

# BMW

## U.S. Press Information



### **BMW Concept M4 Coupe – the true essence of BMW M.**

**Pebble Beach/Munich.** On August 15, surrounded by both current and historic BMW models, BMW M tonight offered a first look on the high-performance sports car of tomorrow — the BMW Concept M4 Coupe. The car was unveiled at the BMW opening media reception for the iconic annual Pebble Beach/Monterey automobile weekend.

“The BMW Concept M4 Coupe reflects the BMW M philosophy in ideal form: It combines motor racing genes and unrestricted everyday suitability in a highly emotional overall concept. For four generations, the BMW M3 has put motor racing on the road and the BMW Concept M4 Coupe consistently continues to pursue this fundamental idea. The new model designation — “M4” refers — like all other BMW M automobiles — to the series on which this concept car is based,” explains Dr. Friedrich Nitschke, President, BMW M Division.

### **THE DESIGN OF THE NEW BMW CONCEPT M4 COUPE.**

The BMW Concept M4 Coupe, finished in the color, “Aurum Dust”, exclusively developed for this model, continues with BMW M’s design language — strong in character, emotional and extremely dynamic. From every perspective it is the embodiment of agility, dynamism and superior performance. Large air inlets in the dynamic front, a swift design language in the side and a sporty, low rear give clear visual indication of the car’s tremendous dynamic potential. CFRP (Carbon Fiber Reinforced Plastic) elements such as the front splitter, the roof or the rear diffuser, underline the optimized lightweight concept down to the smallest detail.

“At BMW M, design is above all an expression of function. Each design element is based on the underlying technical demands of the BMW M high performance concept. Thanks to this authenticity, the design provides a taste of what can be experienced with each model: Power, precise control and superior handling — an unforgettable driving experience on the racetrack as well as on the road,” says Adrian van Hooydonk, Head of BMW Group Design.

**THE FRONT END.** Faceted surfaces, precise contours and distinctive visual depth shape the powerfully expressive front end of the BMW Concept M4 Coupe.

The classic “BMW face” with its double kidney grille and a modern interpretation of the twin round headlamps featuring LED technology, provides the car with a distinctive identity, making it recognizable as a BMW M automobile at very first glance. The bonnet, with its characteristic power dome, symbolises the immense power of the engine that lies beneath it. This dynamic element is further emphasized by a distinctive contour. A further striking feature on the front of the new BMW Concept M4 Coupe is the BMW M Double-bar kidney grille: The black kidney grille bars imitate the characteristic M double spoke design of the BMW M wheels, the M4 emblem on the kidney grille adding an exclusive accent to the front end.

The powerfully shaped front apron sporting the carbon fiber front splitter immediately catches the eye. The three large air intakes supply the high performance power unit with sufficient cooling air. At the same time, the interplay of surfaces, contours and volume authentically express the car’s supreme potential. The sharply outlined vertical air vents located in the outer section of the side air intakes, the so-called Air Curtain, is a design statement of its own. Together with the Air Breather, this feature ensures the aerodynamic closure of the wheel arches and consequently, improved air flow and fuel consumption.

**THE SIDE.** Viewed from the side, the dynamic impression conveyed by the front end continues. A streamlined, flat silhouette and an athletic body design characterize the BMW Concept M4 Coupe. Typical BMW proportions — a long bonnet, long wheelbase, set-back greenhouse and a short front overhang — create an exceptionally dynamic appearance even when the car is at a standstill. Muscular wheel arches and the powerfully expressive surface language reveal the BMW Concept M4 Coupe’s supreme performance capabilities at very first glance. The flowing roofline enhances the BMW Concept M4 Coupe’s sporty design with elegant finesse. As a visible high-tech lightweight element, the contoured CFRP roof characterizes the BMW Concept M4 Coupe’s technically innovative design.

The CFRP roof reduces weight and ensures a lower center of gravity, thus facilitating an even sportier driving experience. Here, form and functionality are optimally combined in typical BMW M fashion.

The coupe-like roofline flows into the muscularly designed rear end, which then adopts the contour of the roof. A rear spoiler lip is integrated into the trunk lid for

optimum downforce. Thanks to this feature, the BMW Concept M4 Coupe not only has better downforce values, but when viewed from the side, also gains in volume and length in athletic presence. Below, the boldly shaped, muscular sill emphasizes the car's sportive stance on the road.

A conspicuous detail on the car's side panels is the redesigned M gill. This characteristic M design element constitutes both a sporty and functional statement. On the Concept M4 Coupe, the M gills incorporate the Air Breather, which together with the Air Curtain within the front apron, serves to ventilate the wheel arches and facilitate better airflow values. Exclusively designed, bicoloured 20" M light alloys boasting the typical M Double-spoke design complete the sportive look of the car's sides. The five filigree double-spokes rims with polished outer surfaces reveal M Carbon-Ceramic brakes.

**THE REAR.** The muscular rear end of the BMW Concept M4 Coupe gives visual indication of the car's supreme power. The entire tail section boasts a sculptured and broad appearance. The large shaded areas beneath the spoiler give the rear end an even flatter and athletic appearance. At the same time, the flat tail lights located far to the outside, the wide track and the powerfully flared wheel arches underscore the car's stable stance on the road. Horizontal lines accentuate the car's width, lowering the visual center of gravity even further.

Within the tail section of the BMW Concept M4 Coupe, the design feature of the front apron, comprising faceted surfaces, is formally replicated and continued further. The interplay of surfaces and precise contours around the optical air vents further accentuates the rear end's dynamic design. Twin tailpipes are a characteristic M feature on the rear end. The two pairs of carbon fibre tailpipes are encompassed by the sculptured rear apron. A Carbon-Fiber rear diffuser completes the overall aerodynamics package.

### **The BMW M GmbH.**

The BMW M GmbH is a one hundred percent subsidiary of the BMW AG. With products and services in the five business areas: BMW M Automobiles, BMW M Performance Automobiles, BMW Individual, M Sport Packages and Options, BMW Group Driving Experience, as well as security, emergency and special purpose vehicles, addresses customers with particularly high demands on the performance, exclusivity and individuality of their automobile. The Munich-based company was founded

in 1972 as the BMW Motorsport GmbH. Since then, the letter M has been internationally synonymous with success in motor sports and with the fascination of high-performance sports cars for use in everyday road traffic. The BMW M GmbH possesses the status of an independently operating automobile manufacturer. In the business year 2012, the BMW M GmbH achieved worldwide sales of just under 27,000 vehicles.

In the event of enquires please contact:

Benjamin Titz, Product Communications; BMW M Automobiles  
Telefon: +49-89-382-22998, Fax: +49-89- 382-20626

Ralph Huber, Head of Product Communications; BMW Automobiles  
Telephone: +49-89-382-68778, Fax: +49-89-382-20626

Internet: [www.press.bmwgroup.com](http://www.press.bmwgroup.com)

E-Mail: [presse@bmw.de](mailto:presse@bmw.de)

### **The BMW Group**

With its brands — BMW, MINI and Rolls-Royce — the BMW Group is one of the world's most successful premium manufacturers of cars and motorcycles. It operates internationally with 29 production and assembly sites in 14 countries and a global sales network with representation in more than 140 countries.

During the financial year 2012, the BMW Group sold 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for 2011 was Euro 7.38 billion on revenues amounting to Euro 68.82 billion. As of December 31, 2011, the BMW Group had a workforce of approximately 100,000 employees.

Long-term thinking and responsible action have long been the foundation of the BMW Group's success. Striving for ecological and social sustainability, along the entire value-added chain, taking full responsibility for our products and giving an unequivocal commitment to preserving resources, are prime objectives firmly embedded in our corporate strategies. For these reasons, the BMW Group has been sector leader in the Dow Jones Sustainability Indices for the past eight years.

www.bmwgroup.com

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupview>

Google+: <http://googleplus.bmwgroup.com>