

BMW

United Kingdom

Corporate Communications



Media Information

7 June, 2022

Celebrating 50 years of BMW M GmbH at the 2022 Goodwood Festival of Speed.

- Honoured marque BMW M GmbH celebrates 50th anniversary at 2022 Goodwood Festival of Speed
- Striking 'Central Feature' outside Goodwood House showcases iconic models from BMW M
- World premiere of the first-ever BMW M3 Touring, UK premiere of the all-new BMW M4 CSL
- BMW Group Classic joins the celebration with historic racing cars displayed on the Central Feature and participating in the Hillclimb
- First-ever BMW iX1 and BMW i7 on display at the Stable Yard
- iX M60, i4 M50, BMW i4 eDrive40 and iX3 available for test drives on Friday

All eyes will be on BMW M GmbH at the 2022 Goodwood Festival of Speed, as BMW's legendary Motorsport division celebrates five decades of success. Festivalgoers will witness the world premiere of the first-ever BMW M3 Touring and the UK premiere of the new BMW M4 CSL, as both take to the hill throughout the world-famous four-day event. All this against the backdrop of a striking central feature sculpture on the lawn of Goodwood House, designed as a homage to 50 years of motorsport excellence as it showcases some of the most iconic models from BMW M. Elsewhere, visitors will be able to see – and in some cases, drive – the latest models from BMW's exciting range, including the new BMW iX1, i7, i4 and iX M60.

For the first time in its history, the BMW M range will be complemented by a BMW M3 Touring which is a distillation of the technological prowess and know-how from the BMW M3 and M4 family, combined with the practicality of a five-door touring model. This latest BMW M model will be unveiled at BMW M at Trackside at 10:00 am (BST) on Thursday 23 June, alongside a high-performance M3 Touring with Performance Parts, and can then be seen on the Hillclimb in the 'First Glance' category every day of the Festival.

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Alongside the M3 Touring and BMW M3 Touring MotoGP Safety Car on the hill will be the new BMW M4 CSL, celebrating its UK premiere. This ultimate, track-honed, two-seater coupe is defined by a 40hp power hike over the current BMW M4 Competition Coupé to 550hp, while meticulous weight-saving measures – including the use of carbon-fibre for the roof, bonnet and boot lid – achieve a 100kg reduction in overall weight (in standard

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specification in the German market). As a result, the new BMW M4 CSL has recorded the best-ever lap-time for a BMW road car at the Nürburgring's Nordschleife circuit.

With BMW M GmbH as the honoured marque, the Central Feature in front of Goodwood House will present an eye-catching display of BMW M cars past, present and future. BMW UK will add its legendary BMW 3.0 CSL to the Central Feature, while BMW Group Classic is providing three further examples: the BMW M1 Procar from the late 1970s; a WTCC BMW 3 Series E90; the Le Mans winning 1999 BMW V12 LMR. The display is completed by the BMW M LMDh race car, that will debut next year.

Besides providing historic BMW M cars for the Central Feature, BMW Group Classic will bring four additional famous race cars to Goodwood's Hillclimb. Pedro Piquet (BRA), son of three-time F1 World Champion Nelson Piquet, will drive the world's first turbo-charged F1 World Champion car, the 1983 Brabham BMW BT52.

Steve Soper (UK) will climb the hill in the BMW V12 LMR on Thursday. He is followed by Markus Flasch (CEO of BMW M GmbH, 2018-2021), who will be in the driver's seat on Friday, Saturday and Sunday.

HRH Leopold Prince of Bavaria (GER) will drive the sharknose BMW 635CSi and Bruno Spengler (CAN) will drive his famous BMW Z4 GTR which features the Michel Vaillant Design from the 2015 Spa-Francorchamps 24h race.

For many, BMW M at Trackside will form the focal point for the long weekend's celebrations. Crowned by an original BMW M1, the stand will host iconic models from BMW M's illustrious past, from the legendary BMW M3 E30 to the revered BMW M3 CSL E46. They will take their place alongside a thrilling line-up of modern-day BMW M greats, from the ultimate 635hp BMW M5 CS and track-honed BMW M4 GT3 to the exclusive new BMW M850i Convertible and innovative electric BMW i4 M50. Visitors will be able to catch a glimpse of the future for BMW M, with the innovative BMW Concept XM, a vision of uncompromising high performance and extravagant luxury.

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The Stable Yard – once again dedicated to BMW's latest range of all-electric and electrified models – will offer the chance to see the stunning BMW i Vision Circular, a concept which illustrates the company's determination to become the most sustainable manufacturer. Optimised for the circular economy and with the goal of achieving 100% recycled and recyclable material use, the BMW i Vision Circular offers a view of a compact yet luxurious fully-electric vehicle with a focus on sustainability for the year 2040.

BMW's sustainability focus is equally apparent in the new BMW i7, on display in The Stable Yard following its recent unveiling. The latest version of the brand's flagship saloon is set to redefine the luxury segment with new levels of electrification and digitalisation. Its state-of-the-art all-electric drivetrain is complemented by a blend of luxurious interior design and an astonishing entertainment experience, with the multi-sensory BMW iDrive and unique 31.3-inch 8K BMW Theatre Screen. These attributes are further displayed in the powerful new BMW M760e, a plug-in hybrid with 571 hp that delivers scintillating performance yet achieves remarkable efficiency.

The recently revealed BMW iX1 will make its UK debut at Goodwood Festival of Speed, representing another first at the Stable Yard. The third-generation BMW X1 features a sharper design, across-the-board sustainability and cutting-edge digital innovations. Available for the first time with an all-electric drive system, the BMW iX1 xDrive30 is set to offer an electric driving range between 257 – 272 miles (WLTP, provisional figures).

These models will also be joined by the company's technology flagship, the new BMW iX M60, a fully-electric Sports Activity Vehicle that combines emissions-free driving pleasure and sporting agility with lounge-style luxury and comfort. Powered by two BMW M eDrive electric motors to provide intelligent BMW xDrive all-wheel-drive capability, the BMW iX M60 can accelerate from 0-62 mph in a seamless 3.8 seconds, yet still achieve up to 348 miles (WLTP) of driving range on a single charge.

Members of the public will be able to experience the BMW iX M60's searing performance for themselves during Friday's 'Electric Only' Motor Circuit Test Drives, where they'll also be able to take to the circuit behind the wheel of the new BMW i4, the brand's first-ever fully-electric Gran Coupé, and the practical BMW iX3.

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Frank van Meel, CEO of BMW M, said: "There can be no better place to celebrate our 50th anniversary than among our fans at this year's Goodwood Festival of Speed, surrounded by the iconic cars that have cemented our position in motorsport history. But we'll also spend our time at the world-famous event looking to the future, with a selection of exciting new models from our innovative electrified line-up, and the global premiere of the eagerly-anticipated first-ever BMW M3 Touring."

The Goodwood Festival of Speed is being held over four days from 23-26 June 2022.

Ends

About BMW M GmbH

BMW's Motorsport division was launched in May 1972. It soon became one of the world's most successful racing departments and today BMW M GmbH delivers compelling driving experiences on the road, as well as on the racetrack. In 2021, BMW M GmbH was the global market leader in the performance car and high-performance car segments for the third year running, delivering a total of 163,542 BMW M vehicles to customers worldwide. This year sees BMW M celebrate its 50th anniversary, with a number of exciting launches and celebrations planned throughout the year.

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 2021, the BMW Group sold over 2.5 million passenger vehicles and more than 194,000 motorcycles worldwide. The profit before tax in the financial year 2020 was € 5.222 billion on revenues amounting to € 98.990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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