

BMW

U.S. Press Information

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BMW Sets Monterey Car Week 2026 Program with Two Concept Debuts, M3 Milestones, and a New Chapter in the Kith for BMW Collaboration.

- **Two major North American concept debuts:** BMW will introduce the BMW M Concept Neue Klasse and Vision BMW ALPINA to North American audiences during Monterey Car Week.
- **Future of BMW M performance:** The fully electric BMW M Concept Neue Klasse previews the next era of BMW M with advanced vehicle control, M-specific Neue Klasse technology, and a quad-motor performance concept.
- **40 years of the BMW M3:** BMW will celebrate four decades of the M3 with landmark road cars and race cars at Legends of the Autobahn® and the Rolex Monterey Motorsports Reunion.
- **Kith for BMW collaboration:** BMW will host an invitation-only panel with Kith Founder and CEO Ronnie Fieg, unveiling the fourth chapter of the BMW and Kith collaboration including a new collection and bespoke automobiles celebrating BMW's past and present.

Woodcliff Lake, NJ – August 4, 2026...BMW arrives at Monterey Car Week 2026 with a full slate of debuts, heritage celebrations, motorsport appearances, and design-led programming across the Monterey Peninsula. From the North American introductions of two visionary concept vehicles to a celebration of 40 years of the BMW M3 and the latest chapter in BMW's collaboration with fashion and lifestyle brand Kith, BMW will showcase the breadth of its performance, luxury, and design leadership throughout one of the world's most important automotive gatherings.

The week will feature the North American debut of the BMW M Concept Neue Klasse, following its world premiere at the 24 Hours of Le Mans, and the North American debut of the Vision BMW ALPINA, first revealed at the Concorso d'Eleganza Villa d'Este. Together, the two concepts highlight BMW's forward-looking approach to electrified performance, modern luxury, and emotionally engaging design.

BMW will also honor four decades of the BMW M3 with landmark road and race cars on display at Legends of the Autobahn® and running at the Rolex Monterey Motorsports Reunion, while an invitation-only panel with Ronnie Fieg, Founder, CEO, and Creative Director of Kith, will spotlight the next chapter in the collaboration between BMW and Kith.

Thursday, August 13: BMW M Concept Neue Klasse Debut and 40 Years of BMW M3 History

BMW's Monterey Car Week program begins Thursday morning at Legends of the Autobahn®, with a special exhibition commemorating 40 years of the BMW M3. The display will bring together standout examples tracing the celebrated history of the icon that exemplifies "Born on the racetrack – made for the streets", including the first-generation E30 M3, E36 M3 Lightweight, E46 M3, E92 M3 Lime Rock Park proof-of-concept prototype, F82 M4 GTS, and the new G80 M3 CS Handschalter.

Legends of the Autobahn® will once again be held at the Pacific Grove Golf Links in Pacific Grove, CA. The event runs from 9:00 AM to 3:00 PM and admission is free. Full descriptions of the vehicles BMW will be showing can be found at the end of this document.

Thursday evening, BMW will bring the fully electric BMW M Concept Neue Klasse to the House of M in the heart of Monterey for its North American debut. The concept previews the future design language of BMW M and brings into focus how the Neue Klasse technology suite will be applied to high-performance BMWs, including M-specific programming for the Heart of

Joy 'superbrain' to deliver unprecedented control of a quad-motor drive system. Focused on all-electric performance, advanced vehicle control, and a new dimension of driving dynamics, the BMW M Concept Neue Klasse points directly to the next era of BMW M.

Following its debut at House of M, the BMW M Concept Neue Klasse will be on public display Friday and Saturday in the BMW paddock at the Rolex Monterey Motorsports Reunion at Laguna Seca, and Sunday on the concept lawn at the Pebble Beach Concours d'Elegance.

Friday, August 14: Vision BMW ALPINA Debuts at The Quail

On Friday morning, BMW will present the North American debut of the Vision BMW ALPINA at The Quail: A Motorsports Gathering. The design study heralds a new era for a brand defined by effortless capability, sophistication, and the mastery of both performance and comfort. Reimagining BMW ALPINA's heritage with contemporary purpose, aesthetics, and technology, the Vision BMW ALPINA demonstrates BMW's commitment to preserving and elevating the distinctive character of BMW ALPINA for the future.

The Quail: A Motorsports Gathering runs from 9:00 AM to 4:00 PM. A press conference will be held at the BMW ALPINA stand on the show field at 11:25 AM.

Saturday, August 15: BMW M3 Racing Legacy and 2026 Kith for BMW

BMW continues the 40 Years of BMW M3 celebration at the Rolex Monterey Motorsports Reunion at WeatherTech Raceway Laguna Seca, where four generations of one of the most successful GT racing cars of all time will be on display and on track. The lineup will include a 1992 E30 M3 DTM driven by Mike Skeen, the Daytona 24, and 12 Hours of Sebring winning 1997 E36 M3 GT2, the Grand Am championship winning 2004 E46 M3 GTR driven by IMSA legend Bill Auberlen, and the 2011 E92 M3 GT driven by BMW M CEO Frank van Meel.

Full descriptions of the race cars BMW will be fielding can be found at the end of this document.

Saturday evening, BMW will host an invitation-only panel discussion with BMW design leadership and Ronnie Fieg, Founder, CEO, and Creative Director of Kith. The evening will feature the unveiling of bespoke automobiles designed by Fieg, a longtime BMW enthusiast and collector, that celebrate BMW's past and present through the Kith lens. Guests will also receive an exclusive preview of the 2026 Kith for BMW clothing and accessories collection.

Sunday, August 16: The Concept Lawn at the 75th Pebble Beach Concours d'Elegance

BMW's Monterey Car Week program concludes Sunday at the 75th Pebble Beach Concours d'Elegance at The Lodge at Pebble Beach, where the BMW M Concept Neue Klasse and the Vision BMW ALPINA will take their places on the Concept Lawn. Their appearance will give concours guests a final opportunity to experience two important expressions of BMW design, performance, and innovation during the week's signature event.

The 75th Pebble Beach Concours d'Elegance will take place at The Lodge at Pebble Beach Sunday, August 16, from 10:30 AM to 5:00 PM.

Vehicle Backgrounds: 40 Years of M3 at Legends of the Autobahn®

1st Generation: E30: The first BMW M3 was created to represent BMW in racing series around the world. To homologate the car for Group A competition, BMW needed to build and sell 5,000 road-going examples in just 12 months. Starting with the 3 Series coupe, engineers at BMW Motorsport GmbH – now BMW M – reduced weight, increased power, improved aerodynamics, and strengthened the chassis for track use while preserving the 3 Series' everyday usability.

Introduced at the IAA in Frankfurt in 1985, the M3 signaled its purpose with flared fenders, a flattened and widened C-pillar, and a distinctive rear wing. Its 4-cylinder engine was enlarged to 2.3 liters and extensively revised using technology proven in Formula 1, producing 192 hp at a 6,750 RPM redline. Power was sent through a Motorsport-derived 5-speed manual gearbox with a "dogleg" shift pattern, placing first gear down and to the left.

The racing version won a world championship in its first year of competition and continued to dominate. By the time it retired in 1992, the E30 M3 had claimed more than 1,500 international victories and over 50 international championship titles, making it the most successful touring car racer ever.

2nd Generation: E36: Although the second-generation BMW M3 achieved strong racing success in the US and Europe, the E36 placed greater emphasis on road performance. It was the only M3 generation offered with a US-specific engine: a torquey 240-hp 3.2-liter inline-6. It was also the first M3 available in the US as a sedan and convertible in addition to the coupe. The formula proved successful, earning the E36 M3 a place on Car and Driver's 10Best list

every year it was sold. The US-market pinnacle was the limited-edition M3 Lightweight that will be on display. Offered only in white with the Motorsport checkered flag motif, it deleted air conditioning and other comfort and convenience features, added aluminum doors, and thus weighed about 200 pounds less than a standard M3 coupe. It also featured an adjustable front splitter, a rear wing, and an oil scavenge pump to support engine lubrication under high cornering loads on track. With only 126 units produced, it has become one of the most collectible BMWs ever.

3rd Generation: E46: The E46 M3 advanced The Ultimate Driving Machine with a larger, significantly stiffer body shell than the E36 it replaced. Offered as a coupe or convertible, it was powered by a high-revving 333-hp 3.2-liter S54 inline-6 paired with either a 6-speed manual or 6-speed SMG-II transmission. A strong seller in its day, the E46 M3 is now regarded as one of the all-time great driver's cars. The E46 M3 GTR race car also became a global force in motorsport with both inline-6 and V8 power. The example that will be displayed is a well-preserved 2006 model.

4th Generation: E9x: The E9x M3 was the only road-going M3 powered by a V8: a 4.0-liter, 414-hp masterpiece with an 8,300 RPM redline, paired with either a 6-speed manual or M-DCT dual-clutch transmission. Strong US demand brought the sedan back to the lineup, and the E9x became the first M3 to offer BMW iDrive for navigation, infotainment, and key vehicle functions. It also proved phenomenally successful in racing, sweeping the 2011 ALMS Championship and winning the 12 Hours of Sebring in 2011 and 2012.

The example on display at LOTA is the proof-of-concept for the 200 US-market M3 Lime Rock Park Editions produced in 2013. Wearing a coat of Fire Orange flex paint over its original Valencia Orange metallic, this M3 was subjected to a full day of concept validation testing at Lime Rock Park by racing legends Bill Auberlen and Skip Barber in 2012.

5th Generation: F8x: The fifth generation brought major changes to the M3/M4 lineup: coupes and convertibles became M4s, while the M3 name continued on the sedan. The F8x was the first turbocharged generation, powered by the 3.0-liter S55 M TwinPower Turbo inline-6 producing 425 hp and 406 lb-ft of torque, with 0-60 mph acceleration as quick as 3.9 seconds with the optional M-DCT dual-clutch transmission. Its peak expression was the limited-production 2016 M4 GTS on display. Built in about 700 units, the track-focused GTS used carbon fiber inside and out, replaced the rear seats with a partial roll cage, and added water injection to raise output to 493 hp.

6th Generation: G8x: The G8x M3/M4 represents four decades of evolution for BMW M's definitive sports sedan and coupe, advancing performance, safety, efficiency, comfort, and everyday usability while preserving the emotional character of The Ultimate Driving Machine. To close the sixth generation, BMW M will offer the limited-edition 2027 BMW M3 CS Handschalter, pairing CS lightweight construction and track-focused chassis tuning with a 6-speed manual transmission and rear-wheel drive for maximum driver involvement.

Carbon fiber reinforced plastic, forged alloy wheels, a titanium muffler, standard M Carbon bucket seats, and related measures cut weight by nearly 75 pounds when equipped with optional M Carbon Ceramic brakes. Model-specific chassis hardware and calibration, plus a 6mm lower ride height, sharpen steering, suspension, and overall response. Power comes from a 473-hp M TwinPower Turbo inline-6, paired exclusively with a precise 6-speed manual and rear-wheel drive.

Production of the M3 CS Handschalter began in July, with deliveries expected in the fall. MSRP is \$107,100 plus \$1,350 destination and handling.

Vehicle Backgrounds: 40 Years of M3 at the Rolex Monterey Motorsports Reunion

1992 BMW E30 M3 DTM: The 1992 Deutsche Touringwagen Meisterschaft (DTM) season would be the last for the E30 M3. Facing ever-increasing pressure from rivals Audi and Mercedes-Benz and their newer, more advanced race cars, BMW Motorsport threw everything they had at the M3 to keep it competitive. The 2.5-liter S143 4-cylinder was developed to produce 340-360 horsepower at 9,300 RPM and was paired with a new 6-speed gearbox from Holinger. Aerodynamic enhancements, such as a 3-way adjustable front splitter and rear flap, improved speed and stability.

The #9 car running in the Rolex Reunion this year was fielded by BMW Team Bigazzi and piloted by Emanuele Pirro. While the M3 conceded power to its German competitors, its lighter weight and superior agility kept it in every fight, capturing several podium finishes and ultimately earning Pirro 4th place in the 1992 Driver's Championship. The E30 M3 would retire as the most successful racing sports sedan of all time.

1997 BMW E36 M3 GT2: The example on track this year is one of the specially prepared BMW M3 race cars that won both the 1997 and 1998 Drivers' and Manufacturers'

Championships in SportsCar GT2 category for production-based cars. Based on the M3 coupe, these purpose-built machines were equipped with race-tuned versions of the 3.2-liter inline 6-cylinder production engine. Removal of normal road equipment such as air conditioning, audio system, anti-lock braking system, sound insulation, and interior fitments reduced the weight to around 2,350 pounds, contributing to a favorable power-to-weight ratio in their racing class. Engine power reaches a peak of 425 hp; with top speeds ranging up to 175 mph, depending on gearing selected for specific racetracks.

The E36 M3 GT2 won 17 straight races in the 1997 and 1998 seasons. The chassis running at Laguna Seca this year won its class at both the 24 Hours of Daytona in 1997 and the 12 Hours of Sebring in 1998.

2004 BMW Team PTG M3 GTR (E46): The final race of the 2006 season closed the most successful chapter in BMW of North America's first 30 years. From 1995 to 2006, BMW Team PTG M3s earned 53 wins in 118 races, including class victories at the Rolex 24 at Daytona and the 12 Hours of Sebring in 1997 and 1998, and collected 14 sports car championship trophies.

The M3 on the track at Laguna Seca this year is one of the Team PTG cars that swept the Manufacturer, Driver, and Team GT class championships in the 2004 Rolex Sports Car Grand Am Series. With 10 wins in 12 races, including six 1-2 finishes, 2004 was the most dominant North American season for the BMW M3 after 2001, when the P60 V8-powered M3 GTRs swept all GT titles in the American Le Mans Series.

The car appears in its 2006 IMSA Grand Am Series livery and specifications.

2011 BMW M3 GT ALMS (E92): Based on the fourth-generation BMW M3 (E92), the 2011-2012 M3 GT was developed by BMW Motorsport for the American Le Mans Series (ALMS) and Intercontinental Le Mans Cup (ILMC) competition and campaigned by BMW of North America with Rahal Letterman Lanigan Racing. Though similar in appearance to the 2009-2010 M3 GT2, the 2011 car represented a major development step to remain competitive in the GT field.

The results came quickly. At the end of the 2011 season, the BMW M3 GT swept the ALMS Driver, Team, Manufacturer, and Michelin GreenX efficiency championships, while nearly identical sister cars competed in Europe's ILMC series.

BMW Group in the US

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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