

# BMW

## U.S. Press Information

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### **The M Sport Edition BMW 6 Series Coupe, Convertible, and Gran Coupe.**

**Elegant and athletic design provides a perfect setting for the added functionality and value of the M Sport Edition BMW 6 Series.**

**Woodcliff Lake, NJ May 16, 2013...** Sumptuous flair and alluring athleticism come together in the BMW 6 Series models to invest these premium luxury-class vehicles with hallmark driving fun. The new M Sport Edition offers a particularly exclusive opportunity to highlight the dynamic attributes of the BMW 6 Series Coupe, BMW 6 Series Convertible and BMW 6 Series Gran Coupe. With their harmoniously coordinated design details and ultra-high-quality range of features, the BMW 6 Series models in M Sport Edition guise deliver a driving experience that satisfies the most discerning requirements.

The M Sport Edition is available on all models and engine variants of the BMW 6 Series range (including xDrive models) and will be available from July 2013 production. Pricing for the BMW 6 Series M Sport Edition adds \$4,600 to the base MSRP of the 6 Series Convertible, \$4,800 to the 6 Series Coupe, and \$5,300 to the 6 Series Gran Coupe.

The M Sport Edition models of the BMW 6 Series are based on the traditional M Sport package, comprised of a model-specific M aerodynamics package, 19-inch M light-alloy wheels in double-spoke design, LED foglamps, the BMW Individual High-gloss Shadow Line trim, black-painted brake calipers and exhaust tail pipes in dark chrome. The interior features multi-contour seats (standard in all 650i models), an M leather steering wheel, M

door sill finishers and an M driver's footrest, all of which enhance the exclusive ambience of the BMW 6 Series.

Furthermore, the BMW 6 Series M Sport Edition adds the superb new Dynamic Digital Instrument Cluster, Full LED Adaptive Headlights, and the comprehensive Executive Package. 650i and 650i xDrive models further benefit from the inclusion of the Driver Assistance Package. All M Sport Edition models of the BMW 6 Series also have the option of Sakhir Orange Metallic M exterior paint. This color was previously reserved for the iconic, ultra-high performance BMW M6. Another added option available for the BMW 6 Series M Sport Edition is interior upholstery in BMW Individual Merino Leather in Opal White with contrasting seams in Sakhir Orange. This choice serves to accentuate not only the sporty attributes inherent to the 6 Series, but also enhances its luxurious character.

### **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 and BMW Sports Activity Vehicle centers, 139 BMW motorcycle retailers, 117 MINI passenger car dealers, and 34 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.

Information about BMW Group products is available to consumers via the Internet at: [www.bmwgroupna.com](http://www.bmwgroupna.com).

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**Journalist note:** Information about BMW Group and its products in the USA is available to journalists on-line at [www.bmwusanews.com](http://www.bmwusanews.com) and [www.press.bmwna.com](http://www.press.bmwna.com).

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