



Media Information
10 March, 2017

March News in Brief

- New M Sport Limited Edition for BMW 6 Series Coupé and BMW 6 Series Gran Coupé.
- Victory for BMW UK at Fleet News Honours.
- BMW i3 Range Extender wins Business Car Manager's Green Company Car award.

New M Sport Limited Edition for BMW 6 Series Coupé and BMW 6 Series Gran Coupé.

For BMW's flagship coupé model customers can now choose a new, exclusive model with a distinctive sporty flair.

The all-new M Sport Limited Edition features a Sonic Speed Blue metallic exterior paint finish and includes newly designed 20-inch M light alloy wheels in Bicolor finish with M specific double-spoke design and mixed run-flat tyres. The styling of the BMW 6 Series Coupé and Gran Coupé is additionally emphasised by exterior mirror caps in carbon fibre.

Inside and exclusive comfort seats with BMW Individual fine-grain Merino full leather trim in Black/Fjord Blue are complemented with floor mats featuring contrasting piping in Fjord Blue. The cabin ambience is rounded off with interior trim finishers in carbon fibre, a gear selector lever with carbon fibre applications and door sill cover strips coloured blue and bearing the inscription "M Sport Limited Edition".

Further enhancements to the standard equipment on the new BMW 6 Series M Sport Limited Edition include; Variable Damper Control, Adaptive LED Headlights, Soft-close doors, Reversing Assist Camera, Ceramic Finish for controls, Electric glass sunroof, Sun protection glass, harman/kardon loudspeaker system, Head-up display and Speed limit display.

OTR prices for the BMW 6 Series Coupé and Gran Coupé M Sport Limited Edition are £83,580 and £84,080, respectively. Both vehicles go on sale from April 2017.

Victory for BMW UK at Fleet News Honours.

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BMW has defended its title of Fleet Manufacturer of the Year, for the second year in a row while the BMW 7 Series won Best Luxury Car award and BMW X1 was awarded the Best Premium Crossover at the 2017 Fleet News Honours.

Fleet World judges, said: “BMW has an intimate understanding of fleet needs that’s unmatched in the market. So not only do drivers get a broad range of desirable, low-CO2, high-tech vehicles to choose from, but the support for operators is first rate. Standard-fit connectivity means fleets and leasing companies can now use on-board data to proactively book workshop time, and the aftersales charter guarantees the most convenient turnaround too. It’s an offering that continues to set the benchmark.”

News of the overall title comes at the same time as the BMW 7 Series was also crowned the Best Luxury Car. It was praised for being a technological tour de force within the market but also for its efficiency especially with the Plug-in Hybrid model offering of the BMW 740e and 740Le xDrive.

The BMW X1 was awarded the title of Best Premium Crossover. Judges were impressed with its MPV-like flexibility, the choice of engines and the driving characteristics of the BMW X1.

BMW i3 Range Extender wins Business Car Manager’s Green Company Car award.

Business Car Manager has awarded the BMW i3 94Ah Range Extender the title of Best SME Green Company Car at this year’s awards ceremony.

After beating strong competition, the Business Car Manager judges, commented: “The latest BMW i3 is a great mix of reasonable whole life costs, performance, low tax and style.”

The BMW i3 was also commended for its sustainable, energy-efficient production methods and attractive finance offering from just £239 per month.

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The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 employees.

The success of the BMW Group has always been based 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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