

**Media Information**

February 24, 2025

The BMW M4 CS Edition VR46: Exclusive edition marks BMW M works driver Valentino Rossi's birthday.

- Two characteristic design variants: Sport and Style.
- Each variant limited to 46 units. Total of 92 units worldwide.
- Visit to the VR46 Motor Ranch and Misano racetrack forms exclusive highlight.
- All-in price of \$219,000 CAD.

Richmond Hill, ON. The #46 is now 46 – and BMW M has the perfect present to mark the birthday of nine-time motorcycle world champion and current BMW M works driver Valentino Rossi (ITA): the BMW M4 CS Edition VR46. This exclusive edition, produced at BMW Group Plant Dingolfing, is available in two distinctive design variants: Sport and Style. “The Doctor” himself was personally involved in the design process for the two versions, both of which will be built in a limited run of 46 cars. The world-famous number, which is Rossi’s trademark, features prominently in several places on and inside the BMW M4 CS Edition VR46 – for example, on the doors and the roof, which is made of carbon-fibre-reinforced plastic (CFRP).

Purchasing a BMW M4 CS Edition VR46 also comes with a once-in-a-lifetime experience comprising an exclusive, personal meeting with Valentino Rossi at his home – the VR46 Motor Ranch in Tavullia (ITA) – and a BMW M Driving Experience at the Misano race circuit (ITA).

"There is no other brand that has motorsport so deeply rooted in its DNA as BMW M. I am proud to be a BMW M works driver, and to share this passion. The fact that there is now a special VR46 edition, in which I was involved from the very beginning of the design process, makes me proud. When I see the BMW M4 CS Edition VR46 out on the road or



on the racetrack later, it will be very cool,” says Valentino Rossi about the edition and the collaboration with BMW M.

Exclusive BMW Individual paint finishes and special exterior and interior details

One way in which the BMW M4 CS Edition VR46 differs from the BMW M4 CS is its two exclusive BMW Individual paint finishes, which blend perfectly with the many exposed carbon surfaces, such as the indents in the bonnet. Other distinctive features include a host of exclusive exterior and interior details. The overall colour concept of the two design versions is inspired by Valentino Rossi’s preferred tones and expressive visual style. For example, the “Sport” has a finish in Marina Bay Blue metallic, while both sides of the car display an outsized “46” in the darker Tanzanite Blue metallic. In the “Style” design variant, the bodywork comes in matt Frozen Tanzanite Blue metallic, with the “46” this time in Frozen Marina Bay Blue metallic on both sides. In a nod to Rossi’s favoured colour scheme, the BMW M kidney grille outline and one of the V spokes in the forged M light-alloy wheels – which, as on racing cars, indicates the position of the tire valve – are painted in bright yellow, as are the brake calipers with M logo and an accent strip over the door frames of the “Sport” variant. The carbon-fibre roof – like the sides of the car, painted by hand – is adorned with a large VR46 logo (also in yellow, of course) and Rossi’s signature. The tailgate features VR46 lettering.

The yellow accents continue in the interior of the BMW M4 CS Edition VR46, which is predominantly Night Blue. The M Carbon bucket seats come with Merino leather upholstery in the Black/Night Blue colour combination. The Sao Paulo Yellow of the Alcantara shoulder area creates an exclusive contrast. The head restraints, like the door sill trims, feature a prominent yellow VR46 logo. Furthermore, the M Alcantara steering wheel with three-spoke design and flat-bottomed rim comes with yellow contrast stitching and a yellow centre marker. On the carbon-fibre centre console of all examples of the Edition VR46 is a badge stating “1/46”, identifying each Sport or Style car as one of the limited run.

Six-cylinder in-line engine with 543 hp

The beating heart of the BMW M4 CS Edition VR46 is a high-revving 3.0-litre, six-cylinder in-line engine with M TwinPower Turbo technology. This power unit has had track performance as its raison d’être from day one of its development. The increase in the



maximum charge pressure of the two mono-scroll turbochargers to 2.1 bar and model-specific tweaks to the engine management mean the edition model's engine now generates 543 hp, which is relayed to the road via an eight-speed M Steptronic transmission, the M xDrive intelligent all-wheel-drive system and the Active M Differential. Lightning-fast power development and optimized traction enable the car to accelerate from 0 to 100 km/h in 3.4 seconds, and from 0 to 200 km/h in 11.1 seconds. When applying the "1-foot rollout" method**, the figures read 3.1 seconds for the sprint from 0 to 100 km/h and 10.8 seconds for 0 to 200 km/h. Acceleration from 80 to 120 km/h takes 2.6 seconds in fourth gear and 3.3 seconds in fifth. The top speed of the edition model, which comes with the M Driver's Package as standard, is electronically limited to 302 km/h.

Contributing to the excellent engine response is a model-specific engine mounting with increased spring rates. The rigid connection between the power unit and the vehicle's structure enables particularly direct transmission of its power to the drivetrain every time the driver presses the accelerator. The oil supply system – like the cooling system – is designed to handle the specific challenges of track use, including consistently high revs and extreme lateral acceleration. The engine's power delivery is accompanied by the emotionally stirring soundtrack generated by the dual-branch exhaust system, which features electrically controlled flaps, a titanium rear silencer with weight-minimizing design and – in customary M fashion – two pairs of tailpipes painted in matte black.

Model-specific tuning for chassis technology and control systems

The chassis technology for the new BMW M4 CS Edition VR46 has been tuned precisely to the performance characteristics of the engine, the overall vehicle concept and its weight distribution. The individually tuned axle kinematics and bespoke wheel camber settings, dampers, auxiliary springs and anti-roll bars serve to optimize steering precision, transmission of lateral control forces when cornering, spring and damping response, and wheel location. The electronically controlled dampers of the adaptive M suspension likewise come in a model-specific set-up, as do the electromechanical M Servotronic steering with variable ratio, and the integrated braking system.

46 – the trademark of an exceptional racer

The number 46 has accompanied Valentino Rossi throughout his extraordinary career as a



motorcycle racer and racing driver and has become even more of a trademark than his nickname “The Doctor” or “Il Dottore”. Having seen his father Graziano Rossi race motorcycles with number 46, Valentino also opted for 46 from the start of his career – and never even swapped it for number 1 when he became world champion, as would have been his right.

Valentino Rossi claimed his first world title in the 125cc class in 1997. Two years later, he added the title in the 250cc class. In 2000, he took the step up to what was the top Grand Prix category, the 500cc class, in which he was crowned world champion in 2001. The following year, this category was replaced by the MotoGP class, and Rossi remained the dominant force. By 2005 he had added a further four world titles, and numbers eight and nine were to follow in 2008 and 2009. With these nine world championships and no fewer than 115 Grand Prix victories to his name, he is one of the three most successful motorcycle racers in history and a global motor sport and style icon. VR46 has become a worldwide trademark – and Rossi’s hometown of Tavullia has even reduced its speed limit from the usual 50 km/h to 46 km/h in his honour.

BMW M works driver since the start of 2023

When the curtain fell on his motorcycle career at the finale to the 2021 season, Valentino Rossi turned his attention solely to car racing, having already attended multiple tests in Formula 1 race cars and made guest appearances in rallies and endurance races. Since the start of the 2023 season, he has been a BMW M works driver, plying his trade at the wheel of a BMW M4 GT3 for BMW M Team WRT in series including the GT World Challenge Europe and the FIA World Endurance Championship (FIA WEC) – which includes the 24 Hours of Le Mans (FRA). At the start of February 2025, he finished runner-up in a BMW M4 GT3 at the Bathurst 12 Hour (AUS), the opening round of this season’s Intercontinental GT Challenge (IGTC).

Exclusive meeting with Valentino Rossi in Italy

An exclusive bonus that comes with purchasing a BMW M4 CS Edition VR46 is the opportunity to enjoy a very special two-day experience in Italy. Day one features a visit to the VR46 Motor Ranch in Tavullia, including a barbecue and a chance to talk shop with Valentino Rossi himself. On day two, you will head to the Misano World Circuit Marco



Simoncelli for a special BMW M Driving Experience with the latest BMW M models. Rossi, at the wheel of a BMW M4 GT3, won GT World Challenge Europe Sprint Cup races at his home circuit in both 2023 and 2024.

-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 51 BMW automobile retail centres, 26 BMW motorcycle retailers, and 31 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

Jean-Francois Taylor
Product and Technology Manager, Corporate Communications
BMW Group Canada
905-428-5366 / jean-francois.taylor@bmwgroup.ca