



Media Information
3 September, 2019

The BMW M4 ///M Heritage Edition.

- **BMW M GmbH celebrates its motorsport heritage with a special edition of the BMW M4 Coupe.**
- **Limited to 75 units in the UK.**
- **On sale from 3 September 2019.**
- **Full pricing details to follow.**

An exclusive new BMW M4 ///M Heritage Edition will make its world debut on the legendary racetrack in the Eifel on 13 September. Based on the BMW M4 DTM developed by BMW M Motorsport, the special edition BMW M4 Coupe is available to UK customers in three striking colour combinations: Laguna Seca Blue, Velvet Blue metallic and Imola Red, replicating the colours of the BMW M GmbH logo. Originally seen on the track with racing cars such as the BMW 3.0 CSL, now the distinctive stripes stand for exhilarating performance and exclusive design, also on the road.

The high performance coupe, powered by a 450hp straight six-cylinder engine with M TwinPower Turbo technology will be produced and sold worldwide between November 2019 and April 2020 as an edition model and is limited to 75 units in the UK.

Model	Power (hp)	Torque (Nm)	0 – 62mph (Seconds)	Top Speed (mph)	Combined (mpg)	CO2 Emissions (g/km)
BMW M4 ///M Heritage Edition	450	550	4.3	155*	27.2 (28.8)	203

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Furthermore, the two-seater's carbon-fibre reinforced plastic roof boasts a striking decorative strip in the BMW M colours, which is integrated into the CFRP composite at the factory using a special manufacturing process. Likewise unique are the forged, 20-inch M light alloy wheels in a star spoke design finished in Orbit Grey matt and fitted with mixed tyres.

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The interior of the edition model is also characterised by an exclusive selection of colours and materials. The spectrum of equipment includes model-specific Full Merino M leather seats in a bicolour design and with prominent openings within the area of the seatbacks. Each seat colour is oriented towards the exterior paint and is complemented by partly bicoloured contrast stitching. In conjunction with the unique exterior colours, the seats come in Silverstone/Black with turquoise stitching when the car is finished in Laguna Seca Blue or Velvet Blue and Orange when the car is finished in Velvet Blue. The Imola Red Edition models feature a Bicolour Red and Black interior which is complemented by exclusive red and yellow contrast stitching.

The appealing and exclusive colour scheme continues with a unique carbon fibre interior trim designed exclusively for the BMW M4 ///M Heritage Edition. The CFRP structure of the trim incorporates the stripe design featuring the three characteristic M colours. Both the interior trim and the door sills bear emblems with the imprints “Edition ///M Heritage” and “1/750” as an indication of the limited run of this model. The lettering “///M Heritage” – in turquoise, orange or red respectively – is also embossed on the front driver and passenger seat headrests.

The BMW M4 ///M Heritage Edition is on sale from 3 September 2019 with full pricing details to follow. Deliveries are expected to commence from November 2019.

Ends

*All figures relating to the performance, fuel/electric power consumption and CO2 emissions are provisional.

The fuel consumption and CO2 emission figures are determined according to the European Regulation (EC) 2007/715 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 information has already been calculated based on the new WLTP test cycle and adapted to NEDC for comparison purposes. In these vehicles, different figures than those published here may apply for the assessment of taxes and other vehicle-related duties which are (also) based on CO2 emissions.

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For further details of the official fuel consumption figures and the official specific CO2 emissions of new cars, please refer to the "Manual on the fuel consumption, CO2 emissions and power consumption of new cars" available free of charge at all sales outlets, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2/>.

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 31 production and assembly facilities in 15 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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