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**BMW M4 SAFETY CAR LAUNCHED FOR PLAYSTATION'S GRAN  
TURISMO®6**

**Woodcliff Lake, N.J. November 4<sup>th</sup>, 2014 09:00am Pacific / 12:00pm Eastern...**

BMW of North America and Polyphony Digital, Inc. announced today at the 2014 SEMA Show that the new BMW M Performance M4 Safety Car will be made available, in virtual form, to owners of the Gran Turismo®6 game for the PlayStation®3 system as a free update in late November. The BMW M Performance M4 Safety Car made its North American industry premiere today at the show as a demonstration vehicle for BMW M Performance Parts in North America.

Working in partnership, Polyphony Digital, Inc. and BMW have managed to make the rare BMW M4 Safety Car into a playable reality for all. At this year's SEMA Show, industry showgoers will view the actual BMW M Performance M4 Safety Car, be among the first to drive it on the Gran Turismo 6 simulators.

The BMW M Performance M4 Safety Car was produced by BMW of North America as an exciting showcase for the latest accessories in the popular M Performance Parts catalog, which are often used by BMW owners to fully personalize The Ultimate Driving Machine®.

The Safety Car began as a series-production, 2015 BMW M4 Coupe and features a custom body wrap by 3M in BMW Motorsport theme colors. Next, BMW added a full complement of BMW M Performance parts available for the M4: carbon fiber splitter system, side splitters, carbon fiber mirror caps, carbon fiber rear spoiler, carbon fiber rear diffuser, black BMW kidney grilles, black side gills, and titanium exhaust system with carbon fiber exhaust tips. The M4 Safety Car theme is completed by a set of LED grille-mounted flashers and LED rooftop light bar.

BMW M Performance Parts may be selected one-by-one, or in elaborate combinations, to create a perfectly unique BMW or BMW M vehicle. BMW M Performance Parts are widely available for most BMW 1 Series, 2 Series, 3 Series, 4 Series, 5 Series, 6 Series, X3, X4, X5 and X6 models, and may be fitted as Accessories by an Authorized BMW Center, or may be specified during the original vehicle ordering process and installed prior to delivery. The latest products may be found at <http://www.shopbmwusa.com/BMW-PERFORMANCE>.

### **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, 140 BMW motorcycle retailers, 121 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. 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 and its products in the USA is available to journalists on-line at [www.bmwusanews.com](http://www.bmwusanews.com).

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