

UK Media Launch.

The new BMW 6 Series Coupé.



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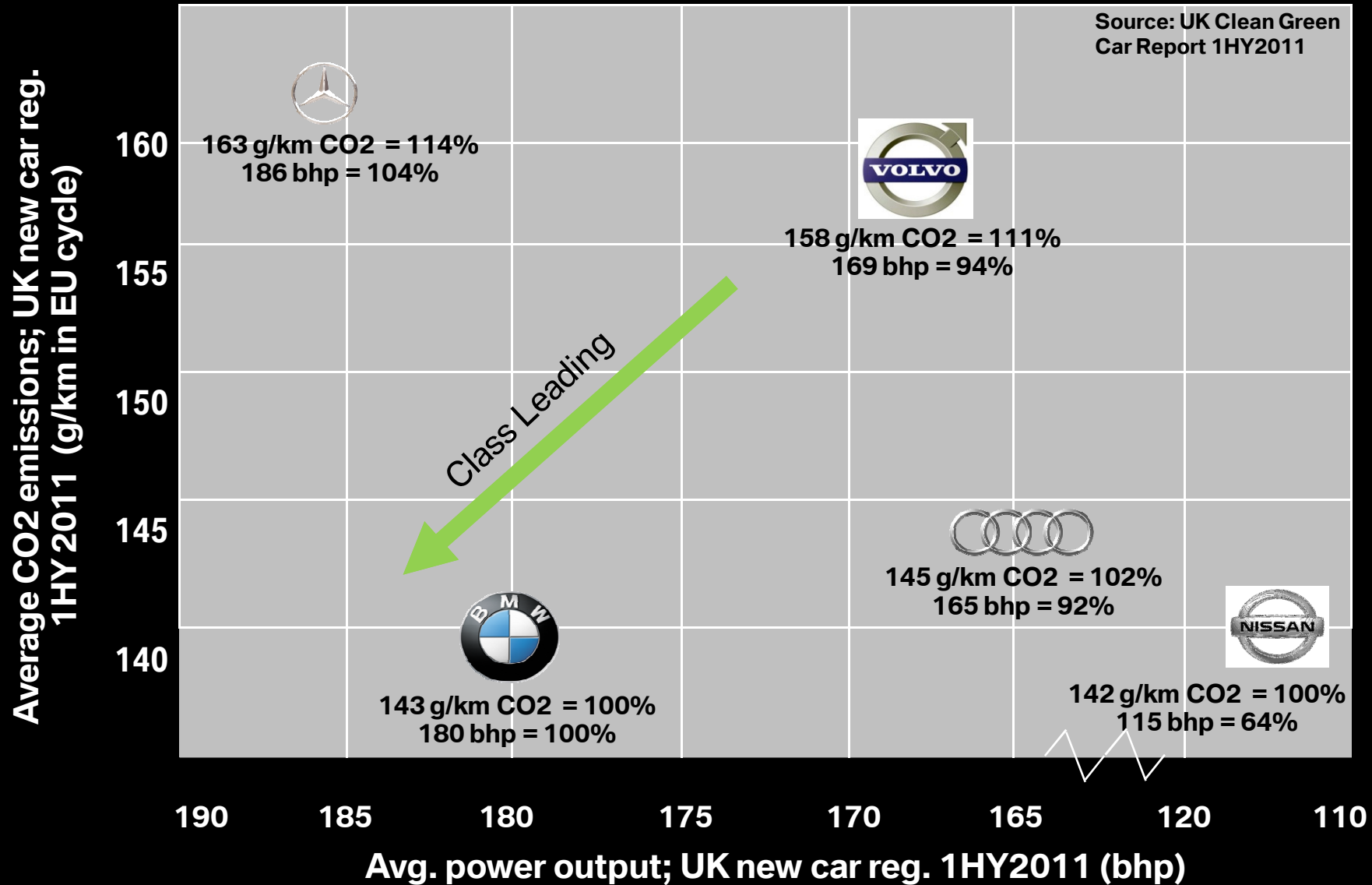
The new BMW 6 Series Coupé.



Graham Biggs
Corporate Communications Director

BMW EfficientDynamics.

Continues to be the benchmark in balancing CO₂ emissions and power output.



London 2012.

Official automotive partner to the Games.



London 2012.

Official automotive partner to the Games.



UK Media Launch.

The new BMW 6 Series Coupé.



Brian Cox
Product Operations Manager

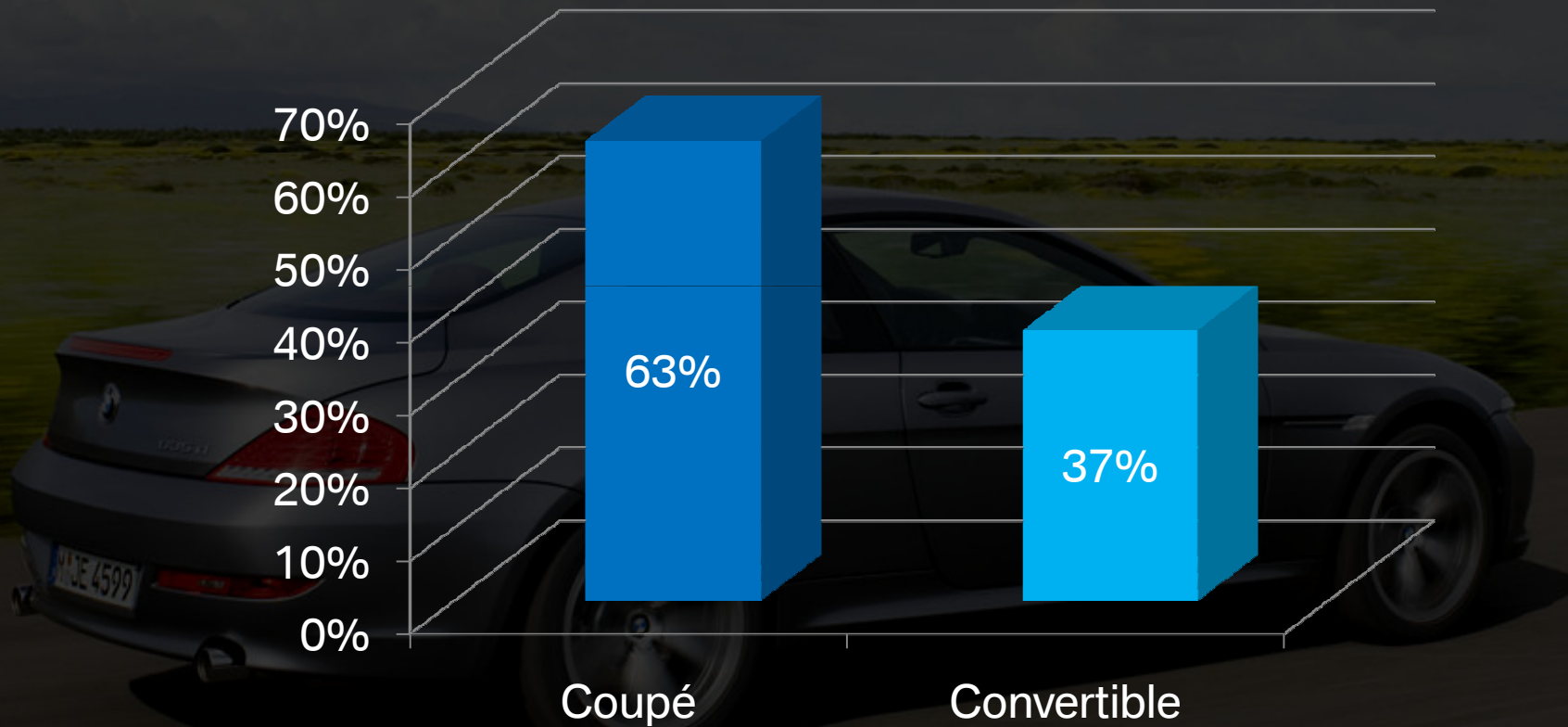
The new BMW 6 Series Coupé.

Foundations to build upon - 14,000 6 Series sold in UK



The new BMW 6 Series Coupé.

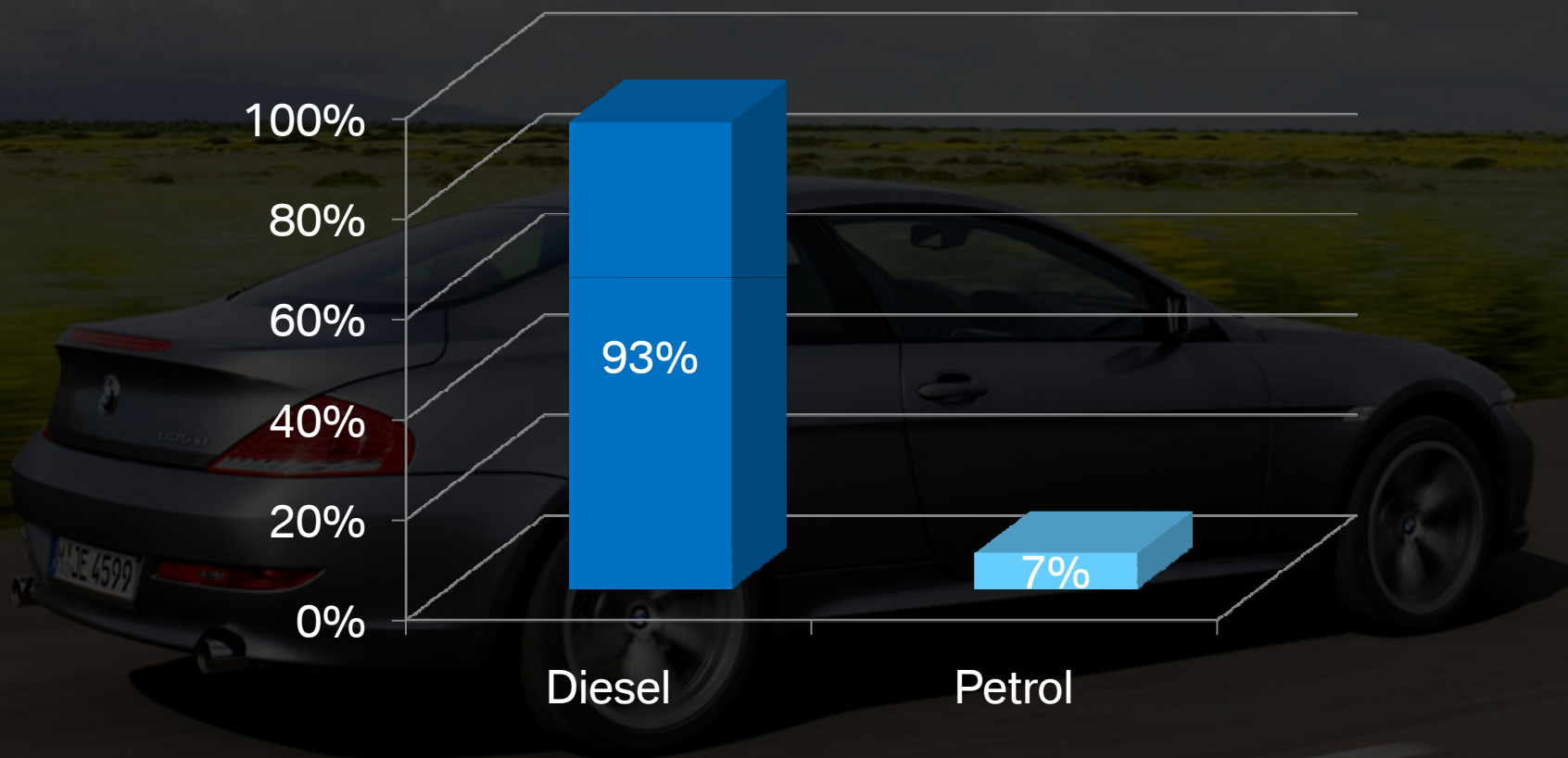
UK BMW 6 Series sales profile.



Source: SMMT 2010

The new BMW 6 Series Coupé.

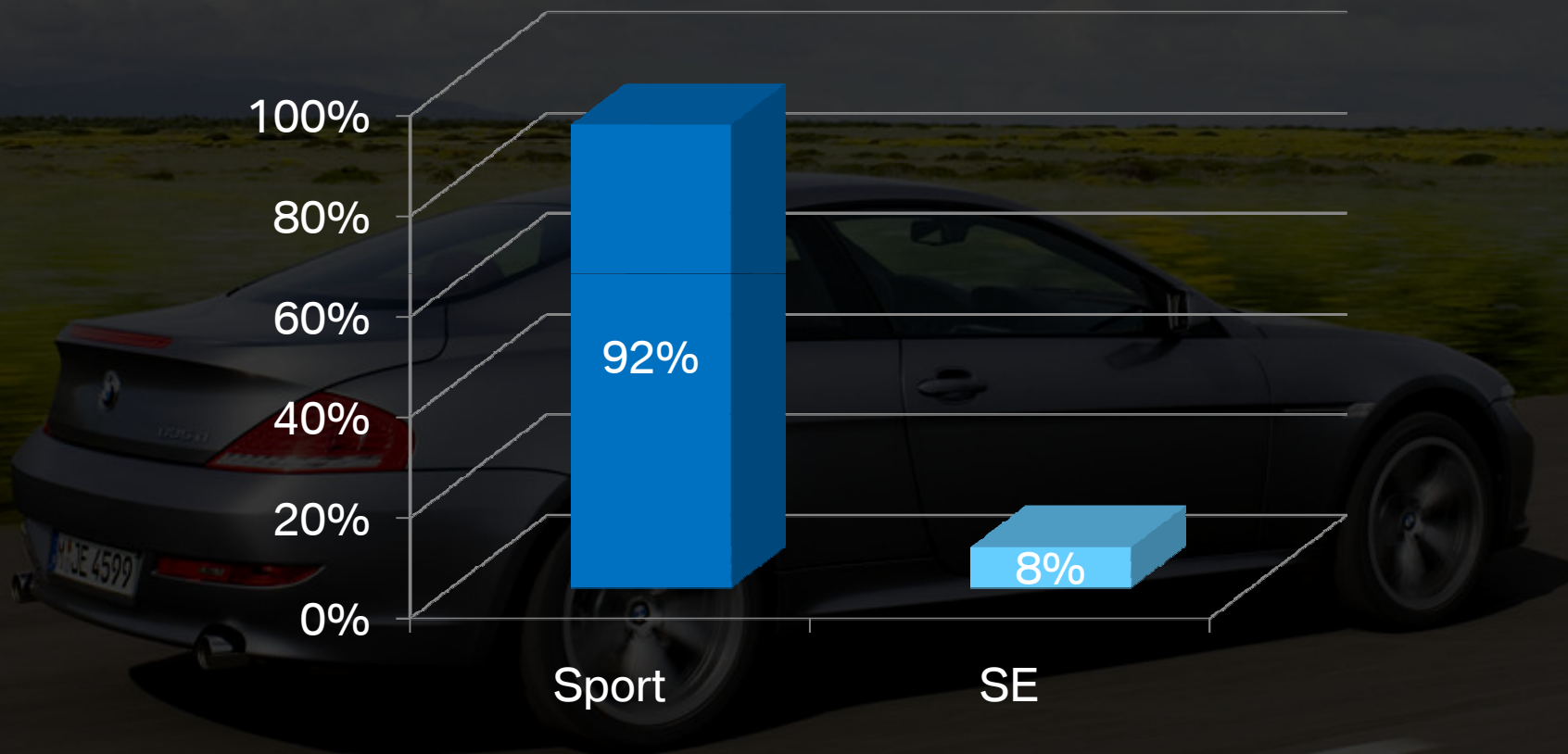
UK BMW 6 Series sales profile.



Source: SMMT 2010

The new BMW 6 Series Coupé.

UK BMW 6 Series sales profile.



Source: SMMT 2010

The new BMW 6 Series Coupé.

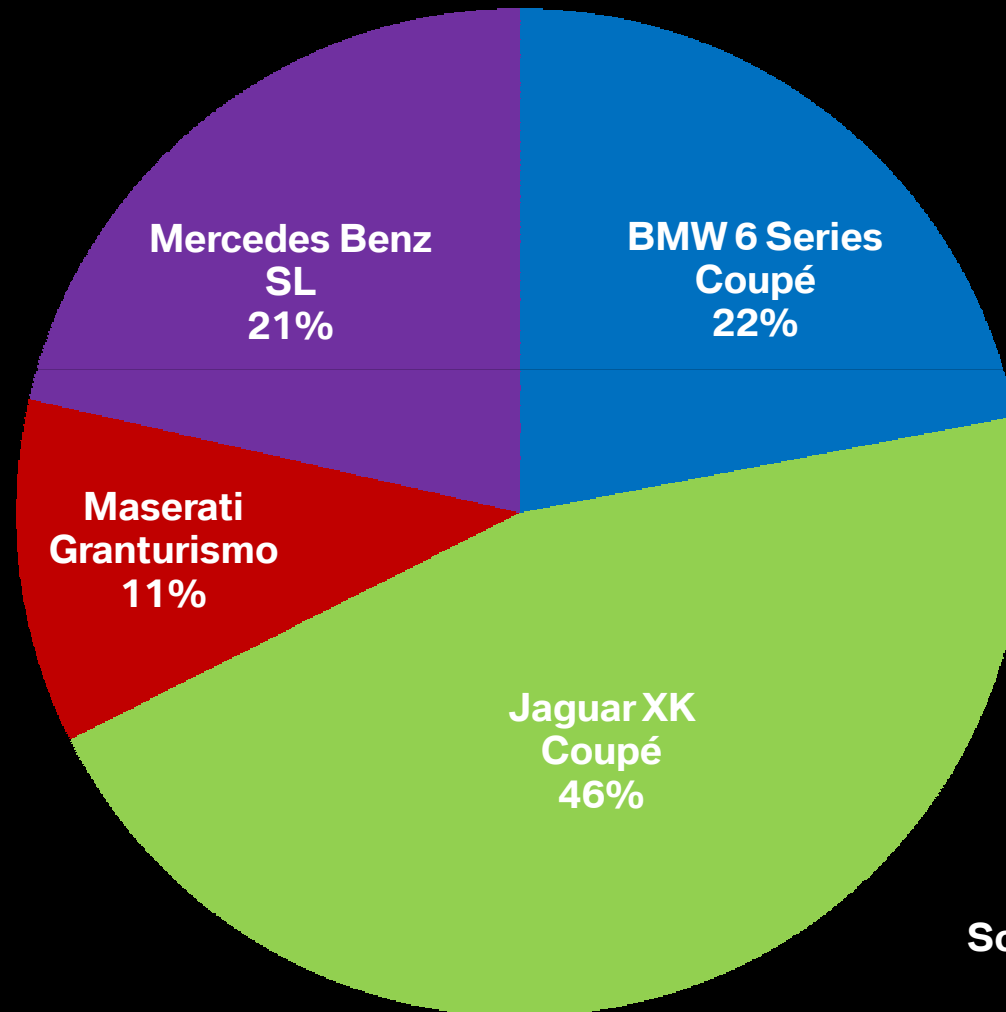
Established competitor environment.



The new BMW 6 Series Coupé.

Strong sales even in final full year.

2010 Market Share



Source: SMMT 2010

The new BMW 6 Series Coupé.

“The Embodiment of BMW design”.



The new BMW 6 Series Coupé.

Proportions vs. Predecessor (E63). Longer, wider, lower



Wheelbase +75mm [2855mm]

Boot capacity +10 litres [460 litres]

Length +74mm [4894mm]

Fuel tank +/-0 [70 litres]

Width +39mm [1894mm]

Height -5mm [1369mm]

The new BMW 6 Series Coupé.

Driver Orientation and Accessibility



The new BMW 6 Series Coupé.

Exclusive interior cabin. Stylish and modern.



The new BMW 6 Series Coupé.

Highest ever level of standard equipment.



Dakota leather upholstery



8* speed automatic transmission



Ambient lighting *



LED lights *



Professional Navigation & 10.2" screen



Seats – front with electric adjustment



18" Alloy [6 cyl.] *



19" Alloy [8 cyl.]*

Exterior mirrors, folding *

*New over predecessor model

The new BMW 6 Series Coupé.

M Sport introduction from launch to also include Convertible.



M aerodynamic body styling



Exhaust tailpipes - dark chrome



M leather steering wheel



19" M alloy wheels



M door sill finishers

The new BMW 6 Series Coupé.

Full engine line up from launch.

640i SE Coupé

6 Cyl., Single-turbo [N55]

320 hp

5.4 secs [0-62mph]

179 g/km

35.8 mpg

650i SE Coupé

V8, Twin-turbo [N63]

407 hp

4.9 secs [0-62mph]

246 g/km

26.6mpg

The new BMW 6 Series Coupé.

Full engine line up from launch to also include Convertible.

		640d SE Coupé	640d SE Convertible
Displacement	cm ³	2993	2993
Engine power / at rpm	hp	313 / 4400	313 / 4400
Engine torque / at rpm	Nm	630 / 1500	630 / 1500
0-62 mph	secs	5.5	5.6
Fuel consumption (combined)	mpg	51.4	50.4
CO ₂ combined	g/km	144	148

640d

The new BMW 6 Series Coupé.

More powerful yet more efficient.

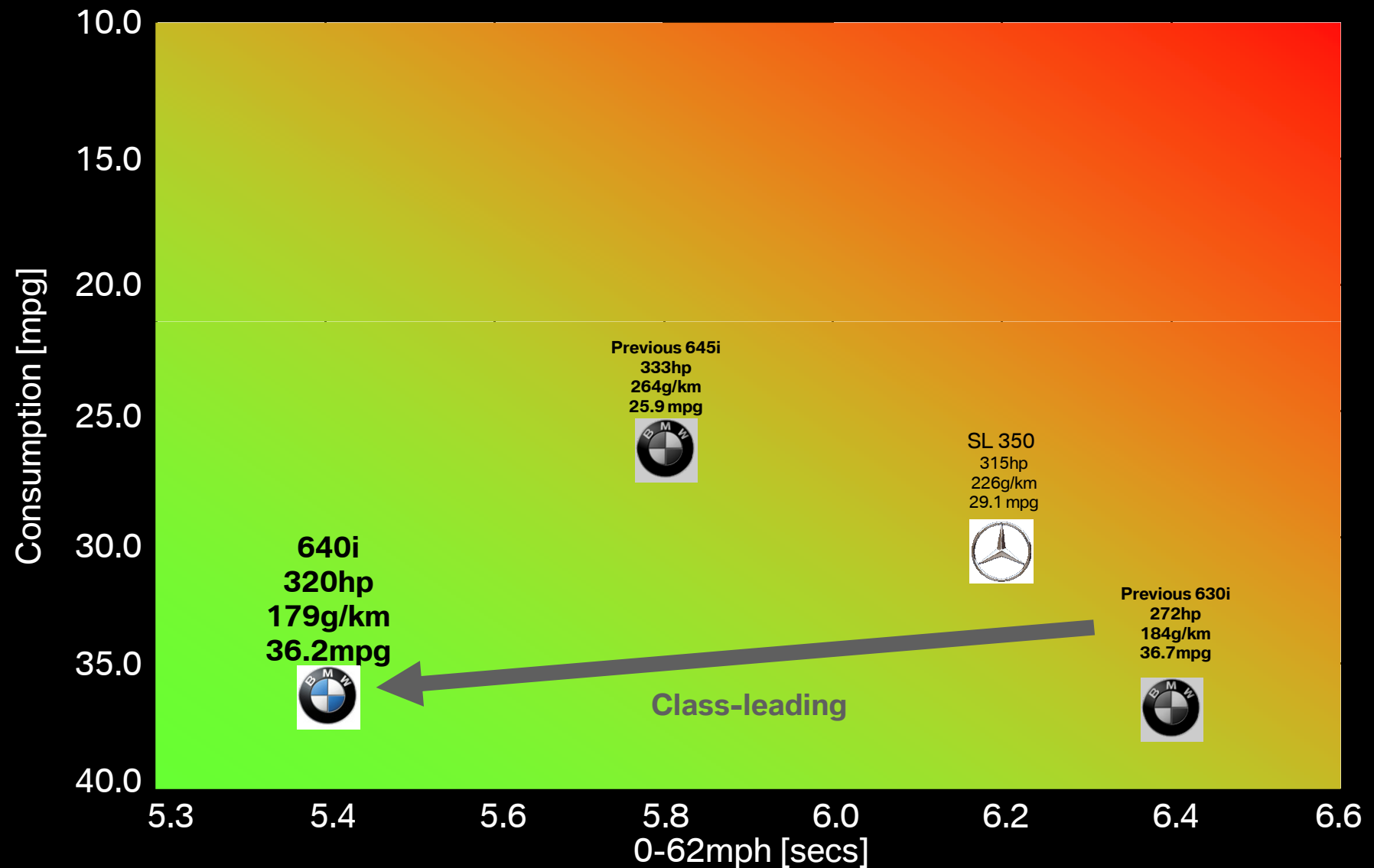
	Previous 635d		New 640d
Power	286 hp	+27 hp	313 hp
Torque	580 Nm	+50 Nm	630 Nm
Acceleration	6.3 secs	-0.8 secs	5.5 secs
Combined cons.	40.9 mpg	+10.5 mpg	51.4 mpg
CO₂ emissions	183g/km	-39 g/km	144g/km



640d

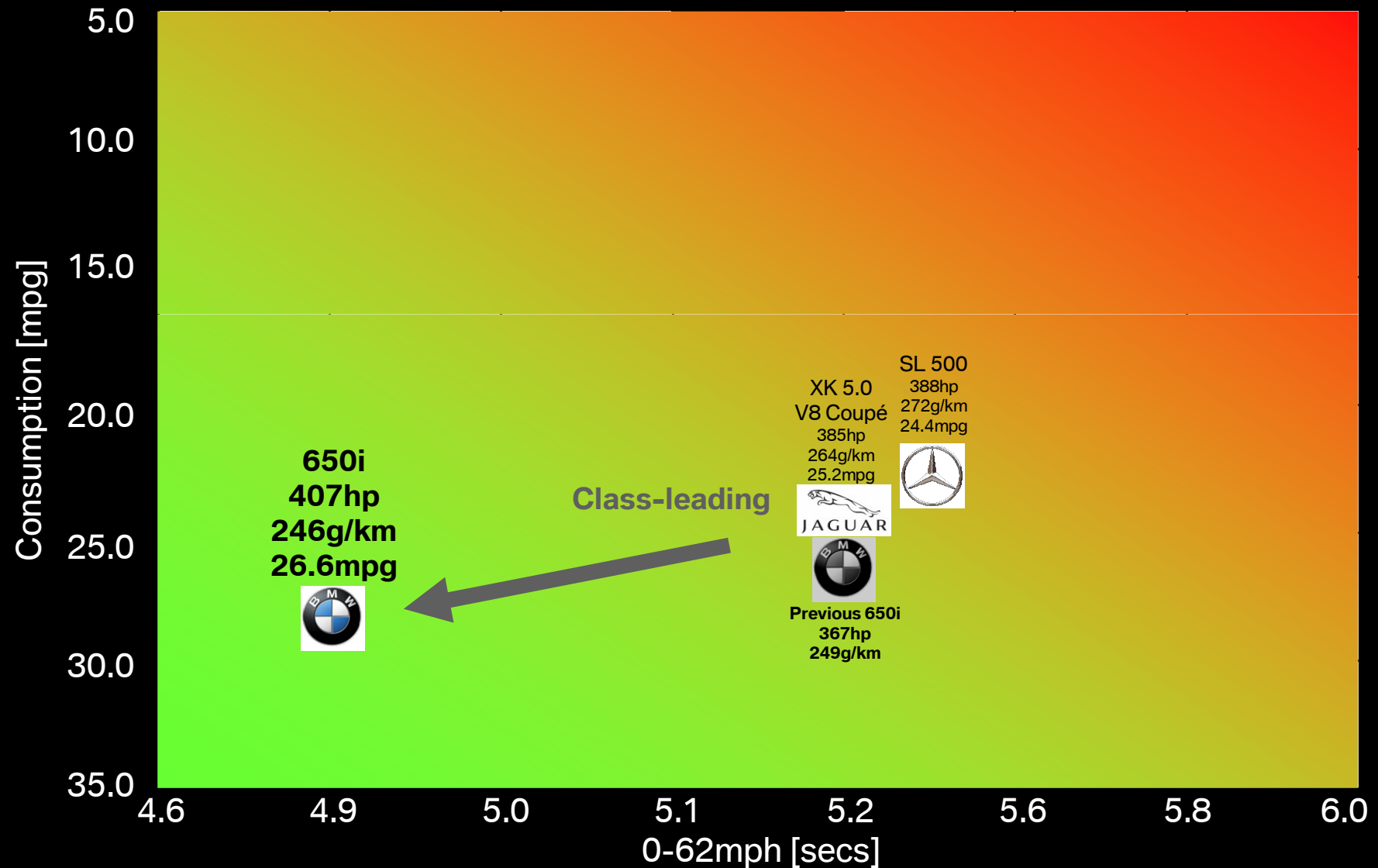
The new BMW 6 Series Coupé.

Class-leading efficiency combined with performance: 640i.



The new BMW 6 Series Coupé.

Class-leading efficiency combined with performance: 650i.



The new BMW 6 Series Coupé.

Extended use of BMW EfficientDynamics.



Electric power steering*



Lightweight engineering

Auto Start - Stop (6 cylinder)*



High-precision direct injection with Twin Power Turbo

8 * speed automatic transmission



Active aerodynamics*

ECO PRO mode *

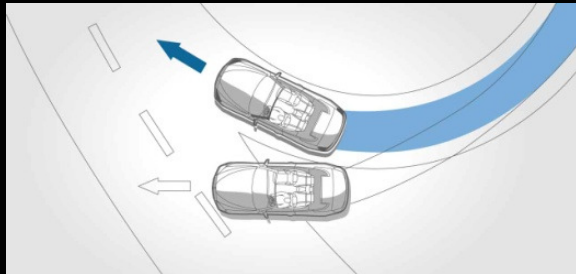


*New over predecessor model

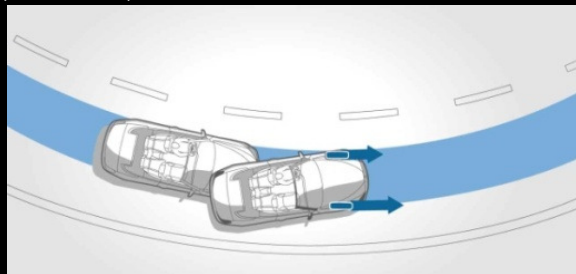
The new BMW 6 Series Coupé.

Dynamic ability: A superior chassis and optional enhancements.

Standard Features



Dynamic Stability Control Plus (DSC+)



Dynamic Traction Control (DTC)



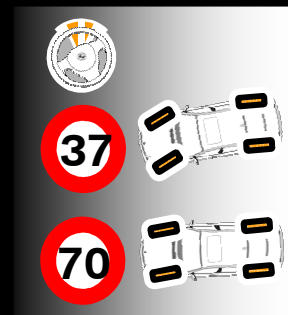
Drive Dynamic Control (Comfort, Sport, Sport +)



Optional Equipment



VDC & Adaptive Drive (optional)

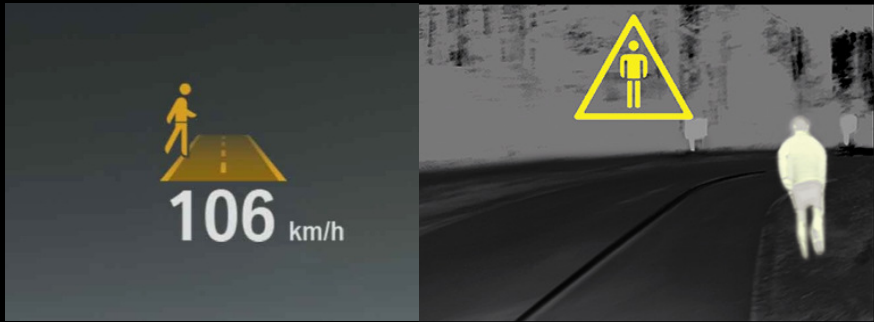


Integral Active steering (optional)

The new BMW 6 Series Coupé.

Latest BMW ConnectedDrive technologies.

Night Vision with pedestrian recognition



Reversing assist cameras, incl. Surround View



Lane change warning system



Park Assist

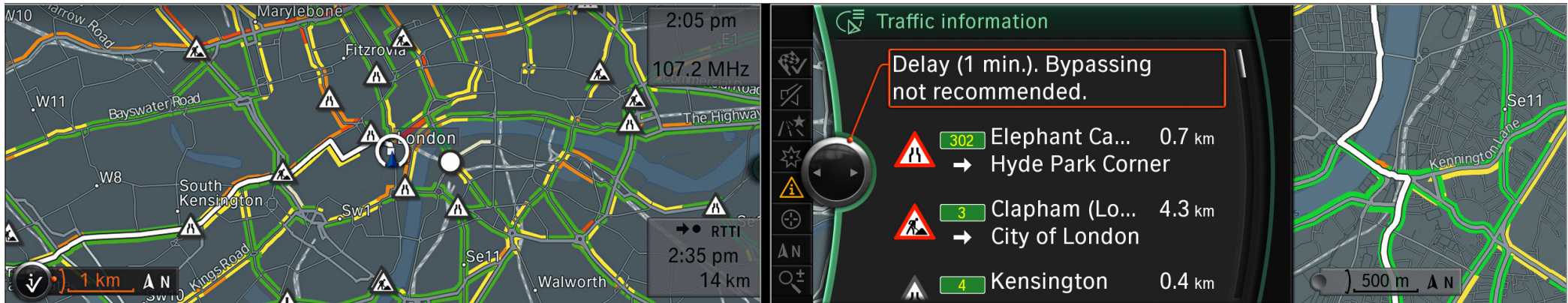


Full colour Head-up Display



The new BMW 6 Series Coupé.

BMW ConnectedDrive - Real Time Traffic Information.



- Advanced alternative to current TMC data.
- Superior accuracy and reliability of traffic information.
- Automatically updated every three minutes.
- Traffic flows are clearly displayed in a colour-coded system which is easily interpreted by the driver.
- The system can recommend for or against alternative routes depending on potential time saving benefits.

The new BMW 6 Series Coupé.

Ownership costs – class leading again.

Manufacturer	Model	OTR Price	Residual Value ¹	BIKYr 1	mpg
BMW	640i	£59,565	34.7%	25%	36.7
Mercedes	SL 350	£68,360	28.4%	35%	29.1
BMW	640d	£62,080	35.4%	21%	51.4
BMW	650i	£67,340	33.3%	35%	26.6
Mercedes	SL 500	£81,705	25.6%	35%	24.4
Jaguar	XK 5.0 Coupé	£65,000	29.1%	35%	25.2

Source: CAP¹

The new BMW 6 Series Coupé.

Ownership costs – class leading again.

Manufacturer	Model	CO ₂	VED	Std Yr
BMW	640i	179	I	£315
Mercedes	SL 350	226	L	£790
BMW	640d	144	F	£130
BMW	650i	246	L	£790
Mercedes	SL 500	272	M	£1,000
Jaguar	XK 5.0 Coupé	264	M	£1,000

The new BMW 6 Series Coupé.

Key strengths.

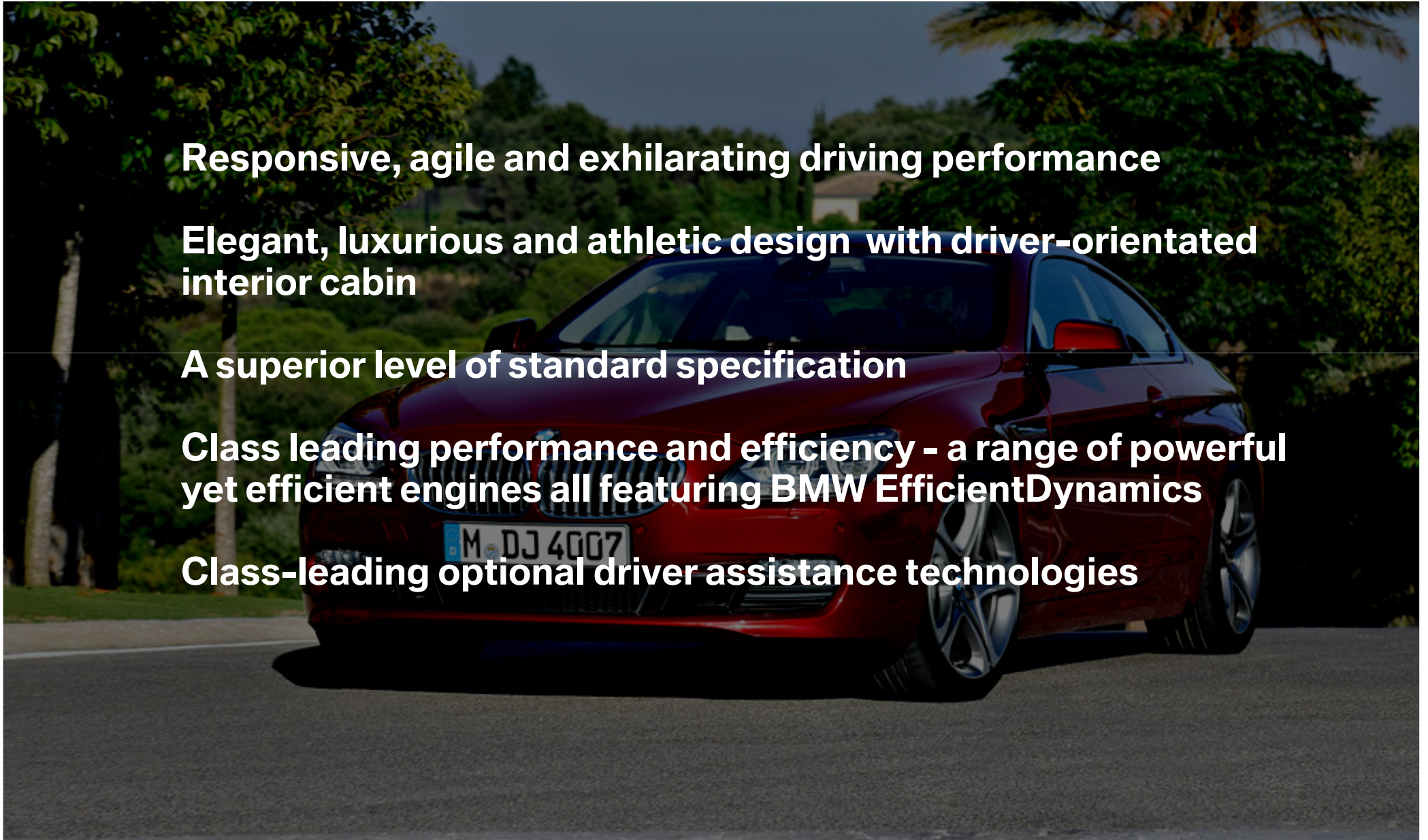
Responsive, agile and exhilarating driving performance

Elegant, luxurious and athletic design with driver-orientated interior cabin

A superior level of standard specification

Class leading performance and efficiency - a range of powerful yet efficient engines all featuring BMW EfficientDynamics

Class-leading optional driver assistance technologies



The new BMW 6 Series Coupé.

Test vehicles.

640d M Sport

Carbon Black, metallic
Exclusive Nappa leather
American Oak interior trim
19" light-alloy M Double spoke style 351M
Navigation – BMW Professional Multimedia

Optional equipment highlights:

Adaptive LED Headlights
Adaptive Drive
Head up Display
Instrument Panel Leather

640d M Sport

Imola Red, non-metallic
Dakota leather, black
Aluminium Hexagon interior trim
19" light-alloy M Double spoke style 351M
Navigation – BMW Professional Multimedia

Optional equipment highlights:

Adaptive LED Headlights
Adaptive Drive
Head up Display



The new BMW 6 Series Coupé.
Thank you for your attention.

