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The All-New BMW 2 Series Coupe

A new dimension for The Ultimate Driving Machine™

Woodcliff Lake, N.J. – October 24, 2013 – 6:00pm EDT/3:00pm PDT. . . BMW

today announced the introduction of an entirely new model series with the introduction of the all-new BMW 2 Series Coupe. This new take on The Ultimate Driving Machine™ will arrive in the US in the first quarter of 2014 as the 228i and the M235i. The BMW M235i, the first M Performance Automobile offered in the US, includes an impressive list of performance enhancing features. This successor to the successful 1 Series Coupe will continue the decades-long tradition of premium sub-compact coupes with impeccable driving dynamics when it makes its world debut at the North American International Auto Show in January 2014. The 2014 BMW 2 Series Coupe will be offered at a Manufacturer's Suggested Retail Price of \$33,025 for the 228i and \$44,025 for the M235i, including \$925 destination and handling.

The BMW 2 Series Coupe

- BMW celebrates the premiere of another new model series – The BMW 2 Series Coupe which raises the bar in the premium sub-compact segment in terms of dynamic ability, aesthetic appeal and emotional allure; a distinctive vehicle concept unique in its segment, with a two-door body in classic three-box design typical of BMW Coupes, four seats, rear-wheel drive and a pair of engines and chassis set-up focused squarely on sporting ability; market launch from March 2014, line-up to include a BMW M Performance Automobile – the BMW M235i Coupe.

- Newly designed Coupe series with significantly larger dimensions than its predecessor, the BMW 1 Series Coupe; length increased by 2.8 inches (72 mm) to 174.5 inches (4,432 mm), width by 1.3 inches (32 mm) to 69.8 inches (1,774 mm), wheelbase by 1.3 inches (30 mm) to 105.9 inches (2,690 mm), front track width by 1.6 inches (41 mm) to 59.9 inches (1,521 mm) and rear track width by 1.7 inches (43 mm) to 61.3 inches (1,556 mm); improved interior space, including 0.7 inches (19 mm) of extra front headroom and 0.8 inches (21 mm) of additional rear legroom. Trunk capacity increases by 0.7 cu.ft. (20 liters) to 13.8 cu.ft. (390 liters), based on EU measures. Optimized aerodynamic details result in a low Cd of just 0.29 for the 228i Coupe.
- Engines with BMW TwinPower Turbo technology deliver segment-leading figures in terms of both sporting ability and efficiency. The BMW 228i Coupe is the first sub-compact BMW model to be powered by the 240 hp version of the 2.0-liter four-cylinder engine. The range-topping, the BMW M235i, is the most powerful gasoline-driven BMW M Performance Automobile. It has a unique M Performance 3.0-liter inline six-cylinder with TwinPower technology delivering 320 hp and 330 lb-ft of torque. It features M-specific chassis tuning which, for the US will include standard M Adaptive suspension, M Sport Braking system, variable sport steering and Michelin Pilot Super Sports tires. Even the exhaust has been specifically tuned for the M235i.
- Efficiency is further increased by the extensive use of BMW EfficientDynamics technology, including Air Curtains and the Auto Start/Stop function in conjunction with both manual and automatic transmissions; ECO PRO mode is activated via the standard Driving Experience Control switch and includes a coasting function in conjunction with the 8-speed automatic transmission.
- Unmistakable BMW handling attributes and impressive ride comfort thanks to rear-wheel drive, longitudinally mounted engines, perfectly balanced distribution of weight and sophisticated chassis technology; double-pivot spring strut front suspension and five-link rear suspension with tuning tailored to each 2 Series model; variable sport steering, M Sport braking system and Adaptive M suspension with electronically controlled shock absorbers are all standard on the M235i in the US and optional on the 228i; DSC stability control system including DTC and an electronic locking function for the rear differential as standard; M Performance mechanical limited slip differential available for the BMW M235i Coupe from launch through the Original BMW Accessories range.

- High-strength and torsionally stiff body structure developed on the basis of the BMW 1 Series 3- and 5-door, which has been awarded a five-star Euro NCAP crash test rating; extensive occupant protection provided by safety equipment including front, knee, side and head airbags; pedestrian protection is optimized by the front end deformation zones.
- High-quality interior with driver-focused cockpit; dual-zone automatic climate control is standard; iDrive operating system is standard in the US, including a 6.5 inch Control Display in exclusive BMW flatscreen design; optional Navigation system includes an 8.8-inch screen and Touch Controller; wide variety of storage compartments, storage areas and cupholders.
- Selection of optional driver assistance systems and mobility services from BMW ConnectedDrive unparalleled in the sub-compact segment: High Beam Assistant, Adaptive Headlights, Parking Assistant, rear view camera, Driving Assistant, cruise control system with braking function, extended integration of smartphones and music players, Advanced Real Time Traffic Information (ARTTI) and extended functionality provided by BMW Apps for internet-based services like Facebook and Twitter.
- BMW M235i Coupe: Six-cylinder in-line gasoline engine with M Performance TwinPower Turbo technology (twin-scroll turbocharger, High Precision Direct Injection, Valvetronic, Double-VANOS).
 - Capacity: 2,979 cc
 - Output: 320 hp at 5,800 – 6,000 rpm, max. torque 330 lb-ft at 1,300 – 4,500 rpm. Acceleration [0 – 60 mph]: 4.8 seconds with 8-speed sport automatic transmission
 - Top speed: 250 km/h / 155 mph.
 - Preliminary EPA Mileage Estimates (mpg) – 22 city/32 highway/25 combined for the 8-speed sport automatic. 19 city/28 highway/22 combined for the 6-speed manual.
- BMW 228i Coupe: Four-cylinder engine with BMW TwinPower Turbo technology (twin-scroll turbocharger, High Precision Direct Injection, Valvetronic, Double-VANOS).
 - Capacity: 1,997 cc
 - Output: 240 hp at 5,000 – 6,000 rpm, max. torque: 255 lb-ft at 1,250 – 4,800 rpm.
 - Acceleration [0 – 60 mph]: 5.4 seconds with 8-speed sport automatic.
 - Top speed: 130 mph / 210 km/h (250 km/h / 155 mph with Sport Line or M Sport)
 - Preliminary EPA Mileage Estimates (mpg) – 23 city/35 highway/27 combined

for the 8-speed sport automatic. 22 city/34 highway/26 combined for the 6-speed manual.

The concept: Driving pleasure times 2.

- Unbeatable driving dynamics in the premium sub-compact segment.
- Emotionally appealing aesthetics in typical BMW Coupe style.
- Sporting tradition dates back to the BMW 2002.

This is not the first time that BMW has treated the sub-compact segment to its customary brand of driving pleasure. The tradition took hold in the US 45 years ago with the introduction of the vaunted BMW 2002. The BMW 1 Series Coupe has fulfilled this role since 2008, its standout position among its rivals rooted most prominently in its rear-wheel-drive concept (still a unique proposition in this class), powerful engines with BMW TwinPower Turbo technology and a compelling premium character. The BMW 2 Series Coupe now takes the levels of driving pleasure in a sub-compact coupe to even greater heights. The new two-door cuts a impressive figure with its distinctive body design, a choice of two powerful engines and specially configured chassis technology.

There is clear differentiation between the BMW 2 Series Coupe and the current 1 Series with the new model assuming a character all its own. This differentiation is immediately recognizable in the design of the new car, but it also makes its presence felt in terms of performance. The BMW 2 Series Coupe is an even more eye-catching creation than its predecessor, the successful BMW 1 Series Coupe. As well as a standalone appearance and increased dimensions, there is also greater depth to its product substance in terms of both technology and standard equipment. The result is a new dimension in driving dynamics, aesthetic appeal and premium allure in the sub-compact segment, highlighted by the “2” in the new car’s model designation. The number 2 has denoted the presence of a sporting driving experience in a sub-compact two-door car for 45 years – ever since the introduction of the BMW 2002.

Characteristic features of a BMW Coupe.

The specific vehicle concept behind the BMW 2 Series Coupe – unique in its segment – is faithfully reflected in its body design. The two-door model is first and foremost a BMW Coupe, and the design features that identify a member of this special breed – a three-box body with clearly defined trunk and low-slung silhouette, a long hood, doors with frameless windows and a dynamically stretched roofline flowing smoothly into the tail – are carried over into a sub-compact model with greater enthusiasm and intent than ever. The ultra-sporty driving characteristics of the BMW 2 Series Coupe – thanks to a choice of two powerful engines and chassis technology tuned to make the perfect pairing – are thus expressed in the design of the exterior. The 240 hp N20 TwinPower Turbo 2.0-liter four-cylinder engine in the BMW 228i Coupe makes its debut in a sub-compact BMW model, and the 320 hp inline six-cylinder engine under the hood of the BMW M235i Coupe earns it top billing as the most powerful gasoline-powered member of the BMW M Performance Automobile line-up.

The specific proportions of the BMW 2 Series Coupe are contained within a body measuring 174.5 inches (4,432 mm) in length. The two-door model is therefore 2.8 inches (72 mm) longer than the outgoing BMW 1 Series Coupe. The new sub-compact Coupe is also 1.3 inches (32 mm) wider than its predecessor at 69.8 inches (1,774 mm), and has a 1.3 inch (30-mm) longer wheelbase (105.9 inches/2,690 mm) and wider tracks (front: 59.9 inches/1,521 mm, + 1.6 inches/41 mm; rear: 61.3 inches/1,556 mm, +1.7 inches/43 mm). At the same time the vehicle height has been lowered by 0.2 inches (5 mm) to 55.8 inches (1,418 mm). The result is an increase in interior space and 0.7 cu.ft. (20 liters) of additional luggage capacity (now 13.8 cu.ft./390 liters, based on EU measures). The BMW 2 Series Coupe also boasts more efficient aerodynamics than both the BMW 1 Series and its predecessor, as reflected in a Cd of 0.29 for the BMW 228i Coupe.

Sporting tradition on a sub-compact footprint.

The BMW 2 Series Coupe builds on the brand's tradition of sub-compact models offering a satisfying degree of driver engagement. And the presence of the 2 in the model designation creates a close link to this heritage. The introduction in 1968 of the BMW 2002, for instance, opened up a whole new vehicle segment in the US. Inspired by its precisely tailored package of powertrain and chassis technology, the two-door Coupe became a standard-bearer for sporty handling and intense driving pleasure in the sub-compact car segment. The BMW 2002 took center stage – in terms of both its popularity and its success in acting as the first building block in the foundation of what is now widely known as The

Ultimate Driving Machine. The most spectacular version was the 170 hp BMW 2002 turbo – the first turbocharged model from a European manufacturer.

The design:

Strong character cuts a distinctive figure.

- Typical Coupe proportions, dynamic lines, powerful forms.
- Bespoke front and rear detailing accentuates its sporting profile.
- Optional Sport Line and M Sport create scope for individualization.

A beguiling blend of sporting prowess and elegance marks out the design of BMW Coupes. And the exterior features which are such a key element of this identity have been carried over to the sub-compact segment car with greater purpose than ever for the BMW 2 Series Coupe. The proportions, lines and surface design of the car have all been tailored to accentuate both the agile driving properties of the two-door and its unique appearance. The BMW 2 Series Coupe has its own specific design language, which secures it a stand-out position in the brand's model range and – most importantly – sets it apart unmistakably from its segment rivals.

Sporting presence, muscular agility and assured elegance come together in the exterior design of the BMW 2 Series Coupe. Defining elements of its interior, meanwhile, include the driver-focused cockpit design you expect of a BMW and a light and contemporary brand of functionality. The car's more clearly distinguished design identity illustrates its progress in moving the game on from its predecessor. The BMW 2 Series Coupe reflects The Ultimate Driving in more concentrated and intense form than ever before in the premium sub-compact segment.

Classic BMW features in a fresh take on the traditional Coupe.

The individual vehicle concept of the BMW 2 Series Coupe is underlined by its specific front and rear end design, dynamically stretched lines and an almost 4.3 inch (110 mm) increase in body length over the BMW 1 Series. Characteristic design elements of a BMW Coupe have been carried over into the sub-compact segment and signature brand features have been given a fresh twist.

Another stand-out feature of BMW Coupes – the hallmark three-box body structure with a clear distinction between roofline and trunk – has a clear presence in the new sub-

compact model. Like the side swage lines that wrap around into the tail, this feature picks up on characteristic styling elements of the BMW 2002, drawing a link between the new car and the brand's long tradition of sporting and agile sub-compact models.

Lines tapering down dynamically towards the BMW kidney grille lend the front end of the BMW 2 Series Coupe a forward-surging presence. The modified contours of the headlight units narrow at their inner extremes, while a standard accent strip – or an LED accent light, if the Adaptive Xenon lights are fitted – cuts across the top of the hallmark BMW twin circular lights. The BMW kidney grille, which is separated from the headlights by narrow strips on either side, protrudes clearly from the front of the car and slants forward at a slight angle. The three-dimensional design of the grille surround and its 11 vertical bars reinforce the car's striking appearance. The lower air intake is split into three sections. The two outer elements are particularly large and their outlines replicate the form of the headlight units. Air Curtains are integrated harmoniously into an additional section at the outer edges of the front apron and channel the onrushing air precisely behind the front fenders, causing it to hang over the wheels like a curtain. This reduces turbulence and further enhances the outstanding aerodynamics of the BMW 2 Series Coupe.

The profile of the BMW 2 Series Coupe sees signature brand features like a long hood, short overhangs, set-back passenger compartment, Hofmeister kink and door handles integrated into the swage line blending with coupe-specific design elements, chief among them the slim window graphic and sweeping roofline gliding back smoothly into the rear end. A prominent character line above the door sill sweeps up rearwards of the B-pillar into the rear wheel arch, whose powerfully flared form focuses the mind on the car's rear-wheel drive and swells the BMW 2 Series Coupe's body to its broadest point. The dynamic wedge shape is emphasized, too, by the door sill line itself, which likewise rises up towards the rear. The BMW 2 Series Coupe also has doors with frameless windows and turn signal indicators integrated into the exterior mirrors.

The rear of the BMW 2 Series Coupe offers a broad and powerful stance, an impression reinforced by the single-piece light units reaching far into the car's flanks in the L-shape familiar from other BMW models. An unmistakable night design is provided by the likewise L-shaped LED rear light strips within the units. The third brake light positioned at the upper edge of the rear window is also fed by LEDs.

The lines along the sides of the trunk lid taper downwards slightly. This styling cue, along with the additional crease and suggested diffuser element in the rear apron, accentuates the BMW 2 Series Coupe's road focus and low center of gravity. And yet the new car also has a wider trunk opening than its predecessor.

The exterior paintwork of the BMW 2 Series Coupe can be ordered in a choice of two non-metallic and 10 metallic shades, while customers can also specify Estoril Blue metallic as part of M Sport.

Interior: cockpit design ensures maximum driving pleasure; premium ambience can be enjoyed from four seats.

The dominant themes of the BMW 2 Series Coupe's interior are the driver- focused design of the cockpit, contemporary functionality and high-quality materials. An Easy Entry function for the front seats facilitates access to the two rear seats, which offer 0.8 inches (21 mm) more legroom than the outgoing Coupe, while headroom for the driver and front passenger has grown by a similar extent. Functionality levels are raised another notch by features including large storage compartments in the doors. The structure of the surfaces for the instrument panel, center console and door trim is dominated by the "layering" effect created by various overlapping surfaces. The length of the doors is emphasized by the converging lines of the door trim elements.

The BMW 2 Series Coupe is fitted with the BMW iDrive operating system, which includes a freestanding onboard monitor in flat screen design. The Control Display comes in 6.5 or 8.8-inch form, with Navigation, while the Controller on the center console has a touch-sensitive surface which allows the driver to input characters (if equipped with the Navigation system).

Dakota leather trim is available as an alternative to the standard Sensatec seat surfaces in a choice of three colors. The interior trim strips come in matt Satin Silver as standard but are also optionally available in brushed aluminum or Finition Stream exquisite wood.

Serving the cause of individual style: BMW Sport Line and M Sport.

The BMW Lines – available as an alternative to standard specification for the BMW 228i Coupe – offer harmoniously coordinated exterior and interior design and equipment features. The BMW Sport Line includes 18-inch light-alloy wheels, ambient lighting with variable use of colors and special seat upholstery, interior trim strip and car key designs

as well as a choice of wood or brushed aluminum trim available at no additional cost. BMW Sport Line brings a high-gloss black finish for the outer air intake surrounds, the front of the kidney grille bars, the cross rib in the center air intake and the rear apron, emphasizing the dynamic credentials of the two-door newcomer. Also available from the launch of the BMW 228i Coupe is M Sport, developed specially for the new model. This option comprises bespoke suspension tuning (including a 10-millimeter drop in ride height and 18-inch M light-alloy wheels in double-spoke design), aerodynamically optimized body elements (including large front air intakes, striking side skirts and a diffuser for the rear apron), plus a special design for the BMW kidney grille and an exhaust tailpipe embellisher in high-gloss chrome. In addition to aluminum door sill strips bearing the M logo, features such as sports seats for the driver and front passenger, Aluminum Hexagon interior trim strips with an accent strip in Estoril Blue, a special dial design for the instrument cluster, ambient lighting and an M driver's footrest also combine to bring an intense aura of sporty driving to the interior of the BMW 2 Series Coupe.

The driving experience: A perfect balance of agility, efficiency and comfort.

- Choice of two engines with BMW TwinPower technology.
- Unique in its segment: the eight-speed sport automatic transmission.
- Driving Experience Control standard
- Variable sport steering, M Sport braking system and Adaptive M suspension all standard on the M235i and optional on the 228i.

BMW TwinPower Turbo technology ensures an unbeatable balance between driving pleasure and fuel economy for the BMW 2 Series Coupe. The engine line-up for the BMW 2 Series Coupe, the advanced chassis technology tuned precisely to the engine output and the rear-wheel-drive configuration, unique in its segment, provide a sporty driving experience beyond the reach of any rival, combined with outstanding comfort. The standard Driving Experience Control also gives drivers the option – at the touch of a button – of adjusting the car's set-up to their individual preferences or the driving situation at hand.

A four-cylinder gasoline engine putting 240 hp at the disposal of the BMW 228i Coupe shares the center stage, with an inline six-cylinder engine developing 320 hp, in the BMW M235i Coupe.

Both models come standard with an eight-speed sport automatic transmission with paddle shifters for fuel consumption and emissions figures that are even lower than those achieved with the available six-speed manual gearbox. All model variants come with extensive BMW EfficientDynamics technology.

BMW 228i Coupe: efficient power from 2.0-liter displacement.

The engine powering the BMW 228i Coupe sources significantly higher output from its 2.0-liter displacement than the inline six-cylinder available for its predecessor, the BMW 128i. The driver can rely on the services of 240 hp between 5,000 and 6,500 rpm and peak torque of 255 lb-ft which is on tap between 1,250 and 4,500 rpm. The engine makes for a compelling proposition thanks to a familiar BMW appetite for revs and an impressive level of efficiency. Its BMW TwinPower Turbo technology package comprises a twin-scroll turbocharging system, High Precision Direct Injection, Valvetronic fully variable intake valve regulation and Double-VANOS variable camshaft control.

The BMW 228i Coupe sprints from 0 to 60 mph in 5.4 seconds on the way to a top speed of 130 mph/210 km/h or 155 mph/250 km/h. Preliminary EPA fuel economy estimates for the 228i are 23 city/35 highway/27 combined for the 8-speed sport automatic. 22 city/34 highway/26 combined for the 6-speed manual.

Sport automatic with Launch Control, ECO PRO mode with coasting function.

Both models of the BMW 2 Series Coupe in the US will come standard with an 8-speed sport automatic transmission, which uses ultra-fast gear changes to underline the dynamic character of the Coupe. It features gearshift paddles on the steering wheel and a Launch Control function, which enables traction-optimized, dynamically maximized acceleration off the line. All the 0 to 60 mph acceleration figures for the automatic variants of the BMW 2 Series Coupe were recorded using Launch Control.

The standard Driving Experience Control switch on the center console allows the car's set-up to be adjusted at the touch of a button through COMFORT, SPORT, SPORT + and ECO PRO settings. The Driving Experience Control switch can also be used to modify the car's accelerator mapping and steering characteristics as well as – depending on specification – the responses of the automatic transmission and shock absorbers.

In ECO PRO mode the car encourages a particularly relaxed as well as frugal driving style. BMW 2 Series Coupe drivers also reap the benefits of the latest addition to the fuel-saving arsenal – the coasting function, available in conjunction with the automatic transmission. At speeds between 30 and 100 mph (approx. 50 and 160 km/h), the powertrain is disengaged as soon as the driver takes his or her foot off the accelerator. If the Navigation system is specified, drivers can also enjoy the optional Active Driving Assistant. In ECO PRO mode this system alerts drivers to the ideal fuel-saving moment to take their foot off the gas ahead of corners, junctions, roundabouts and speed-restricted areas.

The standard BMW EfficientDynamics technology also includes Brake Energy Regeneration, on-demand operation of ancillary units, Electric Power Steering, an Optimum Shift Indicator and the Auto Start/Stop function.

Advanced chassis technology tuned precisely to the engine's output.

The advanced chassis engineering of the BMW 2 Series Coupe includes elements such as a double-joint spring strut front suspension with spring struts and anti-roll bars, and a five-link rear suspension. The chassis has a large amount of aluminum and has been adapted specially to suit the output of the engine fitted. This allows the driver to fully exploit the dynamic potential of the new Coupe, to which a low center of gravity, a much wider track compared to its predecessor and ideal 50:50 weight distribution make key contributions. This creates a harmonious blend of sporting agility and ride comfort in everyday driving.

Variety of options to tailor the car's handling to personal preference:

The M Sport braking system, standard on the M235i for the US features fixed calipers, four pistons at the front wheels and two pistons at the rear, and particularly large brake discs. The calipers are painted dark blue and carry the M logo. Another item available from the Original BMW Accessories range is the BMW M Performance braking system with even larger, compound cross-drilled discs and calipers painted in either red, orange or yellow.

The selection of optional equipment includes Adaptive M suspension with electronically controlled shock absorbers and M Sport suspension with extra-stiff spring and shock absorber settings. Both set-ups come with a 10-millimeter reduction in ride height. The BMW M Performance sports suspension (also available from the Accessories range) goes a step further still, offering customers a 20-millimeter drop in ride height, bespoke shock absorbers and shorter, red-painted coil springs for their BMW 2 Series Coupe from launch.

The standard DSC (Dynamic Stability Control) system comes complete with the Anti-lock Braking System (ABS), DTC (Dynamic Traction Control), Cornering Brake Control (CBC) and Dynamic Brake Control (DBC). These tools are complemented by Brake Assist, Fading Compensation, the Brake Drying function and Start-Off Assistant. In DTC mode, the response thresholds of the driving stability system are set at a higher level. This allows the driver to make use of controlled slip through the driven wheels to pull away on snow or loose surfaces and when taking a particularly dynamic approach to cornering. In DSC Off mode, the Active Differential Brake (ADB- Sport) on the rear axle is activated. Here, a carefully calculated degree of braking force is applied to a spinning driven wheel under acceleration through tight bends, so that drive can still be channeled through the other wheel on the axle and traction levels optimized.

The BMW M235i Coupe:

Topping the sporting ranks in the sub-compact segment

- BMW M Performance Automobile with 320 hp TwinPower Turbo inline six-cylinder engine.
- Bespoke chassis technology and aerodynamically optimized body, set-up exudes hallmark M precision.
- Exclusive sports car interior for maximum driving pleasure.

The BMW M235i Coupe is tailor made for the driving enthusiast. It is the latest member of the BMW M Performance Automobile family, and the first for the US market. It embodies the driving dynamics that are signaled by its modified, aerodynamically optimized body design, and is propelled by the most powerful gasoline engine developed so far for a BMW M Performance Automobile. The inline six-cylinder with M Performance TwinPower Turbo technology generates maximum output of 320 hp and accelerates the BMW M235i Coupe from 0 to 60 mph in 4.8 seconds, with the 8-speed sport automatic. Other ingredients in the unique character of the BMW M235i Coupe include the interplay between engine output, bespoke chassis technology and brake system as well as aerodynamic balance that is achieved with hallmark M precision.

The vehicle concept of the BMW M235i Coupe responds to the desire of sporty drivers for more driving pleasure without compromising on everyday usability. Its handling properties are defined by impressive agility and precision, the result of extensive modifications made by BMW M GmbH to the components involved in maximizing the car's sporting ability. The

precisely adjustable driving characteristics of the BMW M235i Coupe reflect the expertise and experience of BMW M GmbH in both motor sport and the development of high-performance sports cars.

Addictive power: six-cylinder in-line engine with M Performance TwinPower Turbo technology.

The inline six powering the BMW M235i Coupe benefits from the latest development stage in M Performance TwinPower Turbo technology and specific modifications to the cooling system, power management and sound tuning. A twin-scroll turbocharger, High Precision Direct Injection with centrally positioned multi-hole injectors, Valvetronic variable intake valve regulation and Double-VANOS variable camshaft control team up to ensure instantaneous power delivery and the free-revving characteristics typical of the brand – not to mention exceptional efficiency for this output class. The engine generates its maximum output of 320 hp between 5,800 and 6,000 rpm from its 3.0-liter displacement, while peak torque of 330 lb-ft between 1,300 and 4,500 rpm gives the engine its imposing pulling power.

The BMW M235i Coupe is available with a 6-speed manual gearbox as a no cost option. In this new BMW M Performance Automobile it comes with dry sump lubrication and a short-throw shifter for particularly sporty gear changes. As a result, it dashes from rest to 60 mph in 5.0 seconds. The BMW M235i Coupe comes standard with an eight-speed Sport automatic, complete with Launch Control. With Launch Control activated, the 0 to 60 mph sprint is all over in 4.8 seconds. And thanks to the high output and thirst for revs of the inline six-cylinder, impressive reserves of power are still on hand for dynamic mid-range sprints at higher speeds. Top speed is electronically limited to 250 km/h (155 mph) with both types of gearbox. Preliminary EPA fuel economy estimates for the BMW M235i Coupe are 22 mpg city/32 mpg highway/25 mpg combined for the 8-speed sport automatic. 19 mpg city/28 mpg highway/22 mpg combined for the 6-speed manual.

Bespoke chassis tuning for maximum precision.

In order to translate this outstanding engine power into dynamic performance with an equal measure of excitement and authority, the BMW M235i Coupe features model-specific chassis technology. This includes individually configured spring and shock absorber systems, and specific elastokinematics for the front suspension. The BMW M235i Coupe

also comes standard with the M Sport braking system and variable sport steering, which determines its own characteristics.

The standard, exclusive 18-inch M light-alloy wheels of the BMW M235i Coupe are fitted with mixed-sized performance tires in 225/40 R18 format for the front wheels and 245/35 R18 at the rear. The Michelin Pilot Super Sports guarantee optimum road holding and traction. Customers can also opt for the 19-inch BMW M Performance forged light-alloy wheels.

Exclusive to the BMW M235i Coupe: a BMW M Performance limited slip differential available as an accessory.

The BMW M Performance limited-slip differential will be available as an accessory for the M235i Coupe. This mechanical rear axle differential system optimizes traction in suitably dynamic driving situations. When the DSC stability system is switched off, this torque-sensitive limited-slip differential ensures drive is split between the rear wheels to optimum traction-maximizing effect. Reacting to differing torque between the driven wheels, it reduces slip at the wheel with low grip by channeling surplus drive to the other wheel through a locking effect. This controlled drive distribution leads to optimized traction and allows for even more dynamic handling at the limit. Engine power is translated into propulsion as effectively as possible to provide even more dynamic acceleration out of corners, for example.

Optimized aerodynamics, high-quality sports car ambience.

Like its chassis technology, the aerodynamic properties of the BMW M235i Coupe have also been tweaked to take into account the output of its six-cylinder engine. The front apron bears the hallmarks of M design. Its large air intakes, with flaps adapted from racing car design, also occupy the space reserved for foglamps in the 228i. In the now customary style for BMW M Performance Automobiles, they are transected by horizontal crosspieces in Ferric Grey metallic. Other features of the exterior design are BMW Individual High-gloss Shadow Line trim, exterior mirror caps in Ferric Grey, particularly striking contoured side skirts and a rear apron whose lower section is finished in Dark Shadow metallic paintwork and also incorporates the exhaust system's twin tailpipes. The package of aerodynamically optimized body features is rounded off by the standard-specification gurney flap on the trunk lid.

The car also features door sill strips with aluminum inserts bearing “M235i” lettering and a specially “tuned” interior design. It offers sports seats for the driver and front passenger, an M leather steering wheel with multifunction buttons, a BMW Individual roof liner in Anthracite, Aluminum Hexagon interior trim with accent strips in matt Estoril Blue or high-gloss black, leather trim for the gearshift lever / selector lever and handbrake lever gaiter, an M driver’s footrest, a special instrument cluster with digital model designation together with red dials and numbers for the speedometer and rev counter, as well as variable use of color for the interior lighting and blue detailing for the car key.

Body, safety and equipment:

Intelligent lightweight design, smart details

- Spaciousness and functionality much enhanced compared to predecessor model.
- Comprehensive safety concept including pedestrian protection.
- Extensive standard equipment and high-quality options help to set models apart.

The development of the BMW 2 Series Coupe has seen significant progress made in terms of spaciousness, functionality and occupant protection compared with its predecessor. The new car’s larger dimensions benefit both interior space and boot capacity. At the same time, even higher standards of passive safety have been achieved thanks to optimized material selection and innovative body construction technology, while weight has been minimized. The BMW 2 Series Coupe also includes a number of innovative pedestrian protection measures.

Its broader spread of standard equipment is another aspect of the new model that clearly sets it apart from the BMW 1 Series. And the BMW 2 Series Coupe can also be specified with a host of high-quality options that underline its premium character.

Intelligent lightweight design optimizes agility and safety.

The construction techniques and materials used for the body of the BMW 2 Series Coupe are underpinned by the principle of intelligent lightweight design. This approach allows agility and occupant protection to be enhanced while keeping the car’s weight as low as possible.

For example, the increased rigidity of the car's front end has a direct effect on the dynamic properties of the BMW 2 Series Coupe.

Measures such as considered use of high and ultra-high-tensile steels lend the body increased torsional stiffness and ensure the strength of the safety passenger cell. The mean strength of the materials used in the new Coupe is 13 percent higher than was the case in its predecessor.

All-embracing concept for occupant and pedestrian protection.

The precise interplay of numerous safety components as part of a far- reaching overall concept guarantees an impressively high level of occupant protection in situations where a collision is unavoidable. This means the BMW 2 Series Coupe has everything it needs to achieve outstanding ratings in all the relevant crash tests around the world.

Extremely durable supporting structures, large deformation zones and highly efficient restraint systems coordinated by powerful control electronics form the basis for the high standard of passive safety in the new BMW 2 Series Coupe. The forces generated in a collision are diverted via precisely defined load paths, absorbed in the deformation zones and thus kept away from the extremely rigid passenger cell. In addition, further developed load path design optimizes compatibility when it comes to minimizing the consequences of accidents for other vehicles involved.

Wide-ranging measures have been implemented in the development of the BMW 2 Series Coupe as far as pedestrian protection is concerned. Relocating the intake air duct for the engine plus the air filter for the interior allowed the creation of a larger deformation zone in the hood area.

The standard safety equipment in the BMW 2 Series Coupe includes front airbags, side airbags integrated into the seat backrests, head airbags for the front and rear seats as well as knee airbags for the driver and front passenger. Three-point inertia-reel seatbelts for all seats, belt force limiters and belt tensioners in the front, and ISOFIX child seat attachments in the rear are also included. The standard Tire Pressure Monitor registers a loss of pressure in individual tires and warns the driver by activating a signal in the instrument cluster.

Comfortable entry and more rear legroom.

The BMW 2 Series Coupe is significantly larger than its predecessor in terms of exterior length, width, wheelbase and track width. These increased dimensions are evident in areas such as headroom in the front seats, which has grown by 0.7 inches (19 mm), and rear-seat legroom, which is up by 0.8 inches (21 mm). In addition, the access space through to the rear is now 0.4 inches (11 mm) larger which, when combined with the standard Easy Entry function for the front seats, means that using the rear seats is a more comfortable experience.

The luggage compartment of the BMW 2 Series Coupe has grown by 0.7 cu.ft. (20 liters) and now offers 13.8 cu.ft. (390 liters) of capacity. The width of the trunk aperture is 1.5 inches (38 mm) greater than that offered by the outgoing Coupe. The standard 60:40 split/folding rear seat bench ensures additional variability when it comes to making maximum use of the car's load-carrying potential. With large door pockets, a roomy glove compartment, two cup holders in the center console and a storage compartment under the armrest, the BMW 2 Series Coupe also offers increased stowage capacity inside the passenger compartment. The lower section of the door trim offers space for drinks bottles up to one liter in size.

Standard equipment includes dual-zone automatic climate control and Driving Experience Control.

The standard equipment list for the BMW 2 Series Coupe starts with the iDrive Controller and screen as well as Bluetooth hands-free and USB port. Standard equipment for the BMW 2 Series Coupe also includes Driving Experience Control – which allows the driver to adjust the suspension set-up as desired – and dual zone automatic climate control.

With the optional Navigation system on board, iDrive brings with it an 8.8-inch Control Display and a Touch Controller with touch-sensitive surface which allows the driver to input characters. Among the equipment available to fulfill individual communication and entertainment requirements are Bluetooth audio streaming and the Harman Kardon HiFi system.

BMW ConnectedDrive in the BMW 2 Series Coupe: Connectivity with added variety

- Most extensive range of driver assistance systems and mobility services in the sub-compact segment.
- High Beam Assistant and Active Driving Assistant enhance safety.
- Standard BMW Assist eCall with enhanced automatic collision notification and BMW Teleservice included for 10 years.
- Additional functions can be accessed through BMW ConnectedDrive.

The range of standard and optional equipment available via BMW ConnectedDrive ensures the BMW 2 Series Coupe occupies a leading position when it comes to the intelligent link-up of the driver, car and outside world. BMW ConnectedDrive offers a selection of innovative driver assistance systems and mobility services designed to optimize comfort, safety and the use of infotainment functions. Among the driver assistance systems available for the first time in a sub-compact model from BMW are the High Beam Assistant and optional Active Driving Assistant. The optional ConnectedDrive Services provide an optimized platform for using telephone and internet-based services, while a range of other innovative functions can be integrated into the car's operating system via apps.

Driver assistance systems enhance comfort and safety.

The range of BMW ConnectedDrive features available for the BMW 2 Series Coupe includes a rain sensor with automatic headlight activation. Adaptive Xenon headlights including cornering light are optional. Customers can also order their car with High Beam Assistant.

Other features available for the BMW 2 Series Coupe include Park Distance Control and the rear view camera, which displays its images on the iDrive operating system's Control Display in order to help to ensure precise and comfortable maneuvering. The likewise optional Parking Assistant aids the driver in choosing and making use of parallel parking spaces. The system identifies suitable spaces and, if desired, carries out the steering movements required to park the car.

The innovative Driving Assistant option comprises the camera-based Lane Departure Warning and Collision Warning systems. The Lane Departure Warning system can be used at speeds over 70 km/h (43 mph) and alerts drivers with a visible signal in the instrument cluster and a vibration through the steering wheel rim if they have inadvertently drifted out of their lane. At speeds upwards of 15 km/h (9 mph), Collision Warning recognizes if the distance to the vehicle travelling in front has become too small. As well as triggering visual and acoustic warnings, this system primes the brakes to help the driver achieve the shortest possible stopping distance if he or she has to intervene.

Internet-based services can be integrated into the car via apps.

Innovative technologies also optimize the integration of the Apple iPhone and other smartphones, as well as music players, into the car, including the use of internet-based services. The ConnectedDrive Services option lays the groundwork for in-car connectivity by means of a built-in SIM card. This allows customers to access the internet, the Concierge Service telephone-based information facility, remote functions, the BMW ConnectedDrive range of online entertainment features. BMW Assist eCall with enhanced automatic collision notification and BMW TeleService is included for 10 years as standard equipment on every BMW 2 Series in the US.

Numerous other functions can also be integrated into the car at a later stage using apps – via a smartphone or the built-in SIM card. These include Advanced Real Time Traffic Information, web radio functions and use of social networking services such as Facebook and Twitter. The flexible app concept allows the integration both of applications developed by the BMW Group and of BMW Apps-ready applications from external providers. One app that is tailor-made for a car like the M235i is the M Laptimer. Looking forward, this capability will allow BMW drivers to seamlessly transfer numerous familiar functions into their car.

The 2014 BMW 2 Series Coupe represents a new dimension for The Ultimate Driving Machine. The 228i and M235i will make their world debut at the 2014 North American International Auto Show and arrive in US BMW centers in the first quarter of 2014.

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, 119 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.

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