

BMW M Impresses at the 2026 Nürburgring 24 Hours

Fan-Favorite BMW M3 Touring 24H Stuns the "Green Hell" with Top-5 Overall Finish

+++ The BMW M3 Touring 24H made a sensational debut, finishing 5th overall against a field packed with GT3 race cars — one of the biggest surprises of this year's race +++ ROWE Racing's #99 BMW M4 GT3 EVO secured 4th place overall, once again showcasing BMW M's endurance racing pedigree in the "Green Hell" +++ Born on the racetrack, made for the street — BMW M continues to refine the ultimate driving machines at the Nürburgring +++

(Nürburgring/Beijing) On May 17th, the 2026 Nürburgring 24 Hours officially came to an end. One of the most talked-about BMW M cars at this year's event was undoubtedly the BMW M3 Touring 24H, making its debut appearance at the Nürburgring 24-hour race. Throughout the weekend, the car became an instant fan and media magnet — a high-performance racing Touring born from what was once an April Fool's joke turned into reality.

Competing against a grid dominated by GT3 class race cars, the BMW M3 Touring 24H stood out from the crowd and ultimately finished an impressive 5th overall in front of 352,000 spectators. Piloted by Jens Klingmann (GER), Connor De Phillippi (USA), Ugo de Wilde (BEL), and Neil Verhagen (USA), the car delivered one of the most unexpected and celebrated performances of the event. The result not only ignited the passion of BMW M fans on-site, but once again proved that BMW M has a unique ability to turn enthusiasts' dreams into reality.

At the same time, the #99 BMW M4 GT3 EVO fielded by ROWE Racing — driven by Dan Harper (GBR), Max Hesse (GER), Sheldon van der Linde (RSA), and Dries Vanthoor (BEL) — battled through 24 hours of relentless racing to secure 4th place overall. While narrowly missing out on the podium, BMW M once again demonstrated its racing excellence through outstanding vehicle performance, exceptional reliability, and seamless teamwork between drivers and crew, further cementing its legacy at the Nürburgring.

Born on the Racetrack — The "Green Hell" Is Home Turf

For BMW M, the Nürburgring has never been just another circuit. It is home ground — the birthplace of BMW M's high-performance philosophy that has endured for more than half a century. BMW M has always believed that a truly great performance car must first prove itself on the racetrack before it earns its place on the road. "Born on the racetrack, made for the street" — this principle remains at the core of BMW M engineering.

As early as the 1970s, BMW became one of the first automotive manufacturers to establish a dedicated testing and development facility at the Nürburgring. Over the decades, BMW M has

conducted countless development programs here, claimed 21 overall victories, and forged a uniquely deep emotional connection with the “Green Hell.”

Stretching over 25 kilometers and featuring 73 corners, the Nürburgring Nordschleife encompasses virtually every extreme driving condition imaginable. For BMW M engineers, it has never been merely a lap-time benchmark, but rather a year-round development laboratory. M-specific chassis tuning, high-performance braking systems, razor-sharp power delivery, and sophisticated electronic control strategies are all shaped by decades of experience on the Nordschleife. Every BMW M model undergoes at least 8,000 kilometers of high-intensity testing here — meaning every lap pushed to the limit and every trophy earned ultimately translates into the purest and most authentic driving feedback for customers behind the wheel.

A Racing Touring at the Nürburgring — BMW M's Ultimate Tribute to Fans

While the BMW M4 GT3 EVO fought for overall victory, it was the debuting BMW M3 Touring 24H that captured the imagination of fans around the world. Its very existence represents a unique two-way connection between BMW M and its community.

On April 1st, 2025, BMW M posted a series of fictional “BMW M3 Touring GT race car” renderings on social media as an April Fool's special. What began as a playful joke quickly sparked global discussion among enthusiasts. Within a short period of time, the post reached millions of users, while the comment section filled with one overwhelming message from fans around the world: “Please build it.”

By the summer of 2025, BMW M Motorsport officially launched the BMW M3 Touring race car project. In just eight months, engineers completed development of the BMW M3 Touring 24H. Built on the technical platform of the BMW M4 GT3 EVO, the car shares the same core racing technology, but combines it with the unmistakable silhouette and unexpected character of a Touring body style. Compared with the BMW M4 GT3 EVO, the car is 200 millimeters longer and noticeably taller, yet still retains an unmistakably aggressive racing stance.

What makes this car truly special, however, is not simply the concept of a Touring race car competing around the Nürburgring. BMW M literally wrote its fans into the project itself. The camouflage livery of the BMW M3 Touring 24H incorporated real comments from fans taken directly from the original April Fool's social media post, giving the car an authentic sense of community collaboration from the very beginning.

For BMW M, high performance has never been solely about numbers, lap times, or trophies — it is also about the emotional connection between people and machines. BMW M has always inspired one of the most passionate and loyal communities in automotive culture, and the BMW M3 Touring 24H

feels like a love letter to BMW M fans worldwide. It proves that BMW M is always willing to listen to enthusiasts, respond to their passion, and bring even the wildest dreams into reality.

In an era defined by rapid electrification and intelligent technologies, BMW M remains committed to a driver-focused philosophy. Looking ahead, whether powered by combustion engines, high-performance electrified drivetrains, or fully electric systems, BMW M will continue to use motorsport as its foundation — delivering racing-derived technology, engineering excellence, and pure driving passion to everyone who truly loves driving.

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