

**Media Information**

15 Jul 2022

## **First-ever BMW i4 M50 launches at BMW Experience Days 2022.**

**50 years of BMW M celebrations continue in the Lion City.**



**Singapore.** 50th anniversary of BMW M celebrations in Singapore are now in full swing with the launch of the first-ever BMW i4 M50 at the BMW Experience Days 2022. This invite-only event by BMW Asia, Performance Motors Limited, and Performance Munich Autos will be held from 15-17 July 2022 at the Changi Exhibition Centre, allowing BMW aficionados to put the latest BMW and BMW M models to the test on a series of circuits and enjoy a showcase of

past and present BMW models. More than 500 attendees are expected over the course of three high-octane fun-filled days.

"The phrase 'sheer driving pleasure' has never stood truer. It's extremely exciting to see the BMW community in Singapore come together to celebrate the best way we know how – by putting pedal to the metal!" said Mr. Lars Nielsen, Managing Director of BMW Asia. "This is also the perfect time to present the first electrified high-performance model in the history of BMW M GmbH, the BMW i4 M50, in Singapore.

"Deliveries of the first units of the BMW i4 M50 will happen this month, following the successful launch of the BMW i4 eDrive40 earlier this year. The BMW i4 is a true success story for the brand and I can't wait to see them on the roads!" he continued.

"The BMW Experience Days is our first driving experience in Singapore since the pandemic and promises to deliver BMW fans exhilarating experiences," said Mr. Arnt Bayer, Managing Director of Performance Motors Limited and Performance Munich Autos. "We're also excited to showcase a selection of BMW M classics, the latest BMW M models, as well as the BMW M 50 Jahre Singapore-exclusive editions to celebrate the 50<sup>th</sup> anniversary of BMW M."



#### **The first-ever BMW i4 M50 now in Singapore.**

The BMW i4 M50 brings the classic M formula of agility, dynamism, and precision to the world of electric mobility. This performance model from BMW M GmbH uses two electric motors – one each at the front and rear axles – to deliver a system output of 400 kW/544 hp and high-intensity driving pleasure. Built at BMW Group Plant Munich, the BMW i4 M50 offers purely electric drive combined with the sporting elegance and wide-ranging functionality of a gran coupé – its supreme everyday usability and

long-distance capabilities are thanks to its five seats, large wide-opening tailgate, and versatile luggage compartment offering 470-1,290 litres of load space.

The BMW i4 M50 features a bespoke adaptive M suspension with individually configured springs and dampers in the front and air suspension at the rear, specially designed anti-roll bars, and an additional spring strut tower brace in the front end, along with variable sport



steering, M Sport brakes, and 19" M light-alloy wheels. The gran coupé offers highly impressive driveability in all scenarios – from full-blooded acceleration through high-speed cornering to relaxed cruising. Precisely controllable response to sudden movements of the accelerator and steering wheel reinforce the driver's trust in the handling agility of the BMW i4 M50.

Its fully electric all-wheel-drive system (with rear-wheel bias) reacts with exceptional sensitivity to the speed of the wheels at each axle, helping achieve outstanding levels of traction, directional stability, and agility. If necessary, the system can adjust the drive torque accordingly, without the traction control system even having to intervene. Dynamism and comfort are both raised another notch by the variable sport steering that is fitted as standard in the BMW i4 M50. It combines the Servotronic function with a variable rack ratio that also adjusts the angle the steering has to be turned to as a function of vehicle speed. This makes the car more nimble when parking, manoeuvring, and taking turns.

The BMW i4 M50 also features a specially designed boost function to bring the car's high-performance pedigree even more to the fore. The Sport Boost function is available whenever SPORT mode is engaged, and increases the system's combined drive power by 50 kW/68 hp to its maximum of 400 kW/544 hp for over ten seconds. At the same time, combined torque is upped by 65 Nm to 795 Nm. The electrifying burst of speed is accompanied by a dramatic

M-specific soundtrack that further intensifies the performance experience inside the BMW i4 M50. A Launch Control function is also available for accelerating from a standing start with optimum traction. The BMW i4 M50 has an electronically governed top speed of 225 km/h.



In the same vein as the BMW i4 eDrive40, the BMW i4 M50 shares the same fifth-generation BMW eDrive technology and offers a highly integrated electric drive system. The electric motors are free from rare-earth materials as it does not require the use of fixed permanent

magnets. In addition, adaptive recuperation gives a boost to efficiency and range – intelligently connected drive management allows the intensity of the brake energy recuperation to be adapted to the driving situation at hand, as detected by data from the navigation system and the sensors used by the driver assistance systems. Maximum recuperation power is 195 kW in the BMW i4 M50 (116 kW in the BMW i4 eDrive40).

On the charging front, the BMW i4 M50 features a high-voltage battery with the fifth-generation battery cell technology, giving a gross energy content of 83.9 kWh (net energy content: 80.7 kWh). The Combined Charging Unit (CCU) allows for DC charging at rates of up to 205 kW, and AC charging up to 11 kW. The battery management



system has been designed to give the best balance between fast charging and preserving longevity of the battery, with a control methodology specially developed to significantly reduce cell aging in every state of the high-voltage battery.

The BMW i4 M50 is additionally available as a 50 Jahre special edition exclusive to Singapore. This model sports the BMW Motorsport signet, as well as specially curated BMW M Performance parts. Highlights include:

- Exterior paintwork in Frozen Portimao Blue
- BMW M Carbon Exterior package with front end side air intake trim, exterior mirror caps, rear apron side trim elements and a rear spoiler in ultra-lightweight, high-tech carbon fibre
- Glass slide/tilt sunroof with electric drive system and electrically powered interior blind
- BMW M interior trim finishers in carbon fibre
- 20" BMW Individual bi-colour aerodynamic wheels in style 862 with mixed tyres

The first-ever BMW i4 M50 will be available for viewing at the Performance Munich Autos showroom from Monday, 18 July 2022.

Additional information enclosed:

1. The first-ever BMW i4 M50 price.
2. The first-ever BMW i4 M50 specifications.

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**The BMW Group**

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 motorcycles worldwide. The profit before tax in the financial year 2021 was € 16.1 billion on revenues amounting to € 111.2 billion. As of 31 December 2021, the BMW Group had a workforce of 118,909 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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**About Performance Motors Limited (PML)**

Performance Motors Limited (PML) is a unit under Sime Darby Motors, a division of Sime Darby Berhad, and has been the dealer of BMW cars and BMW motorcycles in Singapore since 1979.

The PML showroom is located at 303 Alexandra Road, Singapore 159941.

Showroom opening hours are Monday to Saturday, 8am – 7pm; Sunday and Public Holiday, 10am – 6pm. For more enquiries, please call 1 800 2255 269.

PML has achieved various accolades in the areas of sales achievement and service excellence in its 40-year history in the luxury segment.



2016 - PML recorded an all-time high for new car registrations and was named the 'Best Dealer in Sales – Importer Region B4' at BMW Group's Excellence in Sales Awards 2016. The company also won the 'Best Lifestyle Dealership' from BMW Group Asia. PML launched the Future Retail concept at the newly renovated BMW showroom at Sime Darby Performance Centre, creating an engaging retail environment with the use of innovative digital tools. As a leading luxury car brand in Singapore, BMW remained the preferred limousine brand for events such as the Singapore Airshow 2016, SMBC Singapore Open 2016, and Louis Vuitton High Jewellery Event 2016, just to name a few.

2017 - PML was recognised at BMW Group's Excellence in Sales Awards 2017 as 'Best Retailer in Sales in the Importer Region Asia Pacific', and was accorded the 'Point Of Sales Award for Aftersales Marketing Excellence - Second Place' as well as the 'Best Accessories Performance' awards by BMW Group Asia. The introduction of five new plug-in hybrid electric vehicles (PHEVs) and an updated electric vehicle (EV) under the BMW i brand saw PML cementing its position as the industry leader for electromobility in Singapore. BMW was appointed the official car brand for numerous high-profile events including the ASEAN Tourism Forum 2017, SMBC Singapore Open 2017, Singapore Yacht Show 2017, IMDEX Asia 2017, Miss Universe Singapore 2017, and Singapore International Energy Week 2017.

2018 – In another record-breaking year of new car registrations, PML had for the first time surpassed the 5,000-unit mark. BMW cars also continued to be the favoured limousines for various prestigious events throughout the year, namely the SMBC Singapore Open 2018, Singapore Airshow 2018, 32<sup>nd</sup> ASEAN Summit, and Singapore International Film Festival 2018.

2019 – Celebrating its 40<sup>th</sup> year of distributing BMW Cars and Motorcycles in Singapore, PML took to the heart of Orchard Road for BMWFestSG with a myriad of activities to engage the masses and deliver sheer driving pleasure. BMW once again had the honour of being appointed as the preferred limousine provider for events such as the International Maritime Conference & Exhibition for Defence (IMDEX Asia) 2019, Singapore Convention Week 2019, and Singapore International Energy Week (SIEW) 2019.

2020 – BMW was the second best-selling car brand and leading premium automotive brand in Singapore, capturing 9.8% of the market share. November and December marked record-breaking months for car sales in PML's entire 41 year history. 2020 also saw the launch of 13 models including the first-ever BMW 2 Series Gran Coupé, new BMW X3 xDrive30e, and first-ever BMW M8 Competition, alongside eight virtual launches and events such as the eJoyFest and BMWFestSG. PML also launched the BMW Digital Showroom, BMW Convenience 360, and the BMW Performance Motors SG Mobile App to create a seamless customer journey between the virtual and physical landscapes.

2021 – For a second year running, BMW was the second best-selling car brand and leading premium automotive brand in Singapore, capturing 11.3% of market share with its best first half-year performance in PML's history recording 2,993 cars delivered and 736 cars registered in June 2021 alone. PML launched its first-ever Phygital (Physical and Digital) event; BMW World SG 2021 in January 2021 engaging our customers with in-showroom and online deals. Other events such as BMW JoyFest 2021 were also a resounding success generating 3,689 leads, 1300 test drives and a conversion ratio of 19.7% (leads to sales) with a mix of online activations such as online flash sales and secret deals and offsite activations such as goodie bag redemptions for test drives. 11 new models were launched in 2021 including two electric models; the BMW iX3 – an electric variant to the ever-popular BMW X3 and BMW Group's brand new technology flagship, the BMW iX alongside other models such as the BMW 4 Series Convertible, BMW 4 Series Gran Coupé, and BMW M3 and M4 Competition.

#### **About Performance Munich Autos**

Performance Munich Autos is the world's first dedicated BMW M dealership in Singapore that holds the retail rights to a full range of BMW M and BMW M Performance Automobiles.

Performance Munich Autos Showroom is located at 315 Alexandra Road Singapore 159944.

Showroom opening hours are Monday to Saturday, 8am - 7pm, Sunday and Public Holidays, 10am – 6pm.

For more information or enquiries, visit <https://www.bmw.com.sg> or call (+65) 6333 3933.

Facebook: <https://www.facebook.com/BMWMPMA>

## 1. The first-ever BMW i4 M50 price.

Model	VES Band	Retail price (at press time)
BMW i4 M50	A2	\$412,888
BMW i4 M50 50 Jahre	A2	\$441,888

## 2. The first-ever BMW i4 M50 specifications.

### Vehicle Category

Drive Type / Body Style: Battery electric vehicle (BEV) / Gran Coupé

### Power Unit

Drive concept: Electric drive, coordinated on-demand transmission of the drive torque from two electric motors to front and rear wheels.

Max system output: 400 kW / 544 hp at 8,000 – 17,000 rpm.

Max system torque: 795 Nm at 0 – 5,000 rpm.

Type of transmission: Automatic transmission, single-speed with fixed ratio.

Motor technology: Fifth-generation BMW eDrive technology: electrically excited synchronous motors each sharing the same housing with the power electronics and single-speed transmission, generator function for recuperating energy.

Max recuperation output: 195 kW.

### High-voltage Battery

Storage technology: Lithium-ion.

Installation: Underfloor.

Voltage: 398.5 V.

Battery capacity: 210.6 Ah.



Net energy capacity: 80.7 kWh.

### **Performance**

Acceleration (0 – 100 km/h): 3.9 seconds.

Top speed (electronically limited): 225 km/h.

### **Electric Power Consumption / Range**

Electric power consumption: 23.1 kWh/100km.

Range (WLTP): Up to 521 km.