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Contact: Thomas Plucinsky
BMW Product and Technology Communications Manager
Tel. 201-307-3783
Thomas.Plucinsky@bmwna.com

David J. Buchko
Advanced Powertrain & Heritage Communications
Tel. 201-307-3709
Dave.Buchko@bmwna.com

The All-New BMW 650i Coupe.

Arriving in the US Market this Fall.

The hearts of sports car aficionados will beat a little faster with the arrival of the new BMW 650i Coupe. The third generation of the top-class Coupe sees BMW adding another chapter to its decades-long tradition in the production of exclusive dream cars. The new BMW 650i Coupe impresses with its stunning design and inspires with even sharper driving dynamics than its predecessor, noticeably optimized comfort levels and extra space. This is the only car in the segment to offer the combination of top-class sporting ability, exclusive touring comfort and a 16.24 cu. ft (460-liter) DIN luggage compartment. Also on board to deliver the BMW 6 Series Coupe's signature driving experience are a range of innovative driver assistance systems and BMW ConnectedDrive infotainment features. The new car therefore meets the highest expectations of driving pleasure and style in a large, premium 2+2-seater. The 650i Coupe arrives in US showrooms this fall.

Its unmistakable design language gives the new BMW 6 Series Coupe an aura of athletic elegance. The long sweeping hood, short front overhang and set-back passenger compartment team up with a 2.9 inch (74 mm) increase in body length



over its predecessor and a 2.95 inch (75 mm) longer wheelbase to create the hallmark proportions of a BMW Coupe. Meanwhile, the extra width of the new car – it is now 1.5 inches (39 mm) wider thanks to its increased track width – makes for an exceptionally powerful stance that emphasizes its impressive roadholding. All of which ensures that observers are struck by the car's dynamic forward-surging presence and promise of dynamic driving ability the moment they set eyes on it. The faithful reflection of the car's character in its exterior styling is given particular appeal by the lines running along the full length of the body and its harmoniously sculpted surfaces. The inspiration for these design features was the natural movement of waves. In the same way as water is parted by an object in flowing water, the car body's shaping lines fan out from the BMW badge on the hood to both sides of the body.

The innovations in the new BMW 6 Series Coupe also extend to lighting technology, in the shape of Adaptive LED Headlights. Their bright white light provides an extremely intense and evenly spread illumination of the road. This technology is unparalleled in the segment and also allows the beam of the headlights to curves of the road.

Other features that set the new car apart from its rivals are the BMW ConnectedDrive driver assistance systems and mobility services. The rear-view camera, Surround View, Parking Assistant, BMW Night Vision with pedestrian recognition, Lane Departure Warning System and Lane Change Warning System are joined on the list of available equipment items by the new generation of the BMW Head-Up-Display. The latest incarnation of the system uses a full spectrum of colors to display the information projected onto the windscreen. The standard BMW iDrive control system, is the operating portal for the navigation, communications and infotainment functions. The high definition, trans-reflective technology Control Display is centrally mount high on the sweeping dash and emulates a freestanding flatscreen. Finally, the optional Bang & Olufsen High-End Surround Sound System provides a feast of aural pleasure seldom experienced inside a car.



The all-new third generation 650i Coupe will join the 650i Convertible in the US market this fall as a 2012 model. Retail and option pricing will be announced closer to the on-sale date.

Twin-Turbo V-8 engine with High Precision direct injection.

The 4.4-liter V-8 engine develops a maximum 400 hp between 5,500 and 6,400 rpm, and makes peak torque of 450 lb-ft between 1,750 and 4,500 rpm. This unique “reverse-flow” engine, whose two turbochargers are positioned in the V-area between the cylinder banks, produces an instantaneous and sustained wave of power, making it a delight for the enthusiast driver. The engine can be paired with either BMW's new 8-speed Sport Automatic gearbox or BMW's traditional 6-speed manual transmission, quite popular with North American enthusiasts.

The new BMW 650i Coupe completes the sprint from 0 to 60 mph in 4.8 seconds (0-100km/h in 4.9 seconds) with either the 6-speed manual or the 8-speed automatic transmission. Top speed is electronically limited to 155 mph. This engine also boasts extraordinary efficiency for a model in its output class. EPA figures will be available closer to the on-sale date in mid 2011.

8-speed Sport Automatic Transmission.

The 8-speed Sport Automatic transmission in the new BMW 650i Coupe boasts a perfect combination of speed, flexibility, sportiness, and efficiency. What sets it apart are its minimal torque converter slip and rapid gear changes. An innovative gear set configuration allows this transmission to offer eight gears, maximizing acceleration at any road speed yet allowing the driver to conserve fuel by cruising at low revs. Befitting the Coupe's sporting character, the driver can choose to select gears manually via shift paddles on the standard Sport leather steering wheel.

In addition to the efficiency of the engine and 8-speed Sport Automatic transmission, an extensive range of BMW EfficientDynamics measures contribute to reducing fuel



consumption and emissions. Brake Energy Regeneration, on-demand operation of ancillary components, intelligent lightweight construction and extensive aerodynamic refinement collaborate to ensure maximum efficiency.

Chassis Management and optional Integral Active Steering.

Cutting-edge chassis technology gives the new BMW 650i Coupe the tools to provide both sporty handling and exceptional comfort. The double wishbone front axle and the multi-link rear axle are made predominantly from aluminum. The chassis is geared to the requirements of drivers with sporting intentions, although the dampers also respond sensitively to bumps in the road surface under high lateral acceleration. The optional Active Roll Stabilization combines with the standard Dynamic Damper Control to offer the driver even more precise responses and perfectly flat cornering ability. The electronically controlled shock absorbers adapt to the road surface and the driver's style to perfectly control the car's body motions.

The electronically controlled damper system in the new BMW 6 Series Coupe adjusts compression and rebound settings continuously and independently. For example, a stiff chassis setting can be combined with comfortable responses to unevenness in the road surface. The control unit of the damping system processes the data supplied by sensors on the vertical motion of the wheels as well as the ride height of the car. The driving speed and the damper setting chosen by the driver are also taken into account in calculating the damping force required for each individual wheel to even out body movements. This data is fed back to the shock-absorber units at intervals of just 2.5 milliseconds.

The optional Active Roll Stabilization feature reduces body roll in corners and in sudden changes of direction, or transitions. Sensors calculate the amount of body roll based on the driving situation at hand, and this is then counteracted quickly and precisely by hydraulic rotary actuators in the front and rear anti-roll bars. The result is flatter cornering inspiring greater confidence for the driver as well as greater comfort for the passengers during spirited drives.. The power steering features standard



Servotronic vehicle-speed sensitive assistance, and serves up the familiar BMW recipe of precision, comfort and linear response.

The new BMW 650i Coupe is the first car in its class available with Integral Active Steering. This system combines the Active Steering system for the front axle (available on the previous generation 6 Series Coupe) with a new, steerable rear axle. Precisely harmonized steering angle movements at both axles create a virtual lengthening or shortening of the vehicle's wheelbase, which fosters greater high-speed stability and enhanced maneuverability for parking and city use.

Brakes, Wheels, and Tires.

The lightweight floating-caliper brakes with vented discs are easy to use with precision, and their effectiveness is reinforced by Dynamic Stability Control. DSC brings together technology such as the Anti-lock Braking System, Dynamic Traction Control, Cornering Brake Control, Dynamic Brake Control, the Start-off Assistant, the automatic Brake Drying function and Brake Fade Compensation. Standard equipment also includes 8.5 x19-inch light-alloy wheels, with all-season runflat tires (size 245/40 R19) and a tire pressure monitoring system.

Driving Dynamics Control.

With standard Driving Dynamics Control, the dominant virtues of athletic driving sportiness and ride comfort can be chosen by the driver as situations demand. The driver can choose settings of COMFORT, NORMAL, SPORT and SPORT+ modes using the large rocker switch on the center console. Affected parameters include the tuning of the throttle response, power steering boost assistance, shock absorbers, automatic transmission shift characteristics and – if equipped - roll stabilization and Integral Active Steering. In SPORT+ mode, the Dynamic Traction Control mode of the standard Dynamic Stability Control system is activated, raising the thresholds for stability intervention in the most sport-oriented driving circumstances.



Unmatched chassis technology works with the cutting-edge engine to provide the driver with greater dynamic capability and improved ride comfort compared to the previous-generation 6 Series Coupe.

Design: Athletic elegance, natural sportiness.

The new BMW 6 Series Coupe again heralds the arrival of an exceptionally sporty and exclusive 2+2-seater in the premium Coupe segment. The new model's extra length and width over its predecessor model combine with its 0.2 inch (5 mm) lower height to produce a strikingly low-set and powerful design. The new interpretation of the traditional BMW Coupe proportions is embellished by lines and surfaces inspired by the movement of waves. Flowing lines and harmonious curves create a feeling of athletic grace, complemented by extremely classic and eye-catching design features which underline the opulent character and elegant appearance of the two-door BMW.

The expressive front end is dominated by the large and slightly forward-slanting BMW kidney grille. The grille emphasizes the car's sporting pedigree with a broad, flat design, and creates a visual connection with the engine nestling behind. The kidney grille slats, angled slightly towards the top, lend additional emphasis to the front end's "shark nose" character. The contour lines of the hood converge towards the kidney grille, forming a V-shape which is continued by the contours of the headlights, kidney and wide air intake to give a road-focused look. High-quality chrome elements and the LED units of the foglamps positioned in front of them guide the eye to the muscular wheel arches.

High-visibility innovation: Adaptive LED Headlights.

The new BMW 6 Series Coupe is equipped with Adaptive Xenon headlights as standard. An accentuating trim element cuts across the top of the hallmark BMW



twin round headlights to produce the purposeful look familiar from other BMW models. The optional Adaptive LED Headlights provide a fresh take on this established feature. The Adaptive LED Headlights for low beam and high beam contain LED light rings for the parking lights and daytime running lights, which are flattened on the lower edge and overlapped at their top edge by an accent light – also featuring LEDs. The result is a stunning, distinctively BMW showcase for the innovative light technology. In addition, they also generate the low beam and high beam light from the two light rings. The light sources are horizontal LED ribs positioned in the centre of the light rings. The brand's hallmark twin round headlight look is therefore expressed even more strikingly - not only with the daytime running lights switched on, but also when the headlights are activated in the dark.

However, the Adaptive LED Headlights are about more than just looking good; they also ensure the driver can see well. Their bright white light provides a bright and even illumination of the road ahead. From a color perspective, the light comes much closer to natural daylight than that created by conventional halogen or xenon headlights, lending even reflective objects far greater contrast. The cornering element of the Adaptive LED Headlights is also tailored to the car's speed, steering angle and yaw rate, allowing the pivot of the headlights to adapt automatically to the line of the corner. Meanwhile, a light source positioned specially in the headlight housing generates the cornering light which, at low speeds, ensures illumination of the road surface in the direction the car is turning. LED technology is also deployed for the direction indicators, each of which consists of eight LED units arranged in a row underneath the light rings. As well as enhancing visibility in the dark, the Adaptive LED Headlights also significantly improve the signaling effect of the car's lights.

Side view: elegant roofline, powerfully curved surfaces.

Tightly curved surfaces and character lines stretching the full length of the body define the side view of the BMW 6 Series Coupe. The forward-slanting BMW kidney



grille is particularly clear from this angle. Despite its smooth curves and innovative pedestrian protection measures, the long bonnet still has a flat appearance. Its contour lines fan out wide and extend towards the rear. In combination with the car's typical Coupe proportions, this creates a particularly elegant, elongated silhouette.

The exterior design has been inspired by waves with clearly defined lines and volume formed around an object in flowing water. This gives the new BMW 6 Series Coupe a naturally powerful and sporty edge. The typical BMW character line starts behind the front wheel arch, takes in the sporty gill feature and extends dynamically along the flank of the car to the rear. In so doing, it stretches the new BMW 6 Series Coupe visually and lends it a dynamic yet elegant allure. The door handles are integrated into the character line. A further character line emerges from the swell of the front wheel arch, drops down between the gill and the door and then levels out towards the rear. Its path replicates a forward-surging wave. The door sill line underneath it and an additional crease give the lower edge of the body a light and sporty appearance.

The roofline of the new BMW 6 Series Coupe also swoops in an elegant, flat progression into the tail. It comes across as especially svelte when viewed from the side, creating a contrast typical of BMW Coupes between the powerful body and light passenger compartment. Doors with frameless windows underline this impression. The chromed side window border emphasizes the signature Hofmeister kink at the foot of the C-pillar. **Rear view: striking indications of dynamic and secure roadholding.**

From the rear, the new BMW 6 Series Coupe exudes power, athleticism and solidity. Bulging wheel arches accentuate the wide track of the new car, offering a hint of its impressive roadholding. Added to which, horizontal lines and the broadening impression of the car's shape as you follow it towards the rear paint a clear picture of the sporting performance waiting to be unlocked. The slightly concave lower section of the trunklid generates light and shade effects which lend an extra lightness to the rear of the car. The edges of the trunk lid and the license plate surround create a V-



shape, which – similarly to the front of the car – steers the eye towards the road. The trapezoidal exhaust outlets are positioned on either side of the air diffuser in the lower fascia.

The two-part rear light clusters display the customary BMW L-shape in a particularly wide rendition that extends far into the trunk lid, while the character line that flows into the rear lights forges a harmonious link between the side and the rear of the car. Inside the rear light clusters, two LED-powered light strips generate the familiar BMW night-time look, an effect that is reinforced by the L-shaped lower light unit. The direction indicators and brake lights are also LED-powered. The wide third brake light is located in the upper edge of the trunk lid.

Interior with BMW's traditional driver-oriented cockpit.

The new BMW 650i Coupe is designed to be a 2+2-seater. Its interior offers individually tailored seats for the driver, front passenger and rear passengers. High-quality materials, carefully coordinated colors and meticulously sculpted surfaces combine to produce an ambience defined by luxury, sweeping style and Teutonic functionality. A hallmark BMW element of the interior design is the driver-oriented cockpit layout. The central section of the instrument panel, containing the iDrive system's Central Display, the air vents and the controls for the audio system and air conditioning, are all angled slightly towards the driver. Added to which, the gearshift lever and the switches for the parking brake and Driving Dynamics Control are located on a surface that opens out towards the driver and is set lower than the front passenger side of the center console.

The front passenger area is bordered by a surface curving elegantly from the armrest over the side edge of the center console, upwards and outwards into the instrument panel and then horizontally into the door trim. This provides a harmonious surround for the front passenger area, creating a feeling of exclusive security. The contour of the rear waistline surface, which extends slightly into the interior between the head restraints, highlights the individual seat layout of the rear.



Freestanding Central Display with flatscreen design.

The black-panel instrument cluster of the new BMW 650i Coupe combines the traditional sports car circular instruments with state-of-the-art display technology. The Navigation system, telephone and entertainment functions are operated using the iDrive control system, whose Central Display boasts an innovative design. The on-board monitor takes the form of a freestanding display with a flatscreen look. The high definition measures 10.2 inch across and features a high-quality galvanized chrome surround. The shallow depth of the display gives it a modern character. Trans-reflective technology ensures the display remains easy-to-read in bright sunlight. The new arrangement of the Central Display – which now reaches further into the passenger compartment – influences the architecture of the instrument panel, which rises steeply in front of the driver and front passenger.

This impression is further enhanced by the structure of the door trim panels. Their surfaces have a powerfully taut look and, like the black waistline surface, pull in and rise up to create a smooth transition into the instrument panel, giving the interior the effect of wrapping around the driver and front passenger.

Dimensions and Storage.

At 192.7 in. (4,894 mm) in length, the new BMW 650i Coupe is 2.9 in. (74 mm) longer than its predecessor. Its extended wheelbase now stretches to 112.4 in. (2,855 mm). The car is 1.5 in. (39 mm) wider, measuring 74.6 in. (1,894 mm) across, while 0.36 in. (9mm) have been shaved from its height (now 53.9 in. / 1369 mm). These dimensions create a significantly more powerful and elegant impression, while taking interior spaciousness to new levels.

Despite its lower height, the new BMW 650i Coupe offers greater headroom in both front and rear seats. The height adjustment of the driver and front passenger seats also covers a greater range of travel. The increase in the width of the interior is noticeable from all four seats, and passengers in the rear seats benefit from



additional legroom. The tilt angle of the rear seat backrest now achieves virtually the same angle as found in BMW Sedans.

New lightweight technology, comprehensive safety equipment.

The new BMW 650i Coupe is fitted with newly developed lightweight seats with an integrated seatbelt system and standard 20-way multi-contour adjustability and adjustable lumbar support. Optionally, the Luxury Seating Package adds front ventilated seats and active fatigue reduction can be added. All seat variants come with crash-activated anti-whiplash head restraints.

The range of standard safety equipment also includes front airbags, head-thorax side airbags integrated into the seat frame, three-point automatic belts for all seats, belt force limiters and front belt pre-tensioners and ISOFIX child seat mounts in the rear.

Carefully researched advances in materials and development of the car's load-bearing structure have significantly enhanced the body's construction in terms of the agility and safety it offers. Its static torsional rigidity is about 50 percent greater than that of its predecessor. In the interests of perfect balance, the doors, hood and front spring mounts are all aluminum, while the front fenders, roof lid and trunklid are made from reinforced composite.

Cutting-edge features from BMW ConnectedDrive.

The new BMW 650i Coupe is available with a great variety of driver assistance systems and mobility services from BMW ConnectedDrive. The comprehensive Driver Assistance Package includes Automatic High Beams, Lane Departure Warning, Active Blind Spot Detection, Rear and Top View cameras, Parking Assistant, and a new three-dimensional, full-color Head-Up Display. Also available are BMW's Night Vision with Pedestrian Detection and Active Cruise Control with stop-and-go capability.



HiFi stereo system.

The standard HiFi audio system in the new BMW 650i Coupe comes with an HD Radio receiver, MP3-compatible CD drive, AUX-IN connection, and a HiFi loudspeaker system with nine speakers. The available Premium Sound Package adds SiriusXM satellite radio with a 1-year subscription, iPod and USB adapter, and the Premium HiFi system comprised of 12 loudspeakers and a digital amplifier. It features DIRAC signal processing and model-specific equalizing.

Bang & Olufsen High-End Surround Sound System delivers an unparalleled audio experience.

When it comes to delivering audio pleasure of the highest order, the Bang & Olufsen High-End Surround Sound System designed especially for the new BMW 650i Coupe hits all the right notes. Jointly developed by the Danish audio specialists and BMW, this system produces an exceptionally natural sound from 16 speakers distributed around the cabin. It is a fully active system featuring digital signal processing, which means the two bass speakers, seven mid-range speakers and seven tweeters all have individual amplifiers. This technology enables the targeted modification of any sound reflections inside the vehicle. The Bang & Olufsen High-End Surround Sound System uses Dirac Dimensions™ technology to recreate the acoustics of a reference listening room in the passenger compartment. All vehicle occupants therefore enjoy the same high-quality sound stage wherever they are sitting.

The electrical signals are converted into precisely defined sound waves using neodymium magnet drivers, and the mid-range speakers feature extremely stiff Hexacone diaphragms. The outstanding quality of the Bang & Olufsen High-End Surround Sound System is underlined by exclusive design features. The form and color of the advanced all-aluminum speaker grilles have been tailored precisely to the interior design of the new BMW 650i Coupe. The special perforation pattern of the grilles is created using a very sophisticated drilling technique. The grille mounts are not visible from the outside, ensuring that the grilles stand out from their



surroundings by appearing to float in a slightly raised position above the surface. This exclusive ambience is further enhanced by a discreet lighting effect, which showcases the contours of the sound sources with a subtly impressive effect. A both visually and acoustically significant innovation, meanwhile, is the novel design of the center speaker in the instrument panel area, which uses Acoustic Lens Technology developed by Bang & Olufsen to provide a particularly harmonious sound. As soon as the audio system is activated, the central element containing the integrated mid-range speaker pops up, prompting the tweeter lens to be extended at the same time. The tweeter lens distributes its signals evenly at 180 degrees throughout the interior. This extraordinarily harmonious horizontal dispersion of sound is achieved through the special design of the lens, which also minimizes unwanted vertical sound dispersion.

Industry leading new-generation Head-Up Display.

Like its predecessor, the new BMW 650i Coupe is the only vehicle in its class with an optional Head-Up Display system. By projecting important information onto the windshield, directly in the driver's line of sight, the Head-Up Display minimizes distraction from the road and traffic. The new-generation system brings a further improvement in display quality: the symbols are projected as three-dimensional graphics and in ultra-clear resolution onto the windshield. Full-color capability makes the road sign symbols even more realistic. At the same time the Head-Up Display is now able to present a wider range of information. Depending on vehicle specification, guidance information supplied by the Navigation system, Check Control messages, status messages from the Lane Departure Warning System and warnings from the BMW Night Vision system can all be shown in the Head-Up Display. The positioning of the messages on the windshield is highly ergonomic, so that drivers are aware of them without having to refocus or take their eyes off the road.

The intensity of the projection automatically adjusts to the ambient light level, and the brightness setting can be adjusted via the iDrive menu. The driver can also



choose what information will appear in the Head-Up Display in addition to road speed and warnings from the driver assistance systems.

Rear-View, Top View, and Side View Cameras.

To supplement the standard Park Distance Control, which uses ultrasonic sensors to monitor distance from objects in front or behind, the new BMW 650i Coupe also features a standard rear-view camera. The camera is integrated in the trunklid under the BMW “roundel” badge, which protects it from dirt. When the rear-view camera is activated, the roundel badge pivots up out of the way to expose the camera lens. The perspective-corrected color images are relayed to the Central Display. Superimposed on the images are interactive tracking lines which indicate the optimal steering angle for parking, as well as the tightest turning circle.

The optional Top View system with Side View provides an even more comprehensive picture. In addition to the rear-view camera and the PDC sensors, this system also uses a fish-eye camera in each of the side mirrors. The data acquired by Top View is relayed to a central computer which generates a bird’s eye view of both vehicle and surroundings and presents the image in the Central Display. This view allows the driver to maneuver precisely in confined spaces. The Side View function uses two cameras integrated in the front fenders to provide an improved view of cross-traffic at speeds below 10mph. These images are relayed to the Central Display where they may give the driver an early idea of what is happening on the road to the left and right of the car when pulling out from narrow and concealed gateways or car park exits.

The BMW 650i Coupe: Production in Dingolfing, Germany.

The new BMW 650i Coupe is built at the BMW plant in Dingolfing, Germany. Also rolling off the assembly line at the BMW Group’s largest production plant are the BMW 7 Series and BMW 5 Series models. The flexible and efficient processes at the plant combine state-of-the-art production technology with a standard of quality



defined by meticulous craftsmanship in the manufacture of premium cars configured to customer requirements.

BMW Group In America

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; DesignworksUSA, a strategic design consultancy in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group's global manufacturing network and is the exclusive manufacturing plant for all X5 and X3 Sports Activity Vehicles and X6 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 338 BMW passenger car centers, 336 BMW Sports Activity Vehicle centers, 143 BMW motorcycle retailers, 105 MINI passenger car dealers, and 31 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

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