

Media Information
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Sensational Obsession: The new BMW M2 debuts in India.

Increased power output of 480 hp and 600 Nm translated into even better acceleration

New design accents for the exterior, an updated interior and introduction of BMW Operating System 8.5

Now available in exciting new paint finishes – Portimao Blue, Fire Red, Sao Paulo Yellow and Skyscraper Grey

New M Alcantara steering wheel adds a dash of motor racing flair.

#BMWM2 #BMWM #BMWIndia

Gurugram. The new BMW M2 was launched in India today. The compact two-door, four-seater high-performance sports car will be available in the country as a Completely Built-Up (CBU) model from today onwards.

Mr. Vikram Pawah, President and CEO, BMW Group India said, "The second-generation BMW M2 has continued to set standards in its segment and is considered a quintessential dynamic driver's car. The model offers unparalleled driving pleasure with its combination of compact dimensions, a particularly potent powertrain and impressive driving dynamics. All complemented by unmistakable looks. The new BMW M2 raises the bar further up with even more power, greater visual impact than ever and innovative equipment features. It is ideally equipped to write the next chapter in the BMW M brand's history of success in this segment."

The new BMW M2 is available in a petrol variant at an ex-showroom price of INR 1,03,00,000.

*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.

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The new BMW M2 is available in following non-metallic paintworks: Alpine White & M Zandvoort Blue, and in the following metallic paintworks: Brooklyn Grey, Black Sapphire, Fire Red, Portimao Blue, Sao Paulo Yellow and Skyscraper Grey. The range of fine upholstery combinations in the new BMW M2 includes the standard Leather Vernasca Black in Black / Contrast stitching Blue, Black / exclusive highlight, Black / red highlight. Leather Merino with Black / exclusive highlight is also exclusively available with the M Carbon Bucket seats.

Thanks to BMW India Financial Services, customized and flexible financial solutions are designed as per individual requirements. Customers enjoy great value and complete peace of mind with BMW 360° Finance Plan. It includes attractive monthly instalments, assured buy-back option up to five years, flexible term-end opportunities, and options to upgrade to a new BMW among other benefits.

The new BMW M2

The distinct character profile of the new BMW M2 is reflected in a visually powerful **design** that makes no secret of the car's comfortably segment-leading power, even before it turns a wheel. There was no need for extensive changes: the BMW M2 sets the benchmark in its vehicle segment and is considered a quintessential dynamic driver's car. To help identify the revised model, it now features black exhaust tailpipes as standard, while the BMW M2 logo at the front and rear now comes in black with a silver surround. The M specific features accentuate the performance-led character of the new BMW M2. It exudes an aggressive presence with its **M Frameless kidney grill**, showcasing horizontal bars. The elements of the M-typical three-section lower air intake have almost rectangular contours and optimise cooling of the powertrain components and brakes. The boldly contoured Adaptive headlight units are positioned to the outer edges of the front end. The optional **M lights Shadow Line** offer a dark tint around the headlamps. Prominently flared side skirts team up with broad, muscular wheel arches to create an appearance that is characteristic of BMW M and inspired by racing cars. The rear apron of the new BMW M2 features a powerfully sculpted racecar-style diffuser. The exhaust system feeds into two pairs of exhaust tailpipes, which are positioned a significant distance from the edges of the rear end and channel the racing genes of the M2 visually. The trims for the twin tailpipes are now finished in black as standard. The likewise black model lettering on the boot lid and radiator grille creates a particularly classy impression with its silver-coloured bordering. Also on the options list is an electrically operated slide/tilt sunroof adding to the sense of space. The optional M Carbon Roof is an aerodynamic masterpiece, lowering the car's center of gravity, increasing control at every turn. Staggered **19"/20" wheel configuration** allows the new BMW M2 to skim the ground with grace. A new addition to the options list are M light-alloy wheels in double-spoke design and with the same dimensions, but finished in the colour Silver. The **M Sport brake callipers** are painted in Blue metallic as standard, with a Red finish available as an option.

The most important interface between the driver and car – the steering wheel – has been newly designed, bringing a fresh look to the interior of the compact high-performance model. The standard-fitted **M leather steering wheel** of the new BMW M2 now has a flat-bottomed rim and precisely modified spokes. A red centre marker in the 12 o'clock position, gearshift paddles and the two M buttons for selecting individually configured vehicle setups project an intense race car feel. An **M Alcantara steering wheel** is now also available as an option in the same design. The **BMW Curved Display** features a 12.3" Digital Instrument Cluster and 14.9" Central Information Display - giving an intense focus for peak performance. The optional M Sport seats in Vernasca leather can now also be ordered in a red/black bi-colour variant. Added to which, the weight-minimized **M Carbon bucket seats** for the new BMW M2 are also available as an individual option. With surfaces in Merino leather, multi-way electric adjustment, removable head restraints and a facility for adding a multipoint harness, they optimise both the car's comfort levels and its racing credentials. The integral head restraints feature an illuminated M logo. Also available are M Seat belts with a woven stripe pattern in BMW M GmbH colours. The Easy-Entry function slides the front seats forward in a controlled movement when the backrests are folded, making it easier for passengers to access the rear compartment. The contours and integral head restraints of the two rear seats give them an individual-seat character, allowing passengers in the rear to enjoy a sense of sporty driving pleasure as well. The rear backrest has a 40:20:40 split, allowing one or more sections to be folded down as necessary in order to accommodate very long items of luggage. When the backrest is upright, the new BMW M2 offers 390 litres of boot space.

The standard M interior trim strips in Aluminium Rhombic anthracite inject the cabin with a sporting panache. If the optionally available **M interior stripes in Carbon Fibre** are specified, the shift paddles and trim on the M leather steering wheel will have a CFRP finish. The car is equipped with Adaptive M-Specific Suspension, M Sport Differential, M high performance compound brakes that guarantee an outstanding driving experience. Exclusive functions such as Multifunction for steering wheel, seat heating with lumbar support (driver and front passenger) and automatic anti-dazzle function in all mirrors add a further sporty touch to the interior.

As well as the raw power itself, the inimitable way in which the six cylinder in-line **engine** delivers that power also plays a key role in the performance experience offered by the new BMW M2. The engine generates an increased maximum output of 480 hp and peak torque of 600 Nm with automatic transmission and 550 Nm with manual transmission. The upgraded version of the engine for the new edition of the high-performance sportscar shines an even more vivid spotlight on the linear delivery of power, sustained into the higher reaches of the

rev range, that is such a hallmark feature of M models. Its maximum torque is on tap across a wide rev band between 2,650 and 6,130 rpm. The engine produces its increased maximum output of 480 hp at 6,250 rpm, with revs topping out at 7,200 rpm. So that drivers can explore the engine's upgraded performance characteristics with an even greater degree of intensity, further advances have been made with the accelerator mapping and response in all the drive modes selectable via the M Setup menu. As a result, the new BMW M2 offers noticeably more rapid reactions to the driver's requests for acceleration – both when specified with the eight-speed M Steptronic transmission and with the optional six-speed manual gearbox. The car can achieve 0-100 kmph acceleration in just 4 seconds, when paired with automatic transmission and 4.2 seconds, when paired with the manual transmission. The performance experience is also raised another notch by the inclusion of the **M Driver's Package**, which increases the car's electronically limited top speed from 250 km/h to 285 km/h.

The new BMW M2 comes as standard with an **eight-speed M Steptronic transmission** with Drivelogic that offers extremely sporty gear shifts. The broadly spread gears assist efficiency while enabling an intense build-up of power from low road speeds. The driver can access three clearly distinct setups – comfort oriented, sports focused, or track optimized. EFFICIENT, SPORT and SPORT PLUS settings can be engaged to modify the engine's characteristics, while selecting the COMFORT, SPORT or SPORT PLUS chassis mode provides access to the three settings for the electronically controlled dampers.

As an option its six-cylinder in line engine can also link up with a **six-speed manual gearbox** creating a performance experience in the classical mould, rooted in the intense interaction between the driver and car. The gear ratios and gear spread are perfectly matched to the performance characteristics of the engine. A precisely defined shift action enables rapid, easily executed gear changes. Plus, the Gear Shift Assistant uses engagement speed control to ensure slip-free operation when downshifting under braking into corners.

Whichever form of power transfer the customer chooses for their BMW M2, the increased engine output shaves 0.1 seconds off its 0 to 100 km/h (62 mph) acceleration time: the new BMW M2 records a figure of 4.0 seconds with the standard transmission or 4.2 seconds if specified with the optional six-speed manual gearbox. The increase in power also makes its presence felt over the 0 to 200 km/h sprint, delivering an improvement of 0.6 seconds in the case of the BMW M2 with eight-speed M Steptronic transmission (now 12.9 seconds) and also lowering the time posted by cars with the optional manual gearbox by 0.6 seconds (to 13.7 seconds).

The latest BMW iDrive with **Operating System 8.5**, offers all the possibilities for interaction between occupants and the vehicle – using touch, gesture or speech. It is complemented by the **BMW Intelligent Personal Assistant** system which has a self-learning intelligence that adopts a driver's individual habits, proactively provides useful tips on new driving functions and seamlessly integrates smartphone apps. Wireless smartphone integration and regular Remote Software Upgrades ensure that the car is always up to date.

The spread of **Driver Assistance Systems** support and relieve the driver, thus increasing comfort and safety. Standard equipment includes functions like Cruise Control, the Attentiveness Assistant and Reverse Assistant.

The new BMW M2 delivers maximum driving pleasure coupled with an outstanding performance and fuel consumption ratio thanks to **BMW EfficientDynamics** measures such as intelligent lightweight design, Brake Energy Regeneration, Auto Start-Stop function, electric power steering, differential and transfer case with optimised warm-up behaviour and aerodynamics.

For utmost **safety**, the new BMW M2 comes with head and side airbags for driver and front passenger as well as head airbags for rear seats as standard. Additional standard equipment includes Dynamic Stability Control (DSC) including Anti-lock Braking System (ABS), Automatic Stability Control (ASC), M Dynamic Mode (MDM), Cornering Brake Control (CBC), Dynamic Brake Control (DBC), Dry Braking function and Active M Differential.

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