

Les nouvelles BMW M4 Competition M xDrive Coupé et BMW M4 Competition M xDrive Cabriolet.

Plus de puissance, un design subtilement repensé, de nouvelles possibilités de personnalisation et des innovations digitales. BMW M GmbH présente une nouvelle version de ses BMW M4 Coupé et BMW M4 Cabriolet qui soulignent encore plus intensément les gènes du sport automobile avec une puissance maximale réhaussée de 15 kW/20 ch. Une nouvelle signature lumineuse, de nouveaux feux arrière utilisant la technologie laser, des jantes M en alliage léger forgé arborant un nouveau design, de nouveaux volants et garnitures intérieures ainsi que le BMW Operating System 8.5 viennent compléter cette mise à jour 2024.

- Les nouvelles BMW M4 Coupé et BMW M4 Cabriolet sont désormais **uniquement disponibles en version 4 roues motrices M xDrive avec transmission M à huit rapports avec Drivelogic sur le marché Français.**
- La **puissance du moteur six cylindres en ligne** doté de la technologie M TwinPower Turbo est portée à **390 kW/530 ch** (20 ch de plus que la précédente génération).
- La **dotation de série est encore enrichie** avec le BMW Live Cockpit Navigation Pro incluant l’Affichage Tête Haute HUD et le guidage avec Réalité Augmentée, le nouveau système d’exploitation BMW OS 8.5, le Park Assist, le système Hi-Fi Harman Kardon, la Personal e-SIM, les applications galvanisées, le vitrage calorifuge, les ceintures de sécurité avec liséré M et le filet anti-remous (BMW M4 Cabriolet uniquement).
- **Nouveaux projecteurs avant « Matrix-LED »** optionnels avec nouvelle signature lumineuse et inserts bleus. **Nouveaux feux arrière Laser** optionnels au design similaire à ceux de la BMW M4 CSL.
- Badge « M4 Competition » en noir brillant.
- **Nouveau design de volant** avec méplat, repère rouge à 12 heures et surpiques aux couleurs BMW M (**volant en Alcantara** disponible en option).
- Buses de ventilation centrales et latérales redessinées avec éclairage et nouveaux inserts décoratifs.
- Nouveau **système d’exploitation BMW OS 8.5** avec guidage à Réalité Augmentée dans l’écran central ou le combiné d’instrumentation.

- Les nouvelles BMW M4 Coupé et BMW M4 Cabriolet sont produites à l'usine BMW Group de Dingolfing. **Lancement commercial en mars 2024.**
- Les Nouvelles BMW M4 Coupé et BMW M4 Cabriolet s'affichent aux tarifs suivants :
 - BMW M4 Competition M xDrive Coupé : **121.000 €**
 - BMW M4 Competition M xDrive Cabriolet : **127.700 €**

The straight six-cylinder engine featuring M TwinPower Turbo in combination with M xDrive featured in the four-wheel drive variants of both the Coupé and Convertible, this transmission guarantees extremely superior transformation of power output – now increased to 390 kW/530 hp – into exhilarating driving dynamics.

Thanks to the current modifications, the high-performance automobiles of the premium midsize segment all have the ideal prerequisites for the continuation of their popularity on international automobile markets, whilst strengthening their leading position within the segment. The USA has become the major sales market for the BMW M4 Coupé, followed by China, Germany and the UK. In the USA, the BMW M4 Convertible accounts by far for the highest sales figures. Moreover, the open-top four-seater enjoys great popularity in Germany and the UK. Both globally and in each of their relevant markets, models of the BMW M4 Series occupy by a clear margin the position as market leaders in each of their respective competitive environments.

The new editions of the BMW M4 Coupé and the BMW M4 Convertible are produced at the BMW Group Dingolfing plant. The worldwide market launch of the new models will begin with the commencement of production in March 2024.

Bespoke vehicles, M-typical performance.

Uncompromising dynamics both in everyday driving and on the racetrack are characteristic of BMW M4 Series models, this also being reflected in their design. Powerful proportions and M-specific design features for optimising the cooling air supply and the aerodynamic balance underpin their status as high-performance sports cars. The large, vertical BMW kidney grille sporting M-typical and horizontally arranged double slats, powerfully modelled wheel arches and prominently flared side sills with a contrasting high-gloss black finish as well as attachments for the front and rear aprons provide clear reference to the dynamic potential of both the Coupé and the Convertible.

Furthermore, the various model variants present themselves as bespoke vehicles, each of them enhancing the extreme sporty driving experience with their very own special facets. For example, a carbon reinforced plastic (CRP) roof is standard on all variants of the BMW M4 Coupé. The BMW M4 Competition Convertible with M xDrive offers a particularly unique opportunity to enjoy M-typical performance along with an extraordinary open-air driving experience. The car's sophisticated panel bow soft-top

roof combines the benefits of a retractable hardtop with the look of a classic fabric roof. The electric drive mechanism allows it to be opened or closed while on the move.

Straight six-cylinder engine with motor racing technology and new performance specification.

The straight six-cylinder power units used in the new BMW M4 Coupé and the new BMW M4 Convertible combine the typical high-revving characteristics offered by engines from BMW M GmbH with the current version of M TwinPower Turbo Technology. The engine impresses with responsive power delivery and high-torque characteristics up into the highest load ranges. These attributes are responsible for those unmistakable, linear performance characteristics, which have always been the hallmark of BMW M automobiles.

The engine's design features directly derive from motor racing and include the extremely stiff crankcase, which is manufactured in a sleeveless closed-deck design, the weight-reduced forged crankshaft and the iron coating, which is applied to the cylinder liners in an arc wire spraying process (AWSP). Manufactured in a 3-D printing process, the cylinder head core features an optimised routing of the coolant ducts, something that cannot be realised using conventional metal casting technology. In this way, both weight and temperature management are optimised. Like the cooling system, the oil supply is also aligned to the special demands of racetrack use.

M TwinPower Turbo Technology comprises two mono scroll turbochargers, each of them supplying three cylinders with compressed air. Indirect intercooling facilitated by a low-temperature circuit and specific compressors optimise the power output of the charging unit. Moreover, the technology package includes the petrol injection system High Precision Injection operating at a maximum pressure of 350 bar, variable valve control VALVETRONIC and infinitely variable camshaft control Double VANOS.

Maximum power output of the straight six-cylinder power unit variant featured in both the new BMW M4 Competition Coupé with M xDrive and the new BMW M4 Competition Convertible with M xDrive has been increased from the previous 375 kW/510 hp to 390 kW/530 hp, this being reached at an engine speed of 6,250 rpm. The further developed engine retrieves maximum torque of 650 Nm within an extended engine speed range of between 2,750 and 5,730 rpm. This results in even more superior and continuous power delivery, thus further enhancing the performance experience above all in highly dynamic driving situations. This exclusive performance specification is realised through a modification of the engine control system, providing further proof of the outstanding potential of the straight six-cylinder engine developed by BMW M GmbH and which serves as the basis for the power plant featured in the BMW M4 GT3 long-distance vehicle.

Whilst the new BMW M4 Competition Coupé with M xDrive is able to accelerate from 0 to 62 mph in 3.5 seconds, the new BMW M4 Competition Convertible with M xDrive takes 3.7 seconds to reach the same speed from a standstill. The BMW M4 Coupé and the BMW M4 Convertible competition with M xDrive achieve a top speed that is electronically limited to 250 km/h. This value can be increased to 290 km/h with the

optional M Driver's Package on the BMW M4 Competition Coupé (280 km/h for the BMW M4 Competition Convertible with M xDrive).

Honed on the Nürburgring: M-typical overall package comprising engine, power transmission and suspension technology.

Shift paddles of the 8-speed M Steptronic transmission on the steering wheel for spontaneous manual intervention at each selected driving speed and the Drivelogic button for variable shift characteristics pave the way for a driving experience that is customisable in a variety of ways.

In addition, the most powerful version of the straight six-cylinder engine is combined with intelligent four-wheel drive M xDrive. This gives the new BMW M4 Competition Coupé with M xDrive and the new BMW M4 Competition Convertible with M xDrive outstanding traction, an attribute that is expressed in their impressive acceleration values. Thanks to a rear-wheel biased system and in conjunction with a fully variable Active M differential in the rear wheel transmission, the M xDrive system also enhances that typical M feeling during dynamic cornering. Via the set-up menu the driver is able to select, in addition to the default setting 4WD, the 4WD Sport mode, in which greater percentage of torque is directed to the rear axle. Moreover, when DSC is deactivated, the 2WD mode becomes available for exclusive transmission of power to the rear wheels.

High torsional stiffness of the body structure and the suspension connections create the ideal prerequisites for inspiring agility and spontaneous response to steering commands. Model-specific body struts also help the high-performance model provide that BMW M typical combination of dynamic, agile and precise handling.

M-specific kinematics and elasto-kinematics of the double-joint spring strut front axle and the five-link rear axle guarantee the harmony between extreme driving dynamics and balanced comfort features on all models of the series, both in everyday use and on longer journeys. Three characteristic maps are available via the M Setup menu for individual adjustments of the Adaptive M suspension, which comes as standard. Further components of the suspension technology include M Servotronic steering and the integrated braking system, which is utilised in conjunction both with the standard M compound brakes and the optional M carbon-ceramic brakes.

The integrated application of all drive and suspension systems, which was tested, inter alia, on the northern loop of the Nürburgring, guarantees, also in everyday traffic, highly dynamic and precisely controllable handling. A form of driving pleasure that is unique within the competitive environment is provided by the stability control system DSC (Dynamic Stability Control), which in addition to the M Dynamic Mode comprises ten-stage adjustable wheel slip limitation. By means of the M Traction Control function the driver is able to reduce system interventions in stages in order to cautiously approach the physical limits of driving when the car is used on the racetrack, for instance. The M Lap Timer and the M Drift Analyser provide functions that emphasise the character of these high-performance models as ultimate driving machines for use on closed-off roads.

Wheel sizes aligned to each axle, M forged light-alloy wheels boasting a new design.

Axle-specific wheel sizes ensure a particularly comprehensive transfer of lateral forces during dynamic cornering. The standard configuration of the BMW M4 Competition Coupé with M xDrive and the BMW M4 Competition Convertible with M xDrive comprises M forged light alloys of the size 19" at the front and 20" at the rear.

New to the range of special equipment for all model variants are M forged light-alloy wheels in the above sizes featuring a double-spoke design and, for the first time, with a silver finish. Their brightly shining surfaces provide for a sporty, sophisticated and elegant look.

Assistance systems with a configurable range of functions.

The ongoing further development of the range of systems for automated driving and parking also contribute towards an unmistakable driving experience. In terms of functional scope and availability they set benchmarks within the competitive environment of the new BMW M4 Coupé and the new BMW M4 Convertible. Moreover, the activities of the driver assistance systems can be controlled via the M Mode button located on the centre console in order to guarantee the typically exhilarating experience of driving a high-performance sportscar. For instance, in the optionally available TRACK mode, which is designed for racetrack use, all comfort and safety systems are temporarily deactivated.

Modern design accents: New headlight design, taillights featuring laser technology.

The redesigned headlights give the front end of both the new BMW M4 Coupé and the new BMW M4 Convertible a modern look. The inside of the LED headlights, now a standard option, is even more distinctively structured. They also feature further developments in their functionality. Both the low and high beam are now produced by the same LED module. Two vertical LED units, each aligned in an arrowhead shape, assume the function of position and daytime running lights as well as direction indicators. The technology-oriented design of these new light sources provides for a sophisticated and progressive look.

Adaptive LED headlights with anti-glare matrix high beam are available as optional features. They are recognisable by the blue inserts and feature an urban light and cornering light function. Using the urban light function ensures optimised illumination of the roadside areas when travelling at low speeds on roads identified by the navigation data as built-up areas. The low beam function, however, is only activated when a speed of 22 mph has been reached. Furthermore, in conjunction with the adaptive LED headlights M Shadow Line lights featuring dark accents inside are also available.

Moreover, the adaptive LED headlights are combined with a both visually and technologically impressive design of the LED taillights, which are available for all new versions of all models of the BMW M4 Series and feature laser technology and a fascinating light design. Inside, laser diodes produce an even illumination of glass fibre bundles, the filigree,

3-dimensional light graphics of which complement the taillight clusters. The model-specific version of this innovative light scenario utilizes a technology presented for the first time on the limited edition of the special high-performance model BMW M4 CSL, a model limited to 1,000 units.

A new design of the surrounding surface of the both the BMW logo and the M logo at the rear of the Competition models add further subtle accents for sophisticated elegance. The base of the BMW logo is now finished in High Gloss Black. The BMW M GmbH brand logo situated on the rear lid has been complemented by a silver surround.

A special feature designed exclusively for the model variants of the new BMW M4 Coupé for customisation of the external appearance are optional M design graphics for the bonnet and the rear lid. This contrasting colour emphasises the sporting characteristics of the two-door model and is available either in High Gloss Black or High Gloss Red. The optional steel roof available at no extra cost, which includes an electrically operated glass sliding roof, offers an additional design accent: The sheet metal part of the roof is finished in High Gloss Black instead of the body colour.

M-specific sportscar cockpit with new steering wheel designs and interior trims.

The modern motor racing ambience inside the new versions of the high-performance models has also undergone further development. New steering wheel designs and control elements as well as high-class materials for the instrument panel and interior trims enhance the exclusive ambience inside the M-specific sportscar cockpits.

The standard M leather steering wheel with multifunction buttons, two M buttons and shift paddles for the Competition models now convey to the driver an even more intensive racetrack feel. The new design comprises a flattened lower section of the steering wheel rim and concisely modified spokes. A red centre marking in the 12 o'clock position underscores the sportive orientation of the steering wheel design. Moreover, for the first time, an M Alcantara steering wheel is available with the same design and range of functions. In addition, a heating function is optionally available for both steering wheel variants.

Furthermore, the M-specific cockpit arrangement also includes a control panel on the centre console, on which the shift lever or gear selector switch, the red Start/Stop button, the BMW iDrive Controller, the Setup and M Mode buttons are situated. These can be activated for individual vehicle configuration as well as for the range of functions of cockpit displays and driver assistance systems, which can be adapted to suit the driving situation at hand.

Characteristic of M is also the combination of sporty flair and premium ambience inside the vehicle. This is, amongst other things, the result of high-quality design and finishing of the materials used for the interior. The interior trims in the area of the dashboard, the control panel and the cupholder cover now come as standard in Aluminium Rhombic Anthracite and the new variant Finely Polished Aluminium can now be ordered as options. The optional instrument panel in the version Sensatec boasts a further refined surface structure.

The M sports seats come as standard and offer manifold electrically operated adjustment options, integrated headrests and illuminated model logos. The ideal position behind the wheel can be stored using the memory function. Heated seats for both driver and front passenger are also standard, with seat ventilation as an option. The standard leather trim Merino, the all-leather trim Merino, the extended BMW Individual leather trim Merino and the BMW Individual all-leather trim Merino are all available in four different colours.

The optional and also fully electrically adjustable and heated M Carbon bucket seats provide for an optimised connection between driver and vehicle. They combine motor racing functionality with lightweight design, cutting-edge workmanship and a high level of long-distance comfort. The use of CRP for the structural elements of the seat and backrest, as well as cut-outs within the area of the side bolsters and beneath the headrests result in a weight reduction of 9.6 kilos compared with the standard sports seats.

In addition, an Air Collar system can be ordered as an exclusive option for the BMW M4 Competition Convertible with M xDrive. It generates a three-stage adjustable airflow, providing pleasant warmth from behind to both driver and front passenger, also during open-top driving and regardless of the outside temperature.

BMW Curved Display and new BMW Operating System 8.5.

More than ever before, the new BMW M4 Coupé and the new BMW M4 Convertible combine exclusive sportscar flair with advanced digitalisation. M-specific information on the high-resolution BMW Curved Display, which is inclined towards the driver, helps the driver to focus fully on the task at hand. The fully digital display combination comprises a 12.3-inch display behind the steering wheel and a control monitor with a 14.9-inch screen diagonal.

The BMW Curved Display serves as a platform for the current BMW iDrive system used in the new BMW M4 Coupé and the new BMW M4 Convertible. The display and operating system, which also includes the BMW Intelligent Personal Assistant and is therefore actively designed for touch and voice control, is now based on the BMW Operating System 8.5. The M-specific graphics and contents on the information screen and on the control monitor have been complemented by a new form of operation for the standard automatic climate control. Temperature setting, ventilation intensity, heating of both seat and steering wheel can now, depending on how the vehicle is equipped, either be controlled per touch control via a special menu option in the lower part of the control display or by means of voice control.

Advancements in the area of digital operation come with a further reduction in the number of buttons and controls in the cockpit and a redesigned instrument panel. New control buttons for the fresh air vents in the centre of the dashboard and on the driver's and front passenger's side enable the setting of the desired direction of airflow by rotating and tilting. Moreover, the standard feature Ambient Lighting now also comprises contour lighting integrated into the cover of the central air vents. Like with the illumination of the footwells and the storage compartments in the area of the centre

console and door openers, colour and brightness can be adapted according to individual preferences. There is a choice of nine different colours. The range of interior lighting also includes an atmospheric Welcome and Goodbye scenario as well as light signals that indicate an open door and incoming telephone calls.

The standard feature BMW Live Cockpit Professional also comprises the cloud-based navigation system BMW Maps. Another standard option is the BMW Head-up Display, which projects in an M-specific style driving-related information onto the windscreen, including multi-coloured rev range representation, shift lights and M View.

Furthermore, the standard feature BMW Live Cockpit Professional encompasses two USB ports for data transfer and a wireless network interface as well as Smartphone integration, which permits, inter alia, the use of Apple CarPlay® and Android Auto™. In addition, telephony with wireless charging of compatible Smartphones and a hi-fi loudspeaker system with 10 sound sources and a 250 W power amplifier are all included in the standard equipment range for the new BMW M4 Coupé and the new BMW M4 Convertible.

Targeted customisation with M Carbon exterior package, M Race Track package and BMW M Performance Parts.

A model-specific M Carbon exterior package is available for precise customisation of these high-performance automobiles, bringing to the fore the racing character of both models even more intensively. The M Carbon exterior package includes inserts for the wide-open front air intakes and a rear diffuser, each featuring its own geometry, exterior mirror caps and – exclusively for the BMW M4 Coupé – a CFP rear spoiler. Vehicle weight has been reduced by up to 25 kilos thanks to the likewise optionally available M Race Track package, which also includes, in addition to M Carbon ceramic brakes, M Carbon bucket seats for both driver and front passenger as well as interior trim strips in High Gloss Carbon Fibre.

BMW Performance Parts provide additional options for adapting the intensive driving experience and the dynamic aura of the new high-performance sportscars to suit the driver's very own preferences. The spectrum of model-specific retrofit options encompasses exterior CFP components, M Performance forged wheels with centre lock, M Performance floor mats and M Performance steering wheel trims for individualisation of the interior.

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BMW Group est implanté sur quatre sites en France : Montigny-le-Bretonneux (siège social), Tigery (centre de formation), Strasbourg (centre pièces de rechange et accessoires 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 2023, BMW Group France a immatriculé 87 788 automobiles des marques BMW et MINI et 21 615 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. Dans le cadre de sa stratégie électromobilité, BMW Group offre une large gamme de modèles de voitures et deux-roues électriques et hybrides rechargeables.

BMW Group France poursuit en outre une politique active et pérenne de mécénat avec le programme BMW ART MAKERS qui soutient la création émergente dans le domaine des arts visuels, et des acteurs culturels de renom tels que les Rencontres de la Photographie d'Arles et Paris Photo. 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 l'entrepreneuriat à impact à travers le soutien aux associations Ashoka et Make Sense. 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. BMW Group exploite 30 sites de production et d'assemblage dans le monde, ainsi qu'un réseau de vente présent dans plus de 140 pays.

En 2023, les ventes mondiales de BMW Group ont atteint un volume total de 2,55 millions d'automobiles et plus de 209 000 motos. En 2022, l'entreprise a réalisé un bénéfice avant impôts de 23,5 milliards d'euros pour un chiffre d'affaires de 142,6 milliards d'euros. Au 31 décembre 2022, les effectifs de BMW Group étaient de 149 475 salariés.

Le succès de BMW Group a toujours été basé sur une vision à long terme et une action responsable.

L'entreprise a fixé très tôt le cap pour l'avenir et place systématiquement la durabilité et la gestion efficiente des ressources au cœur de son approche stratégique, depuis la chaîne d'approvisionnement jusqu'à la fin de la phase d'utilisation de tous les produits, en passant par la production.

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