



Media Information  
25 November 2016

## **BMW new accessories at the Essen Motor Show 2016. New models and innovative accessories enhance the sporty and dynamic driving experience.**

**Munich/Eszen.** Traditionally, the Essen Motor Show concludes the year of European motor shows. This year again, the organisers of Europe's largest and most significant performance show for tuning, motorsport and race-suited production cars (26 November to 4 December 2016) are expecting more than 300,000 visitors to the exhibition halls at Essen's Grugapark. Not only will the new BMW M240i Convertible celebrate its motor show debut at the generously sized BMW booth inside hall 3, but the interested general public will also gain an insight into the extensive product portfolio offered by BMW M Performance Parts. A total of eight exhibition vehicles can be seen at the booth, including the BMW M2 Safety Car. Those who wish can demonstrate their racing talent at the "DTM M4 Driving Simulator" by following in the tracks of Marco Wittmann, the newly crowned DTM champion.

With an accessory range of around 1,300 items, ranging from classy carbon exterior mirror caps to carbon-ceramic brakes, BMW sales figures in Germany are the second highest worldwide – and continue on an upward trend. In 2015, demand in Germany therefore increased by around 15 percent over the previous year.

### **Attractive leasing offer for the most popular BMW M Performance Parts.**

A new leasing offer from BMW Financial Services also contributes towards the growing popularity of BMW M Performance Parts. It offers the possibility of including the most popular BMW M Performance Parts in the residual value leasing contract for the overall vehicle. The offer comprises, inter alia, BMW M Performance light alloy wheels, all exhaust systems and BMW M Performance Power & Sound Kits, a front grille in black or side sill foiling.

### **Carbon rear wing and new coilover suspension for the BMW M3 and BMW M4.**

From the summer of next year, the aerodynamics of the BMW M3 and the BMW M4 are expected to be further optimised for use in motorsports by means of the BMW M Performance rear wing. This component is made entirely of carbon (wing, side parts and feet), with the feet sporting the characteristic BMW M motorsport stripes in blue, red and violet.

**Company**  
Bayerische  
Motoren Werke  
Aktiengesellschaft

**Postal Address**  
BMW AG  
80788 München

**Telephone**  
+49-89-382-56097

**Internet**  
[www.bmwgroup.com](http://www.bmwgroup.com)



Media Information

Date 25 November 2016

Subject BMW innovations at the Essen Motor Show 2016.

Page 2

With immediate effect, an adjustable BMW M Performance sports suspension is available to further enhance the handling dynamics of the BMW M3 and BMW M4. The driver is able to infinitely adjust the vehicle by between five and 20 millimetres via the spring plate on the front and rear spring struts, in order to obtain the ideal setting for different road and racetrack conditions. Red coil springs render the BMW M Performance sports suspension recognisable from the outside.

### **Attractive details complete the range of BMW M Performance Accessories.**

Thanks to the extensive BMW M Performance accessory range comprising equipment features inspired and derived from motor racing, there are virtually no limits to the possibilities for individualising your car. This also applies to the new BMW M240i Convertible being exhibited at the BMW booth and boasting a newly developed 250 kW/340 hp straight six-cylinder power unit with BMW M Performance TwinPower Turbo technology (combined fuel consumption: 8.3–7.4 l/100 km; combined CO<sub>2</sub> emissions: 189–169 g/km)\*. It has been upgraded with numerous options from the BMW M Performance accessory range. These include the Alcantara steering wheel with carbon trim and race display, a gear selector lever and a carbon handbrake grip with Alcantara bellows, as well as matching interior trim strips. The BMW M240i Convertible's further enhanced dynamic appearance is accentuated, inter alia, by BMW M Performance 19-inch, double-spoke 405 M Bicolour light alloy wheels as well as a black matt rear diffuser with the newly developed exhaust system, including carbon tailpipe trims.

All BMW M Performance Accessories are the result of many years of experience and the BMW M GmbH's numerous motor sport successes. They are developed with meticulous attention to detail. A good example of this is the BMW M Performance carbon engine cover for the BMW M3 and the BMW M4. This component, which is elaborately hand-crafted from high-quality carbon fibre reinforced plastic, ensures that fascinating motor racing look when the bonnet is open.



Media Information

Date 25 November 2016

Subject BMW innovations at the Essen Motor Show 2016.

Page 3

### **Accessories and lifestyle products now available at the new BMW Shop.**

Thanks to the new BMW Shop, every driver of a BMW now has online access to an extensive range of original BMW parts, accessories and lifestyle products. In this official BMW Shop, customers are able to buy products directly from their dealer and either have them conveniently sent to their home or collect them from the dealer. By entering the respective chassis number, customers can always be sure they are choosing the correct product for their vehicle.

BMW Shop Germany: <http://shop.bmw.de/>

#### **In case of enquiries please contact:**

Christophe Koenig, Product Communications BMW Automobiles.  
Telephone: +49-89-382-56097, Fax: +49-89-382-20626  
E-Mail: [christophe.koenig@bmw.de](mailto:christophe.koenig@bmw.de)

Internet: [www.press.bmwgroup.com](http://www.press.bmwgroup.com)

E-Mail: [presse@bmw.de](mailto:presse@bmw.de)

#### **The BMW Group**

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 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.

[www.bmwgroup.com](http://www.bmwgroup.com)

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupview>

Google+: <http://googleplus.bmwgroup.com>