|  |  |
| --- | --- |
|  | Media Information |
|  | 31 May, 2012 |
|  |  |
|  | The new BMW M3 and M5 M Performance Editions |
|  | BMW Individual comes to two M models |

Two exclusive new M Performance Editions for the BMW M3 and BMW M5 are being built by BMW M GmbH solely for the UK market. Just thirty of each model will be available costing £74,080 OTR for the M3 M Performance Edition and the M5 M Performance Edition is priced at £95,140 OTR.

Showcasing BMW Individual, these M Performance Editions will bring three new Frozen paint colours to the UK for the first time; BMW Individual Japan Red with a Frozen Red wrap, BMW Individual Frozen White and BMW Individual Frozen Blue. All are on sale now. To complement the striking exterior colours, all M5 M Performance Editions come with Full Black Merino leather upholstery and all M3 M Performance Editions come with extended Black Novillo leather upholstery, both with contrasting Mugello Red, Lotus White or Tobago Blue stitching as standard.

Floor mats with contrast piping, an Alcantara steering wheel, BMW Individual Piano Black interior trim with a ‘One of 30’ laser cut designation, front headrests with M stitching and door sills with ‘BMW M Performance Edition’ designation complete the look of the interior.

The new BMW M3 M Performance Edition features BMW’s class-leading 420hp V8 engine with power transferred to the road via a standard seven-speed M DCT transmission and variable M differential. The car also comes with the Competition Package as standard, which features 10mm lowered suspension, Electronic Damper Control with Sport mode and a revised DSC+ system.

Additionally, the BMW M3 M Performance Edition boasts an array of extra standard equipment including; 19-inch M Y-spoke Matt Black alloy wheels, Dark Chrome exhaust, side gills and kidney surround, jet black bonnet intakes, carbon-fibre front splitters, high-gloss Shadowline exterior trim, folding exterior mirrors and sun protection glass to complement its unique exterior. Adaptive headlights, DAB digital radio, a Harman/Kardon 13-loudspeaker system, BMW Professional Media Package, mobile application preparation, telephone USB audio interface and Internet add to the M3’s practicality. While the sliding front armrest, front seat heating and front and rear Park Distance Control complete the package. The extensive list of equipment, now standard, is worth £9,790.

The new BMW M5 M Performance Edition features BMW’s latest 560hp TwinPower Turbo V8 engine complete with race-bred chassis technology including an Active M differential and electronic damping control. Combining track-car dynamics with supreme touring comfort, the new BMW M5 M Performance Edition includes £22,075 worth of additional equipment as standard.

For this added value 20-inch M Double-spoke Matt Black alloy wheels, Dark Chrome exhaust, side gills and kidney surround, M Sport multi-function seats with lumbar support, powered bootlid operation, sun protection glass, split-folding rear seats, comfort access and soft close doors add to the already impressive standard equipment list. A reversing assist camera, High-beam assistant, Internet, BMW Professional 12-loudspeaker system, telephone USB audio interface, mobile application preparation and speed limit display complete this exclusive model.

**Ends**

**The BMW Group**

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 25 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2011, the BMW Group sold about1.67 million cars and more than 113,000 motorcycles worldwide. The profit before tax for the financial year 2010 was euro 4.8 billion on revenues amounting to euro 60.5 billion. At 31 December 2010, the BMW Group had a workforce of approximately 95,500 employees.

|  |
| --- |
| The success of the BMW Group has always been built 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last seven years. |

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

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

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

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

**For further information please contact:**

Krystyna Kozlowska BMW Media Relations Assistant

Tel: 01344 480707 Email: Krystyna.Kozlowska@bmw.co.uk

Gavin Ward BMW Media Relations Manager  
Tel: 01344 480829 Email: Gavin.Ward@bmw.co.uk

Wieland Bruch Product Communications Manager

Tel: 01344 480113 Email: Wieland.Bruch@bmw.co.uk

Graham Biggs Corporate Communications Director

Tel: 01344 480109 Email: Graham.Biggs@bmw.co.uk

Press office fax: 01344 480306

Media website: www.press.bmwgroup.co.uk  
Customer website: [www.bmw.co.uk](http://www.bmw.co.uk)