

2008 bmw 128i 135i coupe sales brochure

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The 2008 BMW 128i and 135i coupes represent a testament to BMW's commitment to combining performance, luxury, and everyday usability. These models, part of the 1 Series, were designed to appeal to those who wanted a compact vehicle that still offered the exhilarating driving experience for which BMW is renowned. This article examines the key features, specifications, and appeal of the 2008 BMW 128i and 135i coupes as highlighted in their sales brochure.

Overview of the BMW 1 Series

The BMW 1 Series was introduced to provide a more accessible entry point into the BMW lineup without sacrificing the brand's hallmark qualities. The 2008 models, particularly the 128i and 135i coupes, focused on delivering a spirited driving experience while maintaining a refined interior and advanced technology.

Target Audience

The 2008 BMW 128i and 135i coupes were aimed at:

- Young professionals seeking a sporty yet practical vehicle.
- Driving enthusiasts who prioritize performance and handling.
- Individuals desiring a luxury vehicle without the hefty price tag associated with larger models.

Key Features

The sales brochure for the 2008 BMW 128i and 135i coupes highlighted several key features that set these vehicles apart from competitors in the compact luxury coupe segment.

Performance and Handling

One of the standout aspects of the 128i and 135i coupes is their performance:

1. **Engine Options:** The 128i is powered by a 3.0-liter inline-six engine producing 230 horsepower, while the 135i boasts a more powerful 3.0-liter twin-turbo inline-six engine generating 300 horsepower.
2. **Transmission Choices:** Buyers had the option of a six-speed manual or a six-speed automatic transmission, catering to both traditional driving enthusiasts and those preferring convenience.
3. **Rear-Wheel Drive:** Both models feature a rear-wheel-drive layout, which enhances handling dynamics and provides a more engaging driving experience.
4. **Chassis Dynamics:** The 128i and 135i are equipped with BMW's renowned suspension system, ensuring a balanced ride and responsive steering.

Design and Aesthetics

The design of the 2008 BMW 128i and 135i coupes reflects a modern interpretation of BMW's classic styling cues:

- **Exterior:** The coupe features a sleek profile, aggressive front fascia, and signature kidney grille. The design is both sporty and elegant, making it stand out in any setting.
- **Interior:** Inside, the 128i and 135i boast high-quality materials, supportive seats, and a driver-focused layout. The cabin is designed for comfort, with ample space for both driver and passenger.
- **Customization:** The brochure outlines various trim levels, allowing buyers to personalize their vehicles with options like leather upholstery, premium audio systems, and navigation.

Technology and Safety

The 2008 BMW 128i and 135i coupes come equipped with a range of advanced technology and safety features that enhance the driving experience and ensure peace of mind.

Infotainment and Connectivity

The sales brochure emphasized the importance of connectivity and entertainment:

- **iDrive System:** BMW's iDrive system integrates navigation, audio, and vehicle settings into a user-friendly interface, allowing drivers to access important features quickly.
- **Audio Options:** Available premium sound systems, including options from Harman Kardon, provide an immersive audio experience for all passengers.
- **Bluetooth Connectivity:** Standard Bluetooth functionality enables hands-free calling and audio streaming, enhancing convenience on the road.

Safety Features

Safety is paramount in any vehicle, and the 2008 BMW 128i and 135i coupes are no exception:

1. **Airbags:** Both models come standard with multiple airbags, including front, side, and curtain airbags, providing comprehensive protection for all occupants.
2. **Dynamic Stability Control:** This feature helps maintain control during adverse driving conditions, enhancing safety and confidence behind the wheel.
3. **Anti-lock Braking System (ABS):** ABS is standard on both models, providing improved stopping power and control during emergency braking situations.

Market Position and Competitors

In the compact luxury coupe market, the 2008 BMW 128i and 135i coupes faced competition from several notable models. Understanding the competitive landscape is crucial for potential buyers.

Competitors

The primary competitors included:

- **Audi A3:** Known for its quality and performance, the A3 offered a compelling alternative but lacked the rear-wheel-drive dynamics of the BMW coupes.
- **Mercedes-Benz C-Class Coupe:** A luxury option with a focus on comfort, the C-Class Coupe is appealing but generally comes with a higher price tag.
- **Infiniti G37 Coupe:** The G37 Coupe provided strong performance and styling but did not carry the same prestige as the BMW brand.

Pricing and Value

The sales brochure provided detailed information on pricing, positioning the 2008 BMW 128i and 135i coupes as excellent value propositions for buyers seeking luxury and performance.

Base Pricing

- 2008 BMW 128i Coupe: Started at approximately \$29,000.
- 2008 BMW 135i Coupe: Started at approximately \$34,000.

These prices positioned the 128i and 135i as attainable options compared to larger BMW models while still offering an entry into the luxury market.

Resale Value

BMW vehicles are known for their strong resale value, and the 2008 1 Series models are no exception. Factors contributing to this include:

- **Brand Reputation:** BMW's reputation for quality and performance retains buyer interest.
- **Performance:** Enthusiasts often seek out well-maintained older models, ensuring continual demand.
- **Luxury Features:** The 128i and 135i's luxury attributes maintain their

appeal over time.

Conclusion

The 2008 BMW 128i and 135i coupes, as presented in their sales brochure, exemplify the perfect blend of performance, luxury, and practicality. With powerful engine options, a stylish design, and a host of advanced features, these coupes cater to a diverse audience seeking a thrilling driving experience without compromising on comfort or technology. As part of the 1 Series, they have carved a niche for themselves in the competitive compact luxury market, making them a popular choice for buyers in 2008 and beyond. The combination of driving pleasure, luxury, and value ensures that the 128i and 135i remain relevant and desirable even years after their launch.

Frequently Asked Questions

What features are highlighted in the 2008 BMW 128i and 135i coupe sales brochure?

The sales brochure highlights features such as a powerful engine lineup, sporty handling, premium interior materials, advanced technology, and an array of customization options.

What are the engine specifications for the 2008 BMW 128i and 135i coupes?

The 128i is equipped with a 3.0L inline-six engine producing 230 horsepower, while the 135i features a turbocharged 3.0L inline-six engine that delivers 300 horsepower.

How does the 2008 BMW 128i coupe compare to the 135i in terms of performance?

The 135i offers superior performance due to its turbocharged engine, providing quicker acceleration and a sportier driving experience compared to the naturally aspirated 128i.

What safety features are included in the 2008 BMW 128i and 135i coupes?

Both models come with standard safety features such as multiple airbags, stability control, anti-lock brakes, and optional advanced safety packages.

Is there a significant price difference between the 2008 BMW 128i and 135i coupes?

Yes, the 135i is generally priced higher than the 128i due to its performance enhancements, additional features, and turbocharged engine.

What type of transmission options are available for the 2008 BMW 128i and 135i coupes?

Both the 128i and 135i coupes are available with either a six-speed manual transmission or a six-speed automatic transmission with paddle shifters.

How can potential buyers access the 2008 BMW 128i and 135i coupe sales brochure?

Potential buyers can access the sales brochure through BMW's official website, dealerships, or by searching for downloadable PDF versions online.

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