

**Media Information**

22 February 2023

## **"5 questions to..." Sarah Lessmann, Product Manager, BMW M GmbH.**

### **Getting to know the first-ever BMW XM.**

**Singapore.** Following the introduction of the first-ever BMW M3 Touring and new BMW 3 Series at Singapore Motorshow 2023, BMW Asia is continuing its model offensive with the arrival of the first-ever BMW XM in the coming weeks. The BMW XM is a fresh interpretation of the Sports Activity Vehicle (SAV) concept for the high-performance segment. We speak to Ms. Sarah Lessmann, Product Manager at BMW M GmbH, about what customers can expect from this groundbreaking vehicle.

#### **What makes the BMW XM so special?**

The BMW XM is not just the first-ever electrified BMW M high-performance model – it is also the first BMW M purpose-built model since the BMW M1 in the late 70s. We aim to attract a new group of customers with the BMW XM as it boasts an extravagant design with unconventional proportions and pays homage to the legendary mid-engine sports car.



#### **Why didn't BMW develop a sports car as the next pure M?**

The BMW M1 was a perfect fit for its era while the BMW XM is tailor-made for today's customers. In former times, sports cars were extremely appealing to a broad range of



customers and highly relevant for car manufacturers. However, customers around the world today are looking for SAVs/SUVs that deliver practicality and high performance in one luxurious package. These vehicles have the potential to significantly drive growth for car manufacturers moving forward.

### **What is the newest tech in the BMW XM?**

There are so many new things to experience in the BMW XM, but the most significant one for sure is the first-ever M HYBRID System, a powerful combination of a 4.4-litre V8 combustion engine with an electric motor integrated into the eight-speed M Steptronic transmission. Offering a total system output of 653hp/800Nm, this system gives drivers the best of both worlds. At the top end of the spectrum, there is the BMW XM LABEL RED – the most powerful BMW M model ever made with 748hp/1,000Nm.

### **What are the top 3 unique “wow” exterior design elements of the BMW XM?**

First and foremost, the design closely aligns with the BMW M1. From the accent band on the side, to the three illuminated diagonal strips in the taillights, to the laser engraved double BMW Logos on the rear window. Other impressive, and unique, aspects of the exterior design can be seen at the rear of the car, with



the hexagonal exhaust pipes stacked vertically and the new taillights that extend far into the side, giving the BMW XM a broad presence on the road. Finally, we have the kidney frame, accent band, rear diffuser inlays and 23-inch rims in beautiful and expressive “night gold” that make the BMW XM stand out like no other.

### What are the top 3 unique "wow" interior design elements of the BMW XM?



One of my favourites is the three-dimensional prism roof liner – it is illuminated by 100 LED units and is a work of art that captures your attention the moment you step into the vehicle. The exclusive "BMW M Lounge" in the second row provides a generous feeling of space, high-quality materials and extravagant design. This one-piece

seating area includes details such as the diamond-shaped structures in the headrests and stitching pattern to convey comfort and luxury. Finally, we have the luxurious vintage leather upholstery covering the door panels and the dashboard – it's amazing to the touch, making you want to spend more time in the BMW XM than you need to!

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#### **The BMW Group**

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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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