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**The First-Ever BMW M4 Races Through One-of-a-Kind Course
Constructed from Fan-Sourced Current and Classic BMW M Vehicles.**

Woodcliff Lake, NJ – August 21, 2014... The first-ever BMW M4 was welcomed into the BMW M family by navigating through a thrilling, one-of-a-kind course created almost entirely out of current and classic BMW M vehicles sourced from fans. BMW enthusiasts from all over the country volunteered their BMW M vehicles from every generation to be a part of this exclusive experience, including an ultra-rare BMW 1 Series M Coupe.

With 49 total cars, 4 race cars and more than 11,566 horsepower, precision drivers Matt Mullins, Chief Driving Instructor, BMW Performance Driving School, and Chris Forsberg, Formula Drift Champion, put the BMW M4 through the specially-designed course that formed the shape of a BMW M Series logo - revealed at the end of the video.

The 2015 BMW M4 Coupe is powered by the same 3.0-liter inline-6 cylinder engine with M TwinPower Turbo technology as its M3 sibling. The BMW M4 Coupe features increased performance levels that distinguish it from previous generations of the M3 family, delivering 425 horsepower. The BMW M4 Coupe will start with an MSRP of \$65,125.

The M Initiation video is now available on BMW of North America's YouTube and social media channels with the hashtag #MRated.

<https://www.youtube.com/watch?v=GbhHoVU8RGo>

KBS (Kirschenbaum Bond Senecal + Partners), the agency of record for BMW of North America, created the M Initiation video and is responsible for BMW of North America's television, digital advertising and social media activations.

For updates on M Initiation on BMW's social media platforms, follow the conversation with:

- Facebook: <https://www.facebook.com/BMWUSA>
- Twitter: <https://twitter.com/BMWUSA>
- Twitter hashtags: #BMW, #MRated
- Instagram tags: @BMWUSA

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 and X4 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 339 BMW passenger car and BMW Sports Activity Vehicle centers, 139 BMW motorcycle retailers, 120 MINI passenger car dealers, and 35 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.

Journalist note: Information about BMW Group and its products in the USA is available to journalists online at www.bmwusanews.com and www.press.bmwna.com.

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