

BMW Ireland. Corporate Communications.



Media Information
21st June, 2019

The all-new BMW 8 Series Gran Coupé.

- Combines four-door practicality with superior driving dynamics.
- 201mm longer wheelbase compared to the new BMW 8 Series Coupé.
- Tuned chassis for handling on par with smaller two-door variant.
- Available to order now, first customer deliveries from September.
- Pricing from €104,060 RRP.

Following the launch of the new BMW 8 Series Coupé and new BMW 8 Series Convertible, the new BMW 8 Series Gran Coupé is now poised to make its debut.

With its four-door body design, the BMW 8 Series Gran Coupé combines everyday practicality and supreme handling with the latest innovations in control/operation, driver assistance and connectivity.

The new BMW 8 Series Gran Coupé is the only model in its segment derived directly from a two-door sports car. It is a consequence of development alongside the new BMW 8 Series Coupé and M8 GTE racing car, which competes in the FIA World Endurance Championship (WEC) and the IMSA WeatherTech SportsCar Championship (IWSC) in North America. The world premiere of the BMW 8 Series Gran Coupé will be a highlight of the inaugural BMW Group #NEXTGen event in Munich on 25 June and the UK launch of the new car will commence in September 2019.

Exterior design

The design of the new BMW 8 Series Gran Coupé's flanks and rear end distinguishes it from its 8 Series stablemates. The four-door model has a 3,023-millimetre wheelbase – an increase of 201mm over the BMW 8 Series Coupé – and measures 5,082mm in length (+231mm), 1,932mm in width (+30mm) and 1,407mm in height (+61mm). The front track width of 1,627mm is the same as the two-door car's, while the rear track of 1,671mm is 28mm wider, making it the widest of any current BMW model.

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The Gran Coupé's front section is identical to the 8 Series Coupé's design up to the start of the A-pillars. Because the windscreen frame is slightly more upright, the roofline rises to a greater height by the time it reaches the front seats, meaning additional front and rear headroom. The rear window follows a slightly steeper line in order to produce a larger boot aperture and the surface contouring around the C-pillars has been facilitated by a rear window that forms a fixed part of the body structure and a conventional boot lid. These two design features also have a positive impact on the body's torsional rigidity and acoustic comfort in the car's interior. Integrating the antenna technology into the rear window and boot lid has dispensed with the need for a roof fin.

Powerful front end, optional BMW Laserlight

The slim twin headlights are positioned slightly higher and define the brand's signature look with LED units generating both the daytime driving lights and low/high-beam headlights from the two pairs of light tubes. Adaptive LED headlights featuring variable light distribution and cornering lights come as standard. There is also the option of BMW Laserlight with variable road illumination and Selective Beam, which produces a high-beam range of around 600 metres.

The side view is composed of just a few character lines that trace the flow of air exiting the Air Breathers. The side window graphic reaches its conclusion at the rear in another hallmark BMW design cue – the Hofmeister kink.

At the rear, twin exhaust tailpipes with a trapezoidal contour are positioned either side of the rear apron's lower section. The tailpipes are integrated into the diffuser element on the BMW M850i xDrive Gran Coupé and on models specified with the M Sport package.

The optional panoramic glass roof is specific to the new BMW 8 Series Gran Coupé. The continuous glass surface extends from the windscreen back to the rear window and results in a total glass surface area of around 1.5sq m. The front section of the roof has an electric mechanism that allows it to be opened and closed at the touch of a button or with the radio remote control, while the rear blind can be opened and closed from the rear compartment.

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Optimised aerodynamics and weight

The new BMW 8 Series Gran Coupé features an almost completely sealed underbody, active air flap control with adjustable kidney grille slats, air curtains in the front apron and super-slender exterior mirror bases. An additional front spoiler lip on the BMW M850i xDrive Gran Coupé minimises front-axle lift at high speeds.

An aluminium monocoque construction is used for its doors and the outer skin of the roof, while elements such as the bonnet, front shear panel, engine subframe, front bulkhead and rear bumper support are also made from aluminium. The plastic boot lid, the magnesium cockpit support and the use of carbon fibre-reinforced plastic in the centre tunnel help to both reduce weight and optimise distribution. As a result, the four-door is only 70kg heavier than the Coupé. Fitting the optional carbon-fibre roof lowers the car's centre of gravity even further and there is also the option of a Carbon package comprising air intake bars, exterior mirror caps and a rear diffuser insert all made from CFRP.

V8 engine: sensational power and acoustics

Updates to engine technology have improved power delivery and thrust to go with the acoustic charge from the standard flap-controlled M Sport exhaust system. The new V8 delivers peak torque of 750Nm with a maximum power output of 530hp.

The BMW M850i xDrive Gran Coupé accelerates from zero to 100km/h in 3.9 seconds with an average fuel consumption of 10.0 – 9.9 l/100 km and combined CO2 emissions of 229g/km.

The 3.0-litre straight-six, twin turbo diesel unit in the 840d xDrive Gran Coupé delivers a peak torque of 680Nm and 320hp. The zero to 100km/h sprint takes 5.1 seconds while average fuel consumption is at 6.3 – 6.2l/100km with CO2 emissions of 162g/km.

The newly developed six-cylinder in-line petrol engine with BMW TwinPower Turbo technology weighs in at around six kilograms less than the engine it replaces and delivers 340hp with improved torque of 500Nm. This enables the new BMW 840i Gran Coupé to dart from zero to 100km/h in 5.2 seconds. The new, more efficient straight-six

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unit returns combined fuel consumption figures of 7.5 – 7.4l/100km for the BMW 840i Gran Coupé together with CO₂ emissions of 168g/km.

Model	Power (hp)	Torque (Nm)	Acceleration 0-100km/h*	Speed (km)*	Economy (l/100km)	CO ₂ emissions (g/km)*	RRP price
840i	340	500	5.2	250	7.5 – 7.4l	168	€104,060
M850i xDrive	530	750	3.9	250	10.0 – 9.9	229	€163,300
840d xDrive	320	680	5.1	250	6.3 – 6.2l	162	€111,880

*All figures relating to the performance, fuel consumption and CO₂ emissions are provisional.

Chassis technology sharpened with racing know-how

BMW M GmbH's motor racing experience had a formative influence on the chassis technology's design and tuning. Torsion struts on the front axle and a shear panel incorporated on the rear axle optimise stiffness and the connection of suspension components to the body. Independent rubber bearings – which increase camber stiffness – and additional damping plates at the rear axle further enhance the suspension's dynamic baseline setup. All these measures have combined to increase the car's ability to put down its power through high-speed corners.

Adaptive M suspension with bespoke tuning

The suspension has been tuned precisely to match the dimensions and weight of the new BMW 8 Series Gran Coupé, which has enabled it to share the performance qualities of the BMW 8 Series Coupé. Standard specification includes Adaptive M suspension with electronically controlled dampers. The extremely stiff suspension springs reduce body roll and allow the dampers to stabilise the wheels as much as possible and reduce traction loss caused by uneven surfaces. The dampers respond adaptively to both road surface conditions and driving style, while their characteristics can be adjusted via the Driving Experience Control switch.

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Integral Active Steering brings added agility and poise

The Integral Active Steering fitted as standard in the all-wheel-drive model variants and as an option for the new BMW 840i Gran Coupé makes even lighter work of manoeuvring, while also increasing agility and poise. The system combines Servotronic speed-sensitive power assistance and a variable steering ratio at the front wheels with a steering rear axle. The rear wheels are steered differently depending on the vehicle's speed, turning in the opposite direction to the front wheels at speeds of up to 45mph and in the same direction at higher speeds.

Active roll stabilisation geared towards sporty driving

The active roll stabilisation feature included in the optional Adaptive M suspension Professional delivers even sportier handling characteristics and will adapt to changing requirements. It optimises agility and directional stability on turn-in and helps line the car up for dynamic acceleration out of corners.

M Sport differential

The M Sport differential, which comes as standard on the BMW M850i xDrive Gran Coupé and BMW 840i Gran Coupé and can be specified for the other model variants as part of the M Technic Sport Package, makes the car's handling even more dynamic. The electronically controlled rear differential lock limits optimises traction and power transfer on roads where grip levels vary between the left and right rear wheels and also stops understeer or oversteer – without braking inputs – when negotiating a quick succession of bends or in situations involving multiple changes of direction and load.

BMW xDrive

The BMW xDrive intelligent all-wheel-drive system also has an extremely beneficial effect on the handling with fully variable distribution of torque between the front and rear wheels to maximise traction and handling stability. Power is split using an electronically controlled multi-plate clutch networked with the powertrain and chassis systems. At the same time, the system's rear-biased set-up guarantees the driving experience for which BMW sports cars are renowned.

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Eight-speed Steptronic transmission with gearshift paddles on the steering wheel

All engines are matched to the latest version of the eight-speed Steptronic Sport transmission. Manual gear changes can be carried out using the standard shift paddles on the steering wheel, while the Launch Control function allows the car to power off with unbeatable traction.

Intelligent connectivity enhances dynamics and efficiency

The eight-speed Steptronic Sport transmission's control unit can adapt its shift strategy to the situation at hand using intelligent connectivity. Data from the standard Navigation system Professional is used to shift down early when approaching a junction, using engine braking to slow the car or to avoid unnecessary gear shifts between two bends arriving in quick succession.

Intelligent connectivity also enhances the efficiency of the drive system. The new BMW 8 Series Gran Coupé features situation-based control of the Auto Start Stop function using data collected from the navigation system and the cameras and radar sensors of the standard/optional driver assistance systems. In this way, inefficient engine shutdown – for example when stopping briefly at junctions – can be prevented. The coasting function – available in six-cylinder models – is also controlled intelligently to make sure the powertrain is only decoupled in suitable driving situations.

Model-specific M Sport braking systems, light-alloy wheels with mixed-size high-performance tyres

All versions of the new BMW 8 Series Gran Coupé have braking systems that combine four-piston, fixed-calliper brakes at the front and single-piston, floating-calliper brakes at the rear. The electromechanical parking brake is integrated into the rear callipers. The optional M Sport package includes M Sport brakes with 374mm discs, while the M Technic Sport Package adds the 395mm brake discs fitted as standard on the BMW M850i xDrive Gran Coupé. Both versions of the M Sport braking system are recognisable by their blue callipers bearing the M logo.

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The new BMW M850i xDrive Gran Coupé features 20-inch M light-alloy wheels in a Frozen Cerium Grey metallic finish, with high-performance tyres (front: 245/35 R20, rear: 275/30 R20) purpose-developed for the BMW 8 Series. The other models in the range also feature mixed-size tyres, with standard equipment including 18-inch light-alloy wheels fitted with 245/45 R18 tyres at the front and 275/40 R18 tyres at the rear. Models with the M Sport package ride on 19-inch M light-alloy wheels with 245/40 R19 tyres at the front and 275/35 R19 tyres at the rear, and the M Technic Sport Package upgrades to 20-inch light-alloy wheels and high-performance tyres.

M Sport package, M Technic Sport Package and Chrome Line Exterior

The model-specific M Sport package which is standard incorporates extra-large air intakes in the front apron, a prominently contoured rear apron with a grey diffuser and specially designed side skirts along with other eye-catching details. The kidney grille slats have Aluminium matt faces and the inside of the Air Breathers is finished in Pearl-effect Chrome. The M Technic Sport Package adds visual highlights courtesy of extended BMW Individual High-gloss Shadow Line trim for the BMW kidney grille surround and slats, the Air Breathers, exhaust tailpipes and the side window borders.

The Chrome Line option includes a chrome finish for the side window graphic and exterior mirror bases instead of High-gloss black, plus High-gloss Chrome for the BMW kidney grille surround and slats, and the exhaust tailpipes. There is also a High-gloss Chrome bar between the integral tailpipes on the left and right of the rear apron, another feature exclusive to the new BMW 8 Series Gran Coupé.

Special design features have also been used to accentuate the highly individual look of the new BMW M850i xDrive Gran Coupé. The aerodynamically optimised bodywork elements included in the M Sport package are complemented by a front spoiler lip and combine with exclusive styling elements in Cerium Grey. These coloured elements include the BMW kidney grille surround and slats, exterior mirror caps, Air Breather inlays and tailpipe trims, the M logo on the front flanks and the model badge on the rear.

The new BMW 8 Series Gran Coupé will be launched with a choice of one non-metallic and six metallic exterior paint finishes. Carbon Black metallic and Barcelona Blue

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metallic will be offered as additional exterior colours for the BMW M850i xDrive Gran Coupé and in conjunction with the M Sport package.

Customers can also take their pick from the BMW Individual Frozen paintwork variants in a silk matt finish and the distinctive Frozen Bluestone metallic positioning colour .

Interior

The instrument panel and door shoulders in the new BMW 8 Series Gran Coupé are wrapped in full leather as standard. Both the standard leather sports steering wheel and the new BMW M850i xDrive Gran Coupé's M leather steering wheel, which is optionally available for other versions, feature multifunction buttons and shift paddles for manual gear selection.

The centre console incorporates the gear selector lever and the iDrive Controller along with the Driving Experience Control switch, the parking brake and engine start/stop button. At the console's foremost point there's the audio control unit, air conditioning control panel, central air vents and the freestanding, frameless Control Display.

The centre console runs through to the rear compartment where it incorporates air vents, a stowage tray, two USB ports and, on models fitted with the optional four-zone automatic climate control, the additional control panel for adjusting the temperature.

The extended centre console is exclusive to the new BMW 8 Series Gran Coupé model, as is the rear seat unit featuring outer seats styled as individual seats. The rear seats feature lateral support and integral head restraints. There is, though, a third seat nestled between the two outer seats with a complete seatbelt system that is suitable for use on short journeys, making the new BMW 8 Series Gran Coupé a 4+1-seater.

The new BMW 8 Series Gran Coupé is appointed with Aluminium Mesh Effect Dark trim finishers as standard, The Ash Grain Metallic Grey high-gloss fine wood trim can also be found on the options list, alongside the Carbon Fibre variant. Besides this, the range of highly exclusive options composed by BMW Individual includes Piano Finish Black trim and Black Ash Silver Effect high-gloss fine wood trim.

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Levels of space and comfort that set new standards for a BMW Coupé

Thanks to the extra 201mm of wheelbase over the BMW 8 Series Coupé and the generously sized door apertures, passengers enjoy increased legroom and easier access. The Gran Coupé offers substantially greater shoulder room and headroom than in the two-door version.

Standard-fit ambient lighting uses LED fibre optic light guides that run along the contour lines of the centre console and the door shoulders in the front and rear. The colour of the light can be changed via the iDrive menu. In addition, the Dynamic interior light function emits pulsating light signals in specific situations, for example on the inner panelling of an open door when the engine is running and on the instrument panel in response to an incoming phone call.

Leather trim as standard, 40: 20:40 split/folding rear backrest

The front sports seats feature head restraints integrated into the backrests, electric seat adjustment and even a standard memory function for both driver and front passenger. The standard-specification Vernasca leather trim is available in Black, Cognac and Ivory White. The list of optional extras includes BMW Individual Merino leather trim with extended appointments and BMW Individual Merino full leather trim. Both come in a choice of Black, Cognac and Ivory White as well as a variety of particularly striking two-tone colour schemes, including the new combinations Midnight Blue/Ivory White and Tartufo/Ivory White.

The standard multifunction seats of the BMW M850i xDrive Gran Coupé offer extra adjustment options, increased lateral support and even better comfort. They offer the driver and front passenger scope to adjust the backrest width and thigh support as desired and are fitted with lumbar support. The new M Sport seats are also available as an option in conjunction with the M Sport package or for the BMW M850i xDrive Gran Coupé. The distinctive bucket-seat styling and seat belts with accent stripes in BMW M GmbH colours, include three-dimensional quilting, perforated centre sections and a special stitching pattern. Newly designed climate seats for the driver and front passenger are available as an upgrade to the standard heated seats.

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Rear back rests in the 8 Series Gran Coupé have a 40: 20:40 folding split and, with its large loading aperture, low loading sill and flat floor, the 440-litre boot is big enough to accommodate three golf bags, for instance. The new BMW 8 Series Gran Coupé also includes automatic boot lid operation as standard, along with Comfort Access for hands-free opening and closing.

BMW M850i xDrive Gran Coupé and M Sport package

Standard specification for the new BMW M850i xDrive Gran Coupé and the M Sport package available for the other versions includes BMW Individual Merino leather trim with extended appointments in exclusive Black with piping in BMW M GmbH colours. Anthracite BMW Individual headliner, M pedals, and special floor mats are also included. The illuminated door sills and instrument cluster display the 'M850i' model badge or M logo as applicable. In cars with the M Technic Sport Package, the exclusive interior design gets black seat belts with accent stripes in the classic M colours.

Extensive standard equipment

The new BMW 8 Series Gran Coupé also comes as standard with wireless charging tray, electrically adjustable, heated and folding exterior mirrors, heated seats in the front and rear and the BMW Display Key, which shows the driver the remaining fuel level and service-related information on its colour display, as well as indicating whether the car's doors and windows are locked/closed properly.

Further standard equipment includes the BMW Live Cockpit Professional featuring the navigation system and a hard-drive-based multimedia system with 20 GB of memory. The audio system features a digital amplifier with output of 205 watts and a hi-fi speaker system with nine sound sources throughout the interior. There is also the option of either the standard Harman Kardon Surround Sound System with output of 464 watts and 16 speakers or the optional 1,400-watt, Bowers & Wilkins Diamond Surround Sound System.

Four-zone automatic climate control system is standard and exclusive on the new four-door variant. Other options are soft-close doors, sun protection glass, an auxiliary heating system and a Heat Comfort package featuring heated armrests and a heated

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steering wheel. Additional glass elements adorning the selector lever, the iDrive Controller, the start/stop button, the volume control for the audio system and an illuminated '8' that can be seen through the selector lever's glass surface can be ordered as options.

A trio of engines are available from launch. Spearheading the line-up is the 530hp V8 unit powering the BMW M850i xDrive Gran Coupé, while a six-cylinder 320hp diesel is offered in the BMW 840d xDrive. Completing the range is a new petrol 340hp straight-six – the 840i.

All the engines are aligned to an eight-speed Steptronic Sport transmission with paddleshifts as standard. All-wheel drive comes as standard on the BMW M850i xDrive and the BMW 840d versions. Whereas the new straight-six petrol variant, meanwhile, can only be specified as a rear-wheel-drive in the BMW 840i. The M Sport differential with active locking function at the rear axle is standard for the BMW 840i and the BMW M850i xDrive.

Head-Up Display including Optimum Shift Indicator

The BMW Head-Up Display fitted as standard lends itself to fully engaged, intently focused driving. The display projects driving-related information onto the windscreen in the form of full-colour graphics. When driving with the Driving Experience Control switch in SPORT or SPORT+ mode, the Head-Up Display also indicates engine speed. Plus, there is a digital Optimum Shift Indicator to assist the more sports-minded driver. Also on the standard equipment list, is Cruise Control with braking function, while Active Cruise Control system with Stop & Go function is optional.

Driving Assistant helps to avoid collisions, change lane and stay in lane

The standard Driving Assistant is based on camera and radar technology and includes the Collision and Pedestrian Warning with City Braking function, the latest version of which also alerts the driver when a cyclist is detected. The Driving Assistant additionally comprises Lane Departure Warning and Lane Change Warning, which help the driver guide the vehicle back onto the correct line with an active steering input. The Speed

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Limit Info, rear crossing traffic warning and rear collision warning systems are also all fitted as part of the Driving Assistant.

Driving Assistant Professional

The optional Driving Assistant Professional offers extensive assistance to make driving as safe and as comfortable as possible. In addition to Active Cruise Control with Stop & Go function, it also includes the steering and lane control assistant. The lane keeping assistant with active side collision protection also forms part of the Driving Assistant Professional. The Driving Assistant Professional additionally includes the Evasion Assistant, extended crossing traffic warning, road priority warning and wrong-way driving warning systems.

Parking Assistant and reversing assistant

Standard equipment includes not only Park Distance Control (PDC) and a rear-view camera, but also the Parking Assistant for automatically selecting and manoeuvring into spaces parallel to the road. The Parking Assistant's range of functions includes the reversing assistant, which helps the driver when exiting parking spaces and manoeuvring within a confined space. The optional Parking Assistant Plus adds such features as Top View, Panorama View and 3D View functions to create a 360-degree image of the vehicle and its surroundings.

Drive Recorder

As part of the optional Parking Assistant Plus, the Drive Recorder feature is included. This function uses the cameras of the driver assistance systems to record video footage from different points around the vehicle, before storing the recordings so they can be either watched later on the Control Display when the car is stationary or exported via the USB port. Recordings can be up to 40 seconds in length, comprising the 20 seconds of video saved immediately prior to the Drive Recorder being activated and the next 20 seconds. The Drive Recorder can be started at any time from the iDrive menu. In the event of a collision, the 20 seconds up to the moment of impact and the next 20 seconds are automatically recorded and saved.

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BMW's digital personality

BMW Intelligent Personal Assistant is standard on the 8 Series Gran Coupé and it is an intelligent digital character who responds to the prompt “Hey BMW” and is an intrinsic element of the operating system. It helps the driver, learns their habits and is familiar with their favoured settings – e.g. for the seat heating or the places they drive to frequently using the navigation system. One unique feature compared with other digital assistants of this type is the option of giving the system a name that’s personal to the driver.

In-car experiences: individual wellness and relaxation while on the move

The Intelligent Personal Assistant even attends to the driver’s sense of wellbeing with the Caring Car function. This includes vitality and relaxation programmes, which activate a carefully orchestrated combination of various functions such as the air conditioning, seat heating/ventilation and music to refresh or relax the driver while they are at the wheel. The new BMW 8 Series Gran Coupé additionally offers three different Experience Modes for the interior: Executive, Expressive and Wellbeing, which are geared to suit the driver’s mood. The new BMW 8 Series Gran Coupé also allows passengers to mould the driving experience. Once the driver has given their consent, passengers are able to connect their smartphone to the car using the Connected Command function and then use it to control selected functions.

BMW Digital Key

The BMW Digital Key employs Near Field Communication (NFC) technology to allow the new BMW 8 Series Gran Coupé to be locked and unlocked from selected smartphones. It is available for all NFC-capable Samsung Galaxy smartphones running Android 8.0 and above. Alternatively, customers can use the BMW Key Card, which also features NFC technology and offers the same functionality as a suitably equipped smartphone.

Connected Navigation with new digital services

“Connected Navigation” encompasses a number of digital services that are designed to make route planning even easier and more sophisticated. Drivers of the new BMW 8 Series Gran Coupé will be able to send destinations from various apps straight to their

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car's navigation system. The most important destinations will be stored in BMW Connected and synchronised with the car so that the key addresses can be accessed from any device at any time. One particularly helpful new feature is the Parking Space Assistant, which proposes various parking options to the driver before the destination is reached.

BMW Operating System 7.0 display and control concept

The newly designed instrument cluster/Control Display screen grouping and extended functionality take intuitive operation to the next level in the new BMW 8 Series Gran Coupé, while helping drivers to concentrate even more effectively on the road ahead. The standard-fit BMW Live Cockpit Professional comprises a fully digital, high-resolution instrument cluster behind the steering wheel with a screen diagonal of 12.3-inches and a Control Display measuring 10.25-inches across. This equipment package also features an adaptive navigation system and a hard-drive-based multimedia system.

The latest-generation BMW Operating System 7.0 boasts fully digital displays and is geared even more closely to the driver's personal needs with the aim of maximising their attention levels.

The Live Cockpit Professional is the key to being able to book digital services with total flexibility, as it means new or existing services can be added at any time. BMW customers will be able to download additional digital services from the ConnectedDrive Store

The new BMW 8 Series Gran Coupé is available to order now with prices starting from €104,060.

-Ends-

*All figures relating to the performance, fuel/electric power consumption and CO₂ emissions are provisional.

The fuel consumption and CO₂ emission figures are determined according to the European Regulation (EC) 2007/715 in the version applicable. The figures refer to a vehicle with basic configuration in Germany.

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The range shown considers the different sizes of the selected wheels/tyres and the selected items of optional equipment, and may vary during configuration.

The information has already been calculated based on the new WLTP test cycle and adapted to NEDC for comparison purposes. In these vehicles, different figures than those published here may apply for the assessment of taxes and other vehicle-related duties which are (also) based on CO₂ emissions.

For further details of the official fuel consumption figures and the official specific CO₂ emissions of new cars, please refer to the "Manual on the fuel consumption, CO₂ emissions and power consumption of new cars" available free of charge at all sales outlets, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2/>.

The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2018 was € 9.815 billion on revenues amounting to € 97.480 billion. As of 31 December 2018, the BMW Group had a workforce of 134,682 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

In 2018 BMW Ireland announced that its retail network will be making a significant €37 million investment across its operations in Ireland and in the process will be creating 120 new jobs over the course of an 18 months period. This substantial financial commitment coincides with the expansion of BMW i, the electric vehicle sub brand of BMW, in Ireland.

The BMW i brand will now become an integral part of all Irish retailers' operations to sell and service the Group's current and future range of electrified vehicles including BMW i3, BMW i8, range of plug-in hybrid vehicles as well as the forthcoming BMW iX3 and the MINI Electric. Of any manufacturer, BMW Group has the highest market share for new car registrations in Europe and in Ireland sales of electric/hybrid BMW and MINI Vehicle in 2017 went from 173 units sold to 336 units sold in 2018. We anticipate the sales of hybrid to grow considerably in the years to come.

As part of our Corporate Social Responsibility, BMW supports a different charity each year, an area that BMW Group Ireland takes very seriously. For the past two years BMW Ireland has support Temple Street Children's Hospital. BMW Group Ireland not only provides a financial contribution through fundraising events but also offer their time in the charity environment through volunteering, applying their skills to a non-profit cause and lending of products, services and other resources.

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For further information, please contact:

Laura Condrón | Corporate Communications & Events Manager | 086 047 7549 | Laura.Condron@BMW.ie

MINI Press Office Contact:

Laura Condrón | Corporate Communications & Events Manager | 01 8628 214 |

laura.condron@bmw.ie

Media website:

www.press.bmwgroup.ie

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