





BMW UK
June 2014

THE NEW BMW M3 SALOON AND M4 COUPÉ.

UK MEDIA LAUNCH – AUSTRIA. 

**BMW
GROUP**





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THE NEW BMW M3 SALOON AND M4 COUPÉ.

GRAHAM BIGGS – COMMUNICATIONS DIRECTOR. 

**BMW
GROUP**



FROM THE RACETRACK TO THE ROAD.



THE DNA OF BMW M.



**Motorsport
heritage**

High-performance

M Design cues



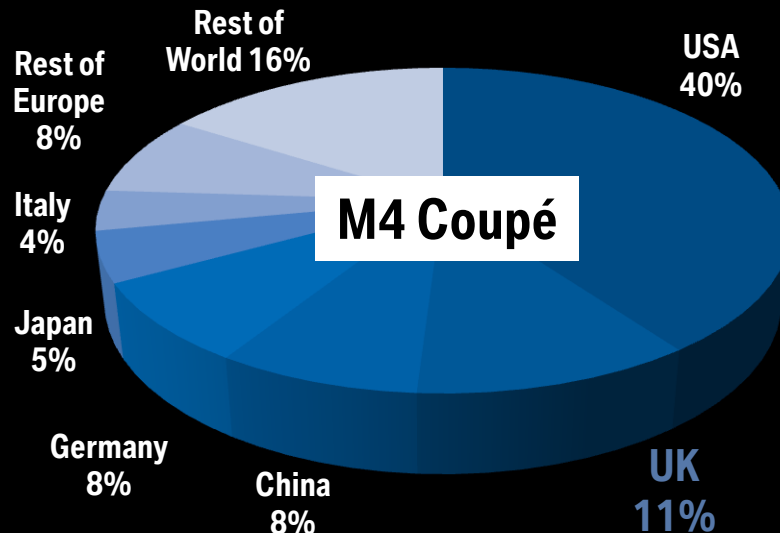
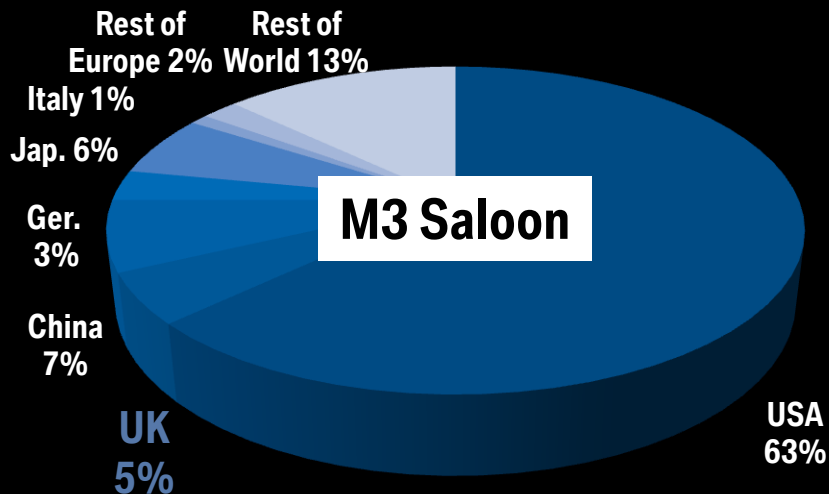
Bespoke engines

Lightweight

M Differential

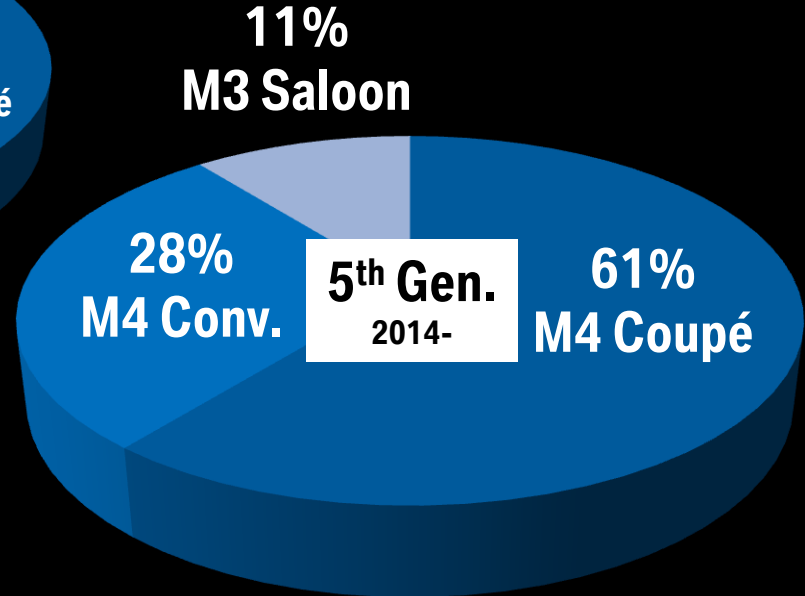
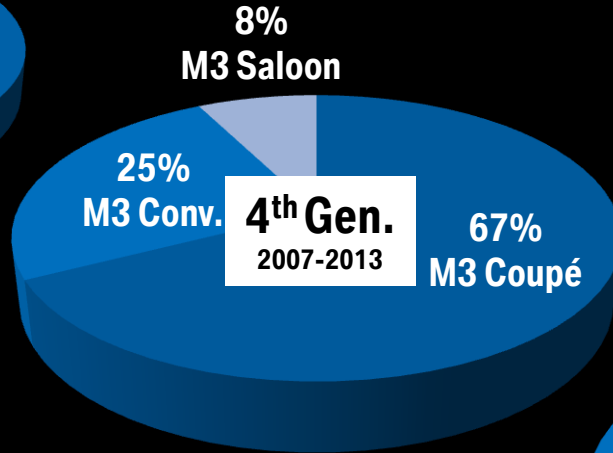
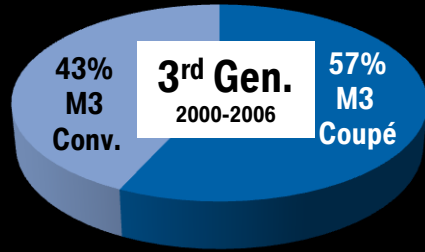
Nürburgring-tested

UK THE SECOND-LARGEST MARKET FOR M4.



Expected UK sales of approx. 5,000 M4 Coupés and 700 M3 Saloons over seven-year lifecycle.
Peak year of approx. 1,200 M4 Coupés and 300 M3 Saloons.

COUPÉ REMAINS MOST POPULAR UK BODYSTYLE.





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MATT COLLINS – PRODUCT MANAGER. 

**BMW
GROUP**





DESIGN

THE NEW BMW M3 SALOON.



LAUNCHES 21 JUNE

THE NEW BMW M4 COUPÉ.



LAUNCHES 21 JUNE

M DESIGN: THE INTERIOR.



M DESIGN: THE SEATS.





ENGINEERING

A NEW HIGH-PERFORMANCE ENGINE.



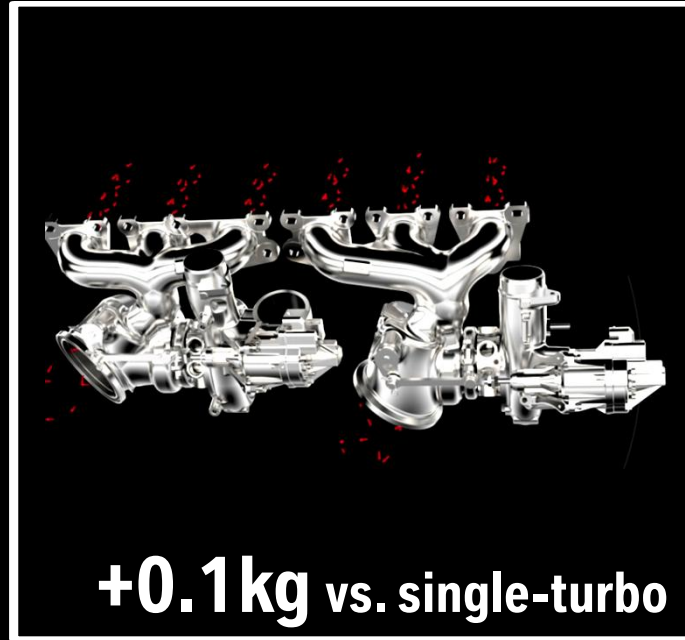
Forged crankshaft

Lightweight crankcase

Magnesium oil pan

**Motorsport-derived
oil system**

**Racetrack-proof
intercooling**



**Lightweight
engine cover**

**Electronically-controlled
exhaust flaps**

**Lightweight bi-turbo,
mono-scroll concept**

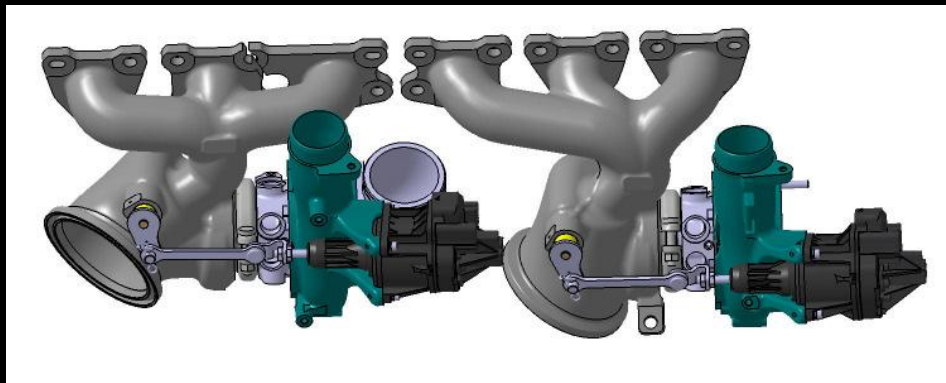
Electric wastegates

UNIQUE NEW TURBOCHARGER UNIT.



Bi-turbo developed specifically for the new M3/M4.

Virtually identical weight to the single-turbo in 435i engine.

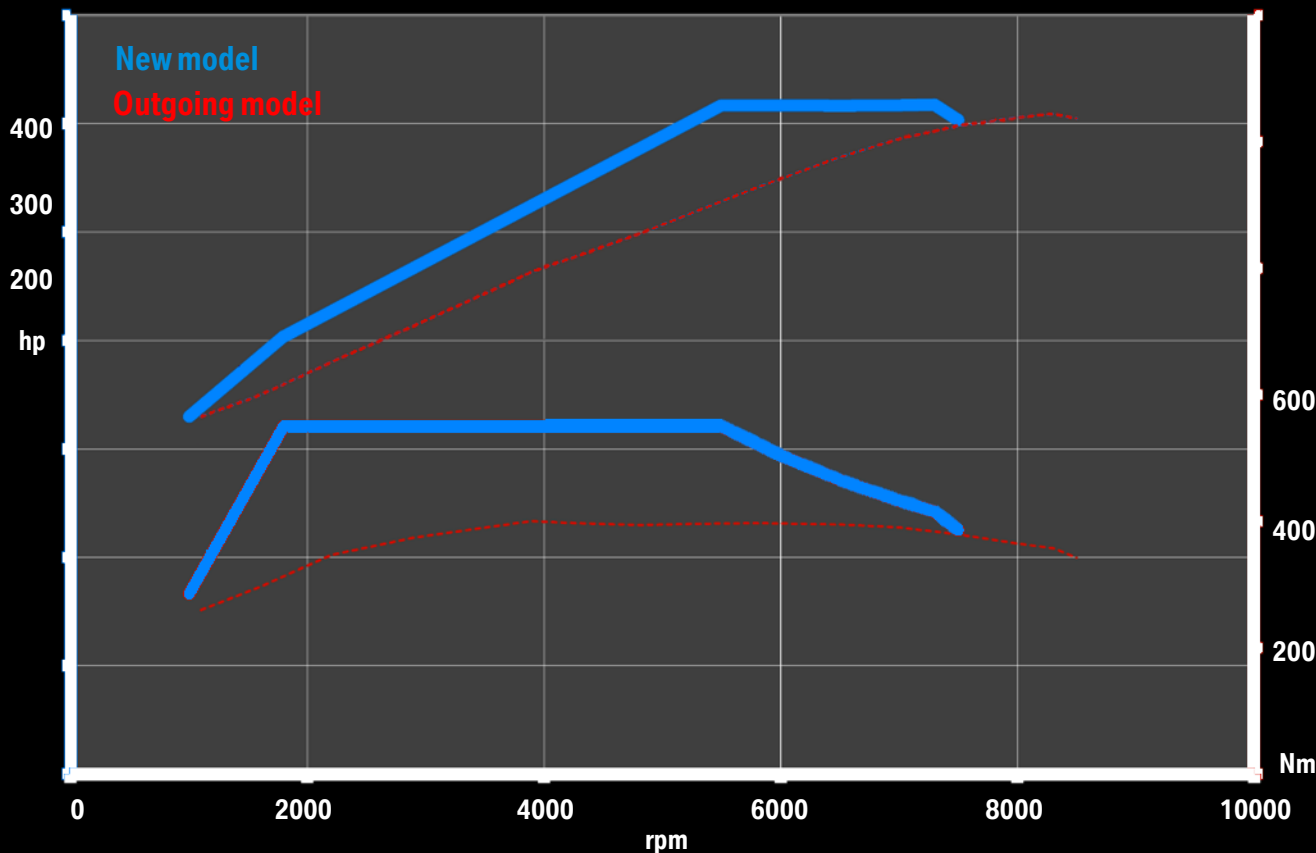


Turbines integrated into manifold to save weight and reduce thermal losses.

Electric wastegates linked to Efficient/Sport/Sport Plus modes to precisely adjust throttle response.



MORE TORQUE AND AVAILABLE AT LOWER REVS.

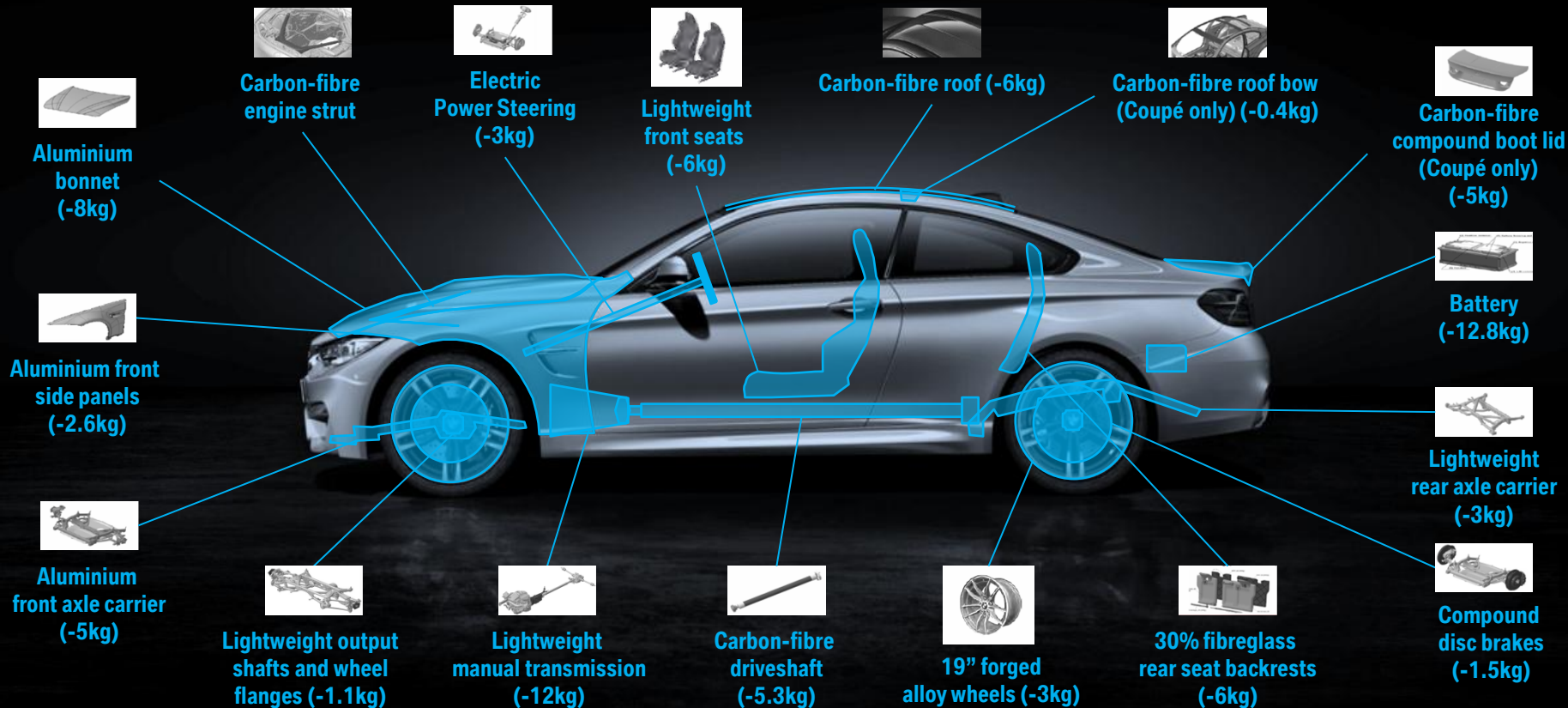


**Peak power now
available between
5,500-7,300rpm**

**Peak torque now
available between
1,850-5,500rpm**

**Max. revs
7,600rpm**

THE NEW M4 COUPÉ NOW UNDER 1,500kg.



M SERVOTRONIC STEERING.



Major focus on removing any synthetic feel.

-3.5kg saving and +0.1mpg over hydraulic system.

Variable toothed rack and larger EPS motor.

EPS can be tuned more precisely with other components (suspension, axles, etc).

Comfort/Sport/Sport Plus settings controlled via separate button or integrated into MDrive Manager.



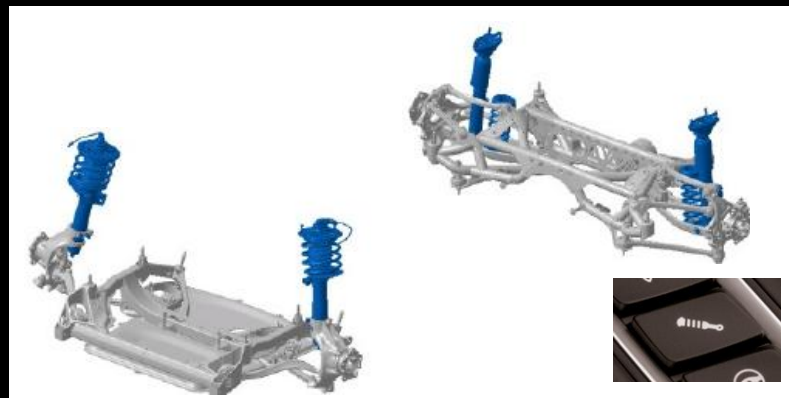
ADAPTIVE M SUSPENSION AND M DIFFERENTIAL.



Continuous adjustment through independently-controlled electromagnetic valves.

Comfort/Sport/Sport Plus settings controlled via separate button or integrated into MDrive Manager.

Standard in the UK.



New electronically-controlled actuator.

Fully-variable 0-100% locking with full torque of 2,500Nm available within 150 milliseconds.

M Dynamic Mode allows for easy and controlled drifting.

M DOUBLE CLUTCH TRANSMISSION (M DCT).



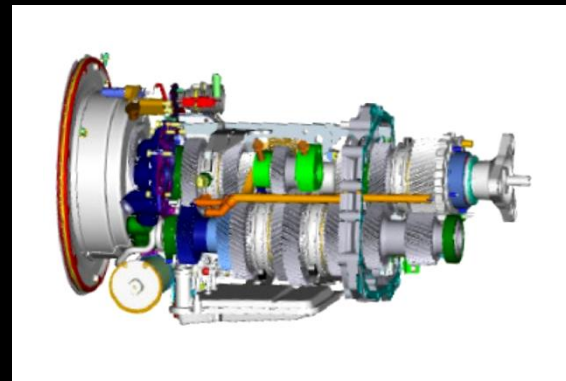
Seven-speeds across two gearsets.

Quicker acceleration (-0.2 secs), better fuel economy (+1.9mpg) and lower CO₂ emissions (-10g/km) than standard manual.

Shift ferocity control controlled via separate button or integrated into MDrive Manager.

Includes Launch Control and Auto Start-Stop.

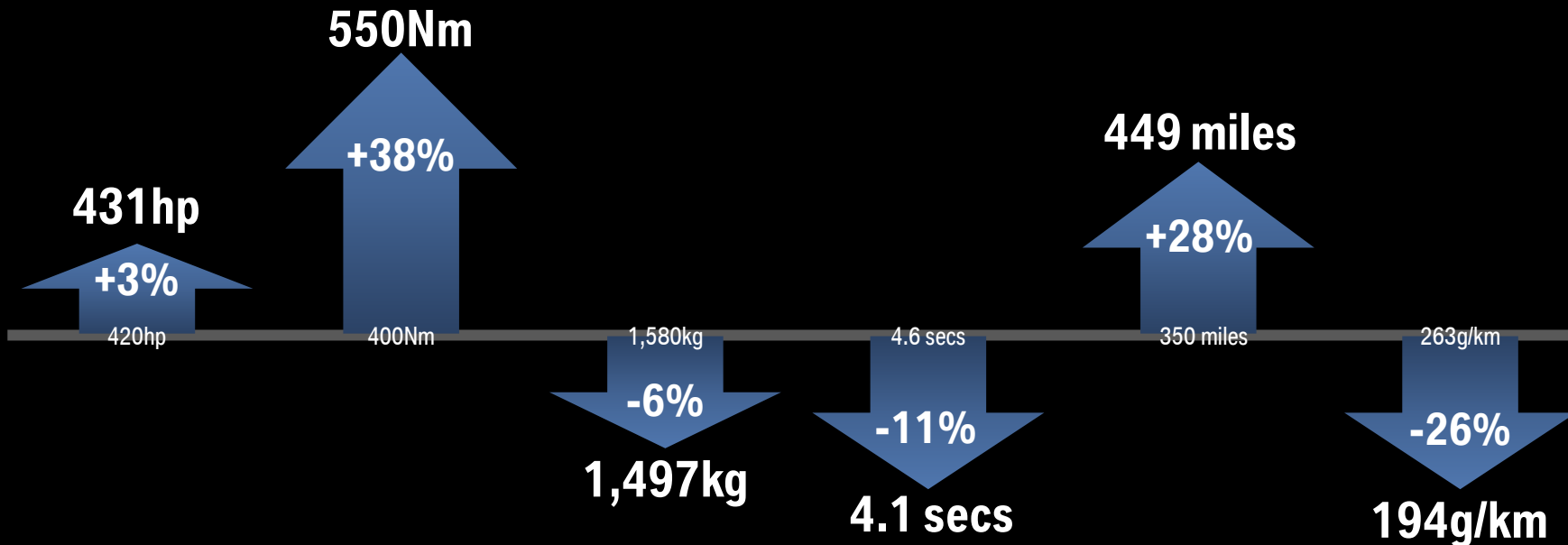
£2,645 option (same as previous-generation).



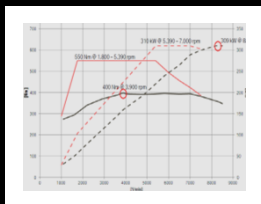


PERFORMANCE

REDEFINING THE PERFORMANCE BENCHMARK.



Power



Torque



Weight
(Coupe MT)



0-62mph
(M DCT)



Range
(M DCT)



CO₂
(M DCT)

ACCELERATION IMPROVEMENTS.



MDCT



4.1 secs



4.6 secs

0-62mph

MDCT



3.5 secs



4.2 secs

50-75mph

MDCT



21.9 secs



22.9 secs

0-1000m

MDCT



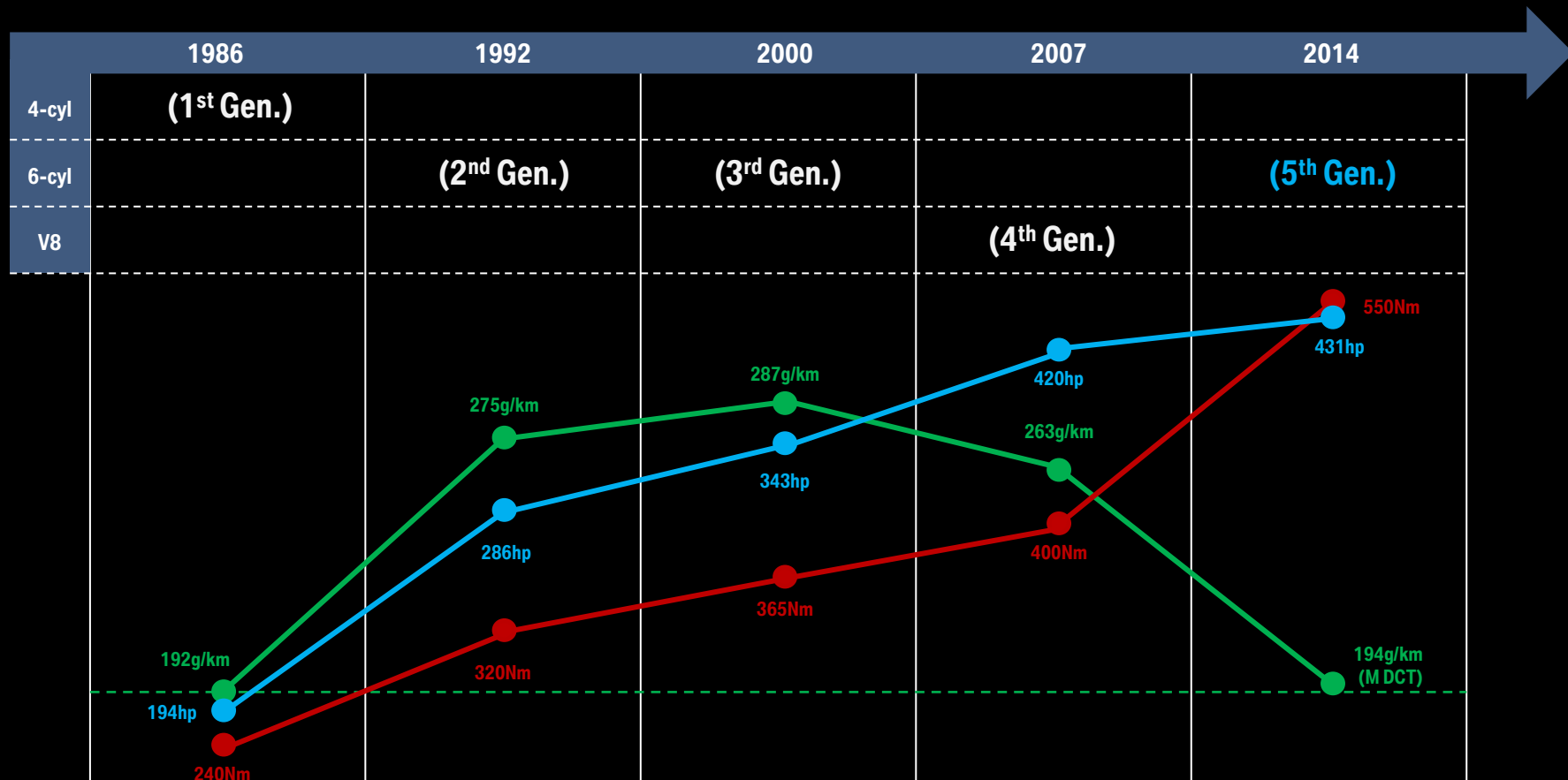
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Nürburgring

ENGINE DEVELOPMENT.





COMPETITION

THE NEW BMW M4 COUPÉ: KEY COMPETITORS.



Engine/Drivetrain	3.0-litre six-cylinder bi-turbo RWD		6.2-litre V8 naturally- aspirated RWD	4.2-litre V8 naturally- aspirated AWD
Power (hp)	431		457	450
Peak torque (Nm/rpm)	550 / 1,850		600 / 5,000	430 / 4,000
Power-to-weight (hp/tn)	288	280	264	262
0-62mph (secs)	4.3	(4.1)	(4.5)	(4.5)
CO ₂ emissions (g/km)	204	(194)	(280)	(246)
Kerb weight (kg)	1,497	(1,537)	(1,730)	(1,715)
OTR price	£56,650	(£59,145)	(£58,495)	(£59,370)
BMW M4 Coupé		MB C63 AMG Coupé	Audi RS5 Coupé	

Figures in brackets refer to automatic transmission.
Data valid 05/14.

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Data valid 05/14.



SPECIFICATION

MAJOR INCREASE IN STANDARD EQUIPMENT.



19" M light alloy wheels



Merino leather upholstery



Folding exterior mirrors



High-gloss Shadowline



Electric front seats



Xenon headlights



Compound disc brakes



BMW Professional Media with enhanced Bluetooth/USB

8.8" widescreen with iDrive Touch Controller
Full range of ConnectedDrive Services inc. Real Time Traffic Information /
Online Search / Google Send-to-Car / Information Plus / Apps / Remote
Services / Message Dictation / DAB / Emergency Call



Adaptive M suspension



MDrive Manager



**M multi-
function leather
steering
wheel with
Servotronic**



Front and rear PDC



Heated front seats

ENHANCED RANGE OF OPTIONAL EQUIPMENT.



M Head-up Display

£825



Adaptive LED headlights

£1,600



M Laptimer App

Free to download



M Carbon ceramic brakes

£6,250

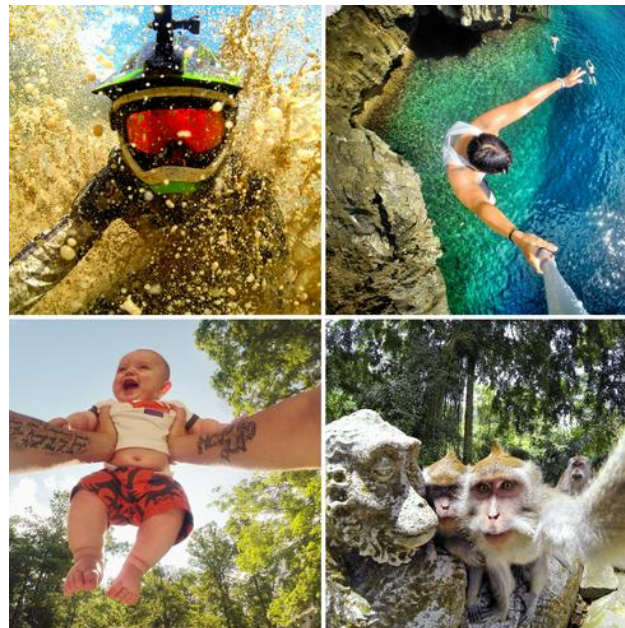
A grayscale photograph of a BMW car's interior, viewed from the driver's perspective. The steering wheel with the BMW logo is on the left. The dashboard features a central infotainment screen displaying a navigation map. Below the screen are air vents and climate controls. In the foreground, a hand holds a smartphone displaying the GoPro app interface, which includes the GoPro logo and a BMW logo. The text "GoPro App + BMW ConnectedDrive" is overlaid in a white box in the center of the image.

GoPro App + BMW ConnectedDrive



what we make

World's Most Versatile
Capture Devices



what we do

Enable Engaging
Content

GoPro App

Control. View. [Share.](#)



**Control your camera remotely with live video preview.
content.**

View photos, play back videos.

Share your GoPro



GoPro App + BMW ConnectedDrive



A grayscale photograph of a BMW car's interior, viewed from the driver's perspective. The steering wheel with the BMW logo is on the left. The dashboard features a central infotainment screen displaying a navigation map. Below the screen are air vents and climate controls. In the foreground, a hand holds a smartphone displaying the GoPro app interface, which includes the GoPro logo and a BMW logo. The gear shift and center console are visible in the lower part of the frame.

GoPro App + BMW ConnectedDrive



Time to Drive.

GoPro[®]
Be a HERO. 

+



MINIMAL PRICE INCREASES.



Model	Outgoing model OTR	New model OTR	OTR difference
M3 Saloon	£53,285	£56,190	+£2,905
M4 Coupé	£54,980	£56,650	+£1,670

Significantly increased standard equipment includes 19" alloy wheels, High-gloss Shadowline, Adaptive M suspension, Heated front seats, Folding exterior mirrors, Front and rear PDC and Carbon-fibre reinforced plastic roof (new for Saloon) - **a total value of £3,915.**

BMW INDIVIDUAL / M PERFORMANCE ACCESSORIES.



THE NEW BMW M4 CONVERTIBLE.



£60,745 OTR
LAUNCHES 6 SEPTEMBER



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THANK YOU FOR YOUR ATTENTION. 

**BMW
GROUP**

