

Media Information
02 May 2026

**The Joy of being Irresistible.
The all-new BMW M440i xDrive Convertible launched in
India.**

The irresistible lifestyle car: Athletic elegance with a unique convertible styling, and superb driving dynamics.

Iconic B58 inline 3-litre 6-cylinder engine with best-in-class performance that makes it the quickest car in its segment. 0-100 km/h in just 4.9 seconds.

Transform every drive into a masterclass of precision with Adaptive M suspension, M Sport Differential & M Sport Brakes.

Accentuate your own character with genuine exclusivity through a range of Individualization options.

Gurugram. The all-new BMW M440i xDrive Convertible was launched in India today. This eye-catching convertible will be available in the country as a Completely Built-Up Unit (CBU) model from today onwards.

The all-new BMW M440i xDrive Convertible stands for the perfect combination of driving pleasure and elegant sporty design. These have been hallmark brand values of BMW since its earliest days, and this convertible embodies them even more intently than ever. This evolution is best felt with the top down, where the rush of the open air meets the sharpened performance of an M-tuned athlete. By combining a classic soft-top silhouette with modern agility, the all-new BMW M440i xDrive ensures the freedom of outdoor driving is always felt alongside world-class precision.

Mr. Hardeep Singh Brar, President and CEO, BMW Group India said, "The all-new BMW M440i xDrive Convertible exemplifies BMW's passion for combining exhilarating performance with timeless elegance. With its unmistakable design, powerful M tuned performance and refined open top driving experience, it delivers a new expression of sporting freedom. At BMW Group India, we are proud to introduce a convertible that not only excites behind the wheel, but also represents a distinctive, aspirational lifestyle for our customers."

Media Information

Subject The all-new BMW M440i launched in India in India.

Page 2

The car is available at an ex-showroom price of INR 1,09,00,000.

*Price prevailing at the time of invoicing will be applicable. Ex-showroom prices inclusive of GST (incl. compensation cess) as applicable but exclude 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.

With BMW India Financial Services, customers can experience unparalleled convenience with BMW SMART Finance. Customers can now own the all-new BMW M440i through BMW Financial Services with an assured buyback of 63% after 3 years/10,000 km to ensure complete peace of mind. Further, the purchase can be enhanced and customized by financing the BMW Service Inclusive, BMW Secure Advance and Extended Warranty packages too.

The all-new BMW M440i xDrive Convertible.

Sporting potency and elegance are the key themes reflected with authenticity in the **design** of the all-new BMW M440i. The visually powerful front end shaped by sharp **adaptive LED headlights** and a vertically arranged **BMW kidney grille** in High Gloss Black give the car an aggressive look. The headlights are complimented by the **M Lights Shadowline** line which adds a sporty black tint making for an imposing front fascia. The imposing rear too showcases true sportiness with the **M rear diffuser** in high gloss black. The **new CSL Style taillights** inspired from M4 CSL, with their intricate woven laser pattern provide an even greater appeal. The attractive new **19-inch M light-alloy wheels** in double-spoke design in a bi-colour finish and mixed tyre profile are lightweight, durable and attention-grabbing.

The all-new BMW M440i will be available in eight striking colours - Portimao Blue, Brooklyn Grey, Cape York Green, Fire Red, Arctic Race Blue, Black Sapphire, Mineral White and Alpine white. For those seeking a truly bespoke finish, further individualisation is possible upon request to ensure the vehicle is a unique reflection of your taste. Inside, the cabin can be tailored with Sensatec upholstery available in Black, Tacora Red, or Cognac.

A highlight feature is its panel bow **soft-top roof**, which combines the solidity of a retractable hardtop with the classical aesthetic of a fabric hood. The roof's electric drive mechanism can be activated while travelling at up to 50 km/h; the opening/closing process takes 18 seconds.

Step inside the all-new BMW M440i and you are greeted with a sleek and sophisticated **interior**. The large **BMW Curved Display** brings a fresh and particularly modern interpretation of the driver focus for which the brand is

renowned. The **Luxury Instrument Panel** with Sensatec makes for an even more sophisticated appearance in the cockpit. The sensatec perforated **Sports Seats** come with electric adjustments, memory and lumbar support. The **M leather steering wheel** in three-spoke design with a flat-bottomed rim and a discreet centre marking stands out with its modern and sporty design. Now fitted as standard, the paddles enable particularly swift manual interventions in the gear selection process and underscores the car's sharper sporty profile. The new Aluminium Rhombicle Anthracite M interior trim with ambient lighting offers an elegant feel. Also available are M Seat belts with a woven stripe pattern in BMW M GmbH colours. **Harman Kardon surround sound** system with 12 speakers provides an intense musical feast for the ears.

The all-new BMW M440i is powered by the iconic **B58 inline 3-litre 6-cylinder engine** which produces an output of 374 hp and 500 Nm maximum torque. This makes it the most powerful car in its segment. It is accompanied by a characteristic sound thanks to the M Sport exhaust unit. The 48V mild hybrid setup significantly improves performance as well as efficiency. The car completes the sprint from 0 to 100 km/hr in 4.9 seconds, that makes it the fastest car in the segment. The top speed is 250 km/h.

The **eight-speed Steptronic Sport automatic transmission** performs smooth, almost imperceptible gearshifts. 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, it is available with steering wheel paddle shifters and cruise control with braking function as standard.

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 rear 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. With kinematics and elastokinematics tuned for dynamic driving, the **Adaptive M suspension** offer significantly increased sportiness without compromising driving comfort. The **Variable Sport Steering** is precise and responsive even when only a slight steering input is applied. **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 callipers are painted red and display the M logo.

BMW ConnectedDrive technology breaks the innovation barrier and turns the car into an interconnected digital device. Host of ConnectedDrive features include Digital Key Plus, Emergency Call, Real-time Traffic Information and Remote

Services through MyBMW app. **BMW Live Cockpit Professional** includes the freestanding 14.9" BMW Curved Display with Navigation, a 12.3-inch digital information display behind the steering wheel and **BMW Head-up Display**. The latest BMW iDrive with **Operating System 8.5**, offers all the possibilities for interaction between occupants and the vehicle – using touch 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.

My BMW App keeps an eye on vehicle status and includes 'Learning Navigation' which offers destination suggestions and traffic information based on driving habits. **BMW Digital Key Plus** turns a smartphone into a vehicle key enabling remote locking / unlocking and driving the car.

The spread of driver assistance systems is more extensive than ever. Parking Assistant with 360 surround view makes parking in tight spots easier. The Reversing Assistant provides unmatched support in reversing out of a parking spot or through narrow driveways. It keeps a record of the last 50 metres driven and assists by taking over the steering.

BMW EfficientDynamics includes features such as Auto Start-Stop, Brake-Energy Regeneration, Electronic Power Steering, ECO PRO mode in Driving Experience Control. An **Adaptive M suspension** tuned with **Bespoke chassis technology for a sporty driving experience** offers excellent body rigidity for a sportiness and comfortable ride. Intelligent lightweight design, 50: 50 weight distribution and optimized aerodynamic properties provide an ideal basis for endowing the all-new BMW M440i xDrive Convertible with remarkably agile and dynamic handling abilities.

BMW Safety technologies include six airbags, Attentiveness Assistance, Anti-lock Braking System (ABS) with Brake Assist, Dynamic Stability Control (DSC) including Dynamic Traction Control (DTC), Cornering Brake Control (CBC), electric parking brake with auto hold, side-impact protection, electronic vehicle immobilizer and crash sensors, Tyre Pressure Indicator, ISOFIX child seat mounting and tyre repair kit.

Media Information

Subject The all-new BMW M440i launched in India in India.

Page 5

If you have any queries, please contact:

BMW Group India

Richa Sharma, Head of Press and Corporate Affairs

Cell: +91 99100 22148; Tel: + 91 124 4566600; Email: Richa.Sharma@bmw.in

Rohneet Naik, Product and Technology Communication, Press and Corporate Affairs

Cell: +91 9899965668; Tel: + 91 124 4566 655; Email: Rohneet.NR.Naik@bmw.in

Internet: www.bmw.in

Facebook: <https://www.facebook.com/bmwindia>

Twitter: <https://twitter.com/bmwindia>

YouTube: <https://www.youtube.com/user/bmwindia>

Instagram: https://www.instagram.com/bmwindia_official

#BMW #BMWIndia #SheerDrivingPleasure