



Press and Corporate Affairs

Media Information
27 November 2014

Devils in the Garage: The all-new BMW M3 and the all-new BMW M4 Coupé launched in India.

Innovative BMW M TwinPower Turbo Technology, Light-weight Design and Sporty Interior bring outstanding performance, precision and agility.

Greater Noida. The all-new BMW M3 and the all-new BMW M4 Coupé were launched in India today.

Mr. Sachin Tendulkar, the legendary sportsman, flagged off the all-new BMW M3 and the all-new BMW M4 Coupé during an exclusive event at the Buddh International Circuit.

The all-new BMW M3 and the all-new BMW M4 Coupé are available at BMW dealerships across India as CBU (Completely Built-Up) units from today onwards.

Mr. Philipp von Sahr, President, BMW Group India said, "For generations, BMW M GmbH has been combining thoroughbred motor racing genes with uncompromised everyday usability. A new chapter in the fascinating history of high-performance sports cars from BMW M GmbH is beginning. The all-new BMW M3 and the all-new BMW M4 Coupé are sharing pole position. Meticulous and passion-fuelled development has underpinned the creation of two high-performance sports cars that set new standards in terms of overall concept, precision and agility."

The all-new BMW M3 and the all-new BMW M4 Coupé deliver superior performance with a newly developed high-revving, straight six-cylinder engine and an all-embracing lightweight design concept complemented by an especially high-quality and elegant ambience.

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The all India ex-showroom prices are as follows –

The all-new BMW M3	:	INR 11,980,000
The all-new BMW M4 Coupé	:	INR 12,180,000

Media Information

Subject Devils in the Garage: The all-new BMW M3 and the all-new BMW M4 Coupé launched in India.

Page 2

Price prevailing at the time of delivery will be applicable. Delivery will be made 'ex-showroom'. Ex-showroom price excludes Road tax, RTO statutory taxes / fees, insurance and Octroi (if applicable). Prices / options subject to change without prior notice.

The all-new BMW M3 and the all-new BMW M4 Coupé are available in Alpine White as non-metallic paintwork and in the following seven metallic paintworks: Black Sapphire, Silverstone, Mineral White, Mineral Grey, Austin Yellow, Yas Marina Blue and Sakhir Orange.

Mr. Philipp von Sahr, President, BMW Group India said, "The all-new BMW M3 and the all-new BMW M4 Coupé, confront the laws of physics – two icons that yet again set new standards with unprecedented precision. Designed using motor sport technology for pure dynamics at the performance limits, they don't just push the physical limits. They also extend the boundaries for the driver, making what was once thought impossible, possible – when man and machine become one."

The all-new BMW M3 and the all-new BMW M4 Coupé.

Even at first glance, the all-new BMW M3 and all-new BMW M4 Coupé exude superior power and an exceptional **appearance** expressed in specific BMW M design features such as the distinctive M double-bar kidney grill with M emblem and flared wheel arches. These are perfectly matched with aerodynamics features such as Air Curtains and M gills with Air Breathers on the front wings, an integrated rear spoiler and diffuser in the rear apron.

Both the models come with M Carbon roof which gives them a lower-slung look, reduces overall weight and lowers the centre of gravity – for even sportier driving.

The limitless strength of the all-new BMW M4 Coupé is evident in every detail. The muscular power dome defines the contours of the turbocharger engine and the extended bonnet is the beginning of an athletic coupé line that exudes pure sportiness.

Everything is designed for maximum control in the driver-orientated cockpit: all elements, such as the M seats with their bucket-style character and the M leather steering wheel, ensure perfect ergonomics and command of the vehicle – even in the most dynamic situations. The **interiors** of both the BMW M models are dominated by numerous hallmark BMW M elements such as M entry sills, M footrest, M gearshift lever, M circular dials. The M sports seats for the driver and front passenger have a one-piece shell at the back which was derived from the bucket seats used in motor racing. The M emblems positioned at shoulder

height in the backrests light up when entering the car, providing a special visual highlight. The highly contoured, lightweight rear backrest for both models has an asymmetrical 60/40 split as standard.

Experience a new dimension of driving enjoyment and performance with the newly developed, extremely powerful yet fuel-efficient three-litre six-cylinder in-line petrol **engine** with BMW M TwinPower Turbo technology. The new M engine convinces with its output of 317 kW / 431 hp as well as with its tremendous power development, which provides considerably more shove in the lower rev ranges. The engine responds enthusiastically to boost the acceleration from 0 to 100 km/h in just 4.1 seconds with a top speed of 250 km/h.

The seven-speed M dual-clutch **transmission** with Drivelogic is an innovative dual-clutch system specially designed for the high-revving BMW M engine. It enables extremely fast gear changes without any loss of traction. The shift paddles on the M leather steering wheel put the seven gears of the M Double Clutch transmission at your fingertips – for absolute control.

The exhaust system of both the BMW M models comes with two twin tailpipes and an innovative flap concept. The electrically controlled flaps, positioned just before the rear silencer, minimise exhaust backpressure for optimised efficiency and create a distinctively unmistakable BMW M sound across the entire rev range.

The all-new BMW M3 and the all-new BMW M4 Coupé come with a package of intelligent **safety** features aimed at minimizing risk with air bags, Active M Differential, Dynamic Stability Control (DSC) including M Dynamic mode and Anti-lock Braking System (ABS).

Both the BMW M models deliver maximum driving pleasure coupled with an outstanding performance/fuel consumption ratio thanks to **EfficientDynamics** measures such as Intelligent Lightweight Construction, Automatic Start/Stop function, Brake Energy Regeneration, Electric Power Steering, 50:50 Weight Distribution and many other innovative technologies.

The **BMW ConnectedDrive** services onboard the all-new BMW M3 and the all-new BMW M4 Coupé provides the driver with a wide range of information, entertainment and

Media Information

Subject Devils in the Garage: The all-new BMW M3 and the all-new BMW M4 Coupé launched in India.

Page 4

service features on the road. These include the next generation of BMW iDrive (the on-board Driver Information System) with touch controller, BMW Navigation Professional (integrated Global Positioning System – GPS) with 22.35 cm colour display with 3D maps, full-colour BMW Head-Up Display with M-specific views, Connectivity through Bluetooth and USB devices and BMW Apps. Park Distance Control (PDC) rear and front along with rear view camera come as standard.

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