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BMW at SEMA 2015.

BMW M Performance. New inscription, new parts.

Woodcliff Lake, N.J.: November 3, 2015... The Specialty Equipment Market Association (SEMA) in Las Vegas is regarded worldwide as the leading trade show for customization and sports tuning. The new products presented at SEMA to trade experts influence the entire scene and set trends. At this year's SEMA show, November 3- 6 2015, BMW is presenting a selection of distinctively sports-oriented BMW M Performance Parts to the trade fair audience. Located on the lower level of South Hall (Stand 40247), trade fair visitors will see a BMW M Performance modified BMW M4 Coupé as well as the first BMW M Performance Parts for the new BMW M2 Coupé.

The new "M Performance" inscription is to be seen on selected parts. The inscription represents the dynamic image of BMW M Performance as well as the functional orientation of all BMW M Performance Parts. This can be seen on the display vehicles as they have been fitted with these new and dynamic parts. Initially, the new inscription will appear on BMW M Performance Parts on the BMW M2 Coupé and BMW M4 Coupé but will eventually be used across the entire BMW M Performance product portfolio.

BMW M4 Coupé with M Performance Parts –exterior.

The BMW M4 Coupé is regarded as the ultimate driving machine and the benchmark for sporty driving dynamics in its class. This is supported by its motor racing style appearance and can be further enhanced through the new BMW M Performance aerodynamic components. The front inserts in high-end carbon fiber (CFRP) and the BMW M

Performance front trim grille in high-gloss black give the face of the BMW M4 Coupé an even more striking expression. The lateral BMW M Performance side sill attachments made of polyurethane (PUR) with the new “M Performance” inscription emphasize the dynamic elegance of the BMW M4 Coupé. BMW M Performance exterior mirror caps in carbon fiber finish, the lateral BMW M Performance side gills in high-gloss black in the M gill elements and BMW M Performance motor racing stripes applied to the body perfectly support the dynamic side view.

The rear of the car, a BMW M Performance carbon fiber diffuser with three strikingly shaped bars derived from motorsports and a newly designed BMW M Performance through-flow carbon fiber rear spoiler highlight the powerful rear section of the BMW M4 Coupé. The new “M Performance” inscription on the lateral end plates of the rear spoiler as well as the motorsports stripes on the spoiler constitute a further distinctive visual highlight.

These attachment parts, some elaborately crafted by hand, not only give the BMW M4 Coupé a distinctive and high-end appearance, they also provide a perfect match for the car's highly expressive design. All BMW M Performance aerodynamic components are harmonized with the car's airflow response, so they ensure optimized aerodynamic performance. The adjustable BMW M Performance coilover suspension likewise enhances sporty driving pleasure. The lowered suspension intensifies the distinctively sporty look of the BMW M4 Coupé as well as a more dynamic ride feel.

BMW M Performance exhaust system: more sound, less weight.

The lightweight construction exhaust system comprises a stainless steel exhaust duct with a rear silencer made entirely of titanium and bearing the “M Performance” inscription. Eye-catching BMW M Performance tailpipe trim elements made of carbon fiber with M logo add another visual highlight. There are two options available to adjust the sound characteristics of the BMW M Performance exhaust system, each of which is linked to the performance characteristics of the engine activated at the press of a button. Even the standard mode is impressive with its striking, sports-style sound that is still well-suited to everyday use.

The powerful inline 6-cylinder with M TwinPower Turbo Technology remains the same, offering an output of 425hp and combining driving dynamics with efficiency - unrivalled by any other engine in its output class. Fitted with an M twin-clutch transmission, the BMW M4 Coupé exhibition car at SEMA accelerates in just 4.1 seconds from standing to 60mph. The top speed is electronically limited to 155mph.

BMW M4 Coupé with M Performance Parts –interior.

The BMW M Performance steering wheel Pro features a rim in Alcantara Anthracite. The steering wheel trim element is in clear-finish carbon fiber and also bears the "M Performance" inscription. At the 12-o'clock position the steering wheel rim features a blue center-position marking derived from motorsports.

A BMW M Performance gear selection lever for the M twin-clutch transmission (M DKG) extends from the BMW M Performance center console trim, perfectly fitted to the driver's hand. The light and yet highly resilient composite material carbon fiber was also used for the door handles and the handbrake with Alcantara gaiter. Meanwhile, the driver's feet control a pedal system fitted with BMW M Performance pedal covers that are made of stainless steel. The trade show vehicle also features LED door projectors. The all new BMW M Performance Parts will be available for the BMW M4 Coupé starting January 2016. All parts will be available at certified BMW dealers starting June 2016.

First BMW M Performance Parts for the new BMW M2 Coupé.

Not long after the world premiere of the new BMW M2 Coupé, BMW now presents BMW M Performance Parts at SEMA 2015 which were developed especially for this compact high-performance athlete. These include black gloss trim grilles with M specific twin trim bars for the front kidney grille elements, featuring trim ring surrounds which are likewise finished in black gloss. Black gloss trim bars are also available for the side M gill elements as well as BMW M Performance exterior mirror caps in carbon fiber. A BMW M Performance rear spoiler in carbon fiber finish, the newly developed BMW M Performance suspension and the sports exhaust with flap system for the new BMW M2 Coupé with tailpipe trim elements in carbon fiber are exhibited at SEMA for the first time. A BMW M Performance steering wheel with Alcantara cover and an open-pore carbon fiber trim element, a BMW M Performance gear selection lever complete with trim element for the M twin-clutch transmission, likewise in open-pore carbon fiber, a BMW M Performance center console combining carbon fiber and Alcantara and pedal covers in stainless steel are on display. Further details of BMW M Performance Parts for the new BMW Parts for the new BMW M2 Coupé will be available in Spring 2016.

* Figures for vehicle with M DKG. The fuel consumption figures were calculated based on the ECE test cycle, dependent on tire format.

For More Information as well as images and video:

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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; Designworks, a strategic design consultancy based 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, 148 BMW motorcycle retailers, 122 MINI passenger car dealers, and 36 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.

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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.

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