



Media Information

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2027 BMW M4 Coupe M Legacy Edition: Celebrating 40 years of BMW M heritage - exclusively for Canada.

- **Available on both the M4 and M4 Competition.**
- **Exclusive options not previously available in Canada.**
- **Heritage paintwork from BMW Individual Manufaktur.**
- **Limited to 40 units.**

Richmond Hill, ON. BMW Canada is excited to announce the launch of the 2027 BMW M4 Coupe M Legacy Edition, a special commemorative model marking 40 years since the debut of the original high-performance coupe, known then as the M3 Coupe. This exclusive edition is offered on both the M4 Coupe and M4 Competition Coupe (M xDrive), designed specifically for Canadian enthusiasts who appreciate BMW M's legendary blend of performance, innovation, and motorsport heritage.

A Legacy of performance and precision.

The BMW M4 continues the tradition of the M3 lineage as a high-performance sports coupe that delivers exhilarating driving dynamics with everyday usability. Powered by a 3.0-litre M TwinPower Turbo inline 6-cylinder engine, the M4 generates up to 523 horsepower (Competition variant), providing a thrilling and precise driving experience on both road and track.

Exclusive features of the M4 Coupe M Legacy Edition.

- **Distinctive 826M style wheels** in an exclusive gold bronze finish — a unique colour option previously only offered on CS models, now tailored to the 826M style wheel on this edition to enhance its striking presence.

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- **Black painted M graphics** elegantly flow from the hood - featuring the iconic “M” in the design - across to the trunk lid. This factory-applied graphic package is a first for the Canadian market and adds a bold, dynamic touch that honours M’s racing heritage.
- **M Alcantara steering wheel** brings an authentic motorsport feel, previously reserved for special models such as the CS and CSL, now standard in this edition for enhanced driver engagement.
- **Historic M paintwork options:** Available in Laguna Seca Blue, Velvet Blue Metallic, and Imola Red II - each a celebrated colour from BMW M’s storied past, these BMW Individual Manufaktur paint finishes pay tribute to the vibrant palette of the historical M logo itself.
- **Fully loaded** with M Carbon Bucket Seats, Black Full Merino Leather, Nappa Leather Dashboard, Carbon Fibre Interior Trim, and M Driver’s Package.

Strong Canadian market for BMW M Models.

In 2025, Canada ranked as the number two global market for BMW M vehicles by share of sales and consistently ranks among the top markets every year, reflecting the country’s strong passion and appreciation for high-performance M models. The M4 Coupe M Legacy Edition celebrates this success and the deep connection Canadian drivers have with the BMW M brand. This limited-edition model is a tribute to the enthusiastic Canadian M community and BMW’s commitment to delivering exclusive, high-performance vehicles tailored to their tastes.

Availability and more information.

The 2027 BMW M4 Coupe M Legacy Edition is a Canadian-exclusive and limited to 40 units. Base prices for the M Legacy Edition are \$115,500 CAD for the M4 Coupe and \$124,500 CAD for the M4 Competition Coupe. These vehicles will be built in Germany as of June 2026 and will arrive at BMW retailers across Canada in Q3 2026. For detailed specifications, pricing, and ordering information, visit www.bmw.ca or contact your local BMW retailer.

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Corporate Communications



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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 51 BMW automobile retail centres, 26 BMW motorcycle retailers, and 31 MINI retailers represents the BMW Group across the country.

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