

Media Information

BMW M GmbH

28th April 2023

Maximum power, innovation, and lifestyle: The new BMW XM Label Red is the exciting winner's car for the BMW M Award 2023.

- In their 25th season as 'Official Car of MotoGP™', BMW M GmbH will present the flagship version of their first-ever high-performance car as the winner's car in the BMW M Award.
- The BMW XM Label Red (combined fuel consumption: 1.7 – 1.6 l/100 km; combined electricity consumption: 34.5 – 33.0 kWh/100 km; combined CO₂ emissions: 39 – 35 g/km in the WLTP cycle; provisional values; figures for the NEDC cycle: –)^{*} is the most powerful BMW M model ever made.
- Higher-performance M HYBRID system combined with individual design accents.

Jerez de la Frontera. In their 25th season as 'Official Car of MotoGP™', BMW M GmbH is continuing the tradition of providing an extraordinary highlight as the winner's car in the BMW M Award. The fastest qualifier of the MotoGP™ 2023 will be rewarded with the flagship version of the first BMW M high-performance car with an electrified drive system: the brand-new BMW XM Label Red (combined fuel consumption: 1.7 – 1.6 l/100 km; combined electricity consumption: 34.5 – 33.0 kWh/100 km; combined CO₂ emissions: 39 – 35 g/km in the WLTP cycle; provisional values; figures for the NEDC cycle: –). The exclusive winner's car for 2023 was officially revealed at the Spanish Grand Prix at Jerez de la Frontera. The car was unveiled during the traditional 'Casual Dinner' hosted by MotoGP™ rights holder Dorna Sports on Friday evening, with Marc Saurina, Head of Global Commercial Partnerships at Dorna Sports, and Steffi Armbruster, Head of BMW M Brand Experience, doing the honours.

The BMW XM Label Red, which made its world debut in Shanghai just a few days ago, embodies an extroverted lifestyle and passion for peak performance. It combines a higher-performance M HYBRID system with individual design accents that unmistakably express its outstanding performance characteristics. A V8 engine and an electric motor integrated into the 8-speed M Steptronic transmission generate a combined system

* Official data on power consumption and electric range were determined in accordance with the mandatory measurement procedure and comply with Regulation (EU) 715/2007 valid at the time of type approval.

Media Contact

Product Communications BMW M
Andrea Schwab, Mobile: +49 151 60160988
E-mail: Andrea.Schwab@bmw.de
Media Website: press.bmwgroup.com

performance of 550 kW/748 hp. Making the BMW XM Label Red the most powerful BMW M model ever made.

"In their anniversary season, BMW M GmbH is once again presenting another really breath-taking car as the winner's car in the BMW M Award," said Marc Saurina after the unveiling. "The BMW XM Label Red is a more than impressive vehicle, and with its performance it is the perfect embodiment of what MotoGP stands for. It is terrific that BMW M GmbH consistently emphasises the importance it attaches to the performances of our MotoGP riders. Every year the fastest qualifier is rewarded with the latest flagship in the BMW M fleet, and the BMW XM Label Red is a seamless continuation of this tradition. We are excited to see who will be able to call this extraordinary prize their own at the end of the season."

"We are delighted to present the new BMW XM Label Red as the winner's car for the BMW M Award 2023," said Steffi Armbruster. "Electrifying the drive system of our high-performance cars is an exciting field and the M HYBRID system of the BMW XM Label Red is an impressive testament to that. Our new flagship shows how it is possible to not only preserve the performance characteristics of BMW M models, but also to enrich them with new facets of driving pleasure at the same time. This makes the BMW XM Label Red the perfect winner's car for the BMW M Award, in which the best motorcycle racers in the world compete to see who will be crowned the fastest overall. We are keeping our fingers crossed for everyone and are looking forward to an exciting race for the BMW M Award 2023!"

The BMW XM Label Red also takes centre stage when it comes to visuals. The powerful proportions of a dynamic Sports Activity Vehicle meet an extroverted exterior design with generous surface areas, clean lines, and a front-end design developed exclusively for luxury class BMW models. On top of this are design accents that highlight the BMW XM Label Red's individual character, which is geared to maximum performance. High-quality materials and the extravagant design have transformed the interior into an exclusive M Lounge. The BMW XM Label Red also comes with the latest BMW M driver assistance systems.

The BMW M Award has been rewarding the MotoGP™ riders who achieve the best qualifying results since 2003. Riders receive points for their positions in qualifying at each

Media Contact

Product Communications BMW M
Andrea Schwab, Mobile: +49 151 60160988
E-mail: Andrea.Schwab@bmw.de
Media Website: press.bmwgroup.com

Grand Prix weekend, in line with the scoring system used for the races. The rider with the most points at the end of the season wins the coveted BMW M Award. The BMW M Award record holder is Marc Márquez, who won the award seven times in a row between 2013 and 2019. Francesco Bagnaia added his name to the list of winners for the first time last year.

There was plenty of spectacular BMW M power on display at the start of the race weekend at Jerez de la Frontera on Thursday. BMW M hosted the Drift Challenge, during which the Red Bull Drift Brothers and several riders laid plenty of rubber from various BMW M4 models on the asphalt. Those taking part included Fabio Quartararo, Alex Rins and Albert Arenas, who were clearly enjoying themselves at the BMW M wheel.

For more information about BMW M GmbH and the involvement as the 'Official Car of MotoGP™', see: www.bmw-m.com

BMW M GmbH.

BMW M GmbH is a 100 per cent subsidiary of BMW AG. With its products and services in the business areas of BMW M Automobiles, BMW Individual, M Sports Options and Packages, BMW Driving Experience as well as Rescue and Operational Vehicles, it is geared towards customers with particularly high aspirations in terms of the performance, exclusivity and individual style of their vehicle. Based in Munich, the company was founded in 1972 as BMW Motorsport GmbH. Since then, the letter M has become synonymous all over the world for racing success and for the fascination of high-performance sports cars with a unique exclusive character for road use.

* Official data on power consumption and electric range were determined in accordance with the mandatory measurement procedure and comply with Regulation (EU) 715/2007 valid at the time of type approval. In case of a range, figures in the NEDC take into account differences in the selected wheel and tire size; figures in the WLTP take into account any optional equipment. WLTP values are used for assessing taxes and other vehicle-related charges that are (also) based on CO₂ emissions, as well as for the purposes of vehicle-specific subsidies, if applicable. Where applicable, the NEDC values listed were calculated based on the new WLTP measurement procedure and then converted back to the NEDC measurement procedure for comparability reasons. For newly type-tested vehicles since 01.01.2021, the official data no longer exist according to NEDC, but only according to WLTP. For more information on the WLTP and NEDC measurement procedures, see <https://www.bmw.com/wltp>.

Media Contact

Product Communications BMW M
Andrea Schwab, Mobile: +49 151 60160988
E-mail: Andrea.Schwab@bmw.de
Media Website: press.bmwgroup.com



Further information about the official fuel consumption and the specific CO₂ emissions of new passenger cars can be taken from the "handbook of fuel consumption, CO₂ emissions, and power consumption of new passenger cars", which is available at all selling points and at <https://www.dat.de/co2/>.

Media Contact

Product Communications BMW M
Andrea Schwab, Mobile: +49 151 60160988
E-mail: Andrea.Schwab@bmw.de
Media Website: press.bmwgroup.com