



BMW UK
June 2014

THE NEW BMW 4 SERIES GRAN COUPÉ.

PRODUCT OVERVIEW.

















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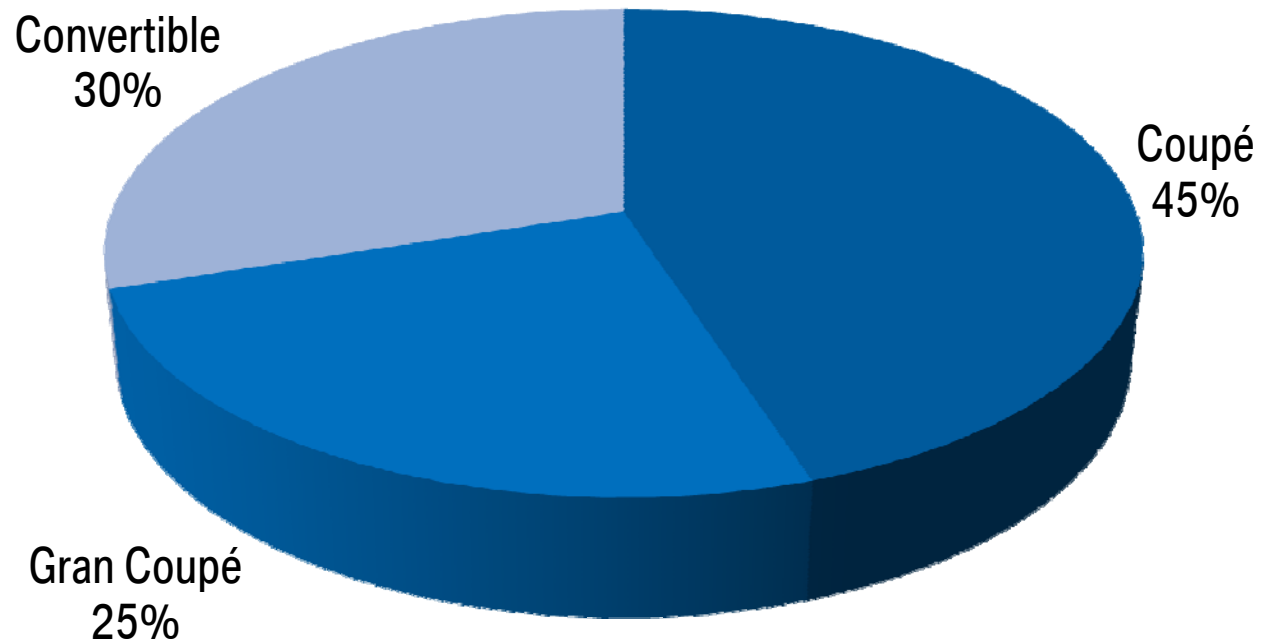
INCREASING POPULARITY OF FOUR-DOOR COUPÉS.



COMPLETING THE 4 SERIES FAMILY.

					
Saloon			Coupé		
Touring			Convertible		
Gran Turismo			Gran Coupé		

SALES FORECAST FOR THE 4 SERIES FAMILY.



- UK expected to be the fourth-largest worldwide market for Gran Coupé.
- Expected sales of around 28,000 cars over seven-year lifecycle.

EXTERIOR DESIGN.



THE NEW BMW 4 SERIES GRAN COUPÉ.



SWEEPING COUPÉ PROPORTIONS.



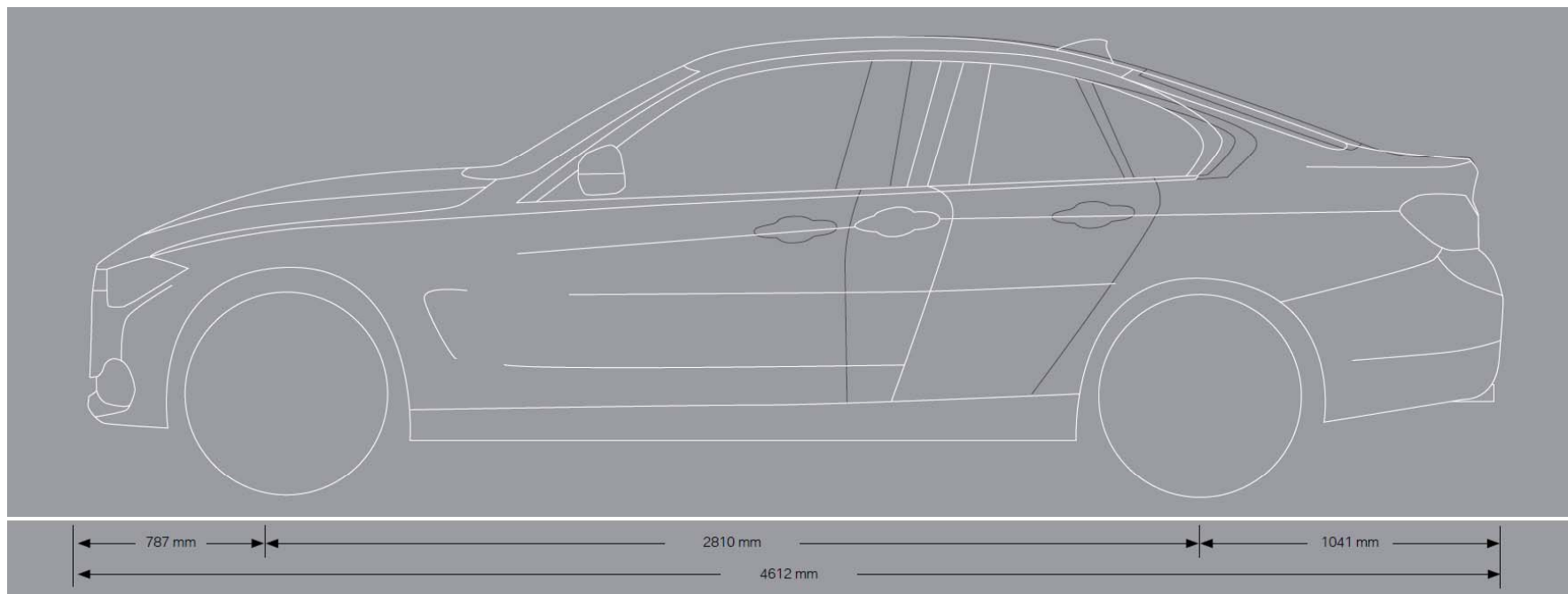
POWERFUL AND MUSCULAR STANCE.



SPORTY INTERIOR DESIGN.



DIMENSIONS COMPARISON TO 4 SERIES COUPÉ.



- Length, width and wheelbase as per 4 Series Coupé, with changes to door frames and window graphic.
- Vehicle height **+12mm** versus 4 Series Coupé.
- Boot capacity **480-1,300 litres**.

COUPÉ STYLING WITH ADDITIONAL PRACTICALITY.

Coupé



Dynamic drive and handling

Sporty, athletic styling

Comprehensive standard equipment



Gran Coupé



+ Four doors

+ Seats up to five people

+ Hatch, automatic tailgate

+ 35 litre increase in luggage capacity

ENGINE LINE UP.



UK ENGINE LINE UP.

2014

03/14

420i

428i

435i

418d

420d

420d xDrive

06/14
Launch

07/14

420i xDrive



430d

430d xDrive

435d xDrive

Dates shown are Start of Production (SOP)

LAUNCH ENGINES – TECHNICAL DATA.

4 Series Gran Coupé Technical Data – 03/14 SOP engines					
Model	Transmission	Power [hp]	0-62 mph [s]	CO ₂ [g/km]	Combined [mpg]
 420i	MT	184	7.5	153	42.8
	AT		7.6	146	44.8
 428i	MT	245	6.1	156	42.2
	AT		6.0	149	44.1
435i	MT	306	5.5	193	34.0
	AT		5.2	179	37.2
418d	MT	143	9.2	121	61.4
	AT		9.1	121	61.4
420d	MT	184	7.7	128	57.6
	AT		7.5	124	60.1
420d xDrive	MT	184	7.7	133	56.5
	AT		7.5	131	56.5

CLASS-LEADING DRIVING DYNAMICS.



Gran Coupé designed to emulate the 4 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.



8-speed automatic transmission available.

Drive Performance Control standard with ECO PRO, Comfort, Sport and (optional) Sport + modes.



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

OFFER STRUCTURE AND STANDARD EQUIPMENT.



HIGH LEVELS OF STANDARD SPECIFICATION.



17" alloy wheels



Dakota leather upholstery



6.5" colour screen and iDrive Controller



**Electric front seats
(6-cyl models)**



**Rain sensor/
auto. headlight**



Xenon headlights



**Front/rear
PDC**



**Drive Performance
Control/ECO PRO**



Bluetooth/USB



**Heated
front seats**



DAB digital radio



Two-zone A/C



**Cruise
control**



**Sport multi-
function
leather
s/wheel**

Servotronic



Extra 12V sockets



Comfort Go



eCall



**Automatic
tailgate**

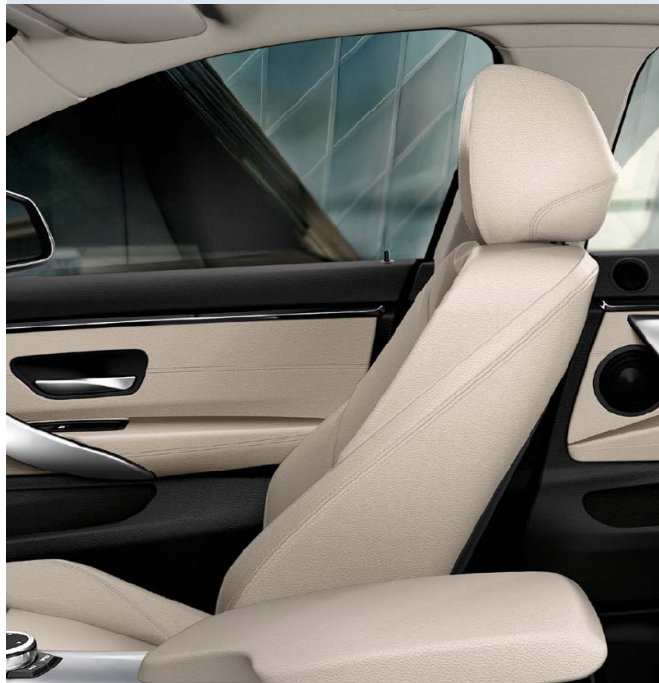
HIGH LEVELS OF STANDARD SPECIFICATION.

18" alloy wheels



Standard on all models (except SE)

Sport seats



Media package – BMW Business



BMW Business Navigation

Standard on Luxury and M Sport

MODEL LINE-UP.



Luxury +£2,500



M Sport +£3,000



SE



Sport +£1,500

THE LATEST BMW CONNECTED DRIVE TECHNOLOGIES.



BMW Professional Media package

New iDrive Touch Controller

Full range of ConnectedDrive Services

Real Time Traffic Information

£1,890 (£900 on Luxury/M Sport)



BMW Head-up Display

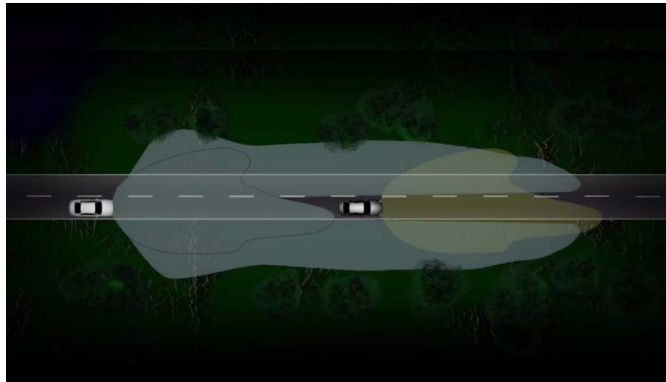
Full-colour

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

RETAIL PRICING IDENTICAL TO 4 SERIES COUPÉ.

SOP	Engine	Trim level	Retail price	OTR price
03/14	420i	SE	£28,500	£29,425
03/14	428i	SE	£31,860	£32,820
03/14	435i	Luxury	£39,900	£41,165
03/14	418d	SE	£30,215	£30,995
03/14	420d	SE	£31,015	£31,795
03/14	420d xDrive	SE	£32,515	£33,295
07/14	420i xDrive	SE	£30,000	£30,960
07/14	430d	Luxury	£38,835	£39,745
07/14	430d xDrive	Luxury	£40,335	£41,245
07/14	435d xDrive	Luxury	£43,620	£44,545

STRONG APPEAL FOR CORPORATE CUSTOMERS.



418d

Gran Coupé holds strongest appeal in 4 Series family for Corporate customers.

Not limited by 'two-door' restrictions on some choice lists.

418d exclusively available on Gran Coupé, offering lower price entry point.

Available as SE, Sport, Luxury and M Sport.

CO ₂	Combined	BIK	Monthly BIK cost (40%)
121g/km	61.4 mpg	19%	£196

xDRIVE.



THE xDRIVE RANGE IN THE UK IS EXPANDING RAPIDLY...



120d xDrive (MT)



220d xDrive



225i xDrive



320i xDrive



320d xDrive



330d xDrive



335d xDrive



320i xDrive



320d xDrive



330d xDrive



335d xDrive



320i xDrive



330d xDrive



335d xDrive



420i xDrive



420d xDrive



430d xDrive



435d xDrive



420i xDrive



420d xDrive



430d xDrive



435d xDrive

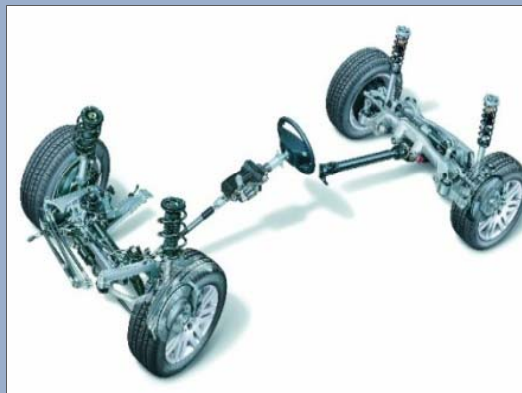
22 models and counting...

HOW IS THE PRICING, WEIGHT AND CO₂ AFFECTED?



PRICING

Regardless of Series or engine, xDrive always costs **+£1,500 RRP** more than the standard model.



WEIGHT

xDrive typically adds around **+70-90kg** of weight over the standard model.



CO₂ / MPG

xDrive typically increases CO₂ emissions by around **+7g/km**.

This therefore reduces fuel economy marginally, usually around -4mpg.

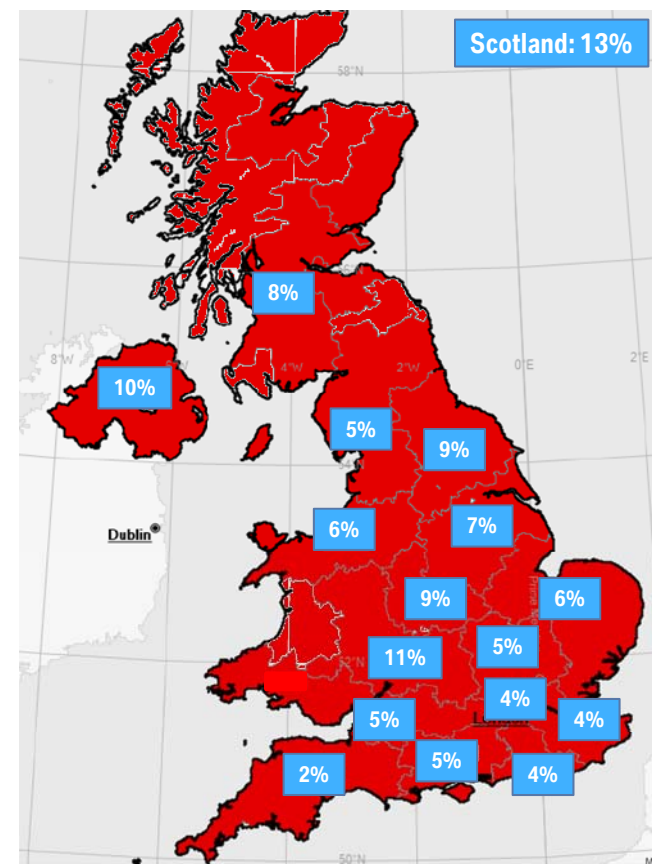
SALES IN THE FIRST YEAR OF xDRIVE (MAR13 – FEB 14).

	3 Series Saloon	3 Series Touring
All models	26,756	10,854
xDrive	4,028	2,847
xDrive (%)	15%	27%

All models	13,012	8,546
quattro	1,757	2,734
quattro (%)	13.5%	32%

In just 12 months, xDrive is now the best-selling all-wheel-drive system in the Compact Executive segment (Saloon/Touring).

Over 8,500 xDrive vehicles have been sold thus far (excl. X models).



Sales data: Mar 2013-Feb 2014 inclusive. Regional mix uses 2013 data only.



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THANK YOU FOR YOUR ATTENTION.

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