

Press Release Article

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A Tribute to Four Decades of Racing Heritage: A Special Edition for the Ultimate Driver's Car

BMW M3 Edition 40 Jahre set to debut at the Beijing Motor Show

- **BMW M3 marks its 40th anniversary with two exclusive limited editions, restricted to 40 units in total**
- **Born on the racetrack, the BMW M3 has spent four decades defining the ultimate “oneness of driver and machine”**

(Beijing) In the world of high-performance automobiles, true legends transcend time—continually referenced, constantly measured against. The BMW M3 is one of them. In 2026, the BMW M3 marks its 40th anniversary.

To mark this milestone, BMW M presents the BMW M3 Edition 40 Jahre, available in both sedan and touring variants, at the Beijing International Automotive Exhibition. Limited to just 20 units each, these highly collectible models honour four decades of heritage with exclusive design elements and race-derived performance.

Four decades of racing DNA: defining the driver's car

The legend of the BMW M3 has been intrinsically linked to motorsport since its inception. In 1986, the first-generation BMW M3 was developed to meet homologation requirements for the German Touring Car Championship (DTM), marking the beginning of an extraordinary success story in high-performance sports sedans. On racetracks around the world, the M3 has continued built its reputation as the benchmark for driving dynamics.

True performance is not defined by speed alone, but by the relentless pursuit of precision, balance and control. This philosophy is embedded in every generation of the BMW M3. From powertrain and chassis architecture to electronic control systems, each model undergoes extensive track testing and meticulous fine-tuning to achieve the ideal balance between everyday usability and maximum performance.

Over the past 40 years, the M3 has evolved into one of the most iconic models in the high-performance sports sedan segment.

**Exclusive design: a tribute to heritage, a statement of identity**

To celebrate its 40th anniversary, both limited editions feature distinctive design elements inspired by classic BMW M models, combining heritage with a bold, contemporary presence.

The BMW M3 Edition 40 Jahre sedan is finished in the iconic Laguna Seca Blue, paired with black 19/20-inch 826M multi-spoke wheels and blue M high-performance brake calipers, creating a strikingly athletic appearance.

The BMW M3 Touring features an expressive Wildberry exterior, combined with gold 19/20-inch 826M wheels and red brake calipers delivering a unique and dynamic visual contrast.

Both limited editions are equipped with a high-gloss black exterior package, including a blacked-out BMW kidney grille and darkened Shadowline light elements, enhancing their sharp and purposeful stance.

Their exclusive status is further emphasized in bespoke detailing: “Edition 40 Jahre” badges are featured on the roof, door sill plates, headrests and center cup holder, reinforcing their commemorative character throughout the vehicle.

Inside, both models are equipped as standard with BMW M Carbon bucket seats, finished in a classic Silverstone & Black color combination. The BMW M3 sedan features blue contrast stitching, while the BMW M3 Touring version incorporates red stitching accents, highlighting their individual identities.

The BMW M Alcantara multifunction steering wheel, including steering wheel heating as standard, combining enhanced grip with everyday comfort. Every detail is engineered around the driver, strengthening connection between human and machine.

Race-derived performance: the philosophy of “oneness of driver and machine”

A true BMW M model is defined not only by its power, but by the precise interaction of all its systems.

Both BMW M3 Edition 40 Jahre models are equipped with the high-performance inline



six-cylinder twin-turbocharged engine combined with the M xDrive intelligent all-wheel-drive system, delivering an ideal balance of power, traction and agility.

Both models come as standard with M Drive Professional, offering highly configurable vehicle dynamics settings that allow drivers to tailor the driving experience to different scenarios. Whether in everyday use or on the racetrack, the result is precise, immediate and highly engaging feedback.

Both limited editions feature from increased top speeds: up to 290 km/h for the BMW M3 Sedan, and up to 280 km/h for the BMW M3 Touring.

The BMW M3 Edition 40 Jahre is more than a vehicle, it is a moving collector's item and a condensed expression of four decades of BMW M excellence. Forty years ago, the BMW M3 was born from racing passion and engineering ambition. Four decades later, it remains one of the purest expressions of driving pleasure.

At the 2026 Beijing Motor Show, the BMW stand invites visitors to experience the pure, uncompromising driving passion of BMW M firsthand.

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