



Press release
11 May 2017

First teaser of the forthcoming BMW 8 Series Coupe at the Concorso d'Eleganza Villa d'Este on 26 May 2017.

Munich. At today's Annual General Meeting, Chairman of the Board of Management of BMW AG Harald Krüger announced the arrival of a new concept car. The BMW Group will present a design study at this year's Concorso d'Eleganza Villa d'Este on 26 May 2017 which provides an exclusive look ahead to the BMW 8 Series Coupe slated for 2018. The concept car embodies uncompromising dynamics and contemporary luxury – the essence of a modern BMW coupe.

“The BMW 8 Series Coupe will build on our tradition of luxurious sports coupes and add a genuine dream car to our line-up – a slice of pure automotive fascination,” says Krüger, looking ahead to the new model. “The 8 Series Coupe will underpin our claim to leadership in the luxury segment. I can tell you today that this will be a true luxury sports coupe.”

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The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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