

Media Information
For Immediate Release
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Limited units of the special BMW M3 Coupé Competition Edition arrive in Singapore.

Singapore. BMW Asia today announced the launch of the limited-edition BMW M3 Coupé Competition Edition. Built in commemoration of the BMW M GmbH's 40th anniversary (established since 1972), 450 units of the limited-edition car have been produced worldwide with just eight of them made available to the local market.

The limited-edition BMW M3 Coupé Competition Edition will only be available in BMW Individual Frozen Silver Metallic exterior paint with a deep metallic finish. Its exterior treatment also includes black hood intakes and dark chrome exterior trim for the kidney grills, the BMW M side gills and the exhaust tips, as well as the same 19-inch rims found on the BMW M3 GTS.

On the interior, the BMW M3 Coupé Competition Edition adds black extended Novillo leather with palladium silver accents and stitching on front seats, headrests, door trim panels and handles, centre console, and centre armrest, along with an Alcantara-covered steering wheel and a BMW M3 Chequered Flag logo inlay featured on the door sills. The carbon trim on the dashboard and centre console further complete the interior upgrades.

Apart from just improved looks, the BMW M3 Coupé Competition Edition has been reduced in height by 10mm, and the M3 GTS 19-inch wheels with wider offset for enhanced stability, a modified Electronic Damper Control, and higher-threshold programming for the M Dynamic Mode. The BMW M3 Coupé Competition Edition is powered by the high-revving 4.0-litre V8 engine that produces 420bhp, and is mated to an M DCT double clutch transmission which allows it to complete the century sprint in just 4.6 seconds.

The limited BMW M3 Coupé Competition Edition will be distributed by Munich Automobiles Pte Ltd. For more information, please call +65 6899 6996 or visit www.munichauto.com.sg.

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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.

The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 25 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

During the financial year 2010, the BMW Group sold 1.46 million cars and more than 110,000 motorcycles worldwide. The profit before tax for 2010 was euro 4.8 billion on revenues amounting to euro 60.5 billion. At 31 December 2010, the BMW Group had a workforce of approximately 95,500 employees.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last seven years.

For more information:

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