



### Media Information

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#### **BMW M Performance Parts for the BMW 2 Series Cabriolet.**

Enhanced individuality and an extra hit of performance.

**Richmond Hill, ON.** At BMW the letter M signals the presence of high performance and a very special brand of sporting allure. And now Original BMW Accessories from the M Performance range can be specified for the new BMW 2 Series Cabriolet, stylistic and technical modifications combining to elevate the joy of sporty driving to even higher levels.

#### **Extra dynamism for the exterior.**

Side skirts and skirt decals with M Performance lettering lend the BMW 2 Series Cabriolet extra sporting appeal, as does the rear diffuser. They also match up nicely with the exclusive front grille with black trim surround and the carbon exterior mirror caps. BMW M Performance accent strips which run along the flanks of the car below the crease line inject fresh visual momentum, while attractive BMW M Performance 19-inch light-alloy wheels in 405 M and 624 M styling advance the cause of exclusive sportiness. The 624 M can be ordered in either a bi-colour (matt black / milled) or a polished variant. A stainless steel silencer with chromed tailpipe embellishers and inscribed M logo ensures the car signs off in dynamic fashion. Customers can also specify the tailpipe embellishers in carbon.

#### **High-quality carbon for a more sporting interior.**

The BMW M Performance Accessories range offers a host of finely matched products made from high-quality carbon (some combined with Alcantara) for the interior of the BMW 2 Series Cabriolet. These include the selector lever trim or – in manual cars – the gearshift lever with Alcantara gaiter, as well as a handbrake grip likewise with Alcantara gaiter. The centre console trim, centre armrest and interior trim strips can also be retrofitted in carbon as accessories. Alcantara steering wheels with carbon trim, which can be specified with or without an integrated Race Display, are impressively grippy and provide a sporty feel.

Like the easy-care BMW M Performance floor mats with eye-catching M Performance lettering, the attractive BMW M Performance pedal covers and footrest in stainless steel also emphasise the

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sporting character of the BMW 2 Series Cabriolet. Another highlight feature is the BMW M Performance key case, with its sophisticated Alcantara/carbon material combination and blue hex bolt. LED door sill plates in stainless steel with illuminated M Performance lettering even bring a sporty sense of occasion to climbing aboard.

### **BMW Performance for the track.**

Another highlight for connoisseurs of sporty driving is the BMW M Performance limited-slip differential, which reduces slip through the driven wheels when one loses grip. This allows it to optimise traction and thus give the car's on-limit handling even greater precision. The BMW M Performance lightweight sports brake discs optimise deceleration (even in the wet) thanks to their special perforation and grooving, and reduce unsprung mass thanks to their lower weight. They also accentuate the car's sporting profile, especially if light-alloy wheels with an open design are fitted.

### **Original BMW Accessories increase the value of the car.**

In contrast to many third-party products, Original BMW Accessories – which include the range of BMW M Performance Parts – are always matched perfectly to the model in question and are permitted for use with that vehicle. The car's warranty, moreover, remains unaffected. All of which means the high-quality selection of Original BMW Accessories enhances not only the car's driving pleasure, but its value as well.

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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 45 BMW automobile retail centres, 20 BMW motorcycle retailers, and 30 MINI retailers represents the BMW Group across the country.

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