continued. In addition to the chromed diamond-shaped symbols and the Octagon grille with its similarly chromed Borgward brand logo with elegant red inserts, the typical TS features include especially designed light alloy

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wheels, bumpers, door sill trims, and claddings in the vehicle color. These features are supplemented by aerodynamic roof rails with an integrated roof spoiler as well as by combined chrome/red TS lettering on the front fenders and the rear door.

A high-quality interior featuring an inviting ambience and the cutting-edge B-Link infotainment system

The Borgward BX7 TS has an impressive interior design and high-quality equipment that are normally only found as standard in higher-grade premium-class automobiles. The interior also expresses the principle of "Progressive Heritage," melding traditional automotive craftsmanship with the very latest technology in order to create a luxurious feeling of well-being. What's particularly impressive is the tension created between the use of natural materials such as the black and brown leather equipment featuring traditional Borgward diamond-shaped stitching, on the one hand, and the installation of innovative components such as a TFT dashboard display or a centrally mounted 12.3-inch multimedia touchscreen, on the other. The occupants immediately feel at home in the luxurious ambience, which is further enhanced by the harmonious color combination and the precise factory finishing.

A raised and detached contour edge connects the dashboard with the door trim. It curves elegantly from the lower edge of the windshield to each B-pillar in order to create a wrap-around effect. The upper part of the dashboard houses the dome for the large 12.3-inch touchscreen and traditional instrument dials along with the central information display. It is visually connected to the center console by two open rails, which are located under the control panel of the two-zone automatic air conditioner. Occupants in the second row of seats enjoy the same level of comfort as the passengers in the front. In addition to the automatic air conditioning system, which can be regulated for the rear of the vehicle, and individual air vents, these seats also feature separately controllable seat heating.

Intuitive operability, the very latest in infotainment, full network connectivity with Internet access, and an extensive range of online services—all these are integral elements of the Borgward brand philosophy. The B-Link Intelligent Connectivity System ensures a high level of operating comfort in the BX7 TS. More specifically, drivers can choose how to display and use the infotainment menus in accordance with their own preferences—by means of either the direct access buttons located in the central console, the push/turn controller, or the 12.3-inch touchscreen.

Superior drive power: The iAWD permanent all-wheel drive system with an electronically controlled multiple-plate clutch

The Borgward BX7 TS has an advanced all-wheel drive system. Together with specialists from the renowned BorgWarner supplier company, engineers from Borgward adapted the fully variable all-wheel drive system with an electronically controlled multi-plate clutch. The "torque-on-demand" iAWD drive offers high reserves of traction, thus ensuring outstanding agility and great driving safety on all types of surfaces. In line with the

driving situation and road surface conditions, the Borgward all-wheel drive system uses an electronically controlled multiple-plate clutch and an electric actuator to optimally distribute torque to the front and rear axles in order to achieve maximum traction in any given situation. It also has a variable differential lock, the eLSD, on its rear axle in order to increase agility and lateral dynamics and thus enhance the TS' sporty nature. The drive system's fuel economy concept is a pioneering development. Here, low weight and an innovative concept for the multiple-disc limited-slip differential on the rear axle lend the system a high degree of energy efficiency.

The drive train and the chassis (with the suspension, steering, and braking systems) complement one another perfectly in the Borgward BX7 TS. The sporty, digressive electric power steering system with a variable steering ratio and demand-actuated steering power assistance always implements the optimal setup for the given driving situation. The sophisticated suspension, with MacPherson struts on the front axle and a multi-link suspension on the rear axle, combines extraordinary stability with balanced ride comfort and a high degree of active safety. The highly stable and sensitively regulated braking system is electronically controlled; this also makes it a key safety feature. The safety package includes ABS, an electronic braking force distribution system, a braking assistant, and an electric parking brake with an "auto hold" function.

The four-cylinder light-alloy inline engine has a displacement of 1,981 cm^3. The engine was developed by Borgward Group AG and uses piezo injectors for high-pressure direct fuel injection as well as a turbocharger with variable geometry, an intercooler, and a variable valve timing system at the inlet and the outlet.

B-Safe for maximum safety

Thanks to its comprehensive B-Safe safety concept, the Borgward BX7 TS meets all the requirements for providing occupants with the highest possible level of safety. Active safety systems can help prevent accidents by detecting potential hazards in advance. Moreover, thanks to the vehicle's structure and the restraint systems, the SUV has the potential to achieve outstanding results in international crash ratings.
The body contains a very stable passenger compartment and defined deformation zones at the front and rear that form a reliable basis for a high level of occupant protection. At the same time, critical body segments are reinforced with high-strength, ultra-high-strength or hot-formed steel. In addition, multiple load paths distribute impact energy in the event of a frontal, side or rear collision, and thus ensure that the deceleration values—to which the passive safety systems are precisely matched—are as evenly balanced as possible.

The passive safety systems provide maximum protection for the vehicle occupants. To respond to the various types of crashes (front, side, and rear collisions), the vehicle is equipped with seatbelt systems and a range of additional features including six airbags, which are activated in accordance with the severity of an accident and can comprehensively mitigate the effects of a crash on the occupants. The vehicle has airbags for the driver and the front passenger, side airbags for the driver and the front passenger, and a curtain airbag. To ensure that these passive safety systems are only

activated when absolutely necessary, the B-Safe concept of the Borgward BX7 TS encompasses many preventive driver assistance systems for avoiding accidents. Among other things, these systems include a blind spot warning system, and a fatigue warning system.

In addition, other systems such as a 360° panoramic camera make handling the Borgward BX7 TS even more comfortable and help to prevent minor accidents, especially in complex situations. They make parallel and perpendicular parking a breeze and enable drivers to maneuver with great precision through tight parking garages and low-visibility terrain.

A comprehensive range of equipment that includes numerous comfort features

Below is an overview of the key equipment features that are standard in the Borgward BX7 TS*.

Exterior
Keyless access
Xenon headlights with gray-tinted diffusers, LED daytime running lights, cornering lights, automatic lighting system, follow-me-home function
Large panorama glass roof with lifting and sliding function
Tinted, heat-insulated glazing with a UV filter on all windows; privacy window tinting in the rear
Four power windows
Rain sensor
Power rear hatch
Electrically adjustable and foldable heated side-view mirrors with automatic dimming and integrated welcome light
TS exterior package: - 19-inch light metal alloy wheels with TS-specific trim - Roof rails and rear spoiler in brushed aluminum - Grille with diamond-shaped logo - Side skirts - Wheel arch flares in the vehicle color - Model-specific front and rear skirts - TS lettering on the front fenders and the rear hatch
Interior equipment and functions
Driver assistance package containing a blind spot warning system and a fatigue warning system

TS interior package: - Dashboard with TFT display and photorealistic depictions - Comprehensive range of black and brown leather appointments including model-specific diamond-shaped stitching on the seats and door trim - Heated sports seats with a massage function: driver's seat electrically adjustable to eight positions / lumbar support electrically adjustable to four positions; front passenger seat electrically adjustable to four positions / lumbar support electrically adjustable to four positions - Heatable multifunctional leather sports steering wheel adjustable to two positions - Individually designed center console bearing the TS logo - Individual gear-selector lever - Aluminum sports pedals - Dark roof liner - Stainless steel TS Line sill plates
Foldable rear bench seat, 40:60 split, heated foldable center armrest with integrated storage compartment and cup holders, 12-volt charging socket
Two-zone automatic air conditioner with an air quality sensor and cabin air filter, additional individual temperature and ventilation controls in the rear
Adjustable front armrest with integrated illuminated storage compartment
Luggage net and retractable load cover as well as the possibility of storing objects underneath the load compartment floor
Ambient lighting
Infotainment system featuring: - Central 12.3-inch touchscreen - FM/AM radio - MP3 player - Bluetooth - 2 x USB - AUX-IN - CarPlay and Android Auto - Navigation system - Compass - 4G T-Box - Push/turn controller and direct access buttons
B-Link system with the following online services: - Weather forecasts - News - Remote vehicle diagnoses - Voice control - Wi-Fi hotspot - Vehicle status query by means of a smartphone app - Radio/music - Breakdown service (e-call) - Emergency button (SOS)
Hi-fi sound system and ten loudspeakers
360-degree camera for a variety of depictions in a 12.3-inch display; parking assistant and trajectory

** All information refers to the international market, vehicle available in Europe with different trim levels, changes possible*

Technical data of the BX7 TS*

Body/dimensions	
Model	Borgward BX7 TS
Vehicle body	Four-door, five-seat SUV; self-supporting reinforced lightweight steel body with a high-safety passenger compartment; energy-absorbing crash zones at the front and rear; side collision protection
Length in mm	4,715
Width in mm	1,911
Height in mm	1,690
Wheelbase in mm	2,760
Drive system/driving performance	
Engine type/number of cylinders	Four-cylinder light metal alloy inline engine; high-pressure direct injection by means of piezo injectors; turbocharger with intercooler; variable valve timing system; EGR
Displacement in cc	1,981
Bore x stroke in mm	82 x 93.8
Output, kW (hp) at rpm	165 (224) 5,500
Max. torque in Nm at rpm	300 / 1,500-4,500
Fuel tank capacity in l	60
Drive system	Permanent torque-on-demand all-wheel drive with electronically controlled multi-plate clutch, ESP®, traction control, electronically controlled eLSD rear axle differential lock
Transmission	Six-speed automatic converter transmission
Chassis/brakes	
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
Braking 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/tires	8.5 J x 19, 235/55 R 19, wheel-specific tire-pressure control system

** All information refers to the international market, vehicle available in Europe with different trim levels, changes possible*

Press release
Stuttgart / Frankfurt, September 12, 2017

European premiere of a concept SUV equipped with an innovative electric drive system

The Borgward BXi7 Runs Solely on Electricity

At this year's IAA, Borgward is presenting the all-electric BXi7 in Europe for the first time. The near-series concept SUV demonstrates the potential of the innovative Borgward ePROPULSION electric drive platform especially clearly. The battery makes a big impression thanks to its high energy density. In the next development steps, the drive platform's electric range is scheduled to be increased to as much as 500 kilometers, depending on how the vehicle is driven. The charging cycle to 80 percent of capacity takes only 30 minutes at a fast-charging station.

The eAWD electronic control and an electric motor at both the front and the rear axles turn the SUV into an all-wheel-drive vehicle with a fully variable torque distribution system. The two permanent magnet synchronous motors with integrated converters have a combined output of 200 kW/272 hp, deliver a maximum torque of 400 Newton meters and unite, in line with the driver's wishes, sporty performance and handling with the highest degree of efficiency. As a result, the vehicle accelerates from 0 to 100 km/h in 6.5 seconds and has a top speed of 200 km/h.

Always and everywhere: A smartphone app for controlling processes

Along with the implementation of convincing electric drive system solutions, the Borgward ePROPULSION strategy also focuses on improving operating comfort. Here the system offers impressive solutions such as drive system and interior preconditioning, intelligent control of various charging functions, and monitoring and control of various features using the ePROPULSION smartphone app.

Using the BORGWARD E-PROPULSION app, a BXi7 driver can view the current vehicle range, remaining charging time, and vehicle interior temperature, for example. The driver can also control the preconditioning system or set a time for charging to begin when electricity prices are at their lowest.

A wide variety of programs for a customized driving experience

In addition to a high level of efficiency and outstanding comfort, the Borgward BXi7 offers lots of driving pleasure. This electric SUV is suitable for everyday use, and its drive system doesn't reduce the available space of either the passenger compartment or the load compartment. The vehicle has a total of five driving programs (ECO, COMFORT, AWD, SPORT, and SPORT+) that fulfill a variety of requirements. ECO offers maximum energy efficiency and optimum range, while COMFORT is the optimized mode for highly

relaxed driving. The AWD program activates permanent all-wheel drive with needs-based torque distribution that ensures maximum performance and driving stability on low-friction surfaces such as snow and ice as well as along un-paved routes or off-road. SPORT and SPORT+ emphasize agility and dynamic handling by offering a rear-wheel drive focus, more direct responsiveness of the control systems, and a steeper accelerator response. The vehicle recovers energy in all of the driving programs. The amount and nature of the energy recovered differs depending on the program in question.

Innovative display concept with two 12.3-inch screens

Better than just good—that's the best way to describe the infotainment and display concept in the BXi7. Along with the centrally located 12.3-inch touchscreen used in the BX7, the interior also features an additional LCD display of the same size in the cockpit. Subject to the legal regulations, the driver can freely configure this display to include not only the speedometer and range indicator but also 3D vehicle information, the driver's phone book or a music playlist, for example. It's also possible to move B-Link functions such as navigation from the central display to the cockpit display.

It goes without saying that the networked Borgward B-Link system in the BXi7 includes all the relevant features of the BX7 production models. However, there are also electric mobility-specific indicators such as those that show the various energy flows in the vehicle in different driving modes. In addition, the switches for activating the different driving modes are mounted under the BXi7-specific gear selector lever in the center console.

The electric Borgward boasts exclusive design features

The characteristic exterior design of the BORGWARD BXi7 was created by the design center in Renningen near Stuttgart. Under the direction of the Board of Management Member for Design, Anders Warming, the center has created a concept car that is as elegant as it is sporty and luxurious. This design reflects the fresh, forward-looking spirit of BORGWARD E-PROPULSION.

The electric version of the SUV stands out through discreet yet significant details. For example, the exterior boasts the exclusive LIGHTNING BLUE paint job, which will be reserved for all Borgward concept vehicles featuring an electric drive system in the future. Other exclusive design features in the BXi7 include the roof rails with their seamless transition into the roof spoiler, the front and rear bumpers, the rear diffuser, and aerodynamically optimized wheels. The exterior design is rounded out by blue color applications in SKY COLOUR and the signature LED daytime running lights.

The interior of the BXi7 is also upgraded by distinctive design features. These features include large decorative elements in LIGHTNING BLUE, discreet trim, and the typical BORGWARD diamond-shaped seat stitching in SKY COLOUR, all of which send a clear message that this is a different kind of drive system. This impression is enhanced by the newly designed gear selector lever in the center console and the large LCD displays mentioned above.

Press release
Stuttgart / Frankfurt, September 12, 2017

International SUV lineup of Borgward Group AG*

Successful Models for the Whole World

The Borgward BX5 and the BX7 were designed by an international development team to be world vehicles, which makes them ideal for climate and utilization conditions all over the world. Following its market debut in China, where more than 50,000 Borgwards have been sold to date, the company is now expanding westward and systematically pushing ahead with its globalization. For example, Borgward is now entering the markets of Middle Eastern countries such as Bahrain, Kuwait, Qatar, the United Arab Emirates (UAE), and Iran. The engineers adapted all of the climate-control systems for the engines and the vehicle interiors so that they would be suited for the countries of this region, which generally have hot desert climates and, in some cases, unpaved roads in rural areas. The underbody protection and chassis were modified to optimize their bad-road capabilities. In this way the vehicles are being adapted for their upcoming market launch in additional countries.

The Borgward BX5: The compact all-rounder

Boasting a length of 4.48 meters and a wheelbase of 2.68 meters, the Borgward BX5 is part of today's fastest growing SUV segment, that of compact SUVs. The vehicle has brought a breath of fresh air to this market segment while simultaneously embodying classic SUV qualities such as versatility, spaciousness, comfort, and off-road capability.

The vehicle's range of drive systems will be greatly expanded in the new model year. In addition to the existing 1.8-liter engine with 140 kW (190 hp) of output and 280 Newton meters of torque, the range of drive systems will be rounded out by the first representative of a new engine family. This lineup of state-of-the-art four-cylinder direct-injection engines has a displacement of 1.4 liters, an output of 110 kw (150 hp), and a maximum torque of 250 Newton meters over a brand range of engine speeds from 1,750 to 4,000 rpm. In addition, the vehicle will be offered with the 2.0-liter engine that is already found in the model's "big brother," the BX7. This engine has 165 kW (224 hp) of output and a torque of 300 Newton meters.

Dynamic elegance, sporty aesthetics, and a powerful personality—these are the attributes that characterize the confident and commanding presence of the BX5. The brand-typical elements of its "Progressive Heritage" design principle include the Octagon radiator grille with its diamond-shaped brand logo and the lateral wing lines above the fenders. The spacious interior follows the same design philosophy, pampering occupants with the brand's typically inviting ambience and the B-Link Intelligent Connectivity

** All information refers to the international market, vehicle available in Europe with different trim levels, changes possible*

System with its vehicle-integrated Wi-Fi hotspot. This system makes it possible to comprehensively connect smartphones to the vehicle so that drivers have unrestricted access to all the features of their phones. Conversely, smartphone apps enable an authorized user to remotely access certain vehicle data and functions at any time. Moreover, occupants can surf the Internet with their devices during a trip. As is the case with all other Borgward models, the comprehensive safety concept B-Safe ensures an outstanding level of active and passive safety.

The Borgward BX7: An impressive SUV with lots of room

The 4.71-meter-long Borgward BX7 is sold on the globally popular market for large midsize SUVs. It impresses with its innovative technology, sophisticated elegance, sporty dynamism, and poised confidence. The SUV, which is successful on the Chinese market, will be updated for model year 2018. Externally, the new vehicle generation will be an eyecatcher, thanks to the chromed bars in the radiator grille and the redesigned 18-inch light metal alloy wheels. The color options will be supplemented by the new metallic paint job Champaign Gold.

The BX7 is also characterized by the brand's typical design features such as the Octagon radiator grille with its legendary diamond-shaped brand logo and the wing lines along the sides. In addition, the SUV is ultra-spacious, providing occupants with an unparalleled amount of room. The Borgward BX7 has an impressive interior design and high-quality equipment that are normally only found as standard in premium-class automobiles that are significantly more expensive. The integral elements of the BX7 include the B-Link with its intuitive operability, the very latest in infotainment, full network connectivity with Internet access, and an extensive range of online services. As is the case with its more compact "brother," the BX5, the BX7 comes with B-Safe to provide occupants with outstanding safety.

Technical data of the Borgward BX5*

	Borgward BX5 20T GDI	Borgward BX5 25T GDI	Borgward BX5 28T GDI
Body/dimensions			
Vehicle body	Four-door, five-seat SUV; self-supporting reinforced lightweight steel body with a high-safety passenger compartment; energy-absorbing crash zones at the front and rear; side collision protection		
Length in mm	4,490		
Width in mm	1,877		
Height in mm	1,675		
Wheelbase in mm	2,685		
Axle track f/r in mm	1,609 / 1,609		
Curb weight/ payload in kg	N.A.	1,640 / 420	
Seats	5		
Drive system/driving performance			
Engine type	1.4 TDGI	1.8 TDGI	2.0 TDGI
Type/number of cylinders	Four-cylinder light metal alloy inline engine; high-pressure direct injection by means of piezo injectors; turbocharger with intercooler; variable valve timing system; EGR		
Displacement in cm^3	1,395	1,797	1,981
Bore x stroke in mm	74,5 x 80,0	82 x 85.1	82 x 93.8
Output in kW/hp at rpm	110 / 150 N.A.	140 / 190 5,500	165 / 224 5,500
Max. torque in Nm at rpm	250 1,750 – 4,000	280 1,750 – 4,500	300 1,500 – 4,500
Fuel tank capacity in l	60		
Drive system	Optional: Front-wheel drive, ESP, traction control or permanent torque-on-demand all-wheel drive with electronically controlled multi-plate clutch, ESP®, traction control		
Transmission	Six-speed automatic converter transmission		
Chassis/brakes			
Front axle	MacPherson suspension, wishbones, suspension struts, coil springs, gas shock absorbers, anti-roll bar		
Rear axle	Multi-link axle, coil springs, gas shock absorbers		
Braking 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/tires	8.0 J x 18, 225/60 R 18, wheel-specific tire-pressure control system		

** All information refers to the international market, vehicle available in Europe with different trim levels, changes possible*

Technical data of the Borgward BX7*

Body/dimensions	
	Borgward BX7 28T GDI
Vehicle body	Four-door, five-seat SUV; self-supporting reinforced lightweight steel body with a high-safety passenger compartment; energy-absorbing crash zones at the front and rear; side collision protection
Length in mm	4,715
Width in mm	1,911
Height in mm	1,690
Wheelbase in mm	2,760
Axle track f/r in mm	1,610 / 1,610
Curb weight/ payload in kg	1,740 / 462
Seats	5/6/7
Drive system/driving performance	
Engine type	2.0 TDGI
Type/number of cylinders	Four-cylinder light metal alloy inline engine; high-pressure direct injection by means of piezo injectors; turbocharger with intercooler; variable valve timing system; EGR
Displacement in cm^3	1,981
Bore x stroke in mm	82 x 93.8
Output in kW/hp at rpm	165 / 224 5,500
Max. torque in Nm at rpm	300 1,500 – 4,500
Fuel tank capacity in l	60
Drive system	Optional: Front-wheel drive, ESP, traction control or permanent torque-on-demand all-wheel drive with electronically controlled multi-plate clutch, ESP®, traction control, eLSD multiple-disc limited slip differential available for the rear axle as an option
Transmission	Six-speed automatic converter transmission
Chassis/brakes	
Front axle	MacPherson suspension, wishbones, suspension struts, coil springs, gas shock absorbers, anti-roll bar
Rear axle	Multi-link axle, coil springs, gas shock absorbers
Braking 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/tires	8.5 J x 18, 235/60 R 18 Wheel-specific tire pressure control system

** All information refers to the international market, vehicle available in Europe with different trim levels, changes possible*