



Media Information
October 14th 2011

The new BMW M5: Soon to be a star on the road, sooner still a star on the screen.

High-performance sedan makes exclusive appearance as cover car for the Limited Collector's Edition of the Xbox 360 racing game Forza Motorsport 4 – Launch also marks the start of the BMW M5 Forza Cup – Winner's prize is a BMW M5.

Munich. The upcoming launch of the new BMW M5 has set pulses racing, thanks, among other things, to its athletic and elegant design, V8 engine with M TwinPower Turbo technology developing 412 kW/560 hp, seven-speed M Double Clutch Transmission with Drivelogic, and Active M Differential. And now the Forza Motorsport 4 racing simulation game for the Xbox 360 console provides the perfect outlet for this excitement. Ahead of the car's official road launch, ambitious gamers can now thread the high-performance sedan around the world's most spectacular race circuits on their TV or computer screens. The Limited Collector's Edition of the latest version of Forza Motorsport sees the new BMW M5 not only taking on the role of "hero car" but also featuring as the game's cover star. On the same day as the game is released (14 October 2011), registration will open for the BMW M5 Forza Cup. The competition to set the fastest virtual laps in the new M5 will build to a climax in the finale at the BMW Welt. The fastest gamer will earn him or herself the keys to a very real high-performance experience; the winner's prize is a BMW M5.

A few weeks after the car's world premiere at the Frankfurt International Motor Show (IAA) – but ahead of its market launch in December 2011 – the Forza Motorsport community will have the chance to rack up the first virtual laps with the new BMW M5. The latest version of the globally popular racing game uses high-resolution HD graphics and state-of-the-art simulation technology to deliver an exceptionally realistic driving experience. Gamers can piece together their preferred race scenario from around 500 different cars and more than 100 circuits. The highlight is the new BMW M5, which will sample its first taste of virtual race action in Forza Motorsport 4. Gamers will compete to set the quickest times on circuits such as the Nürburgring's Nordschleife track, where BMW M GmbH engineers have been fine-tuning the actual car over recent weeks and months. Forza Motorsport 4 offers a range of difficulty levels and

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driving aids, allowing both rookies and experienced gamers to experience the thrills and excitement of the game – and the new BMW M5 – straight off the start line.

For the first time, gamers will have the choice of using the controller or the innovative new Kinect control system for the Xbox 360 to pilot the car. Added to which, the game also features a garage mode, in which the selected car can be explored and configured. As well as the new BMW M5, the range of cars players can choose from includes a host of other BMW models, from the BMW M1 to the new BMW 6 Series Coupé.

The cooperation between BMW and Microsoft also incorporates the BMW M5 Forza Cup. This competition allows gamers who have signed up as members of the Xbox Live online community or at www.bmw.de/forza4 to push for the quickest time in the new BMW M5. Visitors to selected BMW branches, BMW Welt in Munich and the BMW showroom in Berlin will also have the chance to enter the competition. The 16 finalists will lock horns in the final of the BMW M5 Forza Cup at BMW Welt on 26 November 2011. And the winner can look forward to a lap of honour in their very own – and very real – BMW M5.

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The BMW M GmbH.

The BMW M GmbH is a one hundred percent subsidiary of the BMW AG. With products and services in the five business areas BMW M Automobiles, BMW Individual, M Sport Packages and Options, BMW Group Driving Experience as well as special task and security vehicles, it addresses customers with particularly high demands on the performance, exclusivity and individuality of their vehicle. The Munich-based company was founded in 1972 as the BMW Motorsport GmbH. Since then, the letter M has been internationally synonymous with success in motor sports and with the fascination of high-performance sports cars for use in everyday road traffic. Production of BMW M automobiles is integrated into the manufacturing processes of BMW plants. The BMW M GmbH possesses the status of an independently operating automobile manufacturer.

In the business year 2010, the BMW M GmbH achieved worldwide sales of approximately 17,000 vehicles. The BMW M GmbH currently employs around 500 people in the areas of development, administration and marketing.