



For Release: **January 11, 2016 10:30 am EST /7:30 am PDT**

Contact: Hector Arellano-Belloc
BMW Product & Technology Spokesperson
201-307-3755 / Hector.Arellano-Belloc@bmwna.com

Rebecca Kiehne
BMW Product & Technology Spokesperson
201-307-3709 / Rebecca.Kiehne@bmwna.com

Alex Schmuck
BMW Product & Technology Communications Manager
201-307-3783 Alexander.Schmuck@bmwna.com

THE 2016 NORTH AMERICAN INTERNATIONAL AUTO SHOW IN DETROIT:

- **BMW to announce pricing of the all-new 2016 BMW M2.**
- **BMW to announce pricing of the all-new 2016 BMW X4 M40i.**

Woodcliff Lake, N.J.: **January 11, 2016 10:30 am EST /7:30 am PDT** ... Today, the all-new BMW M2 and all-new BMW X4 M40i made their world debut at the 2016 North American International Auto Show in Detroit.

The 2016 BMW M2.

Making its highly anticipated world debut, the first ever BMW M2 features the renowned BMW M performance complimented by a sleek interior and exterior design. The new entry model of the BMW M GmbH is perfectly aligned with M tradition ensuring unbeatable driving dynamics on the roads and the track, embodying the true DNA of BMW M vehicles. A newly developed M TwinPower Turbo technology 3-liter, 6-cylinder engine produces 365 bHP and 343 lb-ft of torque between 1,400 and 5,560 with an overboost function raising this figure to 369 lb-ft between 1,450 and 4,750 catapulting the high performance vehicle from 0-60 mph in 4.2 seconds (M DCT) with a top speed of 155 mph. Inspired by its motorsport roots, 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 at authorized BMW centers starting at \$51,700 plus Destination and Handling starting in April 2016.

The 2016 BMW X4 M40i.

The cutting-edge drive technology in the new BMW X4 M40i guarantees the free-revving thrill typical of a BMW M developed motor 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 2016 BMW X4 M40i will be available at certified BMW dealers in February 2016 starting at \$57,800 plus Destination and Handling.

More Information as well as images and video:

<http://www.bmwusanews.com>

[Twitter.com/BMWUSANews](https://twitter.com/BMWUSANews)

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, 153 BMW motorcycle retailers, 124 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.

#

Journalist note: Information about BMW and its products in the USA is available to journalists on-line at www.bmwusanews.com.

#