

Media Information
10 April 2025

The new BMW Z4 M40i Pure Impulse Edition launched in India.

BMW Z4 M40i offered with a manual gearbox for the first time in India.

Introducing two new metallic exterior paint finishes – Frozen Deep Green and Sanremo Green.

New 6 Speed Manual or 8 Speed Steptronic Sport transmission available as standard.

Staggered wheel set up being offered for the first time on the BMW Z4 M40i with 19"/20" M Light Alloy Wheels.

#BMWZ4 #PureImpulse #LimitedEdition

Gurugram. The new BMW Z4 M40i Pure Impulse Edition was launched in India today. This iconic limited-edition roadster will be available in the country as a Completely Built-Up Unit (CBU) model from today onwards.

The BMW Z4 M40i is the M Performance model of the BMW Z4 roadster. It combines the elegance of a roadster and the athleticism of an M automobile. Some striking individual touches can be added to the BMW Z4 M40i Impulse Pure Edition with a wide range of optional equipment.

The car is available at an ex-showroom price of –

BMW Z4 M40i Pure Impulse (Automatic) -	INR 96,90,000
BMW Z4 M40i Pure Impulse (Manual) -	INR 97,90,000

*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 Z4 M40i Pure Impulse Edition introduces two new metallic paintworks – Frozen Deep Green and Sanremo Green. New Leather Vernasca Cognac upholstery with exclusive stitching / edge stripping in contrast is offered as standard exclusively with the Manual transmission variant.

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 Smart Finance. 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 Z4 M40i Pure Impulse Edition.

The BMW Z4 combines the dynamics of a sports car with the freedom of a roadster. It brings fresh design accents to the exterior with the contemporary BMW design language. The BMW Kidney Grille sporting a horizontal inner structure design, large air intakes, the vertically aligned LED headlights and a long bonnet that stretches over the wheel arches conveys pure dynamism. At the push of a button, the classic soft-top opens and closes electrically in ten seconds. With large Air Breathers on the front wheel arches and aerodynamic air vents, the BMW Z4 Roadster looks and moves like a true driver's machine. The distinctive rear spoiler stands out elegantly from the surface while the lateral design lines flowing in at the shoulders frame the slim L shaped LED rear lights. The rear apron that combines with the diffuser and exhaust tailpipes, radiates a special presence and sporting flair.

Fans of unadulterated driving pleasure in an open-top BMW M model can look forward to a new arrival tailored perfectly to their preferences: the Pure Impulse edition of the BMW Z4 M40i. With the 2025 model year roadster, a six-speed manual gearbox will also be available for the range-topping version for the first time. The new engine/transmission pairing forms the core element of an enticing equipment package designed to place greater emphasis than ever on the two-seater's unwavering focus on delivering an exhilarating open-top driving experience.

The pairing of a straight-six engine with a six-speed manual gearbox means the new edition of the BMW Z4 M40i represents a unique proposition in this segment – and a highly exclusive set-up within the BMW product portfolio. In fact, the only models in the current range available with this drive configuration are high-performance sports cars from BMW M GmbH. But now a BMW M Performance model is set to join them with the arrival of the BMW Z4 M40i Pure Impulse edition.

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Numerous details inspired by BMW M motorsport set powerful accents and provide an exceptional measure of dynamics and agility. The Pure Impulse edition brings retuned chassis technology and new staggered **19"/20" M Light Alloy Wheels Double Spoke style 800M Bicolour** which are offered on the BMW Z4 M40i for the first time. The **M Sport brake callipers** are painted in Red metallic as standard. The **High Gloss Shadowline** with extended contents and Mirror Caps in Black enhance the bold appearance of the car.

New exterior colours also form part of the Pure Impulse edition's specification. Customers can opt for the new Frozen Deep Green metallic finish or the Sanremo Green metallic body colour both of which are being introduced with the BMW Z4 M40i Pure Impulse Edition. Further exterior paint finishes from the familiar range of colours for the BMW Z4 M40i can be selected as an alternative to the new variants.

The design of the **interior** also places the focus on the puristic sportiness of the new BMW Z4 M40i Pure Impulse. Inside there is a clearly structured arrangement of control elements, complemented by the driver-orientated cockpit design that enhances the focus on the driving experience. The Light package lends an elegant ambience that invites passengers to relax. The Ambient Light function creates a cosy lighting atmosphere in the interior while the 2-zone Air conditioning provides individual climate control within the cabin. The electric seat adjustment is easy to use, and the memory function allows the driver to save preferred settings. The through-loading system can utilize greater storage space when transporting larger items. The practicality of the new BMW Z4 M40i Pure Impulse remains unchanged from the standard BMW Z4 M40i with an increased storage space behind the seats with a retaining net, large cupholders under the centre armrest cover and roomy door pockets.

The standard specification includes a new **Leather Vernasca Cognac upholstery** with exclusive stitching / edge stripping in contrast exclusive to the manual variant of the BMW Z4 M40i Pure Impulse Edition. The trim finishers are in High Gloss Black. Further, M sports seats with additional adjustment options along with an M leather steering wheel form a part of the high-quality cabin space.

A wide range of optional equipment's such as Comfort Access, Softtop Anthracite Silver Effect, Lumbar Support for Driver and Front Passenger, M Seat Belts, Adaptive LED Headlights, High Beam Assist, Driving Assistant, Interior and Exterior Mirror Package, Harman Kardon Surround Sound System, Parking Assistant and Head Up Display can be chosen.

The innovative petrol engine from the BMW EfficientDynamics family offers considerably more spirited power delivery as well as spontaneous responsiveness even at low engine speeds, thanks to **BMW TwinPower Turbo Technology**. The third generation, three-litre six-cylinder in-line engine sets BMW Z4 M40i Pure Impulse apart with breathtaking performance with inherently instantaneous response, hearty appetite for revs and smoothness combined with improved efficiency. The three-litre engine of the BMW Z4 M40i produces an output of 250 kW / 340 hp and a maximum torque of 500 Nm at 1,600 – 4,500 rpm. The car accelerates from 0 -100 km / hr in just 4.6 seconds when paired with the manual transmission and 4.5 seconds when paired with the automatic transmission.

This special-edition model comes with a six-speed manual gearbox developed exclusively for the BMW Z4 M40i. It is a BMW modular transmission incorporating M-specific components for the gear set and shafts that has been modified for the straight-six engine's output. The outer shift mechanism, comprising the shift lever, its guide and the connection to the transmission, has likewise been custom made for the Pure Impulse edition of the BMW Z4 M40i – and delivers the unrivalled shift feel for which BMW models are renowned. The BMW Z4 M40i Pure Impulse can also be opted with an **8-speed Steptronic Sport Transmission** that 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. Variable Sport Steering continuously adjusts the steering effort required depending on the current speed.

The **BMW ConnectedDrive** features the BMW Live Cockpit Professional that comes with BMW Operating System 7.0. The layout features a 10.25" digital instrument cluster in a hexagonal frame and a high-resolution (1920 x 720 pixels) touchscreen information display. Together, the two displays provide a large amount of information – all in the driver's direct field of vision. Customizable and personalized displays in the instrument cluster and the menu display in the central information screen can also be configured. The **BMW Live Cockpit Professional** also features an adaptive Navigation system (integrated Global Positioning System –GPS) with 3D maps, the next generation BMW iDrive with touch controller, Wireless Apple Car Play® and connectivity through Bluetooth and 2 USB ports. Also, available now are many driver assistance features like Active Park Distance Control (PDC), rear view camera assisted optional Parking Assistant function and Driving Assistant function. Other optional features include a high-end Surround Sound system from Harman Kardon with 12 loudspeakers and 408 Watts of output, a first ever full-color BMW Head-Up Display screen with a resolution of 400 x 800 pixels and Wireless Charging function.

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BMW EfficientDynamics doubles 'Sheer Driving Pleasure' with features such as Auto Start-Stop, ECO PRO mode, Brake-Energy Regeneration, 50:50 Weight Distribution and lightweight construction amongst other innovative technologies. Using the Driving Experience Control switch, driver is able to choose between different driving modes (ECOPRO, COMFORT, SPORT) to suit diverse driving conditions. The Adaptive M Sport suspension, M Sport brakes and M Sport differential, standard on BMW Z4 M40i Roadster raise the car's already impressive handling bar to even greater heights.

The new BMW Z4 Roadster features cutting-edge **safety** technologies. It provides optimal support in any situation with airbags front and side airbags for the driver and passenger, Anti-lock Braking System (ABS) with Brake Assist, Dynamic Stability Control (DSC) including Cornering Brake Control (CBC), Dynamic Brake Control (DBC), side-impact protection and an electronic vehicle immobilizer.

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