

Media Information  
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## **MPowered Boldness: The first-ever BMW X4 M40i debuts in India.**

Pure performance: M Performance in-line 6-cylinder petrol engine for maximum driving pleasure

Stunning power: 265kW/360 HP engine delivers an acceleration of 0 -100 km/hr in just 4.9 seconds

Bold aesthetics: Distinguishing coupe design with black BMW M Kidney Grille and adaptive LED headlights

**#BMWM #X4M40i #SheerDrivingPleasure**

**Gurugram.** The first-ever BMW X4 M40i was launched in India today. The car will be available in limited units and can be exclusively booked at the BMW Online Shop. The first-ever BMW X4 M40i is available in the country as a Completely Built-Up (CBU) model from today onwards.

Mr. Vikram Pawah, President, BMW Group India said, "The BMW X4 popularized the distinctive Sports Activity Coupe concept in India. It instantly became the vehicle of choice for customers who have a unique style that stands out from rest of the crowd. Now, we are really excited to announce the first-ever BMW X4 M40i and its introduction is a testimony to the enormous success of M powered vehicles and the growing popularity of exclusive M Editions in India. Engineered to outperform and designed to outlast, the BMW X4 M40i is a daring disruptor. With its performance-oriented style, distinctive aesthetics and heightened power, you will be sure to set yourself apart from the pack."

The first-ever BMW X4 M40i is available at an ex-showroom price of INR 96,20,000.

\*Price prevailing at the time of invoicing will be applicable. Ex-showroom prices inclusive of GST (incl. compensation cess) as applicable but excludes Road Tax, Tax Collected at Source (TCS), GST on Tax collected at source, RTO statutory taxes/fees, other local tax cess levies and insurance. Price and options are subject to change without prior notice. For further information, please contact the local authorised BMW Dealer.

The first-ever BMW X4 M40i is available in following metallic paintworks – Brooklyn Grey and Black Sapphire. It features the standard leather Vernasca in Black and Tacora Red options.

### **The first-ever BMW X4 M40i**

The distinctive sports activity coupe **design** of the first-ever BMW X4 M40i is a guaranteed head turner. The **Dark BMW M kidney grille** with chrome frame, double kidney bars in high-gloss black and M logo shows off the vehicle's athletic prowess. Its slim Adaptive LED Headlamps create a

more focused face. The **M Shadow Line lights** offer a dark tint around the headlamps. Fitted with the M High Gloss Shadow Line with extended features, the window graphics and roof rails, frame and the bars of the BMW kidney grille are finished in high-gloss black. Towards the rear, the X4 M40i features the free-form tailpipe trims in black chrome with the two "teeth" that emphasise the modernity of this progressive Sports Activity Coupé. The car is fitted as standard with **20-inch Jet Black M light alloy wheels** double-spoke 699M with the mixed tyres 245/45 R20 at the front and 275/40 R20 at the rear. **M Sport brakes** are available with Red-high gloss brake calipers.

The **interior** boasts an exceptional level of comfort and functionality in a sporty ambience. The interior has clearly structured surfaces and an ergonomically impeccable cockpit design that ensures the driver's focus remains one hundred per cent on the intense driving experience. The **M interior trim finishers Carbon Fibre** ensures an exclusive motorsport atmosphere in the cockpit of the first-ever BMW X4 M40i. Driver and front passenger enjoy the superior flair of a premium SAC with Sports Seats which impress with numerous electrical adjustment options and memory function. The **M Seat belts** add to the powerful look of the car's interiors. Exclusive galvanic embellish on control elements for power windows, multifunction buttons on steering wheel, the door control panel and door lock switch create a high quality impression. A relaxed and harmonious lounge atmosphere is created thanks to a large electrically operated **Panoramic sunroof**. Ambient Lighting with six selectable light designs creates an atmosphere for every mood. Welcome Light Carpet, projected from the side sill, welcomes passengers in glamorous style. The leather upholstery spells exclusivity inside the cabin.

The 3.0-liter BMW M TwinPower Turbo inline 6-cylinder petrol **engine** produces an output of 265 kW / 360hp and a maximum torque of 500 Nm at 1,900 – 5,000 rpm. The car accelerates from 0-100 km/hr in just 4.9 seconds with a top speed of 250 km/hr. The 48-volt mild hybrid technology ensures even better driving performance with lower fuel consumption and increased driving comfort.

The 8-speed Steptronic Automatic **transmission** performs smooth, almost imperceptible gear shifts. At any time, in any gear, the transmission collaborates perfectly with the engine, enabling it to develop its full power and efficiency. For even greater driving pleasure, the 8-speed Steptronic Sport transmission is available with steering wheel paddle shifters.

**BMW xDrive**, the intelligent all-wheel drive technology monitors the driving situation and is quick to respond to ensure maximum traction, agility and vehicle stability. The standard **M Sport differential** enhances traction and cornering by electronically controlling the distribution of power to each individual wheel. It helps to avoid understeer and oversteer in situations involving multiple changes of direction and load. An **Adaptive M suspension** is available offering a great spread between riding comfort and sportiness. The **Variable Sport Steering** is precise and responsive even when only a slight steering input is applied. The **M Sport brakes** provide excellent braking performance and intuitive feel, whether negotiating city streets or driving around a circuit on a track day. The brake calipers are painted red and display the M logo. The BMW Performance Control System increases the stability of the car by targeted braking of the wheels.

**BMW EfficientDynamics** doubles 'Sheer Driving Pleasure' with features such as Auto Start-Stop, ECO PRO mode, Brake-Energy Regeneration, Electronic Power Steering, 50:50 Weight Distribution and many other innovative technologies. Using the Driving Experience Control switch, driver is able to choose between different driving modes (ECOPRO, COMFORT, SPORT/ SPORT+) to suit diverse driving conditions.

The first-ever BMW X4 M40i features cutting-edge **safety** technologies. It provides optimal support in any situation with six airbags, Attentiveness Assistance, Dynamic Stability Control (DSC) including Cornering Brake Control (CBC), electric parking brake with auto hold, side-impact protection, electronic vehicle immobilizer and crash sensor, ISOFIX child seat mounting and integrated emergency spare wheel under the load floor.

The modern cockpit concept **BMW Live Cockpit Professional** includes 3D Navigation, a 12.3-inch digital information display behind the steering wheel, a 12.3-inch Control Display and **BMW Head-up Display**. The occupants can operate a number of car functions simply by speaking to their **BMW Virtual Assistant**. Hands do the talking with **BMW Gesture Control** that recognizes six pre-defined hand movements for control of a number of functions. Wireless Apple CarPlay® / Android Auto ensure seamless smartphone connection with the car to access several functions. Harman Kardon Surround Sound System with 16 speakers conjures an engrossing treat for the ears. The spread of driver assistance systems is more extensive than ever. **Park Assistant Plus** with Surround View Camera makes parking in tight spots easier by taking over acceleration, braking as well as steering. The **Reversing Assistant** provides unmatched support in reversing out of a parking spot or through narrow driveways.

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