



Press information
15 May 2013

BMW Pininfarina Gran Lusso Coupé. Consummate elegance.

Munich. At the Concorso d'Eleganza Villa d'Este 2013, two tradition-steeped car manufacturers – the BMW Group and Pininfarina – will be straddling the automotive past and future as they unveil the result of their debut cooperation to the global public on 24 May: the BMW Pininfarina Gran Lusso Coupé.

Together they have created the embodiment of sheer elegance. The BMW Pininfarina Gran Lusso Coupé is the sequel to a new approach introduced at last year's Concorso in the shape of the BMW Zagato Coupé. Always in search of opportunities for further development, the BMW Group consciously pursues creative exchange with other design studios. It enables two design approaches to merge into a new and exciting initiative that encourages fresh creative impulses. Thus the close collaboration with the Pininfarina design team has led to a new automotive personality brimming with character and ready to join the high-end luxury class: typically BMW and bearing the refined imprint of Pininfarina. The BMW Pininfarina Gran Lusso Coupé adds a new dimension to the BMW claim to elegance and exclusivity.

This elaborate creation is a one-off that captivates the observer at first glance with its Italian exclusivity and modern finesse. Generous surface design and taut contours highlight an elegant vehicle body, while hallmark BMW proportions – a long wheelbase, stretched bonnet, short overhangs and a set-back greenhouse with smoothly sloping roofline – imbue the BMW Pininfarina Gran Lusso Coupé with authoritative dynamics even before a wheel has been turned. Enhancing the powerful impact of the side profile are convex taperings that add a dynamic elegance. The exterior symbolises the modern harmony between power and elegance encapsulated by the V12 engine under the bonnet.

On the inside, the BMW Gran Lusso Coupé shows this consummate blend of contemporary elegance and luxury. Here the melding of exclusivity, comfort and sportiness makes for a unique interior experience. The fluid underlying geometry of the cabin and the classical BMW driver focus are lent a thoroughly new touch through the influence of Pininfarina.



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The BMW Group

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 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 eight years.

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