



Media Information

7 May, 2014

The BMW M5 30 Jahre Edition – the most powerful production BMW ever offered in the UK.

To celebrate 30 years of the BMW M5 – the founder member of the high-performance business Saloon segment – BMW has created an exclusive, special-edition of the current, fifth-generation model boasting performance that sets it apart from its stablemates. The BMW M5 30 Jahre Edition (30 years of the M5) will be produced in a limited run of just 300 vehicles worldwide. Only 30 cars will come to the UK.

Developing 600hp and peak torque of 700Nm, this special-edition (combined fuel consumption 28.5mpg; CO₂ emissions: 231g/km) is not only the most powerful BMW M5 ever to emerge from series production under the auspices of BMW M GmbH, but also the most powerful production car in the history of the brand. The M5 30 Jahre Edition sprints from zero to 62mph in a lightning fast 3.9 seconds. Its BMW Individual-inspired looks and dynamic and comfort-enhancing equipment make this special edition M5 set to be a highly desirable collector's item.

Further increased performance.

Under the bonnet of the BMW M5 30 Jahre Edition is a 4.4-litre V8 engine with M TwinPower Turbo technology and an output of 600hp, 40hp more than the standard model. This power boost has been achieved through carefully calculated tweaks to the engine management and an increase in charge pressure.

The foundation for these upgrades was provided by the Competition package – itself a car that already came with a power upgrade. Conceived to appreciably enrich the handling characteristics of the BMW M5, it can be ordered as an option for the regular model and is part of the special edition's standard specification. The Competition package comprises modifications including a revised chassis set-up with firmer

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spring/damper tuning and a 10mm drop in ride height. Added to which, the Active M Differential on the final drive gains its own control unit to further improve traction. Elsewhere, the steering with M-specific Servotronic function has more direct mapping and the M Dynamic Mode of the DSC (Dynamic Stability Control) system is focused even more keenly on delivering sporty handling.

Exclusive design exudes dynamic performance.

In keeping with the anniversary celebrations which have inspired its creation, the special-edition model has been given the BMW Individual treatment. As a result, it cuts a more dynamic, head-turning figure than its standard siblings. The striking BMW Individual Frozen Dark Silver metallic paint accentuates the elegantly muscular forms of the BMW M5. The kidney grille surround, gills with '30 Jahre M5' badge on the front wing, door handle inserts and twin exhaust tailpipes all come in black chrome. The same is true of the 20-inch bi-colour M light-alloy wheels.

The interior of the BMW M5 30 Jahre Edition includes exclusive touches to highlight the anniversary. The driver and front passenger will be greeted by '30 Jahre M5' lettering on the front door sill finishers, while a plaque bearing '30 Jahre M5' and '1/300' inscription is integrated into the Dark Aluminium Trace interior trim. The '30 Jahre M5' logo is also embroidered into the backrests of all four of the high-performance Saloon's seats.

Both the driver and front passenger in the M5 30 Jahre Edition can settle into M Sport multifunction seats upholstered in Individual Black Alcantara and Full Merino leather. Alcantara Anthracite trims the centre console and door panels as well as the M Sport multifunction steering wheel. A harman/kardon surround-sound system with a total of 16 speakers is also included as standard and a 1,200-watt Bang & Olufsen Advanced audio

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system is available as an option. In addition to the exclusive content this car it also features as standard such equipment as Adaptive LED Headlights, Comfort Access with smart opener, Driving Assistant, lumbar support and split folding rear seats with additional 12 volt power sockets.

The M5 30 Jahre Edition represents a new high point in 30 years of success that began at BMW Motorsport GmbH in Munich in 1984, and continues to raise the pulses of car fans around the world today. It is on sale now and costs £91,890 OTR.

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 2013, the BMW Group sold around 1.963 million cars and 115,215 motorcycles worldwide. The profit before tax for the financial year 2012 was €7.82 billion on revenues amounting to €76.85 billion. As of the 31st 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.

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