



Media Information
January 12th 2015

BMW M Performance Parts for the BMW 2 Series Convertible. **Enhanced individuality and an extra hit of performance.**

Munich. At BMW the letter M signals the presence of high performance and a very special brand of sporting allure. And now Original BMW Accessories from the M Performance range can be specified for the new BMW 2 Series Convertible, stylistic and technical modifications combining to elevate the joy of sporty driving to even higher levels.

Extra dynamism for the exterior.

Side skirts and skirt decals with M Performance lettering lend the BMW 2 Series Convertible extra sporting appeal, as does the rear diffuser. They also match up nicely with the exclusive front grille with black trim surround and the carbon exterior mirror caps. BMW M Performance accent strips which run along the flanks of the car below the crease line inject fresh visual momentum, while attractive BMW M Performance 19-inch light-alloy wheels in 405 M and 624 M styling advance the cause of exclusive sportiness. The 624 M can be ordered in either a bi-colour (matt black / milled) or a polished variant. A stainless steel silencer with chromed tailpipe embellishers and inscribed M logo ensures the car signs off in dynamic fashion. Customers can also specify the tailpipe embellishers in carbon.

High-quality carbon for a more sporting interior.

The BMW M Performance Accessories range offers a host of finely matched products made from high-quality carbon (some combined with Alcantara) for the interior of the BMW 2 Series Convertible. These include the selector lever trim or – in manual cars – the gearshift lever with Alcantara gaiter, as well as a handbrake grip likewise with Alcantara gaiter. The centre console trim, centre armrest and interior trim strips can also be retrofitted in carbon as accessories. Alcantara steering wheels with carbon trim, which can be specified with or without an integrated Race Display, are impressively grippy and provide a sporty feel.

Like the easy-care BMW M Performance floor mats with eye-catching M Performance lettering, the attractive BMW M Performance pedal covers and footrest in stainless steel also emphasise the sporting character of the BMW 2 Series Convertible. Another highlight feature is the BMW M Performance key

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case, with its sophisticated Alcantara/carbon material combination and blue hex bolt. LED door sill plates in stainless steel with illuminated M Performance lettering even bring a sporty sense of occasion to climbing aboard.

Boosting performance with the BMW M Performance Power Kit.

The BMW M Performance Power Kit for the BMW 220d Convertible (fuel consumption combined: 4.7–4.4 l/100 km; CO₂ emissions combined: 124–116 g/km)* boosts engine output and cuts the car's 0 – 100 km/h time significantly. To this end, the engine control unit (including engine data update) and the other hardware components, such as the larger-capacity intercooler, work together to maximum effect. However, despite the higher engine output, there is no increase in fuel consumption in the ECE test cycle. Another highlight for connoisseurs of sporty driving is the BMW M Performance limited-slip differential, which reduces slip through the driven wheels when one loses grip. This allows it to optimise traction and thus give the car's on-limit handling even greater precision. The BMW M Performance lightweight sports brake discs optimise deceleration (even in the wet) thanks to their special perforation and grooving, and reduce unsprung mass thanks to their lower weight. They also accentuate the car's sporting profile, especially if light-alloy wheels with an open design are fitted.

Original BMW Accessories increase the value of the car.

In contrast to many third-party products, Original BMW Accessories – which include the range of BMW M Performance Parts – are always matched perfectly to the model in question and are permitted for use with that vehicle. The car's warranty, moreover, remains unaffected. All of which means the high-quality selection of Original BMW Accessories enhances not only the car's driving pleasure, but its value as well.

Further information on official fuel consumption figures, specific CO₂ emission values and the electric power consumption of new passenger cars is included in the following guideline: "Leitfaden über fuel consumption, die CO₂ emissions und den Stromverbrauch neuer Personenkraftwagen" (Guideline for fuel consumption, CO₂ 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>. LeitfadenCO₂ (GuidelineCO₂) (PDF – 2.7 MB).

* The fuel consumption figures were calculated on the basis of the ECE test cycle, depending on the tyre format selected.

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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 2014, the BMW Group sold approximately 2.118 million cars and 123,000 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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