



For Release: January 13, 2016 6:00 pm EST

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

New Competition Package Amps Up The BMW M3 And M4.

Woodcliff Lake, N.J.: January 13, 2016 6:00 pm EST...The BMW M3 Sedan, M4 Coupe and M4 Convertible are already regarded as the perfect combination of high-performance sports car engineering with unrestricted everyday utility. From spring 2016, all three body styles will be available with a special Competition Package from BMW M GmbH that combines added sporty personality with enhanced dynamics. As well as extensive handling upgrades, the Competition Package also comes with additional equipment features and a hike in power that takes output to 444 hp.

The extra power means improved performance. The BMW M3 Sedan and M4 Coupe with optional 7-speed M Double Clutch Transmission (M-DCT) sprint from 0 to 60 mph in just 3.8 seconds (without Competition Package: 3.9 sec.), while the BMW M4 Convertible reaches the same speed in 4.1 seconds (without Competition Package: 4.2 sec). The sprint time for models with the standard 6-speed manual transmission is likewise 0.1 seconds faster in all cases than without the package.

The Competition Package includes Adaptive M Suspension, which has been extensively tuned to the enhanced performance and handling, and which features new springs, dampers and anti-roll bars, along with reconfigured driving modes (Comfort, Sport and Sport+). The standard Active M Differential on the rear axle and DSC Dynamic Stability Control have likewise been configured to match the upgraded dynamics. Forged, machine-polished, weight-and rigidity-optimized, multi-spoke 20-inch M alloy wheels (front 9J x20;

rear 10 J x 20) with mixed tire sizes (front: 265/30 R20, rear: 285/30 R20) complete the list of chassis upgrades.

For the BMW M3 and BMW M4 Coupe, the Competition Package includes special lightweight M sports seats that combine additional support on the track with exceptional comfort on the street. Seatbelts with woven-in BMW M stripes cap off an extremely sporty interior ambience.

Eye-catching exterior highlights of the Competition Package include the M sports exhaust system with black chrome tailpipes. Even more than its good looks, the most distinctive feature of the M sports exhaust system is its potent sound, which brings added emotional resonance to the driving experience. The starting rumble and the distinctive burble on over run never fail to get under the skin of dedicated drivers time and again.

The Competition Package for the BMW M3 and M4 is topped off by extended BMW Individual high-gloss Shadow Line exterior trim. In addition to the already standard high-gloss Black finish on the side window trim, window recess finishers and exterior mirror frames and bases, the Competition Package also includes high-gloss Black finish on the BMW kidney grille, the side gills and the model badge on the tail.

The Competition Package will be offered for a retail price of \$5,500 on the M3 Sedan and Coupe and the \$5,000 on the M4 Convertible.

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.

#