

BMW at the NAIAS Detroit 2013.

Contents.

#BMWDetroit



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1. BMW at the NAIAS Detroit 2013. (Highlights)



Captivating looks laced with premium quality and groundbreaking innovations are the standout features of the models charged with continuing the success of the BMW brand into the future. The NAIAS 2013 in Detroit will see BMW presenting visitors with new models now entering series production and pioneering vehicle concepts combining technological progress, innovative forms and exemplary sustainability in a single package.

BMW Concept 4 Series Coupe: more elegant, more dynamic, more individual.

The BMW Concept 4 Series Coupe, celebrating its world premiere in Detroit, offers an early glimpse ahead to the next generation of BMW's sporting mid-range Coupe. With its flowing elegance and powerful presence, the new BMW 4 Series range represents the epitome of aesthetic and dynamic appeal in the premium segment and underpins the brand's leadership aspirations in the global marketplace.

The new BMW Concept 4 Series Coupe is visibly larger than the BMW 3 Series Coupe in terms of length, width and wheelbase, while the roofline is considerably lower. Headlined by these perfectly balanced proportions, the new BMW Coupe embodies a development curve at its zenith. However, the "4" is about more than just a standalone design; it also boasts a new level of sporting dynamics, greater exclusivity and even clearer differentiation from the BMW 3 Series range.

The alluring interior exudes cutting-edge luxury, with elaborate details and exquisite materials sharing centre stage. Here again, the BMW Concept 4 Series Coupe reveals a spectrum of qualities set amid new dimensions and underlines the brand's ambitions through its unrelenting pursuit of perfection.

BMW M6 Gran Coupe: athleticism and aesthetics in their purest form.

BMW M will also unveil a third body variant of the BMW M6 high-performance sports car for the first time at the NAIAS 2013 in Detroit. The new BMW M6 Gran Coupe brings together the hallmark performance attributes of M cars within a handsome and sumptuous design. The extra room on board

the four-door Coupe allows two rear passengers to bask in generous levels of spaciousness.

The impressive potential of the BMW M6 Gran Coupe is immediately apparent. Familiar M features underscore the car's bespoke styling inside and out. For example, leather trim with extended features and M sports seats with integral belt guides are the dominant themes in the interior's luxurious ambience.

Under the bonnet lies a V8 engine with M TwinPower Turbo technology developing 412 kW/560 hp and peak torque of 680 Newton metres (502 lb-ft). This impressive power is channelled to the rear wheels via a seven-speed M Double Clutch Transmission with Drivelogic. Other stars of the show include the Active M Differential at the rear axle, an M-specific chassis, variable-ratio hydraulic steering and a high-performance compound braking system.

BMW Z4: Roadster heads into the future with enhanced appeal and individuality.

New exterior features, detailed interior refinements, a new equipment package and a new entry-level engine variant allow the BMW Z4 to make an even more attractive and innovative case for itself in Detroit. Three new body colours are available exclusively with the Design Pure Traction option, which is also new. Meanwhile, black and orange tones create a particularly absorbing contrast of colours in the interior.

Additional scope for individualisation is provided by new 17-inch and 18-inch light-alloy wheels and the optional M Sport package. And there is also the arrival of a new model variant to report; the BMW Z4 sDrive18i is powered by a 2.0-litre engine with BMW TwinPower Turbo technology developing 115 kW/156 hp. This new entry point to the Z4 range can also be ordered with an eight-speed automatic gearbox.

The selection of driver assistance systems and BMW ConnectedDrive mobility services available on board the BMW Z4 has also been expanded. If the Professional navigation system is specified, the ConnectedDrive Services option enables use of internet-based information and entertainment services inside the car.

BMW 1 Series Coupe and

BMW 1 Series Convertible Limited Edition Lifestyle.

The new Limited Edition Lifestyle equipment package shines an even brighter spotlight on the aesthetic qualities of the BMW 1 Series Coupe and BMW 1 Series Convertible. The package's exclusive and high-quality equipment details are carefully coordinated and add engaging flourishes to both the interior and the exterior.

As well as the exclusive Mineral White metallic paint, customers can also choose from two other exterior colours, while 18-inch light-alloy wheels accentuate the cars' classy looks. The Lifestyle Edition contrasts are particularly effective on the BMW 1 Series Convertible; a brown soft-top with silver pigmentation generates fascinating light effects, for example. Brown leather trim with white contrast stitching plays the lead role in the interior of the Lifestyle Edition cars. A matching brown sports leather steering wheel, specially badged door sill strips and Fineline Stream fine wood trim elements add the finishing touches to the interior ambience.

BMW EfficientDynamics: into the future with BMW ActiveHybrid and BMW eDrive.

As part of its BMW EfficientDynamics development strategy, the BMW Group is working on a wide range of concepts based around sustainable drive systems. Consistently optimised combustion engines, BMW ActiveHybrid models, the use of hydrogen as an energy source, and electric mobility courtesy of fully electric drive systems and plug-in hybrids are all central pillars of these concepts.

All current and future BMW concepts using purely electric power – and therefore generating zero local emissions – are identified by the BMW eDrive tag. BMW i has assumed the status of innovation leader in this area. The BMW sub-brand will bring the first pure-bred electric car – the BMW i3 – onto the market in 2013, and this will be followed a year later by the introduction of the BMW i8 plug-in hybrid sports car. These innovative models will also be on display at the BMW Group's stand in Detroit.



2. BMW at the NAIAS Detroit 2013. **(Long version)**

2.1 Aesthetics, dynamics, individuality: The BMW Concept 4 Series Coupe.

BMW presents the BMW Concept 4 Series Coupe.

The latest generation of the BMW 3 Series Coupe and Convertible leads the way worldwide in the premium mid-range coupe and convertible market. Indeed few, if any, rivals have made such a defining impact on this segment in terms of design, dynamics and efficiency.

Now, with the unveiling of the BMW Concept 4 Series Coupe, BMW is looking ahead to the fourth generation of its sporty mid-range coupe – and reasserting its global leadership credentials in the process.

The “4” – a sign of greater exclusivity and presence.

The BMW Concept 4 Series Coupe adds a new dimension to the qualities of the BMW 3 Series Coupe in terms of aesthetics, dynamics and elegance. The “4” doesn’t just mark the start of a new cycle, it represents the zenith of a development curve. BMW has given the new model its own individual character and a standalone design – and, in so doing, has turned “4” into segment shorthand for aesthetic and dynamic appeal. The latest addition to a nomenclature that sees BMW building on the fine tradition of its large BMW 6 Series and BMW 8 Series Coupes, the “4” stands for greater sportiness, greater exclusivity and even clearer differentiation from the BMW 3 Series range.

The design: a development curve reaches its zenith.

The BMW Concept 4 Series Coupe allows the driver to experience the essence of this new, sporting and elegant generation of car in the lap of contemporary luxury. An array of high-quality details provides an exclusive showcase for the car’s perfectly balanced coupe proportions. Inside, the expertise of BMW Individual, skilled handcraftsmanship and carefully selected materials combine to create a supreme interior. The role of BMW Individual in the BMW Concept 4 Series Coupe’s development clearly underlines the brand’s commitment to challenging itself constantly in pursuit of perfection.

Lower and wider stance sharpens dynamics before a wheel is turned.

The dimensions of the BMW Concept 4 Series Coupe imbue the car with a dynamic presence even when it is standing still. The wheelbase (2,810 mm) is 50 millimetres longer than that of the existing 3 Series Coupe, while 45 mm has been added to the front track (1,545 mm) and 80 mm to the rear track (1,593 mm). At 1,826 mm wide, the BMW Concept 4 Series Coupe is 44 mm broader than its predecessor, its roof line is 16 mm lower (1,362 mm) and it is also longer (4,641 mm) – all of which makes for exceptionally dynamic proportions.

Perfection in proportions.

A BMW Coupe is surrounded by a halo of fascination, and one glance tells you all you need to know about the driving experience on offer. The elegant lines and athletic surface interplay of the BMW Concept 4 Series Coupe embody the qualities and expertise of BMW design and shine out through its sporting silhouette. The car's proportions also fit the familiar BMW template: its long wheelbase, long sweeping bonnet, set-back passenger compartment and short overhangs propel the BMW Concept 4 Series Coupe forwards even before its engine stirs into life. At the same time, its stretched proportions exude a very athletic elegance – the rear wheel arches mark the widest point of the car, emphasising the point – and taut lines and surfaces etch emotion and precision into the body. The Coupe's sophisticated detailing also captures the imagination on closer inspection. Functional elements such as air intakes and vents, door openers and exterior mirrors are given a stylistic lift by classy satin-finish aluminium accents. The exceptional dedication of the designers in achieving the right look for each particular function is evident in every one of these details.

Precision and sportiness in the front seats.

Precise contours and multifaceted surfaces define the striking face of the BMW Concept 4 Series Coupe. The hallmark BMW front-end features, notably the kidney grille and twin circular headlights, have a slim, sporty design and ensure the BMW Concept 4 Series Coupe is immediately recognisable as a BMW. The front-end design displays a clear link with the BMW 3 Series family, but its sporting take on the theme accentuates the dynamic leanings of the BMW Concept 4 Series Coupe.

The new concept car lavishes both front-end design icons with meticulous detail and three-dimensional depth. The kidney grille is closed off in the interests of optimising aerodynamics and keeping fuel consumption low, and the areas between the elaborately designed, satin-finish grille slats are blanked off by dark surfaces.

The full-LED headlights are a hexagonal, extremely technical-looking take on the customary BMW twin circular design. The dynamically chiselled, slimmer interpretation of this iconic design cue integrates seamlessly into the front end. The design of the headlights adopts the link between the lights and kidney grille familiar from the BMW 3 Series and takes it to the next level, rendering this connection visible in darkness as well. An optical fibre leads out from the inner headlight tube and forms a visual link between the inner headlight and the kidney grille. In so doing, it gives the front end of the Coupe an even broader look.

The most eye-catching feature of the car's nose beyond the familiar BMW kidney grille and twin circular headlights is the large air intake in the front apron. Its wide opening hints at the extra air required by the powerful engines and guides the eye around to the muscular flared wheel arches. The two vent surrounds on either side of the intake replicate the contours of the hexagonal headlight graphics to lend the front end an even wider and more sporting look. Three strikingly sculptured, satin-finish aluminium trim elements in the intake provide added presence. Eye-catching and extremely width-accentuating, they give the aperture a sporty three-way split. The sides of the two flanking vents are of differing thickness and lend the front end a particularly dynamic appearance. At the same time, they mark off specific areas of the intake for brake and oil cooling and for the Air Curtain. This EfficientDynamics feature channels the incoming air around the outside of the wheels, ensuring the airflow "hugs" the wheel arches and fuel consumption is noticeably reduced as a consequence.

A side order of power and elegance.

Flowing, typically BMW proportions and a stretched silhouette define the athletically elegant side view of the BMW Concept 4 Series Coupe, with elongated lines and expressively contoured surfaces providing a lively interplay of light and shadow. The gently downward-sloping roofline –

a classic coupe feature – creates a smooth transition into the rear, stretches the overall appearance of the car and takes the elegant route to accentuating the sporting appeal of the car's flanks. The side windows also adhere to the slim and stretched theme. The striking exterior mirrors extend organically out of the shoulderline and provide another example of the eye for detail which allows aerodynamic function to be integrated neatly and with emotional appeal into the car's form. The BMW Concept 4 Series Coupe boasts elegantly moulded shoulders, and surfaces and volumes blend harmoniously as the roof slopes down into the rear. The result is a sporty C-pillar design, which merges flawlessly into the sleek silhouette. Below the side windows, the "double swage line" familiar from the BMW 3 Series range lends the car a dynamic sense of forward motion. The shadowed surface above the rear wheel shrinks significantly below the swage line. This accentuates the muscular contours around the rear wheels, emphasising the car's dynamic flair and hallmark BMW rear-wheel drive. The Air Breather, an aerodynamically effective aperture behind the front wheels, offers another pointer to the sophisticated aerodynamics of the BMW Concept 4 Series Coupe. It draws a dynamic path between the two light surfaces of the car's flanks, replicating the prominent form of the stylistic front-end elements. The Air Breather brings together the priorities of BMW EfficientDynamics and time-honoured BMW design, and works in tandem with the Air Curtain in the front apron to ensure an effective reduction in drag around the wheels. Exclusive 20-inch light-alloy wheels add the finishing touches to the car's dynamically elegant silhouette. Their sophisticated, prominently three-dimensional multi-spoke design underscores their air of sporting elegance.

Broad, sporty stance at the rear.

The sporting character of the BMW Concept 4 Series Coupe continues in the low-slung design of the rear. The prominent horizontal lines and stretched tail lights positioned at the outer edges of the rear draw extra attention to the muscular wheel arches and wide track. The design of the rear window has a lowering effect on the car's tail and gives the body as a whole an even more powerful look. It also shows off the car's broad shoulders with satisfying clarity. The horizontal lines of the rear end frame a subtle three-dimensionality, while a tightly structured concave indent in the rear creates shadowed surfaces and gives the car a forward-surging energy. This contrasting interplay of light and shadow brings extra vivacity to the rear end.

The L-shaped rear lights of the BMW Concept 4 Series Coupe blend harmoniously into the car's overall design. They continue the path of the swage line to the side and are absorbed as an integral part of the exterior design. The tail lights taper in towards the centre of the rear end, but flare out powerfully towards the outer edges, underlining the Coupe's broad, squat stance on the road. The inner elements of the rear lights recall a sculpture of contorted surfaces. A full-sized light element here reproduces the signature BMW "double L" in three-dimensional form and with impressive depth. While the emitting surfaces shine brightly, those at the back are rather darker, rendering the strong sense of three-dimensionality visible when the lights are hot as well.

The most striking element of the rear end is the bumper, in which a clearly defined trim element in satin-finish aluminium provides a classy lower edge as the car drops down towards the road. The trim element adopts a similar three-way split to the front air intake, but in a width-emphasising form. It picks up the two exhaust tailpipes in a dynamic sweep at the outer edges of the rear apron before diverting the gaze to the wheels. Small upturns next to the tailpipes lend additional dynamic flair and finesse.

Interior bathed in subtle beauty.

The interior of the BMW Concept 4 Series Coupe follows the traditional BMW recipe, blending sportiness and exclusivity stylishly into a single package. The interior wraps around the driver in typically BMW, driver-focused style. The most important controls for driving the car are grouped ergonomically around the driver to ensure all functions are within the easiest possible reach. The "layering" approach – whereby volumes are arranged into layers through the clever use of lines and surfaces – underlines the dynamic feeling inside the BMW Concept 4 Series Coupe.

This dynamic use of lines continues into the door design. All the lines streak backwards towards the rear of the car, thus pulling the focus of the interior clearly towards the front. At the same time, clearly defined surfaces around the window sills and door trim panels converge via the B-pillar into the rear in a tightly structured horizontal movement and connect the front and rear compartments. The arrangement of volumes around the doors, side walls and window sills forms a kind of cocoon around the passengers and generates a sporty and secure

sense of space. Added to which, the strong contouring of the rear seats makes them appear like two individual seats joined together, emphasising once again the sporting instincts of the BMW Concept 4 Series Coupe.

Craftsmanship, sustainability and technical refinement.

Developed by BMW Individual, the colour and materials design of the BMW Concept 4 Series Coupe is tailored precisely to the geometry of the interior. The two-tone Black and Schiaparelli Brown trim provides a particularly effective showcase for the interplay of forms in the front cabin, and light contrast stitching adds a fresh touch to the leather-covered surfaces. This exclusive trim consists of sustainably tanned leather, which makes a convincing case for itself with its natural feel and soft texture, as well as the environment-friendly tanning process used to produce it.

The fine detailing of the BMW Concept 4 Series Coupe exterior is continued inside the car, numerous elements of which reflect the exceptional attention to detail with which the BMW Concept 4 Series Coupe has been put together. As well as discreetly embossed "BMW Individual" lettering on the seats and door sill strips, the seats are also home to very special hand-braided leather trim elements, which run vertically down the seats and enhance the interior's feeling of class. The cup holders are also leather-covered and adopt the braiding theme, as do the floor mats. A Natural Chestnut fine wood trim strip adds the finishing touch to the exclusive interior. The combination of carefully selected, high-grade materials, sophisticated details and the extensive use of handcraftsmanship fills the BMW Concept 4 Series Coupe with an ambience defined by contemporary luxury. The Liquid Metal Silver exterior colour developed exclusively for the concept car shows off its expressive exterior design to excellent effect and injects an extra dose of energy into the interplay of contours and surfaces.

2.2 A supreme combination of high performance and luxury: The BMW M6 Gran Coupe.



A third body variant of the BMW M6 high-performance sports car is set to be presented for the first time as the BMW M6 Gran Coupe joins the existing Coupe and Convertible models in the line-up. The new member of the M6 family brings together customary M performance characteristics with extra helpings of luxury and aesthetic appeal. The high-revving V8 engine with M TwinPower Turbo technology and 412 kW/560 hp propels the BMW M6 Gran Coupe from 0 – 100 km/h (62 mph) in 4.2 seconds. And the elegantly sporty lines of the four-door Coupe are complemented by bespoke features, such as the carbon fibre-reinforced plastic (CFRP) roof. The greater interior space of the BMW M6 Gran Coupe allows two rear passengers to enjoy generous levels of on-board comfort, and there is also a third rear seat for use on shorter journeys.

Design: the beauty of majestic power delivery.

Hallmark M design features influenced directly by technical considerations – such as cooling air requirements, chassis geometry, weight balance and aerodynamics – open a clear window into the performance capability of the BMW M6 Gran Coupe. The front of the car is dominated by its large air intakes, standard Adaptive LED Headlights and an M kidney grille designed especially for this model. From the side, the first four-door Coupe in the BMW M GmbH ranks is clearly distinguishable from the BMW M6 Coupe thanks to its rear doors and 113-millimetre longer wheelbase. The low roofline flowing smoothly into the rear, the swage line – which takes in the door openers – and side windows extending well into the C-pillars accentuate the dynamically stretched silhouette.

Prominently flared wheel arches draw the eye to a track width specific to the BMW M6 Gran Coupe. The characteristic M gills, aerodynamically optimised exterior mirrors, standard BMW Individual High-gloss Shadow Line package and exclusive 20-inch M light-alloy wheels in double-spoke design underline the car's distinctive appearance, as does another M signature – twin exhaust tailpipes positioned on the outer edges of the rear apron. Also integrated into the rear apron, and charged with the task of optimising airflow along the car's underbody, is a diffuser made from CFRP.

This extremely lightweight, impressively strong high-tech material is used in the construction of the roof as well. Here, the visible carbon structure provides an eye-catching feature, as does a dynamic recess in the centre of the roof. This recess is referenced stylistically inside the car, the anthracite-coloured Alcantara roof liner gaining a central section in leather.

Emulating the harmonious blend of athletic prowess and elegance embodied by the exterior design, the distinctively M cockpit fuses sports car style with generous levels of space and a luxurious ambience. The driver and front passenger can look forward to M sports seats with integral belt guides. And the BMW M6 Gran Coupe's standard specification also includes Merino leather upholstery with extended features. The rear compartment offers two or three seats, the backrests of which can split and fold down in a ratio of 40:60 to increase boot capacity from 460 to as much as 1,265 litres.

**V8 engine with M TwinPower Turbo technology, seven-speed
M Double Clutch Transmission with Drivelogic, Active M Differential.**

The powertrain technology under the skin of the BMW M6 Gran Coupe guarantees the performance characteristics for which M Automobiles are renowned. The V8 engine with M TwinPower Turbo technology produces 412 kW/560 hp. Its technical wizardry includes a pair of twin-scroll turbochargers, a cross-bank exhaust manifold, High Precision Direct Petrol Injection, VALVETRONIC variable valve timing and Double-Vanos continuously variable camshaft control. The 4,395 cc unit keeps peak torque of 680 Newton metres (502 lb-ft) on tap between 1,500 and 5,750 rpm, while maximum output is developed between 6,000 and 7,000 rpm. The engine revs to a maximum of 7,200 rpm. The BMW M6 Gran Coupe sprints from 0 to 100 km/h (62 mph) in 4.2 seconds on the way to an electronically governed top speed of 250 km/h / 155 mph (305 km/h / 189 mph if the optional M Driver's Package is specified). Average fuel consumption in the EU test cycle stands at 9.9 litres per 100 kilometres (28.5 mpg imp) and CO₂ emissions are 232 grams per kilometre.

Taking care of power transfer is a seven-speed M Double Clutch Transmission with Drivelogic. The transmission's electronic management system ensures the right gear is selected for optimum traction. It also offers the driver a Launch Control function for maximum acceleration, Low Speed Assistance for extra comfort and the Auto Start-Stop function to enhance efficiency.

Under particularly dynamic acceleration out of corners, as well as in tricky road and weather conditions, the Active M Differential at the rear axle distributes the engine's power between the individual wheels to maximum traction-enhancing effect. Its electronically controlled multi-disc limited-slip differential works hand-in-hand with the DSC (Dynamic Stability Control) system and splits drive between the right and left rear wheels quickly and precisely according to the situation at hand.

Chassis technology developed to M specification.

The chassis technology of the BMW M6 Gran Coupe is also geared to harnessing the car's sporting potential in the cause of supreme performance. Like the integral rear axle, the double-wishbone front axle has specific kinematics and components made from forged aluminium. Chassis mountings using large panels ensure dynamic forces are passed evenly through to the body. The BMW M6 Gran Coupe comes as standard with an M-specific version of the Dynamic Damper Control system and hydraulic variable-ratio rack-and-pinion steering with the M Servotronic function.

As an alternative to the standard high-performance compound braking system, the BMW M6 Gran Coupe can also be ordered with M carbon-ceramic brakes. Made from a new type of carbon-fibre compound ceramic, the discs boast even greater resistance to heat, lower weight and exceptional resistance to wear.

Arranged around the gearshift lever on the centre console of the BMW M6 Gran Coupe are the buttons used to configure all the adjustable powertrain and chassis functions to personal tastes. The DSC mode, engine performance characteristics, Dynamic Damper Control mapping, M Servotronic responses and M DCT Drivelogic shift program can be selected independently of each other. All of which means the driver can put together a detailed set-up and store those settings on one of the two M Drive buttons on the multifunction steering wheel.

Exclusive and individual: high-quality range of equipment.

The standard equipment fitted on the BMW M6 Gran Coupe includes 20-inch M light-alloy wheels, leather trim, heated driver and front passenger seats, automatically dimming rear-view and exterior mirrors, an alarm system and the BMW Professional radio with hi-fi loudspeakers. Available as an alternative to

the standard 2-zone automatic climate control is a 4-zone system with a control panel in the rear compartment. Among the other highlights of the options list are M multifunction seats, heated rear seats, Comfort Access, a heated steering wheel, the Soft Close Automatic function for the doors, electrically operated sun blinds, the new generation of the Professional navigation system and a Bang & Olufsen High End Surround Sound System.

The BMW M6 Gran Coupe also comes with a variety of BMW ConnectedDrive features, such as an M-specific BMW Head-Up Display, Park Distance Control, a rear-view camera, High Beam Assistant, Speed Limit Info, Lane Change Warning, Lane Departure Warning, Surround View and BMW Night Vision with pedestrian recognition. Customers can also integrate their Apple iPhone or other smartphones into the car and make use of internet-based services while on board.

2.3 A roadster with character and sporting flair: The new BMW Z4.



The interplay of classical proportions and state-of-the-art technology defines the unmistakable character of the BMW Z4 – and now an updated version of the Roadster is ready for action, armed with a raft of additional powertrain and equipment innovations. The new BMW Z4 represents a time-honoured and yet alluringly contemporary interpretation of the traditional roadster concept. New exterior features, detailed interior refinements, the new Design Pure Traction equipment package, the new entry-level sDrive18i model and the latest additions to the range of BMW ConnectedDrive features all provide fresh impetus and lend the BMW Roadster even greater appeal and individuality.

The new BMW Z4 takes to the stage 25 years after the legendary BMW Z1. That Roadster turned heads when it was unveiled at the 1987 International Motor Show (IAA) in Frankfurt – not only on account of its revolutionary door concept, but also thanks to its agile and precisely controllable handling. With the BMW Z1 began the latest chapter in the history of BMW Roadsters – a tradition which stretches back to the 1930s and reached the first of many high points with the BMW 328 (winner of the 1940 Mille Miglia) and BMW 507 from 1955. The BMW Z3 and BMW Z8 triggered a fresh wave of excitement for the classical open-top two-seater concept in the 1990s. And they also paved the way for the first-generation BMW Z4 and its successor, the brand's first Roadster fitted with a retractable hardtop roof.

Design: classical proportions infused with modern character.

The success of modern-day BMW Roadsters is rooted in the rigorous execution of a concept, a process which has left its mark on both the design and the driving properties of each car and is clearly recognisable in the new BMW Z4. The sweeping bonnet, long wheelbase, low beltline and low-slung rear end play a more vivid and uncompromising part in shaping its appearance than is evident with any of its segment rivals. The low seating position just ahead of the rear axle gives the driver and passenger a particularly intense experience of the longitudinal and lateral forces working on the rear wheels. This sense of being “part of the car” also allows the driver to grade the amount

of power he's feeding through the rear axle with sensitivity and precision. That's the recipe for roadster feeling, BMW-style.

The hardtop roof also blends seamlessly into the car's form. As it closes, it seals a smoothly flowing roofline, while large window surfaces optimise all-round visibility and the feeling of space inside the car. Once opened, the two roof elements are accommodated, one on top of the other, in a compact package inside the Roadster's road-hugging rear. The A-pillars – painted an understated black – also underline the low-slung silhouette of the new BMW Z4, especially when the roof is open. The optional BMW Individual hardtop – available in the two contrast colours Black non-metallic and Titanium Silver metallic – provides a feast for the eyes when the roof is closed. The hardtop can be opened at the touch of a button while the car is moving at up to 40 km/h (25 mph) in an automated process lasting 19 seconds.

The distinctive twin circular headlights team up with the broad BMW kidney grille to form a roadster-specific interpretation of the brand's signature front-end look. The standard bi-xenon headlights of the new BMW Z4 have an extremely slim design and extend well into the front wheel arches. They feature LED light rings which emit daytime driving light in the brand's hallmark style. Added to which, the light sources now have a strikingly three-dimensional design which accentuates the intricate technology of the headlights. Cutting across the tops of the headlights are LED accent lights, whose metal insert bears BMW lettering. The integrated turn signal indicators have chrome-coloured surrounds, which lend further emphasis to the sophisticated character of the light units. Plus, a newly designed, tapered surround for the side indicators adds a dynamic sweep to the gills on the front side sections of the car.

Striking touches: new paint finishes, Design Pure Traction equipment package, additional light-alloy wheels and the M Sport package.

A total of 11 external paint finishes are available for the new BMW Z4, including the new Mineral Grey metallic, Glacier Silver metallic and Valencia Orange metallic, which can only be ordered together with the Design Pure Traction option. This new equipment package lends the Roadster an extremely lively aura; the interior, for example, boasts an energy-charged contrast of black and orange. The bespoke Alcantara door panel trim, like the

lower section of the instrument panel, comes in orange. The black leather seats have contrast stitching in Valencia Orange and an accent stripe running down the central section of the backrests and seat cushions. This stripe is likewise orange and is flanked by two thin white lines. The door panel trim and lower section of the instrument panel can also be specified in black as an option. Another exclusive element of the Design Pure Traction package is the metal weave trim strip, which can be combined with further decorative elements in high-gloss black for the door openers and the gearshift or selector lever. This new equipment package replaces the previously available Design Pure Impulse and is also available in combination with other exterior paint colours as an option.

New interior additions to standard specification include high-gloss black surrounds for the central air vents and the iDrive control system's folding Control Display, which comes as part of the optional Professional navigation system. Elsewhere, exquisite Finition Anthracite wood has been added to the selection of interior trim strips available as an option for the new BMW Z4. The BMW Z4 sDrive28i, BMW Z4 sDrive35i and BMW Z4 sDrive35is are offered with Kansas leather trim, which is available as an option for the two other models.

New variants have been added to the range of optional light-alloy wheels as well, including newly designed 17-inch and 18-inch wheels in V-spoke design, both of which will be combined with mixed tyres.

The engaging character of the Roadster as a driver's tool is given particular emphasis by the likewise optional M Sport package, which contributes M Sport suspension, 18-inch M light-alloy wheels and an M aerodynamics package with large air intakes in the front wing and a rear bumper inlay painted Anthracite metallic. Bringing an extra dose of sporting flair into the interior, meanwhile, are features such as sports seats, an M leather steering wheel, M driver's footrest, M door sill finishers and an anthracite-coloured roof liner. The Aluminium Carbon trim strip, leather M gear lever knob and grey dials for the instrument cluster lend the finishing touches to the interior ambience. The new BMW Z4 sDrive35is comes as standard with a model-specific version of the M Sport package.

Engines: BMW TwinPower Turbo technology at five output levels.

The BMW Z4 will be available with a larger, five-strong line-up of petrol engines from launch, and customers will be able to choose from three four-cylinder and two six-cylinder powerplants. Their most significant shared feature is BMW TwinPower Turbo technology, which ensures an exceptionally effective balance between driving pleasure and fuel consumption throughout the output range. All variants of the new BMW Z4 already meet – as standard – the stipulations of the EU6 exhaust emissions standard due to come into force in 2014.

The BMW Z4 sDrive18i takes to the stage as the new entry-level model. It is powered by a 2.0-litre engine with BMW TwinPower Turbo technology which develops maximum output of 115 kW/156 hp at 5,000 rpm. The new variant of the four-cylinder unit delivers peak torque of 240 Newton metres (177 lb-ft) between 1,250 and 4,400 rpm. The BMW Z4 sDrive18i is fitted as standard with a six-speed manual gearbox, but an eight-speed sports automatic can also be ordered as an option. The new model accelerates from 0 to 100 km/h (62 mph) in 7.9 seconds (automatic: 8.1 seconds) and hits a top speed of 221 km/h / 137 mph (220 km/h / 136.5 mph). Average fuel consumption for the BMW Z4 sDrive18i in the EU test cycle is 6.8 litres per 100 kilometres (41.5 mpg imp) with both the manual and automatic gearbox. CO₂ emissions stand at 159 grams per kilometre.

The BMW TwinPower Turbo technology package for the new BMW Z4 sDrive18i includes twin-scroll turbocharging, High Precision Direct Petrol Injection, VALVETRONIC fully variable valve control and Double-Vanos continuously variable camshaft control. An identical version of this technology package is also used in the engines – likewise 2.0-litre units – under the bonnet of the BMW Z4 sDrive20i and BMW Z4 sDrive28i. These engines can also be ordered with an eight-speed sports automatic gearbox with shift paddles on the steering wheel as an alternative to the standard-fitted six-speed manual. The automatic has been optimised to deliver even better acceleration from 0 to 100 km/h (62 mph).

The existing engine variants – the sDrive20i, sDrive28i, sDrive35i and sDrive35is – retain their places in the range.

Extensive comfort-enhancing equipment.

The new BMW Z4 delivers the driving pleasure customers have come to expect from the brand, fulfilling the desire for both sporting ability and comfort. Drivers can use the standard-fitted Driving Experience Control switch to select a configuration to suit the situation at hand and satisfy personal preferences. COMFORT, SPORT and SPORT+ modes can all be called up using the rocker switch on the centre console. As well as adjusting the responses of the engine and DSC stability system, the different modes also alter the shift characteristics of the automatic gearbox, the responses of the Servotronic function and the mapping of the electronically controlled dampers, if these items are specified. These modes allow the driver to choose from a selection of distinctive and clearly differentiated set-ups for the car.

Other items of equipment fitted as standard are xenon headlights, air conditioning, a heated glass rear window, the Soft Close Automatic function for the boot lid and runflat tyres with a run-flat indicator. The BMW Business radio – including CD player, AUX-IN socket and six loudspeakers – is a standard feature in all the variants of the Roadster, while customers can also choose from options including the BMW Professional radio and the Professional hi-fi-system with 14 loudspeakers. The similarly optional Professional navigation system enables high-resolution map graphics – complete with 3D view – on the 8.8-inch iDrive monitor. The navigation data for the system is stored on an in-car hard disk, which also provides 12 GB of capacity for personal music collections.

The range of driver assistance systems and mobility services from BMW ConnectedDrive has also expanded once again. The new BMW Z4 can be equipped with features such as a rain sensor, Adaptive Headlights and High Beam Assistant. Cruise control with braking function and Park Distance Control with sensors at the front and rear of the car are also available. If the Professional navigation system is specified, the ConnectedDrive Services option allows use of internet-based information and entertainment services inside the car. This system must be fitted to enable access to the BMW Online portal and apps using the Control Display and iDrive Controller. The Real Time Traffic Information function is also on hand, supplying the driver with congestion warnings and diversion recommendations in real time. Apple iPhone owners can use BMW apps, for example, to receive web radio

stations, display Facebook and Twitter posts on the monitor and ask for them to be read out. The range of BMW ConnectedDrive features available for the new BMW Z4 also includes BMW TeleServices, BMW Remote Services, Concierge Services and Intelligent Emergency Call with automatic vehicle location and accident severity detection.

The market launch of the new BMW Z4 is scheduled for March 2013.

2.4 Design and aesthetics at their finest: Limited Edition Lifestyle comes to the BMW 1 Series Coupe and BMW 1 Series Convertible.



Agile handling, exclusive equipment features and an elegantly sporty design have secured the status of the BMW 1 Series Coupe and BMW 1 Series Convertible as passports to an elevated level of driving pleasure in the premium compact segment. The new Limited Edition Lifestyle equipment package shines the spotlight even more brightly on the aesthetic qualities of these dynamic two-door cars and underlines their special position in the marketplace. The package includes a carefully composed selection of exclusive, high-quality equipment details, which add further interest to the outside and inside of the BMW 1 Series Coupe and BMW 1 Series Convertible and enhance their appeal and distinctive allure. Added to which, it can also be combined with the BMW M Sport package. The BMW 1 Series Coupe and BMW 1 Series Convertible are at their most aesthetically pleasing in the exclusive exterior paint colour Mineral White metallic, although Sapphire Black metallic and Space Grey metallic are also available as alternatives. Whichever shade customers opt for, the BMW kidney grille will greet them with white decorative trim and white kidney grille bars with chromed fronts. This elegant appearance is underlined by Chrome Line window recess finishers and side window surrounds. Classy 18-inch light-alloy wheels in double-spoke design and with a Ferric Grey paint finish also catch the eye. The exhaust tailpipe embellishers in matt chrome or black chrome (BMW 135i and BMW 123d) add further flourishes, while the Lifestyle Edition version of the BMW 1 Series Convertible achieves a particularly successful contrasting effect; its brown soft-top with silver pigmentation generates fascinating light effects. Leather trim in Tobacco brown adorned with white contrast stitching dominates the interior of the Lifestyle Edition, and a brown sports leather steering wheel continues the theme. If the M Sport package is specified, the Coupe and Convertible will be kitted out with an M leather steering wheel in black. Adding the finishing touches to the high-end interior ambience are door sill finishers bearing "BMW Limited Edition" lettering, Fineline Stream exquisite wood trim strips, an anthracite-coloured roof liner and floor mats with colour-coordinated piping.

2.5 BMW EfficientDynamics: BMW ActiveHybrid and BMW eDrive take the strategy to the next level.



As part of its BMW EfficientDynamics strategy, the BMW Group is developing a wide selection of concepts showcasing future-focused drive systems. The key pillars of BMW EfficientDynamics include rigorously optimised combustion engines, BMW ActiveHybrid models, ongoing development work in the use of hydrogen as an energy source, and electric mobility achieved through fully electric drive systems and plug-in hybrid models. Aerodynamic optimisation, weight reduction and intelligent energy management also represent established elements of BMW EfficientDynamics across the brand's various vehicle concepts. Over the long term, this wide-reaching combination of evolutionary progress and revolutionary new concept development aims to fulfil customer requirements and respond to fleet consumption and emissions-related challenges in all the major global car markets.

BMW TwinPower Turbo technology for combustion engines and long-term hydrogen usage concepts: ideal solutions for today and tomorrow.

BMW TwinPower Turbo technology gives combustion engines of any cylinder number and capacity the ideal foundations to achieve an exceptionally effective balance between driving pleasure and fuel consumption. This technology is part of the new generation of three, four and six-cylinder combustion engines which also play a role in the brand's ActiveHybrid models and plug-in hybrid drive system. Moreover, the BMW Group is also pursuing the development of revolutionary hydrogen utilisation technologies as a long-term option.

BMW ActiveHybrid: hybrid drive systems at their most intelligent.

The BMW range currently includes three models – the BMW ActiveHybrid 7, BMW ActiveHybrid 5 and BMW ActiveHybrid 3 – in which a combustion engine and an electric drive system team up to deliver a particularly efficient power boost. These models stand out with brand-specific characteristics created on the back of unique features such as BMW TwinPower Turbo technology, forward-looking energy management (including interlinking with the navigation system), coasting mode and ECO PRO mode. They set new dynamic benchmarks in their respective markets, and BMW ActiveHybrid technology allows them to develop

higher output yet burn much less fuel and generate far lower emissions than equivalent models with conventional powertrains.

BMW eDrive: the best of both worlds – for zero emissions.

Vehicles running purely on electric power and plug-in hybrid drive systems represent another pillar of BMW EfficientDynamics. These concepts, which in the future will enable vehicles to run on electric power alone and therefore emit zero local emissions, are awarded the BMW eDrive badge and offer a new take on the brand's hallmark driving experience. With their instantaneous power delivery and dynamic acceleration, and lack of noise and CO₂ emissions, they pave the way to achieving the underlying goal of BMW EfficientDynamics: more driving pleasure and lower fuel consumption.

BMW eDrive sets out to provide personal mobility without the CO₂ emissions. To this end, the BMW Group has set up a partnership with energy supplier Naturstrom AG. The aim of the arrangement is to offer customers power generated 100 per cent from renewable sources, such as the wind and the sun, on which to run their BMW eDrive vehicles.

BMW eDrive encompasses the vehicle's electric motor, lithium-ion battery and intelligent drive system management. Components developed by the BMW Group ensure these vehicles offer the powertrain characteristics and handling attributes the brand has come to embody. Specific system characteristics – including the power delivery and effectiveness of the electric motor, the drive management system's range of functions and, in the case of plug-in hybrid concepts, the combustion engine's BMW TwinPower Turbo technology – put clear water between BMW eDrive vehicles and their rivals. BMW eDrive therefore represents electric mobility in its most intelligent and dynamic form.

BMW i as an innovation leader for BMW eDrive.

The new BMW i sub-brand has taken over innovation leadership in the area of electric mobility. Indeed, the first "purpose-built electric car" – the all-electric BMW i3 – is set to come onto the market in 2013, with the BMW i8 plug-in hybrid sports car following in its tracks in 2014. The integration of BMW eDrive is a fundamental part of both models' architecture. As a result, electric vehicles developed by BMW i are no heavier than comparable cars with conventional drive

systems. Key to this is the use of a special aluminium/carbon fibre-reinforced plastic (CFRP) mix for what BMW i refers to as the LifeDrive concept.

Technology transfer increases variety and efficiency of the drive systems offered by the core brand BMW.

The groundbreaking work of BMW i also lays the foundations for a transfer of technology to future plug-in hybrid models from the core BMW brand – a path illuminated by the introduction of BMW eDrive in BMW models. For example, the BMW Concept Active Tourer presented at the Mondial de l'Automobile 2012 show in Paris offered a platform for the integration of BMW eDrive technology with its plug-in hybrid drive system. The concept car previewed not only the brand's potential move into another new vehicle segment, but also the dawn of a new era in drive system technology for BMW cars.