



Media Information  
20. March 2019

## **Sporty, elegant, exclusive: The first BMW 2 Series Gran Coupe.**

**BMW continues the current model offensive and announces innovative vehicle concept for the premium compact segment – world premiere in November 2019, worldwide market launch in the spring of 2020.**

**Munich.** BMW consistently continues to pursue the brand's current model offensive whilst developing an innovative vehicle concept for the premium compact segment. During the annual results press conference, BMW AG CEO Harald Krüger will announce the presentation of the first BMW 2 Series Gran Coupe. With the sporty and elegant four-door coupe, the premium automobile manufacturer is adding to its range in the compact segment a particularly design-oriented model for modern, urban target groups. The concept of a four-door coupe, already successful in higher vehicle classes, will in future combine a dynamic charisma and an expressive design with a high degree of everyday suitability also in the premium compact segment. The first BMW 2 Series Gran Coupe will make its word debut at the Los Angeles Auto Show in November 2019, with the worldwide market launch beginning in the spring of 2020.

The BMW 2 Series Gran Coupe sets new accents in individuality, aesthetics and emotion in the premium compact segment. It combines an emotive design with sportiness and the latest innovations in operation and connectivity technology. Therefore, the BMW 2 Series Gran Coupe offers the ideal prerequisites to attract new target groups to hallmark BMW driving pleasure. BMW already offers a unique range of compact models for various different requirements and target groups that is unmatched within the competitive environment. The BMW 2 Series Gran Coupe will once again create fresh impulses in this class. It builds on the latest BMW front-wheel drive architecture and shares a multitude of technological developments with the new BMW 1 Series, which will also be presented during the course of 2019.

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The BMW 2 Series Gran Coupe has been conceived as a global offering that constitutes an attractive enrichment, especially for markets in which car buyers show a strong affinity for notchbacks. As an exclusive alternative to the classic saloon, the four-door coupe addresses all target groups that prefer a sophisticated design and a self-assured look in the compact segment as well.

The fuel consumption, CO<sub>2</sub> emissions and electric power consumption figures were determined according to the European Regulation (EC) 715/2007 in the version applicable. The figures refer to a vehicle with basic configuration in Germany. The range shown considers the different sizes of the selected wheels/tyres and the selected items of optional equipment, and may vary during configuration.

The values are already based on the new WLTP test cycle and are translated back into NEDC-equivalent values in order to ensure comparability between the vehicles. With respect to these vehicles, for vehicle-related taxes or other duties based (at least inter alia) on CO<sub>2</sub> emissions, the CO<sub>2</sub> values may differ from the values stated here (depending on national legislation).

Further information on official fuel consumption figures and specific CO<sub>2</sub> emission values of new passenger cars is included in the following guideline: 'Leitfaden über den Kraftstoffverbrauch, die CO<sub>2</sub>-Emissionen und den Stromverbrauch neuer Personenkraftwagen' (Guide to the fuel economy, CO<sub>2</sub> emissions and electric power consumption of new passenger cars), which can be obtained free of charge from all dealerships, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2/>.

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### **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 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2018 was € 9.815 billion on revenues amounting to € 97.480 billion. As of 31 December 2018, the BMW Group had a workforce of 134,682 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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