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Nouvelle BMW M3 Competition Berline. Nouvelle BMW M4 Competition Coupé. Gamme d'accessoires BMW M Performance.

Munich. With numerous innovations in the areas of drive, brake and suspension systems, the new BMW M3 Competition Sedan and the new BMW M4 Competition Coupé will soon set new benchmarks in the segment of high-performance sedans and coupes. Their newly developed, straight six-cylinder engines are performance-enhanced vs. the previous generation and provide the basis for this. The M TwinPower Turbo Technology and the high-revving concept featured by the power units impress with performance characteristics derived directly from motor racing – without restricting the traditionally high level of everyday suitability of BMW M models. In order to emphasise the motor racing DNA of the new BMW M3 Competition Sedan and the new BMW M4 Competition Coupé even more, an extensive range of M Performance Parts will also be available at market launch of the two models in March of next year. They facilitate advanced individualisation of the vehicles' striking design and further enhancement of their dynamic handling qualities.

The high-quality range of accessories was developed in collaboration with the BMW M GmbH based on experience gained on the world's racetracks and the extensive know-how of their motorsport specialists. The components, which have been specifically aligned to the character of both the new BMW M3 Competition Sedan and the new BMW M4 Competition Coupé, sharpen their extremely sporty appearance even further. Moreover, for the most part, they also fulfil functional requirements in terms of lightweight construction and aerodynamics – thus noticeably enhancing the excellent dynamic characteristics of both high-performance models.

Suspension and sound even more closely linked to motorsport.

A perfect example of how M Performance Parts usually not only further sharpen a car's looks but also its performance is demonstrated by the M Performance silencer system, titanium. The lightweight exhaust system with flap control, developed specifically for M models and based on experience gained from motor racing, weighs around five kilograms less than the mass-produced component and also provides for an even sportier driving experience thanks to optimised exhaust gas routing. The highly emotionalising sound, which is similar to that experienced in motorsport, has been adapted to the individual driving programs. The four titanium, ceramic-coated tailpipe trims provide for an unmistakably striking appearance.

The M Performance sports suspension was developed and tuned on various different racetracks and is also directly associated with motor racing. The coilover suspension permits an infinitely variable reduction of ride height of between five and twenty millimetres (recommended lowering -10 mm vs. the M base model). With unchanged damper adjustment, the driver benefits from a lower centre of gravity, reduced rolling movement and even higher cornering speeds. In addition to increased dynamics, lowering also enhances the sporty looks.



Directly derived from the BMW Motorsport long-distance brake pads, M Performance sports brake pads guarantee shorter braking distances, better response characteristics and high thermal resistance. Drivers in particular who frequently also wish to explore the performance potential of their BMW M3 Competition Sedan or M4 Competition Coupé on the racetrack, will be thrilled, among other things, with the vehicle's exceptionally dynamic steering behaviour when braking before a bend compared to the standard configuration.

High-tech material carbon sharpens looks even further.

The high-tech material carbon is characterised by a high degree of rigidity and stiffness whilst being extremely light. Consequently, carbon fibre reinforced plastic is used above all in many areas of motorsport, where visible carbon components fascinate with the mesh structure that is so characteristic of this material. Not least for this reason, M Performance exterior components exude a high degree of motorsport atmosphere – and are perfectly suitable for effectively sharpening the sporty looks of the BMW M3 Competition Sedan and the BMW M4 Competition Coupé even further. For example, the M Performance carbon front attachment, the M Performance carbon front splitter and the carbon M Performance Aero Flicks provide for a particularly striking look. Viewed from the side, the M Performance carbon air breathers set an eye-catching accent and M Performance carbon side skirt trims make the vehicle appear longer. At the rear, the M Performance carbon rear winglets and the distinctive M Performance carbon rear spoiler add the perfect finishing touches to the vehicle's appearance.

All this is topped by the M Performance carbon rear diffuser combined with the M Performance titanium silencer system and the M Performance titanium tailpipe trim module with ceramic coating and black matt finish. The M Performance carbon/titanium tailpipe trims also offer a sporty option for individualising the standard exhaust system of the BMW Competition M3 Sedan and the BMW M4 Competition Coupé. The high-performance models can be customised even further with the M Performance Motorsport foiling. The decor set contains adhesive foils for each side in the three BMW M colours blue, red and purple and is tailor-made to match the vehicle geometry.

Forged wheels in sizes of up to 21 inches and mixed tyres.

At the time of market launch, the range of M Performance Parts for the new BMW M3 Competition Sedan and the new BMW M4 Competition Coupé comprises two complete sets of summer wheels. Entry level is the M Performance Y-spoke forged wheel 963M in Frozen Gunmetal Grey with M Performance lettering and mixed tyres, 19 inches at the front and 20 inches at the rear. It convinces with its unique geometry and guarantees a high degree of stiffness and low weight as well as reduced air resistance particularly at high speeds. Highlight of the wheel range for the summer is the BMW M Performance cross-spoke forged wheel 1000M in Gold Bronze matt or Jet-Black matt with M Performance lettering. The wheels are available exclusively from M Performance Parts in the sizes 20 inch at the front and 21 inch at the rear.

Perfect traction in winter: snow chain-capable 19-inch wheel set.

M Performance Parts also offers the snow chain-capable, 19-inch double spoke complete winter wheel 829M for safe driving on snow and ice. The rim, which is finished in black matt, is ideal for coping with winter conditions and is particularly easy to clean. We recommend M Performance Tyre Bags for optimal storage and convenient transportation of wheel sets currently not fitted. They are suitable for 17-inch to 22-inch complete wheels, protect them from dirt and guarantee clear allocation of the tyres thanks to their respective markings. Moreover, with their distinctive M Performance design they emit a generous portion of motor racing flair in the home garage.

Carbon and Alcantara enhance motorsport flair in the interior.

Customers are also able to further upgrade the sporty and comfortable interior of their BMW M3 Competition Sedan or BMW M4 Competition Coupé in many ways, both visually and functionally, using motorsport-inspired components from the range of M Performance Parts. As soon as the door is opened, the M Performance doorsill with carbon insert and M Performance coloured lettering conveys unadulterated motor racing flair. Furthermore, thanks to M Performance lettering, a flag with M colours and edging in leather look including decorative stitching in contrasting colours, the perfectly matching M Performance front and rear floor mats convey the extremely dynamic exterior design into the vehicle's interior. M Performance carbon interior trims also contribute towards this. They inspire with a fascinating combination of open-pored, matt-coated carbon and elegant Alcantara. They are manufactured by hand using a complex process, so each of them is a unique one-off. M Performance Alcantara kneepads on the centre console round off the range of interior features.

The M Performance Pro steering wheel is characterised by the use of the material Alcantara, which is very common in motor racing not least due to its grip properties. Therefore, the pronounced Alcantara gripping area with large thumb rests and special lining offers the driver maximum grip and a highly direct steering feel. Further motorsport-inspired features include the blue centre marker in the 12 o'clock position and a handstitched M seam finished in M colours. In addition to the standard leather-covered steering wheel trim, the optional M Performance steering wheel trim Carbon/Alcantara and, optionally, the M Performance steering wheel Carbon/Leather each with M Performance lettering are available. The M Performance steering wheel can be further upgraded with M Performance carbon shift paddles covered with an open-pored carbon fabric instead of the standard chrome surface.

The M Performance slide set for the BMW LED door projectors guarantees eye-catching effects when entering and exiting the vehicle. When the door is opened, the BMW M logo and other M Performance motifs are projected onto the asphalt. When locking and unlocking the vehicle, the driver is able to experience the M Performance concept both visually and by touch with the M Performance key wallet finished in high-quality Alcantara and boasting a carbon insert. The wallet is firmly connected with the car key by means of a hexagonal head screw in M Light Blue, allowing the key to be easily rotated into the wallet, protecting it from scratches and any other damage.

The M Performance Indoor Car Cover reliably protects the vehicle against soiling and scratches while it is parked in the garage. The cover, which is delivered in a practical carrier bag, is made of elastic, breathable polyester with a soft lining that is gentle on paintwork and is machine washable. The car cover fits snugly to the car body and emphasises various design features such as the double kidney grille, for example, with the coloured M logo and M Performance lettering.

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**BMW Group en France**

BMW Group est implanté sur quatre sites en France : Montigny-le-Bretonneux (siège social), Tigery (centre de formation), Strasbourg (centre PRA international) et Miramas (centre d'essais techniques international). BMW Group emploie avec ses filiales commerciales et financières ainsi que son réseau exclusif de distribution près de 6.000 salariés en France. En 2019, BMW Group France a immatriculé 85 909 automobiles des marques BMW et MINI et 17 791 motos et scooters de la marque BMW Motorrad.

Le volume annuel d'achats de BMW Group auprès des équipementiers français et fournisseurs en France s'élève à 3,5 milliards d'Euros. Parmi eux, citons Valeo, Michelin, Plastic Omnium, Sogefi. Dans le cadre de sa stratégie électromobilité, BMW Group offre une large gamme 15 modèles de voitures et deux-roues électriques et hybrides rechargeables. Plus d'un demi-million de voitures électrifiées circulaient déjà sur les routes, fin 2019.

BMW Group France poursuit en outre une politique active et pérenne de mécénat avec des acteurs culturels de renom tels que les Rencontres de la Photographie, Arles, Paris Photo et Gobelins, l'école de l'image où se tient la Résidence BMW pour la photographie émergente. Depuis plus de 30 ans, BMW Group France finance des projets d'utilité publique par le biais de sa Fondation placée sous l'égide de la Fondation de France : actuellement la prévention routière pour les jeunes conducteurs. L'engagement sociétal de BMW Group se décline aussi dans le sport français, notamment à travers son partenariat avec la Fédération Française de Golf (FFG).

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BMW Group

BMW Group, qui comprend les marques BMW, MINI, Rolls-Royce et BMW Motorrad, est le premier constructeur d'automobiles et de motos Premium au monde, fournissant également des services dans les domaines de la finance et de la mobilité. Entreprise de dimension mondiale, BMW Group exploite 31 sites de production et d'assemblage implantés dans 15 pays, ainsi qu'un réseau de vente présent dans plus de 140 pays.

Pour l'exercice 2019, les ventes mondiales de BMW Group ont atteint un volume total de 2 520 307 automobiles et plus de 175,162 motos. En 2018, l'entreprise a réalisé un bénéfice avant impôts de 9,81 milliards d'euros pour un chiffre d'affaires de 97,48 milliards d'euros. Au 31 décembre 2018, les effectifs de BMW Group étaient de 134 682 salariés.

Le succès de BMW Group a toujours été basé sur une vision à long terme et une action responsable. C'est pourquoi l'entreprise a inscrit, dans sa stratégie, la durabilité écologique et sociale tout au long de la chaîne de valeur, ainsi que la pleine et entière responsabilité vis-à-vis de ses produits et un engagement ferme à préserver les ressources naturelles.

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