Media Information
16 August 2013

BMW Concept M4 Coupé – the true essence of BMW M.

On 16 August, amidst magnificent award-winning sports cars of yesterday on show at the ‘Concours d’Elegance’ at Pebble Beach, the BMW Group will be offering a first outlook on a high-performance sports car of tomorrow – the BMW Concept M4 Coupé.

“The BMW Concept M4 Coupé reflects the BMW M philosophy in ideal form: it combines motor racing genes and unrestricted everyday suitability in a highly emotional overall concept. For four generations, the BMW M3 has put motor racing on the road and the BMW Concept M4 Coupé consistently continues to pursue this fundamental idea. The new model designation ‘M4’ refers – like all other BMW M automobiles – to the series on which this concept car is based,” explains Dr. Friedrich Nitschke, Chairman of the Managing Board of BMW M GmbH.

**The design of the new BMW Concept M4 Coupé.**

The BMW Concept M4 Coupé, finished in the colour ‘Aurum Dust’ exclusively developed for this model, continues with BMW M’s design language – strong in character, emotional and extremely dynamic. From every perspective it is the embodiment of agility, dynamism and superior performance. Large air inlets in the dynamic front, a swift design language in the side and a sporty, low rear give clear visual indication of the car’s tremendous dynamic potential. CFRP (carbon-fibre reinforced plastic) elements such as the front splitter, the roof and the rear diffuser underline the optimised lightweight concept down to the smallest detail. “At BMW M, design is above all an expression of function. Each design element is based on the underlying technical demands of the BMW M high-performance concept. Thanks to this authenticity, the design provides a taste of what can be experienced with each model: power, precise control and superior handling – an unforgettable driving experience on the racetrack as well as on the road” says Adrian van Hooydonk, Head of BMW Group Design.

**The front end.**

Faceted surfaces, precise contours and distinctive visual depth shape the powerfully expressive front end of the BMW Concept M4 Coupé. The classic ‘BMW face’ with its double kidney and a modern interpretation of the double-round headlamps featuring LED technology provides the car with a distinctive identity, making it recognisable as a BMW M automobile at very first glance. The bonnet with its characteristic powerdome symbolises the immense power of the engine that lies beneath it. This dynamic element is further emphasised by a distinctive contour. A further striking feature on the front of the new BMW Concept M4 Coupé is the BMW M double slat kidney grille: the black kidney grille slats imitate the characteristic M double-spoke design of the BMW M wheels, the M4 emblem on the kidney grille adding an exclusive accent to the front end.

The powerfully shaped front apron sporting the carbon-fibre front splitter immediately catches the eye. The three large air intakes supply the high performance power unit with sufficient cooling air. At the same time, the interplay of surfaces, contours and volume authentically express the car’s supreme potential. The sharply outlined vertical air vents located in the outer section of the side air intakes, the so-called Aero Curtain is a design statement of its own. Together with the Air Breather, this feature ensures the aerodynamic closure of the wheel arches and consequently, improved air flow and fuel consumption.

**The side.**

Viewed from the side, the dynamic impression conveyed by the front end continues. A streamlined, flat silhouette and an athletic body design characterise the BMW Concept M4 Coupé. Typical BMW proportions – a long bonnet, long wheelbase, set-back greenhouse and a short front overhang – create an exceptionally dynamic appearance even when the car is at a standstill. Muscular wheel arches and the powerfully expressive surface language reveal the BMW Concept M4 Coupé’s supreme performance capabilities at very first glance.

The flowing roofline enhances the BMW Concept M4 Coupé’s sporty design with elegant finesse. As a visible high-tech lightweight element, the contoured CFRP roof characterises the BMW Concept M4 Coupé’s technically innovative design. The CFRP roof reduces weight and ensures a lower centre of gravity, thus facilitating an even sportier driving experience. Here, form and function are optimally combined in typical BMW M fashion. The coupé roofline flows into the muscularly designed rear end, which then adopts the contour of the roof. A rear spoiler lip is integrated into the trunk lid for optimum downforce. Thanks to this feature, the BMW Concept M4 Coupé not only has better downforce values, but when viewed from the side, also gains in volume and length, in athletic presence. Below it, the boldly shaped, muscular sill emphasises the car’s sporty stance on the road.

A conspicuous detail on the car’s side panels is the redesigned M gill. This characteristic M design element constitutes a both sporty and functional statement. On the Concept M4 Coupé, the M gills incorporate the Air Breather, which together with the Aero Curtain within the front apron serves to ventilate the wheel arches and facilitate better airflow values. Exclusively designed, bi-coloured 20” M light alloy wheels boasting the typical M double-spoke design complete the sporty design of the car’s sides. The five double-spoke rims with polished outer surfaces also reveal M Carbon ceramic brakes.

**The rear.**

The muscular rear end of the BMW Concept M4 Coupé gives visual indication of the car’s supreme power. The entire tail section boasts a sculptural and broad appearance. The large shaded areas beneath the spoiler give the rear end an even flatter and athletic appearance. At the same time, the flat taillights located far to the outside, the wide track and the powerfully flared wheel arches underscore the car’s stable stance on the road. Horizontal lines accentuate the car’s width, lowering the visual centre of gravity even further.

Within the tail section of the BMW Concept M4 Coupé, the design feature of the front apron comprising faceted surfaces is formally replicated and continued further. The interplay of surfaces and precise contours around the optical air vents further accentuates the rear end’s dynamic design. Quad exhaust tailpipes are a characteristic M feature on the rear end. The two pairs of carbon-fibre tailpipes are encompassed by the sculptural rear apron, whilst a carbon-fibre rear diffuser completes the overall aerodynamics package.

**BMW M GmbH.**

BMW M GmbH is a one hundred percent owned subsidiary of BMW AG. With products and services in the five business areas BMW M Automobiles, BMW M Performance models, BMW Individual, M Sport models and options, BMW Group Driving Experience as well as security, emergency and special purpose vehicles, it addresses customers with particularly high demands on the performance, exclusivity and individuality of their automobile. 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 motorsport and with the fascination of high-performance sports cars for use in everyday road traffic. BMW M GmbH possesses the status of an independently operating automobile manufacturer. In 2012, BMW M GmbH achieved worldwide sales of just under 27,000 vehicles.

**Ends**

**The BMW Group**

The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2012 was euro 7.82 billion on revenues amounting to euro 76.85 billion. At 31 December 2012, the BMW Group had a workforce of 105,876 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 eight years.

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