



**BMW 6 Series Gran Coupe to Make North American Debut at
2012 Amelia Island Concours d'Elegance.
All-new 2013 BMW M5, 3 Series Sedan as well as Sebring winners featured.**

Woodcliff Lake, NJ – March 5, 2012... The all-new BMW 6 Series Gran Coupe four-door Coupe will make its North American debut at the 2012 Amelia Island Concours d'Elegance. The all-new, fifth generation M5 Sedan as well as the new 3 Series Sedan will also be highlighted. As part of the Concours' celebration of the 60th 12 Hours of Sebring, two winning BMWs, the 3.5 CSL from 1975 and the V12 LMR from 1999 will also be featured. The company will bestow the BMW Award for Engineering Excellence to the car in the Concours that best represents cutting-edge technology in its day. BMW 7 Series models will be available for public test drives on Friday and Saturday.

BMW 6 Series Gran Coupe

The BMW 6 Series Gran Coupe – a new 4-door, 4+1 seat addition to the 6 Series line successfully combines the stunning proportions, design and driving dynamics of the 6 Series Coupe with interior room and amenities for up to five passengers. Harmonious proportions, precise lines and sleekly contoured surfaces give the BMW 6 Series Gran Coupe the unique ability to satisfy the driver who wants a luxurious and sporty coupe yet needs a car capable of carrying four adults in comfort and luxury. The BMW 6 Series Gran Coupe will be offered as three distinct models in the US. The TwinPower Turbo inline 6 powered 2013 BMW 640i Gran Coupe is the initial model and arrives early this summer. Later in the summer, the TwinPower Turbo V-8 powered 2013 BMW 650i Gran Coupe and the all-wheel drive 2013 BMW 650i xDrive Gran Coupe will join the range.

All-new 2013 BMW M5

Since the “M5” badge was first placed on the deck lid of a BMW back in 1988, this iconic model has exemplified the luxury and daily usability of a top range BMW sedan combined with true super-car performance. Now, in its 5th generation, the all-new BMW M5 is again poised to redefine the performance envelope possible in a luxury sedan.

In order to achieve these lofty performance goals, the new BMW M5 introduces the most powerful engine ever fitted to a series-production model from BMW M GmbH mated to a new high-torque 7-speed M-Double Clutch (M-DCT) transmission. An innovative Active M

Differential optimizes power transfer to the rear wheels and is combined with extensive chassis upgrades. A traditional 6-speed manual will also be offered.

The new BMW M5 debuts a newly developed, high-revving V8 engine with M TwinPower Turbo (consisting of Twin Scroll Twin Turbo technology, a cross-bank exhaust manifold, High Precision Injection fuel direct injection and VALVETRONIC fully variable valve control). Output is 560 hp and peak torque is 500 lb-ft. The instant power delivery results in acceleration of 0–60 mph in under 4.5 seconds. While engine output has increased by around 10% and maximum torque is up by more than 30%, the new BMW M5 consumes roughly 30% less fuel and has substantially longer range than its predecessor.

The 2013 M5 Sedan arrives in US showrooms in summer 2012.

All-new 2012 BMW 3 Series Sedan

With the announcement of the sixth generation BMW 3 Series Sedan, the benchmark by which all sport sedans are measured was raised... again. The pioneering history of the 3 Series serves as inspiration for the new sports sedan, whose powerful styling represents a fresh interpretation of traditional BMW design cues. It will not only set new standards for performance and handling but also for luxury, technology and efficiency as well. For the first time, the new 3 Series Sedan offers the option of three available lines – Sport, Luxury and Modern – which enables customers to tailor their 3 Series to their individual tastes.

Two BMW TwinPower Turbo engines are available for the new BMW 3 Series Sedan in the US. In addition to the familiar inline 6-cylinder engine powering the 335i, a new TwinPower Turbo charged 4-cylinder is offered in the BMW 328i. This latest-generation engine rewards the driver with both a dynamic driving experience and significantly reduced fuel consumption.

A choice of 6-speed manual or innovative 8-speed automatic gearbox – a first in the segment – is available for either the 328i or the 335i and includes the new engine Auto Start-Stop function. Components of the BMW EfficientDynamics technology line-up such as Auto Start-Stop, Brake Energy Regeneration, and need-based operation of ancillary components (including an on-demand air conditioning compressor) also play their part in reducing fuel consumption. The new Driving Dynamics Control, which allows the driver to choose between Comfort, Sport and Sport + also features an ECO PRO mode, which gives both models the potential to further reduce consumption. This ECO PRO mode helps drivers maximize fuel economy through their driving style, thereby enabling them to increase the distance they can travel between visits to the pumps.

Celebration of 60th 12 Hours of Sebring

This year, the Amelia Island Concours d'Elegance will celebrate the 60th 12 Hours of Sebring later this month by featuring past winners. Two of those winners are BMWs. A BMW 3.5 CSL won in 1975 just weeks after the incorporation of BMW of North America as a subsidiary of BMW AG. BMW Motorsport later used this iconic endurance race as its warm up for the BMW V12 LMR, winning both the 1999 12 Hours and of Sebring and later that June, the 24 Hours of Le Mans. Both winners will be on display at the Concours.

BMW Award for Engineering Excellence

Reflecting the company's long history of innovation, the BMW Award for Engineering Excellence will be presented to the car in the Concours that represents the best example of cutting-edge innovation in its day.

The 2012 Amelia Island Concours d'Elegance runs from Friday, March 9 – Sunday, March 11.

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; DesignworksUSA, a strategic design consultancy 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 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 339 BMW passenger car and BMW Sports Activity Vehicle centers, 139 BMW motorcycle retailers, 111 MINI passenger car dealers, and 32 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.

#