

BMW 2 Series
Coupe

228i
M235i



The Ultimate
Driving Machine®



THE ALL-NEW BMW 2 SERIES COUPE.

A NEW DIMENSION.

BMW EfficientDynamics
Less emissions. More driving pleasure.







The all-new BMW 2 Series Coupe

UNLEASH YOUR INNER ENTHUSIAST.

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Exclusive offers for BMW customers.

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Editorial

THE LAUNCH OF A FUTURE LEGEND.

In 1968, the international automotive press crowned the BMW 2002 the world's first sports sedan. Today, the 2002's legacy of gutsy power and athletic performance in an everyday vehicle has been passed on to a new performer: the all-new BMW 2 Series Coupe.

Along with its impeccable dynamics and crisp handling, the M235i takes you from 0 to 60 in an asphalt-blistering 4.6 seconds¹; its sibling, the 228i, makes the trip in 5.4 seconds¹ while posting an amazing 36 mpg highway.² But awe-inspiring speed and efficiency are only part of a story that has propelled BMW style and technology into the next century. To a segment that is often sporty yet spartan, the BMW 2 Series brings a wealth of space, upscale appointments, quality materials and performance enhancements.

Get behind the wheel of the all-new BMW 2 Series Coupe and discover that adrenaline has a new shape – and, as of today, that shape will be a blur in every other driver's eye.

[bmwusa.com/2series](https://www.bmwusa.com/2series)

¹ BMW AG preliminary test results with 8-speed Sport Automatic transmission and Launch Control. See page 60 for detailed technical data. BMW urges you to obey all posted speed laws and always wear safety belts.

² Automatic transmission; EPA-estimated figures are for comparison purposes only. Your actual mileage will vary, depending on speed, driving habits, trip length and driving conditions; actual mileage may be lower. Preliminary figures are subject to revision.

Equipment of model shown: BMW M235i.*

Engine:	BMW TwinPower Turbo 3.0-liter inline six-cylinder	Wheels:	Double Spoke 18-inch light alloy (Style 436M)
Nominal output:	320 hp @ 5800-6000 rpm	Exterior color:	Melbourne Red Metallic
		Upholstery:	Black Dakota Leather
		Interior trim:	Aluminum Hexagon

Equipment of model shown: BMW 228i with Sport Line.

Engine:	BMW TwinPower Turbo 2.0-liter inline four-cylinder	Wheels:	Double Spoke 18-inch light alloy (Style 384)
Nominal output:	240 hp @ 5000-6500 rpm	Exterior color:	Black Sapphire Metallic
		Upholstery:	Coral Red Dakota Leather with Black highlight
		Interior trim:	Brushed Aluminum

For information on technical specifications, please refer to pages 60–61.

* European model shown.



D M  HK 7293

As if molded by pure movement, the BMW 2 Series Coupe tapers dramatically toward the iconic BMW kidney grille. The modified contours of the headlights narrow at their inner extremes, like eyes glued to the road, and give the 2 Series Coupe a forward-surging presence and aggressive stance.

PROOF THAT BEAUTY MOVES YOU.



UNLEASH YOUR INNER ENTHUSIAST.

The all-new BMW 2 Series has been finessed to increase performance, down to the smallest details. Significantly larger than its 1 Series predecessor, the drag coefficient of both the 228i and M235i Coupe is engineered to be as low as the laws of earthly physics will allow. With rear-wheel drive and a near-perfect 50/50 back-to-front balance, to drive the BMW 2 Series is to experience something that makes every other vehicle on the road feel like, well, just a car.









**BELIEVE IN FATE.
BELIEVE IN LOVE.
BELIEVE IN 320 HP.**

From the back – which is the most common view other drivers have – the contours of the hood precisely lock into the distinctive BMW L-shape taillights, where LED light bars underscore the vehicle's dynamic personality. A wind tunnel-tested spoiler, all but invisible yet always felt, increases the road-hugging force at speed for an even more impressive driver experience.

**YOU ARE EITHER IN THE
DRIVER'S SEAT OR IN
THE REAR-VIEW MIRROR.**







THE MOST EXCITING PLACE IN THE WORLD.

The driver-oriented dash and free-standing Control Display show all the relevant data you need and want, making it easy to stay in control at all times. Equally apparent to both eye and touch is a sense of space, proportion, safety and solidity – hallmarks of the BMW experience. Both inside and out, the BMW 2 Series gives you the confidence to explore and enjoy an intimate relationship with the road.





You don't just drive the all-new BMW 2 Series Coupe. You slip freely through the channels of air it creates and redirects for maximum performance. Subtle but effective Air Curtains, integrated at the outer edges of the front apron, channel rushing air behind the front fenders and cause it to hang over the wheels like a curtain. This not only reduces turbulence but further enhances the outstandingly stable aerodynamics, precise handling and fuel efficiency.

AN EXTERIOR DESIGNED TO CHANGE YOUR INTERIOR.



PREPARE YOUR PASSENGERS FOR BLAST OFF.

When it is time for maximum acceleration, all you need are hands, feet and nerves. The Launch Control feature on the 8-speed Sport Automatic transmission lets you use the most advantageous combination of wheelslip, maximum engine power and gear shift timing. You don't so much accelerate as fly down the road. And because the all-new 2 Series is all BMW, it is under your control – right through to a perfect landing.






**EXCEED THE ONLY
EXPECTATIONS
THAT MATTER:
YOUR OWN.**







BMW ConnectedDrive® puts an array of intelligent services at your fingertips at all times. You have instant access to Advanced Real Time Traffic Information, entertainment, weather and news, as well as Facebook® friends and all your other important connections. Driver assistance features can automatically activate headlights when it rains, and warn about unseen pedestrians, potential low-speed collisions or lane departures, making long trips less stressful – and driving more exhilarating.

STAY LINKED TO YOUR WORLD, EVEN WHEN DRIVING AWAY FROM IT.

Get the latest information on BMW standard and optional features, packages and technical specifications. Visit bmwusa.com, select the BMW model of your choice, and click on "Features & Specs."





The all-new 2 Series Coupe and the classic BMW 2002 share more than 40 years of history. They also share the joyful thrill of discovering new roads – the twistier, the better. From its throaty exhaust to its thrilling acceleration, the 2 Series was designed to stimulate a full gamut of sensory emotions, many of which you may never before have experienced. Drive one now, and you'll soon feel exactly what we mean.

THE SUPERSTAR. REBORN.



BMW ConnectedDrive

So connected, you're free.



Every day, our world is becoming increasingly networked. Many BMW drivers, however, are better connected than the rest – thanks to BMW ConnectedDrive.®



BMW ConnectedDrive services and apps provide versatile connections between the driver, vehicle and the outside world. BMW ConnectedDrive driver assistance systems enhance your convenience, active safety and peace of mind. BMW ConnectedDrive infotainment features make every mile even more enjoyable. And most are easily accessed and controlled through the on-board iDrive system with touchpad Controller, literally putting the world at your fingertips.

For more information, please see:

bmwusa.com/connecteddrive

CONVENIENCE, INFOTAINMENT AND SAFETY TECHNOLOGIES MEET IN ONE SUITE.

Stay in touch, no matter where you go, with BMW ConnectedDrive. The following pages present special highlights in the areas of convenience, infotainment and safety. For a comprehensive overview, see bmwusa.com/connecteddrive.



BMW APPS.

Access Social Networks, on-demand music and location sharing through your iPhone®, and see them on the Display screen.¹ Tune in to Web radio and search for stations from around the globe by name, location or genre. You can also store your favorite stations, find similar stations, display station information, and change the quality of the audio. Your favorite entries are on your iPhone, so you can take them from one vehicle to another.

¹ Requires BMW Apps option and a compatible phone. Please note:

- A broadband data link is required. The costs for this (e.g., data roaming) are regulated by the customer agreement with the mobile phone service provider.
- Not all features available while vehicle is in motion; see dealer for details.
- Web radio audio quality depends on the bit rate of the station, and data reception depends on your cell service. Data transfer comes over the mobile device.



BMW ONLINE.

BMW Online gives you a personalized internet portal, delivered on the Control Display. Get up-to-date fuel prices and gas station locations; the latest weather forecasts, advisories and warnings; Dow Jones, S&P and NASDAQ indices; and the powerful reach of the Google® database. Read or hear news headlines aloud via text-to-speech technology. "Send to Mail" pinpoints your current location and planned destination, and allows you to send the information to any email account. Split-screen functionality lets you use BMW Online in tandem with Navigation maps and instructions, entertainment details and other on-board content.



MOBILE OFFICE.

Use the time you spend in your vehicle even more effectively with BMW's Mobile Office feature.¹ For example, text messages and emails can be transferred from your Bluetooth® paired phone directly to the vehicle's Control Display and can be read back to you aloud using text-to-speech functionality and the vehicle's audio system.

¹ Not all mobile phones are compatible with Mobile Office, and some compatible phones support a limited number of Mobile Office functions. For the complete list of compatible mobile phones and the details regarding which Mobile Office functions are supported by each phone, please visit bmwusa.com/bluetooth.

BMW CONNECTED DRIVE® SERVICES AND APPS: EVERYTHING YOU NEED, INTELLIGENTLY NETWORKED.

Want to find the quickest route around a traffic jam? Not a problem – if you have the BMW Navigation system with Advanced Real Time Traffic Information. Need to send a note to your client? Message Dictation lets you compose and send an email or text message while you concentrate on the road. Tired of the same old playlist? Let the AUPEO! Personal Radio app introduce you to a new world of music. How about finding a French restaurant in a strange city? Let Concierge Services locate it, make a reservation for you, and send the address and phone number directly to your BMW's Navigation system. **BMW ConnectedDrive** services and apps bring a whole new level of convenience and pleasure to your drive wherever you are.



DRIVING ASSISTANCE FEATURES.

Numerous BMW ConnectedDrive features help enhance active safety. For example, when your vehicle crosses over lane markings without signaling, **Lane Departure Warning**, a component of Active Driving Assistant, warns you by sending a mild vibration through the steering wheel. **Active Blind Spot Detection**, activated when you use the turn-signal indicator before changing lanes, warns if a vehicle is in your blind spot or approaching at a high speed in the passing lane.



CONCIERGE SERVICES.

Wherever you travel, friendly Concierge Services representatives assist you with local restaurant and hotel recommendations, movie times and ticket information, flight arrival and departure gates and times, fuel prices and availability, and much more. You can also get the "Points of Interest" (POI) download, which allows the representative to send addresses and phone numbers to your vehicle. This information can also be transferred to your BMW Navigation system for route guidance. Then use your Bluetooth® linked mobile phone to make a call.



SPEED LIMIT INFO.

This system uses a camera installed close to the rear-view mirror to monitor speed limit signs posted above the road. Together with information supplied by the on-board Navigation system, it displays posted speed limits on the instrument cluster display.

DRIVER ASSISTANCE FEATURES: DESIGNED TO ENHANCE YOUR BMW DRIVING EXPERIENCE.

Driving a BMW isn't always the thrill of taking tight corners and accelerating onto a highway. There are the more mundane tasks of, say, finding and maneuvering into a parking space, or exiting an indoor garage onto a busy street and avoiding pedestrians you cannot see. For those times, innovative **BMW ConnectedDrive** driver assistance features make every moment behind the wheel as effortless and enjoyable as possible.



PARKING ASSISTANT.

This driver assistance system searches for suitable parking spots and then steers your vehicle into them. Simply press the "Park Assistant" button, then drive along potential parking spaces on either side of the road, staying below 22 mph and no more than five feet away. Using ultrasonic sensors integrated into the side indicators, the system searches for and measures parking spaces. When a space at least four feet longer than your vehicle is spotted, it is shown on your Control Display. Shift into reverse and Parking Assistant takes control of steering your vehicle into the selected space; you operate the accelerator and brake pedals. The acoustic and visual warnings of Park Distance Control provide assistance.



LANE DEPARTURE WARNING.

This feature senses when your vehicle is crossing over road lane markings or is changing lanes without signaling, and warns you by sending a mild vibration through the steering wheel. The system can be turned on and off via a button near the steering wheel. If you activate your directional signal – meaning that you intend to change lanes – no warning is given.



REAR-VIEW CAMERA.

Engaging reverse gear activates the Rear-view Camera. The area behind your vehicle is then shown on the Control Display. Working together with Park Distance Control, the system superimposes interactive guidelines on the image, indicating if a parking space can accommodate your vehicle, and displaying parking trajectories and turn angles.

BMW EfficientDynamics
Less emissions. More driving pleasure.



BMW EFFICIENT DYNAMICS: MAKING A LITTLE GO A LONG WAY.

BMW was one of the first automotive manufacturers to pursue efficient driving technologies – one part of our award-winning sustainability strategy. BMW EfficientDynamics represents the most comprehensive package of innovative technologies currently in production for reducing fuel consumption and emissions. Our commitment to EfficientDynamics means we are continuously developing innovative systems that bring us closer to our long-term goal of emissions-free mobility. Since 1995 BMW has been able to reduce the CO₂ emissions of its entire fleet by approximately 30 percent, and intends to achieve a further 25 percent reduction by 2020. However, we remain committed to driving pleasure, which is being pursued in different ways.

Eco-friendly technology. The development of more efficient vehicles powered by conventional gasoline and diesel engines are continuing challenges. A comprehensive technology directive enables the reduction of fuel consumption and emissions, while at the same time increasing power output and driving enjoyment. These advances are based on innovations such as BMW TwinPower Turbo technology, Brake Energy Regeneration, Air Curtain front apron design, and many others.

BMW ActiveHybrid. With the BMW ActiveHybrid 7, BMW ActiveHybrid 5 and BMW ActiveHybrid 3, BMW has impressive hybrid production models in its line. All combine outstanding efficiency with superlative dynamic ability.

BMW i. The all-new BMW i brand is launching two completely new vehicle concepts for sustainable mobility in an urban environment; both are an important part of BMW EfficientDynamics technologies. Key features of the BMW i3 and BMW i8 include the use of lightweight materials such as carbon-fiber-reinforced plastic (CFRP), electric drive systems, powerful battery technology and eco-friendly production methods.

bmwusa.com/i
bmwusa.com/EfficientDynamics

THE 2 SERIES COUPE'S EFFICIENT DYNAMICS INITIATIVE AT A GLANCE.

Auto Start-Stop function.

Even when idling, such as at a stop sign, an engine burns fuel. BMW's Auto Start-Stop function enhances fuel efficiency by switching off the engine. (The intelligent electronics system first checks the battery charge level and calculates if other electric systems, like the heated rear window, need more energy.) The engine starts up again almost instantly once the brake pedal is released – or, with manual transmission, the clutch pedal. A Start-Stop signal in the Display indicates the function is active.

BMW TwinPower Turbo technology.

This innovative twin-scroll turbocharging technology efficiently reclaims the energy contained in exhaust gases, using a twin-scroll charger with a double-flow exhaust system.

High Precision Direct Injection.

In this latest-generation direct fuel injection system, the piezo injectors are positioned very close to the spark plugs. They inject fuel at high pressure, with extreme precision, for very efficient combustion.

Brake Energy Regeneration.

To supply a battery with electrical energy, the generator (alternator) is usually driven using engine power, which requires fuel. With Brake Energy Regeneration, the alternator generates electricity only when you take your foot off the accelerator. Kinetic energy that was previously unharnessed is transformed into electrical energy, which is then fed into the battery. In this way, electricity is generated without consuming fuel.

Lightweight construction.

Our engineers use lightweight aluminum throughout our vehicles – in the front section, for example, or for the suspension. BMW's four- and six-cylinder TwinPower Turbo engine blocks are all-aluminum. Taken together, these weight savings lead to lower fuel consumption and better axle load distribution for more agility, especially in curves.

8-speed automatic transmission.

The close spacing of gear ratios in the 8-speed automatic transmission makes maximum use of the optimum rev range, reducing fuel consumption and allowing smoother shifts.

Electric power steering.

Unlike conventional, hydraulic steering systems, electric power steering draws power only during actual steering movements. When the steering wheel position is constant, the electric motor is inactive.

ECO PRO mode.

Driving in ECO PRO mode helps customers achieve fuel savings of up to 20 percent, depending on their individual style of driving. This mode optimizes accelerator and transmission response as well as shift points, and intelligently adapts the heating/air conditioning strategy. ECO PRO tips help the driver drive even more efficiently. The bonus range shown by the on-board computer indicates how many additional miles the driver has gained thanks to the increased efficiency in ECO PRO mode since the last fill-up.

Not all BMW EfficientDynamics features are available on all models.
Please see your authorized BMW center for details.

BMW ENGINE TECHNOLOGY: A HERITAGE OF INNOVATION. A FUTURE OF SUSTAINABLE EXHILARATION.

From its inception almost a century ago as a manufacturer of aircraft engines, Bavarian Motor Works has been a world leader in engine design. In fact, the innovations shown below were so ahead of their time, BMW engineers still incorporate this technology into today's award-winning powerplants. Over the decades, BMW engines have led to countless wins at the racetrack. Even more important, their smooth, powerful and efficient performance has won over generations of driving enthusiasts. Today, adhering to the EfficientDynamics philosophy, BMW engineers are setting even higher goals: creating an engine template that can be scaled in size and adapted to new fuel sources – all while maintaining legendary BMW performance and efficiency. It's a revolutionary concept that is now becoming reality. Welcome to the exciting future of BMW power.

1936

SEMI-HEMISPHERICAL VALVE DESIGN.

A design so advanced it helped the BMW 328 Mille Miglia win races in 1936 – and it's still in use today.



1955

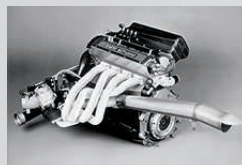
ALL-ALUMINUM V-8 ENGINE.

The BMW 502 applied what is now called "intelligent lightweight engineering" to its then-awesome 160-hp V-8 engine.

1972

FUEL INJECTION.

The BMW 2002tii featured fuel injection, a technology that would become a crucial building block in BMW EfficientDynamics advances.



1981

DIGITAL MOTOR ELECTRONICS (DME).

Computerized engine monitoring and control revolutionize the performance, efficiency and reliability of BMW's World Championship-winning Formula 1[®] racecar.

1992

MULTI-VALVE TECHNOLOGY.

In every BMW, four valves per cylinder let in more air for greater power, and push out exhaust more easily for greater efficiency.

2006

ALUMINUM/MAGNESIUM COMPOSITE ENGINE BLOCK.

Technology from 1970s BMW racecar engines, this combines the strength to withstand high-revving performance with efficiency-enhancing light weight.



2007

TWIN POWER TURBO ENGINES.

BMW twin-scroll turbocharging calls on high-precision direct injection and a host of other innovations for increased power and efficiency – without turbo lag.

2008

BMW ADVANCED DIESEL WITH BLUE PERFORMANCE TECHNOLOGY.

BMW introduces America to a new form of diesel with amazing torque and power, quiet running, lower emissions and greater efficiency than ever before.

TODAY: THE BMW TWIN POWER TURBO ENGINE.

Introduced in 2007, TwinPower Turbo technology is incorporated into every new BMW engine, whether gasoline-, diesel- or hybrid-powered. Utilizing BMW high-precision direct injection, Double-VANOS continuously variable camshaft timing, and Valvetronic individual intake valve control, TwinPower Turbo technology delivers vastly increased power, torque and efficiency when compared to normally aspirated engines of the same size.

BMW GASOLINE-POWERED ENGINES.

Whether configured with four, six, eight or 12 cylinders, the latest BMW gasoline-combustion engines are designed to generate the highest ratio of power and thrilling performance to fuel consumption and emissions.

BMW ADVANCED DIESEL.

Powerful, fast, quiet and fuel-efficient: these are the traits of BMW Advanced Diesel engines. Thanks to BluePerformance Technology, BMW diesel engines meet emissions standards in all 50 states. Managed by a high-performance electronic engine control unit, the turbocharger develops boost and extra power in immediate response to the smallest tap of the accelerator pedal, and stays strong throughout the rev range where you do most of your driving.

BMW ACTIVE HYBRID.

BMW ActiveHybrid vehicles blend a TwinPower Turbo engine with an electric motor and high-performance lithium-ion battery. When compared to non-hybrid versions, BMW ActiveHybrid vehicles deliver greater fuel efficiency, fewer emissions and breathtaking acceleration.



BMW i: BORN ELECTRIC.

BMW i makes its debut with the i3. Powered by an electric motor combined with an innovative lithium-ion battery, the i3 accelerates from 0–60 in approximately 7 seconds.¹ The BMW i8 is a plug-in hybrid electric vehicle. A 131-hp electric motor powers the front wheels, while a 231-hp three-cylinder gasoline engine turns the rear wheels achieving 0–60 mph in under 4.4 seconds¹ and reaching a top speed of 155 mph. In all-electric mode, it is capable of driving 22 miles with a top speed of 75 mph.

320-hp BMW TwinPower Turbo inline six-cylinder engine.



THE EVOLUTION OF BMW EFFICIENT DYNAMICS TECHNOLOGY.

Smaller engines that generate greater power using less fuel.

1994 BMW 530i

- 3.0-liter V-8 engine with 5-speed automatic transmission
- 215 horsepower
- 16 city/25 highway mpg²
- 0–60 mph: 8.8 seconds¹

2014 BMW 528i

- 2.0-liter inline four-cylinder TwinPower Turbo engine with 8-speed automatic transmission
- 240 horsepower
- 23 city/34 highway mpg²
- 0–60 mph: 6.1 seconds¹

¹ BMW AG test results. BMW urges you to obey all posted speed laws and always wear safety belts.

² EPA-estimated figures are for comparison purposes only. Your actual mileage will vary, depending on speed, driving habits, trip length and driving conditions; actual mileage may be lower.

AMERICA, MEET THE BMW M PERFORMANCE M235i.

The first member of the BMW M Performance Automobile family to reach U.S. shores, the BMW M235i boasts the most powerful gasoline engine ever developed for this elite group. Under the hood, a 320-hp M Performance TwinPower Turbo inline six delivers 330 lb-ft of torque from 1400–4500 rpm, rocketing the M235i from 0–60 in 4.6 seconds¹ with a lusty roar of the exhaust. The expertise of BMW M engineers is apparent in the fine-tuned interplay between powertrain, model-specific chassis tuning, M Sport braking system and variable sport steering. You feel it most in the precise, balanced handling that makes for a particularly intense driving experience. Both exterior and interior are distinguished by exclusive details. In the front apron, large air intakes with racing-derived flaps, as well as strikingly contoured body-color side skirts and a gurney flap on the rear trunk lid are a few of the performance-enhancing M Aerodynamic body components. These are matched to M Double Spoke 18-inch Ferric Gray light alloy wheels (Style 436M) with specially developed high-grip Michelin Pilot SuperSport performance tires.² Door sills emblazoned with special M235i lettering welcome you inside, where a special sport instrument cluster is underscored by Aluminum Hexagon trim with Estoril Blue or High-Gloss Black highlights. Above, there's the Anthracite headliner; below, highly supportive sport seats. And you can celebrate the M235i's American debut nightly with the choice of warm red, clear white or atmospheric blue interior ambiance lighting.

¹ BMW AG test results with 8-speed Sport Automatic transmission. See page 60 for detailed technical data. BMW urges you to obey all posted speed laws and always wear safety belts.

² Driving over rough or damaged road surfaces, as well as debris, curbs and other obstacles, can cause serious damage to wheels, tires and suspension parts. This is more likely to occur with low-profile tires, which provide less cushioning between the wheel and the road. Be careful to avoid road hazards and reduce your speed, especially if your vehicle is equipped with low-profile tires. Performance tires are not recommended for driving in snow and ice.

M235i Coupe shown in Melbourne Red Metallic paint.





Ferric Gray adds a sporty finish to various exterior parts, such as the mirror caps.



Two exhaust tips in Dark Chrome meld with the lower part of rear section, painted Dark Shadow Metallic.



The leather-wrapped multi-function M sport steering wheel has a smaller diameter and a thicker rim for enhanced grip.





THE BEST FOUNDATION FOR DYNAMIC PERFORMANCE: A SUPERIOR CHASSIS.

The all-new BMW 2 Series Coupe can be equipped with a whole host of innovative technologies to help you get the most out of each drive. Many of these systems are intelligently networked with each other, maximizing your active safety quotient – and your driving pleasure.



The **lightweight chassis** in the new BMW 2 Series Coupe is ideally matched to the engine and transmission. You'll feel it in the precise steering, the sporty handling and the superior noise and vibration comfort. The lightweight front axle combines maximum strength with minimum weight. Together with the multi-link rear suspension and BMW rear-wheel drive, this makes for outstandingly agile vehicle handling. The benefits include high directional stability, enhanced cornering dynamics and excellent traction in every situation.

Driving Dynamics Control with ECO PRO mode lets you change the driving character of the 2 Series Coupe with just the push of a button. The switch customizes accelerator response characteristics, power steering characteristics and Dynamic Stability Control (DSC) thresholds. Choose between ECO PRO, COMFORT, SPORT and SPORT+ modes; each activates different settings for extra sporty, more relaxed or maximized fuel-efficient driving modes.

Near-perfect **50/50 front-rear weight distribution** is the basis for optimal handling and outstanding agility. In addition, this ideal balance also supports neutral steering behavior and traction.

8-speed Sport Automatic transmission with shift paddles and Launch Control adjusts to your style – from comfortable cruising to very dynamic driving. To change gears, you can use the selector lever or steering wheel-mounted gear shift paddles. In Sport mode, modified clutch settings allow very quick adjustments in engine speed, for minimal shift times. The close spacing of the eight gears optimizes acceleration, while also maximizing efficiency and comfortable shifting.

Variable Sport Steering with Servotronic enables direct and agile handling combined with reduced steering effort. It varies the steering ratio as a function of the steering angle, independently of the current vehicle speed. This reduces the required steering wheel movements, significantly enhancing agility when using a sporty driving style in tight bends or swerving to avoid an obstacle. It also increases comfort when parking, turning off or maneuvering.

Adaptive M Suspension incorporates electronically controlled dampers that adapt to your driving style and road conditions. Settings can be designated via the Driving Dynamics Control button. The Adaptive M Suspension also lowers the 2 Series Coupe approximately 0.4 inch without sacrificing ride comfort. Stiffer, more dynamic system settings can be selected by activating the SPORT or SPORT+ mode.

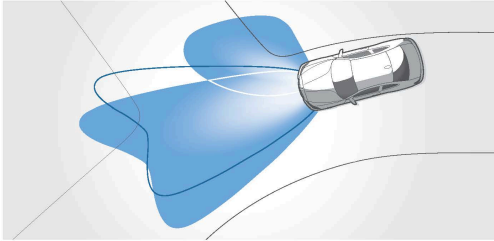
BMW rear-wheel drive. BMW's renowned driving technology provides inspired vehicle agility and maneuverability. Rear-wheel drive enables an ideal distribution of weight over the entire chassis suspension, delivering power and traction more precisely onto the pavement.

M Carbon Ceramic Brakes. The braking system, specially developed for the M models, offers exceptional performance thanks to its extremely high load capacity. At the same time, the lightweight system reduces unsprung mass, has maximum resistance to fade and offers a long lifespan. The M Carbon Ceramic brakes can be identified by the blue brake calipers with the M logo.

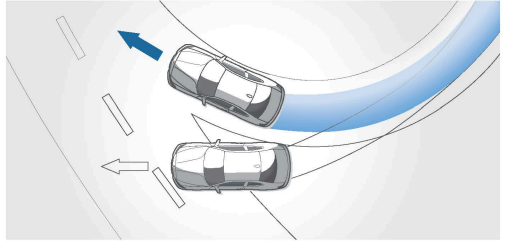
INNOVATIVE BODYGUARDS AND DRIVING ENHANCEMENTS.

In addition to features that enhance efficiency and dynamic performance, the 2 Series is designed with BMW's full range of state-of-the-art active and passive safety technologies. Active safety features, such as Xenon Adaptive Headlights, powerful engines and large brakes, help you see and respond to potentially dangerous situations. Should an accident prove unavoidable, passive safety features, such as airbags and reinforcing bars that hook the doors to the body, are designed to help protect you and your passengers. After a severe impact, a host of features spring into action: the doors automatically unlock, headlights and taillights flash, the starter cable is disconnected from the battery and the fuel supply is cut off. Should any airbags deploy, BMW Assist eCall™ response specialists are automatically alerted and notified of your location.

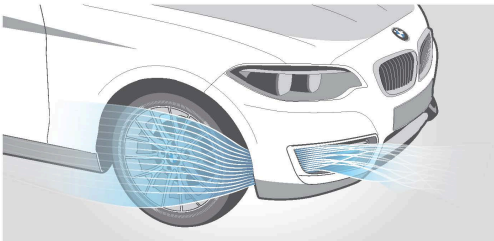
➔ bmwusa.com/2series



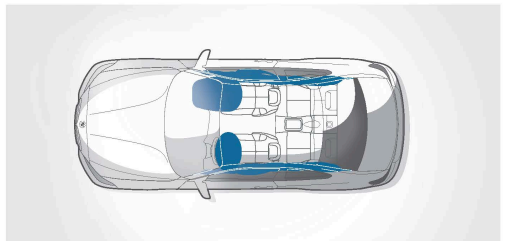
Xenon Adaptive Headlights for low- and high-beams enhance illumination of the road ahead at night or in poor visibility. Four LED Corona headlight-rings, which can be used as Daytime Running Lights, also serve as parking lights. Adaptive Headlights provide optimum illumination of the road ahead when the car enters a turn. Light distribution is automatically adapted to the road speed and steering angle. Cornering Lights, positioned in the two inner headlights, are automatically activated by using the turn indicator or changing the steering wheel angle, even when the vehicle is at rest.



Dynamic Stability Control (DSC). This system provides remarkable tenacity on slippery road surfaces. If it senses over- or understeer, it modulates engine power and can apply brakes individually to help keep the vehicle under control and going in the intended direction. Start-off Assistant, a feature of DSC, prevents the vehicle from rolling backward on a hill for approximately two seconds after taking your foot off the brake. The system also includes Brake Fade Compensation, which lets you use the same amount of pedal force, even when the brakes are heated; Brake Stand-by, which pre-tenses the brakes for quicker action if you suddenly remove your foot from the accelerator pedal; and Brake Drying, which periodically brings the brake pads into contact with the rotors to eliminate accumulated moisture when it rains.

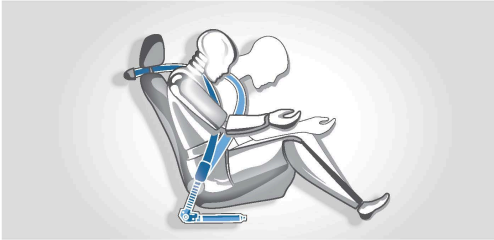


Air Curtain directs the airflow along the front wheel arches via two vertical slots in the front bumper. The accelerated air stream forms a "curtain" along the outer surface of the wheels. This innovation reduces turbulence and drag, increasing fuel efficiency.

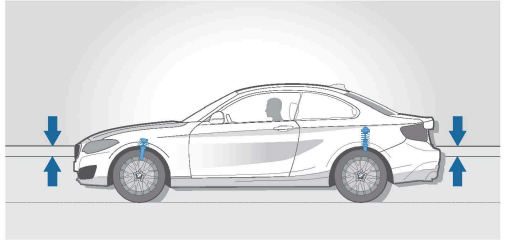


Airbags. In the event of a collision, BMW's supplemental restraint system (SRS) determines which airbag(s) to deploy for optimal protection. When a safety belt is used, airbags deploy only at a higher crash severity; the force of the deployment depends upon the severity of the impact. Eight airbags offer specific protection: front airbags with advanced technology for driver and front passenger, front knee airbags, front-seat-mounted side-impact airbags, and HPS (Head Protection System) bags for front and rear.

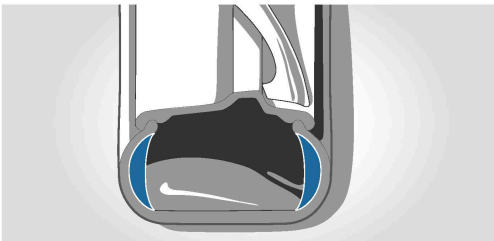
Note: These pictures of airbags are for illustrative purposes only. Depending upon the type of accident, none, some or all airbags may deploy.



BMW restraint system for driver and front passenger combines three-point safety belts, automatic safety-belt pretensioners, and seat bolsters that help prevent occupants from sliding forward. Active Head Restraints in the front seats reduce the risk of whiplash or neck/head/spine injury. When sensors detect a rear-end collision, the headrests automatically and rapidly pivot forward, supporting the occupant's heads.

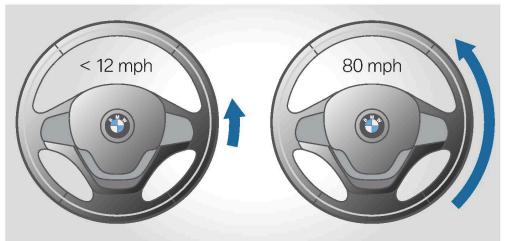


Adaptive M Suspension incorporates electronically controlled dampers that adapt to your driving style and road conditions. Settings can be designated via the Driving Dynamics Control button. The Adaptive M Suspension also lowers the 2 Series Coupe approximately 0.4 inch without sacrificing ride comfort. Stiffer, more dynamic system settings can be selected by activating the SPORT or SPORT+ mode.



Run-flat tires. Thanks to reinforced sidewalls, run-flat tires maintain their shape and rim position even after suffering a complete loss of tire pressure. They allow you to continue driving at a reduced speed until you reach a safe area to change a tire or wait for Roadside Assistance. The Tire Pressure Monitor alerts you when there is a sudden and irregular drop in tire pressure. Should the target pressure of a tire fall below 25 percent, both a warning light and acoustic alarm are triggered.

Note: Please see the Owner's Manual for more information on run-flat tires that details allotted miles to travel and load weight rules.



Servotronic adapts steering effort to the current vehicle speed. It ensures direct and precise steering response when driving at high speeds and offers supreme comfort by minimizing physical steering effort and ensuring maximum agility when parking and maneuvering or when navigating narrow or twisting roads.

Variable Sport Steering with Servotronic enables direct and agile handling combined with reduced steering effort. This system responds to the steering angle, independently of the vehicle's speed. It enhances handling in sporty driving as well as comfort when parking or turning off into a side street.

THE ALL-NEW BMW 2 SERIES COUPE.



The cockpit of the all-new BMW 2 Series Coupe is designed to please the driving enthusiast. The sporty look is enhanced by Satin Silver Matte interior trim on the instrument panel, center console and door handles. The welcoming ambiance created by desirable features, such as the freestanding control display, programmable function buttons and eye-comforting lighting, is enhanced by the premium quality of the materials.





The ergonomically designed seats are upholstered in warm Terra Dakota Leather. Adding to occupant comfort and convenience are two cupholders in the center console, a compartment with AUX-IN port under the armrest, and large bottle-holding compartments in the doors.

Leather upholstery; Leather on all seating surfaces; other components may be Leather or SensaTec.



Y Spoke light alloy wheels (Style 380) with 17 x 7.0 and 205/50 run-flat¹ all-season tires.²

¹ Run-flat tires do not come equipped with a spare tire and wheel.

² Driving over rough or damaged road surfaces, as well as debris, curbs and other obstacles, can cause serious damage to wheels, tires and suspension parts. This is more likely to occur with low-profile tires, which provide less cushioning between the wheel and the road. Be careful to avoid road hazards and reduce your speed, especially if your vehicle is equipped with low-profile tires.



The new BMW 228i Coupe shown in Alpine White (Non-metallic) paint.

Wheel and tire specifications are subject to change. Get the latest information on BMW standard and optional features, packages and technical specifications. Visit bmwusa.com, select the BMW model of your choice, and click on "Features & Specs."

THE ALL-NEW BMW 2 SERIES COUPE WITH SPORT LINE.

Interior equipment features:

- Door-sill finishers in aluminum with "BMW Sport" lettering
- Sport seats for driver and front passenger
- Choice of:
 - Black SensaTec with Red highlight
 - Black Dakota Leather with Red highlight
 - Coral Red Dakota Leather with Black highlight
 - Oyster/Black Dakota Leather with Dark Oyster highlight
- Anthracite Headliner
- Red contrast stitching on multi-function sport steering wheel
- Choice of:
 - High-Gloss Black trim with Red or Oxide Silver highlight
 - Brushed Aluminum trim with High-Gloss Black or Coral Red highlight
 - Fine-wood trim, Finesline Stream with Oxide Silver highlight
- Interior illumination with variable color effects in Orange-Red or White
- Red highlight and red contrasting rings on instrument cluster
- Signature key fob with red trim

Leather upholstery: Leather on all seating surfaces; other components may be Leather or SensaTec.

Exterior equipment features:

- Choice of:
 - Double Spoke light alloy wheels (Style 384) with 18 x 7.5 and 225/40 run-flat¹ all-season tires²
 - Double Spoke light alloy wheels (Style 384) with 18 x 7.5 front, 18 x 8.0 rear and 225/40 front, 245/35 rear run-flat¹ performance tires^{2,3} (includes increased top-speed limiter)
- Front and rear bumpers specially designed in high-gloss black
- Kidney grille slats, front and rear bumper accents, and exterior mirror caps in high-gloss black
- Black chrome exhaust pipe tips
- M Sport suspension

¹ Run-flat tires do not come equipped with a spare tire and wheel.

² Driving over rough or damaged road surfaces, as well as debris, curbs and other obstacles, can cause serious damage to wheels, tires and suspension parts. This is more likely to occur with low-profile tires, which provide less cushioning between the wheel and the road. Be careful to avoid road hazards and reduce your speed, especially if your vehicle is equipped with low-profile tires.

³ Performance tires are not recommended for driving in snow and ice.

Design Lines available only on 228i. Wheel and tire specifications are subject to change. Get the latest information on BMW standard and optional features, packages and technical specifications. Visit bmwusa.com, select the BMW model of your choice, and click on "Features & Specs."





Front sport seats in Black SensaTec with Red highlight and leather-wrapped multi-function sport steering wheel, with Red contrast stitching, underscore the sporty look.



Door-sill finishers in aluminum with BMW Sport design.



Sport Line signature key fob with red trim.



Double Spoke light alloy wheels (Style 384). With **run-flat¹ performance tires²⁻³**: 18 x 7.5 front, 18 x 8.0 rear and 225/40 front, 245/35 rear tires (includes increased top-speed limiter). With **run-flat¹ all-season tires²**: 18 x 7.5 and 225/40 tires.



The new BMW 228i Coupe with Sport Line shown in Mineral Gray Metallic paint.

THE ALL-NEW BMW 2 SERIES COUPE WITH M SPORT.

Interior equipment features:

- Door-sill finishers in aluminum with "M" lettering
- Leather-wrapped multi-function M sport steering wheel
- Sport seats for driver and front passenger
- Choice of:
 - Black SensaTec
 - Black Dakota Leather
 - Oyster Dakota Leather
 - Terra Dakota Leather
 - Coral Red Dakota Leather with Black highlight
- Anthracite headliner
- Choice of:
 - Aluminum Hexagon trim with Estoril Blue or High-Gloss Black highlight
 - Brushed Aluminum trim with High-Gloss Black highlight
 - Fine-wood trim, Finesline Stream with Oxide Silver highlight
- M footrest (not available with Oyster Dakota Leather)
- Shortened shift lever (available only with manual transmission) with "M" logo
- Red highlight and red contrasting rings on instrument cluster
- Interior illumination with variable color effects in Orange-Red or White
- Signature key fob with Estoril Blue trim

Exterior equipment features:

- M Sport suspension
- M Aerodynamic kit with special front air dam, side skirts and rear spoiler
- Choice of:
 - Double Spoke light alloy wheels (Style 461M) with 18 x 7.5 and 225/40 run-flat¹ all-season tires²
 - Double Spoke light alloy wheels (Style 461M) with 18 x 7.5 front, 18 x 8.0 rear and 225/40 front, 245/35 rear run-flat¹ performance tires^{2,3} (includes increased top-speed limiter)
- Kidney grille slats in high-gloss black
- Shadowline trim
- Side window surrounds, mirror base, mirror triangle and mirror frame in high-gloss black
- Chrome exhaust pipe tips
- Exclusive Estoril Blue Metallic paint (optional)

Leather upholstery: Leather on all seating surfaces; other components may be Leather or SensaTec.

¹ Run-flat tires do not come equipped with a spare tire and wheel.

² Driving over rough or damaged road surfaces, as well as debris, curbs and other obstacles, can cause serious damage to wheels, tires and suspension parts. This is more likely to occur with low-profile tires, which provide less cushioning between the wheel and the road. Be careful to avoid road hazards and reduce your speed, especially if your vehicle is equipped with low-profile tires.

³ Performance tires are not recommended for driving in snow and ice.

Design Lines available only on 228i. Wheel and tire specifications are subject to change. Get the latest information on BMW standard and optional features, packages and technical specifications. Visit bmwusa.com, select the BMW model of your choice, and click on "Features & Specs."



powered by 



Front sport seats, included in the M Sport package, provide perfect support. The Black Dakota Leather upholstery highlights the car's athletic look.



Door-sill finishers in aluminum, featuring exclusive M Sport badge.



M Sport signature key fob with Estoril Blue trim.



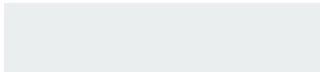
Double Spoke light alloy wheels (Style 461M). With **run-flat¹ performance tires^{2,3}**: 18 x 7.5 front, 18 x 8.0 rear and 225/40 front, 245/35 rear tires (includes increased top-speed limiter). With **run-flat¹ all-season tires²**: 18 x 7.5 and 225/40 tires.



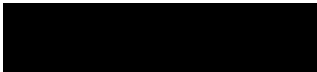
The new BMW 228i Coupe with M Sport shown in exclusive Estoril Blue Metallic paint.

BMW 2 SERIES COUPE.

Exterior colors.



300 Alpine White (Non-metallic)



668 Jet Black (Non-metallic)



475 Black Sapphire Metallic



A75 Melbourne Red Metallic



A76 Deep Sea Blue Metallic



A83 Glacier Silver Metallic



A96 Mineral White Metallic



B38 Midnight Blue Metallic



B39 Mineral Gray Metallic



B44 Valencia Orange Metallic



B45 Estoril Blue Metallic



B53 Sparkling Brown Metallic



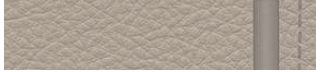
B66 Moonlight Silver Metallic

The pages in this section of the brochure show available colors and materials for the BMW 2 Series Coupe. Use these samples to compare paint, upholstery, trim colors and combinations. Please note that these samples are representations; they are not exact reproductions. To see the actual colors, visit your authorized BMW center. They will be happy to show you original samples.

Upholstery colors and materials.



KCDH Oyster SensaTec



LCOM Oyster/Black Dakota Leather
with Dark Oyster highlight



KCSW Black SensaTec



LCSW Black Dakota Leather



LCB8 Terra Dakota Leather

Interior trims.



4CG Satin Silver Matte



4AD/4DL Brushed Aluminum
with High-Gloss Black highlight



4DP/4DK Fine-wood, Fineline Stream
with Oxide Silver highlight

Leather upholstery: Leather on all seating surfaces; other components may be Leather or SensaTec.

For details on the availability of standard and optional exterior paints and upholstery materials and colors, please visit [bmwusa.com/byo](https://www.bmwusa.com/byo).

M Sport. Upholstery colors.



KCSW Black SensaTec



LCL5 Coral Red Dakota Leather with Black highlight



LCB8 Terra Dakota Leather

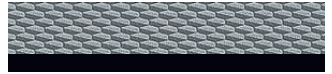


LCSW Black Dakota Leather



LCOM Oyster/Black Dakota Leather
with Dark Oyster highlight

M Sport. Interior trims.



4MR/4DL Aluminum Hexagon
with High-Gloss Black highlight



4MR/4DX Aluminum Hexagon
with Estoril Blue highlight



4DP/4DK Fine-wood, Finesline Stream
with Oxide Silver highlight



4AD/4DL Brushed Aluminum
with High-Gloss Black highlight

The pages in this section of the brochure show available colors and materials for the BMW 2 Series Coupe. Use these samples to compare paint, upholstery, trim colors and combinations. Please note that these samples are representations; they are not exact reproductions. To see the actual colors, visit your authorized BMW center. They will be happy to show you original samples.

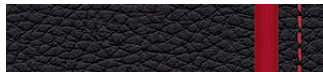
Sport Line. Upholstery colors.



KCL3 Black SensaTec with Red highlight



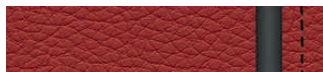
LCOM Oyster/Black Dakota Leather
with Dark Oyster highlight



LCL3 Black Dakota Leather with Red highlight



LCB8 Terra Dakota Leather



LCL5 Coral Red Dakota Leather with Black highlight



LCSW Black Dakota Leather

Sport Line. Interior trims.



4AD/4DN Brushed Aluminum
with Coral Red highlight



4AT/4DN High-Gloss Black
with Coral Red highlight



4DP/4DK Fine-wood, Fineline Stream
with Oxide Silver highlight



4AD/4DL Brushed Aluminum
with High-Gloss Black highlight

Leather upholstery: Leather on all seating surfaces; other components may be Leather or SensaTec.

For details on the availability of standard and optional exterior paints and upholstery materials and colors, please visit bmwusa.com/byo.

Equipment features and options.



Xenon Adaptive Headlights optimize road illumination when entering a turn or corner, helping to enhance visibility when driving at night. Sensors continuously monitor the angle of the steering wheel to determine the direction in which your vehicle is heading. The outer headlights swivel accordingly, up to 15 degrees left or right.

Xenon low- and high-beam headlights illuminate the road ahead and to the side. An auto-leveling feature adjusts for varying passenger and cargo loads.

Corona headlight-rings that circle both headlights and high beams also act separately as Daytime Running Lights and parking lights.

High-pressure headlight cleaning system helps keep headlights clear of ice, mud, road salt and other coatings, for maximum road illumination and enhanced driving safety. When the headlights are on, they are automatically cleaned along with the windshield when activating windshield washers.

Automatic high beams switch automatically between high and low beams according to oncoming traffic, traffic ahead, and the level of street lighting.



Taillight cluster with taillight, brakelight and turn-signal indicators incorporate LED technology for greater visibility.

Rear spoiler – the subtle gurney flap on the trunk lid improves overall aerodynamics and increases downforce, complementing the spoiler lip on the front bumper.



Halogen free-form foglights, built into the front air dam, enhance your margin of safety in bad visibility. Ellipsoid free-form technology provides for even light distribution on the road. (228i with Sport Line shown; not available on M235i)

Air Curtains optimize the air flow along the front air dam and front wheels. This reduces the vehicle's drag coefficient, along with fuel consumption and CO₂ emissions.



High-gloss shadowline trim adds the sporting look of black high-gloss finish to the front and rear side-window frames, side-view mirror frames and base, B-pillar trim, and rear-door window guides.



Two-way power glass moonroof with one-touch operation slides backward or tilts up to let in as much fresh air and sky as you like. Includes a sliding interior sunshade.



Chrome-line exterior trim adds an elegant shine to window side frames and recess covers.



Rain sensor uses infrared light to measure the amount of rain. When the wipers are in the "intermittent" mode, the rain sensor automatically adjusts the windshield-wiping interval as needed.

Automatic-dimming interior and exterior mirrors sense the bright headlights of vehicles behind you and automatically darken. The exterior power-adjustable side-view mirrors include a fold-in function.



Comfort Access system offers convenient keyless access to your vehicle. Carrying the remote key in a pocket or purse allows you to unlock the doors by touching the door handle.



Exhaust tailpipes: Two Dark Chrome tailpipes, one on the right, the other on the left, identify the M235i. The 228i features two round tailpipes on the left.

Equipment features and options.



Y Spoke light alloy wheels (Style 380) with 17 x 7.0 and 205/50 run-flat¹ all-season tires.²



Double Spoke light alloy wheels (Style 385) with 18 x 7.5 and 225/40 run-flat¹ all-season tires.²



Double Spoke Ferric Gray light alloy wheels (Style 436M). With **Michelin Pilot SuperSport performance tires**^{2,3}: 18 x 7.5 front, 18 x 8.0 rear and 225/40 front, 245/35 rear tires (includes increased top-speed limiter). With **run-flat¹ all-season tires**²: 18 x 7.5 and 225/40 tires.

¹ Run-flat tires do not come equipped with a spare tire and wheel.

² Driving over rough or damaged road surfaces, as well as debris, curbs and other obstacles, can cause serious damage to wheels, tires and suspension parts. This is more likely to occur with low-profile tires, which provide less cushioning between the wheel and the road. Be careful to avoid road hazards and reduce your speed, especially if your vehicle is equipped with low-profile tires.

³ Performance tires are not recommended for driving in snow and ice.

Sport Line.



Double Spoke light alloy wheels (Style 384). With **run-flat¹ performance tires^{2, 3}**: 18 x 7.5 front, 18 x 8.0 rear and 225/40 front, 245/35 rear tires (includes increased top-speed limiter). With **run-flat¹ all-season tires²**: 18 x 7.5 and 225/40 tires.

M Sport.



Double Spoke light alloy wheels (Style 461M). With **run-flat¹ performance tires^{2, 3}**: 18 x 7.5 front, 18 x 8.0 rear and 225/40 front, 245/35 rear tires (includes increased top-speed limiter). With **run-flat¹ all-season tires²**: 18 x 7.5 and 225/40 tires.

Equipment features and options.



Dynamic Cruise Control¹ lets you set and keep to a chosen speed above 20 mph, including automatic application of the brakes when driving downhill. It is activated and regulated via controls positioned on the left side of the steering wheel, and deactivated by applying the brakes or switching off the feature.



12-way power front sport seats make the driving experience more enjoyable with adjustments for fore/aft, seat height, backrest angle, seat angle and thigh support. Side bolsters can be power-adjusted to comfortably fit your back while helping to hold you firmly in place during cornering. Includes two-way headrests with Active Head Restraints feature.

Heated front seats are a welcome feature in cooler weather. By pressing the icon button, the seating surfaces – seat bottom, backrest and sides – are heated to your choice of three settings.



Power seat adjustment for driver and front passenger customizes seat height, seat and backrest angle, and fore/aft position. Includes a two-driver memory function for driver's seat and power-folding exterior mirrors.



Instrument panel features a red backlit speedometer and tachometer. Centered between the two easy-to-read analog instruments is the on-board computer with liquid crystal display providing additional important driving information.

Extended instrument cluster has a high-resolution Info Display showing functions for the Check Control as well as Navigation system prompts and operational feedback. With the ECO PRO mode activated, EfficientDynamics information is displayed in the rev counter.



Three-spoke, leather-wrapped multi-function M sport steering wheel includes a thick, textured rim and thumb indents that are designed for performance driving. Multi-function buttons let you adjust various comfort features while keeping both hands on the wheel.



Three-spoke, leather-wrapped multi-function sport steering wheel with manual tilt/telescoping feature lets you keep both hands on the wheel while adjusting both the audio and a Bluetooth® enabled mobile phone. Voice command (included with Navigation system) can be used to change audio selections, Navigation system destinations and telephone entries.

Heated steering wheel warms up the rim in seconds at the touch of a button – for extra comfort, especially in winter.



Driving Dynamics Control with ECO PRO mode lets you change the driving character of the 2 Series Coupe with just the push of a button. The switch customizes accelerator response characteristics, power steering characteristics and Dynamic Stability Control (DSC) thresholds. Choose between ECO PRO, COMFORT, SPORT and SPORT+ modes; each activates different settings for extra sporty, more relaxed or maximized fuel-efficient driving modes.

Adaptive M Suspension includes dynamic damper control. Via Driving Dynamics Control, you can select a more comfortable or sporty suspension setting. The suspension is lowered for an additional increase in agility.



6-speed manual transmission delivers a precise, athletic feel. Its responsiveness is due, in part, to the enhanced synchronization of shifts from neutral to each gear. A shortened shift lever and “throw” add to the sporty feel of the gearbox. The sixth gear drops revs at highway speeds for smooth cruising.



8-speed STEPTRONIC automatic transmission with Adaptive Transmission Control (ATC) provides extremely fast synchronized shifting in either the Sport or Manual shift mode. By increasing the number of gears to eight, the transmission provides a more efficient shifting sequence and improved fuel economy.

8-speed Sport Automatic transmission provides extremely fast synchronized shifting. By increasing the number of gears to eight, the transmission provides a more efficient shifting sequence and improved fuel economy. Includes Adaptive Transmission Control (ATC) with Sport and Manual shift modes and steering wheel-mounted paddle shifters. When in Sport mode, shifts can be generated via the console-mounted shift lever or the paddle shifters.

Equipment features and options.



Harman Kardon® Surround Sound System is a 16-speaker, multi-channel system that outputs reproduction of the surround information contained in the stereo signal in a nine-channel format as well as 5.1 surround sound from a DVD source. Includes a powerful 600-watt digital amplifier with nine channels. The system compensates for driving noise in smooth steps with speed-dependent equalizing.



Driving assistance features. When your vehicle crosses over lane markings without signaling, Lane Departure Warning warns you by sending a mild vibration through the steering wheel. Active Blind Spot Detection is activated when you use the turn-signal indicator before changing lanes. This feature warns if a vehicle is in your blind spot, or approaching at a high speed in the passing lane. Part of Active Protection, Attention Assistant analyzes your driving behavior, based on steering angle, road speed and other parameters. If the system detects telltale signs of fatigue starting to build up, the Control Display will show a coffee cup – encouraging you to take a break.



High-fidelity speaker system with 205-watt amplifier, vehicle-specific equalizing, and nine speakers for a colorful sound experience.



Automatic climate control system allows occupants to select a specific cabin temperature and choice of fan speeds, as well as automatic or manual air-flow and recirculation. The automatic recirculation control activates whenever certain air pollutants are detected. The system also includes defrost/demist and MAX A/C functions.



Park Distance Control (PDC) uses ultrasonic sensors in the front and rear bumpers to help you judge the distance to other cars and unseen objects when parking. The beeping becomes faster as your bumper approaches the object, turning into a constant tone when the distance is less than 12 inches.



Remote Services. You're never far from your BMW when you have Remote Services. Locked out? Simply call the BMW Assist™ Response Center and provide your name and password, and they will unlock your driver-side door. If your BMW is stolen, file a police report, then call the BMW Assist Response Center; they will help the police locate your vehicle. (Check with your insurance company to see if this feature qualifies for a premium discount.) With the My BMW Remote app you can control your BMW from your smartphone. Lock your doors remotely; if you can't find your BMW in a parking lot, your screen will pinpoint it on a map – and on some models, even flash its lights.



BMW Parking Assistant makes parallel parking a breeze. Suitable parking spaces can be shown and selected via the Control Display. Hold down the button and the system actively takes over parking, selecting the right gear, steering, accelerating and braking, as needed.



Smartphone Integration, which provides connectivity for iPhone® and similar devices, is included with Enhanced USB and Bluetooth®. This allows access to stored music, can improve signal reception, and recharges the phone battery. (Visit bmwusa.com/bluetooth or visit your authorized BMW center for compatible phone models.) (Shown with Snap-in Adapter accessory.)



iDrive touchpad Controller allows intuitive, convenient operation of the iDrive system. Using the Controller-integrated touchpad, you can enter destination addresses for the Navigation system by using your own handwriting, while the input is conveniently shown in the Control Display.

BMW's iDrive 4.2 **Navigation system** uses Global Positioning System (GPS) satellites and data stored on an internal hard drive to guide you to your destination, which is displayed on a high-resolution screen. The 200 GB hard-drive-based system features include 3-D daytime and nighttime maps, zoom and satellite images, travel planner, and an Assistance Window. It also offers Voice command for convenient, hands-free operation, and 20 GB of storage for your favorite media files. The available BMW Online option includes MyInfo, which allows Google Maps™ destinations to be sent to your vehicle.

Original BMW Accessories.



Double Spoke 19-inch black light alloy wheels (Style 624M); lockable racing bike carrier system.



Travel & Comfort system Coat Hanger ensures crease-free transport of clothing. A retractable hook allows this item to also be used away from the car.



Luggage compartment floor mat made of durable plastic offers precise fit and anti-skid convenience.



Snap-in Adapter with USB interface plays stored music, charges the mobile phone and accesses the car antenna.



All-weather Sport floor mats are dirt-repellent, water-resistant, and precision-fitted.



Key Case combines style and protective functionality. Both case and key are firmly connected by a high-quality chrome clip bearing the BMW logo.

Driving a BMW is always a special experience, which can be enhanced even further with Original BMW Accessories. Benefit from innovative solutions combining unique ideas, stunning design and supreme functionality. Discover the wide range of Original BMW Accessories available to you, enhancing such aspects as the interior and exterior, technology, transporters and protection. For additional information, please visit your authorized BMW center or visit

➔ shopbmwusa.com

BUILD YOUR OWN BMW – AT BMWUSA.COM/BYO.



At BMW, we want you to create your own Ultimate Driving Machine®. That's why BMW offers one of the widest model ranges of any luxury automotive manufacturer. And each BMW model offers its own universe of personalizing possibilities.

It's easy to get the latest information on your favorite BMW model, whether you're at your desk or on the go. Visit bmwusa.com on your computer, tablet or smartphone, and click on the BMW model of your choice. Select **"Features & Specs"** to see all the standard features and available options and packages, as well as technical specifications.

You can then create the exact BMW model that fulfills your needs by clicking on **"Build Your Own"** – or visiting bmwusa.com/byo. Here you'll be able to select from among the many interior and exterior colors and trims, personalizing options and value-added packages. Build a BMW model that reflects your style, then view it in 360° detail. At the press of a button, see payment and financing options, get a same-day quote, download a product brochure and even schedule a test drive. BMW makes it easier than ever to make your ultimate driving dreams come true, at bmwusa.com.

Weight		228i	M235i
Unladen	lbs	(3260) 3300	(3505) 3535
Weight distribution, front/rear			
Manual transmission	%	50.0/50.0	51.9/48.1
Automatic transmission	%	50.3/49.7	52.2/47.8

Engine			
Type/cylinders/valves per cylinder		TwinPower Turbo / Inline 4 / 4	TwinPower Turbo / Inline 6 / 4
Displacement	cc	1997	2979
Bore/stroke	inch	3.3/3.5	3.3/3.5
Nominal output/rpm	hp	240/5000-6500	320/5800-6000
Maximum torque/rpm	lb-ft	255/1450-4800	330/1400-4500
Compression ratio	:1	10.0	10.2
Fuel tank capacity	gal	13.7	13.7
Fuel grade		unleaded premium gasoline	unleaded premium gasoline

Transmission			
Gear ratios – 6-speed manual			
I/II/III	:1	3.68/2.06/1.31	4.11/2.32/1.54
IV/V/VI/R	:1	1.00/0.81/0.68/3.35	1.18/1.00/0.85/3.73
Final drive ratio	:1	3.91	3.08
Gear ratios – 8-speed automatic			
I/II/III	:1	4.71/3.14/2.11	4.71/3.14/2.11
IV/V/VI	:1	1.67/1.29/1.00	1.67/1.29/1.00
VII/VIII/R	:1	0.84/0.67/3.30	0.84/0.67/3.30
Final drive ratio	:1	3.08	3.08

Performance			
Acceleration 0-60 mph ¹			
Manual transmission	sec	5.5	4.8
Automatic transmission	sec	5.4	4.6
Top speed ²	mph	130 [155]	130 [155]

Fuel consumption ³			
Manual transmission – City/Highway	mpg	22/34	19/28
Automatic transmission – City/Highway	mpg	23/36	22/32

Tires and wheels			
Tire dimensions		205/50	front: 225/40; rear: 245/35
Wheel dimensions		17 x 7.0	front: 18 x 7.5; rear: 18 x 8.0
Material		light alloy	light alloy

Electrical			
Battery / Battery position	Ah	90 / luggage compartment	90 / luggage compartment
Alternator	A/W	170/2380	210/2940

Figures in () apply to vehicles with 6-speed manual transmission, if different.
Figures in [] apply to vehicles with performance tires and increased top-speed limiter.

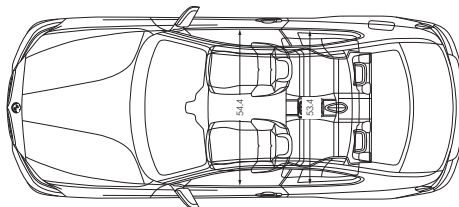
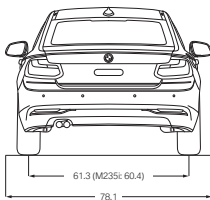
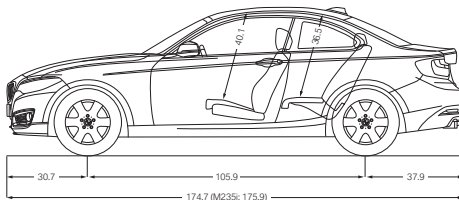
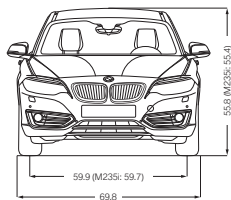
¹ BMW AG preliminary test results. Actual acceleration results may vary, depending on specification of vehicle; road and environmental conditions; testing procedures and driving style.

These results should be used for comparison only and verification should not be attempted on public roads. BMW urges you to obey all posted speed laws and always wear safety belts.

² Top speed limited electronically.

³ EPA-estimated consumption figures were not available at time of printing. Please go to bmwusa.com for latest available information. Figures are for comparison purposes only. Your actual mileage will vary, depending on speed, driving habits, trip length and driving conditions; actual mileage may be lower. Preliminary figures shown are subject to revision.

BMW 2 Series Coupe



All dimensions in the technical drawings are shown in inches.

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We believe that a premium ownership experience should feature performance and luxury, as well as safety and convenience. We believe you should be able to drive a BMW to its potential, while enjoying peace of mind and reduced cost of ownership. That's the idea behind **BMW Ultimate Service®**: a suite of comprehensive programs and services that are included in every new BMW vehicle. It starts with the **New Vehicle/SAV Limited Warranty**,¹ providing you with coverage for the first four years or 50,000 miles, whichever comes first. Additionally, you enjoy 12-year, unlimited-mileage warranty protection against corrosion and rust

perforation.¹ BMW Ultimate Service continues with **BMW Maintenance Program** for up to the first four years or 50,000 miles;² **BMW Roadside Assistance**, and more. The BMW 2 Series Coupe also comes with a range of BMW ConnectedDrive® services as standard, including **BMW Assist eCall™**³ and **BMW TeleService**.³ Other available conveniences are **BMW Online**,⁴ **Remote Services**⁵ and **Concierge Services with Critical Calling**.⁴

GOING BEYOND ENGINEERING: THE HIGH-PERFORMANCE BMW OWNERSHIP EXPERIENCE.



BMW Maintenance Program is one of the most comprehensive maintenance programs in its class. We cover all factory-recommended maintenance for up to the first four years or 50,000 miles, whichever comes first. This includes scheduled oil services and inspections. Also covered is the replacement of items that are subject to normal wear and tear, such as brake pads, wiper blade inserts and engine drive belts.² And, thanks to BMW's advanced engineering, most owners enjoy a well-balanced maintenance schedule, with flexible routine service intervals that can save you time. When your vehicle requires attention, your authorized BMW center ensures that it receives only genuine BMW parts – your assurance of exacting quality standards.

For more details on BMW Ultimate Service and the BMW Maintenance Program, visit your authorized BMW center or log on to bmwusa.com/ultimateservice.



BMW Assist eCall,³ a safety feature of BMW ConnectedDrive, lets you enjoy peace of mind knowing that a friendly response specialist is there to help you, 24/7, at just the push of a button. This includes Emergency Request (SOS button), Automatic Collision Notification, and Customer Relations. **BMW TeleService**³ continually monitors specific vehicle parts that are subject to wear and tear, as well as services that require attention at regular intervals, such as vehicle service inspections. This data is automatically transmitted to your authorized BMW center, which informs a BMW Service Advisor to call and schedule a convenient service appointment. You don't have to keep track of when your vehicle requires routine maintenance. An added benefit: any needed maintenance service parts will already be on hand, so your BMW is serviced and returned to you as quickly as possible. And because they use only Original BMW Parts, you can rely on expert fit and long-lasting BMW quality.



BMW Roadside Assistance is provided free of charge for the first four years – with no mileage limit. Call **1-800-332-4BMW (4269)** for friendly on-the-road help, 24/7, anywhere in the United States, Canada and Puerto Rico. This includes everything from flat-tire changes, emergency gasoline and lock-out service, to towing, alternative transportation and even trip-interruption benefits. This service also provides valuable trip-routing advice.

BMW Online⁴ provides up-to-date web information: business and stock reports, as well as weather updates. BMW Online also includes **MyInfo**, which allows you to send business locations and street addresses with their associated phone numbers from the Google Maps™ website directly to your BMW. The destination can be sent to your Navigation system for turn-by-turn directions.

Enhanced USB and Bluetooth® with Smartphone Integration offers an array of Mobile Office⁵ functions. With the BMW Navigation system and your mobile phone linked via Bluetooth technology, Mobile

Office transfers text messages and emails to your Drive Display screen and then reads them aloud to you. While en route, a calendar and to-do list can also appear on your Display screen. Running late? Click on the phone number in the calendar to call your appointment. For a list of tested mobile phones, visit bmwusa.com/bluetooth.

Remote Services⁵ includes Remote Door Unlock, Stolen Vehicle Recovery, and access to the My BMW Remote app, which allows you to control your BMW from your mobile device.

For the ultimate in coverage, there's **Concierge Services**.⁴ You'll enjoy unlimited access to personalized Directions and services for restaurant and hotel recommendations, with the destination address and phone number not only sent right to your BMW, but also transferred to your Navigation system for route guidance. Another useful Concierge feature: **Critical Calling**. This lets you make up to four operator-assisted calls per year, up to five minutes per call, if your mobile phone is not available, or if its battery is discharged.



ON-BOARD SERVICE ALERTS.

We monitor your BMW's needs – so you don't have to.

Tackling mountain switchbacks, the last thing you should be thinking about is the state of your brake pads. Thanks to BMW's integrated on-board diagnostics system, you'll always know exactly when the next service is due, and what work will be required. Condition Based Service (CBS) measures the condition of key parts that are subject to wear and tear. It also tracks fluid levels and monitors your BMW's time- and mileage-dependent service requirements. Using this data, the Info Display in the cockpit automatically alerts you in advance whenever any part of your vehicle will require servicing – so there are no surprises ahead.



EXPERIENCE MORE WITH BMW.



BMW Financial Services. Arranging to buy or lease a BMW is easier than you may think. Your authorized BMW center offers leasing and financing to suit your personal needs through BMW Financial Services.⁶ Start the process at our website, where you can build your "dream vehicle," get an estimate on a monthly lease or financing payment, submit a credit application to BMW Financial Services – and get approval – all online!⁶ To find out how BMW Financial Services can help put you behind the wheel of your favorite BMW model, log on to bmwusa.com/fs or call, toll-free, **1-800-578-5000**.



BMW Virtual Center. If you get the sudden urge to shop for a BMW but your authorized BMW center is closed, there's good news – the BMW Virtual Center is open 24 hours a day!⁷ Log on to bmwusa.com/byo, and choose the model that interests you. Configure the BMW of your dreams, and see what the monthly payments would be. You can even send the specifications to your authorized BMW center, apply for financing, or request a test drive – all online!



BMW Magazine. A fascinating view of the latest events and products in the world of BMW, including travel reviews, personality profiles, and the latest BMW technologies. **BMW Magazine** is sent to new owners and lessees twice a year.



BMW Performance Driving School. Take your driving skills to the next level. Behind the wheel of new BMWs and under the guidance of professional instructors, you'll hone your driving skills on a 1.7-mile driving course that can be configured in a multitude of ways. In One- and Two-Day Schools you can tackle the skid pad, slalom course and water walls. The BMW Performance Driving School is about control and pushing a BMW to its limits – and yours. Visit bmwusa.com/pds.

Performance Center Delivery. You'll always remember the fun of taking delivery of your new BMW – especially with BMW Performance Center Delivery in Spartanburg, SC. After enjoying dinner and an overnight stay at a first-class hotel, we'll take you and your companion to the Performance Center where a Product Specialist will give you an in-depth introduction to your new BMW. Then at the Performance Driving School, you'll get tips from a professional driving instructor as you explore the dynamic capabilities of a similar model. It's exciting, it's enlightening – and it's all compliments of BMW with your new vehicle. To learn

more about the BMW Performance Center, call **1-888-345-4269** or visit bmwusa.com/pdsdelivery.



The **BMW Welt** ("BMW World") delivery and brand-experience center in Munich is bold proof of BMW's passion for design. When you take advantage of the BMW European Delivery Program,⁸ this is where you will meet your new BMW – in a personalized process that is highly dramatic and totally unforgettable. (You might also realize substantial savings that just may pay for your trip.) While you're there, marvel at the historic BMWs in the Museum; learn about our engineers' newest innovations in the Technology and Design Atelier; and take a tour of the plant to experience firsthand the state-of-the-art methods used to create a BMW. Then comes the unique experience of driving your new BMW on the roads it was designed for. To learn more, visit bmwusa.com/europeandelivery.

¹ See your authorized BMW center for details on these limited warranties.

² All BMWs come with the BMW Maintenance Program standard for up to 4 years or 50,000 miles from the in-service date, whichever comes first. The BMW Maintenance Program covers factory-recommended maintenance services as determined by the Service Interval Indicator for all new eligible MY2004 and later BMW vehicles. Exclusions from coverage include: gasoline, gasoline additives, windshield washer fluid and additives, battery, tires, wheels, wheel alignment and tire balancing. All work must be performed by an authorized BMW center. For all Model Year 2015 and later vehicles sold or leased by an authorized BMW center on or after July 1, 2014: BMW Maintenance Program coverage is not transferable to subsequent purchasers, owners or lessees. Certain limitations and exclusions apply to this program; please see bmwusa.com/ultimateservice or ask your authorized BMW center for details.

³ On 2014 and later BMW 2 Series Coupe models, BMW Assist eCall and BMW TeleService are standard and include 10 years of service. In order to receive these services, a subscriber agreement must be completed and transferred to the BMW Assist™ Response Center. GPS and underlying wireless services must be available and functioning, vehicle ignition must be turned on (except for Remote Services), battery must be charged and connected, and vehicle's electrical system operational. Due to wireless carrier coverage, services may be limited in certain geographic areas. Call toll-free **1-888-333-6118**, go to bmwassist.com, or visit your authorized BMW center for additional program details.

Services are subject to the terms and conditions of your subscriber agreement.

⁴ BMW Online and Concierge Services are optional and include a 3-year subscription. Remote Services is optional and includes 10 years of service. Subject to the terms and conditions of your subscriber agreement. Please go to bmwusa.com/connectadditive for additional details.

⁵ Not all mobile phones are compatible with Mobile Office, and some compatible phones support a limited number of Mobile Office functions. For the complete list of compatible mobile phones and the details regarding which Mobile Office functions are supported by each phone, please visit bmwusa.com/bluetooth.

⁶ Subject to credit approval and other terms and conditions.

⁷ Not all models are available for BMW European Delivery Program. Please go to bmwusa.com/europeandelivery or visit your authorized BMW center for details.

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BMW and the environment.

BMW is a strong proponent of the environment and social responsibility. We launched BMW EfficientDynamics back in 2000 – the philosophy of providing greater power with increased efficiency and fewer emissions. This has resulted in significant benefits today – for our customers, the climate and the environment.

That year, ecological sustainability was also declared one of BMW's core strategic principles; it is now firmly anchored in our entire production chain. It starts with the development of fuel-saving and alternative vehicle concepts, continues with environmentally friendly production processes, and ends with innovative recycling methods. This effort has been recognized worldwide; in 1999, BMW AG – the parent company of BMW of North America and BMW Manufacturing Co. in Spartanburg, SC – was the first automotive company to be represented on the Dow Jones Sustainability Group Index. It has remained on the Index ever since; moreover, since 2005, BMW has been voted the world's most sustainable automobile manufacturer. At BMW, we strive for and achieve high performance in all we do.



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