



Media Information
12th January 2012

M genes as standard: the BMW M Performance Automobiles.

New model category with emphasis on sporting characteristics combines exclusive engine line-up, enhanced agility, precise chassis tuning and emotional design – Driving experience defined by the development expertise of BMW M GmbH – World premiere at the International Geneva Motor Show 2012.

Munich. In spring 2012, BMW M GmbH will unveil a new product range for drivers seeking a particularly sporty driving experience, yet who also value the familiar comfort and practicality of BMW models. The BMW M Performance Automobiles offer exclusive engine variants, noticeably enhanced agility and outstanding precision on the road, plus design laced with emotional appeal. The harmonious interplay of engine output, power transfer, chassis technology and aerodynamic balance provides a captivating showcase for the familiar M genes – in day-to-day driving and beyond. The BMW M Performance Automobiles will be presented to the global public for the first time at the International Geneva Motor Show 2012 which takes place from 8 – 18 March.

The BMW M Performance Automobiles represent a totally new model category none of its rivals can offer. Only the high-performance sports cars from BMW M GmbH provide a more convincing execution of an overall concept focused on inspirational driving dynamics. “We are targeting our efforts at customers looking for more emotionality and more performance, but who don’t want to forgo the everyday usability of their cars,” said Dr Friedrich Nitschke, President of BMW M GmbH. Nitschke announced plans for further additions to the new product line-up, referring to “a range including a wide variety of model series, as well as both petrol and diesel-engined variants”. The intelligent all-wheel-drive system BMW xDrive would also play a significant role in the BMW M Performance Automobiles, he added.

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2011 will go down as one of the most successful years for BMW M GmbH since the company was founded. In addition to the BMW 1 Series M Coupe, which marked BMW M GmbH's first ever foray into the premium compact segment, last year also saw the successful introduction of the new BMW M5. The imminent arrival of the BMW M Performance Automobiles provides 2012 – which will also feature the world premiere of the new BMW M6, among others – with an early highlight.

“The BMW M Performance Automobiles benefit from the full expertise of BMW M GmbH,” explained Nitschke. The BMW Group subsidiary can call on decades of motor sport experience when it comes to translating outstanding engine power into excellent dynamics. This development expertise also imbues the BMW M Performance Automobiles with their distinctive character.

The models in the new product category follow in the tyre tracks of the BMW M535i, which was unveiled in 1980 and went on to capture the hearts of performance-minded customers with its extra power, precisely tuned chassis technology and subtly modified design. A fresh addition to the BMW 5 Series ranks, the Sedan remained a highly successful member of the line-up through two model generations and – up to 1987 – with the BMW M5 for company within the range. “Our aim with the BMW M Performance Automobiles is to continue this tradition,” confirmed Nitschke.



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The BMW M GmbH.

The BMW M GmbH is a one hundred percent subsidiary of the BMW AG. With products and services in the five business areas BMW M Automobiles, BMW Individual, M Sport Packages and Options, BMW Group Driving Experience as well as special task and security vehicles, it addresses customers with particularly high demands on the performance, exclusivity and individuality of their vehicle. The Munich-based company was founded in 1972 as the BMW Motorsport GmbH. Since then, the letter M has been internationally synonymous with success in motor sports and with the fascination of high-performance sports cars for use in everyday road traffic. Production of BMW M automobiles is integrated into the manufacturing processes of BMW plants. The BMW M GmbH possesses the status of an independently operating automobile manufacturer.

In the business year 2010, the BMW M GmbH achieved worldwide sales of approximately 17,000 vehicles. The BMW M GmbH currently employs around 500 people in the areas of development, administration and marketing.