



For Release: **EMBARGO October 30, 2017 8:00 pm EDT / 5:00 pm PDT**

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

Oleg Satanovsky
Performance Center Communications Spokesperson
201-414-8694 / Oleg.Satanovsky@bmwna.com

BMW M Performance Parts and Original BMW Accessories at 2017 SEMA Show in Las Vegas.

- World premiere: BMW M Performance Parts for the all-new 2018 BMW M5.
- World premiere: 2018 BMW M3 “30 Years American Edition” celebrates the 30th Anniversary of the M3 in the US with a one of a kind (1/1) design created by BMW Group Designworks, built through BMW Individual.
- M Performance Parts in use for the MotoGP™.
- BMW Original Accessory: BMW TurboCord™ EV Charger.

Las Vegas, Nevada / Woodcliff Lake, NJ – EMBARGO October 30, 2017 8:00 pm EDT / 5:00 pm PDT ... Today BMW debuts the M Performance Parts for the all-new 2018 BMW M5, the quickest most technologically advanced M-vehicle to date and it is show cased at the BMW booth at the 2017 SEMA Show in Las Vegas, Nevada. BMW’s presence at the 2017 SEMA Show offers the ideal backdrop to present the extensive range of BMW M Performance Parts and Original Accessories that not only increase the performance of the vehicle’s driving dynamics but also extend a unique and distinctive design to BMW models. The one of a kind (1/1) 2018 BMW M3 “30 Years American Edition” makes its world premiere to celebrate the 30th Anniversary of the original M3 in the US, designed by BMW Group Designworks, built through BMW Individual, this unique vehicle highlights its Motorsport heritage via American iconography. On display at the show is an extensive range of new BMW M Performance Parts and Original BMW Accessories featuring a broad array of vehicles that include the BMW 740e xDrive iPerformance, BMW 440i Gran Coupe and BMW X3 xDrive30i. BMW Motorsport’s presence is highlighted by the Moto GP BMW M2 Safety Car and the BMW M1 IMSA Group 4 Race Car that was campaigned in the 1981 IMSA GTO Series, seeing action at the 24 Hours of Daytona, Watkins Glen and Mosport.

With around 60,000 trade visitors and over a million square feet of the Las Vegas Convention Center, the 2017 Specialty Equipment Market Association (SEMA) Show ranks as the world’s

leading trade fair for vehicle individualization and opens its doors for accredited trade representatives from October 31 to November 3.

World premiere: BMW M Performance Parts for the all-new 2018 BMW M5.

Since its world premiere in August, the all-new BMW M5 has attracted attention around the globe. At the 2017 SEMA Show in Las Vegas, BMW is now presenting a comprehensive range of exclusive M Performance Parts for the all-new BMW M5. All of these components from the M Performance Parts accessory range were developed using BMW M Motorsport know-how and underscore the high-performance sedan's sporty and luxurious appearance, and also fulfil functional requirements in terms of aerodynamics, cooling and lightweight construction. Most of these exclusive M Performance Parts will be available as options during the time of ordering when the vehicle is launched in the Spring of 2018, with additional products following in July 2018.

Aerodynamics in perfection.

The numerous highlights featured in the accessory range developed especially for the all-new BMW M5 include the package comprising M Performance aerodynamics components. All of these parts are made from lightweight carbon fiber and are elaborately handcrafted.

The following aerodynamics components are available: a newly designed front attachment, side sill attachments, a carbon fiber rear spoiler, a carbon fiber rear spoiler Pro (**) and a rear diffuser. All of these components accentuate the all-new BMW M5's powerful and sporty appearance, while ensuring optimized aerodynamic characteristics.

Additional components from the M Performance Parts accessory range have been perfectly adapted to the aerodynamics package and now provide additional accents to the all-new BMW M5. The front kidney grilles and air breather trim side grilles (**) bearing the M logo and M Performance carbon fiber mirror caps (**) further enhance the carbon fiber look. The M Performance side sill foils accentuate the side sill attachments, optimally rounding off the distinctively sporty look provided by the aerodynamics package.

Latest technology from motorsport brings the BMW M5's performance onto the road, while guaranteeing superior driving behavior right up to the car's limit. Thanks to an even sportier set-up, the new BMW M Performance coilover suspension developed specifically for the BMW M5 ensures excellent road-holding and increases driving dynamics resulting from a more direct connection of the vehicle chassis to the road. Moreover, red coil springs also add further visual highlights. The spring plates are adjustable.

** Components available as from July 2018

Carbon-ceramic brakes guarantee superior braking characteristics. The sports disc pads are based on highly durable, motorsports-proven racing brake pads (***) and offer advantages such as a shorter braking distances, better brake response as well as higher thermal resilience. Furthermore, the race-oriented interpretation of brake-force distribution provides for enhanced dynamic brake control.

The new BMW M Performance sports exhaust system, which will be on sale exclusively in the USA and Canada, guarantees an emotional motorsport sound. The rear muffler is made from titanium with carbon fiber tailpipe trims additionally available. Optimized exhaust gas routing with reduced counter-pressure enhances the powerful V8 TwinTurbo sound and underscores the sporty driving experience.

The M Performance Drive Analyzer, also derived from motorsport, is an innovative tool for recording and evaluating all important vehicle dynamics data. The system offers comprehensive, professional possibilities to record and analyze, which can be evaluated and displayed on the smartphone. The Drive Analyzer determines a variety of relevant indicators such as diverse engine data, speed and peak values, engaged gear, use of accelerator pedal and brakes as well as lateral acceleration. When established, the results can be directly shown on the smartphone as videos or graphic representations via the M Performance Drive Analyzer App, which is available free of charge to BMW customers. Furthermore, customers also wishing to capture their drive on film, BMW M Performance Parts offers the Trackfix action camera holder, which can be mounted in the threaded bush of the towing lug either at the front or rear end of the vehicle.

Sporty, dynamic appearance down to the finest detail.

M Performance Parts for the BMW M5 bring that true racetrack feeling to everyday life – also in terms of visual presence. These include motorsport stripes in typical M colors, which highlight the car's sporty design even further and lend it its very own individual character. The elaborately handcrafted M Performance carbon fiber engine cover extension kit is a real eye-catcher and also makes the car's racing genes visible where its performance has its origins – in the engine compartment.

This racing look has also been applied to the vehicle's interior components. The M Performance steering wheel (**) conveys a genuine motorsport feeling thanks to its distinctive geometry and extremely pronounced Alcantara grip area and a carbon fiber steering wheel cover. This is enhanced by newly designed carbon fiber shift paddles (**) and a carbon fiber gear shift lever cover (**). M Performance floor mats are a perfect complement

** Components available as from July 2018

*** Not available in the US.

to the car's interior ambience. Finest details from the suspension to the interior reveal that the BMW M5 and M Performance Parts have their roots in motor racing, and this also includes the new key wallet for the all-new BMW M5. It comprises a material mix of high-quality Alcantara and carbon fiber and offers a perfect combination of motorsport design and functionality. The M Performance LED logo projector, which completes the accessory range available for the BMW M5, is also a genuine statement.

M Performance Parts in use for the MotoGP™.

A unique model designed for racetrack use will shortly be celebrating its premiere – the BMW M5 MotoGP™ Safety Car. Since 1999, BMW M has been the “official car of the MotoGP” and affiliate partner of MotoGP organizers Dorna Sports, deploying its fleet of safety cars to guarantee safety in the world's fastest motorcycle racing series. Like the predecessor model, the BMW M5 MotoGP Safety Car is equipped with a multitude of BMW M Performance Parts so that it is able to fully meet the special demands on a lead vehicle in professional motorsport. These also include M Performance aerodynamics components as well as the BMW M Performance sports exhaust system made from titanium. The BMW M5 MotoGP Safety Car will make its first racetrack appearance at the 2017 season final in Valencia, Spain, in November. During the 2018 season, it will be the spearhead of the BMW M MotoGP Safety Car fleet.

The BMW M5: the quintessential high-performance sedan.

Thanks to numerous innovative features, the all-new BMW M5 offers perfect handling up to the vehicle's dynamics limits – both on the road and on the racetrack. These include the newly designed M-specific four-wheel drive system M xDrive being employed in the BMW M5 for the first time. It guarantees optimized driving dynamics through precise handling and perfect traction. The heart of the BMW M5, the 4.4-liter V8 engine with M TwinPower Turbo technology, has been extensively revised by our M engineers. It delivers 600 hp and a maximum torque of 553 lb-ft, offering a significant increase in performance vs. the predecessor models. Acceleration from 0-60 mph with the new 8-speed M Steptronic transmission featuring Drivelogic is just 3.2 seconds. The suspension features M-specific kinematic and elastokinematic elements to help optimize driving dynamics. Weight is also a crucial factor in terms of performance: This has been further reduced, inter alia, by a roof made from carbon fiber reinforced plastic.

World premiere: 2018 BMW M3 “30 Years American Edition” celebrates the 30th Anniversary of the M3 in the US with a one of a kind (1/1) design created by BMW Group Designworks, built through BMW Individual.

The BMW M3 is one of the most recognized vehicles in the automotive industry, spanning a long history of success that seems to have no boundaries, today it is still considered as one of the purest high performance street sports cars. With the launch of the first generation BMW M3 in 1986, BMW M revolutionized the sports car as it was, built first and foremost for performance. Originally conceived as homologation special for Group A Touring car racing – as seen in the German Touring Car Championship (DTM), it became the most successful touring car in the history of BMW. Its arrival to the US market in 1987 signaled the birth of the legend in America and to celebrate its first 30 years on the road and track, BMW Group Designworks teamed up with BMW Individual to create a one of a kind (1/1) design highlighting its Motorsport heritage through American iconography.

Exterior inspired by an original M color and the American color inspired theme.

With its finger on the pulse of the American experience, BMW Group Designworks has created an American color inspired theme for the 30th Anniversary of the BMW M3 in the US. What better way to celebrate the US arrival of the M3 than a palette of red, white and blue. The 2018 BMW M3 “30 Years American Edition” design started life as a 6-speed manual transmission BMW M3 Competition Package but it was quickly transformed into a very special and unique vehicle as noted by its striking exterior color, Frozen Red II Metallic. Although the name of the exterior color is described as “frozen” for the low gloss finish, as if the car is coated with a layer of frost, the heat of the red pigment radiates from within, illuminating the muscular BMW M3 surfaces. Frozen Red II Metallic also speaks to the iconic BMW Henna Red of the original M3 from the 1980’s.

The gilded tone is making a comeback after its eighties hey-day and so complementing the exterior are a set of one-off M Performance Golden light alloy wheels (763M Style – 19-inch front, 20-inch rear), the color inspired by the M3 E30 DTM racing wheels. Also exclusive to the exterior are the M color roof stripes that emphasize the M identity on a premium material, carbon-fiber-reinforced plastic (CFRP), as well as a 30th Anniversary graphic applied to the rear sunshade.

The exterior is complimented by an all-American, interior tri-tone color scheme.

The interior could not be less special and the designers quickly identified that there is nothing more American than red, white and blue. Open the driver’s door of the 2018 BMW M3 “30 Years American Edition” and its interior shines through with a continuation of the exterior theme through an expertly crafted tri-color Merino leather interior by BMW Individual. The

BMW Individual Opal White Merino leather interior provides a base for red stripes and blocks of blue. The red stripes are expressed in Mugello Red Merino leather and the blue is Fjord Blue Merino leather. Red, white and blue contrast stitching provides a patriotic detail even at the smallest scale. Red stripes can be seen on the side bolster, lower instrument panel and the door panel. Blue is reflected in the seat insert. Opal White surfaces feature red contrast stitching on the seats, lower section of the instrument panel and center door panel, while Mugello Red facades includes white contrast stitching on the seat bolster stripe, upper section of the lower instrument panel, and armrest upper and lower panels. Fjord Blue is seen at the seat insert as well as the seat back shell insert. Black leather makes use of Blue/Red contrast stitching on upper instrument panel on driver's side, door handle, center console knee bolster and gear shift bag. In addition, the American flag is adorned with a gold fringe when displayed in the doors.

The 30th Anniversary graphic was inspired by the 3 Series 40th Anniversary graphic. The bold red, white and blue color scheme is tempered by a subtle motif inspired graphic inscribed on the headrest, decorative trim and the rear sun-shade. The achromatic graphic juxtaposes "30th" over the American flag symbolizing the 30 years Americans have been expressing their passion for the BMW M3 in the US.

BMW M Performance Parts round-up the BMW M3 "30 Years American Edition".

The shock absorbers with contrasting red coil springs featured on the 2018 BMW M3 "30 Years American Edition" are clearly distinctive features of the adjustable M Performance Sports suspension, allowing the driver to lower the vehicle's ride height between 5 and 20 millimeters via the adjustable spring plate. The M Performance sports suspension, enables customers to experience racing-inspired driving dynamics in everyday use on the road.

Motorsports aerodynamics are present in this one of a kind (1/1) M3 through the BMW M Performance rear wing. This aerodynamic component is handmade completely from carbon fiber (wing, side sections, support brackets) and is accentuated with racing stripes, bringing motorsport know-how to the streets and tracks.

Derived directly from motor racing, the one-off golden M Performance wheels, which are milled and weight-optimized entirely from a forged blank, contribute towards even better steering behavior, resulting in a further increase in driving dynamics. The wheels are matched with Michelin Pilot Sport Cup 2 tires for maximum grip and performance.

The lightweight valve controlled M Performance exhaust system with titanium rear silencer generates a highly emotive sound reminiscent of sports car racing and adds two 93 mm dual tailpipe finishers made from carbon with the M logo to create a striking and unmistakable appearance.

In the interior, the M Performance armrest, door handles and shift knob complete the tri-tone color scheme look and ensures an all-round, high quality touch and feel. The armrest has a striking appearance thanks to its noble materials and special look: Alcantara and Carbon trimmed with contrasting three-colored M-stitching. Visually, the seam traces a line all the way to the handbrake grip completing the overall M Performance look that extends over the center console and new M Performance shift knob.

One lucky customer will be able to get behind the wheel of this one of a kind (1/1) **2018 BMW M3 “30 Years American Edition”** (MSRP of \$128,635 plus \$995 D&H) as it is expected to be available for purchase after the show conclusion. Details will be provided to interested parties at the BMW Booth (68000) outside the South Hall on the Performance Pavilion area.

BMW Original Accessory: BMW TurboCord™ EV Charger.

Now available as a BMW Original Accessory the BMW TurboCord™ Electric Vehicle Charger can be purchased at certified BMW Centers for \$499 MSRP. This premium charging solution provides BMW i and BMW iPerformance drivers with the ultimate charging experience – flexible dual-voltage (120 V / 240 V) capability and nearly three-times faster charging – all in the smallest, lightest UL-listed portable charger available. The BMW TurboCord™ EV Charger components have been specifically engineered by BMW to meet BMW Group standards and requirements, featuring a convenient 20 ft charging cord, and provides two chargers in one. Level 1 charging is readily available when plugged into any 120 V outlet and it also allows customers to charge up-to at 3.6 kW, nearly three-times faster than the standard occasional use cable (OUC) when used with a 240 V outlet (NEMA 6-20). Also integrated are such state-of-the-art safety features as unit and plug temperature monitoring, automatic shut-off and a rugged, waterproof, submersible enclosure (NEMA 6P) that enables users to safely and reliably charge indoor and outdoor.

“Need for Speed™ Payback”: Individualization and high-tech carbon fiber also in the interactive video game.

BMW took innovative and spectacular paths at the presentation of the BMW M5: Thanks to the partnership with Electronic Arts, the world premiere took place for the first time in a video

game – in “Need for Speed™ Payback”. Hence, BMW and Electronic Arts presented the all-new BMW M5 for the first time at the Gamescom in Cologne, Europe’s largest fair for interactive games and entertainment. In “Need for Speed™ Payback” (release: 10 November 2017), gamers are, as in reality, able to refine their virtual BMW M5 with M Performance Parts that have been developed specifically for this car. During missions and races gamers can generate virtual money with which they are then able to buy and fit their car with BMW Original Accessories from the range of M Performance Parts for the BMW M5. These original parts, including components made from high-tech carbon fiber material are, like those fitted to a real BMW M5, perfectly adapted to the vehicle and to each other. So they ensure a noticeable increase in performance and individuality in the virtual world as well.

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 344 BMW passenger car and BMW Sports Activity Vehicle centers, 153 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.

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

www.bmwusa.com.

#

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

#

Social Media:

Facebook: www.facebook.com/BMWUSA/

Twitter: www.twitter.com/BMWUSANews

YouTube: www.youtube.com/user/BMWUSA