



Press Release  
December 2012

## **BMW M celebrates DTM triumph with BMW M3 DTM Champion Edition model.**

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**Munich.** BMW Motorsport returned to the DTM in 2012 after almost 20 years away, and the results in its comeback year exceeded all expectations. Canadian driver Bruno Spengler won the drivers' title, BMW Team Schnitzer finished in top spot in the team standings, and BMW claimed the manufacturers' honours.

BMW M GmbH is celebrating this success with the unveiling of the BMW M3 DTM Champion Edition. Mimicking the looks of Spengler's racing car, this special-edition model is available exclusively in Frozen Black metallic, while the carbon flaps and gurney, various dark chrome elements, matt black wheels and sections of the race car's livery also betray its close links with the triumphant BMW M3 DTM. The theme is continued by the BMW M stripe design over the CFRP roof and boot lid, BMW M logo to the rear of the front wheel arches and decals in the rear side windows.

Inside the car, the door sill strips replicate Spengler's helmet design and the carbon-fibre interior trim strip bears the newly crowned champion's signature and the car's serial number.

The special-edition model also contains various exclusive interior additions, such as the Alcantara® steering wheel, handbrake lever embroidered with "M Power" lettering, and extended black Novillo leather trim with features in contrasting Palladium Silver.

Technical elements like the Competition package, M Drive, M DCT Drivelogic and the M Driver's Package underline the car's focus on high performance. Equipment including the Professional navigation system, heated seats and Park Distance Control add more "everyday" ingredients to the model.

BMW M is also offering the 54 new custodians of the BMW M3 DTM Champion Edition – which will be available in various international markets – a very special extra. Owners of this automotive rarity will

Company  
Bayerische  
Motoren Werke  
Aktiengesellschaft

Postal Address  
BMW AG  
80788 München

Telephone  
+49-89-382-0

Internet  
[www.bmwgroup.com](http://www.bmwgroup.com)



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have the chance to attend the BMW M Fascination Nordschleife driver training course under the watchful eye of Bruno Spengler. One of the most coveted elements of the BMW Driving Experience programme, the course is held on the Nürburgring's legendary Nordschleife track, where BMW M cars are put through extremely exacting testing sessions and final chassis tuning is carried out.

The BMW M3 DTM Champion Edition will be built at BMW's Regensburg plant and the BMW M GmbH factory from February 2013. Prices in Germany start from €99,000.00 including VAT.

For further questions please contact:

### **Corporate Communications**

Stefan Behr, Product Communications BMW Automobiles  
Phone: +49-89-382-51376, Fax: +49-89-382-20626

Ralph Huber, Head of Product Communications BMW Automobiles  
Phone: +49-89-382-68778, Fax: +49-89-382-20626

E-Mail: [presse@bmw.de](mailto:presse@bmw.de)  
Internet: [www.press.bmwgroup.de](http://www.press.bmwgroup.de)

### **The BMW Group**

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 29 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2011, the BMW Group had a workforce of approximately 100,000 employees.

The success of the BMW Group has always been built 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last eight years.

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