

FROM: BMW of North America

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Request for Coverage

BMW M4 Convertible to make world debut at New York International Auto Show.

Joins previously announced world debut of BMW X4 Sports Activity Coupe and North American debuts of BMW 4 Series Gran Coupe, BMW ALPINA B6 xDrive Gran Coupe, updated BMW X3 and BMW Concept X5 eDrive in NYIAS lineup.



The **BMW M4 Convertible** will make its world debut at the **2014 New York International Auto Show on Wednesday, April 16, at the BMW Stand at the Jacob K. Javits Convention Center, 655 West 34th Street (at 11th Avenue), Manhattan. Press conference from 11:55 a.m. – 12:20 p.m., English and Spanish speaking BMW representatives will be available for interviews throughout the day.** The BMW M4 Convertible joins the previously announced **BMW X4 Sports Activity Coupe** that will make its world debut and the **BMW 4 Series Gran Coupe, BMW ALPINA B6 xDrive Gran Coupe, updated BMW X3** and **BMW Concept X5 eDrive** that will make their North American debuts at the New York International Auto Show.

The **BMW M4 Convertible** replicates the performances of the BMW M4 Coupe and BMW M3 Sedan, but emphasizes its stylish and distinctive appearance through its retractable hardtop that places open-top driving at center stage. Powering the BMW M4 Convertible is a 425-horsepower 3.0-liter M TwinPower Turbo inline six engine achieving peak torque of 406 lb-ft and 0-60 mph in 4.4 seconds (4.2 seconds with the optional seven-speed M Double Clutch Transmission). The BMW M4 Convertible will arrive in U.S. showrooms in summer 2014 with an MSRP of \$73,425 (including Destination & Handling). [**BMW M4 Convertible Press Kit.**](#)

The **BMW X4 Sports Activity Coupe** combines the performance and capability of a premium Sports Activity Vehicle with the style and elegance of a traditional coupe. In the U.S., the X4 will be offered with a choice of two

TwinPower Turbo engines. The X4 xDrive28i, with a MSRP of \$45,625 (including Destination & Handling), will feature BMW's award-winning 240 horsepower 2.0-liter four cylinder, producing peak torque of 260 lb-ft and 0-60 mph in 6.0 seconds. The top-of-line X4 xDrive35i, with an MSRP of \$48,925 (including Destination & Handling), will feature BMW's venerable 300 horsepower 3.0-liter inline six, producing peak torque of 300 lb-ft and 0-60 mph in 5.2 seconds. Both models include an 8-speed Steptronic sport automatic transmission with shift paddles as well as xDrive, BMW's intelligent all-wheel drive system. The BMW X4 will begin production in spring 2014 exclusively at BMW's U.S. production facility in Spartanburg, South Carolina. [**BMW X4 Sports Activity Coupe Press Kit.**](#)

The **BMW 4 Series Gran Coupe** adds a fresh dimension to one of the company's newest model ranges. It combines the sleek look and sporty character of the 4 Series Coupe with the functionality provided by four-doors and a spacious, flexible luggage compartment. The 2015 BMW 4 Series Gran Coupe arrives in the U.S. in early summer of 2014 with two engine choices. The 428i Gran Coupe will feature BMW's award-winning 240 horsepower TwinPower Turbo 2.0-liter four-cylinder, achieving peak torque of 255 lb-ft (0-60 mph in 5.7 seconds) and the 435i Gran Coupe will be powered by the much-lauded 300 horsepower TwinPower Turbo 3.0-liter inline six achieving peak torque of 300 lb-ft (0-60 mph in 4.9 seconds). The 428i xDrive Gran Coupe will also be available at launch with BMW's intelligent all-wheel drive system. All versions will be offered in the U.S. with an 8-speed sport automatic transmission. Prices in the U.S. will start at a base MSRP of \$41,225, including \$925 Destination & Handling for the 428i Gran Coupe, \$43,225, including Destination & Handling, for the 428i xDrive Gran Coupe, and \$46,725, including \$925 Destination & Handling for the 435i Gran Coupe. [**BMW 4 Series Gran Coupe Press Kit.**](#)

The 2015 **BMW ALPINA B6 xDrive Gran Coupe** delivers exceptional 0-60 mph in only 3.7 seconds. The 540-horsepower and 540 lb-ft output of the 4.4-liter ALPINA bi-Turbo V8 is channeled through an 8 speed Sports Automatic Transmission with ALPINA Switch-Tronic and BMW's xDrive intelligent all-wheel drive system. Electronic Damping Control and Active Roll Stabilization technology work together with the fully variable torque distribution of the xDrive intelligent all-wheel drive system. The seamless integration of chassis and powertrain enables agile and neutral driving dynamics that meet the highest demands for sportiness, comfort and all-weather traction. With a top speed of 198 mph, the BMW ALPINA B6 xDrive Gran Coupe impresses not only through its effortless and confident super-high performance, but also with its finely balanced handling and smooth refinement. The 2015 BMW ALPINA B6 Gran Coupe will go on sale in spring 2014 for \$118,225, including \$925 Destination & Handling. [**BMW ALPINA B6 Gran Coupe Press Kit.**](#)

In the **BMW Concept X5 eDrive**, the innovative EfficientDynamics drive technology BMW eDrive and the intelligent all-wheel drive system BMW xDrive are united for the first time. The combination of a BMW TwinPower Turbo 4-cylinder combustion engine and a 95-horsepower electric motor provides typical BMW performance, with BMW xDrive further increasing the dynamics. At the same time, this powertrain is impressively efficient. It has an average fuel efficiency of approximately 62 mpg, which is unrivalled among vehicles in this class, with CO2 emissions of less than 90 grams per kilometer also setting new standards. Via the driving dynamics control switch, different drive modes can be selected. In the fully electric mode, which is free from local emissions, a maximum range of 19 miles is possible – at speeds of up to 75 mph. The BMW Concept X5 eDrive obtains its electrical energy from a (lithium-ion) high-voltage battery, which is accommodated in a space-efficient manner under the flat luggage compartment floor. This means that the room in the vehicle can still be used flexibly, with an almost identical luggage space volume. The high-voltage battery can be charged quickly and conveniently using the BMW home charging station. Alternatively, it can be replenished using any standard household power outlet or at a public charging station. [**BMW Concept X5 eDrive Press Kit.**](#)

The **BMW X3 Sports Activity Vehicle** expands on the 2010 second-generation BMW X3 with a new offer of BMW Advanced Diesel power in the X3 xDrive28d that enhances efficiency while reducing emissions. There will also be the first-time offer of the rear-wheel drive BMW X3 sDrive28i for the U.S. market, providing a great consumer entry point into the X3 family. The new xDrive28d will feature BMW's 2.0-liter TwinPower Turbo diesel 4-cylinder engine producing 180 horsepower and 280 lb-ft of torque and accelerates from 0-60 mph in just under eight seconds. The X3 xDrive28i features BMW 2.0-liter TwinPower Turbo gasoline engine, producing 240 horsepower and 260 lb-ft of torque, achieving 0-60 in 6.2 seconds. The exterior and interior design of the new BMW X3 received stylistic revisions that add further depth to the vehicle's practicality. The new BMW X3 will go on sale in spring 2014 as a 2015 model. In the U.S., the base MSRP will be \$39,325 for the X3 sDrive28i,

\$40,725 for the X3 xDrive28i, \$42,825 for the X3 xDrive28d with BMW Advanced Diesel technology, and \$45,825 for the top-of-the-line X3 xDrive35i. Pricing includes \$925 Destination & Handling. [BMW X3 Sports Activity Vehicle Press Kit.](#)

The **BMW i8** is the world's first plug-in hybrid 2+2 super-car from BMW Group. It will join BMW i's growing lineup of visionary vehicles which are purpose built from the ground up as electric and hybrid electric and constructed primarily from lightweight carbon fiber. Coming to the market in 2014 Q2 and priced at \$135,700, the BMW i8 features an athletic design and a sleek, low slung exterior and operates with extremely low fuel consumption (94 mpg) and emissions output. It is capable of accelerating from 0-60 mph in 4.2 seconds on the way to an electronically governed top speed of 155 mph. [BMW i8 Press Kit](#)

The **BMW i3** will be available for ride-alongs at the EV Pavilion on Level 1 of the Javits Center during show hours on April 16-17 and NYIAS public days.

The **BMW 4 Series** has been named as one of three finalists for the 2014 World Car Awards' "World Car of the Year" distinction. In addition, the **BMW i3** has been named as one of three finalists for both the 2014 "World Green Car" and "World Car Design of the Year" awards. All category winners will be declared at NYIAS on Thursday, April 17. [BMW i3 Press Kit.](#)

DATE: **Wednesday, April 16, 2014**

TIME: **Press Conference: 11:55 a.m. – 12:20 p.m.; Interviews: All Day**

PLACE: **Jacob K. Javits Convention Center
655 West 34th Street (at 11th Avenue)
Manhattan**

BMW Executives available for interviews includes:

- **Ludwig Willisch, President and CEO, BMW of North America**
Ludwig Willisch is available to discuss overall company business and strategy.
- **Paul Ferraiolo, Head of Product Planning & Strategy, BMW of North America**
Paul Ferraiolo will be available to discuss current and forthcoming product portfolios as well as the BMW i products in the U.S.
- **Domagoj Dukec, Head of Exterior Design BMW Automobiles, BMW AG**
Domagoj Dukec is available to discuss all the exterior design elements and specifics for BMW.
- **Hildegard Wortmann, Senior Vice President of Product Management Automobiles and Aftersales, BMW AG**
Hildegard Wortmann is available to discuss current and forthcoming featured vehicles and global BMW sales.
- **Jacob Harb, Head of Electric Vehicle Sales and Strategy, BMW of North America**
Jacob Harb Will be on hand to discuss BMW's strategy for electric vehicles in the United States – including the BMW i vehicles.
- **Florian Nissl, BMW M Design, BMW AG**
Florian Nissl is available to discuss the details and inspiration behind the new BMW M3 Sedan and BMW M4 Coupe.
- **Trudy Hardy, Vice President of Marketing, BMW of North America**

Trudy Hardy is available to discuss BMW's marketing efforts in North America.

- **Niklas Fichtmüller, Project Director, X3 and X4, BMW AG**
Niklas Fichtmüller is available to discuss the technical specifics and details of the BMW X3 and BMW X4.
- **Michael Wimbeck, Project Manager, M3 and M4, BMW AG**
Michael Wimbeck is available to discuss the technical specifics and details of the BMW M3 and BMW M4.
- **Richard Jacobi, Project Manager, X3 and X4, BMW AG**
Richard Jacobi is available to discuss the technical specifics and details of the BMW X3 and BMW X4.
- **Christoph Nordmann, Exterior Design BMW, BMW AG**
Christoph Nordmann is available to discuss exterior design of the BMW X4.
- **Alanna Tracey-Bahri, Product Manager - 3, 4, 5, 6 & 7 Series, Z4, X3, X4, X5, X6 - BMW of North America**
Alanna Tracey-Bahri is available to discuss overarching product strategy and technical specifics for the BMW 3, 4, 5, 6 & 7 Series as well as the Z4, X3, X4, X5 and X6 .
- **Victor LeLeu, Product Manager, 3 Series, 4 Series and Z4, BMW of North America**
Victor LeLeu is available to discuss the technical specifics and details of the BMW 3 Series, BMW 4 Series and BMW Z4.
- **Jason Chan, Product Manager, X3, X4, X5, X6 and 5 Series, BMW of North America**
Jason Chan is available to discuss the technical specifics and details of the BMW X3, BMW X4, BMW Concept X4, BMW X5, BMW X6 and BMW 5 Series.
- **Nicolas Brown, Product and Marketing Manager, 6 Series and 7 Series, BMW of North America**
Nicolas Brown will be available to discuss the technical specifics and details of the BMW ALPINA B6 xDrive Gran Coupe.
- **Jose Guerrero, Product Manager and US Product Planning and Strategy for BMW i, BMW of North America**
Jose Guerrero is available to discuss the BMW i products. Guerrero can also specifically provide insight and perspective on the U.S. market in relation to these vehicles.
- **Andreas Bovensiepen, CEO, ALPINA**
Andreas Bovensiepen is available to discuss the overall company business and strategy of ALPINA.
- **Jonathan Ganser, Product Manager, ALPINA**
Jonathan Ganser is available to discuss the technical specifics and details of ALPINA vehicles.

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