

Press release  
10 September 2019

## **BMW Concept 4.** Highlights.

- The BMW Concept 4 represents a future-focused interpretation of the BMW Group's enduring DNA. It combines a dynamically potent, emotionally engaging design with exclusivity and exceptional driving attributes to capture the aesthetic essence of the modern BMW coupe.
- Grabbing the attention at the heart of the front end is the vertically oriented kidney grille: its form and design reference legendary classics such as the BMW 328 or BMW 3.0 CSi and therefore shine the spotlight on the BMW brand's long and successful history as a maker of fine coupes.
- The kidney grille's grating contains horizontal trim elements with a faceted cut which create a neat contrast against the sporty design of the front end and lend depth and exclusivity to the grille.
- The slightly angled, focused twin headlights team up with the kidney grille to lend the front end a distinctive BMW look with a strong identity. Their LED light elements have no glass cover; instead they are worked into the body like three-dimensional sculptures.
- The BMW Concept 4 displays BMW's signature proportions at their most modern form yet. The stretched bonnet, long wheelbase, flowing roofline and short overhangs create a modern, elegant and dynamic coupe outline.
- Within the silhouette, the ultra-pure surfaces of the new BMW Concept 4 form a powerful main body. The interplay of tautly chiselled volumes and a small number of extremely precise contours creates a rare sense of emotion and dynamism.
- The long, sweeping roofline flows smoothly into the boot lid, further adding to the flanks' high-class and sporty aesthetic.

Company  
Bayerische  
Motoren Werke  
Aktiengesellschaft

Postal address  
BMW AG  
80788 München

Telephone  
+49 89 382 60340

Internet:  
[www.bmwgroup.com](http://www.bmwgroup.com)

Press release

Date 10 September 2019

Subject BMW Concept 4

Page 2

- The exterior paint tone Forbidden Red lends the interaction of contours and volumes a dramatic sense of radiance and depth: any surfaces in the light project a rich, glossy red, while shade creates an almost black effect and a striking contrast.
- The rear of the BMW Concept 4 sits low over the road, as befits a sporty car. Picking up where the front end left off, generously sized and clear surfaces with only a small number of lines make a statement of sporting intent that stirs the emotions.
- The LED rear lights consisting of a single fibre-optic element lend the familiar BMW L shape a cutting-edge “heartbeat” graphic and dispense with glass covers. Their contours underscore the sportingly horizontal focus of the rear end and accentuate its brawny stance on the road.
- The striking diffuser integrated into the muscular rear apron sets the seal on the car’s rear-end design. Its vertical fins break up the clean surfaces of the car’s tail to send a statement of fine sporting pedigree.

In the event of enquiries please contact:

**Corporate Communications**

Press release

Date 10 September 2019

Subject BMW Concept 4

Page 3

Steven Wörns  
Press Spokesperson BMW Design  
Tel.: +49-151-601-16992  
E-mail: Steven.Woerns@bmw.com

Benjamin Titz  
Head of BMW Group Design, Innovation and Motorsport Communications  
Tel.: +49-89-382-22998  
E-mail: Benjamin.Titz@bmw.com

### **The BMW Group**

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2018 was € 9.815 billion on revenues amounting to € 97.480 billion. As of 31 December 2018, the BMW Group had a workforce of 134,682 employees.

The success of the BMW Group has always been based 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.

[www.bmwgroup.com](http://www.bmwgroup.com)

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

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

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

Instagram: <https://www.instagram.com/bmwgroup>

LinkedIn: <https://www.linkedin.com/company/bmwgroup/>