



BMW M3 TOURING 24H.

MEDIA GUIDE.

WE BUILT IT.

FROM THE IDEA TO THE APRIL FOOL'S JOKE
TO REALISATION.



Shortly after the launch of the BMW M3 Touring road car in 2022, BMW M Motorsport began considering building a racing version of the vehicle. However, it took a special key moment to turn the idea of a few engineers into a concrete plan – and that moment was, of all things, an April Fool's joke. On 1st April 2025, BMW M Motorsport posted images on its social media platforms of a supposedly in-development BMW M3 Touring GT race car. The response from fans and media was overwhelming. The post reached more than one million users and generated over 1.6 million views. Engagement was many times higher than the usual numbers for BMW M Motorsport's social media channels.

Inspired by this success, the previously conceived plans for a racing version of the BMW M3 Touring became concrete in summer 2025. Within just eight months, BMW M Motorsport engineers built the BMW M3 Touring 24H. Now it is ready to begin preparations for its big race: the 24 Hours at the Nürburgring 2026.

The BMW M3 Touring 24H is a car for the fans at the Nürburgring, with whom BMW M Motorsport has a very special relationship. They wanted the BMW M3 Touring 24H, WE BUILT IT.

2022

- Launch of the BMW M3 Touring
- First draft of a racing version

2024

- Planning the April Fool's joke
- Creation of professional renderings

2025

- **April:** April Fool's joke
- **August:** Green light for the project
- **September:** Start of race car development

2026

- **February:** Start of race car validation
- **March:** Start of racing operations
- **May:** 24h Nürburgring in the SPX class
- **From June:** BMW M3 Touring 24H on Tour

TIMELINE.

THE CREATION OF THE BMW M3 TOURING 24H.

TECHNICAL DATA.

BMW M3 TOURING 24H: FACTS AND FIGURES.

The BMW M3 Touring 24H shares the same technical basis as the BMW M4 GT3 EVO, but is based on the body shell of the BMW M3 Touring. It is 200 millimeters longer and, including the rear wing, 32 millimeters taller than its GT3 counterpart. The technical specifications of the BMW M3 Touring 24H and the BMW M4 GT3 EVO are identical.

DIMENSIONS.

Length	5,218 mm (including splitter and rear wing)
Width	2,040 mm
Height	1,340 mm (variable)
Wheelbase	2,917 mm
Wheel size	12.5 x 18 inches front; 13 x 18 inches rear

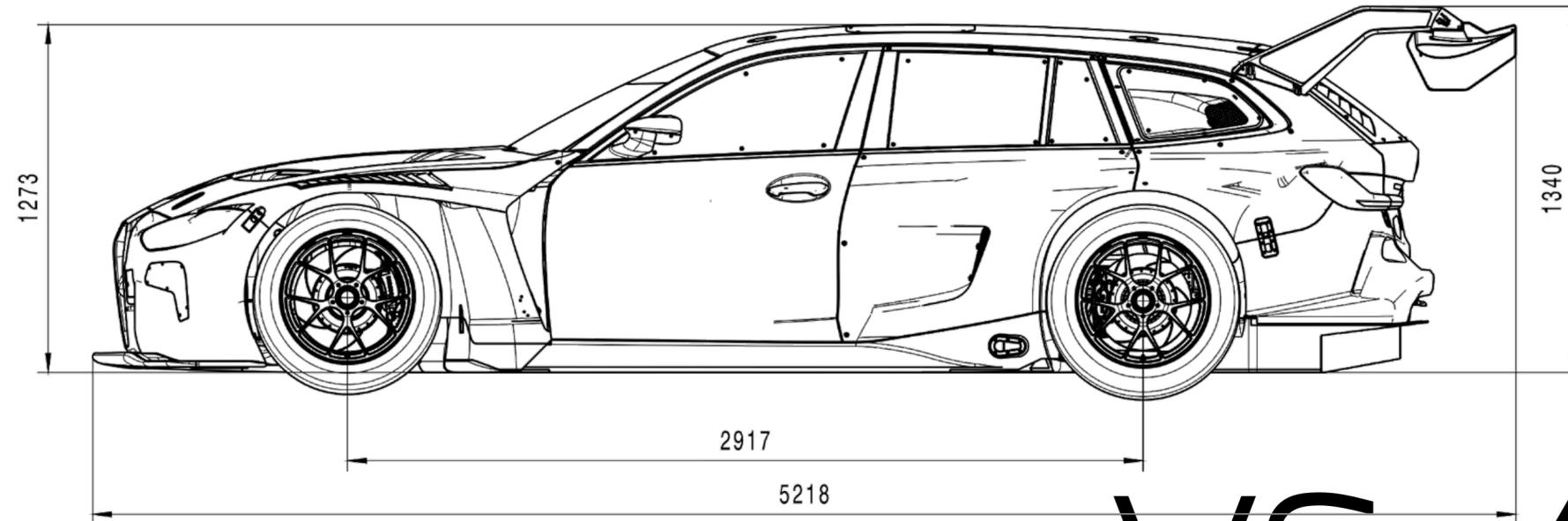
TECHNICAL DATA.

Engine	P58 3.0l inline six-cylinder M TwinPower Turbo
Capacity	2,993 cm ³
Power	up to 590 hp
Specific power	197 hp/l
Torque	up to 700 Nm
Transmission	X-Trac 6-speed gearbox
Brakes	390 mm brake disc & 6-piston calipers front; 380 mm brake disc & 4-piston calipers rear
Clutch	electro-hydraulic



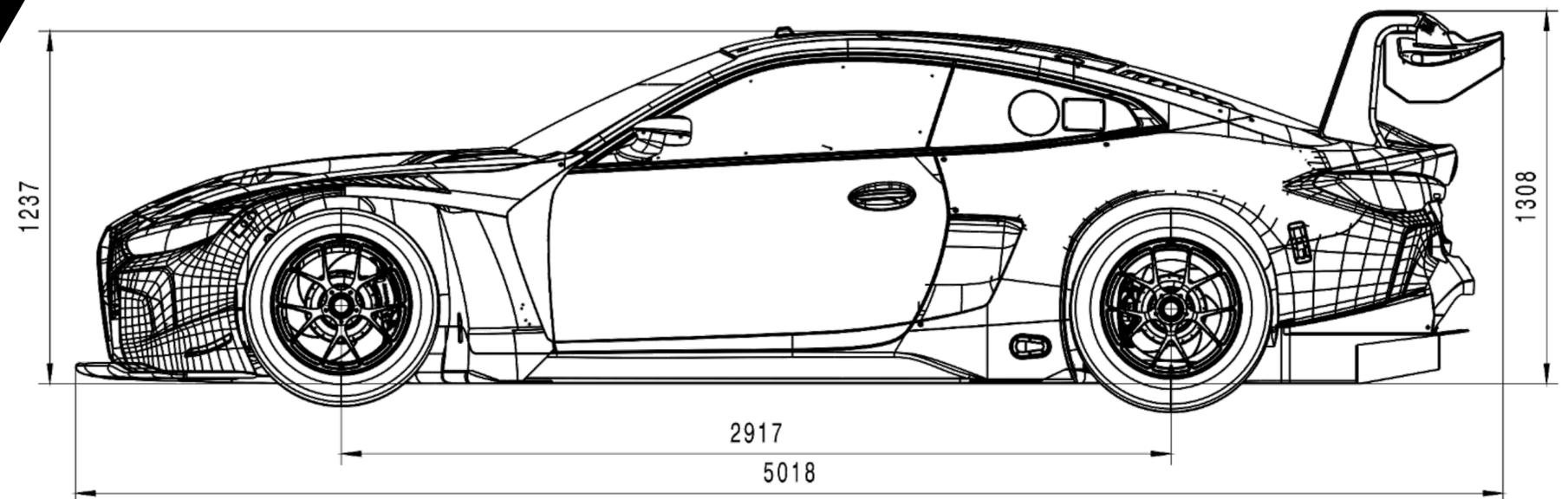
M3 TOURING 24H

BMW M3 TOURING 24H



VS.

BMW M4 GT3 EVO



MODIFICATIONS.

BMW M3 TOURING 24H.

The development of the BMW M3 Touring 24H, from the start of modifying a BMW M3 Touring production body for racing to rollout, took 16 weeks. The engineers benefitted greatly from being able to use components from the BMW M4 GT3 EVO. Despite the comparatively challenging conditions for efficient aerodynamics due to the Touring shape, BMW M Motorsport engineers succeeded in achieving aerodynamic values on the level of the BMW M4 GT3 EVO. They used the in-house development environment, which was also used for the BMW M Hybrid V8 and the BMW M4 GT3 EVO.

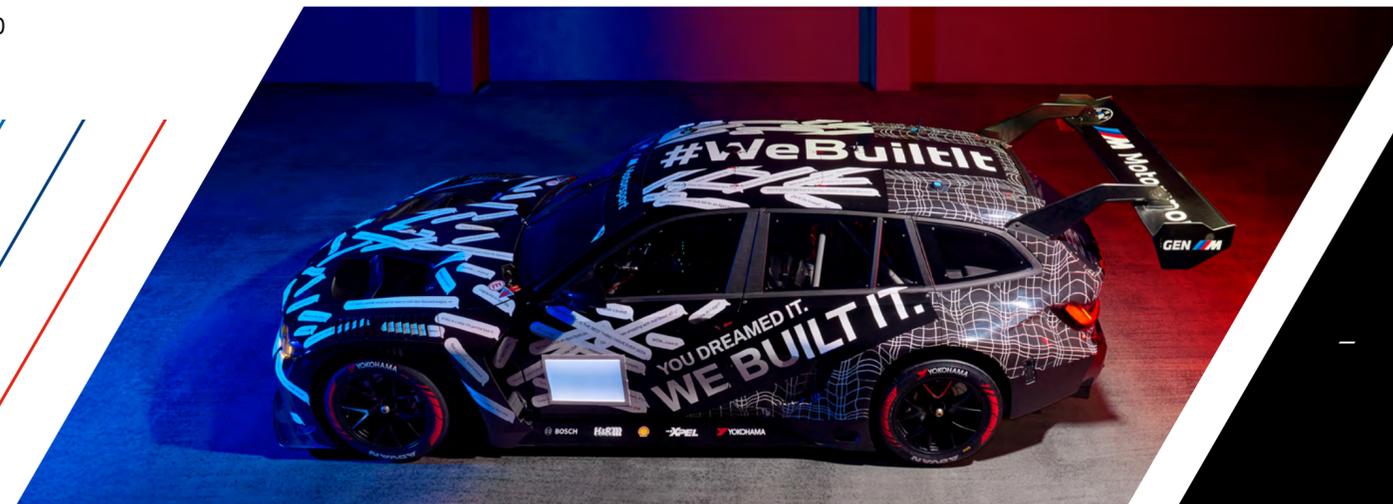
The major aerodynamic challenges for the BMW M3 Touring 24H were specifically in three areas:

1. Increased air resistance due to the Touring roof shape, which noticeably limits both the top speed potential on the straight and aerodynamic efficiency in high-speed corners.
2. Reduced rear wing downforce compared to the BMW M4 GT3 EVO due to proximity to the roof and rear window.
3. Significant shift of aerodynamic balance forward due to the less effective rear wing.



The following measures were taken to compensate for the disadvantages:

- The rear wing was adopted from the BMW M4 GT3 EVO and, using a newly developed swan-neck mount, moved 200 millimetres rearward and 32 millimetres upward to increase distance from the roof and rear window. The effect is efficiency and increased downforce.
- Improved airflow to the rear wing and elimination of lift at the rear edge of the roof without additional drag.
- Joint design of wing and spoiler to restore aero balance to a level comparable to the BMW M4 GT3 EVO.
- Overall consistent focus on drag reduction.



MODIFICATIONS IN DETAIL.

BMW M3 TOURING 24H.

For the BMW M3 Touring 24H, a large part of the outer skin was completely redeveloped. All parts, despite the extremely short development time, meet all requirements for fit, reliability, and robustness. The high level of experience in GT racing and the resulting demands, as well as a reliable network of suppliers, enabled extremely efficient development and short delivery times.

BODYWORK

- Outer skin in CFRP (carbon fiber reinforced plastic), analogous to GT3
- Full integration into touring-specific design features
- Mounting and replacement concept analogous to the BMW M4 GT3 EVO
- Rear doors are designed as trim panels, not as functioning doors

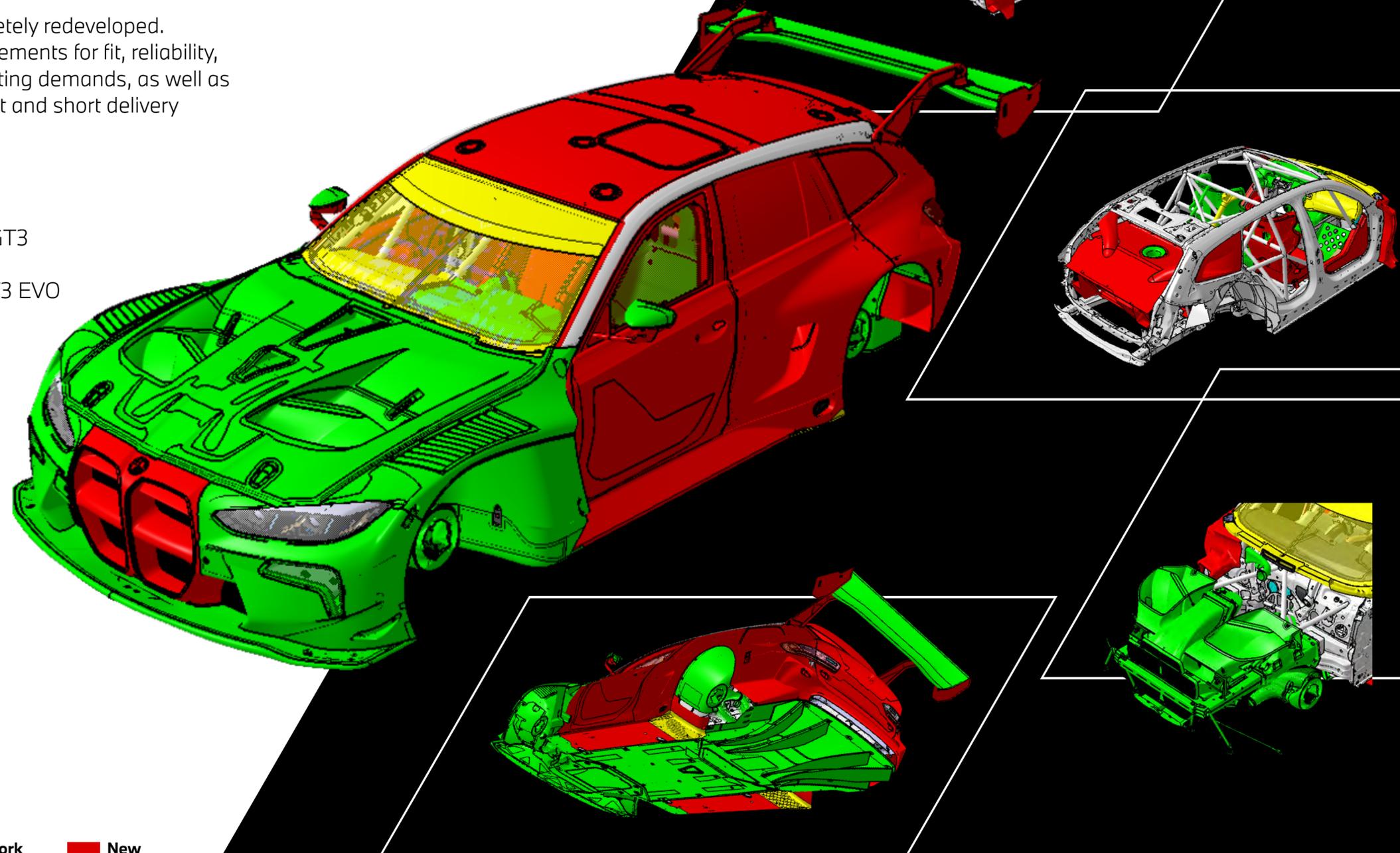
NEW COMPONENTS

- Body shell
- Driver/passenger doors including crash pad
- Rear doors
- Rear side panel
- Roof
- Tailgate
- Front door extension
- Luggage compartment trim
- Rear bumper
- All windows
- Rear wing mount

MINOR CHANGES TO

- Front side panels
- Sills
- Cowl panel

 Adoption  Rework  New



YOU DREAMED IT. WE BUILT IT.

THE DESIGN OF THE BMW M3 TOURING 24H.

The project's slogan is written in large letters on the sides of the BMW M3 Touring 24H: "You dreamed it. We built it." The selection of the most emotional reactions on our social media channels shows how fans expressed their dreams in their comments on our April Fools' joke. The new rear end features the camouflage wrap typical of BMW M Motorsport. In addition, the campaign hashtag #WeBuiltIt is prominently displayed on the roof. The car's kidney grille receives the iconic illumination already known from the BMW M Hybrid V8. The BMW M3 Touring 24H will compete in all preparatory races in this design. For the 24-hour race itself, it will receive a new special livery for the big highlight in the "Green Hell."



VIDEO: WALKAROUND.

BMW M WORKS DRIVER JENS KLINGMANN EXPLAINS THE BMW M3 TOURING 24H.



b.mw/M3_Touring_24H_Video



TEAM AND DRIVERS.

BMW M3 TOURING 24H.



**CONNOR
DE PHILLIPPI**



**UGO
DE WILDE**



**JENS
KLINGMANN**



**NEIL
VERHAGEN**

The deployment of the BMW M3 Touring 24H at the 24 Hours of Nürburgring is a pure BMW M Motorsport works entry. The long-standing partner Schubert Motorsport acts as the team. The crew led by team principal Torsten Schubert has extensive experience both on the Nordschleife and with the BMW M4 GT3 EVO. In 2022 and 2024, Schubert Motorsport was team champion in the DTM. Four BMW M works drivers will be in the cockpit of the BMW M3 Touring 24H.

PARTNERS.

BMW M3 TOURING 24H.



BOSCH

H&R



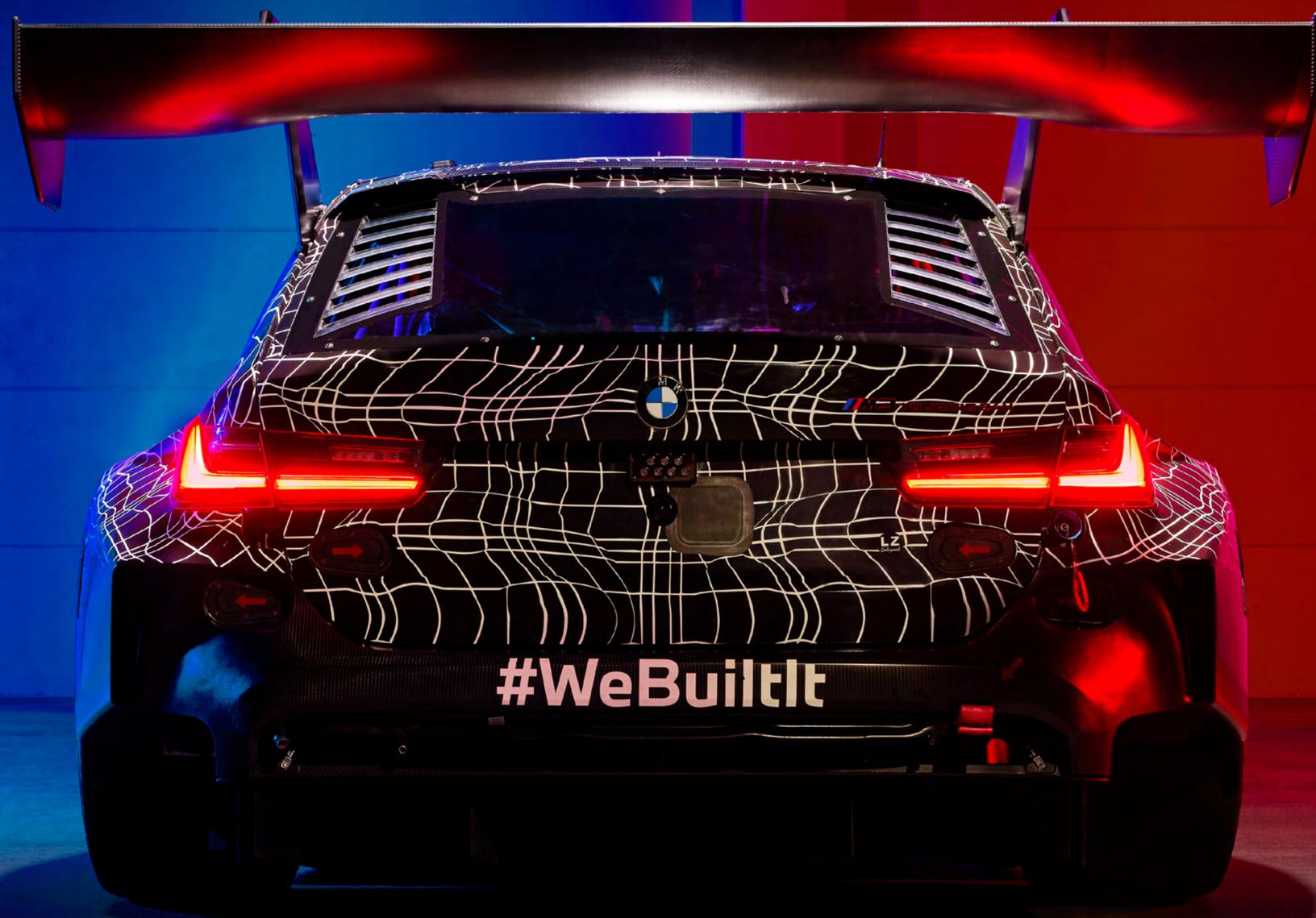
XPEL



YOKOHAMA

MEDIA CONTACT.

YOUR POINTS OF CONTACT.



Laura Claesgens

Spokesperson BMW M GmbH and
BMW M Motorsport
Phone: +49 (0) 151 601 47299
Email: laura.claesgens@bmw.de

Andrea Schwab

Spokesperson BMW M GmbH and
BMW M Motorsport
Phone: +49 (0) 151 601 60988
Email: Andrea.Schwab@bmw.de

Media Website

<https://www.press.bmwgroup.com/global>

BMW M MOTORSPORT ON THE WEB.



WEBSITE

www.bmw-m.com/motorsport



FACEBOOK

www.facebook.com/bmwmotorsport



INSTAGRAM

www.instagram.com/bmwmmotorsport



X

www.x.com/bmwmotorsport

BMW M Motorsport Media Channel on WhatsApp:

