



Media Information
4th August 2010

More dynamic handling, more diversity, more individuality: The BMW M GmbH product range as from the autumn of 2010.

Market launch of the M Performance product range for the BMW M3 – M Sports Package for the new BMW 5 Series Saloon, the new BMW 5 Series Touring and the new BMW X3 – attractive additions to the BMW Individual product range.

Munich. Starting in the autumn of 2010, the product range of the BMW M GmbH will offer even greater diversity. From September 2010, the M Performance range will comprise a choice of newly developed accessory products for targeted individualisation and a further increase in the BMW M3's dynamic handling potential, including hand-crafted carbon components and a lightweight sports silencer. At the same time, the experience of driving a BMW X5 M and a BMW X6 M will be optimised thanks to new equipment options and additional innovative BMW ConnectedDrive services.

From September 2010, it will be possible to emphasise the dynamic character of the new BMW 5 Series Saloon and the new BMW 5 Series Touring with the M Sports Package, which has been conceived to suit each particular model. Moreover, in November 2010 and prior to the worldwide launch of the new BMW X3, an M Sports Package for this model will also be presented. In addition, the BMW Individual product range will comprise further attractive options, which will become available for the BMW 7 Series and the BMW 5 Series as from the autumn of 2010.

Tailor-made dynamics: The M Performance range for the BMW M3.

The BMW M3 owes its unique pulling power to a 4-litre, high-revving V8 engine with 309 kW/420 bhp. Its impressively athletic looks is characterised by an unmistakable, M-typical design. Driving dynamics and appearance of the high-performance sports car can now be resolutely and individually optimised by the use of accessory products from the M Performance portfolio. The newly conceived product range comprises attractive and particularly high-quality retrofittable components for the power unit, suspension,

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aerodynamics and cockpit, these being available from the BMW M GmbH dealership network and BMW branches.

The M Performance sports silencer featured on the BMW M3 provides a particularly characteristic enhancement of the V8 engine sound. The extremely heat-resistant sports silencer, which is 40 percent lighter than the regular series production component, consists of a chromium-nickel material developed for motor racing. The characteristic M double tailpipes are made of titanium. 19-inch M light alloys boasting the Competition design optimise the BMW M3's dynamic handling potential. An M Performance rear spoiler and M Performance hand-made carbon front-apron flaps provide additional downforce. Exterior mirror caps in a carbon design also reflect the car's enhanced dynamics. Inside the car, the driving experience inspired by motor racing is accentuated by aluminium pedals and a carbon interior trim.

All M Performance components are available individually. At the same time, they have been harmonised with regard to design and the technology used and can be combined according to individual preference. Each product complies with the stringent BMW Group safety and quality standards.

New BMW ConnectedDrive services for the BMW X5 M and the BMW X6 M.

Commencing in the autumn of 2010, the BMW ConnectedDrive product range will offer innovative services for enhanced comfort, infotainment and safety in the models BMW X5 M and BMW X6 M as well. Following the already existing supplementation of the range of optional equipment for both high-performance cars in the BMW X segment with the driver assistance systems Side View and Speed Limit Info, new technology for the integration of mobile phones and music players now permits the use and control of further innovative functions via the onboard operation system iDrive.



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Starting in the autumn of 2010, vehicles fitted with the optional navigation system Professional, including mobile phone preparation with Bluetooth interface, offer adequate preconditions for the use of the new office functions. Using these, calendar entries, text messages (SMS, e-mail), tasks and memos can be shown on the control display and announced by means of speech output. When using the telephone functions, contact lists, including image files can be transferred from a mobile phone to the vehicle. Bluetooth audio streaming, likewise a new function, permits wireless transmission of music files from an end user device to the vehicle. When a mobile phone or a music player is linked up with the vehicle via the optional USB interface, cover images belonging to an audio file can be transferred to the onboard monitor.

Clear signs of unsurpassed driving pleasure: M Sports Package for the new BMW 5 Series Saloon and the new BMW 5 Series Touring.

As from the autumn of 2010, an M Sports Package designed specifically for each model will be available for the new BMW 5 Series Saloon and the new BMW 5 Series Touring, the most dynamic models in each of their segments. The M sports suspension, the M aerodynamics package and 18-inch M light alloys featuring a double spoke design contribute towards enhanced driving dynamics and an exceptionally powerful appearance. 19-inch M light alloys are also available as an option. On the BMW 5 Series Saloon, both light alloy versions come with different size tyres at the front and rear. Furthermore, the M Sports Package for the BMW 5 Series Saloon also comprises the M rear spoiler developed specifically for this model.

Sport seats featuring Alcantara/fabric upholstery developed exclusively for the M Sports Package ensure an exceptionally sporty interior ambience. Their exclusive character is accentuated by high-grade materials, contrast seams and the M emblem on the seat. Additional interior features included in the M Sports Package comprise, inter alia, the M leather-clad steering wheel, the M gear



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lever knob, the M footrest, the anthracite BMW Individual roof lining and Aluminium Hexagon interior trim strips.

Best dynamics in the segment: The new BMW X3 with M Sports Package.

Prior to the market launch of the new BMW X3 in November 2010, the BMW M GmbH is also presenting an M Sports Package for this model, containing attractive components for the suspension, aerodynamics, exterior and interior. The new Sports Activity Vehicle boasts the best acceleration and fuel economy in its segment. The car's outstanding dynamics can be further optimised and visually enhanced with the M Sports Package, which will be available from the second quarter of 2011. The equipment range includes the M aerodynamics package, chrome exhaust tailpipes, the BMW Individual High Gloss Shadow Line for the side window surrounds and roof rails. The body components of the M aerodynamics package are painted in body colour on the front, rear and side of the vehicle, the diffuser panel of the rear apron has a Dark Shadow metallic finish.

An M sports suspension and 18-inch M light alloys as well as Performance Control for the standard four-wheel drive system xDrive increase the SAV's dynamic handling potential. In the case of the new BMW X3 xDrive35i, these features are complemented with an automatic sports transmission, including shift paddles on the steering wheel and Variable Sports Steering.

M sport seats with a fabric/leather finish, an M leather-clad steering wheel with multifunction buttons, including Cruise Control, and an M footrest for the driver offer enhanced driving pleasure inside the new BMW X3 with M Sports Package. The high-quality sporting ambience is rounded off by the Individual roof lining, interior trim in brushed aluminium, an M shift lever for the BMW X3 xDrive20d with manual gearbox and a refined steel insert for the luggage compartment loading sill.



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Exclusive design: New options by BMW Individual.

As from the autumn of 2010, a choice of new attractive options from the BMW Individual equipment range will be available for the BMW 7 Series as well as for the new BMW 5 Series Saloon and the new BMW 5 Series Touring. For the very first time, the BMW Individual cool box is being offered for the BMW ActiveHybrid 7. Moreover, starting in September 2010, all variants of the luxury saloon can be ordered with sport seats in BMW Individual Merino fine grain as well as with the BMW Individual roof lining in Alcantara Amaro Brown, including a corresponding lining for the rear shelf.

The choice of BMW Individual options for the new BMW 5 Series Saloon will also become available for the BMW 5 Series Touring at the time of market launch. The BMW Individual High Gloss Shadow Line and the BMW Individual Exterior Line Aluminium with a satin finish respectively add to a concise sophistication of the exterior appearance. The exceptionally sophisticated interior is enhanced by the anthracite BMW Individual roof lining and the BMW Individual reading lamps for the rear compartment.

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The BMW M GmbH.

The BMW M GmbH is a one hundred percent subsidiary of the BMW AG. With products and services in the four business areas BMW M Automobiles, BMW Individual, M Sport Packages and Options as well as BMW Group Driving Experience, it addresses customers with particularly high



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demands on the performance, exclusivity and individuality of their vehicle. The Munich-based company was founded in 1972 as the BMW Motorsport GmbH. Since then, the letter M has been internationally synonymous with success in motor sports and with the fascination of high-performance sports cars for use in everyday road traffic. Production of BMW M automobiles is integrated into the manufacturing processes of BMW plants. The BMW M GmbH possesses the status of an independently operating automobile manufacturer.

In the business year 2009, the BMW M GmbH achieved worldwide sales of more than 15,000 vehicles. The BMW M GmbH currently employs around 500 people in the areas of development, administration and marketing.

BMW

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