

BMW

U.S. Press Information

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BMW Debuts Exclusive New ALPINA Model at the 31st Amelia Concours 2026, Alongside 40 Years of the BMW M3

- World premiere of an exclusive, limited-production ALPINA model for the United States and Canada — full details released Friday, March 6 at 2:15 PM ET.
- BMW Classic USA presents a six-generation BMW M3 display at The Amelia Concours 2026, marking 40 years of the iconic sports sedan.
- Sunday's Cars & Caffeine event celebrates three BMW milestones: 40 years of the M3, 50 years of the 6 Series, and 60 years of the BMW 2002.

Fernandina Beach, FL – March 2, 2026...At The 31st Amelia Concours d'Elegance, held March 6–8, 2026, at the Golf Club of Amelia Island and The Ritz-Carlton Resort, BMW will mark three milestones in its performance heritage — 40 years of the BMW M3, 50 years of the BMW 6 Series, and 60 years of the BMW 2002 — alongside the world premiere of an exclusive, limited-production ALPINA model for the United States and Canada.

North American Debut: An Exclusive ALPINA Model for the United States and Canada.

BMW's activities at The Amelia Concours 2026 begin on Friday with the debut of an exclusive,

limited-production model for the United States and Canada. ALPINA has long defined a singular expression of maximum performance and supreme ride comfort — an exceptional balance that has made the marque revered among connoisseurs of refined performance.

Full details remain under embargo until the reveal on Friday, March 6, 2026, at 2:15 PM ET / 11:15 AM PT. The new ALPINA model will remain on display at the main entrance to The Ritz-Carlton throughout the weekend of The Amelia Concours 2026.

40 Years of the BMW M3: Six Generations on Display at The Amelia Concours 2026

2026 marks 40 years since the introduction of the BMW M3 — released in 1986 as a homologation special for Group A racing competition. At The Amelia Concours 2026, BMW Classic USA will present a curated six-generation display tracing the M3's evolution from the E30 to the current G8x, with each example illustrating the direct connection between BMW Motorsport's racing development and the road cars BMW M has delivered to customers worldwide.

1st Generation: E30 - The BMW E30 3 Series spawned the first BMW M3 – a car designed by BMW Motorsport to represent BMW in race series around the world. Initially, 5000 street examples needed to be produced to homologate the car for Group A competition. The car that will be on display is one of 600 1990 Sport Evolution street examples produced to allow further racing development. It is equipped with a 2.5-liter 4-cylinder engine, revised aerodynamics and 18-inch wheels. Through the course of its racing career, E30 M3 became the most successful racing sports touring car ever.

2nd Generation: E36 - Although the E36 M3 was raced very successfully in the US and Europe, its primary focus was performance on the road. The E36 M3 was the only generation with a unique engine for the US market; a 240 hp 3.2-liter inline-6, and the first M3 offered as a sedan and convertible as well as a coupe. The formula was successful; the E36 M3 was on Car and Driver's 10Best list every year it was in production. The pinnacle of the E36 M3 in the US was the limited edition M3 Lightweight displayed – available only in white with the Motorsport checkered flag motif. This track-focused model deleted the air conditioning and other comfort and convenience features and had aluminum doors, all of which made it 200 pounds lighter than the stock M3 coupe. It also featured an adjustable front splitter, a rear wing, and an oil scavenge pump.

3rd Generation: E46 - The E46 M3 continued the evolution of The Ultimate Driving Machine with a somewhat larger yet significantly stiffer body shell than the E36 it replaced. The third generation M3 was offered as a coupe and convertible and was powered by a high rewing, 333 hp 3.2-liter inline 6-cylinder engine paired with either a 6-speed manual or 6-speed SMG-II transmission. A highly successful sales leader in its day, the E46 M3 is today revered as one of the all-time best handling cars. The E46 M3 GTR race version became a dominant force in racing around the world – both with 6-cylinder and V8 power. The example on display is a well preserved 2006 model.

4th Generation: E92 - The E9x M3 is the only road-going M3 to be powered by a V8 engine. The 4-liter, 414 hp V8 with an 8,300 RPM redline was a masterpiece of engineering and could be paired with either a 6-speed manual or a fast-shifting M-DCT double-clutch gearbox. High US demand meant the fourth generation M3 was again offered as a sedan as well as a coupe and convertible. The E9x was the first M3 to include the BMW iDrive system to control navigation, infotainment, and essential vehicle functions. It was also a remarkably successful race car, sweeping the ALMS Championship in 2011 and winning the 12hrs of Sebring in 2011 and 2012. The example shown here is one of 200 US market-only M3 Lime Rock Park Editions produced in 2013.

5th Generation: F8x - The 5th generation saw substantial changes for the M3/M4. Going forward, coupes and convertibles would be badged M4s, with the M3 badge reserved for the sedan. The F8x generation was the first one turbocharged, powered by a new S55 TwinPower Turbo inline-6 cylinder 3-liter engine developing 425 hp and 406 lb-ft of torque. Acceleration from 0-60 mph dropped to 3.9 seconds with the optional M-DCT dual clutch transmission. The peak version was the track oriented, limited production M4 GTS shown here. The hardcore GTS included extensive use of carbon fiber inside and out, a standard partial roll cage in place of the rear seats, and water injection for the higher output S55 engine.

6th Generation: G8x - The G8x M3/M4 is the result of the continuous evolution of the definitive M sports sedan and coupe over the past four decades. Today's M3/M4 have benefitted from extraordinary advancements in technology and engineering, improving performance, safety, efficiency, comfort, and convenience, all without compromising the emotional experience of The Ultimate Driving Machine. The G8x generation are available in rear wheel drive or xDrive all-wheel drive, with a 6-speed manual or a fast shifting 8-speed automatic derived from the GT4 race car. The example on display is a manual transmission

version in BMW Individual Laguna Seca Blue with accessories from BMW M Performance.

Saturday, March 7: The 31st Amelia Concours d'Elegance — BMW Award for Engineering Excellence

The 31st Amelia Concours d'Elegance takes place Saturday, March 7, 2026, on the fairways of the Golf Club of Amelia Island at The Ritz-Carlton Resort, featuring over 250 vehicles across 35 classes. Among the awards presented is the BMW Award for Engineering Excellence, recognizing vehicles that demonstrate forward-thinking technologies and innovations that transcend their era. The Amelia Concours d'Elegance is open from 9:30 AM to 4:00 PM.

Sunday, March 8: Cars & Caffeine Celebrates 50 Years of the BMW 6 Series and 60 Years of the BMW 2002

Sunday, March 8, Cars & Caffeine at the Golf Club of Amelia Island will feature over 400 vehicles. BMW Classic USA will mark three milestone anniversaries: 40 years of the BMW M3, 50 years of the BMW 6 Series, and 60 years of the BMW 2002 — with dozens of excellent examples from each model's history entered by members of the BMW Car Club of America. Cars & Caffeine runs from 9:00 AM to 1:00 PM.

BMW Group in the United States

BMW Group began operations in the U.S. over 50 years ago. In addition to the sales, marketing, and distribution of BMW, MINI, Rolls-Royce, and BMW Motorrad vehicles, BMW Group's business in the U.S. spans 30 locations in 12 states including BMW Group Financial Services, BMW Manufacturing, Designworks, BMW Technology Office USA, and BMW i Ventures. The company's U.S. plant in South Carolina is the largest single BMW production facility in the world and the global center of competence for BMW Sports Activity Vehicles. The BMW Group sales organization is represented by a nationwide network of 355 BMW retailers, 147 BMW motorcycle retailers, 105 MINI passenger car dealers, and 37 Rolls-Royce Motor Car dealers. Taken together, BMW Group's business activities in the U.S. provide and support over 120,000 jobs and contribute more than \$43.3 billion to the U.S. economy annually.

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