

Published based on [BMW 5-Series F10 Pics From Launch](#)

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[caption id="attachment_17435" align="aligncenter" width="500" caption="2010 BMW 5-Series F10 - Click above for high resolution picture gallery from launch event"]



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BMW India launched the new 5-Series (F10) at the BMW Pavilion at the Grand Hyatt hotel in Mumbai. The BMW Pavilion is like a mini Auto Show. The complete BMW line up was present outside. Inside other than a few new 5-Series cars, there was the 7-Series sedan (the new 5-Series takes a lot of cues from its elder sibling) and the BMW Z4 roadster. BMW India pre-poned the launch of the new 5 due to increasing competition from Mercedes with its new E-Class. The new [5-Series](#) has been very competitively priced and there is no doubt BMW wants to be the segment leader.



A few note worthy points from the launch of the 2010 5-Series: -

- The new 5-Series sports an 8-speed automatic transmission.
- The new 5-Series is longer and wider.
- The new 5-Series is almost a 7-Series. If you are a lay man you can hardly differentiate between the two. More so if you look at both the cars from the inside.
- The BMW 535i (top of the line petrol) is being imported and bought down as a CBU.
- The other three variants are being locally manufactured at the Chennai plant.
- The 525d is capable of a top speed of 236kmph.
- BMW claims the new 5-Series is an exploration of beauty.
- BMW also claims that BMW cars are joy to drive, we don't disagree at all.
- No LWB (long wheelbase) version will be launched for the Indian market. BMW launched a LWB 5-Series in China recently.
- No armored version of BMW cars to be launched in India. Mercedes has its armoured line and recently launched the S-Guard (read more [here](#)).
- Peter Kronschnabl's stay at BMW India comes to an end. He will be heading over to BMW Russia from 1st July onwards.
- He will be succeeded by Andreas Schaaf as new president of BMW India. Schaaf is presently vice-president of BMW Korea.
- Like Mercedes has its BLUEEfficiency, BMW has its EfficientDynamics. These are both nice terms coined by marketing executives at the German headquarters of the respective manufacturers.
- BMW expects to sell 4000 units this year, targeting a double digit growth.
- As far as the interior quality and feel is concerned the 5-Series has the E-Class covered.
- BMW will launch an all-electric car in 2014.



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