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Contact: Rebecca Kiehne
Product and Technology Spokesperson
201-327-3709/ Rebecca.Kiehne@bmwna.com

Hector Arellano-Belloc
Product and Technology Spokesperson
201-307-3755/ Hector.Arellano-Belloc@bmwna.com

Alex Schmuck
Product and Technology Communications Manager
201-307-3783/ Alexander.Schmuck@bmwna.com

BMW Announces the new 2018 BMW 2 Series Coupe and Convertible.

- New color offerings including Mediterranean Blue Metallic, Seaside Blue Metallic and Sunset Orange Metallic.
- New standard 17-inch Double-Spoke Bi-Color wheel on 230i models and 18-inch M Double-Spoke Bi-Color wheel on M240i models.
- Updated interior design and materials.
- Fresh look with new standard LED headlamps and tail lamps.

Woodcliff Lake, NJ – IMMEDIATE... Today, BMW announces the latest BMW 2 Series, a model that has earned not only the Insurance Institute for Highway Safety “Top Safety Pick+” but also winning the inaugural JD Powers Tech Experience Index Study (TXI) in the “Best Small Premium Segment”. Renowned for embracing BMW’s traditional driving character, the BMW 2 Series features the latest generation of BMW TwinPower Turbo 4-cylinder and 6-cylinder inline engines, that paired with specifically tuned chassis and suspension promotes a driving experience that fuels sporting ambition. The new BMW 2 Series will be available in the US as Coupe and Convertible 230i and M240i models, which can be specified with xDrive, BMW’s Intelligent All-Wheel Drive System. Pricing for the new BMW 2 Series will be announced closer to market launch in July, 2017.

The BMW 2 Series Coupe.

In 2014, the BMW 2 Series Coupe was launched in the US as 228i and M235i model variants. This successor to the successful 1 Series Coupe will continue the decades-long tradition of premium sub-compact coupes with impeccable driving dynamics. The BMW

coupe, a two-door body with classical three-box design, four seats and rear-wheel drive is 174.7 inch-long (BMW M240i: 175.9 inch), with a trunk capacity of 13.8 cubic feet.

The BMW 2 Series Convertible.

Combining the coupe's driving dynamics with the option of open-air pleasure, the BMW 2 Series Convertible will be available as a 230i and M240i models, also available with BMW's Intelligent All-Wheel Drive System. Short overhangs, a long trunk a set-back passenger compartment, a long wheelbase and a wide track produce the classical proportions of a BMW convertible. The electrically operated fabric soft-top slips down into the body to create a boat-deck look and offers excellent acoustic comfort when closed thanks to additional insulation. The roof can be opened while driving – at speeds of up to 30 mph.

Exterior and lighting design.

A low-slung silhouette, dynamically stretched lines with compact proportions and powerfully contoured surfaces accentuate the sporting credentials and elegance of both the BMW 2 Series Coupe and BMW 2 Series Convertible. The new BMW 2 Series features a new and more striking front end for both models featuring new LED headlamps.

LED light graphic creates a sharper gaze.

Twin headlights help ensure the front end embraces BMW legacy. The BMW 2 Series Coupe and BMW 2 Series Convertible are now equipped with new Bi-LED headlights as standard. The headlights are composed of a familiar silhouette: flat-bottomed headlight tubes encircled by daytime running light rings and a dynamic cropped look produced by the characteristic “eyebrow” design. Adaptive LED headlights can also be specified, featuring their eye-catching light graphic strengthening the dynamic and technical impression created by the front end. The familiar twin-circular-headlight look has a hexagonal interpretation, creating a more precise appearance. On 230i models, LED front fog lamps are standard.

The kidney grille emphasizes the broader stance of the front fascia of the new BMW 2 Series. The links between the headlights and the kidney grille combined with the light graphic, ensure the nose of the Coupe and Convertible projects a sportier impression. The outer air intakes in the three-section front end are now larger, while two horizontal bars emphasize the cars' powerful stance on the road. The rear of the BMW 2 Series Coupe and BMW 2 Series Convertible cuts a wide and muscular figure. Its stylistic impact is reinforced

by the single-piece rear lights (LEDs as standard) with hallmark BMW L-shape, which extend well into the flanks.

New light-alloy wheels, new paint finishes.

Three new colors – a darker Mediterranean Blue Metallic and a lighter Seaside Blue Metallic, plus the bold Sunset Orange – have been added to the pallet of exterior paint shades available for the Coupe and Convertible. This brings the number of available exterior paint finishes to 11.

The range of light-alloy wheels has also been expanded. The 230i comes standard with a 17-inch Double-Spoke wheel (Style 725) with Bi-Color all-season run-flat tires. The M240i features an 18-inch M Double-Spoke (Style 719M) Bi-Color non-run-flat performance tires as standard. If equipped with the M Sport package, the 230i models will be equipped with 18-inch M Light-Alloy Double-Spoke (Style 461M) wheels with all-season tires or performance tires. With both the Track Handling Package and the M Sport Package provide customers with 18-inch Alloy Ferric Grey (Style 461M) wheels with non-run-flat Michelin Pilot Super Sport tires.

The new BMW 2 Series, Coupe and Convertible come standard with Sport Line and the 17-inch Double-Spoke wheel. New wheel Style 719 M 18-inch M Double-Spoke wheels are available on M240i models and come standard with Bi-color design with performance staggered non-run-flat tires with optional all seasons in a square set. Also available is the Jet Black version of this wheel with either performance non-run-flat or all season tires.

Interior and equipment.

A completely redesigned instrument panel highlight a driver-focused layout. New materials highlighting the exclusive character of the BMW 2 Series Coupe and BMW 2 Series Convertible.

New-look instrument panel produces a great sense of spaciousness.

The instrument panel's makeover completely changes the overall impression created by the new BMW 2 Series cabin. The elegant design is enhanced by a roomier, wider built. Sport Line, which is standard on all 230i models, features contrast stitching for seams on the instrument panel. The center stack, which houses the control panels for the radio and climate control systems, have a high-gloss black finish that gives the main element nestled between the central display and transmission tunnel an even more exclusive and

sophisticated feel. The cupholders located in the center storage compartment can be concealed by a sliding lid, while the window switches in the doors now have chrome edging. Attention to detail allow the glove compartment to seamlessly blend into the interior styling. The air conditioning system's vents have also been redesigned to create additional room.

The new BMW 230i comes standard with Sport Line which can be specified with Black in red contrast stitching if desired. Customers can choose between SensaTec, available in Black and Oyster, and leather in all models can now be ordered with Dakota Leather seats in Cognac. Luxury Line is also available with the Luxury Package adding Finition Stream Wood Trim with Pearl Chrome highlights or Finition Pure Wood Trim with Pear Chrome highlight. Overall, customers can choose from five different leather colors, Aluminum interior strips and Finition wood accents with High-Gloss Black being standard.

Engines, powertrain, chassis.

The new BMW 2 Series Coupe and BMW 2 Series Convertible are available as 230i and M240i models. The 4-cylinder 230i produces 248 hp while the M240i M Performance model features a 6-cylinder engine that generates 335 hp. The Convertible is also available in extra-sporty BMW M Performance trim. These engines are from the latest BMW EfficientDynamics engine family and feature BMW TwinPower Turbo technology.

The new BMW 2 Series comes standard with an 8-speed Steptronic Sport transmission. The Steptronic Sport also allows drivers looking for a sportier drive to change gear manually using shift paddles next to the steering wheel, as well as laying on smooth automatic gear changes. Also available is a 6-speed manual gearbox on 230i (Coupe only) and M240i model variants.

Intelligent all-wheel drive provides optimum power transfer.

The BMW 2 Series is available with xDrive, BMW's Intelligent All-Wheel Drive System. This system is available in both Coupe and Convertible and offers specific benefits – such as optimum power transfer under acceleration and through corners, unbeatable driving safety and maximum traction in wintry conditions or on wet roads. BMW xDrive also reduces understeer and oversteer through corners, enhancing the overall dynamic experience throughout the year.

Advanced suspension technology, near perfect weight distribution.

The BMW 2 Series Coupe and BMW 2 Series Convertible feature sophisticated suspension technology, including a double-joint spring strut front axle with anti-roll bars, plus a five-link rear axle. Large sections of the cars' suspension are made of aluminum. A low center of gravity, wide track, and almost perfect 50:50 weight distribution all play their part in delivering outstanding dynamics and handling properties – and they are backed up by energy-efficient and precise electromechanical power steering.

BMW ConnectedDrive.

The new BMW 2 Series Coupe and BMW 2 Series Convertible come complete with various assistance systems, the latest-generation iDrive control technology, and an extensive range of connectivity features to help the driver focus on the task at hand and enjoy the drive to the maximum.

Touchscreen for simple operation.

The new BMW 2 Series features the latest BMW user interface available, iDrive 6.0. The standard 6.5-inch screen can be enhanced with Navigation and allow drivers to engage with the vehicles operating system not only via iDrive controller but also voice command and touch. The 8.8-inch high-resolution central display with optional Navigation System available adds Touchscreen technology to both 230i and M240i models. Users can swipe their fingers to move between the various different categories and subsections efficiently. Based on customer preference, the system will switch between the Touchscreen, natural Voice Control or the iDrive Touch Controller, depending on the method chosen. The new and improved Voice Control function now allows users to naturally phrase any request or command, which the system will execute.

Perfectly connected in every way.

Thanks to the standard built-in SIM card in the BMW 2 Series, ConnectedDrive provides optimum connectivity and access to BMW services without having to rely on the customer's smartphone. The Navigation System features ARTTI (Advanced Real Time Traffic Information) a smarter, more efficient way around traffic jams can be displayed. Hazard reports and rain are shown on the map in the vehicle's display, while a warning and message appear on the navigation map when approaching the location of the danger.

On-Street Parking Information (OSPI) service uses the Navigation system Professional display to indicate the probability of finding an available roadside parking space. This cutting-edge technology helps to alleviate the problem of vehicles searching for a parking space, which accounts for a large part of traffic congestion in metropolitan areas. OSPI works similar to the Advanced Real Time Traffic Information system, using historical and

current data to draw conclusions regarding the availability of parking spaces on route within the coverage area. The system then uses a model to predict the odds of finding an open parking spot. A color coding on the navigation map displays the systems suggestions.

BMW Connected seamlessly integrates the BMW 2 Series into the user's life via touchpoints such as an iPhone, Apple Watch, and Android smartphone. The BMW Connected App is the bridge to seamlessly integrate what are arguably two of most important devices in a person's life: their vehicle and their smartphone. Never worry about being late or entering in destinations in the vehicle. The BMW Connected App will notify users when to leave for an appointment and pull the address information directly into the vehicle's navigation system.

BMW Connected detects and shares information between the user's vehicle and phone, such as the addresses of appointments calendar. The user then receives a message on their smartphone notifying them in advance of the ideal departure time based on real-time traffic information. In addition, places the user drives to regularly and personal mobility patterns are also stored automatically. This means that manually entering destination addresses in the navigation system is set to largely become a thing of the past. If navigation details such as the destination address and desired arrival time have already been set outside the vehicle on the user's smartphone, the link between phone and car will allow BMW Connected to transfer the information seamlessly and make it available to the BMW navigation system.

BMW Connected and the Remote Services allow BMW 2 Series drivers to stay in touch with their car at all times, no matter where they are. They can control the ventilation, lock and unlock the doors, and call up vehicle-related information quickly and easily using their smartphone. BMW Connected can also help locate the associated vehicle on the map if needed. Additionally, the vehicle's horn can be activated and the headlights flashed remotely.

Wireless charging and complete smartphone integration.

Available on both the 230i and M240i models, the optional Wireless Charging allows for wireless charging via an inductive charging tray located in the center armrest. A wireless charging case is available from the Original BMW Accessories range for phones that are not yet compatible with this charging technology. Apple CarPlay compatibility is also available in the BMW 2 Series integrating the smartphone into the vehicle's iDrive system allows the phone, together with apps that have been approved by Apple for CarPlay, to be operated via the screen in the car by means of the iDrive Controller or Touch screen. BMW is the first carmaker to integrate Apple CarPlay completely wirelessly.

Strain-relieving driver assistance systems.

When driving long distances or in heavy city traffic, assistance systems relieve the strain on the driver by assisting with routine tasks or taking intervening action if required. The list of assistance systems available for BMW 2 Series models includes Active Cruise Control with Stop & Go function. This system enables the vehicle to automatically move along with the flow of traffic on the highways, braking or accelerating depending on the traffic situation. If necessary, the vehicle can come to a full stop. The system alerts the driver and then applies the brakes if it detects an obstacle and the driver fails to react. The optional Driving Assistant Package comprises the Lane Departure Warning system and City Collision Mitigation, which applies the brakes automatically at speeds up to 37 mph in response to an imminent collision with a car, motorcycle or pedestrian, for instance. The Parking Assistant, meanwhile, maneuvers the car into parking spots that are either parallel or perpendicular to the road. Its ultrasonic sensors help to search for suitable spaces while travelling at up to 22 mph.

BMW M240i: BMW M Performance TwinPower Turbo technology.

The BMW M240i is powered by a 3.0-liter 6-cylinder inline engine complete with direct injection, M Performance TwinPower Turbo technology with twin-scroll turbocharging, fully variable valve lift (VALVETRONIC) and Double-VANOS variable camshaft timing. This unit generates output of 335 hp and maximum torque of 369 lb-ft, which can be summoned from as low as 1,520 rpm and remains on tap up to 4,500 rpm.

It all adds up to make the BMW M240i Coupe a thoroughbred athlete with exceptional performance capabilities: with the 6-speed manual transmission, the coupe sprints from 0 to 60 mph in 4.6 seconds, while top speed is electronically limited to 155 mph.

The standard 8-speed Steptronic Sport transmission heightens the dynamic driving experience, enabling the BMW M240i Coupe to reach the 60 mph mark from rest in just 4.4 seconds.

Performance is even more eye-catching in the BMW M240i xDrive Coupe thanks to its intelligent all-wheel drive. Equipped with the 8-speed Steptronic Sport transmission as standard, it surges from 0 to 60 mph in just 4.2 seconds.

Precisely matched components, unique character.

Both BMW M Performance models leave the factory shod with high-performance mixed-size tires as standard, with dimensions of 225/40 at the front and 245/35 at the rear. All-Season square set tires are offered as a no cost option. The unique character of the BMW M240i Coupe and BMW M240i Convertible goes beyond the engine's power, the

Adaptive M Suspension, the M Sport brakes, and the cars' aerodynamic balance. Variable sport steering adds to the impression of exceptional agility at the wheel of the BMW M240i which comes with electromechanical power assistance. This allows lightning-fast evasive maneuvers but also produces a sensation of excellent directional and straight-line stability during highway travel.

BMW M2: the Ultimate Driving Machine.

The BMW M2 will also form part of the new line-up launched in July 2017. This compact-sized, powerful sports coupe from BMW M GmbH benefits from the same innovations as the 2 Series Coupe. Boasting a high-performance 6-cylinder inline engine, rear-wheel-drive agility, a lightweight M Sport aluminum intensive suspension and extrovert styling, the new BMW M2 Coupe once again delivers outstanding torque available across a wide rev band with rapid responses and excellent efficiency, raising the pulse with its distinctive engine soundtrack.

Inspired by various models from BMW Motorsport history, the new BMW M2 Coupe wears its exceptional sporting prowess "on its sleeve". A low-slung front apron with large air intakes, muscular flanks with trademark M side gills, 19-inch aluminium wheels in familiar M twin-spoke design, and the wide, low-to-the-road rear end with M-specific twin-tailpipe exhaust all add to the character of the M2. Sport seats, an M sports steering wheel and an M gearshift lever ensure the driver is in complete control of their BMW M2 at all times.

The 3.0-liter 6-cylinder inline engine under the hood of the new BMW M2 deploys cutting-edge M TwinPower Turbo technology to generate 365 hp at 6,500 rpm. The same applies to power delivery: peak torque of 343 lb-ft can be increased to a mighty 369 lb-ft in overboost. This propels the new BMW M2 Coupe with optional 7-speed M Double Clutch Transmission (M DCT) and Launch Control from 0 to 60 mph 4.1 seconds, with top speed electronically limited to 155 mph.

The lightweight aluminum front and rear axles from the BMW M3/M4, forged 19-inch aluminum wheels with mixed-size tires, M Servotronic steering with two settings and immensely powerful M compound brakes equip the new BMW M2 Coupe to move the game on once again in the compact high-performance sports car segment when it comes to driving dynamics. The electronically controlled Active M Differential, which further enhances both traction and handling stability, also deserves great credit here.

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, 152 BMW motorcycle retailers, 127 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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