



Press Release
16 May 2013

Dynamic, exclusive, distinctive: M Sport edition for the BMW 6 Series.

Munich. Sumptuous flair and alluring athleticism come together in the BMW 6 Series models to invest these premium luxury-class vehicles with hallmark driving fun. The new M Sport edition offers a particularly exclusive opportunity to highlight the dynamic attributes of the BMW 6 Series Coupe, BMW 6 Series Convertible and BMW 6 Series Gran Coupe. With their harmoniously coordinated design details and ultra-high-quality range of features, the BMW 6 Series models in M Sport Edition guise deliver a driving experience that assuages the most discerning requirements while also offering an attractive price advantage.

The M Sport edition package can be combined with all the models and engine variants of the BMW 6 Series range and will be available from July 2013.

The M Sport edition models of the BMW 6 Series include the M Sport package, comprising among other features a model-specific M aerodynamics package, 19-inch M light-alloy wheels in double-spoke design, LED foglamps, the BMW Individual High-gloss Shadow Line, black-painted brake callipers and exhaust tail pipes in dark chrome. The exterior specifications are further complemented by Adaptive LED Headlights.

The characteristic interior design – likewise entirely geared to the active driving experience – features an M leather steering wheel, M door sill finishers and sports seats in Alcantara/leather nappa, coupled with other high-grade applications that add a further boost to driving pleasure and convenience, as well as enhancing the exclusive ambience of the BMW 6 Series. They include the BMW Head-Up Display, the multifunction instrument display, a dashboard covered in exclusive nappa leather, and the Professional hi-fi system with 12 speakers in the BMW 6 Series Convertible and 16 in the BMW 6 Series Coupe and BMW 6 Series Gran Coupe. Included in the range of equipment is also the ConnectedDrive Navigation package comprising, among other features, a freestanding 10.2-inch Control Display, voice control, extended hands-free telephone system, BMW ConnectedDrive Services for the use of apps and BMW Online, BMW Concierge Services telephone information service, Remote Services and Real Time Traffic Information. In addition to this, the M Sport

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edition models of the BMW 6 Series come with Park Distance Control and a rear-view camera, as well as a ski bag for the through-loading facility from the luggage compartment to the rear of the cabin.

All M Sport edition models of the BMW 6 Series also have the option of the Sakhir Orange metallic M paintwork. This colour was previously the preserve of the BMW M6 Coupe, BMW M6 Convertible and BMW M6 Gran Coupe. Another added option available exclusively to the BMW 6 Series M Sport edition models is interior upholstery in BMW Individual leather Merino fine grain Opal white with contrast seams in Sakhir Orange. This is offered in conjunction with the Comfort Seats and serves to accentuate not only the sporty attributes of the relevant model but also its luxurious character.

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The BMW Group

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 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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