

BMW M6
Coupe
Convertible



The Ultimate
Driving Machine®



THE NEW BMW M6. COUPE AND CONVERTIBLE.

DISCOVER THE IDEAL LINE.



EXPERIENCE THE TRANSFORMING POWER OF M.

The BMW 6 Series is admired worldwide for its iconic sporting elegance. Add the driving dynamics of M, however, and it takes on something different: a snarl. 560 horsepower pins you to your seat. Lightning-fast full-throttle gear shifts burst through the 7-speed M Double Clutch Transmission. Race-engineered suspension and steering blur even the most challenging corners. Whether in Coupe or Convertible form, the M6 is a special breed of BMW. It seizes the road, dominates your driving soul – and doesn't let go. Are you ready to be transformed?

**THE NEW BMW M6.
COUPE AND CONVERTIBLE.**



The new BMW M6 Coupe and Convertible

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Editorial

AN INFUSION OF RACING BLOOD, TYPE M

At heart and by job description, BMW M engineers are racers. A passion for uncompromising performance is in their blood. And they want to share it with you. In these BMW M6 models, they daringly blend aesthetics with athletics. These cars are infused with advanced performance technology: an M TwinPower Turbo V-8, paddle-shifted 7-speed M Double Clutch Transmission (M DCT), and a long list of ultra-high-performance powertrain and suspension systems. This is the racing essence of M, formulated in a soul-stirring grand touring car.

In this M6 brochure, we invite you to join us on a thrilling ride through the sweeping highways and grand boulevards of Miami. Our next invitation is to your BMW center for a test drive. After all, it takes a lot more than words to experience the heart-racing feeling of M.

Equipment of the model shown: BMW M6 Coupe

Engine: 32-valve BMW M TwinPower Turbo 4.4-liter V-8
Power output: 560 hp @ 6000-7000 rpm
Wheels: Double Spoke (Style 343M) 20" light alloy forged wheels
Exterior color: Sakhir Orange Metallic
Upholstery: Black Extended Merino Leather
Interior trim: Black Carbon Fiber

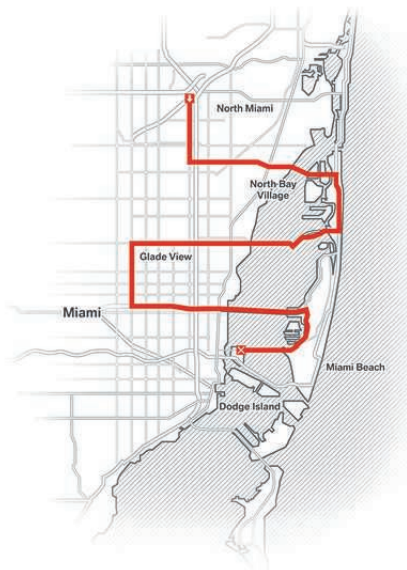
For information on technical specifications, please refer to pages 45-47.

Equipment of the model shown: BMW M6 Convertible

Engine: 32-valve BMW M TwinPower Turbo 4.4-liter V-8
Power output: 560 hp @ 6000-7000 rpm
Wheels: Star Spoke (Style 344M) 19" light alloy forged wheels
Exterior colors: San Marino Blue Metallic
Upholstery: Silverstone Extended Merino Leather
Interior trim: Black Carbon Fiber

For information on technical specifications, please refer to pages 45-47.

TODAY'S MIAMI FORECAST: HURRICANES UNDER CLEAR BLUE SKIES.



Sunday dawn in Miami. The sun rises over Biscayne Bay as seagulls glide in leisurely circles, deciding where to dine for breakfast. The sweet morning air is still. Through the palm trees, the Miami skyline appears in the morning haze.

It is the calm before the storms.

You sense them first as a rumbling, distant thunder under clear blue skies, rising in pitch and intensity as they approach. Now you see them grow larger as they swirl toward you. What you hear is the unmistakable note of two M TwinPower Turbo engines as they accelerate up through the gears.

As the cars' shapes become clear, their reality is stunning. All this glorious noise is emanating from automobiles so sleek, so sensual, so seductive, they stop you in your tracks. One Coupe. One Convertible. Both BMW M6.





FEELS LIKE A RACECAR.
LOOKS LIKE A DREAM.

Accelerating out of a corner, you sense what a race driver feels. Your right foot touches the throttle and the M6 hunkers down, surges forward and pins you to your seat. You're exhilarated, confident, yet fully in command.

You rule over an engine of extraordinary sophistication and power: 560 horsepower with 500 lb-ft of torque, to be precise. This is the output of the BMW M TwinPower Turbo V-8. 0-60 in 4.1 seconds for the Coupe, 4.3 seconds for the Convertible! All while consuming nearly 30 percent less fuel than their predecessors.²

High power under the hood demands precise control behind the wheel. Cutting-edge M technology feeds the feel of the road through your

fingertips, as corners flow beneath you. It takes advanced engineering to create this uniquely confident driving experience. An Active M Differential calculates the exact traction and control to reassure you in every driving situation. The standard brake package bristles with racecar engineering. And for even more racing performance, you can select the M Carbon Ceramic brake system for eye-popping stopping power. These are just a few of the advanced safety and performance technologies that elevate these cars to M status.



The BMW M6 combines intelligent lightweight construction with advanced fuel-saving technologies like Brake Energy Regeneration and Auto Start-Stop function. You enjoy an extravagant driving experience with frugal fuel consumption.



¹ BMW AG preliminary figures. BMW urges you to obey all posted speed laws and always wear safety belts.
² Preliminary - EU test cycle results.

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RIGHT FOOT SYMPHONY IN M MAJOR.

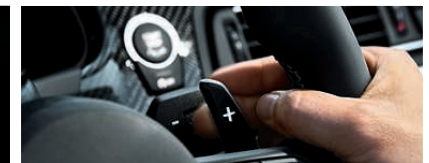
Arcing across the 79th Street Bridge, engine and transmission make beautiful music together. 560 horsepower plays in perfect pitch as gear shifts crescendo with blinding speed. Bravo!

BMW M engineers believe that torque is a terrible thing to waste. So they have created the perfect conductor for the M TwinPower Turbo V-8's music: a 7-speed M Double Clutch Transmission with Drivelogic. This extraordinary automated transmission executes lightning-fast gear shifts through your fingertips. Shifts are stunningly crisp and quick, yet barely noticeable. Result: no interruption of power to the rear wheels. You can also select your preferences of driving dynamics through freely configurable M Drive settings easily accessible on the M leather-wrapped steering wheel. Choose your enjoyment on demand: from a motorsports feel, all the way to a silky-smooth ride for leisurely highway cruising. No matter what you select, with that glorious sound emanating from the M tuned twin tailpipes, you'll love the soundtrack.

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Racecar technology: the 7-speed M Double Clutch Transmission with Drivelogic can be shifted in a flash, using paddles. Just as in advanced racecars, you can keep your foot firmly on the throttle while shifting. Whether shifting up or down, engine revs are perfectly and instantly matched to the next gear.



TOP DOWN. FOOT DOWN.
EYES WIDE OPEN.

Understated yet
evident: distinctive
M-style side gills
with integrated
turn indicators.



Cruising along Biscayne Bay, the distinctive silhouette of the M6 Convertible turns heads at every turn, its paintwork's fine color pigments shimmering in the sun.

The seductive shape of the BMW M6 Convertible is the perfect blend of form, function – and flat-out fun. This is clearly evident in the long, sleek hood, perfectly sloped windscreen and aerodynamically optimized M wing mirrors. You see it in the bold side sills, artfully sculpted rear, bulging fenders, and sprinter's stance. Seen above is paintwork in

brilliant San Marino Blue Metallic. No matter which paint treatment you select, it will adorn a shape that stirs your soul every time you approach it. This is the classic true-blooded, two-door sports car taken to the extreme with BMW M technology. Belts buckled? Engine on? Top down? Where to? We'll find out when get there.

Alton Road, Miami Beach: a quick jaunt across the Bay and we're cruising next to white sands under a setting sun. The BMW M6 Coupe is perfectly at home in this world capital of timeless style.

Radiating distinctive elegance combined with heart-thumping performance, the BMW M6 Coupe bursts onto the scene before you do. Adaptive LED Headlights focus concentrated white light ahead. From the front, there is no mistaking this member of the BMW M family. This car has clearly earned its M6 badge, framed by an M-specific kidney grille with double bars in high-gloss black. Below that, huge M-specific air inlets in the front apron devour a higher volume of air to satisfy the racing-inspired V-8 behind it. The M high-performance chassis appears to flex its muscles through bulging wheel arches that make room for a wider track. The wheels? You'll only find these on an M Car: ultralight, strong and striking. Aerodynamics and style are further enhanced with a racing-style air diffuser seen down low on the rear. From nose to tail, this Coupe is all M – all in.



FLOWING GRACE MEETS
SURGING POWER.

Technology taken directly from the track: the M6 Coupe's newly developed carbon-fiber roof. It optimizes aerodynamic airflow, while its lighter weight lowers the car's center of gravity to enhance cornering and agility. Exceptionally rigid and sturdy, it adds to the M6's handsome looks, too.

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CRAFTED TO
CONNECT YOU
WITH THE ROAD –
AND THE WORLD.

The cool winds of the Florida shoreline and the BMW M6 Convertible are a perfect match. Also perfectly matched: this cockpit and your driving requirements.

It's appropriate to show the interior in this setting because it is similar to the cockpits of luxury high-performance sports boats. The instant you slide into the BMW M6 Convertible, surrounded by rich materials and fine craftsmanship, you feel in command and ready for excitement. Every control and information display is centered on the driver, precisely positioned for intuitive operation. The M-specific Head-up Display projects all relevant data directly onto the windshield. You can keep your eyes on the road while easily acquiring data, including racing-inspired optimal Shift Lights and Speed Limit Info. On request, via BMW ConnectedDrive, you can receive information streams from the world: news, your calendar and email, just to name a few, can be read aloud to you. It's the unique sensory experience of BMW technology. Enjoy!

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ONCE YOU'VE
ARRIVED, YOU WON'T
WANT TO LEAVE.

Open the door and the savory sea air mingles with the intoxicating scent of genuine leather. It's the perfect counterpoint to your invigorating driving experience. The BMW M6 Coupe offers a unique combination of motorsports-inspired technology and distinctive style that is unequalled. You feel it all over. And never forget.

The design philosophy of BMW M combines extraordinary vehicle dynamics with signature style. This is evident in the two-tone double stitching on the M leather steering wheel designed to delight at first touch – and for every mile you drive. And you're always reminded that there is no substitute for Old World craftsmanship when you settle into seats handmade of the finest leather. Note, too, the aggressively stylish M-specific high-gloss carbon-fiber trim. This is clearly the environment for serious driving – with an ear-to-ear grin.



Touch the Start/Stop Button and the M6's instruments spring to life – sweeping through an arc to inform you that, no matter where you're headed, this journey will be anything but mundane.

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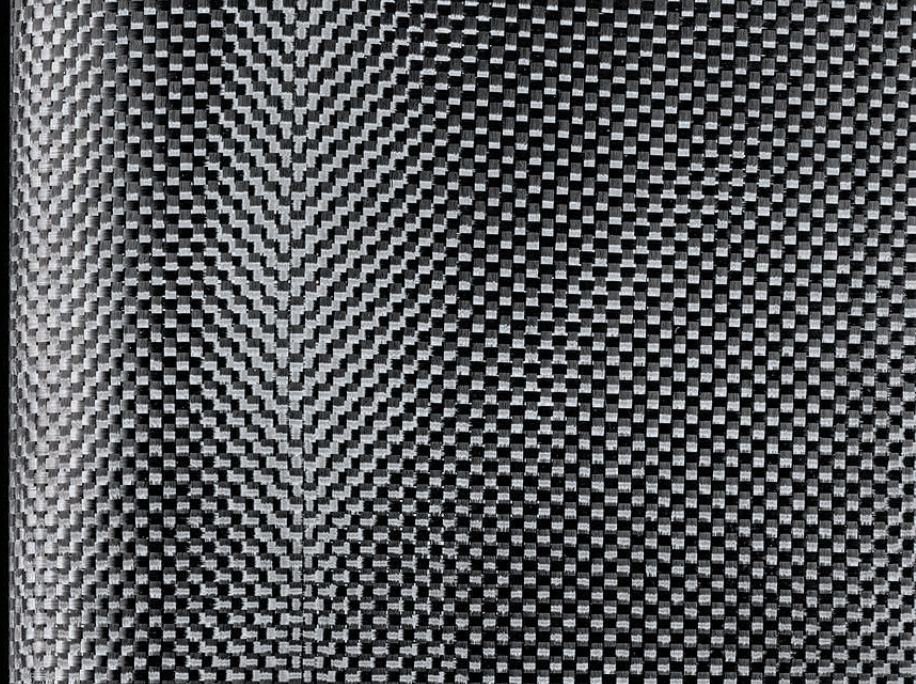
BETWEEN POINT A
AND POINT B,
THERE IS POINT M.

Sunset, Watson Island: Time to pause, step back and admire these two unique fusions of high style and high performance. The quad exhausts, the wide stances, special M wheels, M accents – not to mention the carbon-fiber roof on the M6 Coupe – all bespeak a very special kind of Ultimate Driving Machine.® So take in the gorgeous scenery for just a few moments before your unquenchable urge to drive overcomes you again.

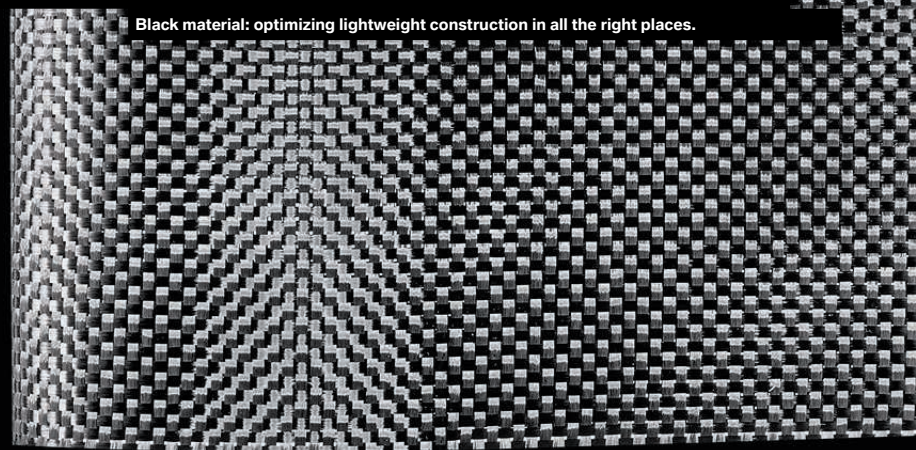


Two reasons racers use LED lights and so should you: brilliance and response time. Bright LED lights flick on faster than ordinary incandescent bulbs, enhancing the active safety quotient of the BMW M6 Coupe and Convertible.

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THE EDGE OF LIGHT: AN ADVANCED NEW LIGHTWEIGHT CARBON-FIBER ROOF GIVES THE BMW M6 COUPE AN ATHLETIC ADVANTAGE.



Black material: optimizing lightweight construction in all the right places.

Carbon sheets are delivered on rollers and layered one atop the other (right). Robots transport the pre-formed roof (far right) to the large press for injection of the resin (below).



A CARBON-FIBER ROOF, AT ABOUT HALF THE WEIGHT OF STEEL, LOWERS THE CENTER OF GRAVITY TO ENHANCE DYNAMICS.

A 518-ton steel press dominates the floor of the BMW Landshut works. This colossus conceals one of the best-kept secrets in the automotive industry: the highly automated production of carbon components – in this case, the roof of the BMW M6 Coupe.

Carbon is a key technology in the future of lightweight engineering. A resin-coated carbon weave, made of microscopic carbon fibers, is half the weight of steel. Using it to lighten the highest part of the M6 Coupe – the roof – lowers the center of gravity and enhances driving dynamics. As a result, the BMW M6 can corner with greater speed and precision.

The huge press at the heart of the Landshut production facility houses the central process: high-pressure injection of epoxy resin into the pre-formed roof, with its millions of carbon-fiber filaments. For the roof to achieve a flawless surface and extraordinary resilience, the liquid resin must flow with absolute precision around every single fiber, down to the last micrometer. But before undergoing this critical process, the roof must first pass through other important steps in the workshop.

The raw material, delivered in large bales, is automatically unrolled, stacked five layers deep, and cut to size. According to the load requirements of the component being formed, the fibers of the individual woven layers run lengthwise, laterally or diagonally. The top layer serves as a visible endpoint.

The roof is pre-formed in a heated press, with the help of a fast-melting powder. This keeps the fabric layers from slipping, allowing the roof to achieve the correct curvature. In the next stage, the pre-formed roof is combined with the resin in the large press described above. The stacked carbon roofs are then put into a large oven for further hardening. After four hours at 239 degrees Fahrenheit, the roofs are ready for final processing.

The carbon surface is given a transparent layer of varnish to protect against ultraviolet light. Finally, the roofs are packed for transport to the nearby Dingolfing plant. There they are glued into the painted bodysells of the BMW M6.

The large number of carbon roofs in production is a testament to the handling skills of the Landshut professionals. Thanks to their expertise, BMW is positioned to manufacture entire body shells from carbon – one of the most important vehicle manufacturing materials of the future.



IMAGINATIVE PATHWAYS TO M POWER AND EFFICIENCY.

Typical of BMW M vehicles are engines that deliver optimal power with minimal fuel consumption. With a 560-horsepower engine, this is no mean feat. To achieve this, the M TwinPower Turbo V-8 in the new BMW M6 Coupe and Convertible applies advanced technologies.

First is our patented approach to exhaust delivery to the turbocharger, described below. This is coupled with our proven intelligent intake control technologies. Double-VANOS continuously variable camshaft timing and High Precision Direct Injection play in concert with patented Valvetronic individual intake valve control that eliminates the need for a less-efficient throttle plate. The result is another M characteristic: linear delivery of a massive 500 lb-ft of torque over an exceptionally broad rpm range, from idle to high revs. This results in 0-60 mph acceleration figures of 4.1 seconds for the Coupe and 4.3 seconds for the Convertible.¹

Naturally, the byproduct of power is heat. So we've added two large intercoolers to cool the engine, intake air, and even engine electronics. Next we added BMW EfficientDynamics technologies. The energy-saving Auto Start-Stop function turns off the engine while stopped and restarts it automatically when you take your foot off the brake. Brake Energy Regeneration recovers energy output from the car's braking and then recycles it to help power the vehicle. The result is exceptionally good highway fuel mileage for an ultra-high-power car – nearly one-third less fuel consumption than its predecessor.² And the potent sound emanating from the exhaust pipes is seductive to any driving enthusiast.

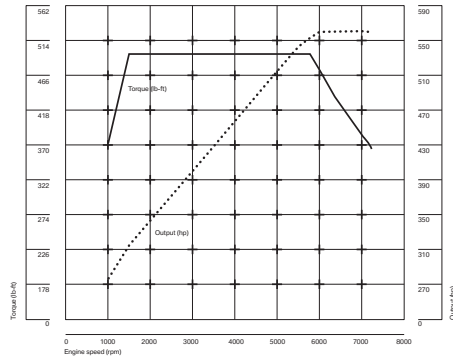
¹ BMW AG preliminary test results. BMW urges you to obey all posted speed laws and always wear safety belts.

² Preliminary – EU test cycle results.

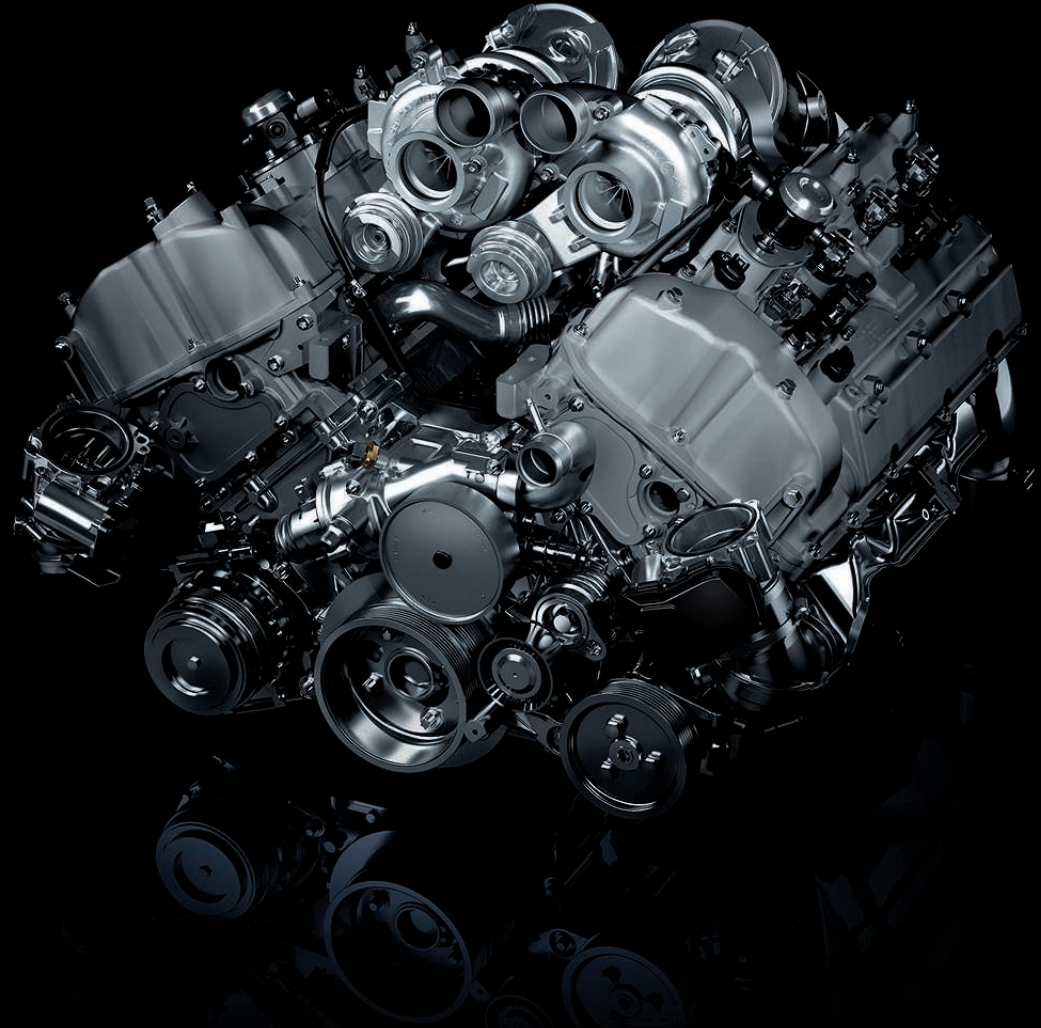


M TwinScroll turbocharging for faster throttle response.

Turbochargers recycle exhaust pressure to drive a turbine that feeds high pressure air to the engine. It's a clever and effective technology with one drawback: it takes time under acceleration to build exhaust pressure to spin the turbo. BMW M TwinScroll Turbo technology slashes this "turbo lag" by timing the exhaust pulses. Exhaust flows into the turbos from each of two cylinder paths with a 360-degree firing interval. This minimizes interference between exhaust pulses, optimizing energy transfer. What you feel is incredibly crisp throttle response.



High torque is available across an extremely broad range of engine speeds – from 1500 rpm (a little more than idle) all the way to 5750 rpm. You experience power that responds fast and long across a wide range of acceleration starting points, for greater driving enjoyment.



EXERT MORE POWER OVER POWER.



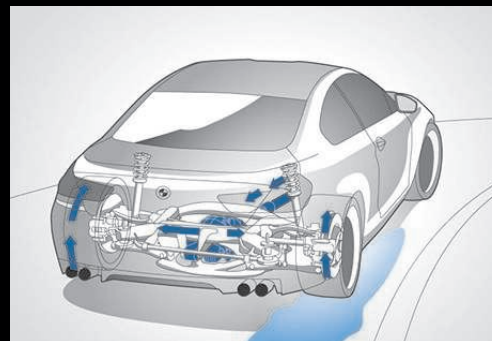
The extraordinary power of the new BMW M6 Coupe and Convertible requires the application of intelligent transmission and drivetrain systems for maximum efficiency and driving fun. The racing-derived 7-speed M Double Clutch Transmission (M DCT) can be personalized by the driver to match a wide range of preferences, from comfort to extreme sport. This dynamic transmission can operate in either fully automatic or automated manual mode. In the manual mode, you shift like a Grand Prix driver by flicking paddles just behind the steering wheel with your fingertips. Without taking your hands off the wheel – and with your foot firmly on the accelerator – you can quickly select one of seven gears, and the transmission does the rest. Whether changing gears up or down, the experience is exciting and rewarding.

Here's how it works. M Double Clutch Drivelogic is based on not one, but two partial transmissions housed inside the same gear case. One transmission contains gears 1, 3, 5 and 7; the other, gears 2, 4 and 6. Now here's the genius of it: let's say you're accelerating hard in gear 3 in one transmission. Before the shift to gear 4 is made, this next gear is already engaged and ready to go. To make the shift, M Double Clutch Drivelogic doesn't push gears. Rather, it selects one of two clutches to instantly engage the next gear in the other transmission. Changing clutches, instead of physically moving gears, is blindingly fast – and it

can be executed with your right foot flat to the floor. To further improve acceleration, appropriately configured Drivelogic programs boost torque to a higher degree. Combined with the close ratio gaps between the seven gears, these programs help you feel each gear shift with an ever-increasing surge forward.

The M Double Clutch Transmission also automates a time-tested race driving principle to improve vehicle dynamics when slowing for a corner: precisely matching engine rpm to the next-lowest gear during the shift. M DCT automates this function, precisely matching engine rpm to braking force to prevent sudden lurching when shifting down. Another aspect of Drivelogic lets you adjust gear shift characteristics to suit your requirements. You have a choice of six drive programs – three in manual mode and three in automatic. Each offers a broad spectrum, from full-on sporting to smooth and effortless.

The transmission also offers many other features, including another technology direct from racecars: Launch Control. This provides the new BMW M6 Coupe and Convertible with the just the right amount of power to the rear wheels for the best acceleration from a standing start to top speed. What you get is the power to apply power like never before.



Active M Differential optimizes traction for greater control.

This differential, the final gear unit connecting the transmission to the drive wheels, is electronically controlled and communicates with the Dynamic Stability Control (DSC) system to ensure intelligent application of engine torque in every driving situation, including high-speed cornering and variable road surfaces.

ENGINEERED TO GO AROUND THE TRACK. OR JUST AROUND THE CORNER.

The BMW M6 Coupe and Convertible don't conform to traditional rules. Instead, they are born of the free-spirited and innovative engineering philosophy of BMW M. This ensures a driving experience that can be configured for the track or even an easy drive to the supermarket.

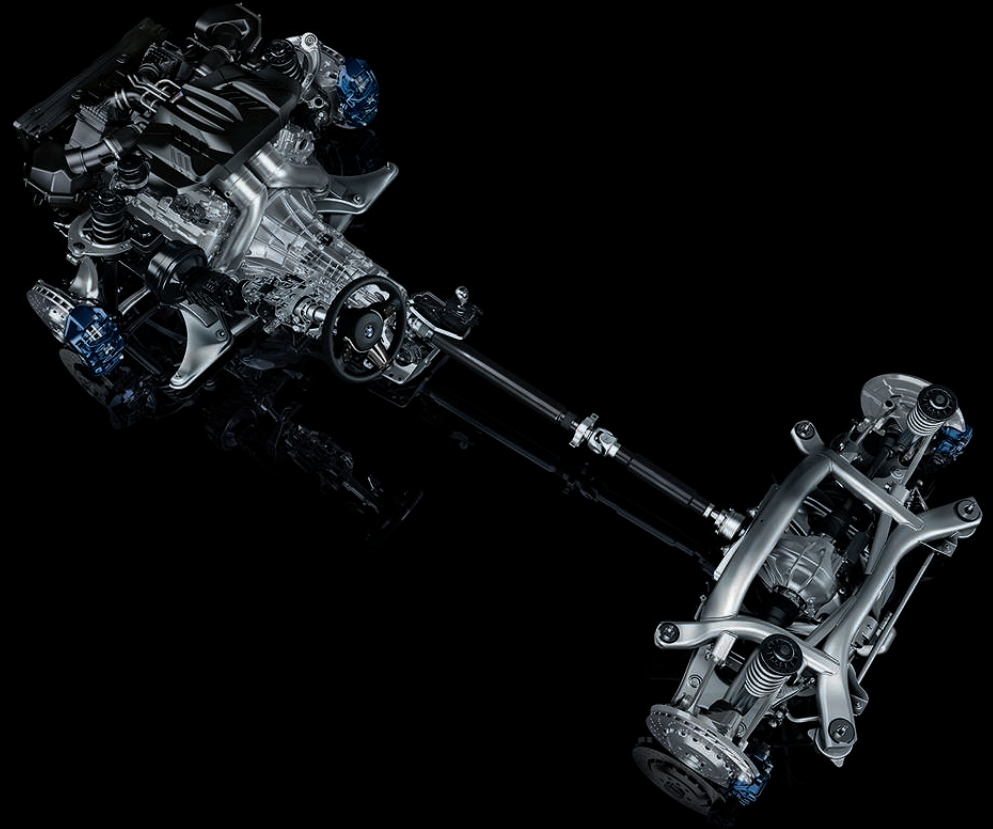
The precision-built M high-performance chassis you see on the facing page has been redeveloped from scratch and tuned to perfection on the famous and demanding Northern Loop of Germany's Nürburgring, the Nordschleife. You begin to experience the effect of M when you settle into the cockpit and see the M Drive buttons on the steering wheel. These buttons connect you to pre-programmed configurations for either a sporty or a comfortable drive. One of these is M Dynamic

Mode, which helps you push the performance envelope of the M6 by raising the threshold of when Dynamic Stability Control intervenes. This works in concert with the Active M Differential that improves traction on even the most demanding corners. Result? You can explore the limits with more confidence.

Also adding to your enjoyment is Dynamic Damping Control. This feature allows you to adjust the shock absorbers to your preference in one of three modes: COMFORT, SPORT, and SPORT+. It's one more way the racing souls of BMW M engineers put a smile on your face with every drive.



M Carbon Ceramic braking system: these high-performance lightweight brakes have extremely high load capacity and excellent fade resistance under the most demanding conditions. This system can be identified by the matte finish gold brake calipers with M logo.





WELCOME TO THE M6 CONCERT HALL.

Dynamic design. Innovative technology. Impressive details. The interior of the BMW M6 provides a highly rewarding on-road experience – and the on-board entertainment has a central role to play.

The available Bang & Olufsen® High-End Surround Sound System, for example, offers a level of sound perfection that even the best home audio systems rarely achieve. Driven by 1,200 watts of power through 16 speakers in the Coupe, and 1,000 watts through 12 speakers in the Convertible, the system generates up to 118 decibels of acoustic pressure, turning music into a sensuous feast. You'll feel a bass-heavy drum performance deep in your body; emotional solos will give you goosebumps. Close your eyes – the immediate surroundings of the interior will melt away, leaving you feeling as if you have been transported to a concert hall.

These effects are the product of the finest HiFi components, as well as outstanding digital signal processing. And whether the signals come from the CD drive or a connected MP3 player, in the M6 Coupe, sound is transferred precisely and cleanly via a specially balanced amplifier. It is then generated by two subwoofers under the front seats, as well as seven tweeters and seven midrange speakers in the dashboard, the interior paneling and rear shelf. With their neodymium magnets and special honeycomb structure membranes, these components are nothing less than first class.

The Bang & Olufsen High-End Surround Sound System was specifically designed to perfectly counterbalance any acoustic disadvantages inherent in car design. Revolutionary Dirac Dimensions™ technology calculates and corrects, in advance, all sound distortions arising from the structures of the interior; asymmetrically positioned speakers also address the issue. The result: clean, natural sound throughout the cabin. Choose the expanded mode, and music in the M6 sounds as if the speakers are positioned around the car at a greater distance from each other than they actually are. Thanks to the Acoustic Lens technology, all on board, wherever they are sitting, will perceive the acoustic pattern of the system with the same degree of quality.

Thanks to its tasteful, modern design, the Bang & Olufsen High-End Surround Sound System is also easy on the eyes. Speaker frames are made of anodized aluminum and discreetly illuminated by white LEDs. In addition, the central speaker in the middle of the dashboard raises and positions the Acoustic Lens. It all combines to make any journey with the Bang & Olufsen High-End Surround Sound System a unique entertainment experience.

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BMW ConnectedDrive In touch with your world.

Every day, our world is becoming increasingly networked. Many BMW drivers, however, are better connected with than most, obtaining information on the road, communicating by phone or email and always updated on the latest events. BMW ConnectedDrive encompasses all these services, including traffic features which enable the networking of BMW cars and their occupants with the outside world.



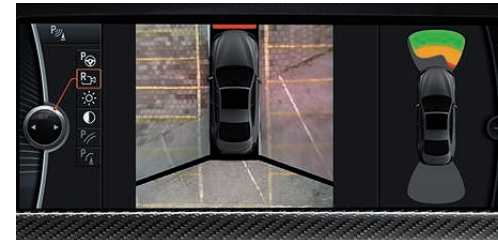
BMW Vision EfficientDynamics: Vision becomes reality. In 2014 BMW plans to debut the BMW Vision EfficientDynamics test model – a 2+2 sports car featuring groundbreaking plug-in hybrid technology that combines sports-car performance with compact-class consumption. Powered by the latest-generation, full-hybrid system, the vehicle – in concept form – generates a total of 328 hp through a 161-hp, three-cylinder turbo diesel engine with 214 lb-ft of torque, as well as a hybrid synchronous engine on the front axle and fully hybrid drive system on the rear axle. With a range of up to 435 miles, its ratio of performance to fuel consumption is without equal, positioning BMW as the world's leading manufacturer of exceptionally efficient, sporty vehicles.

bmwusa.com/EfficientDynamics

BMW CONNECTED DRIVE: CONVENIENCE, INFOTAINMENT AND SAFETY TECHNOLOGIES MEET IN ONE SUITE.

With BMW ConnectedDrive you stay in touch, no matter where you go. Its advanced communications and entertainment features create a network between driver, vehicle and environment, at any time and wherever you are. The following pages present special highlights in the areas of convenience, infotainment and safety. For a comprehensive overview, see bmwusa.com/connecteddrive.

Convenience. These BMW ConnectedDrive innovations offer service-oriented functions, so you can always relax in your BMW.



Top-, Side- and Rear-view Cameras around the vehicle show the surroundings on the Control Display, for enhanced visibility. The **Top-view Camera** provides a bird's-eye view of the road alongside the doors. These images, taken by cameras positioned in the exterior mirrors, help guide you when maneuvering in tight spaces. **Side-view Cameras** in the front bumpers show traffic approaching the front of the vehicle from the sides, such as when exiting a garage. The **Rear-view Camera**, located behind the BMW badge on the trunk lid, shows the area behind the vehicle. Working with Park Distance Control, interactive guidelines indicate if the vehicle can fit in a parking space, and display parking trajectories and turn angles.



Speed Limit Info shows the currently applicable speed limit in the instrument cluster as well as in the Head-up Display (if so equipped). A special camera captures the speed limit posted on signs; a control unit then processes this information together with data from the on-board Navigation system. Other components, such as the vehicle's rain sensor, are also used, so the system can even factor in variable speed limits for the driver in, for example, wet conditions.

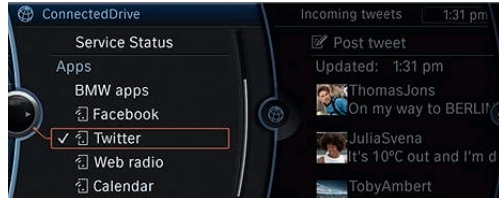
STAY TOTALLY IN TOUCH WHEREVER YOU GO – WITH BMW CONNECTED DRIVE.

Whether you're far from home or just in the next town, BMW Assist™ offers convenience and peace of mind. There are new ConnectedDrive features that extend BMW's leadership in wireless communications. Marvel at an extensive array of new Mobile Office functions. Get a visual image of your callers. With BMW Assist, you enjoy all this – and more.

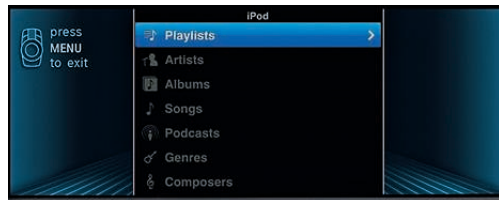


BMW Apps lets you access Social Networks, music PlugIn and Video Playback through your iPhone®, and see them on the Display screen.¹ Tune in to **Web radio** and search for stations from around the globe by name, location or genre. You can also store your favorite stations, find similar stations, display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

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 iPhone.

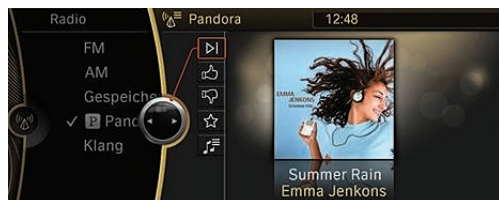


Access content from your **Twitter™** and **Facebook®** accounts to stay on top of what's happening with friends and family.¹ The system can even read posts aloud, so you can keep your focus on the road. You can quickly post prewritten tweets that are further personalized by your BMW to let everyone know where you are and that you're enjoying the drive.



When you select **PlugIn** from the BMW Apps menu, the iPhone exports a typical iPod® look and control to your BMW through the video connection.¹ You can then search for your favorite music by playlist, artist, album, song, genre or composer, just as you would on your iPhone.

Please note: The BMW Connected App must be installed on your iPhone for the PlugIn to connect.



Part of BMW Apps, **Pandora Radio** is an innovative streaming audio service that delivers personalized music selections right to your BMW.¹ Create new stations and tailor your listening experience by rating songs with either a thumbs-up or thumbs-down. Even while listening, you can stay in touch: your BMW can still receive calls through Bluetooth® without missing a beat.



Enjoy the instant gratification of music-on-demand in your BMW, thanks to **MOG®** – another part of BMW Apps. Browse, search and play any of 11 million songs in the MOG music library. Subscribing to MOG's **Primo** service allows you to take advantage of the seamless integration of MOG's mobile app.

¹ Requires BMW Apps option and an iPhone.

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."



Use the time you spend in your vehicle even more effectively with BMW's **Mobile Office** feature.² For example, text messages and emails can be transferred from your Bluetooth paired phone directly to the vehicle's iDrive Display and can be read back to you using Text-to-speech functionality and the vehicle's audio system. Thanks to Bluetooth audio streaming, you can enjoy wireless playback of your music files; your personal audio library can even be accessed via the iDrive Controller.

² 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.



MyInfo allows you to send business locations and street addresses to your BMW from Google Maps™. Destinations and phone numbers can be accessed and exported to your Navigation system for immediate route guidance.



BMW Online allows online access to up-to-date fuel prices and gas station locations; the latest weather forecasts, advisories and warnings; Dow Jones, S&P 500 and NASDAQ indices; and the powerful reach of the Google Maps database – all delivered on the Control Display inside your vehicle. Access news headlines and have them read 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 smartphone or email account. Then it's just a quick hyperlink to Google Maps for your friends and family to see where you are and where you're going.



Enhanced functions for the iPod and USB adapter add to the ease and pleasure of using your iPod or iPhone. Want to know which CD that song comes from? The album cover is shown on your Display screen. Don't purchase additional cables – your iPod or iPhone's original USB cable connects to your BMW's USB port. Another rare feature: with BMW Assist and Bluetooth audio streaming, you can wirelessly play music through the BMW audio system from any Bluetooth compatible music player or mobile phone, from anywhere in your vehicle. In fact, the audio library appears on the Display screen, where you can use the iDrive Controller knob to make your selection.



BMW Assist gives you peace of mind knowing that a friendly response specialist is there to help you 24/7, at the touch of a button. The **Safety Plan** includes Automatic Collision Notification, Emergency Request (SOS), TeleService, Enhanced Roadside Assistance, Door Unlock, Stolen Vehicle Recovery, Customer Relations and MyInfo. The **Convenience Plan** adds personalized Directions, Traffic and Weather reports, BMW Online and Concierge services for restaurant and hotel recommendations, with the destination address and phone number sent to your BMW. Make up to four operator-assisted calls per year with Critical Calling if your mobile phone is not available or its battery is discharged.

BMW Individual. The most exclusive way to drive a BMW.

For those who dream of a vehicle that reflects their own unique personality, there is BMW Individual.

The BMW Individual collection of exclusive paints, leathers and trims takes the BMW M6 to all-new heights of quality and exclusivity. Only the finest, perfectly matched materials are selected to create each expertly handcrafted interior.

BMW Individual exterior colors are noted for their brilliant, iridescent effects. Only gems exceed the light refraction of an M6 in unique Moonstone Metallic paint. Open the door and take in the elegant contrast of a BMW Individual Platinum/Black Full Merino Leather interior, set off by the drama of Piano Finish Black interior trim.

Or consider racing the sun while piloting an M6 Convertible in BMW Individual Citrin Black Metallic. This is a stunning, dark hue that, in daylight, sparkles with bright yellow and orange highlights. Combined with the warmth of a BMW Individual Amaro Brown Full Merino Leather interior, it is guaranteed to make your pulse race, as well.



Experience BMW Individual interactive with the BMW Individual iPad® app.



Elegant cockpit: the BMW Individual M6 interior upholstered in Amaro Brown Full Merino Leather with White Ash Grain Wood interior trim.



Dramatic contrast: the BMW Individual M6 interior in Platinum/Black Full Merino Leather with Piano Finish Black interior trim.



Contrast stitching underscores the refined craftsmanship of the interior.

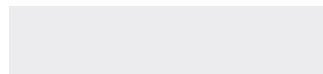
The M6 Coupe in BMW Individual Moonstone Metallic paint.



The M6 Convertible catches the sun in BMW Individual Citrin Black Metallic.



Exterior colors.



300 Alpine White Non-metallic



A29 Silverstone Metallic



A52 Space Gray Metallic



A89 Imperial Blue Metallic



B51 San Marino Blue Metallic



B50 Sakhir Orange Metallic



475 Black Sapphire Metallic



A17 Mojave Metallic



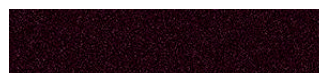
B41 Singapore Gray Metallic



BMW Individual



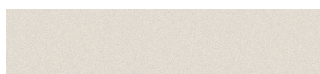
X02 Citrin Black Metallic



X03 Ruby Black Metallic



X10 Tanzanite Blue Metallic

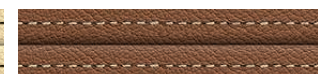


X04 Moonstone Metallic

Upholstery colors and materials.

LKSW Black Extended Merino Leather¹LKA9 Silverstone II Extended Merino Leather¹LKDA Sakhir Orange/Black Extended Merino Leather¹X3SW Black Full Merino Leather¹X3A9 Silverstone II Full Merino Leather¹X3DA Sakhir Orange Full Merino Leather¹X3DZ Zandvoort Beige Full Merino Leather¹

BMW Individual

ZBOW Opal White Full Merino Leather^{1, 2}ZBC8 Platinum/Black Full Merino Leather^{1, 2}ZBP6 Champagne Full Merino Leather^{1, 2}ZBP5 Amaro Brown Full Merino Leather^{1, 2}ZBWT Canyon Brown Full Merino Leather^{1, 2}

The following pages show available colors and materials for the BMW M6. Use these samples to compare paint, upholstery, trim colors and combinations. Please note that these samples are printed 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 and assist you with special requests. Please refer to the Recommended color combinations chart on page 41 for details on limitations and exclusivity when selecting M6 upholstery materials and colors.

➤ bmwusa.com/byo

¹ BMW M6 Convertible is equipped with Sun-Reflective Technology.

² BMW Individual Merino Leather includes front and rear seats, headrests, door mirrors, center console, armrests and the lower part of the instrument panel. Upper part of the instrument panel, door balustrade and lower door panel in Black Nappa leather.

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."

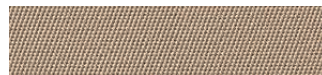
Softtop colors.



388 Black



3YA Moonlight Black



3YE Beige

Interior trims.



4MC Black Carbon Fiber



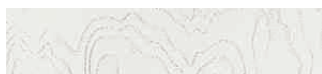
4AS Gray Poplar Wood



4CV Fine Line Oak Wood



XE7 Piano Finish Black



XEX White Ash Grain Wood



XE5 Dark Red Sycamore Wood

Recommended color combinations.

Upholstery materials	BMW upholstery colors							BMW Individual upholstery colors				
	Extended Merino Leather ¹			Full Merino leather ¹				BMW Individual Full Merino leather ^{1,2}				
Upholstery colors	Black	Silverstone II	Sakhir Orange	Black	Silverstone II	Sakhir Orange	Zandvoort Beige	Opal White	Platinum	Champagne	Amaro Brown	Canyon Brown
Interior colors	Black	Black	Black	Black	Black	Black	Black	Black	Black	Black	Black	Black
BMW exterior colors	Alpine White Non-metallic	•	•	•	•	•	•	•	•	•	•	•
Silverstone Metallic	•	•	•	•	•	•	•	•	•	•	•	•
Space Gray Metallic	•	•	•	•	•	•	•	•	•	•	•	•
Imperial Blue Metallic	•	•	•	•	•	•	•	•	•	•	•	•
San Marino Blue Metallic	•	•	•	•	•	•	•	•	•	•	•	•
Sakhir Orange Metallic	•	•	•	•	•	•	•	•	•	•	•	•
Black Sapphire Metallic	•	•	•	•	•	•	•	•	•	•	•	•
Mojave Metallic	•	•	•	•	•	•	•	•	•	•	•	•
Singapore Gray Metallic	•	•	•	•	•	•	•	•	•	•	•	•
BMW Individual exterior colors	Citrin Black Metallic	•	•	•	•	•	•	•	•	•	•	•
Ruby Black Metallic	•	•	•	•	•	•	•	•	•	•	•	•
Tanzanite Blue Metallic	•	•	•	•	•	•	•	•	•	•	•	•
Moonstone Metallic	•	•	•	•	•	•	•	•	•	•	•	•
BMW interior trim	Black Carbon Fiber	•	•	•	•	•	•	•	•	•	•	•
Gray Poplar Wood	•	•	•	•	•	•	•	•	•	•	•	•
Fine Line Oak Wood	•	•	•	•	•	•	•	•	•	•	•	•
BMW Individual interior trim	White Ash Grain Wood	•	•	•	•	•	•	•	•	•	•	•
Dark Red Sycamore Wood	•	•	•	•	•	•	•	•	•	•	•	•
Piano Finish Black	•	•	•	•	•	•	•	•	•	•	•	•

• Recommended color combination

¹ BMW M6 Convertible is equipped with Sun-Reflective Technology.

² BMW Individual Full Merino leather includes front and rear seats, headrests, door mirrors, center console, armrests and the lower part of the instrument panel. Upper part of the instrument panel, door balustrade and lower door panel in Black Nappa leather.

Equipment features and options.



Adaptive LED Headlights for both high and low beams project an intense white light that simulates daylight for excellent visibility. Convenient features that improve visibility include Automatic headlights, Adaptive turning, Cornering Lights, four Corona headlight-rings, and Automatic high beams.



Front M kidney grille clearly identifies the M6 with unique double vertical slats in chrome and signature M6 logo.



M6 door-sill finishers, with illuminated M6 lettering, make a powerful statement the moment you get in.



Extended instrument cluster features Black Panel Display with permanently illuminated white surrounds for speedometer and rev counter plus fuel level and oil temperature displays.



Multi-function M leather steering wheel with gear shift paddles and two M Drive buttons. The double-spoke design and stainless steel M logo add to its sporting good looks.



M wing mirrors in body color are heated and electrically adjustable. The mirror base and lower part of the mirror case are painted in high-gloss black.



Carbon-fiber roof of the new BMW M6 Coupe is made of carbon-fiber reinforced plastic (CFRP). Very light and extremely stiff, it lowers the vehicle's center of gravity for enhanced handling, especially when cornering.



Gear shift lever for 7-speed M Double Clutch Transmission with Drivelogic includes M logo and illumination.



M Multi-contour seats for driver and front passenger. In addition to M seat adjustments, includes power upper backrest angle, backrest width and thigh support; comfort headrests with power height adjustment; lumbar support and memory function for driver and front passenger.



Star Spoke (Style 344M) 19 x 9.5 front, 19 x 10.5 rear forged light alloy wheels with 265/40 front, 295/35 rear run-flat¹ performance tires.²



Double Spoke (Style 343M) 20 x 9.0 front, 20 x 10.0 rear forged light alloy wheels with 265/35 front, 295/30 rear run-flat¹ performance tires.²



High-performance compound brake system ensures reliable deceleration with maximum stability. The system, identified by its blue brake calipers, responds quickly. Even under the most extreme conditions it maintains a precise pressure point.

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

²Driving 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 ice and snow conditions.

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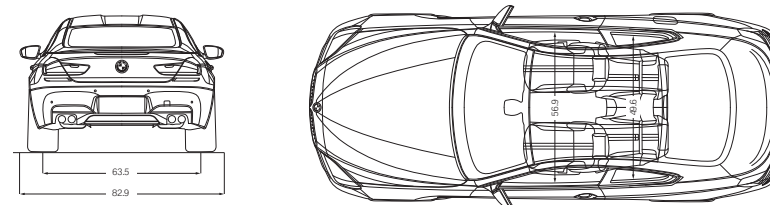
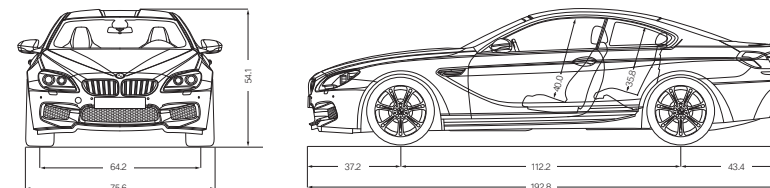


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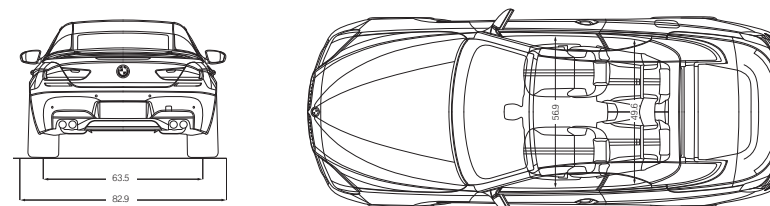
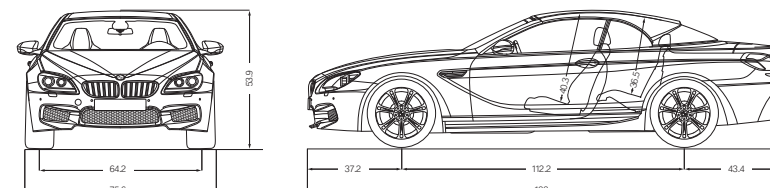
It's easy to get the latest information on your favorite BMW model. Simply visit bmwusa.com and click on the BMW model of your choice. Select **"Features & Specs"** to see all the standard features and available options and packages, as well as technical specifications.

Then create the exact BMW model that fulfills your needs by clicking on **"Build Your Own"** – or just visit 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-degree 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.

M6 Coupe



M6 Convertible



All dimensions in the technical drawings are given in inches.

Technical data		M6 Coupe	M6 Convertible
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Weight			
Unladen weight	lb	4255	4508
Weight distribution, front / rear	%	52.6 / 47.4	50.9 / 49.1

Engine			
Type / cylinders / valves per cylinder		M TwinPower Turbo V-8 / 4	M TwinPower Turbo V-8 / 4
Displacement	cc	4395	4395
Bore / stroke	inch	3.5 / 3.5	3.5 / 3.5
Nominal output / rpm	hp	560 / 6000-7000	560 / 6000-7000
Maximum torque / rpm	lb-ft	500 / 1500-5750	500 / 1500-5750
Compression ratio	:1	10.0	10.0

Transmission			
Gear ratios – 7-speed M Double Clutch Transmission			
I / II / III / IV	:1	4.81 / 2.59 / 1.70 / 1.28	4.81 / 2.59 / 1.70 / 1.28
V / VI / VII / R	:1	1.00 / 0.84 / 0.67 / 4.17	1.00 / 0.84 / 0.67 / 4.17
Rear axle transmission ratio	:1	3.15	3.15

Performance			
Top speed ¹	mph	155	155
Acceleration 0 – 60 mph ²	sec	4.1	4.3

¹ Top speed limited electronically.

² 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.

³ 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.

⁴ Run-flat tires do not come equipped with a spare tire and wheel. 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 ice and snow conditions.

Technical data		M6 Coupe	M6 Convertible
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Fuel consumption ³			
City	mpg	TBD	TBD
Highway	mpg	TBD	TBD
Tank capacity, approximate	gal	21.1	21.1

Wheels – Standard			
Run-flat performance tire ⁴ dimensions			
	front	265 / 40	265 / 40
	rear	295 / 35	295 / 35
Wheel dimensions / front	inch	19 x 9.5	19 x 9.5
Wheel dimensions / rear	inch	19 x 10.5	19 x 10.5
Material		forged light alloy	forged light alloy

Ventilated disc brakes			
Front / diameter	inch	15.7	15.7
Rear / diameter	inch	15.6	15.6

Electrical system			
Battery capacity	Ah	105	105
Alternator output	A	210	209
	W	2926	2926

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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.

BMW Ultimate Service 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 have 12-year, unlimited-mileage warranty protection against corrosion and rust perforation.¹ The **BMW Maintenance Program**² and **BMW Assist**,^{3,4,5} as well as **BMW Roadside Assistance** come standard.

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 during the New Vehicle/SAV Limited Warranty coverage period. 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 Safety Plan³ is a four-year program that 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. The Safety Plan includes Automatic Collision Notification, Emergency Request, Enhanced Roadside Assistance, Door Unlock, Stolen Vehicle Recovery and Customer Relations. Included in the BMW Assist Safety Plan, MyInfo 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. With the BMW Navigation system and your mobile phone linked to your BMW via Bluetooth® technology, BMW's Mobile Office feature⁴ transfers text messages and emails to your iDrive Display screen and reads them aloud to you. A Calendar and To-do List can also appear on your Display screen while en route. 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.

For the ultimate in coverage, add the optional **BMW Assist Convenience Plan**.⁵ You'll enjoy unlimited access to personalized Directions, Traffic and Weather reports, as well as our Concierge feature, which can send a destination address and phone number, such as a restaurant or hotel, right to your BMW. You can make up to four operator-assisted calls per year with Critical Calling if your cell phone is not available, or if its battery is discharged. BMW Online allows access to up-to-date fuel prices and the latest weather forecasts, as well as Bloomberg's stock indices and the powerful reach of the Google Maps database – delivered to the iDrive Display right inside your vehicle.

BMW's unique **TeleService**, included in the BMW Assist Safety Plan, continually monitors specific parts that are subject to wear and tear – including the engine oil, micro-filter, spark plugs, brake linings and various fluids – 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 will then call you

to schedule a 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. For more details on TeleService, visit bmwassist.com.

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 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! 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 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!⁷ 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**.

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BMW Welt: 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,⁷ 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 The BMW Maintenance Program covers factory-recommended maintenance services as determined by the Service Interval Indicator for all new eligible MY 2004 and later BMW vehicles. Specific additional items that need replacement due to normal wear and tear are also covered. The maintenance coverage period is for the first 4 years or 50,000 miles, whichever comes first. 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. See the Service and Warranty Information booklet for specific terms, conditions and limitations. Further information can also be obtained from your authorized BMW center.

³ The BMW Assist and Bluetooth Hands-free Calling system with 4 years of Safety Plan services is standard in the BMW M6. In order to receive BMW Assist 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 Door Unlock and Stolen Vehicle Recovery), battery charged and connected and vehicle's electrical system operational; services may be limited to 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 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.

⁵ Requires BMW Assist Safety Plan subscription. Services are subject to the terms and conditions of your subscriber agreement. Please go to bmwassist.com for additional details on the optional Convenience Plan.

⁶ Subject to credit approval and other terms and conditions.

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



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The BMW Performance Center in Spartanburg, SC.

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BMW Performance Driving School.

Whether you've been driving for decades or just got your learner's permit, we can help take your driving skills to the next level. Behind the wheel of our new BMWs and under the expert guidance of professional driving instructors, you'll hone your driving skills on a versatile driving course – 1.7 miles of asphalt 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.

BMW Performance Center Delivery.

You'll always remember the fun of taking delivery of your new BMW – with BMW Performance Center Delivery. 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/performancecenter.

BMW M



The Ultimate Driving Machine®



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.

BMW M recommends  **EDGE**

