



Media Information

January 4, 2023

BMW Group Canada announces Canadian-exclusive 2023 BMW M440i xDrive Coupe M Performance Edition.

- **Limited to 100 units.**
- **Five exclusive exterior and interior colour combinations.**
- **Market availability from January 2023.**
- **MSRP from \$89,950 CAD.**

Richmond Hill, ON. BMW Group Canada is proud to introduce the new 2023 BMW M440i xDrive Coupe M Performance Edition. Limited to 100 units and exclusive to the Canadian market, the M Performance Edition comes well-equipped, with a variety of M Performance parts and is available in one of five exclusive colour combinations. The M Performance Edition will be available in BMW retailers as of January 2023 for a base MSRP of \$89,950 CAD.

The most striking element of the BMW M440i xDrive Coupe M Performance Edition is the exclusive colour combinations, which are limited to 20 units each. All five colours have been selected from BMW's Individual Manufaktur portfolio and are only available by special order. These are paired with upgraded BMW Individual Merino Leather in complimentary colours.

- 1) Voodoo Blue exterior and Ferric Grey wheels over Black Merino Leather
- 2) Velvet Blue Metallic exterior and Ferric Grey wheels over Black Merino Leather
- 3) Rosso Corsa Metallic exterior and Matte Black wheels over Black Merino Leather
- 4) Irish Green exterior and Ferric Grey wheels over Tartufo Merino Leather
- 5) Grigio Telesto Metallic exterior and Matte Black wheels over Fjord Blue/Black Merino Leather

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The 100 vehicles are all well-equipped, with Premium Enhanced Package, Digital Cockpit Professional, Wireless Device Charging, Carbon Fibre Interior Trim, BMW M 50 Years Emblems, Gloss Black Exterior Contents and the M Technology Package, which includes larger 374mm front brake rotors (+26 mm) and a dedicated engine oil cooler for additional performance. BMW Laserlight Headlights are available as optional equipment.

In addition to the factory content, the vehicles receive significant M Performance upgrades:

- 20" M Performance Wheels, Style 795M
- M Performance Exhaust
- M Performance Carbon Fibre Front Lip Spoiler
- M Performance Carbon Fibre Rear Spoiler
- M Performance Kidney Grille with Carbon Fibre Surround and Black Mesh
- M Performance Gloss Black Model Badge

The BMW M440i xDrive Coupe is powered by the B58 3.0-liter inline 6-cylinder BMW TwinPower turbocharged engine producing 382 hp and 369 ft-lb of torque. It accelerates from 0 to 100 km/h in 4.5 seconds and can reach an electronically limited top speed of 250 km/h.

The BMW M440i xDrive Coupe includes a standard 8-speed sport automatic transmission with launch control and rear M Sport differential which helps improve traction by equalizing drive torque between the left and right rear wheels under acceleration.

The BMW M440i xDrive Coupe is built in BMW Group Plant Dingolfing in Germany.



Canada

Corporate Communications



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 50 BMW automobile retail centres, 21 BMW motorcycle retailers, and 31 MINI retailers represents the BMW Group across the country.

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