



Media Information

February 3, 2017 (updated)

BMW Introduces the All-New 2018 BMW M550i xDrive.

- The Fastest 5 Series to date – 0-100 km/h in 4 seconds.
- BMW M Performance TwinPower Turbo technology engine delivering 455 horsepower and 480 lb-ft of torque.
- BMW M specially tuned chassis deliver even sharper steering responses.
- BMW xDrive with rear-wheel bias combines sporting dynamics with everyday practicality.

Richmond Hill, ON. BMW is pleased to introduce the first ever BMW M Performance version of the world's most successful business sedan. The first ever BMW M550i xDrive will take the spot as the top of the line performance vehicle in the current BMW 5 Series line-up. Boasting a mighty M Performance TwinPower Turbo technology engine developing 456 hp and 480 lb-ft, the abundant torque reserves and high-revving characteristics serve up to an outstanding blend of performance and uncompromised everyday usability. Adding to this state-of-the-art engine are BMW xDrive intelligent all-wheel drive with rear-wheel bias and a bespoke M Performance chassis set-up, help create the fastest and most agile BMW 5 Series to date.

The first ever 2018 BMW M550i xDrive will be available at Canadian dealerships in Spring of 2017 and will debut with a base MSRP of \$80,900.

M Performance engine merges power with efficiency.

The first ever BMW M550i xDrive is also the first M Performance model to be powered by a specifically modified M Performance TwinPower Turbo 4.4 liter 8-cylinder engine. This V8 unit is equipped with two twin-scroll turbochargers and features a High Precision Injection system, Valvetronic fully variable valve lift and Double-VANOS variable camshaft timing control. This technology adds up to an output of 455 hp at 5,500 rpm and peak torque of 480 lb-ft from just 1,800 rpm propelling the BMW M550i xDrive from 0 to 100 km/h in 4.0 seconds.

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

**Steptronic Sport transmission and BMW xDrive intelligent all-wheel drive.**

The all-new BMW M Performance 5 Series Sedan sends all its power via a specially tuned Steptronic Sport 8-speed transmission, playing a key role in the dynamics of the BMW M550i xDrive. The M Performance configuration of the shift modes has been tailored to the characteristics of the V8 engine, for even faster engagement across the entire rev range. The 8-speed Steptronic Sport transmission can also be operated using the shift paddles on the steering wheel or the shifter in the center console.

BMW intelligent xDrive all-wheel-drive system in the BMW M550i xDrive splits drive power between all four wheels as the situation demands – intelligently and with a rear-wheel bias. BMW xDrive is key to delivering two fundamental elements of the trademark M Performance driving experience under all conditions: increased driving performance and extremely precise handling. The Adaptive M Sport suspension lowers ride height by 10 millimeters.

In addition, the power steering with M-specific responses in SPORT and SPORT+ modes serves to highlight the crisp handling and precise driving characteristics of the all-new BMW 5 Series. Steering commands deliver the driver the necessary feedback when powering along on twisty roads maximizing the driving experience. The performance-enhancing specification of the BMW M550i xDrive is completed to perfection by the M Sport brakes with brake calipers in Blue metallic and M badging, which combine outstanding stopping power with excellent feel.

M Performance equipment.

The exterior of the first ever BMW M550i xDrive boldly expresses the sedan's dynamic performance capabilities. The M aerodynamic kit, including an M rear spoiler on the trunk lid, accentuates the sporty lines and at the same time, it optimizes the airflow guiding the air around and over the car. The exterior mirror caps, the kidney grille frame, the special M Performance design accents on the front air intake and the two Air Breathers on the front fenders, exclusively feature Cerium Grey metallic finish, while the high-gloss Shadow Line trim around the windows gives added impact to this sport sedan's undeniably dynamic appearance. An M sports exhaust system – with exclusive tailpipes in Black chrome are responsible for producing the unmistakable and exciting BMW M roar.

Additional elements include illuminated door sills bearing the "M550i xDrive" inscription. Standard Sport seats are upholstered in Black Dakota leather with blue contrast stitching (Nappa Leather optionally available), the latest version of the M sports steering wheel, M design floor mats and



pedals made from aluminum highlight the sporty exclusivity that is a hallmark of all BMW M Performance Automobiles.

Advanced Driver Assistance Systems.

Featured across the all-new BMW 5 Series line-up, the BMW M550i xDrive also offers a wide choice of assistance systems. These include the optionally available Active Driving Assistant Plus, including Active Cruise Control (ACC) with Stop & Go, Evasion Aid and Active Lane Keeping Assistant now featuring extended functionality.

Sportiness and everyday usability.

The BMW M Performance Automobiles are exclusive products from BMW M GmbH positioned between the top-of-the-range BMW core models and the BMW M models built for maximum performance. “We develop the BMW M Performance Automobiles for customers who are seeking very sporty driving characteristics yet do not wish to sacrifice any of their BMW’s everyday practicality,” explains Frank van Meel, CEO of BMW M GmbH. “The experience and expertise garnered by BMW M in the world of motor sport and the development of high-performance sports cars are also channeled into the development of our BMW M Performance Automobiles. The sales success clearly demonstrates that we are on the right track. When you take a look at the BMW AG model portfolio, you will notice that not every model series includes a BMW M Performance Automobile. We will expand our product range wisely and close any gaps in the line-up strategically.”

The M Performance portfolio currently comprises of the BMW M240i Coupe, BMW M240i xDrive Coupe, BMW M240i Convertible, BMW M240i xDrive Convertible, BMW X4 M40i xDrive and BMW M760i xDrive

-30-

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

For more information, please contact:

Marc Belcourt, Director, Corporate Communications
BMW Group Canada
905-428-5078 / marc.belcourt@bmwgroup.ca

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

Barb Pitblado, Manager, Corporate Communications
BMW Group Canada
905-428-50705 / barb.pitblado@bmwgroup.ca