



**Media Information**

31<sup>th</sup> October 2017

**BMW M Performance Parts and Original BMW Accessories at 2017 SEMA Show in Las Vegas.**

**World premiere: BMW M Performance Parts for the all-new 2018 BMW M5.**

**World premiere: 2018 BMW M3 30 Years American Edition celebrates the 30th Anniversary of the M3 in the US.**

**World premiere: BMW M Performance Parts for the all-new 2018 BMW M5.**

Since its world premiere in August, the new BMW M5 (combined fuel consumption: 10.5 l/100 km; CO<sub>2</sub> combined emissions: 241 g/km\*) has attracted attention around the globe. At the SEMA Show in Las Vegas, BMW is now presenting a further highlight: a comprehensive range of exclusive M Performance Parts for the BMW M5. All of these components from the M Performance Parts accessory range were developed using BMW M motorsport know-how and are perfectly harmonised with each other. They not only underscore the high-performance sedan's sporty and luxurious appearance, but also fulfil functional requirements in terms of aerodynamics, cooling and lightweight construction. Most of these exclusive M Performance Parts for the BMW M5 will be available as retrofit components when the vehicle is launched to the market in March 2018, with further products following in July 2018.

**Aerodynamics in perfection.**

The numerous highlights featured in the accessory range developed especially for the BMW M5 include the package comprising M Performance aerodynamics components. All of these parts are made from lightweight carbon fibre and are elaborately handcrafted.

The following aerodynamics components are available: a newly designed front attachment, side sill attachments, a carbon fibre rear spoiler, a carbon fibre rear spoiler Pro (\*\*\*) and a rear diffuser. All of these components accentuate the BMW M5's powerful and sporty appearance, whilst ensuring optimised aerodynamic characteristics plus even sportier handling.

Additional components from the M Performance Parts accessory range have been perfectly adapted to the aerodynamics package and now provide additional accents to the BMW M5. The visible carbon fibre front and air breather trim side grilles (\*\*)



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bearing the M logo and M Performance carbon fibre mirror caps further enhance the carbon fibre look. The M Performance side sill foils accentuate the side sill attachments, optimally rounding off the distinctively sporty look provided by the aerodynamics package.

Latest technology from motorsport brings the BMW M5's performance onto the road, whilst guaranteeing superior driving behaviour right up to the car's limit. Thanks to an even sportier set-up, the new BMW M Performance coilover suspension developed specifically for the BMW M5 ensures excellent road-holding and increases driving dynamics resulting from a more direct connection of the vehicle body with the road. Moreover, red coil springs also add further visual highlights. The spring plates are adjustable.

Carbon-ceramic brakes guarantee superior braking characteristics. The sports disc pads are based on highly durable, motorsports-proven racing brake pads and offer advantages such as a shorter braking distances, better brake response as well as higher thermal resilience. Furthermore, the race-oriented interpretation of brake-force distribution provides for enhanced dynamic brake control.

The new BMW M Performance sports exhaust system, which will be on sale exclusively in the USA and Canada, guarantees an emotional motorsport sound. The end muffler is made from titanium with carbon fibre tailpipe trims additionally available. Optimised exhaust gas routing with reduced counter-pressure enhances the beefy V8 TwinTurbo sound and underscores the sporty driving experience.

The M Performance Drive Analyser, also derived from motorsport, is an innovative tool for recording and evaluating all important vehicle dynamics data. The system offers comprehensive, professional possibilities to record and analyse, which can be evaluated and displayed on the smartphone. The Drive Analyser determines a variety of relevant indicators such as diverse engine data, speed and peak values, engaged gear, use of accelerator pedal and brakes as well as lateral acceleration. When established, the results can be directly shown on the smartphone as videos or graphic representations via the M Performance Drive Analyser App, which is available free of charge to BMW customers. Furthermore, customers also wishing to capture their drive on film, BMW M Performance Parts offers the Trackfix action camera holder, which can be mounted in the threaded bush of the towing lug either at the front or rear end of the vehicle.



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### **Sporty, dynamic appearance down to the finest detail.**

M Performance Parts for the BMW M5 M bring that true racetrack feeling to everyday life – also in terms of visual presence. These include motorsport stripes in typical M colours, which highlight the car’s sporty design even further and lend it its very own individual character. The elaborately handcrafted M Performance carbon fibre engine cover extension kit is a real eye-catcher and also makes the car’s racing genes visible where its performance has its origins – in the engine compartment.

This racing look has also been applied to the vehicle’s interior components. The M Performance steering wheel (\*\*\*) conveys genuine motorsport feeling thanks to its distinctive geometry and extremely pronounced Alcantara grip area and a carbon fibre steering wheel cover. This is further enhanced by newly designed carbon fibre shift paddles (\*\*\*) and a carbon fibre gear shift lever cover (\*\*). M Performance floor mats are a perfect complement to the car’s interior ambience. Finest details from the suspension to the interior reveal that the BMW M5 and M Performance Parts have their roots in motor racing, and this also includes the new key wallet for the BMW M5. It comprises a material mix of high-quality Alcantara and carbon fibre and offers a perfect combination of motorsport design and functionality. The M Performance LED logo projector, which completes the accessory range available for the BMW M5, is also a genuine statement.

### **M Performance Parts in use for the MotoGP™.**

A unique model designed for racetrack use will shortly be celebrating its premiere – the BMW M5 MotoGP™ Safety Car. Since 1999, BMW M has been the “official car of the MotoGP” and affiliate partner of MotoGP organizers Dorna Sports, deploying its fleet of safety cars to guarantee safety in the world’s fastest motorcycle racing series. Like the predecessor model, the BMW M5 MotoGP Safety Car is equipped with a multitude of BMW M Performance Parts so that it is able to fully meet the special demands on a lead vehicle in professional motorsport. These also include M Performance aerodynamics components as well as the BMW M Performance sports exhaust system made from titanium. The BMW M5 MotoGP Safety Car will make its first racetrack appearance at the 2017 season final in Valencia, Spain, in November. During the 2018 season, it will be the spearhead of the BMW M MotoGP Safety Car fleet.



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### **The BMW M5: the new high-performance sedan.**

Thanks to numerous innovative features, the new BMW M5 offers perfect handling up to the vehicle's dynamics limits – both on the road and on the racetrack. These include the newly designed M-specific four-wheel drive system M xDrive being employed in the BMW M5 for the first time. It guarantees optimised driving dynamics through precise handling and perfect traction. The heart of the BMW M5, the 4.4-litre V8 engine with M TwinPower Turbo technology, has been extensively revised by our M engineers. It delivers 441 kW/600 hp and a maximum torque of 750 Nm, offering a significant increase in performance vs. the predecessor models. Acceleration from 0 to 100 km/h with the new 8-speed Steptronic transmission featuring Drivelogic is just 3.4 seconds. The suspension features M-specific kinematic and elastokinematic elements to help optimise driving dynamics. Weight is also a crucial factor in terms of performance: This has been further reduced, inter alia, by a roof made from carbon fibre reinforced plastic.

### **“Need for Speed™ Payback”: Individualisation and high-tech carbon fibre also in the interactive video game.**

BMW took innovative and spectacular paths at the presentation of the BMW M5: Thanks to the partnership with Electronic Arts, the world premiere took place for the first time in a video game – in “Need for Speed™ Payback”. Hence, BMW and Electronic Arts presented the new BMW M5 for the first time at the Gamescom in Cologne, Europe's largest fair for interactive games and entertainment. In “Need for Speed™ Payback” (release: 10 November 2017), gamers are, as in reality, able to refine their virtual BMW M5 with M Performance Parts that have been developed specifically for this car. During missions and races gamers can generate virtual money with which they are then able to buy and fit their car with original BMW accessories from the range of M Performance Parts for the BMW M5. These original parts, including components made from high-tech carbon fibre material are, like those fitted to a real BMW M5, perfectly adapted to the vehicle and to each other. So they ensure a noticeable increase in performance and individuality in the virtual world as well.



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**World premiere: 2018 BMW M3 30 Years American Edition celebrates the 30<sup>th</sup> Anniversary of the M3 in the US with a one of a kind design created by BMW Group Designworks, built through BMW Individual (available in USA only).**

The BMW M3 (Fuel consumption combined: 8.8 (8.3)/100 km; CO2 combined emissions: 204 (194) g/km) is one of the most recognized vehicles in the automotive industry, spanning a long history of success that seems to have no boundaries, today it is still considered as one of the purest high performance street sports cars. With the launch of the first generation BMW M3 in 1986, BMW M revolutionized the sports car as it was, built first and foremost for performance. Originally conceived as homologation special for Group A Touring car racing – as seen in the German Touring Car Championship (DTM), it became the most successful touring car in the history of BMW. Its arrival to the US market in 1987 signaled the birth of the legend in America and to celebrate its first 30 years on the road and track, BMW Group Designworks teamed up with BMW Individual to create a one of a kind design highlighting its Motorsport heritage through American iconography.

**Exterior inspired by an original M color and the American flag motif.**

With its finger on the pulse of the American experience, BMW Group Designworks has created an American color inspired theme for the 30<sup>th</sup> Anniversary of the BMW M3 in the US. What better way to celebrate the US arrival of the M3 than a palette of red, white and blue. The 2018 BMW M3 30 Years American Edition design started life as a 6-speed manual transmission BMW M3 Competition Package but it was quickly transformed into a very special and unique vehicle as noted by its striking exterior color, Frozen Red II Metallic. Although the name of the exterior color is described as “frozen” for the low gloss finish, as if the car is coated with a layer of frost, the heat of the red pigment radiates from within, illuminating the muscular BMW M3 surfaces. Frozen Red II Metallic also speaks to the iconic BMW Henna Red of the original M3 from the 1980’s.

The gilded tone is making a comeback after its eighties hey-day and so complementing the exterior are a set of one-off M Performance Golden light alloy wheel (763M Style – 19-inch front, 20-inch rear), the color inspired by the M3 E30 Warsteiner DTM racing wheels. Also exclusive to the exterior are the M color roof



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stripes that emphasize the M identity on a premium material, carbon-fiber-reinforced plastic (CFRP), as well as a 30<sup>th</sup> Anniversary graphic applied to the rear sunshade.

### **The exterior is complimented by an all-American, interior tri-tone color scheme.**

The interior could not be less special and the designers quickly identified that there is nothing more American than red, white and blue. Open the driver's door of the 2018 BMW M3 30 Years American Edition and its interior shines through with a continuation of the exterior theme through an expertly crafted tri-color Merino leather interior by BMW Individual. The BMW Individual Opal White Merino leather interior provides a base for red stripes and blocks of blue. The red stripes are expressed in Mugello Red Merino leather and the blue is Fjord Blue Merino leather. Red, white and blue contrast stitching provides a patriotic detail even at the smallest scale. Red stripes can be seen on the side bolster, lower instrument panel and the door panel. Blue is reflected in the seat insert. Opal White surfaces feature red contrast stitching on the seats, lower section of the instrument panel and center door panel, while Mugello Red facades include white contrast stitching on the seat bolster stripe, upper section of the lower instrument panel, and armrest upper and lower panels. Fjord Blue is present at the seat insert as well as the seat back shell insert. Black leather makes use of Blue/Red contrast stitching on upper instrument panel on driver's side, door handle, center console knee bolster and gear shift bag. In addition, the American flag is adorned with a gold fringe when displayed in doors.

The 30<sup>th</sup> Anniversary graphic was inspired by the 3 Series 40<sup>th</sup> Anniversary graphic. The bold red, white and blue color scheme is tempered by a subtle motif inspired graphic inscribed on the headrest, decorative trim and the rear sun-shade. The achromatic graphic juxtaposes "30th" over the American flag symbolizing the thirty years Americans have been expressing their passion for the BMW M3 in the US.

### **BMW M Performance Parts round-up the BMW M3 30 Years American Edition.**

The shock absorbers with contrasting red coil springs featured on the 2018 BMW M3 30 Years American Edition are clearly distinctive features of the adjustable M Performance Sports suspension, allowing the driver to lower the vehicle's ride



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height between 5 and 20 millimeters via the adjustable spring plate. The M Performance sports suspension, enables customers to experience racing-inspired driving dynamics in everyday use on the road.

Motorsports aerodynamics are present in this one of a kind M3 through the BMW M Performance rear wing. This aerodynamic component is handmade completely from carbon fiber (wing, side sections, support brackets) and is accentuated with racing stripes, bringing motorsport know-how to the streets and tracks.

Derived directly from motor racing, the one-off golden M Performance wheels, which are milled and weight-optimized entirely from a forged blank, contribute towards even better steering behavior, resulting in a further increase in driving dynamics. The wheels are matched with Michelin Pilot Sport Cup 2 tires for maximum grip and performance.

The lightweight valve controlled M Performance exhaust system with titanium rear silencer generates a highly emotive sound reminiscent of sports car racing and adds two 93 mm dual tailpipe finishers made from carbon with the M logo to create a striking and unmistakable appearance.

In the interior, the M Performance armrest, door handles and shift knob complete the tri-tone color scheme look and ensures an all-round, high quality touch and feel. The armrest has a striking appearance thanks to its noble materials and special look: Alcantara and Carbon trimmed with contrasting three-colored M-stitching. Visually, the seam traces a line all the way to the handbrake grip completing the overall M Performance look that extends over the center console and new M Performance shift knob.

One lucky customer will be able to get behind the wheel of this one of a kind **2018 BMW M3 30 Years American Edition** as it is expected to be available for purchase after the show conclusion. Details will be provided to interested parties at the BMW Booth (68000) outside the South Hall on the Performance Pavilion area.



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### **BMW Group In America**

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; Designworks, a strategic design consultancy based in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group's global manufacturing network and is the exclusive manufacturing plant for all X5 and X3 Sports Activity Vehicles and X6 and X4 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 344 BMW passenger car and BMW Sports Activity Vehicle centers, 153 BMW motorcycle retailers, 127 MINI passenger car dealers, and 36 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

\*\* Components available as from July 2018



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### **The BMW Group**

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, 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 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 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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