



Media Information
November 03 2015

BMW at SEMA 2015. BMW M Performance. New inscription, new parts.

Munich/Las Vegas. The Speciality Equipment Market Association (SEMA) in Las Vegas (Nevada, USA) is regarded worldwide as the leading trade show for customisation and sports tuning. The new products presented at SEMA to trade experts influence the entire scene and set trends. At this year's SEMA show from November 3rd to 6th 2015, BMW presents a selection of distinctively sports-oriented BMW M Performance Parts to the trade fair audience. Located on the lower level of South Hall (Stand 40247), trade fair visitors will see a BMW M Performance modified BMW M4 Coupé as well as the first BMW M Performance Parts for the new BMW M2 Coupé.

What is more, the new "M Performance" inscription in dynamic technical design is to be seen on selected parts. The inscription reflects the increased dynamic flair of BMW M Performance as well as underscoring the essential functional orientation of all BMW M Performance Parts. Evidence of this is also to be seen in the new, extremely sporty parts and components with which BMW has fitted the demonstration vehicle. The new inscription will initially appear on the BMW M Performance Parts for the models BMW M2 Coupé and BMW M4 Coupé, but in future it will be used for the entire BMW M Performance product portfolio.

BMW M4 Coupé with M Performance Parts – exterior.

The BMW M4 Coupé is regarded as the ultimate driving machine and the benchmark for sporty driving dynamics in its class. This status is also reflected in its appearance, which is defined by motor racing style. It is now possible to enhance this look even further by means of the new BMW M Performance aerodynamic components. The front inserts in high-end carbon fibre (CFRP) and the BMW M Performance front trim grille in high-gloss black give the face of the BMW M4 Coupé an even more striking expression. The lateral BMW M Performance side sill attachments made of polyurethane (PUR) with the new "M Performance" inscription emphasise the dynamic elegance of the BMW M4 Coupé. BMW M Performance exterior mirror caps in carbon fibre finish, the lateral BMW M Performance side gills in high-gloss black in the M gill elements and BMW M Performance motor racing stripes applied to the body perfectly supplement the dynamic side view.

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Press release

Date November 03 2015

Topic BMW at the SEMA 2015
US premiere for BMW M Performance Parts.

page 2

Meanwhile at the rear of the car, a BMW M Performance carbon fibre diffuser with three strikingly shaped bars derived from motorsports and a newly designed BMW M Performance through-flow rear spoiler likewise made of carbon fibre further highlight the powerful rear section of the BMW M4 Coupé. The new “M Performance” inscription on the lateral end plates of the rear spoiler as well as the motorsports stripes on the spoiler connecting sections constitute a further distinctive visual highlight.

These attachment parts, some elaborately crafted by hand, not only give the BMW M4 Coupé a distinctive and high-end appearance, they also provide a perfect match for the car's highly expressive design. What is more, all BMW M Performance aerodynamic components are harmonised with the car's airflow response, so they ensure optimised aerodynamic performance as well as supporting an ambitious driving style. The adjustable BMW M Performance coilover suspension likewise enhances sporty driving pleasure. The lowered suspension intensifies the distinctively sporty look of the BMW M4 Coupé as well as conveying a more dynamic ride feel.

BMW M Performance exhaust system: more sound, less weight.

The lightweight construction exhaust system comprises a stainless steel exhaust duct with a rear silencer made entirely of titanium and bearing the “M Performance” inscription when viewed from the rear. Eye-catching BMW M Performance tailpipe trim elements made of carbon fibre with M logo add another visual highlight. There are two settings available to adjust the sound characteristics of the BMW M Performance silencer system, each of which is linked to the performance characteristics of the engine activated at the press of a button. Even the standard mode is impressive with its striking, sports-style sound that is still well-suited to everyday use.

Meanwhile the powerful in-line 6-cylinder with M TwinPower Turbo Technology remains the same, offering an output of 317 kW/431 hp (combined fuel consumption: 8.3 l/100 km, combined CO₂ emissions: 194 g/km)* and combining enthralling driving dynamics with impressive efficiency in a way that is unrivalled by any other engine in its output class. Fitted with an M twin-clutch transmission, the BMW M4 Coupé exhibition car at SEMA accelerates in just 4.1

* Figures for vehicle with M DKG. The fuel consumption figures were calculated based on the ECE test cycle, dependent on tyre format.



Press release
Date November 03 2015
Topic BMW at the SEMA 2015
US premiere for BMW M Performance Parts.
page 3

seconds from standing to 100 km/h. The top speed is electronically cut off at 250 km/h.

BMW M4 Coupé with M Performance Parts – interior.

On the inside, one eye-catching feature is the BMW M Performance steering wheel Pro with a rim in Alcantara Anthracite. The steering wheel trim element is in clear-finish carbon fibre and also bears the "M Performance" inscription. At the 12-o'clock position the steering wheel rim features a blue centre-position marking derived from motorsports.

A BMW M Performance gear selection lever for the M twin-clutch transmission (M DKG) protrudes from the BMW M Performance centre console trim, perfectly fitting the driver's hand. The light and yet highly resilient composite material carbon fibre was also used for the door handles and the handbrake handle with Alcantara gaiter. Meanwhile the driver's feet control a pedal system fitted with BMW M Performance pedal covers that are made of stainless steel. The trade show vehicle also features LED door projectors. From January 2016 the first of the new BMW M Performance Parts will be available for the BMW M4 Coupé. The entire range of parts will be available from the BMW dealer network by June 2016.

First BMW M Performance Parts for the new BMW M2 Coupé.

Not long after the world premiere of the new BMW M2 Coupé, BMW now presents BMW M Performance Parts at SEMA 2015 which were developed especially for this compact high-performance athlete. These include black gloss trim grilles with M specific twin trim bars for the front kidney grille elements, featuring trim ring surrounds which are likewise finished in black gloss. Black gloss trim bars are also available for the side M gill elements as well as BMW M Performance exterior mirror caps in carbon fibre. A BMW M Performance rear spoiler in carbon fibre finish, the newly developed BMW M Performance suspension and the sports exhaust with flap system for the new BMW M2 Coupé with tailpipe trim elements in carbon fibre are exhibited at SEMA for the first time. Exhibits that demonstrate individualisation of the interior are a



Press release
Date November 03 2015
Topic BMW at the SEMA 2015
US premiere for BMW M Performance Parts.
page 4

BMW M Performance steering wheel with Alcantara cover and an open-pore carbon fibre trim element, a BMW M Performance gear selection lever complete with trim element for the M twin-clutch transmission, likewise in open-pore carbon fibre, a BMW M Performance centre console combining carbon fibre and Alcantara and pedal covers in stainless steel. Further details of BMW M Performance Parts for the new BMW M2 Coupé will be available in the course of spring 2016.

* Figures for vehicle with M DKG. The fuel consumption figures were calculated based on the ECE test cycle, dependent on tyre format.

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The BMW Group

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In 2014, the BMW Group sold approximately 2,118 million cars and 123,000 motorcycles worldwide. The profit before tax for the financial year 2014 was approximately € 8.71 billion on revenues amounting to € 80.40 billion. As of 31 December 2014, the BMW Group had a workforce of 116,324 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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