



Media Information  
November 14<sup>th</sup> 2014

## **New BMW M Performance Parts. Sporty retrofit components for the BMW X3, BMW X4, BMW M3 and BMW M4.**

**Munich.** BMW is expanding its line-up of M Performance Parts from the Original BMW Accessories range in time for the Essen Motor Show 2014 (29.11–07.12. 2014). The new BMW M Performance Parts for the BMW X3 and BMW X4, BMW M3, BMW M4 Coupe and BMW M4 Convertible lend these models an even sharper sporting edge. As well as attractive design upgrades for the interior and exterior, the range also includes functional accessories which boost the performance of classical BMW models, for example, and inject more emotional appeal into the engine's soundtrack. The new accessories bring the total number of BMW M Performance Parts designed to raise sporty driving pleasure another notch to over 1,200 – from a starter kit all the way to exhaust systems.

These model-specific BMW M Performance products from the accessories range, which are also available for other BMW model series, have been developed using the decades of racing experience and innovative power of BMW M GmbH. Thanks to the company's deep reserves of expertise, customers can rest assured that the retrofit components have been adapted precisely to the character and qualities of the individual models. They also meet the uncompromising quality standards of the BMW Group as far as materials selection, design and quality of workmanship are concerned. All the products belong to the Original BMW Accessories range. When retrofitted, they do not in any way affect the warranty terms for the relevant vehicle.

### **Sporty new accents for the exterior of the BMW X3 and BMW X4.**

The new BMW M Performance Parts shine an even brighter spotlight on the cars' sporting ability and dynamic aura. Examples include a black version of the BMW kidney grille for the BMW X3 and BMW X4, as well as exterior mirror caps and a rear spoiler (BMW X4 only) in high-tech carbon. The carbon components have been elaborately manufactured by hand. Elsewhere, BMW M Performance accent strips in Black/Silver can be ordered for the BMW X3 and BMW X4 to highlight the two X models' dynamic lines to pleasing effect. And the BMW M Performance light-alloy wheels available for both the BMW X3 and the BMW X4 add further sporting emphasis to both the exterior design of the two cars and their driving characteristics. The high-quality forged wheels stand out with their

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distinctive design and low weight. They make an effective contribution to the reduction in the unsprung mass of the two cars, enhancing agility and steering responses in the process. The BMW M Performance light-alloy wheels come in 21-inch format and with mixed tyres. The two models each get their own take on a double-spoke design, complete with the now familiar BMW M Performance bi-colour finish in Orbit Grey with polished spoke fronts.

### **New aerodynamic components for the BMW M3, BMW M4 Coupe and BMW M4 Convertible.**

As well as further enhancing the muscular athleticism of the BMW M3 and BMW M4, the main benefit of the BMW M Performance aerodynamic components for these high-performance sports cars can be found in further improvements to airflow at high speed. Customers can choose from a selection of items including add-on parts in carbon for the side sections of the front bumper, a front attachment made from polyurethane (PUR), a carbon rear diffuser and a carbon rear spoiler. PUR is also used for the side skirt attachments and a rear spoiler for the BMW M3. In addition, tri-colour side decals with "M Performance" lettering are available for the Sedan, Coupe and Convertible.

### **Even sportier interior featuring new M Performance Parts.**

The new BMW M Performance Parts also include a host of attractive and sporting details for the interior of the BMW X3 and BMW X4. The LED door sill plates in brushed stainless-steel look with illuminated BMW M Performance lettering draw attention the moment you open the front doors. Battery power means they are extremely easy to retrofit, with no need for laying cables. The BMW M Performance interior trim strips in carbon or an Alcantara/carbon combination with M Performance lettering mark out the interior clearly from that of the standard cars and, like the Steptronic or Steptronic sport transmission's carbon gearshift lever with BMW M logo, add a sporty and exclusive accent to the cockpit. Another highlight in the new range of accessories for the interior of the BMW X3 and BMW X4 is the BMW M Performance steering wheel in Alcantara with attractive carbon trim. It is beautifully grippy, even in extreme driving situations, and remains equally pleasant to the touch in all temperatures. The BMW M Performance stainless-steel pedal covers and the driver's footrest, meanwhile, provide a visually appealing and functional complement to the other



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M Performance Parts for the interior. The new M Performance key case continues the theme. With its sophisticated Alcantara/carbon material combination, M Light Blue accents and high-quality blue hex bolt, it blends in perfectly with the sporty and dynamic design of the new BMW M Performance Parts. The easy-care BMW M Performance floor mats, meanwhile, are a perfect fit and set the seal on the sporting looks of the interior. All four mats come with eye-catching M Performance lettering.

### **M Performance steering wheel with Race Display for the BMW M3 and BMW M4.**

The BMW M Performance steering wheel with Alcantara covering, carbon trim and Race Display does its bit to ensure the BMW M3 and BMW M4 deliver a particularly full-blooded driving experience. The painted carbon steering wheel trim carries "M Performance" lettering. The Alcantara covering for the steering wheel rim has contrast stitching in the three BMW M colours. And the thumb rests feature a pair of embedded buttons used to activate Efficient Dynamics mode, Sport mode and Race mode. The driver can use the integrated display at the top of the steering wheel rim to view gear change signals and lateral/longitudinal acceleration figures, among other things. Sport mode gives the driver access to a stopwatch function with displays for hours, minutes and seconds. Lateral/longitudinal acceleration figures are also shown. During committed track sessions, Race mode allows lap times to be displayed and stored in minutes, seconds and hundredths of seconds. The top speeds and maximum lateral/longitudinal acceleration figures for the most recent 50 laps completed can also be stored.

### **Power Kits boost the performance of the BMW X3 and BMW X4.**

The BMW M Performance Power Kit developed for the BMW X3 xDrive30d (fuel consumption combined: 6.1–l/100 km [46.3–47.9 mpg imp]; CO<sub>2</sub> emissions combined: 159–156 g/km)\* and BMW X4 xDrive30d (fuel consumption combined: 5.6–5.2 l/100 km [50.4–54.3 mpg imp]; CO<sub>2</sub> emissions combined: 146–138 g/km)\* summons up a significant increase in performance. Among its components is a control unit for the engine electronics which has been tuned specially to the 3.0-litre six-cylinder in-line diesel engine with BMW TwinPower Turbo technology. This helps to induce significantly more sporting performance

\* Fuel consumption figures were calculated on the basis of the ECE test cycle, depending on tyre format.



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characteristics with no change in fuel consumption and emissions. The BMW M Performance Power Kit raises the engine's maximum output by 20 kW to 210 kW and peak torque – depending on the gear engaged – to as much as 600 Newton metres (442 lb-ft). The most important result of this increase in performance is a noticeable improvement in sprinting power. Acceleration from 0 to 100 km/h (62 mph) is up to 0.3 seconds faster, the BMW X3 xDrive30d recording an impressively fast time of approximately 5.6 seconds (down from 5.9) and the BMW X4 xDrive30d reaching the same speed from rest in an even quicker 5.5 seconds (down from 5.8). The boost in power goes hand-in-hand with sportier accelerator characteristics headlined by faster responses and an optimised engine and exhaust note. Remarkably, these two Power Kits match the fuel consumption and emissions values of the standard models in the ECE driving cycle despite delivering the extra power.

### **M Performance silencer systems enhance visual and aural appeal.**

A BMW M Performance valve silencer, whose operating mode can be adjusted remotely via Bluetooth, is available exclusively for the BMW X4 xDrive35i. As well as Sport mode – distinguished by a strikingly emotion-rich soundtrack – drivers can also select the Track mode conceived for use exclusively on the race track, which specialises in even more hardcore and performance-focused sound development. The stainless-steel silencer system also comes with trapezoidal chrome tailpipe embellishers in the style favoured by eight-cylinder BMWs. Twin-pipe BMW M Performance embellishers in chrome are also available for the BMW X4 xDrive20d, BMW X3 sDrive18d and BMW X3 xDrive20d.

### **Striking engine soundtrack for the BMW M3 and BMW M4.**

The BMW M Performance silencer system developed specially for the BMW M3 and BMW M4 uses optimised exhaust gas channelling to generate an emotion-rich engine soundtrack that underlines the performance characteristics of the biturbo straight-six engine in stirring fashion. The lightweight flap control exhaust system comprises a stainless-steel exhaust system and a silencer made completely from titanium and displaying M Performance lettering when viewed from the rear. A distinctive stylistic highlight are the classy tailpipe embellishers, in either titanium or carbon, with M logo. The use of titanium ensures the BMW M Performance silencer system is exceptionally heat-resistant, corrosion-resistant



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and lightweight. Indeed, it weighs around eight kilograms less than the standard item. The driver can choose from two settings for the sound characteristics of the BMW M Performance silencer system, both of which are linked to an engine performance profile that can be activated at the touch of a button. In Standard mode, the sound development is already much more dramatic than that of a regular model, has a defined sporting edge and is also suitable for everyday use. In SPORT and SPORT+ modes the development of power is accompanied by a stunningly powerful, emotionally rich soundtrack, which gives the driver extremely clear feedback on engine load.

### **Take a closer look with the BMW M Performance Drive Analyser.**

The BMW M Performance Drive Analyser – available for all BMW models from model year 2011 – allows owners to examine their driving style with impressive precision. Whether the owner is pursuing lap times on the race track or simply driving from A to B on the road, this new tool records driving dynamics data with professional efficiency. The BMW M Performance Drive Analyser consists of an On-Board Diagnostic (OBD) stick, which is plugged into the relevant socket in the car, as well as software in the form of an app for Android and iOS smartphones and tablets. The connection between the car and OBD stick is via Bluetooth. The car's Click & Drive holder, meanwhile, enables easy attachment of the smartphone to the windscreen. All the measurements, such as the car's speed, the gear currently engaged, accelerator and brake usage, a range of other engine data, and even lateral acceleration, are stored straight onto the smartphone/tablet and can be accessed at any time. Drivers can study the results directly on their smartphone after every journey.

Further information on official fuel consumption figures, specific CO<sub>2</sub> emission values and the electric power consumption of new passenger cars is included in the following guideline: "Leitfaden über fuel consumption, die CO<sub>2</sub> emissions und den Stromverbrauch neuer Personenkraftwagen" (Guideline for fuel consumption, CO<sub>2</sub> emissions and electric power consumption of new passenger cars), which can be obtained from all dealerships, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Schramhausen and at <http://www.dat.de/en/offers/publications/guideline-for-fuel-consumption.html>. LeitfadenCO<sub>2</sub> (GuidelineCO<sub>2</sub>) (PDF – 2.7 MB).



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### The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2013, the BMW Group sold approximately 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 employees.

The success of the BMW Group has always been based 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.

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