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**New Equipment Offerings for the MY18 BMW 6 Series.**

- The M Sport Package now offers an exclusive Carbon Fiber Trim previously reserved for M6 models.
- New metallic paint color Sonic Speed Blue now available.
- Exclusive New bi-color 20-inch M wheels now available.

**Woodcliff Lake, NJ –December 17, 2016 5:50 pm EST / 2:50 pm PST ...**

BMW announced today, new equipment offerings to its 2018 models, available at U.S. dealers in spring 2017. The options available for the BMW 6 Series Convertible and BMW 6 Series Gran Coupe bring striking exterior and interior design elements to the sporting character of these luxury-class models. The 2018 BMW 6 Series Gran Coupe and Convertible will be available as 640i and 650i models also available with xDrive. Pricing will be announced closer to market launch.

**Exterior.**

Now including new options, the M Sport Package emphasizes the look and feel of the BMW 6 Series and its sporty character. Previously reserved for the M model only, customers can now order a new Carbon Fiber trim and new bi-color 20-inch M light-alloy wheels which feature an M-specific double-spoke design and are fitted with staggered run flat tires as part of the M Sport Package. For the first time available is Sonic Speed Blue metallic which allows customers the unique opportunity to personalize and distinguish their 2018 BMW 6 Series.

## **BMW Individual.**

Customers seeking to bring an extra dose of focused individualization to their car can take advantage of BMW Individual. A simple thought inspired BMW Individual—the freedom to customize your BMW down to the finest detail. There are a wide variety of brilliant paint finishes, high quality leather, sophisticated trims, headliners and equipment to choose from. And every detail is a result of top-class workmanship to make your choices truly unique BMW, exclusively customized to each individual. The M Sport package configurations available to both model variants provide them with a bespoke dynamic profile –and customization to their exterior appearance, cockpit design and driving characteristics.

## **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 Rolls-Royce 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 341 BMW passenger car and BMW Sports Activity Vehicle centers, 153 BMW motorcycle retailers, 126 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.

Information about BMW products is available to consumers via the Internet at:

[www.bmwusa.com](http://www.bmwusa.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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