



Media Information
15 June, 2018

The new BMW 8 Series Coupé.

- Sport car dynamics fused with luxury and refinement.
- Uncompromising performance from a new 530hp V8 petrol or 320hp six-cylinder diesel engine.
- Distinctive new styling themes.
- Advanced technology and connectivity with ADAS features.
- On sale in the UK from June 2018, priced from £76,270 OTR.

The new BMW 8 Series Coupé is the start of a new chapter in BMW's long and illustrious history of making iconic and sensational sports cars. With outstanding performance, emotion-stirring design, state-of-the-art luxury and advanced equipment technology, the BMW 8 Series is one of the most exciting new models to emerge in recent years.

The car will be launched in November 2018 and will be built at BMW's Dingolfing plant, which is also home to the BMW 7 Series Saloon – a plant with a fine track record in dynamic luxury motoring. The number '8' in the model name stands for a high- ranking status within BMW's product range. As in the past with the BMW Z8 and also with the current BMW i8, it is reserved for sporty cars that also fire the emotions. It's a key component in the luxury segment model offensive set out by the BMW Group as part of its NUMBER ONE > NEXT strategy.

As part of that strategy the primary development objective for the new BMW 8 Series was thrilling driving dynamics. Body, powertrain and suspension were consistently honed to achieve the best agility, precision and poise expected of a top-class sports car. In the process, remarkably powerful engines were combined with the BMW xDrive intelligent all-wheel-drive system and BMW EfficientLightweight design measures. To compound this sporting nature the it was also developed alongside the BMW M8 GTE – a race that has already proven its potential in the FIA World Endurance Championship

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(WEC) long-distance races and in the IMSA WeatherTech SportsCar Championship (IWSC) held in North America.

Model	Power (hp)	Torque (Nm)	0 – 62mph (Seconds)	Top Speed (mph)	Combined (mpg)	CO ₂ Emissions (g/km)	From (OTR)
BMW 840d xDrive	320	680	4.9	155*	46.3	160	£76,270
M850i xDrive**	530	750	3.7	155*	28.3	228	£100,045

*Electronically limited

** All figures are provisional and subject to change

Exterior design: new design language gives sporting appeal a new face.

The exterior design exudes sporting appeal, with a clear link to the BMW Concept 8 Series first unveiled at the Concorso d'Eleganza Villa d'Este in 2017. It shows a new styling language focusing on clarity, modernity and emotional engagement. The expressive design emphasises the character of the car with greater intensity than on any of the brand's previous models.

Its low-slung design has an elongated silhouette with a slim window graphic and a roofline flowing elegantly into the powerfully shaped rear with distinctive “double-bubble” contours. With exterior dimensions of 4,843mm in length, 1,902mm in width, 1,341mm in height and a wheelbase of 2,822mm, the two-door coupé has a powerful stance on the road.

Extremely slim headlights, optional BMW Laserlight.

The sports car's performance is set-off by an elaborate, jutting design of the front apron, large air intakes and the precise contours of the bonnet.

It comes as standard with LED headlights - the slimmest lamps of any BMW model to date. Both light tubes are used to generate the daytime driving lights as well as the low and high beam, thereby creating the signature brand look at all times. Optional BMW

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Laserlight with variable road illumination and Selective Beam has a high beam range of around 600 metres. Blue accents inside the trademark twin headlights are the hint at its presence.

The side view is dominated by dramatic surfaces. Whilst they curve inwards on the far side of the front wheels, they bulge outwards again in a real display of power above the rear wheels.

The glass area tapers at the rear, accentuating the muscular shoulderline, while the side window graphic terminates in a very tightly-angled version of the famous Hofmeister kink. The rear end emphasises the car's width and low centre of gravity. The slender all-LED rear light clusters extend deep into the flanks while also emphasising the wide shoulders, while trapezoid rear exhaust pipes complete the look.

Precise details optimise aerodynamics and weight.

An almost fully sealed underbody, active air flap control with adjustable kidney grille slats and Air Curtains including Air Breathers help to reduce aerodynamic drag. Narrow exterior mirror bases are mounted directly on the side window weather strips to further enhance the airflow. This is the first time they have featured in this modern and elegant form on a model with frameless side windows.

High-impact design features with BMW M Sport as standard.

With extra-large air intakes in the front apron, a prominently contoured rear apron and specially designed side skirts, there is a host of design features that bring dynamics to the fore.

The interior is awash with high-precision details and creates a harmonious balance between driver- focused dynamics and luxurious elegance. The seamless transition between the instrument panel and door trim is made smoother by the coordinated

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surface textures and a careful choice of materials.

At the same time, all lines point lengthways, automatically directing the gaze forward towards the road and emphasising the focus on sporty driving. This is particularly true of the car's wide centre console, which rises up towards the instrument panel at the front, separating the driver and front passenger.

The new multifunctional sports seats in Extended Merino leather upholstery offer high levels of long-distance comfort and excellent lateral support during fast cornering. The headrests are integrated into the backrests and can be adjusted as required both for height and fore/aft positioning. The seat position is adjusted electrically, while a memory function for driver and front passenger comes as standard.

There are large door pockets, a roomy glove compartment, two cupholders and a large storage compartment under the armrest's divided cover flaps for stowing travel accessories, beverages and other items. Thanks to the low seating position of both rear seats, it has been possible to design the head restraints as an integral part of the backrests.

The backrest sections can be folded down either individually or together in order to further increase the load capacity of the 420-litre luggage compartment. The folding mechanism is released by means of levers inside the luggage compartment. Automatic boot lid operation is also a standard feature, while the standard Comfort Access furthermore permits hands-free opening and closing of the boot lid.

Power to match control

The BMW M850i xDrive is a true sporting flagship. Under the bonnet is a 530hp V8 twin-turbocharged petrol engine. This is the latest generation of BMW's award-winning 4.4-litre eight-cylinder and has been radically revised. Two twin-scroll turbochargers with charge air cooling, High Precision Injection, VALVETRONIC fully variable valve control and Double-VANOS variable camshaft timing all form part of the M Performance

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TwinPower Turbo technology, whose extensive overhaul has given a substantial boost to maximum output, torque and efficiency.

The changes serve up an enthralling blend of power delivery and an equally impressive soundtrack, which is enhanced by the flap-controlled sports exhaust system. The Driving Experience Control switch can be used to activate an extremely sporty and a distinctly comfort-oriented powertrain set-up. In the SPORT and SPORT+ modes, accelerator response as well as the V8 engine's power delivery and acoustics – which take on a particularly distinctive note in the SPORT+ setting – are all configured for a dynamic driving experience.

The crankcase is another of the new components. A new alloy has been used to increase robustness and wire-arc sprayed iron coating for the cylinder walls reduces frictional losses. Reinforced, Grafal-coated pistons and optimised piston rings are designed to endure strain on the crank drive that comes with extra output and torque.

Optimised power delivery, efficiency and emissions performance.

Thanks to a 68hp increase in output with no impact on weight compared to the engine it replaces, the new V8 unit is now able to generate 530hp. At the same time, maximum torque has been raised by 100Nm to 750Nm, which is available over a wide rev range.

The new M850i xDrive Coupé accelerates from zero to 62mph in just 3.7 seconds. The combined fuel consumption of 28.3mpg* and the combined CO₂ emissions of 228g/km* clearly demonstrate that the increase in the eight-cylinder engine's power has gone hand in hand with improvements to its efficiency too.

The new 840d xDrive Coupé produces a delightful mix of pulling power and excellent fuel economy. The 3.0-litre six-cylinder in-line diesel with BMW TwinPower Turbo technology delivers a maximum output of 320hp and peak torque of 680Nm. The engine employs multi-stage turbocharging technology and its performance

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characteristics permit relaxed cruising at low engine speeds, while also enabling the car to sprint to 62mph from rest in only 4.9 seconds.

Average fuel consumption comes in at a frugal 46.3mpg*, equating to CO₂ emissions of 160g/km*. The system of emission control incorporating BMW BluePerformance technology comprises a particulate filter, an oxidation catalyst, a NO_x adsorption catalyst, as well as an SCR catalyst with AdBlue injection for further reduction of nitrogen oxide emissions.

Both engines use an improved version of the eight-speed Steptronic Sport transmission, with reduced weight, a newly developed controller and a gear ratio spread that has been increased from 7.07 to 8.59. As a result, it is possible to achieve significant efficiency gains with reduced engine speeds, particularly when driving in higher gears. Shift paddles on the steering wheel are included for manual gear selection, while the transmission features a Launch Control function for accelerating from a standing start with maximum power and traction.

The Steptronic transmission's controller is able to adapt shift strategy to the current driving situation by means of intelligent networking with the standard Professional Navigation system, enabling it to take the planned route into account. Navigation data is used, for example, to shift down early when approaching a junction in order to use engine braking to slow the car down.

Four-wheel-drive as standard

The BMW xDrive intelligent all-wheel-drive system operates more efficiently than ever before. With its rapid, precise and fully variable distribution of torque between the front and rear wheels, it maximises traction and handling stability not just when driving in adverse road conditions, but in highly dynamic driving situations too. Power is split in accordance with demands at all times using an electronically controlled multi-plate clutch that is networked with the powertrain and chassis systems.

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To increase efficiency, all of the torque is directed to the rear wheels in situations in which all-wheel drive is not needed. The rear-biased set-up, which is even notable in challenging driving situations, guarantees the sort of driving experience for which BMW sports cars are renowned. When taking corners at speed, for example, just the right amount of extra drive force is transferred to the rear wheels to help the car turn in to the bend with supreme accuracy.

Integral Active Steering as standard.

For a more focussed and sporty handling, Integral Active Steering is fitted as standard to reduce the turning circle when manoeuvring. This also increases agility at moderate speeds and optimises poise and assurance when changing lanes and cornering at high speeds. It becomes more direct as the speed builds but allows the driver to manoeuvre at low speeds with minimal steering wheel movement.

Optional active roll stabilisation further enhances the handling characteristics. Electric swivel motors on the front and rear axles ensure particularly fast and precise compensation of lateral forces.

Optimised weight thanks to an intelligent material mix.

BMW's EfficientLightweight strategy includes the use of an intelligent material mix to optimise weight and body/suspension rigidity. In addition to the supporting structures at the front and rear of the car, other components such as the roof, doors, bonnet and front bulkhead are made of aluminium. The bracing tube for the cockpit is made from magnesium and the centre tunnel of CFRP. The roof and other body components can also be specified in CFRP as an option. The front axle is made almost completely from aluminium. The rear axle features a combination of lightweight steel construction with wheel carriers and forged control arms in aluminium.

Tech for safety and driver enjoyment.

A wide variety of standard and optionally available driver assistance systems marks out the 8 Series Coupé as an extremely advanced car. They also enhance comfort and

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safety in urban traffic and on longer trips by providing targeted assistance in complex traffic.

The driver assistance systems process camera images as well as data gathered by ultrasonic and radar sensors to monitor the vehicle's surroundings, to warn of potential hazards and to minimise the risk of an accident with corrective braking or steering inputs. These integral features of the BMW Personal Co-Pilot represent the latest advances on the road to automated driving.

The car is equipped as standard with Cruise Control with braking function as well as Collision and Pedestrian Warning with City Braking, the latest version of which also alerts the driver when a cyclist is detected. Depending on the situation, the system can bring the vehicle to a halt to either avoid a collision or minimise its consequences.

The BMW Head-Up Display comes as standard in the new BMW 8 Series Coupé and projects relevant driving information onto the windscreen in the form of graphics, is another key safety factor. The latest generation features a projection area enlarged by 16 per cent, optimised graphics and additional content.

Active Park Distance Control (PDC) with sensors at the front and rear is standard and provides visual and acoustic warnings to avoid colliding with obstacles. The optional Parking Assistant is able to automatically select suitable parallel parking spaces and manoeuvre into them. Once activated, the system takes care of the accelerator, brakes and steering as well as changing gear.

The 8 Series Coupé comes as standard with the BMW Live Cockpit Professional, which combines a new display and control concept and maximum connectivity into a superb all-round package. The latest-generation display and control concept consists of a high-resolution instrument cluster behind the steering wheel with a screen diagonal of 12.3 inches and a 10.25-inch Control Display.

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The display and control concept's most recent incarnation running the new BMW Operating System 7.0 has a cutting-edge, totally digital design. Further components of the BMW Live Cockpit Professional include an adaptive nav system, a hard-drive-based multimedia system with 20GB, two USB ports (type A and C), plus Bluetooth and WiFi interfaces.

BMW Connected: digital services for individual mobility.

BMW Connected is the digital and personal mobility assistant for BMW. Intelligent connectivity helps drivers reach their destination easily and with minimal stress, not only when they are in their car. BMW Connected is an all-embracing concept that is designed to seamlessly connect the driver and their smartphone with the vehicle.

At the heart of it is the Open Mobility Cloud, which enables the personal mobility assistant to interface the car with the customer's digital devices. These include iPhone and Apple Watch, smartphones and smartwatches running the Android operating system, as well as Alexa-compatible smart devices and Google Home.

Mobile office: Microsoft Office 365 with Skype for Business.

The integration of Microsoft Office 365 turns the 8 Series Coupé into a mobile office. Users of a business essential or business premium account are able to safely access their email from their car and manage appointments and contacts, meaning there is no need for them to use their smartphone while driving.

Ends

The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 30 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2017 was € 10.655 billion on revenues amounting to € 98.678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 employees.

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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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