



Media information
24 November 2021

BMW M GmbH is setting marks for the start of the anniversary year.

On the occasion of its 50th anniversary, the classic "BMW Motorsport" emblem returns – on request for BMW M automobiles and BMW models with M Sport package. Kick-off to a year full of product highlights and major appearances by the performance brand.

Munich. May 24, 2022 marks the 50th anniversary of the foundation of BMW M GmbH. Almost a quarter of a year earlier, the BMW Group subsidiary is already demonstrating a sense of tradition and anniversary spirit on its current products. Customers who opt for a BMW M automobile or a BMW model equipped with an M Sport package with a production date from March 2022 can have their vehicle's front, rear and wheel hubs decorated with emblems inspired by the classic "BMW Motorsport" logo. As an alternative to the conventional BMW emblem, it signals passion for racing and for the roots of the BMW M brand. This unique offer in the history of BMW M will be available for order from the end of January 2022.

In addition to the emblems, 50 iconic and historically significant BMW M paint finishes will be offered for selected models in the anniversary year 2022. Style-defining colors such as Dakar Yellow, Fire Orange, Daytona Violet, Macao Blue, Imola Red or Frozen Marina Bay Blue refer to the various eras of BMW M's 50-year history.

The BMW logo with the shifted semicircles in blue, violet and red was first used in 1973 on the racing car of BMW Motorsport GmbH, which had been established a year before. In 1978 and with the debut of the BMW M1 the three color stripes slanted to the right and leaning on the letter M followed. Even beyond the motorsport scene it became a trademark with particularly high recognition value and identification power. The legendary BMW M1 was the only BMW M high-performance production vehicle to bear the historic motorsport emblem in addition to the logo with the three color stripes. In both logos, the blue stands for BMW, while the red symbolizes racing and the violet expresses the connection between the two. In the meantime, the violet has given way to a dark blue, and BMW Motorsport GmbH has been operating under the name BMW M GmbH since 1993. Nothing has changed the high symbolic power of the brand and logo. In its 50th year of existence, the company is more successful than ever as the world market leader in the performance and high-performance automotive segment.



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"With the classic 'BMW Motorsport' emblem, we would like to share our joy about the anniversary of BMW M GmbH with the fans of the brand," says Franciscus van Meel, Chairman of the Board of Management of BMW M GmbH. "We have a great year ahead of us, which will be celebrated with unique product highlights and exciting performances. The M has long been considered the strongest letter in the world, and in our company's anniversary year it is stronger than ever."

BMW M GmbH is also aiming for another sales record in 2021. Its performance and high-performance automobiles are enjoying steadily growing popularity worldwide, which will be fueled once again with new product highlights in the anniversary year. For the first time, the company is launching a BMW M3 Touring in the course of 2022. In addition, particularly performance-oriented fans of the brand can look forward to a spectacular special model of the BMW M4 Coupé series. The successor model to the successful BMW M2 is also already at an advanced stage of its series development process. In parallel, the electrification of the BMW M brand is also being driven forward. In the anniversary year, the first electrified high-performance model in the history of BMW M GmbH will be launched.

BMW M GmbH will not only celebrate its anniversary with attractive new products, but also with numerous events. Anniversary performances are planned in May 2022 at the Concorso d'Eleganza Villa d'Este on Lake Como in Northern Italy, followed by the Goodwood Festival of Speed in Great Britain and the Concours d'Elegance in Pebble Beach, California. The 24-hour race at the Nürburgring is also a welcome occasion for BMW M GmbH to review its own successful history together with fans and to thrill them for the future of BMW M GmbH.

The fuel consumption, CO2 emissions, electric power consumption and electric range figures are determined according to the European Regulation (EC) 715/2007 in the version applicable. They refer to vehicles in the German market. Where a range is shown, NEDC figures consider the different sizes of the selected wheels/tyres, while WLTP figures take into account the impact of any optional extras.

All values were calculated based on the new WLTP test cycle. Any NEDC values that are shown have been translated into equivalent NEDC measurements where appropriate. WLTP values are taken as the basis for determining vehicle-related taxes or other duties based (at least inter alia) on CO2 emissions as well as eligibility for any applicable vehicle-specific subsidies. Further information on the WLTP and NEDC measurement procedures can also be found at www.bmw.de/wltp.

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 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 motorcycles worldwide. The profit before tax in the financial year 2020 was € 5.222 billion on revenues amounting to € 98.990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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