

Media Information
10 September 2026

BMW M and BMW Motorrad celebrate 100 years of Nürburgring with nine exclusive high-performance models.

- BMW M and BMW Motorrad present a joint "100 Jahre Nürburgring" edition to mark the anniversary of the legendary racetrack.
- The edition highlights the important role of the Nürburgring as a development site for BMW M high-performance vehicles.
- Six BMW M automobiles and three BMW Motorrad M models combine exclusive design with top-level performance.
- Exclusive edition for BMW M2, BMW M3, BMW M4, and BMW M5 models.
- BMW M Ignite brings the latest motorsport technology to the inline six-cylinder models of the special edition.
- The BMW Motorrad models BMW M 1000 RR, BMW M 1000 R, and BMW M 1000 XR are each limited to 100 units worldwide.
- Historical Nürburgring Green, Nordschleife design elements, and edition-specific details create a direct connection to the "Green Hell".
- The edition tagline "Born on the Racetrack. Made for the Streets." clearly emphasises the transfer of technology from the racetrack to the road.

Munich. The Nürburgring officially opened on June 18th, 1972. To mark the 100th anniversary of the Nürburgring in 2027, BMW M and BMW Motorrad are presenting the joint anniversary edition "100 Jahre Nürburgring." It comprises six BMW M automobiles and three BMW Motorrad M models, paying tribute to a place that stands like no other for driving dynamics, precision, and performance.

The edition models combine cutting-edge high-performance technology with a unique design and equipment concept. The BMW M automobiles are based on the latest technical developments from BMW M GmbH; the inline six-cylinder models feature BMW M Ignite. The edition includes the BMW M2, BMW M3 Sedan, BMW M3 Touring, BMW M4 Coupé, BMW M5 Sedan, and BMW M5 Touring. On the BMW Motorrad side, the BMW M 1000 RR, BMW M 1000 R, and BMW M 1000 XR make up the unique offering of the edition.



Media Information

Date 10 September 2026

Subject BMW M and BMW Motorrad celebrate 100 years of Nürburgring with nine exclusive high-performance models.

Page 2

A common identifying feature of all nine anniversary models is the historical Nürburgring Green paint developed exclusively for the edition, complemented by edition- and model-specific elements. The edition tagline "Born on the Racetrack. Made for the Streets." sums up the claim: motorsport know-how is transferred into high-performance vehicles for the road.

"The Nürburgring is much more than just a racetrack for us – it is a second home for BMW M. All our production vehicles are put through their paces on the Nordschleife. With the Edition 100 Jahre Nürburgring, we celebrate our long-standing and successful relationship with the Nürburgring."

Frank van Meel, CEO BMW M GmbH.

"The Nordschleife has been part of the DNA of our M models for years. With our special models for the 100th anniversary of the Nürburgring, we pay tribute to a place that has made motorsport history and, to this day, shapes the connection between racetrack and road like no other."

Markus Flasch, CEO BMW Motorrad.

A design concept for nine models.

The design concept incorporates the "100 Years" logo, the "Nürburgring since 1927" wording, and the silhouette of the Nordschleife. The historical Nürburgring Green forms the visual link of the edition; model-specific graphics, materials, and accent colours transfer this design to both automobiles and motorcycles.

On the BMW M automobiles, the edition graphics appear depending on the model on the front doors, C-pillar, and rear side sections. Characteristic are also stripes in the edition-exclusive design on the roof: on the BMW M2, BMW M3 Sedan, BMW M4 Coupé, and BMW M5 Sedan, they run across the M carbon roof; on the BMW M3 Touring and BMW M5 Touring, across the steel roof. Light grey tones, Nürburgring Green, and black define the colour scheme; model-dependent green

Media Information

Date 10 September 2026

Subject BMW M and BMW Motorrad celebrate 100 years of Nürburgring with nine exclusive high-performance models.

Page 3

accents on wheels and kidney frames complete the look. Alternatively, BMW M automobiles are also available in Black Sapphire metallic.

The BMW Motorrad special models feature a painted fuel tank with Nürburgring silhouette, an airbox cover in the anniversary design with individual "one of 100" marking, carbon wheels with accent stripes in Nürburgring Green, and a seat in Alcantara look with embroidered "100." Black components such as the rear swingarm and rear frame round off the appearance.

Interior and motorcycle details: unique, yet cohesive.

Inside the BMW M automobiles, the black interior meets contrasting green and white stitching. The inline six-cylinder models receive an M Alcantara steering wheel with matching stitching and a 12 o'clock marker; the BMW M5 models feature an M steering wheel with the same design signature.

On the motorcycles, visible carbon, Alcantara look, black chassis components, and individual anniversary markings set high-quality and functional accents. This creates a consistent edition character without blurring the individual identities of automobile and motorcycle.

BMW M Ignite for the inline six-cylinders: efficiency under high load.

The 100 Jahre Nürburgring edition is based on the respective high-performance models from BMW M GmbH. A key technical innovation for the inline six-cylinder models is BMW M Ignite. The pre-chamber ignition system patented by BMW has been used in the engines of the BMW M2, BMW M3, and BMW M4 since July and August 2026. It increases efficiency, especially under high load, reduces consumption under racetrack conditions, and helps meet Euro 7 requirements – without any loss of performance. BMW M Ignite thus exemplifies the direct transfer of technology from motorsport.



Media Information

Date 10 September 2026

Subject BMW M and BMW Motorrad celebrate 100 years of Nürburgring with nine exclusive high-performance models.

Page 4

The BMW M edition models.

BMW M2. The compact entry into the edition combines an inline six-cylinder engine, short proportions, and a consistently driver-focused character. M carbon roof, M carbon bucket seats, exclusive paintwork, and specific graphics emphasise its connection to the Nordschleife.

BMW M3 Sedan. It combines everyday usability, precision, and racetrack competence. Nürburgring graphics, M carbon roof, and green accents on the wheels define the edition's appearance; BMW M Ignite optimises high-load operation.

BMW M3 Touring. The Touring combines the driving dynamics of the BMW M3 model series with high versatility. Within the edition, it stands for the combination of high performance, utility, and Nordschleife expertise.

BMW M4 Coupé. As a two-door performance icon, the coupé sets a particularly sporty focus with M carbon roof, BMW M stripes, and striking edition-specific accents. BMW M Ignite also underlines the transfer of technology to the production model here.

BMW M5 Sedan. The M HYBRID drive combines powerful performance with everyday usability. M carbon roof, Styling 951 M wheels with green accents, and black Nordschleife embroidery set targeted anniversary highlights.

BMW M5 Touring. The Touring combines the M HYBRID drive with high versatility. Its steel roof with stripes in exclusive design transfers the common appearance in a model-specific way.

Media Information

Date 10 September 2026

Subject BMW M and BMW Motorrad celebrate 100 years of Nürburgring with nine exclusive high-performance models.

Page 5

BMW Motorrad "100 Jahre Nürburgring" Edition.

The BMW M 1000 RR, BMW M 1000 R, and BMW M 1000 XR make up the motorcycle part of the anniversary edition. Each model is limited to 100 units worldwide.

The standard edition equipment includes the M Track Package, the historical Nürburgring Green paint, anniversary decals, carbon wheels, black rear swingarm and rear frame, and a seat in Alcantara look with "100" embroidery. The painted fuel tank with Nordschleife decor and the airbox cover with anniversary design and "one of 100" marking create a direct link to the racetrack. An M Cover Kit for the BMW M 1000 RR and BMW M 1000 R, an exclusive M motorcycle mat with 100 Jahre Nürburgring logo, and a paddock stand for the rear wheel complete the package.

BMW M 1000 RR: The uncompromising Supersport bike stands for maximum racetrack orientation, aerodynamic precision, and consistent lightweight construction. Its immediate driving dynamics are clearly aimed at personal best times.

BMW M 1000 R: The hyper naked bike transfers Superbike performance to the road and circuit. Power, agility, and direct feedback define its purist M character.

BMW M 1000 XR: The high-performance crossover combines powerful strength and stability at high speeds with long-distance ergonomics. Dynamics, precision, and versatility are at the forefront.

Ordering and availability.

The BMW M3 Sedan, BMW M3 Touring, BMW M4 Coupé, BMW M5 Sedan, and BMW M5 Touring will be available to order from September 2026; the BMW M2 will follow in January 2027. Information on ordering and availability of the BMW Motorrad special models will be announced separately.

Media Information

Date 10 September 2026

Subject BMW M and BMW Motorrad celebrate 100 years of Nürburgring with nine exclusive high-performance models.

Page 6

With nine high-performance models, BMW M and BMW Motorrad bring the spirit of the Green Hell to the road. The anniversary edition is both a tribute to 100 years of the Nürburgring and a visible commitment to the transfer of technology from the racetrack to production vehicles.

The "Green Hell" as a development benchmark.

The 20.8-kilometre Nordschleife, with its 73 corners, significant elevation changes, and varying track characteristics, is considered one of the most demanding racetracks in the world. The connection between BMW Motorrad and the Nürburgring dates back to 1927, when the brand achieved its first victory there.

For BMW M and BMW Motorrad, the Nürburgring is a development track, benchmark, and stage for ultimate performance. Under extreme conditions, chassis, powertrain, aerodynamics, brakes, and thermal management are tested in combination. The insights gained flow directly into series development.

Overview of model-specific edition features.

BMW M.

Model	Key Edition Features	Special Highlights
BMW M2	• Nürburgring Green or Black Sapphire metallic • Door graphics with Nürburgring silhouette • "100" logo and "Nürburgring since 1927" • M carbon roof with BMW M stripes • Styling 930 M in high-gloss black	• Edition-specific M carbon roof and M carbon bucket seats • Black Nordschleife embroidery on the front headrests

Media Information

Date 10 September 2026

Subject BMW M and BMW Motorrad celebrate 100 years of Nürburgring with nine exclusive high-performance models.

Page 7

BMW M3 Sedan and BMW M3 Touring	• Nürburgring Green or Black Sapphire metallic • Graphics on C-pillar, rear side section, and front doors • M carbon roof or steel roof (M3 Touring) with exclusive design stripes • Styling 826 M with accents in Nürburgring Green	• Exclusive green accents on wheels and kidney frame for Black Sapphire metallic • Black Nordschleife embroidery on the front headrests
BMW M4 Coupé	• Nürburgring Green or Black Sapphire metallic • Graphics on C-pillar, rear side section, and front doors • M carbon roof with exclusive design stripes • Styling 826 M with accents in Nürburgring Green	• Green kidney frame and green wheel accents as striking exterior details • Black Nordschleife embroidery on the front headrests
BMW M5 Sedan	• Nürburgring Green or Black Sapphire metallic • Graphics on C-pillar, rear side section, and front doors • M carbon roof with exclusive design stripes • Styling 951 M with green accents	• Interior with black Nordschleife embroidery
BMW M5 Touring	• Nürburgring Green or Black Sapphire metallic • Graphics on C-pillar, rear side section, and front doors • Steel roof with exclusive design stripes • Styling 951 M with green accents	• Steel roof instead of M carbon roof • Black Nordschleife embroidery on the front headrests

Media Information

Date 10 September 2026

Subject BMW M and BMW Motorrad celebrate 100 years of Nürburgring with nine exclusive high-performance models.

Page 8

BMW Motorrad.

Model	Edition Features	Special Highlights
BMW M 1000 RR, M 1000 R, M 1000 XR	M Track Package	Standard performance package for maximum racetrack orientation.
	Exclusive "Nürburgring Green" paint	Unique special paint as a visible reference to the Green Hell.
	"100 Jahre Nürburgring" decals	Special edition graphics to honour the anniversary.
	Certificate of Authenticity	Documents the limited collector status of each unit.
	M Cover Kit (BMW M 1000 RR and BMW M 1000 R)	Emphasises the high-quality and exclusive racetrack appearance of the model.
	Exclusive M motorcycle mat with "100 Jahre Nürburgring" logo	Complements the exclusive scope of the special edition and highlights its racetrack connection.
	Paddock stand for the rear wheel (incl. swingarm mounts)	Practical accessory with a clear motorsport connection.
	Black rear swingarm and black rear frame	Enhance the sporty and exclusive character of the edition.
	Seat in Alcantara look with "100" embroidery	Premium equipment detail with a visible anniversary reference.
	Painted fuel tank with Nordschleife decor	Central design element with a direct link to the Nürburgring Nordschleife.
	Airbox cover with anniversary design and "one of 100" marking	Emphasises the limitation and individuality of each special model.

Media Information

Date 10 September 2026

Subject BMW M and BMW Motorrad celebrate 100 years of Nürburgring with nine exclusive high-performance models.

Page 9

	Carbon wheels with accent stripes in Nürburgring Green	Lightweight and design feature with edition reference.
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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 services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2025, the BMW Group sold 2.46 million passenger vehicles and more than 202,500 motorcycles worldwide. The profit before tax in the financial year 2025 was € 10.2 billion on revenues amounting to € 133.5 billion. As of 31 December 2025, the BMW Group had a workforce of 154,540 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products – from the supply chain through production to the end of their useful life.

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Media Information

Date 10 September 2026

Subject BMW M and BMW Motorrad celebrate 100 years of Nürburgring with nine exclusive high-performance models.

Page 10

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