













BMW UK
August 2013

THE NEW BMW 4 SERIES COUPÉ.

UK PRESS LAUNCH.

PIERS SCOTT– GENERAL MANAGER, PRODUCT AND INTERNAL COMMUNICATIONS

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A RICH HISTORY OF SPORTY AND DYNAMIC COUPÉS.



THE LATEST-GENERATION BMW EXECUTIVE COUPÉ.



E21

- First-generation, the E21, replaced the 2002 and kick-started the popularity of the Compact Executive car.



E30

- Second-generation E30 saw the introduction of the M3.



E36

- In 1998, the 24 Hours Nürburgring was won by a diesel model for the first time – the E36 320d.



E46

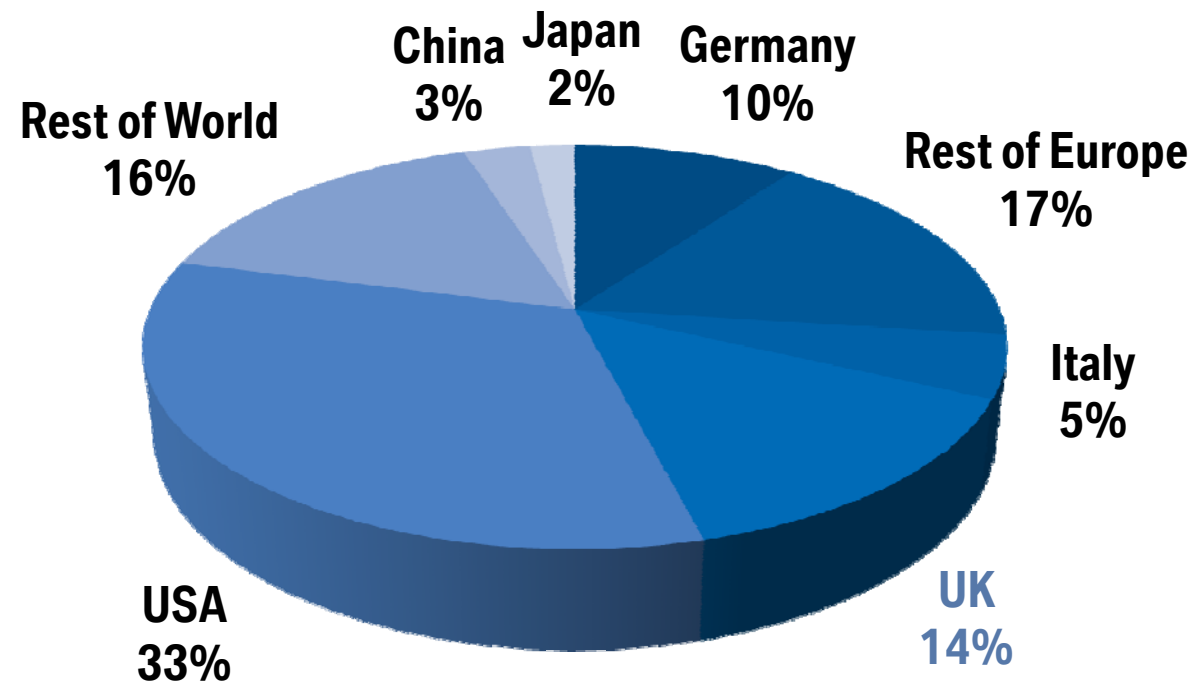
- E46 was the first model to include separate model trims; ES, SE, and M Sport.



E92

- Current-generation E92 has sold almost 50,000 units in the UK over its seven-year lifecycle.

GLOBAL SALES FORECAST FOR THE 4 SERIES COUPÉ.



- UK expected to be the second-largest worldwide market and the largest in Europe.
- Expected sales of around 46,000 units over seven-year lifecycle.

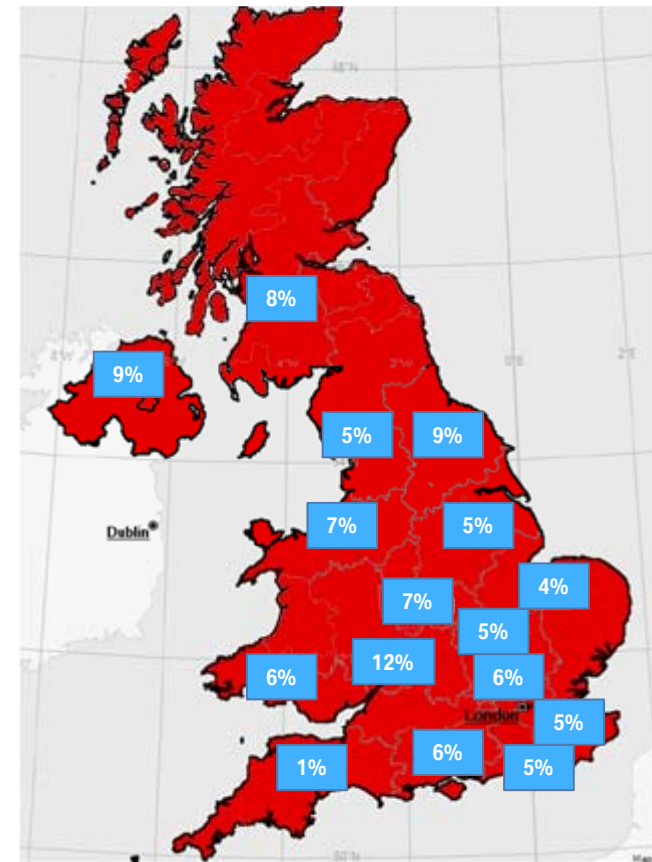


SUCCESSFUL UK INTRODUCTION OF xDRIVE .

- 2,238 3 Series xDrive vehicles sold since launch.
- 1 in 10 3 Series Saloons sold thus far this year have been xDrive variants.
- 3 Series xDrive Saloon outselling Audi A4 quattro Saloon by almost 2:1.
- Scotland and Northern Ireland together accounting for 17% of total (compared to 7% of overall sales).



Data valid 17 July 2013.





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PRODUCT OVERVIEW.

MATT COLLINS – PRODUCT MANAGER - MEDIUM CARS.

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A LOGICAL EXTENSION OF THE BMW NAMING CONVENTION.

5 Series



6 Series

X5



X6

3 Series



4 Series

WHAT DOES 4 SERIES REPRESENT?



EXTERIOR DESIGN.



THE NEW BMW 4 SERIES COUPÉ.



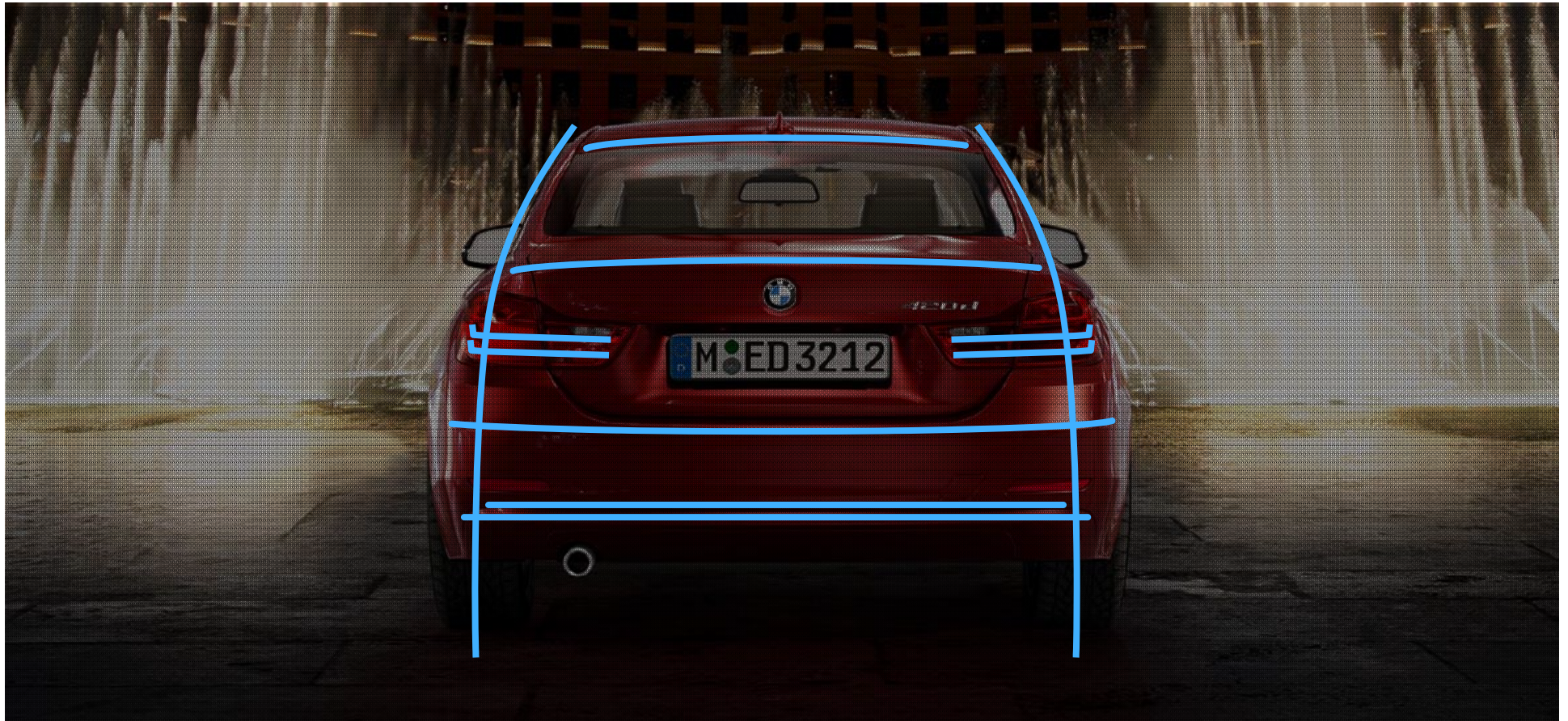
DYNAMIC EXTERIOR DESIGN.




SWEEPING COUPÉ PROPORTIONS.

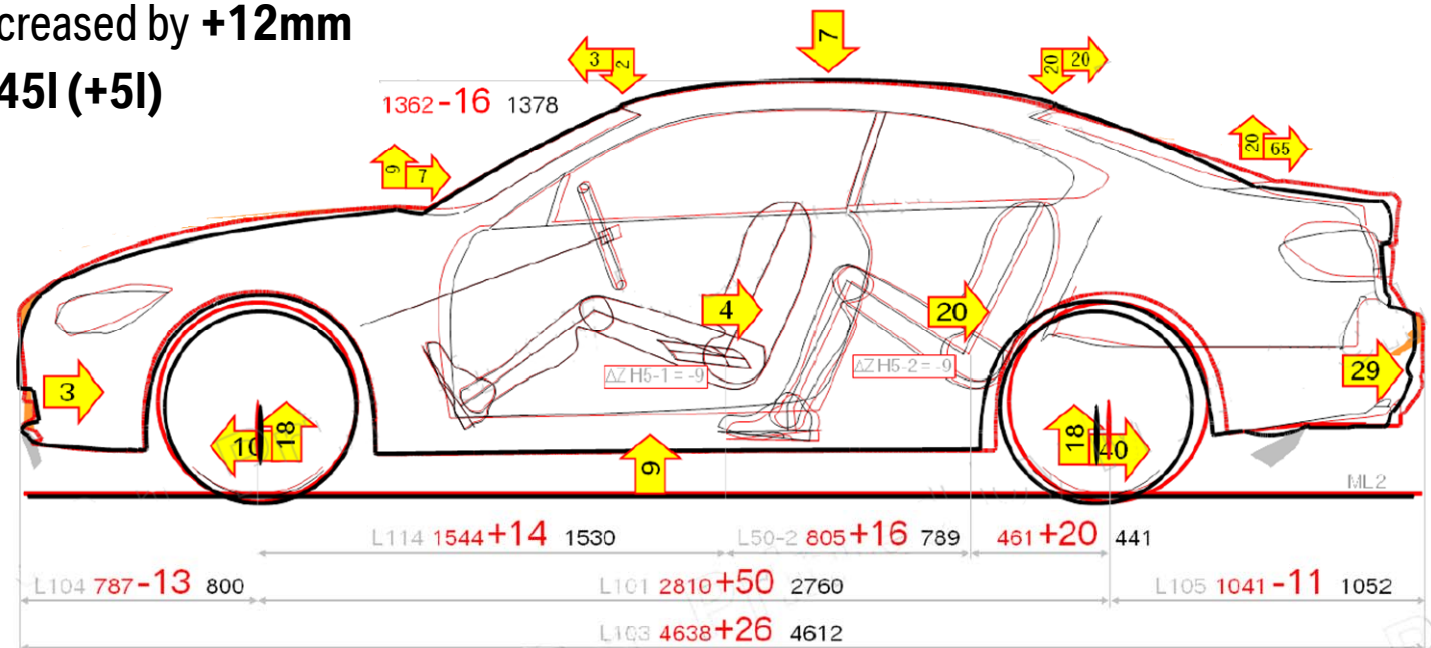


POWERFUL AND MUSCULAR STANCE.

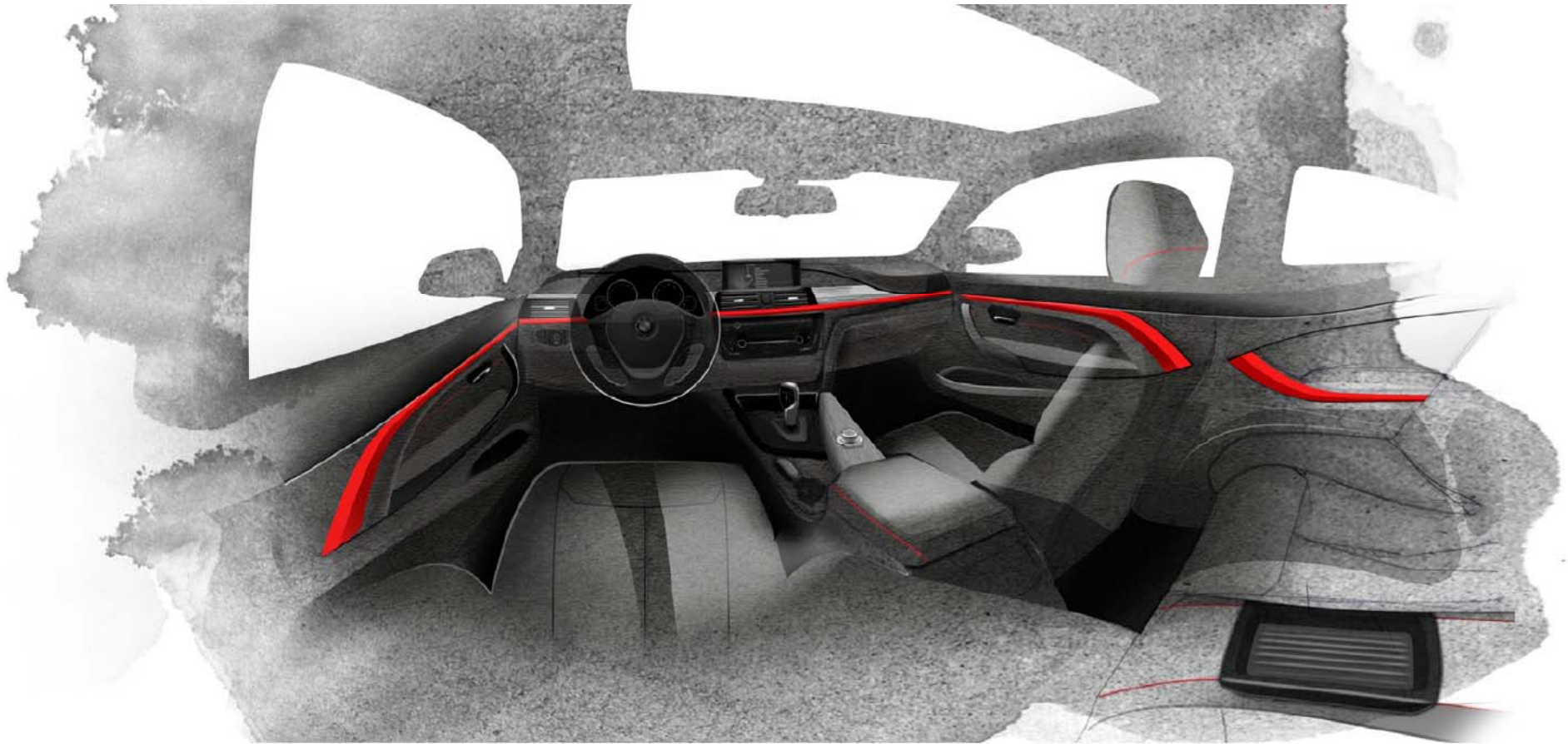


IMPROVEMENTS IN SPACE AND PRACTICALITY.

- Increase in length of **+26mm**, but with **+50mm** increase in wheelbase
 - Significantly broader shoulders (**+43mm**) and wider track (front **+45mm** / rear **+81mm**)
 - Lower, more stretched roofline **-16mm**
 - Rear legroom increased by **+12mm**
 - Boot capacity **445l (+5l)**
- 



INTERIOR DESIGN.



ELEGANT AND LUXURIOUS INTERIOR.



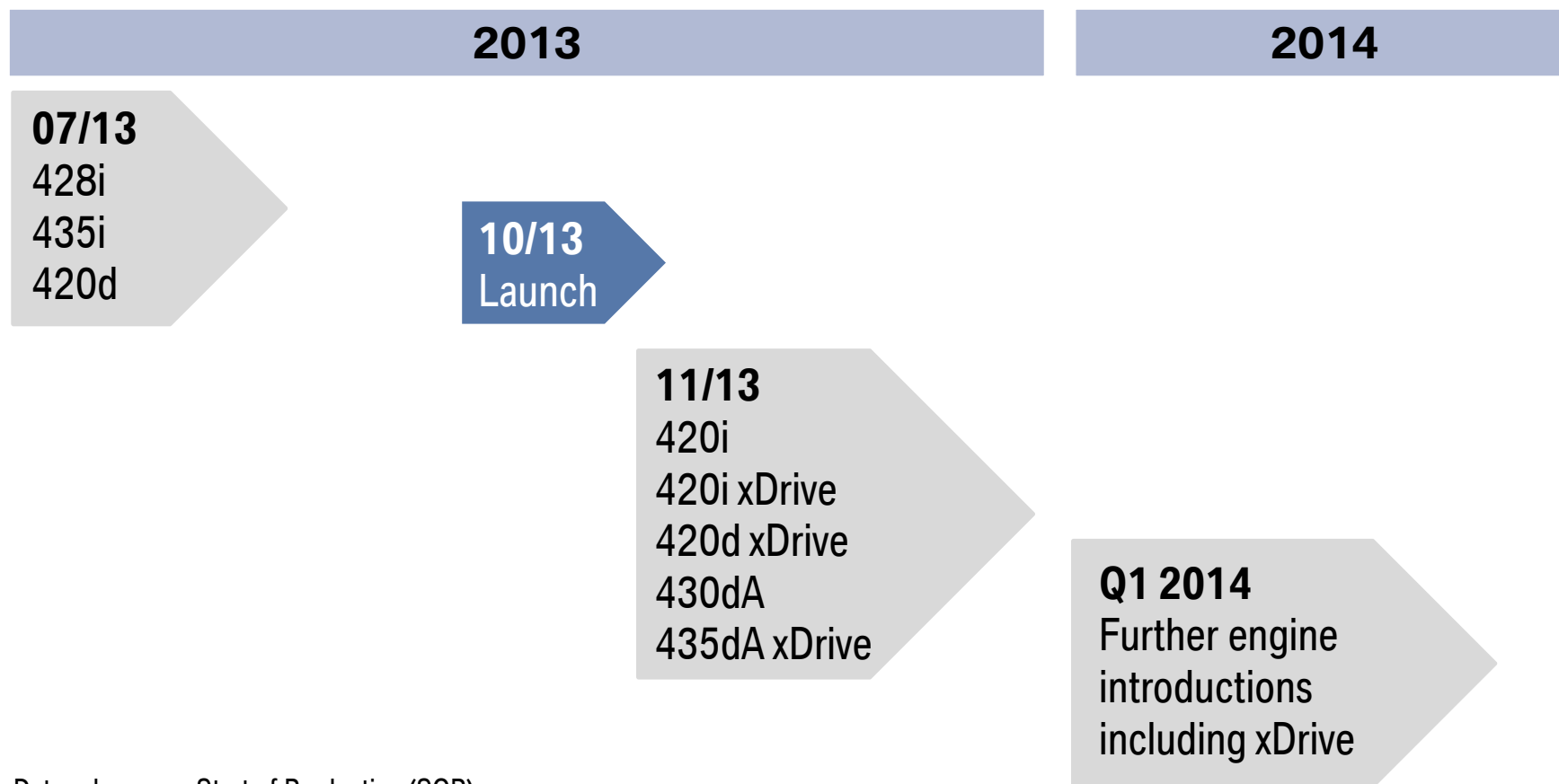
SPORTY INTERIOR DESIGN.



ENGINE PROGRAMME.



UK ENGINE PROGRAMME INTRODUCTION.



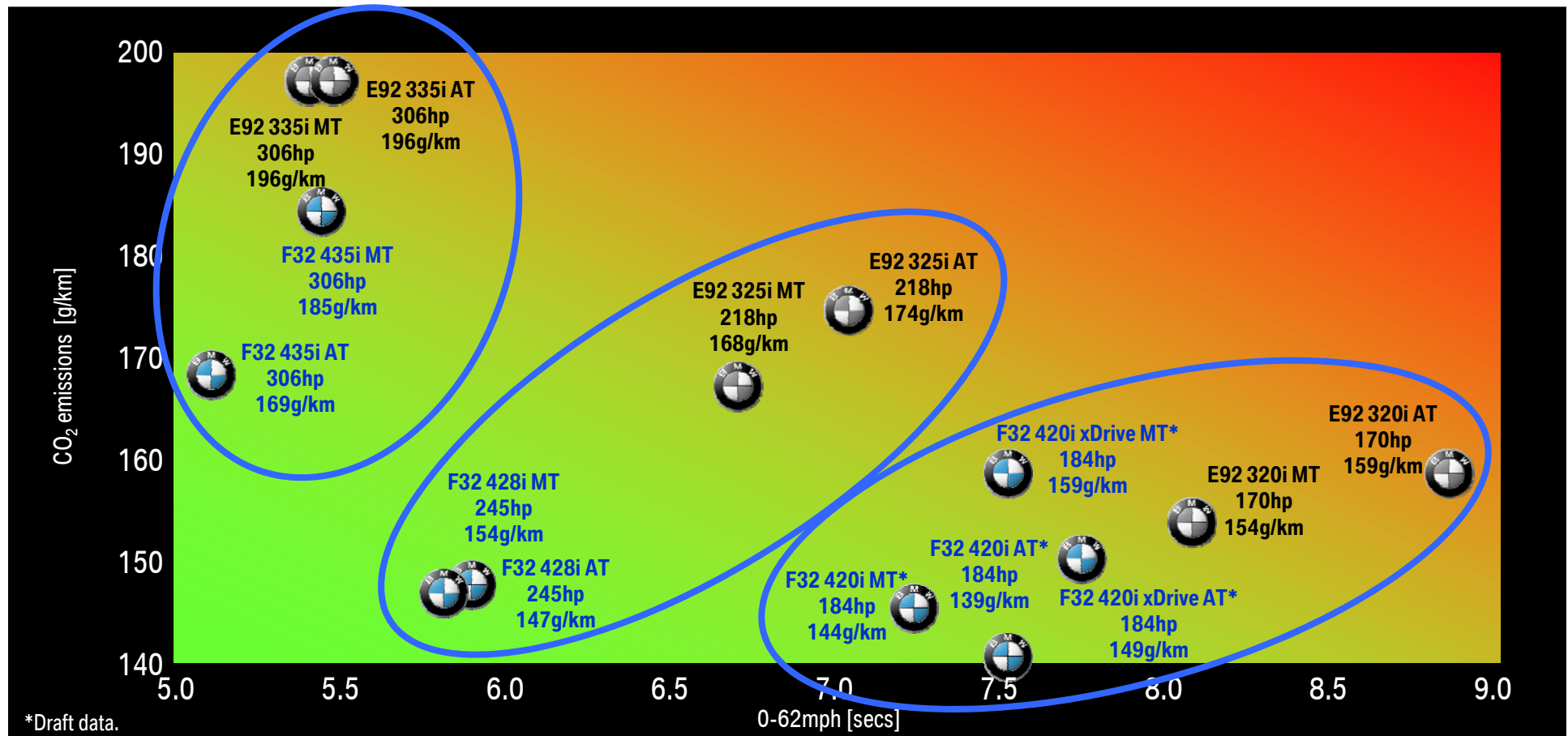
Dates shown are Start of Production (SOP)

IMPROVED EFFICIENCY AND DRIVING DYNAMICS.

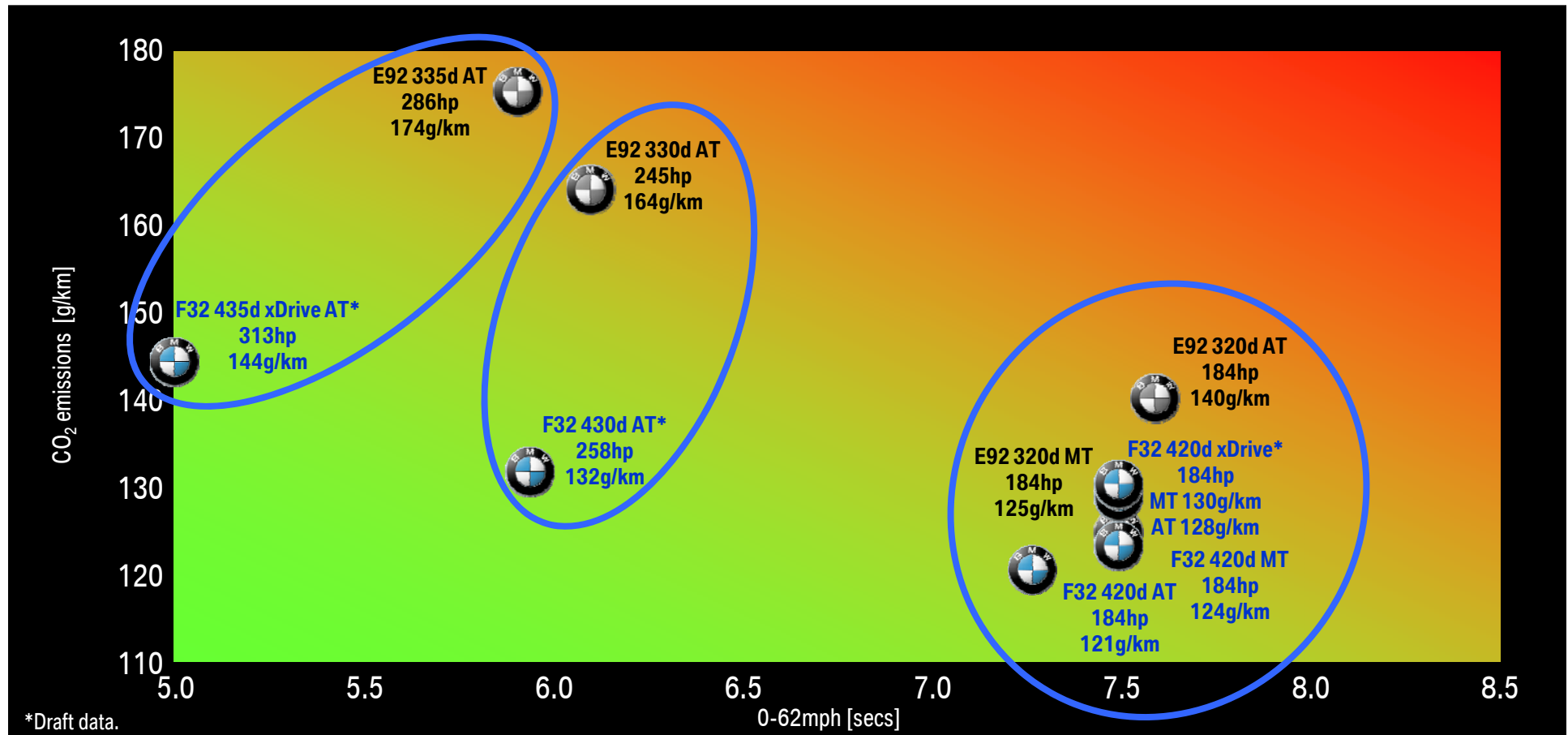


- Drive Performance Control with ECO PRO mode as standard
- Eight-speed automatic transmission
- New, efficient, 4-cylinder TwinPower petrol engines
- All engines now turbocharged
- Auto Start-Stop standard on all engines and transmissions

SIGNIFICANTLY IMPROVED EFFICIENCY - PETROL.



SIGNIFICANTLY IMPROVED EFFICIENCY - DIESEL.



OFFER STRUCTURE AND STANDARD EQUIPMENT.



HIGH LEVELS OF STANDARD SPECIFICATION.



17" alloy wheels



Two-zone A/C



Cruise control



Rear PDC



Dakota leather upholstery



Xenon headlights



DAB digital radio



Electric seats (6-cyl models)



6.5" colour screen and iDrive Controller



Drive Performance Control (DPC)



Bluetooth/USB



Rain sensor/
auto. headlight



Comfort Go




Auto. boot opening



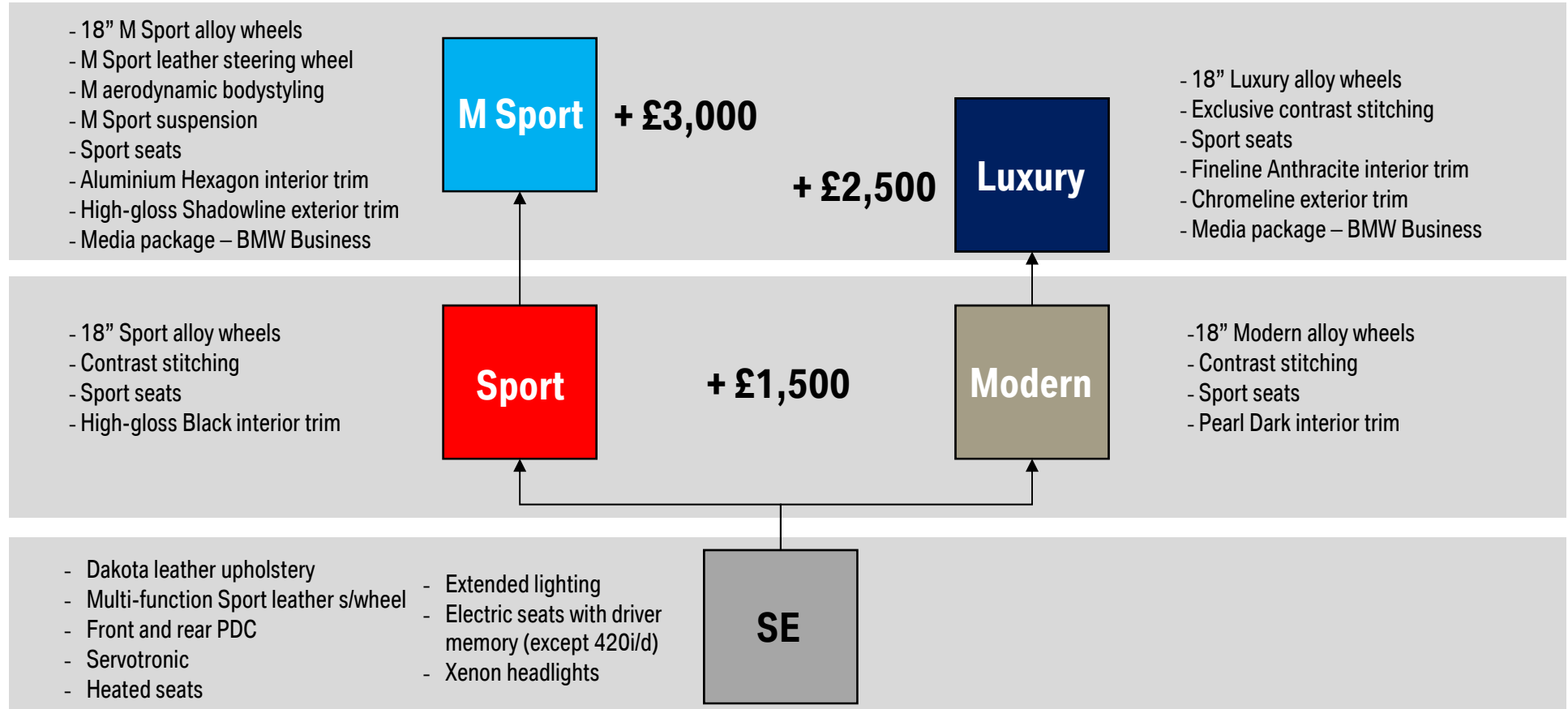
Extra 12V sockets

STANDARD ON
3-SERIES COUPE

SPECIFICATION INCREASE VS. 3 SERIES SALOON (F30).

	Xenon headlights	18" alloy wheels	Sport seats	Media package – BMW Business
	Front and rear PDC			
	Dakota leather upholstery			BMW Business Navigation
	Heated front seats			
	Servotronic			
	Sport multi-function leather steering wheel			BMW Emergency Call
	Electric seats (6-cyl models)			BMW TeleServices
Standard on all models		Standard on all models (except SE)		Standard on Luxury and M Sport

TRIM STRUCTURE.



Prices shown are vs. SE

TRIM STRUCTURE.



+£3,000 over SE



+£2,500 over SE



+£1,500 over SE



+£1,500 over SE

CLASS-LEADING DRIVING DYNAMICS.



4 Series designed to extend the 3 Series Coupé's benchmark for dynamic handling and performance.

New chassis and longer wheelbase combines sporty and agile dynamics with increased comfort.

Chassis testing on UK roads in December 2012.



Sport displays on Sport/M Sport models with Prof. Nav.

Optionally available with Adaptive M Sport suspension, Variable Sport Steering and Launch Control.

xDRIVE: INTELLIGENT ALL-WHEEL-DRIVE.

Permanently monitors which tyres have the most traction.

Automatically reacts to changes in traction in just **0.1 seconds**.

Delivers up to **almost 100%** of engine torque to either axle – wherever it's needed most.

Minimal weight increase versus rear-wheel-drive, therefore lower impact on CO₂ emissions than competitor all-wheel-drive systems (e.g. 420d xDrive +6g/km).

Retail price of **+£1,500** over rear-wheel-drive version.

Available on 420i xDrive, 420d xDrive and 435d xDrive.



THE LATEST BMW CONNECTED DRIVE TECHNOLOGIES.



BMW Professional Media package

New iDrive Touch Controller

Full range of ConnectedDrive Services

Real Time Traffic Information

£1,990 (£1,000 on Luxury/M Sport)



BMW Head-up Display

Full-colour

Displays all relevant information

Unique to the segment

£825

THE LATEST BMW CONNECTED DRIVE TECHNOLOGIES.



Adaptive Headlights

Includes glare-free High-beam Assistant
Variable beam distribution/throw control
Cornering lights integrated into foglights

£360



Adaptive full LED Headlights – unique to the segment

Includes glare-free High-beam Assistant, variable beam
distribution and throw control and LED foglights
Light temperature close to daylight
Cornering lights integrated into main unit

£1,600

MINIMAL PRICE INCREASES OFFSET BY SPECIFICATION.

Model	E92 OTR	F32 OTR	Value of added equipment	OTR price change
428i SE*	£31,825	£32,595	+£1,475	+£770
435i SE^	£37,485	£38,295	+£2,110	+£810
420d SE	£31,035	£31,575	+£1,475	+£540

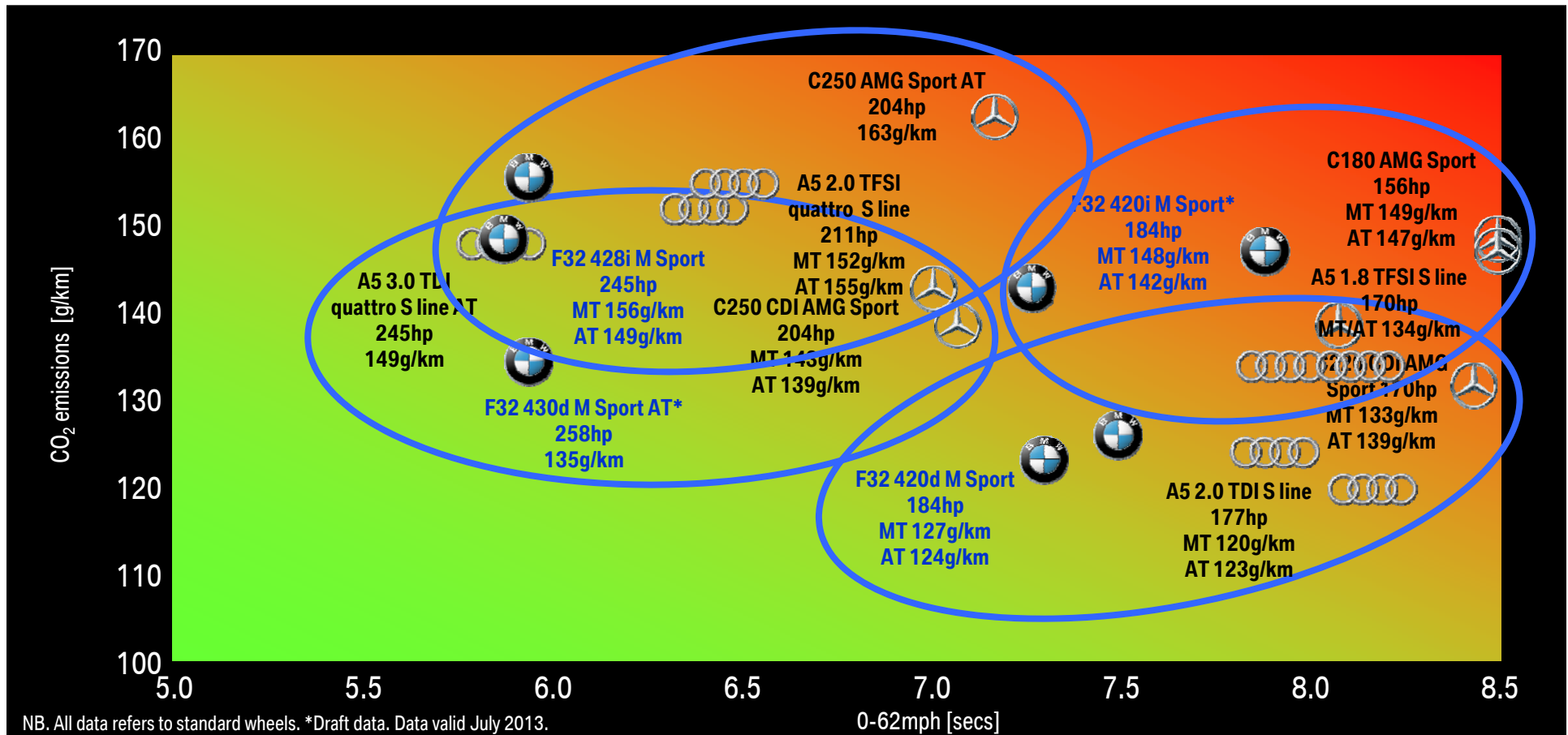
Model	E92 VED	F32 VED	VED vs. E92	E92 BIK	F32 BIK	BIK vs. E92
428i SE	£285	£175	-£110	25%	22%	-3%
435i SE^	£475	£335	-£140	31%	29%	-2%
420d SE	£0	£0	£0	20%	19%	-1%

*Compared to 325i. ^ Notional prices as model/trim combination not available in UK. Data valid August 2013.

COMPETITION.



COMPETITOR COMPARISON.



SUMMARY SLIDE.



Sporty design and styling

- Powerful, muscular and extroverted styling enhances sporty presence
- Elegant coupé proportions with frameless doors and lower, stretched roofline
- Longer and lower than 3 Series, with broader shoulders and wider track

1



Class-leading driving dynamics

- New chassis and longer wheelbase combines sporty and agile dynamics with increased comfort
- Drive Performance Control allows selection of tailored driving modes
- xDrive, Adaptive M Sport suspension and Sport automatic transmission with Launch Control available

2



The latest BMW ConnectedDrive technologies

- New iDrive Touch Controller allows direct input into navigation and media systems
- Intelligent light technologies including new Adaptive LED headlights
- Latest connectivity including RTTI, Head up-Display, Driving Assistant and Message Dictation

3



Innovative BMW EfficientDynamics technologies

- BMW TwinPower Turbo engines for enhanced performance and efficiency
- Standard Auto Start-Stop and ECO PRO mode on all engines and transmissions
- Aero Curtain and Air Breather elements to improve aerodynamics

4



Higher level of standard equipment

- Increased over 3 Series including Dakota leather, Xenons, Servotronic, Front PDC and Heated front seats
- 18" alloy wheels and Sport seats as standard on all models above SE
- Business Navigation as standard on all Luxury and M Sport models

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THANK YOU FOR YOUR ATTENTION.

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