



Media Information

November 13, 2013.

The All-New BMW 2 Series Coupé

New BMW model series raises the bar in the premium compact segment.

Richmond Hill, ON. BMW today announced the introduction of an entirely new model series with the introduction of the all-new BMW 2 Series Coupé. The new 2 Series family is scheduled to arrive in Canada in the first quarter of 2014 in 228i and the M235i variants. The BMW M235i, the first M Performance Automobile offered in Canada, includes an impressive list of performance enhancing features. This successor to the successful 1 Series Coupé will continue the decades-long tradition of premium compact Coupés with impeccable driving dynamics when it makes its world debut at the North American International Auto Show in January 2014. Pricing for the 2014 BMW 2 Series Coupés will be announced in November.

BMW 2 Series Coupé Highlights.

- The BMW 2 Series Coupé raises the bar in the premium compact segment in terms of dynamic ability, aesthetic appeal and emotional allure; a distinctive vehicle concept unique in its segment, with a two-door body in classic three-box design typical of BMW Coupés, four seats, rear-wheel drive and a pair of engines and chassis set-up focused squarely on sporting ability; market launch from March 2014, line-up to include a BMW M Performance Automobile – the BMW M235i Coupé.
- The newly designed Coupé series with significantly larger dimensions than its BMW 1 Series Coupé predecessor: length increased by 72 mm to 4,432 mm, width by 32 mm to 1,774 mm, wheelbase by 30 mm to 2,690 mm, front track width by 41 mm to 1,521 mm and rear track width by 43 mm to 1,556 mm; improved interior space, including 19 mm of extra front headroom and 21 mm of additional rear legroom. Trunk capacity increases by 20 liters to 390 liters, based on EU measures. Optimized aerodynamic details result in a Cd of just 0.29 for the 228i Coupé.
- Engines with BMW TwinPower Turbo technology deliver segment-leading figures in terms of both sporting ability and efficiency; the BMW 228i Coupé is the first compact BMW model to be powered by the 241 hp version of the 2.0-liter four-cylinder engine. Also available to order from launch is the range-topping BMW M235i: the most powerful gasoline-driven BMW M

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Performance Automobile has a unique 3.0-liter inline six-cylinder with M Performance TwinPower technology delivering 322 hp and 332 lb-ft of torque. It features M-specific chassis tuning which, for Canada will include standard M Adaptive suspension, M Sport Braking system, variable sport steering and Michelin Pilot Super Sports tires. Even the exhaust system has been specifically tuned for the M235i.

- Efficiency is further increased by the extensive use of BMW EfficientDynamics technology, including Air Curtains and the Auto Start/Stop function in conjunction with both manual and automatic transmissions; ECO PRO mode is activated via the standard Driving Experience Control switch, including a coasting function in conjunction with the 8-speed automatic transmission and including Active Driving Assistant if Navigation is specified.
- Unmistakable BMW handling attributes and impressive ride comfort thanks to rear-wheel drive, longitudinally mounted engines, perfectly balanced distribution of weight and sophisticated chassis technology; double-pivot spring strut front suspension and five-link rear suspension with bespoke tuning; variable sport steering, M Sport braking system and Adaptive M suspension with electronically controlled dampers are all standard on the M235i and optional on the 228i; DSC stability control system including DTC and an electronic locking function for the rear differential as standard; M Performance mechanical limited-slip differential available for the BMW M235i Coupé from launch through the Original BMW Accessories range.
- High-strength and torsionally stiff body structure developed on the basis of the BMW 1 Series 3- and 5-door, which has been awarded a five-star Euro NCAP crash test rating; extensive occupant protection provided by safety equipment including front, side and head airbags; pedestrian protection is optimized by the active hood and defined front end deformation zones.
- High-quality interior with driver-focused cockpit; dual-zone automatic climate control is standard; iDrive operating system is standard, including a 6.5 inch Control Display in exclusive BMW flatscreen design; optional Navigation system includes an 8.8-inch screen and Touch Controller; wide variety of storage compartments, storage areas and cupholders.
- Selection of optional driver assistance systems and mobility services from BMW ConnectedDrive unparalleled in the compact segment: High Beam Assistant, Adaptive Headlights, Parking Assistant, rear view camera, Driving Assistant, Speed Limit Info with No Passing Info display, cruise control system with braking function, extended integration of smartphones and music



players, Advanced Real Time Traffic Information (ARTTI) and extended functionality provided by BMW Apps for internet-based services like Facebook and Twitter.

- **BMW M235i Coupé:** Six-cylinder in-line gasoline engine with M Performance TwinPower Turbo technology (twin-scroll turbocharger, High Precision Direct Injection, VALVETRONIC variable valve timing, Double-Vanos).
 - Capacity: 2,979 cc
 - Output: 315 hp at 5,800 – 6,000 rpm, max. torque 332 lb-ft at 1,300 – 4,500 rpm.
 - Acceleration: 0 – 100 km/h: 5.0 seconds with 8-speed sport automatic transmission (preliminary)
- **BMW 228i Coupé:** Four-cylinder engine with BMW TwinPower Turbo technology (twin-scroll turbocharger, High Precision Direct Injection, VALVETRONIC variable valve timing, Double-Vanos).
 - Capacity: 1,997 cc
 - Output: 241 hp at 5,000 – 6,500 rpm, max. torque: 258 lb-ft at 1,250 – 4,500 rpm.
 - Acceleration: 0 – 100 km/h: 5.7 seconds with 8-speed sport automatic (preliminary).

The concept: Driving pleasure times 2.

- Unbeatable driving dynamics in the premium compact segment.
- Emotionally appealing aesthetics in typical BMW Coupé style.
- Sporting tradition dates back to the BMW 2002.

This is not the first time that BMW has treated the compact segment to its customary brand of driving pleasure. The tradition took hold in Canada 45 years ago with the introduction of the vaunted BMW 2002. The BMW 1 Series Coupé has fulfilled this role since 2008, its standout position among its rivals rooted most prominently in its rear-wheel-drive concept (still a unique proposition in this class), powerful engines with BMW TwinPower Turbo technology and a compelling premium character. The BMW 2 Series Coupé now takes the levels of driving pleasure in a compact Coupé to even greater heights. The new two-door cuts a particularly impressive figure with its distinctive body design, a choice of two powerful engines and specially configured chassis technology.

There is clear differentiation between the BMW 2 Series Coupé and the current 1 Series with the new model assuming a character all of its own. This differentiation is immediately recognizable in the design of the new car, but it also makes its presence felt in terms of performance. The BMW 2 Series



Coupé is an even more eye-catching creation than its predecessor, the successful BMW 1 Series Coupé. As well as a standalone appearance and increased dimensions, there is also greater depth to its product substance in terms of both technology and standard equipment. The result is a new dimension in driving dynamics, aesthetic appeal and premium allure in the compact segment, highlighted by the “2” in the new car’s model designation. The number 2 has denoted the presence of a supremely sporting driving experience in a compact two-door car for 45 years – ever since the introduction of the BMW 2002.

Characteristic features of a BMW Coupé.

The specific vehicle concept behind the BMW 2 Series Coupé – unique in its segment – is faithfully reflected in its body design. The two-door model is first and foremost a Coupé from the BMW brand, and the design features that identify a member of this special breed – a three-box body with clearly defined trunk and low-slung silhouette, a long hood, doors with frameless windows and a dynamically stretched roofline flowing smoothly into the tail – are carried over into a compact model with greater enthusiasm and intent than ever. The ultra-sporty driving characteristics of the BMW 2 Series Coupé – generated by the two powerful engines and chassis technology tuned to make the perfect pairing – are thus expressed in the design of the exterior. The 241 hp four-cylinder engine in the BMW 228i Coupé is making its debut in a compact BMW model, and the 322 hp inline six-cylinder engine under the hood of the BMW M235i Coupé earns it top billing as the most powerful gasoline-powered member of the BMW M Performance Automobile line-up.

The specific proportions of the BMW 2 Series Coupé are contained within a body measuring 4,432 mm in length. The two-door model is therefore 72 mm longer than the outgoing BMW 1 Series Coupé. The new compact Coupé is also 32 mm wider than its predecessor at 1,774 mm, and has a 30-mm longer wheelbase 2,690 mm and wider tracks (front: 1,521 mm, + 41 mm; rear: 1,556 mm, +43 mm). At the same time the vehicle height has been lowered by 5 mm to 1,418 mm. The result is an increase in interior space and 20 liters of additional luggage capacity (now 390 liters, based on EU measures). The BMW 2 Series Coupé also boasts more efficient aerodynamics than both the BMW 1 Series and its predecessor, as reflected in a Cd of 0.29 for the BMW 228i Coupé.

**Sporting tradition on a compact footprint.**

The BMW 2 Series Coupé builds on the brand's tradition of compact models offering a satisfying degree of driver engagement. And the presence of the 2 in the model designation creates a close link to this heritage. The introduction in 1968 of the BMW 2002, for instance, opened up a whole new vehicle segment in Canada. Inspired by its precisely tailored package of powertrain and chassis technology, the two-door Coupé became a standard-bearer for sporty handling and intense driving pleasure in the compact car segment. The BMW 2002 took center stage – in terms of both popularity and its success in acting as the first building block in the foundation of what is widely known as The Ultimate Driving Experience. The most spectacular version was the 170 hp BMW 2002 turbo – the first model from a European manufacturer to gain the services of a turbocharger.

The design:**Strong character cuts a distinctive figure.**

- Typical Coupé proportions, dynamic lines, powerful forms.
- Bespoke front and rear detailing accentuates its sporting profile.
- Sport Line and M Sport create scope for individualization.

A beguiling blend of sporting prowess and elegance marks out the design of BMW Coupés. And the exterior features which are such a key element of this identity have been carried over to the compact segment car with greater purpose than ever for the BMW 2 Series Coupé. The proportions, lines and surface design of the car have all been tailored to accentuate both the agile driving properties of the two-door and its unique appearance. The BMW 2 Series Coupé has its own specific design language, which secures it a stand-out position in the brand's model range and – most importantly – sets it apart unmistakably from its segment rivals.

Sporting presence, muscular agility and assured elegance come together in the exterior design of the BMW 2 Series Coupé. Defining elements of its interior, meanwhile, include the driver-focused cockpit design you expect of a BMW and a light and contemporary brand of functionality. The car's more clearly distinguished design identity illustrates its progress in moving the game on from its predecessor. The BMW 2 Series Coupé reflects The Ultimate Driving Experience in more concentrated and intense form than ever before in the premium compact segment.



Classical BMW features in a fresh take on traditional Coupé elements.

The individual vehicle concept of the BMW 2 Series Coupé is underlined by its specific front and rear end design, dynamically stretched lines and an almost 110 mm increase in body length over the BMW 1 Series. Characteristic design elements of a BMW Coupé have been carried over into the compact segment and signature brand features given a fresh twist.

Another stand-out feature of BMW Coupés – the hallmark three-box body structure with a clear distinction between roofline and trunk– has a clear presence in the new compact model. Like the side swage lines that wrap around into the rear end, this feature picks up on characteristic styling elements of the BMW 2002, drawing a link between the new car and the brand's long tradition of sporting and agile compact models.

Lines tapering down dynamically towards the BMW kidney grille lend the front end of the BMW 2 Series Coupé a forward-surging presence. The modified contours of the standard xenon headlight units narrow at their inner extremes, while an LED accent light cuts across the top of the hallmark BMW twin circular lights. The BMW kidney grille, which is separated from the headlights by narrow strips on either side, protrudes clearly from the front of the car and slants forward at a slight angle. The three-dimensional design of the grille surround and its 11 vertical bars reinforce the car's striking appearance. The lower air intake is split into three sections. The two outer elements are particularly large and their outlines replicate the form of the headlight units. Air Curtains are integrated harmoniously into an additional section at the outer edges of the front apron and channel the onrushing air precisely behind the front fenders, causing it to hang over the wheels like a curtain. This reduces turbulence and further enhances the outstanding aerodynamics of the BMW 2 Series Coupé.

The side view of the BMW 2 Series Coupé sees signature brand features like a long hood, short overhangs, set-back passenger compartment, Hofmeister kink and door handles integrated into the swage line blending with Coupé-specific design elements, chief among them the slim window graphic and sweeping roofline gliding back smoothly into the rear end. A prominent character line above the door sill sweeps up rearwards of the B-pillar into the rear wheel arch, whose powerfully flared form focuses the mind on the car's rear-wheel drive and swells the BMW 2 Series Coupé's body to its broadest point. The dynamic wedge shape of the two-door model is emphasized, too, by the door sill line itself, which likewise rises up towards the rear. The BMW 2 Series Coupé also has doors with frameless windows and turn signal indicators integrated into the exterior mirrors.



The rear of the BMW 2 Series Coupé offers a broad and powerful stance, an impression reinforced by the single-piece light units reaching far into the car's flanks in the L-shape familiar from other BMW models. An unmistakable night design is provided by the likewise L-shaped LED rear light strips within the units. The third brake light positioned at the upper edge of the rear window is also fed by LED units.

The lines along the sides of the trunk lid taper downwards slightly. This styling cue, along with the additional crease and suggested diffuser element in the rear apron, accentuates the BMW 2 Series Coupé's road focus and low centre of gravity. And yet the new car also has a wider luggage compartment aperture than its predecessor.

The exterior paintwork of the BMW 2 Series Coupé can be ordered in a choice of two non-metallic and 10 metallic shades, while customers can also specify Estoril Blue metallic as part of M Sport.

Interior: cockpit design ensures maximum driving pleasure; premium ambience can be enjoyed from four seats.

The dominant themes of the BMW 2 Series Coupé's interior are the driver- focused design of the cockpit, contemporary functionality and high-quality materials. An Easy Entry function for the front seats facilitates access to the two rear seats, which offer 21 mm more legroom than the outgoing Coupé, while headroom for the driver and front passenger has grown by a similar extent. Functionality levels are raised another notch by features including large storage compartments in the doors. The structure of the surfaces for the instrument panel, centre console and door trim is dominated by the "layering" effect created by various overlapping surfaces. The length of the doors is emphasized by the converging lines of the door trim elements.

The BMW 2 Series Coupé is fitted with the BMW iDrive operating system, which includes a freestanding onboard monitor in flat screen design. The Control Display comes in 6.5 or 8.8-inch form, with Navigation, while the Controller on the centre console has a touch-sensitive surface which allows the driver to input characters (if equipped with the Navigation system).

Dakota leather trim is standard on the M235i or available as an alternative to the standard Sensatec seat surfaces on the 228i. The interior trim strips come in matt Brushed Aluminum as standard on the 228i but are also optionally available in High Gloss Black or Finition Stream exquisite wood.

**Serving the cause of individual style: BMW Sport Line and M Sport.**

Unique to the Canadian market, the Sport Line exterior and interior trim has been made standard on the 228i. The BMW Sport Line includes 18-inch light-alloy wheels, ambient lighting with variable use of colors and special seat upholstery, interior trim strip and car key designs as well as a choice of wood or brushed aluminum trim available at no additional cost. BMW Sport Line brings a high-gloss black finish for the outer air intake surrounds, the front of the kidney grille bars, the cross rib in the centre air intake and the rear apron, emphasizing the dynamic credentials of the two-door newcomer. Also available from the launch of the BMW 2 Series Coupé is M Sport, developed specially for the new model. This option comprises bespoke suspension tuning (including a 10-millimeter drop in ride height and 18-inch M light-alloy wheels in double-spoke design), aerodynamically optimized body elements (including large front air intakes, striking side skirts and a diffuser for the rear apron), plus a special design for the BMW kidney grille and an exhaust tailpipe embellisher in high-gloss chrome. In addition to aluminum door sill strips bearing the M logo, features such as sports seats for the driver and front passenger, Aluminum Hexagon interior trim strips with an accent strip in Estoril Blue, a special dial design for the instrument cluster, ambient lighting and an M driver's footrest also combine to bring an intense aura of sporty driving to the interior of the BMW 2 Series Coupé.

The driving experience: A perfect balance of agility, efficiency and comfort.

- Choice of two engines with BMW TwinPower technology.
- Unique in its segment: the eight-speed sport automatic transmission.
- Driving Experience Control – standard equipment
- Variable sport steering, M Sport braking system and Adaptive M suspension all standard on the M235i and optional on the 228i.

BMW TwinPower Turbo technology ensures an unbeatable balance between driving pleasure and fuel economy for the BMW 2 Series Coupé. The engine line-up for the BMW 2 Series Coupé, the advanced chassis technology tuned precisely to the engine output and the rear-wheel-drive configuration, unique in its segment, provide a sporty driving experience beyond the reach of any rival, combined with outstanding comfort. Added to which, the standard Driving Experience Control switch gives drivers the option – at the touch of a button – of adjusting the car's set-up to their individual preferences or the driving situation at hand.



A four-cylinder gasoline engine putting 241 hp at the disposal of the BMW 228i Coupé shares the center stage, with an inline six-cylinder engine developing 322 hp, in the BMW M235i Coupé.

Both models come standard with a 6-speed manual transmission or optional eight-speed sport automatic. All model variants come with extensive BMW EfficientDynamics technology.

BMW 228i Coupé: efficient power from 2.0-litre displacement.

The engine powering the BMW 228i Coupé sources significantly higher output from its 2.0-liter displacement than the inline six-cylinder available for its predecessor, the BMW 128i. The driver can rely on the services of 240 hp between 5,000 and 6,500 rpm and peak torque of 258 lb-ft which is on tap between 1,250 and 4,500 rpm. The engine makes for a compelling proposition thanks to a familiar BMW appetite for revs and an impressive level of efficiency. Its BMW TwinPower Turbo technology package comprises a twin-scroll turbocharging system, High Precision Direct Injection, VALVETRONIC fully variable valve timing and Double-Vanos variable camshaft control.

The BMW 228i Coupé sprints from 0 to 100 km/h in 5.7 seconds

Sport automatic with Launch Control, ECO PRO mode with coasting function.

Both models of the BMW 2 Series Coupé are available with an 8-speed sport automatic transmission, which uses ultra-fast gear changes to underline the dynamic character of the Coupé. It also comes with gearshift paddles on the steering wheel and a Launch Control function, which enables traction-optimized, dynamically maximized acceleration off the line. All the 0 to 100 acceleration figures for the automatic variants of the BMW 2 Series Coupé were recorded using Launch Control.

The standard Driving Experience Control switch on the center console allows the car's set-up to be adjusted at the touch of a button through COMFORT, SPORT, SPORT + and ECO PRO settings. The Driving Experience Control switch can also be used to modify the car's accelerator mapping and steering characteristics as well as – depending on specification – the responses of the automatic gearbox and dampers.

In ECO PRO mode the car encourages a particularly relaxed as well as frugal driving style. BMW 2 Series Coupé drivers also reap the benefits of the latest addition to the fuel-saving arsenal – the



coasting function, available in conjunction with the automatic transmission. At speeds between 50 and 160 km/h, the powertrain is disengaged as soon as the driver takes his or her foot off the accelerator. If the Navigation system is specified, drivers also enjoy the services of the Active Driving Assistant. In ECO PRO mode this system alerts drivers to the ideal fuel-saving moment to take their foot off the gas ahead of corners, junctions, roundabouts and speed-restricted areas.

The standard BMW EfficientDynamics technology also includes Brake Energy Regeneration, on-demand operation of ancillary units, Electric Power Steering, an Optimum Shift Indicator and the Auto Start Stop function.

Advanced chassis technology tuned precisely to the engine's output. The advanced chassis engineering of the BMW 2 Series Coupé includes elements such as a double-joint spring strut front axle with suspension struts and anti-roll bars, and a five-link rear axle. The chassis has a large amount of aluminum and has been adapted specially to suit the output of the engine fitted. This allows the driver to fully exploit the dynamic potential of the new Coupé, to which a low center of gravity, a much wider track compared to its predecessor and ideal 50:50 weight distribution make key contributions. This creates a harmonious blend of sporting agility and ride comfort in everyday driving.

Variety of options to tailor the car's handling to personal preference:

The M Sport braking system, standard on the M235i and optional on the 228i features fixed calipers, four pistons at the front wheels and two pistons at the rear, and particularly large brake discs. The calipers are painted dark blue and carry the M logo. Another item available from the Original BMW Accessories range is the BMW M Performance braking system with even larger, perforated and riveted discs and calipers painted in either red, orange or yellow.

The selection of optional equipment includes Adaptive M suspension with electronically controlled dampers and M Sport suspension with extra-stiff spring and damper settings. Both set-ups come with a 10-millimetre reduction in ride height. The BMW M Performance sports suspension (also available from the Accessories range) goes a step further still, offering customers a 20-millimetre drop in ride height, bespoke dampers and shorter, red-painted coil springs for their BMW 2 Series Coupé from launch.

The standard-fitted DSC (Dynamic Stability Control) system comes complete with the Anti-lock Braking System (ABS), DTC (Dynamic Traction Control), Cornering Brake Control (CBC) and



Dynamic Brake Control (DBC). These tools are complemented by Brake Assist, Fading Compensation, the Brake Drying function and Start-Off Assistant. In DTC mode, the response thresholds of the driving stability system are set at a higher level. This allows the driver to make use of controlled slip through the driven wheels to pull away on snow or loose surfaces and when taking a particularly dynamic approach to cornering. In DSC Off mode, the Active Differential Brake (ADB-Sport) on the rear axle is activated. Here, a carefully calculated degree of braking force is applied to a spinning driven wheel under acceleration through tight bends, so that drive can still be channeled through the other wheel on the axle and traction levels optimized.

The BMW M235i Coupé:**Topping the sporting ranks in the compact segment**

- BMW M Performance Automobile with 322 hp TwinPower Turbo inline six-cylinder engine.
- Bespoke chassis technology and aerodynamically optimized body, set-up exudes hallmark M precision.
- Exclusive sports car interior for maximum driving pleasure.

The market launch of the BMW 2 Series Coupé also heralds the arrival of an imagination-capturing performance model in the premium compact segment. The BMW M235i Coupé is the latest member of the BMW M Performance Automobile family, and the first for the Canadian market. It embodies intense driving pleasure that is instantly signaled by its specially modified, aerodynamically optimized body design, and is propelled by the most powerful gasoline engine developed so far for a BMW M Performance Automobile. The inline six-cylinder with M Performance TwinPower Turbo technology generates maximum output of 322 hp and accelerates the BMW M235i Coupé from 0 to 100 km/h in 5.0 seconds. Other ingredients in the unique character of the BMW M235i Coupé include the interplay between engine output, bespoke chassis technology and brake system as well as aerodynamic balance that is achieved with hallmark M precision.

The vehicle concept of the BMW M235i Coupé responds to the desire of sporty drivers for more driving pleasure without compromising on everyday usability. Its handling properties are defined by impressive agility and precision, the result of extensive



modifications made by BMW M GmbH to the components involved in maximizing the car's sporting ability. The precisely adjustable driving characteristics of the BMW M235i Coupé reflect the expertise and experience of BMW M GmbH in both motor sport and the development of high-performance sports cars.

Addictive power: six-cylinder in-line engine with M Performance TwinPower Turbo technology.

The inline six engine powering the BMW M235i Coupé benefits from the latest development stage in M Performance TwinPower Turbo technology and specific modifications to the cooling system, power management and sound tuning. A twin-scroll turbocharger, High Precision Direct Injection with centrally positioned multi-hole injectors, VALVETRONIC variable valve timing and Double-Vanos variable camshaft control team up to ensure instantaneous power delivery and the free-revving characteristics typical of the brand – not to mention exceptional efficiency for this output class. The engine generates its maximum output of 322 hp between 5,800 and 6,000 rpm from its 3.0-liter displacement, while peak torque of 332 lb-ft between 1,300 and 4,500 rpm gives the engine its imposing pulling power.

The BMW M235i Coupé comes standard with a six-speed manual gearbox. In this new BMW M Performance Automobile it comes with dry sump lubrication and a short shift facility for particularly sporty gear changes. As a result, it dashes from rest to 100 km/h in 5.0 seconds. The BMW M235i Coupé is also available with an eight-speed Sport automatic transmission, complete with Launch Control. With Launch Control activated, the 0 to 60 mph sprint is all over in 4.8 seconds. And thanks to the high output and thirst for revs of the inline six-cylinder, impressive reserves of power are still on hand for dynamic mid-range sprints at higher speeds.

Bespoke chassis tuning for maximum precision.

In order to translate this outstanding engine power into dynamic performance with an equal measure of excitement and authority, the BMW M235i Coupé features model-specific chassis technology. This includes individually configured spring and damper systems, and specific



elastokinematics for the front axle. Added to which, the BMW M235i Coupé comes as standard with the M Sport braking system and variable sport steering, which determines its own characteristics.

The standard, exclusive 18-inch M light-alloy wheels of the BMW M235i Coupé are fitted with mixed-sized performance tires in 225/40 R18 format for the front wheels and 245/35 R18 at the rear. The Michelin Pilot Super Sports guarantee optimum transfer of acceleration and braking forces to the road surface. Customers can also opt for the 19-inch BMW M Performance forged light-alloy wheels.

Exclusive to the BMW M235i Coupé: a BMW M Performance limited slip differential.

Another performance-related feature offered exclusively for the BMW M235i Coupé in order to enhance its dynamic potential is the BMW M Performance limited-slip differential. This mechanical rear axle differential system optimizes traction in suitably dynamic driving situations. When the DSC stability system is switched off, this torque-sensitive limited-slip differential ensures drive is split between the rear wheels to optimum traction-maximizing effect. Reacting to differing torque between the driven wheels, it reduces slip at the wheel with low grip by channeling surplus drive to the other wheel through a locking effect. This controlled drive distribution leads to optimised traction and allows for even more dynamic handling at the limit. Engine power is translated into propulsion as effectively as possible to provide even more dynamic acceleration out of corners, for example.

Optimized aerodynamics, high-quality sports car ambience.

Like its chassis technology, the aerodynamic properties of the BMW M235i Coupé have also been tweaked to take into account the output of its six-cylinder engine. The front apron of the two-door car bears the hallmarks of M design. Its large air intakes, with flaps adapted from racing car design, also occupy the space reserved for foglamps in the 228i. In the now customary style for BMW M Performance Automobiles, they are transected by horizontal crosspieces in Ferric Grey metallic. Other features of the exterior design are BMW Individual High-gloss Shadow Line trim, exterior mirror caps in Ferric Grey, particularly striking contoured side skirts and a rear apron whose lower section is finished in Dark Shadow metallic paintwork and also incorporates the exhaust system's twin tailpipes.



The package of aerodynamically optimized body features is rounded off by the standard-specification gurney flap on the trunk lid.

The car also features door sill strips with aluminum inserts bearing “M235i” lettering and a specially “tuned” interior design. It offers sports seats for the driver and front passenger, an M leather steering wheel with multifunction buttons, a BMW Individual roof liner in Anthracite, Aluminum Hexagon interior trim with accent strips in matt Estoril Blue or high-gloss black, leather trim for the gearshift lever / selector lever and handbrake lever gaiter, an M driver’s footrest, a special instrument cluster with digital model designation together with red dials and numbers for the speedometer and rev counter, as well as variable use of color for the interior lighting and blue detailing for the car key.

Body, safety and equipment: **Intelligent lightweight design, smart details**

- Spaciousness and functionality much enhanced compared to predecessor model.
- Comprehensive safety concept including pedestrian protection.
- Extensive standard equipment and high-quality options help to set models apart.

The development of the BMW 2 Series Coupé has seen significant progress made in terms of spaciousness, functionality and occupant protection compared with its predecessor. The new car’s larger dimensions benefit both interior space and boot capacity. At the same time, even higher standards of passive safety have been achieved thanks to optimized material selection and innovative body construction technology, while weight has been minimized. The BMW 2 Series Coupé also includes a number of innovative pedestrian protection measures.

Its broader spread of standard equipment is another aspect of the new model that clearly sets it apart from the BMW 1 Series. And the BMW 2 Series Coupé can also be specified with a host of high-quality options that underline its premium character.

Intelligent lightweight design optimizes agility and safety. The construction techniques and materials used for the body of the BMW 2 Series Coupé are underpinned by the principle of intelligent lightweight design. This approach allows agility and occupant protection to be enhanced while



keeping the car's weight as low as possible. For example, the increased rigidity of the car's front end has a direct effect on the dynamic properties of the BMW 2 Series Coupé.

Measures such as considered use of high and ultra-high-tensile steels lend the body increased torsional stiffness and ensure the strength of the safety passenger cell. The mean strength of the materials used in the new Coupé is 13 percent higher than was the case in its predecessor.

All-embracing concept for occupant and pedestrian protection.

The precise interplay of numerous safety components as part of a far-reaching overall concept guarantees an impressively high level of occupant protection in situations where a collision is unavoidable. This means the BMW 2 Series Coupé has everything it needs to achieve outstanding ratings in all the relevant crash tests around the world.

Extremely durable supporting structures, large deformation zones and highly efficient restraint systems coordinated by powerful control electronics form the basis for the high standard of passive safety in the new BMW 2 Series Coupé. The forces generated in a collision are diverted via precisely defined load paths, absorbed in the deformation zones and thus kept away from the extremely rigid passenger cell. In addition, further developed load path design optimizes compatibility when it comes to minimizing the consequences of accidents for other vehicles involved.

Wide-ranging measures have been implemented in the development of the BMW 2 Series Coupé as far as pedestrian protection is concerned. Relocating the intake air duct for the engine plus the air filter for the interior allowed the creation of a larger deformation zone in the bonnet area. The BMW 2 Series Coupé has also been designed with an "active" hood system: in the event of a collision with a pedestrian or cyclist, the system automatically raises the rear part of the bonnet. This creates additional deformation capacity, and the risk of injury in a collision with particularly unyielding sections of the engine is reduced.

The safety equipment fitted as standard in the BMW 2 Series Coupé includes front airbags, side airbags integrated into the seat backrests, head airbags for the front and rear seats, three-point inertia-reel seatbelts for all seats, belt force limiters and belt tensioners in the front, and ISOFIX child seat attachments in the rear. The standard Tire Pressure Monitor registers a loss of tire pressure and warns the driver by activating a signal in the instrument cluster.

**Comfortable entry and more rear legroom.**

The BMW 2 Series Coupé is significantly larger than its predecessor in terms of exterior length, width, wheelbase and track width. These increased dimensions are evident in areas such as headroom in the front seats, which has grown by 19 mm, and rear-seat legroom, which is up by 21 mm. In addition, the access space through to the rear is now 11 mm larger which, when combined with the standard Easy Entry function for the front seats, means that using the rear seats is a more comfortable experience.

The luggage compartment of the BMW 2 Series Coupé has grown by 20 liters and now offers 13.8 390 liters of capacity. The width of the trunk aperture between is 38 mm greater than that offered by the outgoing Coupé. The standard 20:40:20 split/folding rear seat bench ensures additional variability when it comes to making maximum use of the car's load-carrying potential. With large door pockets, a roomy glove compartment, two cup holders in the centre console and a storage compartment under the armrest, the

BMW 2 Series Coupé also offers increased stowage capacity inside the passenger compartment. The lower section of the door trim offers space for drinks bottles up to one liter in size.

Standard equipment includes dual-zone automatic climate control and Driving Experience Control.

The standard equipment list for the BMW 2 Series Coupé starts with the iDrive Controller and screen as well as Bluetooth hands-free and USB port. Standard equipment for the BMW 2 Series Coupé also includes Driving Experience Control – which allows the driver to adjust the suspension set-up as desired – and dual zone automatic climate control.

With the optional Navigation system on board, iDrive brings with it an 8.8-inch Control Display and a Touch Controller with touch-sensitive surface which allows the driver to input characters. Among the equipment available to fulfill individual communication and entertainment requirements are Bluetooth audio streaming and the Harman Kardon HiFi system.

**BMW ConnectedDrive in the BMW 2 Series Coupé:
Connectivity with added variety**



- Most extensive range of driver assistance systems and mobility services in the compact segment.
- High Beam Assistant and Driving Assistant enhance safety.
- BMW Assist eCall with enhanced automatic collision notification and BMW Teleservice included for 10 years.
- Additional functions can be accessed through BMW ConnectedDrive.

The range of standard and optional equipment available via BMW ConnectedDrive ensures the BMW 2 Series Coupé occupies a leading position when it comes to the intelligent link-up of the driver, car and outside world. BMW ConnectedDrive offers a selection of innovative driver assistance systems and mobility services designed to optimize comfort, safety and the use of infotainment functions. Among the driver assistance systems available for the first time in a compact model from BMW are the High Beam Assistant and optional Active Driving Assistant. The optional ConnectedDrive Services provide an optimized platform for using telephone and internet- based services, while a range of other innovative functions can be integrated into the car's operating system via apps.

Driver assistance systems enhance comfort and safety.

The range of BMW ConnectedDrive features available for the BMW 2 Series Coupé includes a rain sensor with automatic headlight activation. Adaptive Xenon headlights including cornering light are optional.

Other features available for the BMW 2 Series Coupé include the Speed Limit Info system with No Passing Info display. Park Distance Control and the rear view camera, which displays its images on the iDrive operating system's Control Display, help to ensure precise and comfortable maneuvering. The likewise optional Parking Assistant aids the driver in choosing and making use of parallel parking spaces. The system identifies suitable spaces and, if desired, carries out the steering movements required to park the car.

The innovative Driving Assistant option comprises the camera-based Lane Departure Warning and Collision Warning systems. The Lane Departure Warning system can be used at speeds over 70 km/h and alerts drivers with a visible signal in the instrument cluster and a vibration through the steering wheel rim if they have inadvertently drifted out of their lane. At speeds upwards of 15 km/h, Collision Warning recognizes if the distance to the vehicle travelling in front has become too small.



As well as triggering visual and acoustic warnings, this system primes the brakes to help the driver achieve the shortest possible stopping distance if he or she has to intervene.

Internet-based services can be integrated into the car via apps. Innovative technologies also optimize the integration of the Apple iPhone and other smartphones, as well as music players, into the car, including the use of internet-based services. The ConnectedDrive Services option lays the groundwork for in-car connectivity by means of a built-in SIM card. This allows customers to access the internet, the Concierge Service telephone-based information facility, remote functions, the BMW ConnectedDrive range of online entertainment features. BMW Assist eCall with enhanced automatic collision notification and BMW TeleService is included for 10 years as standard equipment.

Numerous other functions can also be integrated into the car at a later stage using apps – via a smartphone or the built-in SIM card. These include Advanced Real Time Traffic Information, web radio functions and use of social networking services such as Facebook and Twitter. The flexible app concept allows the integration both of applications developed by the BMW Group and of BMW Apps-ready applications from external providers. Looking forward, this will allow BMW drivers to seamlessly transfer numerous familiar functions into their car.

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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.

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