



Media Information (Updated April 23, 2013)

The New 2014 BMW Z4 Roadster.

Exterior and interior refinements and updated technology complement the classic BMW Z4 Roadster.

Richmond Hill, ON. The new BMW Z4 Roadster represents a time-honored and yet contemporary interpretation of the traditional roadster concept. New exterior features, detailed interior refinements, the new Hyper Orange design package, as well as availability of full the range of BMW ConnectedDrive features all provide fresh impetus and lend the BMW Roadster even greater appeal and individuality. This updated version of the modern classic will arrive in BMW showrooms in spring of 2013, with a base MSRP of \$54,300.

Design: classical proportions infused with modern character.

The success of modern-day BMW Roadsters is rooted in the rigorous dedication of a concept, a process which has left its mark on both the design and the driving properties of each car and is clearly recognizable in the new BMW Z4. The sweeping hood, long wheelbase, low beltline and low-slung rear end play a more vivid and uncompromising part in shaping its appearance than is evident with any of its segment rivals. The low seating position just ahead of the rear axle gives the driver and passenger a particularly intense experience of the longitudinal and lateral forces working on the rear wheels. This sense of being “part of the car” also allows the driver to feel more in touch with the road.

The hardtop roof also blends seamlessly into the car’s form. As it closes, it seals a smoothly flowing roofline, while large window surfaces optimize all-round visibility and the feeling of space inside the car. Once opened, the two roof elements are accommodated, one on top of the other, in a compact package inside the Roadster’s trunk. The A-pillars – painted an understated black – also underline the low-slung silhouette of the new BMW Z4, especially when the roof is open. The optional BMW Individual hardtop – available in the two contrast colors, Jet Black and Titanium Silver metallic – provides a feast for the eyes when the roof is closed. The hardtop can be opened at the touch of a button while the car is moving at up to 40 km/h in an automated process lasting 19 seconds.

The distinctive four round headlights team up with the broad BMW kidney grille to form a roadster-specific interpretation of the brand’s signature face. The standard Xenon

BMW Canada Inc.
a BMW Group Company

BMW Canada Inc.
une compagnie
du BMW Group
Head Office/
Siège social
50 Ultimate Drive
Richmond Hill, Ontario
Canada
L4S 0C8

Telephone/
Téléphone
(905) 683-1200

Facsimile/
Télécopieur
(905) 428-5668

Internet
www.bmw.ca
www.mini.ca



headlights of the new BMW Z4 have a slim design and extend well into the front wheel arches. They feature LED light rings which emit daytime driving light in the brand's hallmark style. Added to which, the light sources now have a strikingly three-dimensional design which accentuates the intricate technology of the headlights. Cutting across the tops of the headlights are LED accent lights, whose metal insert bears BMW lettering. The integrated turn signal indicators have chrome-coloured surrounds, which lend further emphasis to the sophisticated character of the light units. Plus, a newly designed, tapered surround for the side indicators adds a dynamic sweep to the gills on the front side sections of the car.

Striking touches: new paint finishes, Hyper Orange Design package, a new alloy wheel and the M Sport package.

A total of 11 external paint finishes are available for the new BMW Z4, including the new Mineral Grey metallic, Glacier Silver metallic and Valencia Orange metallic, which can only be ordered together with the Hyper Orange Design option. This new aesthetic/design package lends the Roadster a lively aura; the interior, for example, boasts an energy-charged contrast of black and orange. The bespoke Alcantara door panel trim, like the lower section of the instrument panel, comes in orange. The black leather seats have contrast stitching in Valencia Orange and an accent stripe running down the central section of the backrests and seat cushions. This stripe is likewise orange and is flanked by two thin white lines. The door panel trim and lower section of the instrument panel can also be specified in black as an option. Another exclusive element of the Hyper Orange Design package is the metal weave trim strip, which can be combined with further decorative elements in high-gloss black for the door openers and the gearshift or selector lever. This new equipment package replaces the previously available Citrus Yellow Package and is also available in combination with other exterior paint colors as an option.

New interior additions to standard specification include high-gloss black surrounds for the central air vents and the iDrive control system's folding Control Display, which comes as part of the optional navigation system. Elsewhere, exquisite Fineline Anthracite wood has been added to the selection of interior trim strips available as an option for the new BMW Z4. The BMW Z4 sDrive 28i, BMW Z4 sDrive 35i and BMW Z4 sDrive 35is are offered with Kansas leather trim. The range of optional light-alloy wheels includes a newly designed V-Spoke 18-inch wheels combined with staggered front and rear tire sizes.



The engaging character of the Roadster as a driver's tool is given particular emphasis by the optional M Sport package, which includes M Adaptive suspension, 18-inch M light-alloy wheels and an M aerodynamics package with large air intakes in the front wing and a rear bumper inlay painted Anthracite metallic. Bringing an extra dose of sporting flair into the interior, meanwhile, are features such as sports seats, an M leather steering wheel, M driver's footrest, M door sill finishers and an anthracite-coloured roof liner. The Aluminum Carbon trim strip, leather M gear lever knob and grey dials for the instrument cluster lend the finishing touches to the interior ambience. The new BMW Z4 sDrive35is comes with a model-specific version of the M Sport package.

**Engines: BMW TwinPower Turbo technology in three output levels**

The BMW Z4 will continue to be available in three variants, the Z4 sDrive 28i, the Z4 sDrive 35i and the Z4 sDrive 35is. Their most significant shared feature is BMW TwinPower Turbo technology, which ensures an exceptionally effective balance between driving pleasure and fuel consumption throughout the range.

The BMW sDrive28i features BMW's award-winning TwinPower Turbo 2.0-liter four cylinder engine, which produces 241 horsepower and 258 lb-ft of torque. It powers the BMW Roadster from 0 –100 km/h in 5.8 seconds with the 6-speed manual (5.9 with the 8-speed automatic) and returns highway fuel economy figures of 5.8 L/100km with the manual transmission (5.9 L/100km for the 8-speed automatic). The BMW Z4 sDrive35i features BMW's N54 TwinPower Turbo 3.0-liter inline-6, producing 300 hp and 300 lb-ft of torque. It sprints from 0 –100 km/h in 5.3 seconds with the 7-speed DCT transmission (5.4 with the 6-speed manual) achieving highway fuel economy figures of 5.4 L/100 km/h with the manual transmission and 8.4 L/100 km/h 7-speed DCT. The top-range Z4 sDrive35is features a higher-output version of BMW's venerable N54 producing 335 hp and 332 lb-ft of torque and the 7-speed DCT. The top model goes from 0 – 100 km/h in just 5.0 seconds without achieving the same fuel economy rating as the 35i..

Extensive comfort-enhancing equipment.

The new BMW Z4 delivers the driving pleasure customers have come to expect from the brand, fulfilling the desire for both sporting ability and comfort. Drivers can use the standard Driving Experience Control switch to select a configuration to suit the situation at hand and satisfy personal preferences. COMFORT, SPORT and SPORT+ modes can all be called up using the rocker switch on the center console. As well as adjusting the responses of the engine and DSC stability system, the different modes also alter the shift characteristics of the automatic gearbox, the responses of the Servotronic function and the mapping of the electronically controlled dampers, if these items are specified. These modes allow the driver to choose from a selection of distinctive and clearly differentiated set-ups for the car.

Other items of equipment fitted as standard are Xenon headlights, automatic climate control, a heated glass rear window and runflat tires with a tire pressure monitor. The standard Z4 sound system includes CD player, AUX-IN socket and 6 loudspeakers. Customers can also choose the optional Premium Sound System with higher output and 14 loudspeakers. The optional navigation



system enables high-resolution map graphics – complete with 3D view – on the 8.8-inch iDrive monitor. The navigation data for the system is stored on an in-car hard disk, which also provides 12 GB of capacity for personal music collections.

The range of driver assistance systems and mobility services from BMW ConnectedDrive has also expanded once again. The new BMW Z4 can be equipped with features such as High Beam Assistant and Park Distance Control with sensors at the front and rear of the car. If the navigation system is specified, the ConnectedDrive Services option allows use of internet-based information and entertainment services inside the car. This system must be fitted to enable access to the BMW Online portal and apps using the Control Display and iDrive Controller. The Real Time Traffic Information function is also on hand, supplying the driver with congestion warnings and diversion recommendations in real time. Apple iPhone owners can use BMW apps, for example, to receive web radio stations, display Facebook and Twitter posts on the monitor and ask for them to be read out. The range of BMW ConnectedDrive features available for the new BMW Z4 also includes BMW TeleServices, BMW Remote Services, Concierge Services and enhanced Automatic Collision Notification with automatic vehicle location and accident severity detection.

The new 2014 BMW Z4 Roadster will arrive in BMW showrooms in spring of 2013.

BMW Group in Canada

BMW Group Canada, based in Richmond Hill, Ontario, is a wholly-owned subsidiary of BMW AG and is responsible for the distribution of BMW luxury performance automobiles, Sports Activity Vehicles, Motorcycles, and MINI. BMW Group Financial Services Canada is a division of BMW Group Canada and offers retail financing and leasing programs and protection products on new and pre-owned BMW and MINI automobiles, as well as retail financing for new and pre-owned BMW Motorcycles. A total network of 44 BMW automobile retail centres, 20 BMW motorcycle retailers, and 29 MINI retailers represents the BMW Group across the country.

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 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 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.

www.bmwgroup.com

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupview>

-30-

For more information, please contact:

Frank Strebe, Director, Corporate Communications
BMW Group Canada
905-428-5005 / frank.strebe@bmwgroup.ca

Rob Dexter, Product and Technology Specialist
BMW Group Canada
905-428-5447 / robert.dexter@bmwgroup.ca