

FROM: BMW of North America

CONTACTS: Brady Littlefield: 212-843-9220; blittlefield@rubenstein.com
Rubenstein Communications

Hillary Karsten: 212-843-9313; hkarsten@rubenstein.com
Rubenstein Communications

Request for Coverage

BMW M2 AND BMW X4 M40i TO MAKE WORLD DEBUTS AT THE 2016 NORTH AMERICAN INTERNATIONAL AUTO SHOW IN DETROIT.

Additional Featured BMW Vehicles include: BMW 330e, BMW X1, BMW 7 Series and BMW i8, among others.



2016 BMW M2 and 2016 BMW X4 M40i

The **BMW M2** and **X4 M40i** will make their world debuts at the **2016 North American International Auto Show** on **Monday, January 11, at the BMW Stand at 10:05 a.m. in Detroit's COBO Center (One Washington Boulevard Detroit, MI 48226)**. In addition, BMW will feature the new, BMW X1, BMW 7 Series, the plug-in hybrid BMW 330e, the high-performance BMW i8 and the all-electric BMW i3 among other BMW models at the BMW Stand. **English, German and Spanish speaking BMW representatives will be available for interviews throughout the day.**

Making its highly anticipated world debut, the 2016 **BMW M2** features the renowned BMW M Performance complimented by a sleek interior and exterior design. A newly developed M TwinPower Turbo technology 3-liter, 6-cylinder engine produces 365 bHP and 343 lb-ft of torque, catapulting the high performance vehicle from 0-60 mph in 4.2 seconds. Inspired by its motorsport history and enhanced by BMW EfficientDynamics technology, the BMW M2 sets the pace in its segment when it comes to agility, driving feeling, directional stability, steering precision and controllability at the limit, without any compromise in everyday use. The 2016 BMW M2 will be available in US showrooms in spring 2016. Pricing will be announced shortly. [BMW M2 Press Kit.](#)

The **BMW X4 M40i** also will make its world debut in Detroit. The cutting-edge drive technology in the new BMW X4 M40i guarantees the free-revving thrill typical of a BMW M engine and its outstanding power delivery. With 355 hp and 343 lb-ft of torque, the newly developed M Performance TwinPower Turbo technology inline 6-cylinder engine will also be making its world debut. Reaching an electronically limited top speed of 150 mph, the

BMW X4 M40i delivers best-in-class acceleration, traveling from 0-60 mph in just 4.7 seconds. Design and technology are also at their peak in the BMW X4 M40i and include a powerful yet efficient exterior chassis tuned to M Performance specifications, BMW ConnectedDrive, intelligent xDrive and TwinScroll turbo technology. The BMW X4 M40i will be available in US showrooms in February 2016. Pricing will be announced closer to the on-sale date. [BMW X4 M40i Press Kit](#).

The **BMW 330e** features a plug-in hybrid drive system offering typical BMW driving dynamics and outstanding efficiency. The innovative use of an electric motor and the BMW TwinPower Turbo 4-cylinder engine results in a total system output of 248 bHP and 310 lb-ft torque. BMW 330e accelerates from 0-60 mph in 5.9 seconds. In everyday driving condition, a total range of up 373 miles is attainable with 22 miles in all-electric mode. The 2016 BMW 330e will arrive in US showrooms in spring 2016 for \$44,695 including \$995 Destination and Handling. [BMW 330e Press Kit \(Global\)](#).

The **BMW 740e**, the flagships plug-in hybrid model will be available at dealerships in summer 2016. Its eDrive powertrain technology and the 2.0 liter four-cylinder gasoline engine with BMW TwinPower Turbo technology combined with an electric motor generates a combined system output of 326 hp. A total of 23 miles in all-electric mode with a top speed of 75 mph can be achieved. Core features like the BMW EfficientLightweight concept, allowing for 190 pound weight reduction in comparison to its predecessor carries over from the new 2016 BMW 7 Series. Groundbreaking Carbon Core passenger cell technology is the key element on the body structure by the extensive use of carbon fiber reinforced plastic (CFRP) and the strategic application of the lightweight design to reduce weight and increase both the overall torsion strength and bending stiffness. Featuring BMWs newest and pioneering technologies such as Gesture Control, Wireless Charging, Active Kidney Grills and the optional Display Key. Pricing will be announced closer to launch. [BMW 7 Series Press Kit](#).

The **BMW X1** is the second generation of its successful predecessor model and features more robust overall proportions, more interior space for passengers and luggage alike, and additional innovative connectivity and groundbreaking BMW EfficientDynamics technology that is unparalleled in the segment. The BMW X1 xDrive28i will feature a 2.0-liter, 4-cylinder TwinPower Turbo engine producing 228 bHP and 258 lb-ft of torque mated to an 8 speed Steptronic automatic transmission, enabling the newest X family member to accelerate from 0-60 mph in 6.3 seconds. The engine is coupled with the new BMW xDrive intelligent all-wheel-drive system and newly developed chassis technology, which enhances sporting ability and ride. Currently in showrooms, the MSRP for the BMW X1 xDrive28 will be \$35,795 including Destination and Handling. [BMW X1 Press Kit](#).

The **BMW i8** is the first eDrive 2+2 sports-car from BMW. It sits at the pinnacle of the BMW i lineup of visionary vehicles which are purpose built from the ground up as electric and hybrid electric, constructed primarily from lightweight carbon fiber. Currently in showrooms and priced at \$140,700 plus Destination and Handling, the MY2016 BMW i8 features Laser Lights available as an option for the first time in the US, enhancing its athletic design and sleek, low slung exterior. The BMW i8 operates with extremely high fuel efficiency boasting a US EPA rating of 76 MPGe combined. It is capable of accelerating from 0 to 60 mph in 4.2 seconds on the way to an electronically governed top speed of 155 mph. [BMW i8 Press Kit](#).

For updates on Twitter, follow the conversation using the hashtag **#BMWNAIAS**.

Other important social media links:

<https://www.facebook.com/BMWUSA>

<https://twitter.com/BMWUSA>

<https://instagram.com/bmwusa#>

<https://www.youtube.com/user/BMWUSA>

<http://bmwusa.tumblr.com/>

<https://plus.google.com/+BMWUSA/posts>.

DATE: Monday, January 11, 2016

TIME: Press Conference: 10:05 a.m.; Interviews: All Day

PLACE: COBO Center
BMW Stand
1 Washington Blvd.

BMW executives and experts available for interviews include:

- **Dr. Ian Robertson, Member of the Board of Management of BMW AG**
Dr. Ian Robertson is available to discuss global BMW sales and marketing. Dr. Robertson will have limited availability for interviews at NAIAS.
- **Ludwig Willisch, President and CEO, BMW of North America**
Ludwig Willisch is available to discuss overall company business and strategy of BMW of North America.
- **Hildegard Wortmann, Head of Product Management Automobiles and Aftersales, BMW AG**
Hildegard Wortmann is available to discuss current and forthcoming featured vehicles and global BMW sales.
- **Franciscus van Meel, President, BMW M Division, BMW AG**
Franciscus van Meel is available to discuss the global BMW M brand, overarching strategy of BMW M, as well as the entire BMW M product portfolio. Mr. van Meel will have limited availability for interviews at NAIAS.
- **Karim Habib, Head of Design, Automobiles, BMW AG**
Karim Habib is available to discuss the design elements of featured BMW vehicles.
- **Trudy Hardy, Vice President of Marketing, BMW of North America**
Trudy Hardy is available to discuss BMW's marketing efforts in North America.
- **Fritz Steinparzer, Director Development Diesel Engine**
Fritz Steinparzer is available to discuss the technical specifics of BMW Diesel Engines including the world premiere of the new inline 6 cylinder TwinPower Turbo engine featured in the BMW X4 M40i.
- **Matthias Kietz, Vice President Drive Train Research BMW Group**
Matthias Kietz is available to discuss H2 Full Cell Research and the future of Drive Train.
- **Krzysztof Szews, Head of BMW M Design**
Krzysztof Szews is available to discuss the design elements of featured BMW M vehicles.
- **Dirk Häcker, Head of Product Development, BMW M**
Dirk Häcker is available to discuss BMW M Automobiles.
- **Carsten Pries, Head of Product Management BMW M Division, BMW AG**
Carsten Pries is available to discuss the BMW M product portfolio.
- **Hussein Al-Attar, Design Exterior BMW M2**
Hussein Al-Attar is available to discuss the exterior design of the BMW M2.
- **Dieter Buchhauer, Head of Project BMW X4 M40i**
Dieter Buchhauer is available to discuss the BMW X4 M40i.

- **Rich Steinberg, Manager, Product Planning & Strategy, BMW of North America**
Rich Steinberg is available to discuss current and forthcoming product portfolios as well as BMW i products in the United States.
- **Kate Alini, Product Manager, BMW 6 Series and BMW 7 Series, BMW of North America**
Kate Alini is available to discuss the technical specifics and details of the BMW 6 Series and BMW 7 Series.
- **Jose Guerrero, Product Manager for BMW i, BMW M, BMW Individual and BMW ALPINA, BMW of North America**
Jose Guerrero is available to discuss the BMW X1, BMW i and M products, BMW Individual, BMW M4 GTS, BMW ALPINA, Plug-In-Hybrids and Electric Vehicles and strategy in the U.S. market.
- **Alanna Tracey-Bahri, Product Manager, BMW Z4, BMW X3, BMW X4, BMW X5, BMW X6, BMW 3 Series, BMW 4 Series, BMW 5 Series, BMW of North America**
Alanna Tracey-Bahri is available to discuss overarching product strategy and technical specifics for the BMW Z4, BMW X3, BMW X4, BMW X5, BMW X6, BMW 3 Series, BMW 4 Series, BMW 5 Series and Plug-In-Hybrids and Electric Vehicles.