

Every True Performance Car Enthusiast Has an M3 in Mind

BMW M3 40 Years Edition Launches in China

Limited to 20 Sedans and 20 Tourings

(Beijing/Chengdu) For every BMW M enthusiast, the BMW M3 has always been more than just a car. It embodies motorsport DNA, rear-wheel-drive purity, precision handling and an uncompromising connection between driver and machine.

In 2026, the BMW M3 celebrates its 40th anniversary. Marking this important milestone, BMW officially unveiled and launched the BMW M3 40 Years Edition at the Chengdu International Auto Show. Limited to just 20 units each of the Sedan and Touring variants in China, the anniversary models offer collectors and passionate enthusiasts a unique opportunity to own a piece of BMW M history.

The BMW M3 40 Years Edition Sedan is priced at RMB 1,038,000, while the BMW M3 Touring 40 Years Edition is priced at RMB 1,068,000.

Instantly Recognizable: A Secret Handshake Among M Enthusiasts

True M enthusiasts often identify an M car by its color before anything else. The BMW M3 40 Years Edition Sedan features the iconic Laguna Seca Blue exterior finish, a name that immediately resonates with motorsport fans around the world. Black 19/20-inch M light-alloy wheels in Double-Spoke Style 826M and blue M Compound Brakes further emphasize the car's focused and purposeful character.

Meanwhile, the BMW M3 Touring 40 Years Edition comes finished in the distinctive Wild berry Red, paired with 19/20-inch Style 826M wheels in Red Gold Bronze and red M Compound Brakes. The result is a striking combination of Touring practicality and unmistakable BMW M presence.

Both anniversary models introduce an exclusive black kidney grille design reserved for the 40 Years Edition and feature darkened headlights that add a subtle yet assertive appearance. Dedicated "40 Years Edition" badges can be found throughout the vehicle, including on the roof, door sills, front headrests and center console. These details serve as reminders that this is not simply another M3, but a celebration of four decades of performance heritage.

Engineered for the Track, Still the Ultimate Driver's Car

For M enthusiasts, exclusivity matters. But the true soul of an M3 has always been found behind the wheel. Both anniversary models are powered by BMW M's renowned high-performance inline six-cylinder twin-turbocharged engine, often regarded by enthusiasts as one of the finest engines

in BMW's history. Combined with the eight-speed M Steptronic transmission, it delivers immediate responsiveness and effortless power delivery.

Working in harmony with the Active M Differential, the M xDrive intelligent all-wheel-drive system continuously distributes torque between the front and rear axles with millisecond precision, maximizing traction and performance through acceleration, cornering and high-speed driving. The standard M Drive Professional package allows drivers to individually configure powertrain, steering, chassis and drivetrain characteristics to suit both everyday journeys and dedicated track use.

The 40 Years Edition further unlocks the vehicle's performance potential. The Sedan reaches a top speed of 290 km/h, while the Touring achieves 280 km/h. For M enthusiasts, these figures are more than technical specifications. They represent BMW M's ongoing commitment to transferring motorsport engineering into production vehicles.

Forty Years of Innovation: Every Generation Leaves Its Mark

The story of the BMW M3 began in 1986, when the first generation was developed to meet homologation requirements for the German Touring Car Championship (DTM). Its origin was not a marketing exercise, but a direct response to racing regulations and competitive ambition. From the very beginning, the mission of the M3 has remained clear: to translate motorsport technology into an engaging and accessible driving experience for the road. Across six generations, the BMW M3 has continuously evolved from naturally aspirated engines to turbocharged powertrains, from lightweight construction to sophisticated intelligent driving systems. Yet one principle has remained unchanged: a relentless dedication to being the ultimate driver's car. For four decades, the BMW M3 has stood as one of the purest expressions of BMW M's philosophy of performance, precision and driving pleasure.

Year	No. of Generation	Innovation & Engineering Milestones	Legacy & Industry Influence
1986	First-generation BMW M3	Motorsport-derived engineering transferred directly to a production sports sedan.	Defined the blueprint for the modern high-performance sports sedan and established BMW M's racing-led development philosophy.
2000	Third-generation BMW M3 / M3 CSL	SMG transmission, carbon-fibre roof, lightweight-focused engineering.	Pioneered lightweight performance technologies and cemented the CSL philosophy of reducing weight to maximize performance.
2007	Fourth-generation BMW M3	High-revving naturally aspirated V8 engine and M DCT transmission.	Set new benchmarks for power delivery, responsiveness and drivetrain technology in the performance segment.

2014	Fifth-generation BMW M3	Introduction of turbocharged M powertrains.	Marked a new chapter for BMW M, combining increased performance with greater efficiency.
2020	Sixth-generation BMW M3	M Traction Control, M Drift Analyser and advanced vehicle dynamics systems.	Brought race-inspired vehicle control technologies and data-driven driving experiences to series production models.

Forty years ago, the BMW M3 made the journey from racetrack to road. Four decades later, it remains the benchmark by which many performance sedans are judged.

The arrival of the BMW M3 40 Years Edition is more than a product launch. It is a celebration shared by generations of BMW M enthusiasts. The racetracks, the corners, the engine notes, the steering feedback and the desire to take one more lap all live on in this special anniversary model, carrying the spirit of the BMW M3 into the future.