

IMMEDIATE

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The New BMW 6 Series Coupe

-Benchmark Agility and Performance With a Thrilling Design

- **Innovative lightweight construction with an aluminum/steel/composite body, and an all-aluminum suspension**
- **Dynamic Driving Control and Active Roll Stabilization**
- **Available Active Steering and Head-Up display**
- **4.4-liter V8 VALVETRONIC engine for outstanding performance**
- **Choice of three different six-speed transmission options**
- **Best-in-class equipment and interior space**

Woodcliff Lake, NJ, July 10, 2003 ... With the introduction of the all-new 6 Series Coupe, an icon is reborn. BMW is not just continuing the heritage of the legendary original 6 Series (1977-1989), it is launching the modern expression of an icon, while paying homage to the company's long tradition of luxury coupes.

Much like the original, the new 6 Series Coupe will be noticed first for its looks. The styling is bold, purposeful, dynamic and elegant all at once. Its unique design with sleek and flowing lines, all supplemented by the harmony of elegant surfaces, gives the new 6 Series its unique character. With its smooth and powerful engine, its outstanding agility and abundant interior space, the new BMW 645Ci will set new standards in the luxury sports coupe market on many fronts.

A New Sports Car With Exciting Proportions

The 6 Series Coupe excels in its classic proportions – the car is long, low and wide. It projects an aura of strength and self-confidence. The passenger cabin has a very low roofline and is set back on the chassis.

The modern design language of the exterior continues smoothly and consistently throughout the interior. Similar to the new 5 Series, all the driving controls are located directly on or around the steering wheel. All comfort functions, in turn, are within easy reach from both front seats for convenience. The new 6 Series, again like the original, will not only be admired for its style but will also be recognized as a driver's car of the first order.

BMW's Heralded 4.4-liter V8 Offers Performance That Matches Its Style

The 4.4-liter V8 engine already well known from the BMW 745i ensures optimal power and torque over the entire engine speed range. Featuring fully variable VALVETRONIC valve control, the engine develops 325-horsepower and 330 lb-ft of powerful torque at 3,600 rpm. This enables the new 6 Series Coupe to effortlessly reach its top speed of 149 mph (electronically limited). Acceleration is equally good, with the BMW 645Ci covering the sprint from 0-60 mph in well under six seconds.

To convey this refined power to the rear wheels, BMW offers the driving enthusiast the widest range of possibilities—three different six-speed transmissions:

- Six-speed manual
- Six-speed STEPTRONIC automatic
- Six-speed Sequential Manual Gearbox (SMG) featuring both a gearshift lever and shift paddles on the steering wheel, like in Formula One race cars

The new 6 Series Coupe comes standard with BMW Driving Dynamic Control (DDC). First seen on the Z4 roadster, this feature gives the engine an even more spontaneous reaction to the gas pedal, influences steering in relation to road speed, allows the automatic or SMG transmission to hold gears longer, and provides faster SMG shifts - all at the touch of a button.

Remarkable Agility Ensured By Intelligent Lightweight Engineering

Consistent use of intelligent lightweight technologies makes a significant contribution to the outstanding driving comfort and high level of agility for which the new 6 Series Coupe will become well known. This class-leading agility is the result of the innovative combination of aluminum, steel and synthetic materials throughout the body. The front section of the car is significantly lighter than steel thanks to lightweight construction. The targeted weight reduction continues throughout - the trunk lid is composite, the

hood and doors are aluminum and the front fenders are thermoplastic. All this contributes to a base weight in European trim of 3528 lb with, of course, weight distribution close to the perfect ratio of 50:50. This consistent reduction of weight ensures not only performance befitting a sports car and exceptional agility, but it also contributes to an outstanding level of fuel economy.

Handling and Responsiveness: The Synergy of Aluminum Suspension and Cutting Edge Technology

The lightweight all-aluminum suspension of the new 6 Series Coupe keeps unsprung weight to a minimum. Also working to the driver's advantage are myriad control systems such as Dynamic Stability Control (DSC) including Dynamic Traction Control (DTC). All 6 Series Coupes feature BMW's Active Roll Stabilization, which almost completely eliminates body roll. Part of the Sport Package in the U.S. will be BMW's unique Active Steering, which electronically varies the degree to which the front wheels turn in relation to steering input from the driver. Under normal driving conditions at low and medium speeds, the steering ratio becomes more direct, which causes the front wheels to turn more in relation to the steer wheel. This enhances the car's performance in city traffic, when parking or in curves. At higher speeds, the steering ratio becomes more indirect, which causes the front wheels to turn relatively less in relation to the steering wheel, offering greater directional stability. Active Steering works hand-in hand with Dynamic Stability Control (DSC) by monitoring the yaw rate and changing the steering angle accordingly. This reduces the number of DSC interventions and thus offers optimum control comfort for the driver and passengers.

In addition to all the safety features characteristic of a BMW, the new 6 Series Coupe utilizes run-flat tires, allowing the driver to continue for a certain distance even when a tire is completely flat. Adaptive Headlights, which enhance visibility, illumination, and improve the driver's field of nighttime vision, are also available as an option.

Other Features Include Head-Up Display and Glass Panorama Roof.

The standard glass panorama roof gives the interior an even more spacious and brighter feel, especially since the panorama roof is much larger than a conventional moonroof. It offers a vent feature and an electric sliding roofliner.

The Head-Up Display technology, available as an option for the new BMW 6 Series at a later date, is truly unique in the large coupe market. This feature ensures optimum clarity

and allows the driver to concentrate on the road ahead at all times by presenting relevant information directly in the driver's line of vision, on the windshield. Also available is Active Cruise Control (ACC). Last but certainly not least, the optional Logic7 audio system gives the car's occupants a level of audio quality previously only offered by high-end home entertainment systems.

In terms of spaciousness, the new BMW 6 Series measures 189.8" in length, 73.0" in width and just 54.1" in height to offer ample interior space that is quite remarkable for a sports car. As a 2+2-seater, the BMW 6 Series gives the two rear seat passengers ample freedom of movement, and the large luggage compartment offers space comparable to many sedans.

Crafted in Dingolfing, Germany, this spectacular new 6 Series will be available for sale in the U.S. market in Spring 2004, after making its debut at this year's Frankfurt Motor Show in September of 2003.

Watch this space. The new BMW 6 Series Coupe will be followed, for the first time, by a second body style: a 2+2 convertible model.

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