

BMW

U.S. Press Information

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BMW M and BMW Motorrad celebrate 100 years of Nürburgring with six exclusive high-performance models.

- BMW M and BMW Motorrad celebrate the Nürburgring's 100th anniversary with the joint "100 Jahre Nürburgring" edition.
- The Nürburgring remains a key development and testing benchmark for BMW M high-performance vehicles.
- The anniversary collection includes three BMW M automobiles and three BMW Motorrad M motorcycles, each combining exclusive design with high-performance engineering.
- The BMW M lineup comprises special editions of the BMW M2, BMW M3, and BMW M4 Coupé.
- The BMW Motorrad lineup features the BMW M 1000 RR, BMW M 1000 R, and BMW M 1000 XR, each limited to 100 units worldwide.
- Edition-exclusive Nürburgring Green paint, Nordschleife-inspired graphics, and edition-specific details connect all six models to the legendary "Green Hell."
- The tagline "Born on the Racetrack. Made for the Streets." highlights the transfer of BMW M technology and expertise from motorsport to road vehicles.

Woodcliff Lake, NJ – September 25, 2026... BMW M and BMW Motorrad will celebrate the Nürburgring's 100th anniversary in 2027 with the "100 Jahre Nürburgring" editions of six exclusive high-performance models. Three BMW M automobiles and three BMW Motorrad M

motorcycles pay tribute to the legendary circuit and its enduring influence on driving dynamics, precision, and performance.

The anniversary lineup combines BMW M's advanced high-performance technology with distinctive design and equipment details. The six models offered in the U.S. are the BMW M2, BMW M3, and BMW M4 Coupé, together with the BMW M 1000 RR, BMW M 1000 R, and BMW M 1000 XR motorcycles.

A common identifying feature of all six anniversary models is the special Nürburgring Green paint developed exclusively for the edition, complemented by edition- and model-specific elements. The edition tagline "Born on the Racetrack. Made for the Streets." sums up the claim: motorsport know-how is transferred into high-performance vehicles for the road.

"The Nürburgring is much more than just a racetrack for us – it is a second home for BMW M. All our production vehicles are put through their paces on the Nordschleife. With the Edition 100 Jahre Nürburgring, we celebrate our long-standing and successful relationship with the Nürburgring." **Frank van Meel, CEO BMW M GmbH.**

"The Nordschleife has been part of BMW Motorrad's DNA for decades. With our special models for the 100th anniversary of the Nürburgring, we pay tribute to a place that has made motorsport history and, to this day, shapes the connection between racetrack and road like no other." **Markus Flasch, Senior Vice President BMW Motorrad.**

A design concept for six models.

The design concept incorporates the "100 Years" logo, the "Nürburgring since 1927" wording, and the silhouette of the Nordschleife. Edition-specific Nürburgring Green forms the visual link of the edition; model-specific graphics, materials, and accent colors transfer this design to both automobiles and motorcycles.

Edition-specific graphics distinguish each BMW M automobile, appearing on the front doors, C-pillars, or rear side sections, depending on the model. Exclusive stripes extend across the M carbon roofs of the BMW M2, BMW M3, and BMW M4 Coupé. A palette of light grey, Nürburgring Green, and black defines the overall look. BMW M2 variants feature Style 930M alloy wheels finished in high-gloss black, while M3 and M4 variants feature Style 826M wheels finished in black with Nürburgring Green accents.

Black Sapphire metallic is available as an alternative paint finish, and M3 and M4 variants finished in this shade receive Nürburgring Green accents on the kidney grille frames.

The BMW Motorrad special models feature a painted fuel tank with Nordschleife silhouette, an airbox cover in the anniversary design with individual “one of 100” marking, carbon wheels with accent stripes in Nürburgring Green, and a seat in Alcantara look with embroidered “100.” Black components such as the rear swingarm and rear frame round off the appearance.

Interior and motorcycle details: unique, yet cohesive.

Inside the BMW M automobiles, the black interior meets contrasting green and white stitching. The automobiles are equipped with an M Alcantara steering wheel with matching stitching and a 12 o'clock marker.

On the motorcycles, visible carbon, Alcantara look, black chassis components, and individual anniversary markings set high-quality and functional accents. This creates a consistent edition character without blurring the individual identities of automobile and motorcycle.

The BMW M edition models.

BMW M2 (rear-wheel-drive only). The most compact M model combines a powerful inline six-cylinder engine with agile proportions and a strong focus on the driver. Available with either a 6-speed manual or 8-speed M Steptronic transmission, the 100 Jahre Nürburgring package for the M2 adds an M carbon roof, M carbon bucket seats, carbon-fiber exterior trim, a heated Alcantara-trimmed steering wheel, exclusive paintwork, and model-specific graphics that reinforce its connection to the Nordschleife. Each 100 Jahre Nürburgring Edition M2 is also fitted with M Shadowline lights, a Head-Up Display, wireless device charging, and the M Driver's Package.

The 6-speed manual M2 with the 100 Jahre Nürburgring package starts at \$93,050, plus a \$1,350 destination and handling charge. The available 8-speed M Steptronic transmission adds \$300 and includes remote engine start.

BMW M3 (base 6-speed and Competition xDrive only). The BMW M3 blends everyday usability with precise handling and racetrack-ready performance. Nürburgring graphics, an M carbon roof, and green wheel accents give the edition its distinctive look. Standard equipment also includes the Executive Package, Parking Assistance Package, M Drive Professional, M

Shadowline lights, Full Merino Leather, and the M Driver's Package.

The 100 Jahre Nürburgring Edition M3 starts at \$105,300 with the 6-speed manual transmission or \$114,600 in Competition xDrive form, plus the \$1,350 destination and handling charge. M Carbon Ceramic Brakes with gold calipers are available on either model for an additional \$8,500.

BMW M4 Coupé (base 6-speed and Competition xDrive only). The two-door M4 Coupé brings a more expressive edge to the anniversary edition, with BMW M stripes and edition-specific accents complementing its M carbon roof. Its comprehensive equipment roster features the Executive Package, Parking Assistance Package, M Drive Professional, M Shadowline lights, and the M Driver's Package.

Pricing for the 100 Jahre Nürburgring Edition M4 Coupé is \$108,000 for the 6-speed manual model and \$117,500 for the Competition xDrive model. A \$1,350 destination and handling charge applies, and M Carbon Ceramic Brakes with gold calipers can be added for \$8,500.

BMW Motorrad "100 Jahre Nürburgring" Editions.

The BMW M 1000 RR, BMW M 1000 R, and BMW M 1000 XR make up the motorcycle part of the anniversary edition. Each model is limited to 100 units worldwide.

The standard edition equipment includes the M Track Package, Nürburgring Green paint, anniversary decals, carbon wheels, black rear swingarm and rear frame, and a seat in Alcantara look with "100" embroidery. The painted fuel tank with Nordschleife decor and the airbox cover with anniversary design and "one of 100" marking create a direct link to the racetrack. An M Cover Kit for the BMW M 1000 RR and BMW M 1000 R, an exclusive M motorcycle mat with 100 Jahre Nürburgring logo, and a paddock stand for the rear wheel complete the package.

BMW M 1000 RR: The uncompromising Supersport bike stands for maximum racetrack orientation, aerodynamic precision, and consistent lightweight construction. Its immediate driving dynamics are clearly aimed at personal best times.

BMW M 1000 R: The hyper naked bike transfers Superbike performance to the road and circuit. Power, agility, and direct feedback define its purist M character.

BMW M 1000 XR: The high-performance crossover combines powerful strength and stability at high speeds with long-distance ergonomics. Dynamics, precision, and versatility are at the forefront.

Production and availability.

The BMW M3 and BMW M4 Coupé will begin production in November 2026; the BMW M2 will follow in April 2027. Information on ordering and availability of the BMW Motorrad special models will be announced separately.

With six high-performance models, BMW M and BMW Motorrad bring the spirit of the Green Hell to the road. The anniversary edition is both a tribute to 100 years of the Nürburgring and a visible commitment to the transfer of technology from the racetrack to production vehicles.

The “Green Hell” as a development benchmark.

Spanning 13 miles and 73 corners, the Nordschleife combines dramatic elevation changes with constantly shifting track conditions, making it one of the world’s most demanding racetracks. BMW Motorrad’s connection to the Nürburgring began in 1927, when the brand claimed its first victory there.

For BMW M and BMW Motorrad, the Nürburgring serves as a development track, a performance benchmark, and a proving ground. Its extreme conditions allow engineers to evaluate the chassis, powertrain, aerodynamics, brakes, and thermal management as an integrated system. The findings are then applied directly to the development of production models.

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, 104 MINI passenger car dealers, and 38 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. For

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