



Media Information
04. February 2019

Exclusive position in the front row of the grid: The BMW M850i xDrive Coupe First Edition.

BMW presents a special edition model of the new luxury sports car limited worldwide to 400 units – exclusive exterior and interior trim with specific design features by BMW Individual.

Munich. The new BMW 8 Series Coupe is able in a unique way to inspire with its dynamic driving characteristics, whilst at the same time fascinating with luxurious equipment features and a sporty, elegant design. Moreover, maximum exclusiveness is also guaranteed with regard to the individual configuration of the new luxury sports car.

The BMW M850i xDrive Coupe First Edition (combined fuel consumption: 9.8 – 9.7 l/100 km; combined CO₂ emissions: 224 – 221 g/km) being launched in the spring of 2019, will provide proof of this. Now, for the first time, the drive and suspension technology of the two-door model, which was developed incorporating motor racing know-how, can now be combined with exclusive BMW Individual exterior and interior equipment features.

The BMW M850i xDrive Coupe First Edition will be produced in a limited quantity of 400 at the BMW Dingolfing plant between April and June 2019.

The exterior paint finish, light alloy wheels and interior trim will lend the BMW M850i xDrive Coupe First Edition both an individual and expressive character. The fascinating exterior appearance is above all due to the newly developed BMW Individual special paint finish Frozen Barcelona Blue metallic being applied on a BMW model for the very first time. It is combined with the upgraded BMW Individual High Gloss Shadow Line, which, in addition to the side window surrounds, also includes the BMW kidney grille frame and slats, the air breather applications and tailpipe trims finished in black. The dark accents featured on the special edition model are complemented by 20-inch M light alloy wheels with a Y-spoke design finished in Jet Black. Available optional features also include, inter alia, an M Carbon roof and an M Carbon exterior package.

The exclusive aura inside the BMW M850i xDrive Coupe First Edition is also enhanced by specific BMW Individual design features, a fine selection of colours and materials and particularly high-quality equipment. A special feature offered for the edition models is the BMW Individual full leather trim Merino in the novel colour combination Ivory White/Night Blue. The harmoniously matching interior

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design features also comprise the M leather-covered steering wheel as well as the BMW Individual Alcantara roof liner, each finished in the colour Night Blue. Inside the car, BMW Individual interior trim strips in a Black Piano finish, which are located in the centre of the cockpit, bear the lettering "First Edition 1/400". Moreover, the Bowers & Wilkins Diamond Surround Sound System and the Crafted Clarity glass applications on the start/stop button, the iDrive Controller, the volume control and the illuminated gearshift lever complement the luxurious interior ambience.

The expressive personality of the BMW M850i xDrive Coupe First Edition is conveyed by its exterior and interior design and goes hand in hand with outstanding performance characteristics. The special edition model is powered by a 390 kW/530 hp, eight-cylinder petrol engine with BMW TwinPower Turbo technology. The high-torque V8 power plant is combined with an 8-speed Steptronic sports transmission and transfers engine power effortlessly to the road thanks to intelligent BMW xDrive four-wheel drive technology and a suspension setup that is perfectly tuned to the vehicle concept.

The fuel consumption, CO₂ emissions and electric power consumption figures were determined according to the European Regulation (EC) 715/2007 in the version applicable. The figures refer to a vehicle with basic configuration in Germany. The range shown considers the different sizes of the selected wheels/tyres and the selected items of optional equipment, and may vary during configuration.

The values are already based on the new WLTP test cycle and are translated back into NEDC-equivalent values in order to ensure comparability between the vehicles. With respect to these vehicles, for vehicle-related taxes or other duties based (at least inter alia) on CO₂ emissions, the CO₂ values may differ from the values stated here (depending on national legislation).

Further information on official fuel consumption figures and specific CO₂ emission values of new passenger cars is included in the following guideline: 'Leitfaden über den Kraftstoffverbrauch, die CO₂-Emissionen und den Stromverbrauch neuer Personenkraftwagen' (Guide to the fuel economy, CO₂ emissions and electric power consumption of new passenger cars), which can be obtained free of charge from all dealerships, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2/>.

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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. The BMW Group production network comprises 30 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2017 was € 10.655 billion on revenues amounting to € 98.678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 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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