



Sheer
Driving Pleasure

2017–2018 BMW MODEL RANGE. FASCINATION FROM 1 TO X.

BMW EFFICIENT DYNAMICS.
LESS EMISSIONS. MORE DRIVING PLEASURE.

THE NEXT
100 YEARS





The BMW brand celebrated its 100th anniversary in 2016. Find out more at www.next100.bmw

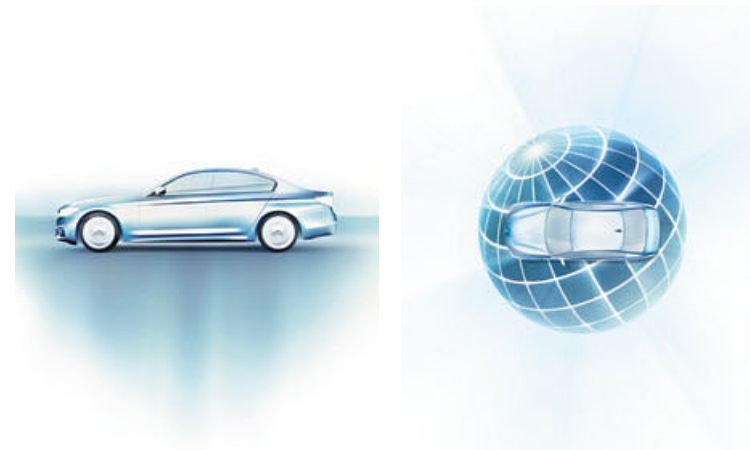
THE INVENTORS OF DRIVING PLEASURE.

BMW – three letters that signal outstanding engines, superlative technology and a pioneering spirit. But, above all, they stand for sheer driving pleasure. Because we don't just build cars, we kindle emotions. At BMW, it's a mission that we have dedicated ourselves to for more than 90 years and to which we remain committed today. Experience, passion and innovation are our core attributes. They help us find answers to the questions that tomorrow will pose.

Each and every vehicle that bears the BMW name is an expression of our fascination with mobility. The unique design and breathtaking power of our engines set pulses racing – while the most efficient and sustainable technologies ensure peace of mind. And as driving a car engages the heart as well as the head, we have made sure that drivers are free to focus on the road ahead by implementing intelligent systems that deliver unequalled convenience and safety, wherever your journey takes you.

So in any BMW you can experience to the full the most personal and fundamental of human emotions: joy. It's our motivation and our promise.

Joy is BMW.



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For further information on fuel consumption and CO₂ emissions see the tables on page 76ff. or contact your BMW partner.

THE CITY NEVER SLEEPS. BUT STILL HAS A DREAM.

Ceaselessly dynamic, the city sets the pace. Day and night follow the rhythm of its beat. The streets vibrate with the pulse of life – powerful and quick. Direct and intense – you can feel it.

The BMW 1 Series.



THE BMW 1 SERIES 3-DOOR AND 5-DOOR. THE SKY IS THE LIMIT.



Forget the daily grind. Enjoy life.

Design and function: It's a mixture of exhilarating dynamic performance and a fresh, confident design that makes every drive in the BMW 1 Series 3-door and 5-door so exciting. The typical BMW kidney grille located between the dynamic, straight-edged full-LED headlights (optional) is an object lesson in sporting design. And the L-shaped, two-part taillights attract admiring glances from all those who see them disappearing into the distance. The interior features distinctive trim surfaces and offers individualised entertainment. With unlimited access to millions of music tracks, courtesy of the optional BMW ConnectedDrive Online Entertainment service, you can pick the right soundtrack for every drive. That's real joy – as delivered by the BMW 1 Series 3-door and 5-door.

Engines and technology¹: With its 85 kW (116 hp) BMW TwinPower Turbo three-cylinder diesel engine, instantaneous power delivery and 270 Nm torque, the BMW 116d always offers an exhilarating drive. The 10.3 seconds it takes to accelerate from 0 to 100 km/h make for a daily rush of adrenaline. Innovative BMW EfficientDynamics technologies maximise dynamic performance on every route while keeping combined fuel consumption down to just 3.6–4.1 litres (3.7–4.1 litres with manual gearbox) per 100 km. Want to know how driving a car can translate into euphoria? Book a test drive now.

Further information: www.bmw.com/1series_3door
www.bmw.com/1series_5door



¹ Information on fuel consumption and CO₂ emissions can be found on pages 76–85.

WHEN FREEDOM TAKES SHAPE.

It takes a lot of confidence to make rules – and break them. It takes resolute will to feel the desire for freedom – and live it. It's time to decide that freedom is more important than rules. Time to experience a new form of confidence.

The BMW 2 Series.



THE BMW 2 SERIES COUPÉ. GOES ITS OWN WAY.



Character in every line: powerful and individual.

Design and function: When verve and passion meet, the result can only be a rebel: the BMW 2 Series Coupé. Its front design, defined by slim, distinctive twin headlights and a forward-leaning kidney grille, communicates pure sportiness. Doors with frameless windows make for elegance and radiate premium appeal when passengers enter the car. The broad rear and typical BMW taillights round the car’s athletic looks off to perfection. The interior features an asymmetric centre console that is inclined towards the driver, ensuring that all vital controls are easy to reach: BMW driver orientation in action. In addition, dynamic lines and shapes and a layered design using premium materials create a very sporty ambience in the interior. It’s also very spacious, with lots of elbowroom and headroom for the driver and front passenger and an optional through-loading system with a 40/20/40-split rear backrest.

Engines and technology¹: With a focus on breathtaking driving enjoyment, the BMW M240i xDrive delivers convincing performance and athleticism. Its M Performance TwinPower Turbo six-cylinder in-line petrol engine and eight-speed Steptronic Sport transmission enable the coupé to achieve some impressive figures: a maximum torque of 500 Nm, 250 kW (340 hp) of power and a 0 to 100 km/h time of just 4.4 seconds, all for an average fuel consumption of just 7.4 litres per 100 km. The car’s rear-wheel drive and optimal 50/50 front/rear weight distribution ensure superb road-holding. The Variable Sport Steering with Servotronic enables agile handling while reducing the steering effort. In addition to excellent driving dynamics, BMW ConnectedDrive Services and the optional Navigation System Professional will enable you to take the route less travelled.

Further information: www.bmw.com/2seriescoupe

Go sailing on the road.

Design and function: A free spirit, as refreshing as the breeze that invites you to enjoy a relaxed cruise. Knowing that extra power is available at all times, at a press of the accelerator pedal. With the top down, the BMW 2 Series Convertible looks particularly impressive: Like the deck of a boat, the interior is inset into the body, surrounding you with elegance and comfort. Its low-slung, elegant silhouette emphasises sensuousness and agility, while the typical L-shaped single-unit taillights visually underscore the car’s width. And it looks equally stunning with the roof up. The BMW 2 Series Convertible has a canvas top that is not only beautiful, but also enhances comfort: its improved noise insulation minimises road noise. Opening and closing the softtop can be performed at speeds of up to 50 km/h – probably the fastest sunrise you’ll have ever experienced.

Engines and technology¹: Spirited power development and superb responsiveness even at low revs, combined with outstanding fuel economy and low emissions: the BMW 230i TwinPower Turbo 4-cylinder petrol engine delivers superior efficiency and dynamic performance to maximise driving enjoyment. 185 kW (252 hp) of power are at your disposal, catapulting you from 0 to 100 km/h in 5.9 seconds. Yet fuel consumption is only a modest 6.0–6.2 litres per 100 km. With the 8-speed Steptronic transmission, you can enjoy a driving experience that is reminiscent of sailing a yacht: take your foot off the accelerator in ECO PRO mode without applying the brakes, and the system will uncouple the engine, allowing you to coast along in quiet relaxation – straight into the sunset. The optional Online Entertainment will provide the right soundtrack to go with this experience: a flat-rate account with a BMW music partner will give you access to millions of music tracks. Just pick your favourite, and you’re on your way.

Further information: www.bmw.com/2seriesconvertible



THE BMW 2 SERIES CONVERTIBLE. OPEN AND UNALLOYED.

¹ Information on fuel consumption and CO₂ emissions can be found on pages 76–85.

THE BMW 2 SERIES ACTIVE TOURER. THE PERFECT COMPANION.



When travelling becomes excitement.

Design and function: Nicely compact on the outside, lots of versatile space on the inside – the BMW 2 Series Active Tourer demonstrates how exciting functionality can be. Its athletic design and dynamic lines prove that everyday usability and driving enjoyment can be combined to great effect. The exterior of this car is dominated by a long wheelbase and short overhangs. The interior is equally geared towards an active lifestyle: the large amount of space and the high-quality interior design will appeal to anyone who values functionality and aesthetic design. The driver's raised seating position and plenty of headroom and legroom for up to three rear passengers ensure that every journey is a comfortable one. Lots of luggage? Not a problem. The rear seat bench is optionally available with fore/aft adjustment, increasing luggage capacity to a maximum of 638 litres. Cleverly designed versatility with a wow factor – the BMW 2 Series Active Tourer.

Engines and technology¹: City, countryside or mountains – the BMW 2 Series Active Tourer will impress you in any setting, and the BMW 225i TwinPower Turbo four-cylinder petrol engine makes a key contribution in this regard. Pulling power and agility are among this car's hallmarks, as evident in its output of 170 kW (231 hp) and 350 Nm of torque. It also excels when it comes to road-holding and fuel consumption, which is at a low 5.8–6.0 litres per 100 kilometres (combined). In addition, the BMW 2 Series Active Tourer is more than able to hold its own in unusual situations. The optional Comfort Access enables contactless opening of the tailgate. For drivers who happen to not have a hand free, a short, deliberate foot movement under the rear bumper is all it takes to open and close the tailgate. Anyone who has experienced the dynamism and convenience of the BMW 2 Series Active Tourer will have a hard time getting out of this extraordinary vehicle.

Further information: www.bmw.com/2series

That's how you gain fans.

Design and function: The BMW 2 Series Gran Tourer is the rock star among MPVs, guaranteed to turn heads wherever it shows up. The wedge-shaped body conveys raw energy and combines functionality and spaciousness with classic BMW values: driving pleasure and dynamic performance. The BMW 2 Series Gran Tourer replaces “either – or” with an emphatic “and”. A driver-oriented cockpit and room for up to seven people. A high roofline and large doors for convenient access. A multitude of storage compartments and a rear seat bench with fore/aft adjustment. Rear seatbacks that optionally fold down electrically at the press of a button and an optional third row of seats. In short, optimal flexibility and maximum functionality. The benefit you gain from this becomes apparent as soon as you enter this vehicle: welcome to the best of all worlds.

Engines and technology¹: The BMW EfficientDynamics ethos is reflected in the latest-generation BMW TwinPower Turbo three-cylinder and four-cylinder petrol and diesel engines: reduced fuel consumption and emissions, in conjunction with enhanced dynamic performance. The intelligent xDrive all-wheel drive combined with the BMW 220d TwinPower Turbo four-cylinder diesel engine makes the BMW 2 Series Gran Tourer unique in its class, adding even more driving enjoyment and superior safety. This means that you'll always arrive in style: whether you're enjoying a sporty drive or a relaxed cruise to a gig with your band mates.

Further information: www.bmw.com/2seriesgrantourer



THE BMW 2 SERIES GRAN TOURER. ROCK 'N' ROLL.

¹ Information on fuel consumption and CO₂ emissions can be found on pages 76–85.

ATHLETES KEEP TO THE RACING LINE. ALL THE WAY TO THE HOME STRETCH.

In any athletic endeavour, the last few metres can often make all the difference between victory and defeat. It is the sheer joy of accepting a challenge that spurs athletes to deliver their very best performances. A strong will and plenty of stamina see them through to the finishing line. Power translates every impulse into action. And, regardless of ambition, a true athlete will always savour the pleasure of every movement – on foot or behind the wheel.

The BMW 3 Series.



THE NEW BMW 3 SERIES SALOON. READY, SET, JOY!



Joy has many faces. The most exciting one comes in the shape of the new BMW 3 Series Saloon.

Design and function: The new BMW 3 Series Saloon is defined by its compelling, breathtakingly sporty design. By clever functionality that not only makes life easier, but creates room for unlimited enjoyment. The long bonnet, wide track and short overhangs of the new BMW 3 Series Saloon immediately signal that this car is a true athlete. In the interior, everything is designed to turn each drive into a special event – exceptionally luxurious due to a high standard of materials and workmanship, exceptionally sporty thanks to its dynamic design, and exceptionally elegant, with the optional Ambient lighting providing tasteful illumination of the cabin. What better place to be?

Engines and technology¹: The new BMW 3 Series Saloon delivers instantly captivating performance: with an output of 240 kW (326 hp), the BMW TwinPower Turbo engine in the BMW 340i propels the car from 0 to 100 km/h in just 5.2 seconds (BMW 340i xDrive: 5.0 seconds) – but exhilarating acceleration is only the beginning. Innovative BMW EfficientDynamics technologies such as the optional 8-speed Steptronic transmission, the Automatic Start/Stop function and the ECO PRO mode ensure that the new BMW 3 Series Saloon provides plenty of fun while consuming very little fuel. At the same time, clever details such as an ergonomically designed centre console and driver assistance systems like the optional BMW Head-Up Display² ensure that every drive is not just more enjoyable, but also safer than ever.

Further information: www.bmw.com/3series

The bends in the road are reflected in your smile. Everything in the new BMW 3 Series Touring is designed to turn each drive into a special event.

Design and function: The new BMW 3 Series Touring confidently demonstrates just how sporting everyday usability can be – when designed by BMW. The front, sides and rear of the new BMW 3 Series Touring combine to form a harmonious whole marked by classic Touring proportions and a wide stance on the road. The LED taillights, round twin headlights and front and rear aprons emphasise this effect. Moreover, the new BMW 3 Series Touring adapts to your individual needs. Examples include tailgate operation with optional comfort access, the 40/20/40-split rear backrest and the separately opening rear window for quickly adding small items to the boot.

Engines and technology¹: In Touring format, the new BMW 3 Series doesn't make compromises and instead delivers all-round convincing performance. Its powerful, 190 kW (258 hp) 6-cylinder in-line diesel engine accelerates the BMW 330d from 0 to 100 km/h in 5.6 seconds, surmounting every challenge with ease – while consuming just 5.1 to 5.3 litres of fuel per 100 km. This is largely due to BMW EfficientDynamics, which enables outstanding fuel economy combined with maximum driving pleasure. It includes innovative technologies and options such as the intelligent Route-Ahead Assistant, the coasting function and ECO PRO Route, which minimise fuel consumption while maintaining the same high level of driving enjoyment.

Further information: www.bmw.com/3seriestouring



THE NEW BMW 3 SERIES TOURING. PROMISES MADE REAL.

¹ Information on fuel consumption and CO₂ emissions can be found on pages 76–85.
² The visibility of the BMW Head-Up Display is limited by polarised sunglasses. Functionality shown is dependent on equipment. Further optional equipment is required for additional displays.

THE BMW 3 SERIES GRAN TURISMO. CAPACITY. VELOCITY.



The perfect interplay of size and sportiness.

Design and function: Functional versatility and pure dynamics form a perfect harmony in the BMW 3 Series GT. With striking lines, muscular surfaces and LED rear lights in the classic L-shape, the rear embodies finely-tuned athleticism. The side view also plays its part: the frameless doors and gently sloping roofline are accentuated by double swage lines moving across the silhouette in a dynamic flourish to the front. In addition, the optional Adaptive LED headlights ensure excellent road illumination, for maximum safety. Inside, you are greeted with elevated comfort: the raised seating position and the generously designed interior allow you remarkable freedom of movement during every journey. The flexible luggage compartment concept in the BMW 3 Series GT is always ready to meet your needs: for example with 40/20/40-divisible rear seats that can even be folded down directly from the luggage compartment using the optional remote backrest release. The BMW 3 Series GT – advanced in every respect.

Engines and technology¹: Lots of room for dynamic performance – and efficiency. Intelligent BMW EfficientDynamics technologies lend the BMW 3 Series GT the ability to maximise driving performance while reducing fuel consumption to a minimum. The innovative 240 kW (326 hp) BMW TwinPower Turbo engine in the BMW 340i enables a top speed of 250 km/h while delivering a combined fuel consumption of just 7.0–7.3 litres per 100 km. And there’s always room for manoeuvre. With the Adaptive Suspension, for instance, any drive can be made more sporty, while the Active Rear Spoiler ensures even better road-holding. Discover real get-up-and-go – in the BMW 3 Series GT.

Further information: www.bmw.com/3granturismo



¹ Information on fuel consumption and CO₂ emissions can be found on pages 76–85.

A LOT OF PLUS POINTS.

Elegant sporting appeal, taken to the maximum. The new BMW 4 Series represents a marriage of athleticism and aesthetics. Its sleek, sporty silhouette, muscular rear and redesigned front section provoke desire and admiration. Boasting powerful and efficient BMW TwinPower Turbo engines, it not only claims top spot in its class, but extends its lead.

The new BMW 4 Series Coupé, Convertible and Gran Coupé.



THE NEW BMW 4 SERIES COUPÉ. BROAD STANCE, IRRESISTIBLE PRESENCE.



Unmistakably athletic. Inimitably elegant.

Design and function: The new BMW 4 Series Coupé combines innovative technology with an uncompromisingly sporty design that turns heads. The dynamic sweep of its flowing roofline creates a smooth transition between the greenhouse and the car's rear while emphasising its wide, athletic shoulders. At the front, the new hexagonal design of the optional Adaptive LED headlights underscores the vehicle's broad stance. And the athletic theme continues in the cabin. Horizontal, dynamic lines and extended Ambient lighting ensure a harmonious interplay of sportiness and elegance. Rear passengers find maximum comfort on a rear seat bench that is shaped like two individual seats, complete with integrated headrests. The luggage compartment can be expanded by means of the 40/20/40-split rear backrest, enabling transport of longer items in the centre. Details and comfort, innovatively combined – in the new BMW 4 Series Coupé.

Engines and technology¹: Eyes on the road. Sport leather steering wheel in your hands. This athletic vehicle has inner values that meet the promise made by its sporty exterior. The new BMW 440i Coupé with optional 8-speed Steptronic transmission has an output of 240 kW (326 hp) and accelerates from 0 to 100 km/h in just 5.2 seconds (5.0 seconds when fitted with the BMW xDrive intelligent all-wheel drive system). The optional BMW ConnectedDrive ensures that the world outside always remains an immediate part of the driving experience. And there is more to in-car connectivity than ever before: BMW Connected puts a personalised digital mobility platform at your fingertips. The optional Navigation system Professional comes with a new customisable user interface and upgraded voice assistant for even greater ease of use. And with the optional BMW Head-Up Display² on board, you are always able to focus on the road ahead. Because wherever the new BMW 4 Series Coupé will take you, you'll always be well connected.

Further information: www.bmw.com/4coupe

The sportiest link between sky and road.

Design and function: There is much to be said for a convertible that turns every drive into a memorable experience. Even more so when this happens independently of the seasons. The new BMW 4 Series Convertible combines exceptional convertible appeal with the advantages of a solid roof: the dynamic lines of the retractable hardtop turn the new BMW 4 Series Convertible into a champion of everyday driving – 365 days a year. Combining a distinctive front marked by optional hexagonal Adaptive LED headlights, flowing lines and an athletic rear, this car proves that sporting appeal and elegance are not mutually exclusive. In the cabin, painstaking workmanship and a generous sense of space convey a lively and contemporary ambience and further emphasise the interplay of athleticism and aesthetics. In addition, the large selection of interior colours and various trim and leather upholstery variants offer more scope for customising the vehicle according to your personal preferences.

Engines and technology¹: The new BMW TwinPower Turbo four-cylinder petrol engine in the new BMW 430i Convertible sets standards in advanced engine construction: its output of 185 kW (252 hp) allows it to accelerate from 0 to 100 km/h in just 6.4 seconds, while averaging only 6.6–7.0 litres of fuel per 100 km. BMW TwinPower Turbo technology enables the new BMW 430i Convertible to make its maximum torque of 350 Nm available from as little as 1,450 rpm. The optional eight-speed Steptronic transmission ensures that the engine's power is transferred to the road with minimum losses. Innovative BMW EfficientDynamics features ensure impressive efficiency. And the easy-loading system included as standard enables you to store and remove luggage in comfort even with the top down, as the roof unit including the boot lid can simply be lifted up and out of the way by pressing a button. Discover the new BMW 4 Series Convertible.

Further information: www.bmw.com/4convertible



THE NEW BMW 4 SERIES CONVERTIBLE. A QUESTION OF CHARACTER.

¹ Information on fuel consumption and CO₂ emissions can be found on pages 76–85.
² The display is not fully visible with polarised sunglasses. The contents shown by the Head-Up Display depend on equipment.
Further optional equipment is required for additional displays.

THE NEW BMW 4 SERIES GRAN COUPÉ. A NEW ERA OF AESTHETICISM.



Beauty you will never grow tired of.

Design and function: The new BMW 4 Series Gran Coupé is distinctive, elegant and ideally suited for everyday use. The fascinating character of this four-door vehicle permeates every line. One example is the gently sloping coupé-style silhouette extending from the bonnet to the rear doors and finishing at the rear bumper. Wrapped far around the rear corners, LED taillights featuring the signature BMW L-shape emphasise the car's width. And the interior of the new BMW 4 Series Gran Coupé makes an equally sporty and elegant statement. Every surface is pleasing to the eyes and hands. Dynamic horizontal lines and premium design features provide stylish accents. Doors with frameless windows underline the generous size and elegance of the interior, whose rear seats provide space for up to three passengers. This turns every drive into a memorable experience. Discover a new era of aestheticism. Discover the new BMW 4 Series Gran Coupé.

Engines and technology¹: Powerful performance across the board. The BMW TwinPower Turbo six-cylinder in-line petrol engine and the eight-speed Steptronic Sport transmission in the new BMW 440i combine to deliver outstanding performance: 240 kW (326 hp), a maximum torque of 450 Nm, and acceleration from 0 to 100 km/h in just 5.1 seconds. And with an average fuel consumption of 6.6–6.8 litres per 100 kilometres, the new BMW 4 Series Gran Coupé is remarkably fuel-efficient. The optional Navigation system Professional comes with a new customisable user interface, while the BMW Connected option provides a personalised digital mobility platform. At night, the optional Adaptive LED headlights ensure that the new BMW 4 Series Gran Coupé meets the most exacting requirements. The large luggage compartment provides ample storage space and can be automatically opened and closed as standard. Dynamic lines, clever functions and a fascinating driving experience, all in one car – welcome to the new BMW 4 Series Gran Coupé.

Further information: www.bmw.com/4seriesgrancoupe



¹ Information on fuel consumption and CO₂ emissions can be found on pages 76–85.

SUCCESS IS NOT A SECRET – IT'S A PRINCIPLE.

Every success has its origin in a certain idea. But what drives it? And where does it come from? At BMW, we know that every idea needs room to grow. Every thought needs time to mature. With room and time, success can assume its own special form of aesthetics and dynamism – powered by a special force. Joy.

The BMW 5 Series.



THE BMW 5 SERIES SALOON. DYNAMISM AT ITS BEAUTIFUL BEST.



The next chapter in a very special success story – the BMW 5 Series Saloon.

Design and function: The BMW 5 Series Saloon is shaped by aesthetic perfection. This is evident in details such as a bonnet that reaches right to the contours of the kidney grille, without a continuous panel gap, thus underlining the perfect build quality of the BMW 5 Series Saloon. From the expressive front to the striking rear, dynamic lines play off each other to fascinating effect. The optional Adaptive LED headlights and the Active Air Stream kidney grille form a unit, further emphasising the vehicle's width and defining the charismatic face of the BMW 5 Series Saloon. As soon as you enter this car, you realise: everything is just right. The generous interior exudes a premium ambience with an ergonomic and balanced design marked by first-class materials and top workmanship.

Engines and technology¹: This opulence is complemented by innovative BMW ConnectedDrive technologies such as the full-colour BMW Head-Up Display² (optional) – for maximum safety and convenience. Especially handy: the optional Comfort Access system allows the tailgate to be opened remotely. The commanding power delivery from the high-torque engines is noticeably more intense, a fact impressively illustrated by the BMW 540i with BMW TwinPower Turbo technology, which – thanks to BMW EfficientDynamics – combines maximum performance with minimum fuel consumption. The BMW 5 Series Saloon is also available with the intelligent xDrive all-wheel drive system, for example in the 520d xDrive entry-level model or as standard in the top-of-the-range BMW M550i xDrive, powered by an eight-cylinder BMW TwinPower Turbo petrol engine delivering 340 kW (462 hp). Whichever model you choose, the BMW 5 Series Saloon, with its impressive combination of dynamism and efficiency, sportiness and elegance, agility and comfort will always deliver one outcome: sheer driving pleasure.

Further information: www.bmw.com/5series

The most exciting part of having a great idea is putting it into practice.

Design and function: The new BMW 5 Series Touring is where striking looks and exceptional versatility meet. Its perfect proportions immediately captivate the eye – sporting appeal and elegance are ideally balanced. Distinctive contours define its character, from the short front overhang to the muscular rear section. High-quality design elements for the exterior and exclusive materials in the cabin create a distinguished ambience. Another defining aspect of the new BMW 5 Series Touring is its versatility: the generous luggage compartment is designed to be flexible, and to expand as needed. This makes the BMW 5 Series Touring the perfect companion, even for spur-of-the-moment journeys.

Engines and technology¹: Experience driving at a new level of intensity. And savour every kilometre in the new BMW 5 Series Touring even more, knowing that the pleasure is sustainable – thanks to BMW EfficientDynamics. The BMW TwinPower Turbo six-cylinder in-line diesel engine in the BMW 530d xDrive provides an impressive example: the engine develops 195 kW (265 hp) while averaging no more than 5.3–5.7 litres of diesel over a 100-kilometre stretch. In addition, the eight-speed Steptronic transmission³ delivers near seamless shifts, enabling you to accelerate forcefully without interruptions in power delivery. This enhances shift comfort and minimises fuel consumption while creating the most dynamic driving experience in this class.

Further information: www.bmw.com/5touring



THE NEW BMW 5 SERIES TOURING. JOY COMES IN MANY GUISES. SAVOUR EACH ONE.

¹ Information on fuel consumption and CO₂ emissions can be found on pages 76–85.
² The display is not fully visible with polarised sunglasses. The contents shown by the Head-Up Display depend on equipment.
³ Further optional equipment is required for additional displays.
⁴ Standard in the new BMW 520i, BMW 530i, BMW 530i xDrive, BMW 540i xDrive as well as the BMW 520d xDrive, BMW 525d, BMW 530d, BMW 530d xDrive and BMW 540d xDrive diesel models.

6

CAPTIVATES THE EYE. THEN TAKES YOUR BREATH AWAY.

Luxurious. Sporting. Elegant. The qualities that set the BMW 6 Series apart make each of the models in the series a unique proposition. Time and again, the Gran Coupé, Coupé and Convertible effortlessly establish themselves where they belong: at the centre of attention.

The BMW 6 Series.



THE BMW 6 SERIES COUPÉ. LUXURY AND SPORTING FLAIR.



Too good-looking for the racetrack.

Design and function: The redesigned kidney grille of the BMW 6 Series Coupé² and the compelling elegance of its silhouette advertise this car's dynamic character, which the optional BMW M Sport package raises to an even more distinguished level. Precise steering and powerful acceleration lend every drive a hint of motor racing excitement. The Adaptive LED Headlights for the high and low beams with their sweeping top-edge contour and integrated swivel function reinforce this impression while combining safety with a fascinating daytime and nighttime design.

Engines and technology¹: Powerful – that is exactly what it feels like when the BMW TwinPower Turbo engines in the 640i/640i xDrive (six-cylinder in-line petrol engine), the 650i/650i xDrive (eight-cylinder petrol engine) and the 640d/640d xDrive (six-cylinder in-line diesel engine) make the air tremble with excitement. A characteristically throaty, aggressive sound ensures that the BMW 6 Series Coupé will always strike the right chord while using its 330 kW (450 hp) to accelerate the BMW 650i from 0 to 100 km/h in just 4.6 seconds (650i xDrive: 4.4 seconds). The eight-speed Steptronic Sport transmission included as standard, an agile sport suspension and optional chassis control systems add an extra portion of adrenaline to every drive.

Further information: www.bmw.com/6seriescoupe

Its elegance is an open secret.

Design and function: A masterpiece composed of light, air and flowing lines – the BMW 6 Series Convertible with the Design Pure Experience package. From the stupendous overall impression to finely crafted details like the contrasting seams for the exclusive Nappa leather upholstery in Cognac/Black (bi-colour) and the ergonomic sport leather steering wheel, everything combines to create a world in which open-top driving becomes a more exhilarating experience than ever before. Intelligent functions like the Parking assistant and the ConnectedDrive Navigation package, which is included as standard and allows you to enter desired destinations in your own handwriting, using the iDrive Controller Touchpad, add a level of convenience to the elegant design that you will come to appreciate time and again.

Engines and technology¹: With consummate and uncompromising ease, BMW TwinPower Turbo technology enables the eight-cylinder petrol engine in the 650i and 650i xDrive and the six-cylinder in-line petrol engine in the 640i and 640i xDrive as well as the 230 kW (313 hp) diesel engine in the 640d and 640d xDrive to deliver top performance combined with maximum fuel efficiency. Add the eight-speed Steptronic Sport transmission included as standard and the agile sport suspension, and the result is a dynamic and harmonious driving experience that is second to none.

Further information: www.bmw.com/6seriesconvertible



THE BMW 6 SERIES CONVERTIBLE. TOUCHES YOUR SENSES. ACCELERATES YOUR PULSE.

¹ Information on fuel consumption and CO₂ emissions can be found on pages 76–85.
² Available to order until end of 10/2017.

THE BMW 6 SERIES GRAN COUPÉ. DISCOVER PERFECTION.



Turns every road into a red carpet.

Design and function: The design of the BMW 6 Series Gran Coupé turns heads. The elegantly sculpted rear of the BMW 6 Series Gran Coupé and its sophisticated side creases illustrate that high performance and luxurious design are perfectly compatible. In the interior, every element adds to a sumptuous ambience and an exceptional level of comfort: high-quality materials, expert workmanship and an outstanding design exceed the highest expectations – while BMW Individual ensures that even the most personal requirements can be met. The rear seats feature a sporting design and provide comfortable seating for two people. As a 4+1-seater, the new BMW 6 Series Gran Coupé can even accommodate three rear passengers on shorter journeys. The many functions of the ConnectedDrive Navigation package make navigation easier than ever: you can now enter destinations via the iDrive Controller's Touchpad, using your own handwriting, or simply have the Concierge Service guide you to your destination.

Engines and technology¹: Poised on its BMW Individual 20" wheels, the BMW 6 Series Gran Coupé rises above the crowd. Its performance on the road puts its superiority beyond doubt: the way the 330 kW (450 hp) BMW TwinPower Turbo 8-cylinder petrol engine in the BMW 650i takes the car from 0 to 100 km/h in just 4.6 seconds has to be experienced to be believed. It is utterly addictive. The BMW 640i with 235 kW (320 hp) and the BMW 640d with 230 kW (313 hp) of power deliver stunning performance and agility as well, and are also available with intelligent xDrive all-wheel drive. Innovative technologies such as the eight-speed Steptronic Sport transmission or the ECO PRO mode, which is part of BMW EfficientDynamics, lower fuel consumption while enhancing dynamic performance.

Further information: www.bmw.com/6seriesgrancoupe



¹ Information on fuel consumption and CO₂ emissions can be found on pages 76–85.

THE BMW 6 SERIES GRAN TURISMO. SENSE AND SENSIBILITY HAVE NEVER BEEN CLOSER.



Driving. And discovering.

Design and function: The exterior design of the BMW 6 Series Gran Turismo maintains a perfect balance between athleticism and aesthetics. The Active Air Stream kidney grille with its wide surround adds sporting appeal to the vehicle's front. Seen from the side, sculpted surfaces create a sophisticated interplay of light and shadow that makes for an airy, elegant appearance, while the distinctive rear underscores the dynamic nature of the BMW 6 Series Gran Turismo. The elegant and luxurious interior offers an outstanding level of comfort. The slightly elevated seating position provides the driver and front passenger with an excellent view of the road. Ample headroom and legroom for rear passengers, premium materials, top-class workmanship and the Panorama glass roof make the interior an ideal, welcoming place for every occupant.

Engines and technology¹: The BMW 6 Series Gran Turismo is available with a whole range of powerful and efficient engines. The 250 kW (340 hp) BMW TwinPower Turbo 6-cylinder in-line petrol engine in the BMW 640i xDrive Gran Turismo delivers a maximum torque of 450 Nm and accelerates the car from 0 to 100 km/h in just 5.3 seconds. In addition to superb engines, the car delivers hallmark BMW driving characteristics that turn every journey, including long-distance ones, into a truly enjoyable experience. The Adaptive 2-axle air suspension and Executive Drive with Integral Active Steering enhance both ride comfort and dynamic performance. The Steering and Lane Control Assistant included in the Driving Assistant Plus package maximises safety. The system provides convenient steering support and keeps the vehicle in the centre of its lane, at speeds of up to 210 km/h. Active Cruise Control with Stop&Go function automatically maintains a pre-set distance to the car in front, decelerating the car all the way to a standstill if required.

Further information: www.bmw.com/6seriesgranturismo



¹ Information on fuel consumption and CO₂ emissions can be found on pages 76–85.

DRIVING LUXURY.

Discover progress that asks the questions of tomorrow and gives the most innovative answers today. Experience luxury that balances captivating presence with the utmost discretion. And enjoy the satisfaction of expectations not just being met, but comfortably exceeded. This is what this car is about. The BMW 7 Series.

The BMW 7 Series.



THE BMW 7 SERIES. THE DETAILS MAKE ALL THE DIFFERENCE.



Design language with a special accent.

Design and function: When you talk about the look of the BMW 7 Series, you talk about perfection. At the front, the wide kidney grille frame and the cleverly coordinated contours of the headlights accentuate the car's broad stance. The side profile also impresses with striking details. A gently sloping roofline and precise double swage lines visually stretch the vehicle and establish a unique impression of elegance. The interior offers contemporary luxury of the highest order. In the rear, you will experience an unprecedented ambience, innovative equipment and the most finely crafted materials. Even the controls of the BMW iDrive system are framed and visually refined by elegant trims. The BMW 7 Series – inspired by perfection.

Engines and technology¹: The powertrain technologies in the BMW 7 Series are at the forefront of modern mobility. The powerful and economical BMW 730d TwinPower Turbo 6-cylinder in-line diesel engine, with a peak output of 195 kW (265 hp), accelerates the car from 0 to 100 km/h in just 6.1 seconds and boasts low emission values. In addition, there is also a BMW 7 Series with BMW eDrive – an extremely efficient and dynamic combination of a petrol engine and an electric motor. With this powertrain, the BMW 740e consumes just 2.0–2.2 litres of fuel per 100 km and emits only 49–50 g/km of CO₂. Intelligent connectivity linking the driver and vehicle to the outside world is ensured by BMW ConnectedDrive – with tailor-made options available to add even more safety and comfort.

Further information: www.bmw.com/7series

An ambience that is as impressive as it is expressive.

Design and function: Relaxation is your constant companion in the BMW 7 Series. At ease in the Executive Lounge, you can sink into the high-quality leather seats and stretch out your legs, or work in an exclusive atmosphere. The seat behind the front passenger seat is adjustable, with multiple settings, and comes with a fold-out footrest attached to the seat in front, leaving it up to you to decide what is the most comfortable position for you to travel in. There's also the BMW Touch Command tablet, which gives you control of a host of vehicle functions and settings from the rear. And if you want to enjoy a particularly tranquil ride, the Sky Lounge panoramic glass sunroof ensures the perfect mood: more than 15,000 light elements create an extraordinary, five-star-plus ambience.

Engines and technology¹: Progress in motion – the BMW 750Li with xDrive, the most powerful drive set-up within the BMW 7 Series, is an engineering tour de force. Its V8 petrol engine produces 330 kW (450 hp) of power, enough to accelerate the car from 0 to 100 km/h in 4.5 seconds and up to a top speed of 250 km/h (electronically limited). In the cabin, a wave of the hand is enough to demonstrate the vast innovative power of the BMW 7 Series. BMW Gesture Control, which is part of a rigorously thought-out operating concept, recognises pre-defined hand movements. A circular index finger movement is all it takes to turn up the volume for example. In addition, the BMW Control Display includes a touch control function as well as the latest-generation voice control system. This makes for maximum convenience and safety. The BMW laser headlights with their anti-dazzle High-Beam Assistant are just as pioneering: bright, precise and intelligent, they set new standards with a reach of 600 m – twice as long as conventional LED headlights. The BMW 7 Series – the ultimate commitment to innovation. Farsightedness combined with a uniquely impressive ambience.



THE LONG-WHEELBASE BMW 7 SERIES. WHERE MOTION IS EMOTION.

¹ Information on fuel consumption and CO₂ emissions can be found on pages 76–85.

A WORLD WITHOUT BORDERS. FOR A LIFE FULL OF POSSIBILITIES.

The globe has 360 degrees of longitude. And there are 24 hours in the day. Life has boundless adventures to offer, and, whatever you're aiming for, there are so many different ways to reach it. But what direction should you take? Which route is the right one for you? In fact, you need not always have an answer to these questions – because the freedom to choose from a wealth of possibilities is a luxury that can be granted to you by one outstanding quality: versatility.

The BMW X models.



THE BMW X1.
NEW. RARING TO GO.



Personality type: impulsive. Destination: the unknown.

Design and function: The BMW X1 has adventure written all over it: the distinctive front, hallmark BMW kidney grille and optional full-LED headlights spell it out – this BMW is a true X. Its interior, too, is equal to any challenge. The raised seating position provides superior comfort from the moment you enter the car. Keep your eyes safely on the road while the optional, full-colour BMW Head-Up Display² projects important data such as speed, speed limits and entertainment lists into your direct field of vision on the windscreen. And the BMW X1 also has the perfect solution for even more legroom or a larger luggage compartment: the optional rear seat bench with fore/aft adjustment. Find out for yourself just how far you can go with this perfect synergy of dynamism, agility and versatility – in the BMW X1.

Engines and technology¹: Armed with a steely determination and remarkable confidence, the BMW X1 is ready to take on any challenge. In doing so, it breaks new ground, living up to the philosophy of combining extreme dynamism and the best possible fuel efficiency. Innovative EfficientDynamics technology in the BMW X1 xDrive25i results in a low combined fuel consumption of 6.4–6.6 litres per 100 km, with the BMW TwinPower Turbo 4-cylinder petrol engine delivering a peak output of 170 kW (231 hp). As well as sheer driving pleasure. Enjoy being taken from 0 to 100 km/h in 6.5 seconds – or to the place you call freedom. With the BMW X1.

Further information: www.bmw.com/x1



¹ Information on fuel consumption and CO₂ emissions can be found on pages 76–85.
² The display is not fully visible with polarised sunglasses. The contents shown by the Head-Up Display depend on equipment. Further optional equipment is required for additional displays.

THE BMW X3. A REAL X. FROM A TO Z.



Built for challenges great and small.

Design and function: The exterior of the BMW X3 combines robustness and sophistication. The result is an extremely resolute front design with a large kidney grille, a strong side view dominated by a prominent shoulder line, and a dynamic and distinctive rear. The elevated seating position in the elegant and contemporary interior provides a superb overview of the road as well as all instruments. A clever storage concept with many open and closed storage compartments allows you to make ideal use of the interior. The BMW X3 is also a real master of communication: in addition to familiar systems like the iDrive Controller and voice and gesture control, you can now also issue commands via the vehicle's Touch Display. Complete happiness – in the BMW X3.

Engines and technology¹: On-road, off-road, in town or driving through the countryside: the BMW X3 always delivers a dynamic driving experience. Engines with BMW TwinPower turbo technology, as powerful as they are efficient, are one reason for this. The top engine here is the BMW M40i. It's a BMW M Performance TwinPower Turbo 6-cylinder in-line petrol engine with 265 kW (360 hp) and 500 Nm of torque that ensures stupendous power delivery and extremely dynamic performance. The vehicle is also perfectly balanced, with the front axle and rear axle each carrying 50 per cent of the car's weight, while BMW xDrive continuously adjusts the torque split. This means that you can be certain to enjoy maximum agility, precision and traction in every situation. In addition, there are innovative driver assistance systems for maximum safety and advanced comfort: the Driving Assistant Plus package includes such systems as the Steering And Lane Control Assistant, which automatically keeps the vehicle in its lane. Reaching your destination in safety and comfort – in the BMW X3.

Further information: www.bmw.com/x3

The BMW X4 will turn heads – anytime, anywhere.

Design and function: The extrovert design of the BMW X4 combines lifestyle and performance above everything. It blends characteristic X power with the aesthetic appeal of a classic coupé. Its dynamic lines and coupé-style silhouette turn every road into a stage. The BMW X4 is always ready for a grand entrance: circular twin headlights and a wide kidney grille radiate power and dominate its extremely confident front. The interior design is equally uncompromising. The cockpit is focused on the needs of the driver and features intuitive controls. And the optional full-colour BMW Head-Up Display² ensures the best possible visibility: it projects relevant data directly into the driver's field of vision, conveying the impression of being in an aircraft's cockpit. The driver has complete control at all times – and never loses sight of the road ahead.

Engines and technology¹: Restraint? Only in terms of fuel consumption. The BMW TwinPower Turbo six-cylinder in-line diesel engine in the BMW X4 xDrive35d combines high performance and efficiency. This is reflected above all in its output of 230 kW (313 hp) and its stupendous 630 Nm torque. Likewise, this machine shows little restraint when it comes to accelerating: 5.2 seconds is all it takes to get from zero to 100 km/h – performance all the way. Despite this, it requires an average of just 6.0 litres of fuel per 100 kilometres. And the intelligent BMW xDrive all-wheel drive ensures fully variable torque distribution, providing the best possible traction and agility in any situation. Are you ready to become the centre of attention? Then choose the BMW X4.

Further information: www.bmw.com/x4



THE BMW X4. ATTRACTING ATTENTION.

¹ Information on fuel consumption and CO₂ emissions can be found on pages 76–85.
² The visibility of the BMW Head-Up Display is limited by polarised sunglasses. Functionality shown is dependent on equipment. Further optional equipment is required for additional displays.

THE BMW X5. TRAILBLAZER.



A vehicle that exudes commanding leadership at all times – the BMW X5, pioneer of a whole automotive class.

Design and function: Versatility meets exclusivity – the BMW X5 combines superb dynamism with sophisticated design and premium equipment. The distinctive exterior instantly communicates its strength of character, and select materials in the interior maximise the feeling of luxury and space. Two design schemes, Pure Experience and Pure Excellence, enable you to add your personal touch to the exterior and interior – for a particularly powerful presence or refined understatement.

Engines and technology¹: With a broad range of innovative technologies, the BMW X5 brings sheer driving pleasure to life like never before. The BMW xDrive all-wheel drive system, for example, ensures intelligent power distribution between the two axles. Combined with the sensors of the DSC stability control system, xDrive does not just react, it acts pre-emptively. The refined power of the economical engines is instantly thrilling – a thrill delivered, thanks to a host of BMW EfficientDynamic technologies, alongside an impressive power-to-efficiency ratio. A fine example of this is the BMW X5 M50d with its power output of 280 kW (381 hp) and average fuel consumption of just 7.8 litres.

Further information: www.bmw.com/x5

A unique lifestyle: the BMW X6. A BMW Sports Activity Coupé that rules the road and attracts attention – everywhere.

Design and function: With its unique concept combining a sporting coupé design and the powerful dynamism of a BMW X, the BMW X6 breaks with tradition. It's a natural leader. Its rear section underscores its powerful X character. Horizontal lines emphasise its broad stance and maximise the dynamic visual effect of the typical L-shaped LED taillights. In the BMW X6 interior, exclusive materials and premium workmanship create an authentic coupé ambience, with elegant lines joining the cockpit to the rear cabin to create an integrated whole.

Engines and technology¹: Superior handling, a dynamic drive – innovations like the intelligent xDrive all-wheel drive or Dynamic Performance Control ensure exhilarating driving pleasure and maximum safety. The powerful BMW xDrive50i eight-cylinder petrol engine with BMW TwinPower Turbo technology, mated to an eight-speed Steptronic Sport transmission, accelerates the car from 0 to 100 km/h in a sensational 4.8 seconds. The optional BMW Head-Up Display² projects key information directly into your field of vision, so that you can concentrate fully on the road. The optional Adaptive LED Headlights don't just look great, they also enhance safety by maximising road illumination in bends.

Further information: www.bmw.com/x6



THE BMW X6. BREAKS RULES, CONVENTIONS AND HEARTS.

¹ Information on fuel consumption and CO₂ emissions can be found on pages 76–85.
² The visibility of the BMW Head-Up Display is limited by polarised sunglasses. Functionality shown is dependent on equipment. Further optional equipment is required for additional displays.

BMW Plug-in Hybrid

INTELLIGENT. DYNAMIC. ELECTRIC.

Driving without local emissions: the innovative BMW eDrive concept. Using a combination of an electric motor, a lithium-ion high-voltage battery, an internal combustion engine and intelligent energy management, it opens up a whole new dimension of driving pleasure that sets new EfficientDynamics standards. The drive concept demonstrates the viability of sustainable mobility on every drive, while delivering impressive dynamic performance. Used in the BMW i models as well as the iPerformance models, it's an electrifying piece of technology. Because nothing is more compelling than maximum performance powered by efficiency – except perhaps the exhilaration that accompanies the experience.

The BMW plug-in hybrid models.

i PERFORMANCE



THE NEW BMW iPerformance MODELS. ELECTRIFYING DRIVING PLEASURE.



The new BMW iPerformance models demonstrate how to translate impressive efficiency and sustainability into sheer driving pleasure. From the sporty BMW 3 Series iPerformance to the confident X5 iPerformance to the elegant BMW 7 Series iPerformance – at BMW, the future of sustainability has already begun. The innovative BMW eDrive electric drive concept delivers maximum driving enjoyment – almost silently, and without local emissions. A petrol engine with BMW TwinPower Turbo technology, a powerful electric motor, a high-voltage lithium-ion battery and intelligent energy management are the key elements underlying this intelligent drive concept. In addition, the hybrid drive's electric motor also supports the internal combustion engine by acting as an eBooster: when maximum power is required, the electric motor is fed energy from the high-voltage battery. This makes for increased electric thrust and a significant acceleration boost. Enjoy an optimal range in any situation and experience a pioneering vehicle concept that has few equals – with the BMW plug-in hybrid models.

The electric motor in a BMW iPerformance model can either drive the vehicle by itself or support the internal combustion engine. Intelligent energy management controls the interaction between the electric motor and the internal combustion engine, using the drive components to achieve maximum efficiency. Use the 360° ELECTRIC system tailored to your car to always have a fully charged battery – simply recharge your BMW at home from any mains socket or via your own BMW i Wallbox, using the cable supplied. And while you are on the road, public charging stations and various ChargeNow solutions are available to make topping up as convenient as possible. The battery can even be recharged while driving: the electric motor can function as a generator when coasting or braking, transforming the vehicle's kinetic energy into electric energy that is fed into the battery. Experience a new dimension of driving pleasure that combines breathtaking dynamic performance with superlative efficiency – in the new BMW iPerformance models.



BMW EfficientDynamics
Less emissions. More driving pleasure.

SUSTAINABLE MOBILITY AND OUTSTANDING CONNECTIVITY.

When eco-friendly technology and superlative in-car connectivity come together in your BMW, the result is sheer driving pleasure. In addition to low fuel consumption and emissions, the intelligent BMW EfficientDynamics technologies also ensure impressive performance – making every drive as efficient and dynamic as possible. The innovative BMW ConnectedDrive services and driver assistance systems, meanwhile, provide superior in-car connectivity at all times, for a safe and relaxed travel experience. Welcome to a world that is as kind to the environment as it is to you.



BMW ConnectedDrive
So connected, you're free.



BMW EFFICIENT DYNAMICS.
LESS EMISSIONS. MORE DRIVING PLEASURE.



The future of intelligent engineering.

Reduced fuel consumption and emissions on the one hand, enhanced performance and driving pleasure on the other – far from being mutually exclusive, these goals have been the BMW EfficientDynamics formula for success. Among the highlights: the outstanding petrol and diesel engines with BMW TwinPower Turbo technology. Their combination of advanced injection systems, variable output control and sophisticated turbocharger technology constitutes an outstandingly intelligent efficiency package. And there are other innovations as well: intelligent lightweight design – BMW EfficientLightweight – uses ultra-light high-tech materials to cut down on weight without compromising your vehicle’s stability, safety and comfort. This includes engines and drive components made from aluminium, as well

as some carbon-fibre reinforced plastic (CFRP) parts. CFRP is particularly suitable for automotive applications, given that it is just as strong as steel, but around 50% lighter. The development of innovative eDrive technology further promotes the BMW EfficientDynamics philosophy: BMW eDrive enables all-electric driving without local emissions, with a lithium-ion high-voltage battery providing the necessary power. BMW EfficientDynamics combines features such as the eight-speed Steptronic transmission, BMW TwinPower Turbo engines, Air Curtains and BMW EfficientLightweight, but the aim is always the same: Less emissions. More driving pleasure.



BMW CONNECTED DRIVE AND BMW PERSONAL COPILOT.



BMW ConnectedDrive Services & Apps.

In-car connectivity providing you with complete freedom. With the BMW ConnectedDrive Services & Apps, you have more time for the important things in life – leisure, family and friends – even while on the road. The many features provided by BMW ConnectedDrive Services & Apps* allow you to arrive at your destination informed, in touch and relaxed. The Concierge Service is available to you round the clock. So if you're trying to find a hotel, a tourist attraction or a petrol station, BMW Call Centre agents will locate it for you and send the address straight to your navigation system. And to ensure that BMW ConnectedDrive¹ always meets your needs, the BMW ConnectedDrive Store provides flexible access to all services and apps, allowing you to select and book them as you need them. To choose tailor-made options in the BMW ConnectedDrive Store, simply register in the “My BMW ConnectedDrive” customer portal. Stay connected to the world, so you always know where your next journey will lead you.

BMW Personal CoPilot driver assistance systems.

Enjoy the greatest convenience and the highest level of safety. Whether it's driving, parking or a matter of visibility, BMW Personal CoPilot driver assistance systems provide reliable support at all times, making each and every journey a pleasant experience in every way. Remote Parking, available as an option, enables your BMW to enter and exit parking bays autonomously. When arriving at a garage or narrow parking space, you can simply exit your vehicle and then use your BMW Display Key to park the vehicle. The entire parking procedure is monitored by Park Distance Control (PDC), the parking assistant and the Surround View sensors. These and other BMW Personal CoPilot assistance systems make your vehicle more intelligent than ever. Experience how innovative, easy and convenient safety can be in your BMW.



Image shows features that are only available for the German market.

¹ For more information, please visit www.bmw.com/ConnectedDrive
* May not be available in all countries. Please consult your BMW partner.

A FASCINATION WITH PERFORMANCE.

Nothing is more challenging than delivering breathtaking performance. It requires strength. Innovative thinking. And the courage to rewrite the rules. Something that is only possible when driven by true dedication. Dedication that never ceases to move forward – direct, focused, uncompromising.

The BMW M models.



THE NEW BMW M2 COUPÉ. THE ONLY THING THAT MIGHT TRAVEL FASTER IS ITS REPUTATION.



Power unleashed.

Design and function: Adrenaline rush. This car's design is as jaw-dropping as its performance. Three-way air inlets with trapezoid blades evoke famous front spoilers from motor racing history. M double-spoke light alloy wheels that combine purism and sporting appeal provide a tantalising glimpse of the high-performance brake system. Viewed from the side, sculpted side sills and typical M gills add further evidence that this compact race car dominates the road. Inside, the rich engine sound creates an authentic motor sport feel that is further enhanced by an interior design featuring carbon, Alcantara and black Dakota leather.

Engines and technology¹: Hallmark M style, without compromises, for a driving experience that makes your heart beat faster and delivers a race track experience on the road. Delivering astonishing pulling power and exceptional refinement, the 272 kW (370 hp) M TwinPower Turbo six-cylinder in-line petrol engine, mated to the optional seven-speed M double-clutch transmission, accelerates the new BMW M2 Coupé from 0 to 100 km/h in just 4.3 seconds. A maximum torque of 500 Nm creates a level of dynamic performance that makes it a true motor sports icon. Technologies such as the extremely stiff body, lightweight front and rear axles and a special M chassis underscore that this is a car that makes its own rules.

Further information: www.bmw.com/m2

Trail blazers.

Design and function: Maximum performance, taken to the limit. The new BMW M4 Coupé, the new BMW M4 Convertible and the new BMW M3 Saloon challenge the laws of physics. These three icons redefine limits with previously unthinkable precision. Their aerodynamic M design demonstrates the visual superiority of these three high-performance athletes: a characteristic powerdome, a front apron with large air inlets and typical M gills with integrated Air Breathers demonstrate the confidence of the new BMW M automobiles, now in their fifth generation. The optional M Competition package makes their appearance even more impressive: with front grilles and gill elements in high-gloss Black and forged, gloss-lathed Star-spoke style 666 M, 20" M light alloy wheels. All three of these athletes stand for supreme control – and that, of course, extends to the cockpit. Every element, such as the M seats with their bucket seat design² or the M leather steering wheel, is a study in ergonomic perfection enabling extraordinary mastery of each vehicle. These cars are made for drivers willing to experience a genuine thrill.

Engines and technology¹: A BMW M automobile belongs at the top. This is why every detail of the new BMW M4 Coupé, the new BMW M4 Convertible and the new BMW M3 Saloon has been crafted to deliver top-class performance. The M TwinPower Turbo six-cylinder in-line petrol engine combines the best of both worlds: a high-revving engine concept with a 7,600 rpm redline and highly efficient power delivery with a maximum torque of 550 Nm. 317 kW (431 hp) are at your service. The optional M Competition package increases output even further, to 331 kW (450 hp). The optional seven-speed M dual-clutch transmission with Driveline will take you from 0 to 100 km/h in just 4.1 seconds (4.4 seconds in the new BMW M4 Convertible) – putting you ahead when it matters. Despite all these high-performance advantages, fuel consumption is only 8.3 litres per 100 kilometres (8.8 litres with six-speed manual gearbox) in the new BMW M4 Coupé and the new BMW M3 Saloon, and 8.7 (9.1) litres in the new BMW M4 Convertible. Intelligent lightweight design results in a superior power-to-weight ratio and ensures excellent driving characteristics. The optional M-specific Head-Up Display projects key parameters into your field of vision – thus enabling you to keep your eyes on the road. After all, keeping an eye on everything is the definition of control.



THE NEW BMW M4 COUPÉ AND CONVERTIBLE. THE NEW BMW M3 SALOON. MAN. MACHINE. MAXIMUM PERFORMANCE.

¹ Information on fuel consumption and CO₂ emissions can be found on pages 76–85.
² M bucket seats only for M3 Saloon and M4 Coupé.

THE BMW M5. UNTOUCHABLE.



A saloon. A sports car. No compromise.

Design and function: Whether in the city centre or on the race track, the BMW M5 always leaves a superior impression. The flowing silhouette of a classic saloon blends seamlessly with the sporty character of an uncompromising athlete. From the majestic front featuring an M kidney grille and Adaptive LED Headlights to the aerodynamically optimised M exterior mirrors and the classic M gills, along the distinctive side skirts to the imposing rear, everything attracts attention and admiration. This appearance is perfectly complemented by a harmonious interplay of luxury and sportiness in the interior. Here, the BMW M5 also recreates that classic M motor sport atmosphere right down to the finest details – from the ergonomic arrangement of the M-specific controls, to the seemingly technical yet elegant aluminium M trim and the aroma of soft leather.

Engines and technology¹: At the push of a button, the elegant saloon transforms itself into an uncompromising elite athlete. With up to 680 Nm of torque and a power output of 412 kW (560 hp), the M TwinPower Turbo eight-cylinder petrol engine can accelerate the BMW M5 from 0 to 100 km/h in as little as 4.3 seconds. Power is on tap, from the first touch of the accelerator pedal to the redline. And with the new Active M Differential, you can enjoy maximum traction, control and – above all – maximum driving pleasure at any time. This can be increased even further with the optional Competition package, which provides a power increase of 11 kW (15 hp) and palpably more direct steering. The BMW M5 also boasts an impressive ratio between performance and fuel consumption thanks to a wide range of BMW EfficientDynamics technologies. Because after all, at BMW, efficiency is an essential part of superior performance.

Further information: www.bmw.com/m5

There are X amounts of reasons for an M.

Design and function: Impressive road presence and sheer dominance – distinctive shapes and powerful contours at the front and rear define the compelling M design. Large air inlets, typical M gills and the characteristic M kidney grille underscore the confident sporting appeal, pioneering spirit and classic elegance of two vehicles that love to challenge limits, wherever they're found. Whether you're driving on a race track, gravel road or country lane, in the BMW X5 M and the BMW X6 M you always remain in control and feel fully in charge. The electric M multifunction seats with specially designed side bolsters and integrated headrests support you in every corner – an unforgettably dynamic experience.

Engines and technology¹: When these two model athletes from the M family display their power, they generate forces you would not have thought possible. The M TwinPower Turbo high-performance eight-cylinder petrol engines with a maximum torque of 750 Nm enable a top speed of 250 km/h². They benefit from typical M power delivery, twin turbocharging for enormous thrust and a unique sound – the last word in performance and acceleration. The sporty, ergonomically designed M leather steering wheel in the BMW X5 M and the BMW X6 M puts this stupendous output and sporting ability directly at your disposal. With the M Servotronic, each bend becomes an exercise in power: the weight of the steering adjusts as a function of road speed, ensuring a direct and comfortable steering experience. The car handles even extremely sporting manoeuvres with consummate ease – the M-specific xDrive intelligent all-wheel drive keeps the vehicle on track, while giving your exhilaration free rein. Experience superior performance. Discover the BMW X5 M and the BMW X6 M.

Further information: www.bmw.com/x5m
www.bmw.com/x6m



THE BMW X5 M AND THE BMW X6 M. AREA OF EXPERTISE: EVERYTHING.

¹ Information on fuel consumption and CO₂ emissions can be found on pages 76–85.
² Electronically limited.

THE BMW M6 COUPÉ AND CONVERTIBLE. SYMPHONY IN M.



Made for performance.

Design and function: Allow us to introduce you to the most powerful BMW M6 of all times. Whether you choose the Coupé³ or the Convertible, the car you'll drive will represent a perfect symbiosis of performance and exclusivity, dynamism and prestige. The wide track ensures perfect handling. With optional 20" light alloy wheels, you'll look the part, too. The M-specific side skirts and the twin tailpipes in Black Chrome contained in the optional Competition package maximise the car's sporting appeal. And its lightweight carbon roof enables the BMW M6 Coupé³ to handle every situation with consummate aplomb. The interior features luxurious materials and perfect workmanship: enjoy the sumptuous full-leather upholstery featuring fine-grain Merino leather and feel like you are at home. A touch of motor sport flair is added by the M leather steering wheel with shift paddles and multifunction buttons. This gives you full control over bends and gear changes and also includes two M buttons providing instant access to two different M Drive set-ups.

Engines and technology¹: Raise the curtain for an engine that puts everything that went before it to shame. The M TwinPower Turbo V8 petrol engine with optional Competition Package now delivers 441 kW (600 hp) – to breathtaking effect. It accelerates the M6 Coupé³ from 0 to 100 km/h in 3.9 seconds (M6 Convertible: 4.0 seconds). And the deceleration achieved by the optional M carbon ceramic brakes is equally outstanding. The BMW M Laptimer app for your iPhone will provide you with comprehensive data on your performance as a driver, analysing and improving your driving style. And for even more motorsport flair, there is the M Dynamic Mode, complemented by the Active M Differential and the BMW Head-Up Display² with M-specific display, for a perfectly executed masterpiece. Standing ovations included.

Further information: www.bmw.com/m6coupe
www.bmw.com/m6convertible

As personal as your fingerprint.

Design and function: M as in "more". Of everything. Motor sport technology and a passion for the exceptional meet in the BMW M6 Gran Coupé. The result is a revelation. The distinctive BMW M grille with its exclusive M double slats and chrome connectors attracts attention. The majestic rear underscores the vehicle's road presence. The space between provides room for you to expresses your personality: with BMW Individual your BMW M6 Gran Coupé becomes your very own masterpiece. Select from a range of special paint finish, upholstery and trim options. Take the BMW Individual full-leather upholstery in Platinum fine-grain Merino leather. Going beyond that, BMW Individual Manufaktur can produce almost anything you are capable of imagining. The BMW M6 Gran Coupé, too, features a carbon roof as standard. Rolling along on 20" light alloy wheels, you can be assured of two things: respect and admiration.

Engines and technology¹: The secret of exceptional performance is unlimited power. Well, nearly unlimited. At 441 kW (600 hp) the M TwinPower Turbo V8 petrol engine with the optional Competition package embodies the essence of motor racing. It propels the car from 0 to 100 km/h in 3.9 seconds. And with the M Driver's package, up to a top speed of 305 km/h. This power is transmitted to the road by the seven-speed M double-clutch transmission with Drivelogic. The optional M carbon ceramic brakes deliver the same kind of performance – there's no better way to bring an M model to a rapid stop. The M Dynamic Mode, the Active M Differential and the BMW Head-Up Display² with M-specific content maximise sporting appeal. The BMW M6 Gran Coupé is a true extravaganza: built not for the crowd, but to challenge the laws of physics.

Further information: www.bmw.com/m6grancoupe



THE BMW M6 GRAN COUPÉ. THE VIRTUOSITY OF POWER.

¹ Information on fuel consumption and CO₂ emissions can be found on pages 76–85.
² The visibility of the BMW Head-Up Display is limited by polarised sunglasses. Functionality shown is dependent on equipment.
Further optional equipment is required for additional displays.
³ Available to order until end of 10/2017.
Shown here: the BMW M6 Gran Coupé, BMW M6 Coupé and BMW M6 Convertible with the optional M Competition package*.
* May not be available in all countries. Please consult your BMW partner.

BMW i. THE FUTURE OF URBAN MOBILITY.

The world is in motion. We are in motion. And motion is always exciting, because it entails change. BMW i is a prime example – innovative vehicle concepts and connected mobility services bringing about sustainable urban mobility. The future has already begun: BMW i is perfect proof that social responsibility and sheer driving pleasure go hand in hand, always driven by requirements.

The BMW i models.



THE ELECTRIC REVOLUTION: THE BMW i3.



Sets new sustainability standards.

Design and function: Breaking new ground – with renewable resources, without emissions. The BMW i3 is uncompromisingly different in concept and construction and, thanks to its special LifeDrive architecture, offers immense amounts of interior space. All drivetrain components are integrated into the underbody of the vehicle (Drive module), which has dispensed with the need for a centre tunnel in the passenger compartment (Life module). As a result, the interior has an open, airy and loft-like atmosphere. Additionally, the use of materials made from renewable resources, such as natural fibres and eucalyptus wood, further underscores the vehicle’s sustainability and premium appeal. It all adds up to pure electric driving pleasure in the BMW i3.

Engines and technology¹: One step ahead of the future. An all-electric drive system makes the BMW i3 the ideal vehicle for driving in the city. Thanks to BMW eDrive technology, it delivers a unique, remarkably agile driving experience. The electric motor develops 125 kW (170 hp) while its peak torque of 250 Nm is available from a standing start, perfectly illustrating this car’s dynamic character. The same can be said for the 0–100 km/h time of just 7.2 seconds (i3 94 Ah: 7.3 seconds). This is due in good part to the carbon passenger cell. Intelligent lightweight construction not only makes the BMW i3 light and fast on its feet but also ensures optimum efficiency and safety. It is hard to beat when it comes to sustainability, too. Along with the use of renewable, naturally processed materials in the interior, the emissions level is zero – and that speaks for itself.

Further information: www.bmw-i.com/i3

The power of progress.

Design and function: The BMW i8 embodies supreme emotiveness, sporting appeal and aesthetics. Every component of this car is geared towards ideal aerodynamic performance combined with top-class design. The extravagantly dynamic exterior design is dominated by spectacular lines. The innovative LifeDrive architecture consists of two parts that are precisely tailored to their respective requirements. The aluminium chassis – the Drive module – contains a high-voltage lithium-ion battery and the front and rear drive components. Between the two is the Life module: an ultra-lightweight occupant cell made from high-strength carbon, which combines maximum stability with extremely low weight. The fascinating design language apparent in the exterior of the BMW i8 is seamlessly picked up in the cabin: an innovatively styled cockpit captivates with its so-called layering design and pronounced driver orientation. The use of premium materials such as leather upholstery tanned in an organic process using olive tree leaf extract and dynamic shapes emphasise the holistic BMW i philosophy.

Engines and technology¹: A sports car with the fuel efficiency of a city car: no other BMW automobile embodies its BMW EfficientDynamics heritage as consistently as the BMW i8. This is evident in its LifeDrive architecture as well as in its advanced plug-in hybrid technology. The electric BMW eDrive motor drives the front axle with 96 kW (131 hp) of power, while a specially developed 1.5-litre three-cylinder petrol engine with BMW TwinPower Turbo technology delivers a maximum of 170 kW (231 hp) to the rear wheels. The combined output of 266 kW (362 hp) provided by this true all-wheel drive system ensures impressive acceleration while keeping combined fuel consumption at a low 2.1 litres per 100 kilometres. In addition, numerous BMW i ConnectedDrive Services will help you keep in touch while on the road. The BMW i Remote app for your smartphone (iOS and Android) enables you to monitor your vehicle’s location, current battery charge and maintenance prompts. You can also use it to remotely ensure that the doors are locked and the lights are turned off. All this makes the BMW i8 not just an impressive sports car but also the epitome of progress.

Further information: www.bmw-i.com/i8



THE SPORTS CAR OF THE FUTURE: THE BMW i8.

¹ Information on fuel consumption and CO₂ emissions can be found on pages 76–85.

BMW Motorrad

JOY LOVES FREEDOM.

It's time to set off. On two wheels, without a fixed destination – because there's no limit to the places you might go. On a BMW motorbike, all paths are open to you. The choice is yours. Discover things for yourself. Without ever looking back. Because only people who have that intrinsic urge to go forward reach places no one else has been to. Get on your bike and challenge the wind to a battle of wills. Make life a ride.



CHOOSE YOUR ADVENTURE!



THE R NINE T FAMILY.
For more than 90 years, BMW Motorrad has been a leading light in the world of motorbikes. The Heritage family pays tribute to the BMW Motorrad boxer history: with the R nineT, complete with numerous customising options making it ideal for all those who wish to realise their dreams. With the Scrambler, which celebrates the unconventional. With the Racer, which revives the 1970s superbike era. With the Pure, stripped down to the essentials. And with the Urban/GS, a homage to the earliest chapters in the GS success story. That's the R nineT family. That's BMW Motorrad Heritage.

Further information: bmw-motorrad.com/heritage



BMW G 310 GS
THE ESSENCE OF RIDING PLEASURE.
The new BMW G 310 GS – ready for everyday adventures. To BMW Motorrad, GS is a promise. It stands for absolute function, for reliability and robustness. The G 310 GS introduces these qualities to the sub-500 cc class, taking the famous GS spirit to urban and suburban roads.

Further information: bmw-motorrad.com/g310gs



BMW R 1200 GS
ICON MEETS PROGRESS. PERFECTION MEETS PASSION.
The R 1200 GS is the quintessential GS. It is the uncontested leader in the long-distance enduro segment today. The new models take things to an even higher level in terms of both touring and offroad capability.

Further information: bmw-motorrad.com/r1200gs



BMW K 1600 GT
GRAN TURISMO – FOR RIDING WITH A PASSENGER.
Dynamic and comfortable, with a silky-smooth six-cylinder. Now with semi-active Dynamic ESA suspension as standard. Optionally with reversing aid, Shift Assistant Pro and the intelligent ECALL emergency call system, a world first in motorcycle engineering.

Further information: www.bmw-motorrad.com/k1600gt



BMW C EVOLUTION
YOU ALWAYS NEED SOMEONE TO LEAD THE PACK.
Accelerating from 0 to 50 km/h in 2.8 seconds, with a range of 160 km, this bike takes you silently through the city. And beyond. 100% electric. 100% exhilaration. Don't make compromises; make an impression instead. Sustainably.

Further information: bmw-motorrad.com/cevolution



WELL TAKEN CARE OF WITH BMW SERVICES:

When you buy a BMW, you can look forward to superb service and comprehensive customer care. For example, the **Condition Based Service** independently tracks both service fluid levels and the condition of parts subject to wear and then notifies you in the display when the vehicle requires servicing. So you only need to go to your BMW service partner when it's really necessary. When you do go, our

qualified BMW service specialists take care of your vehicle using the newest workshop technology and only **original BMW parts**. This service is available worldwide in more than 3,300 BMW service partner establishments in over 150 countries, to provide you with limitless driving pleasure.

BMW SERVICE.



BMW Service Packages*: Individual and stress-free, just for you. Individual, well-thought-out servicing solutions carefully tailored to you and your vehicle. With one-off, predictable costs, BMW Service Packages give you complete peace of mind, so you can enjoy owning a BMW to the very fullest. Whether it's fresh from the showroom or already well-travelled – there's a BMW Service Package for every phase of your vehicle's life. All bringing you maximum quality, expertise and value retention, always at reasonable, transparent rates. And always carefully tailored to you and your BMW. Find out just how stress-free truly individual service can be! www.bmw.com/serviceinclusive



BMW Mobile Service*: This service is there for you day and night. As soon as you call, we spring into action, and take care of everything that may need doing after an accident or breakdown, with specially trained technicians working – on site or via telephone – to get your car back on the road. We offer comprehensive, country-specific mobility packages for breakdowns, and insurance that covers you in the event of an accident or theft. So if anything untoward does happen, simply call up the BMW accident hotline and we'll go to work. We'll take care of calling the emergency services, a tow truck, a replacement car, notifying your insurance company and much more. For further information please visit www.bmw.com



BMW TeleServices*: With Condition Based Service, you'll be automatically reminded of your next necessary service appointment on the vehicle screen. Provided you've consented, key vehicle data will be relayed to BMW automatically for analysis. Your assigned BMW service partner will access the information and contact you free of charge to make a service appointment as and when necessary. To access BMW Teleservices, the vehicle must be equipped with the optional Intelligent Emergency Call or ConnectedDrive Services. The service can be deactivated at any time you so desire, and you can change your service partner in the iDrive menu or ConnectedDrive portal. Find out more at www.bmw.com/teleservices



BMW Financial Services*: Mobility solutions to meet your needs. BMW Financial Services provides you with attractive leasing, finance and insurance options. To find out more, see the price list or go to www.bmwfs.com. Your BMW partner will also be glad to draw up an individual offer for you in person.

THE BMW EXPERIENCE.



BMW TV*: www.bmw.tv enables you to experience the BMW brand in all its diversity. Features, portraits and background reports provide you with information on automobiles, innovations, sports and lifestyle topics.



BMW Driving Experience: The better you control your BMW, the more enjoyment you will derive from driving it. Use our training courses to learn for yourself what it means to reach a car's physical limits on various types of surfaces, and what you have to do to control your vehicle even in extreme situations. For further information please visit www.bmwdrivingexperience.com



BMW Welt: Picking up a car at BMW Welt has always ranked among the best moments for any driver. Turn this moment into one whole unforgettable day: experience the handover of your new BMW as just one part of a programme of activities perfectly tailored to your interests. At BMW Welt, the BMW Group plant, the BMW Museum, the BMW Group headquarters and the BMW Group Classic all combine to provide you with a great experience of an exciting history, a breathtaking present – and spectacular visions for the future. Find out more at www.bmw-welt.com/en



BMW Magazine: In BMW Magazine, experience the newest BMW models in front of stunning backdrops. Discover new design trends, travel destinations and the richness of modern life. Encounter people with visionary ideas who are changing the world. Find out more at www.bmw.com/magazine

* May not be available in all countries. Please consult your BMW partner.



SHAPING THE FUTURE – RESPONSIBLY.

In 2016, the BMW Group was once more listed in the Dow Jones Sustainability Index as the most sustainable automotive company worldwide. This makes BMW Group the only company in the automotive industry to be listed without interruption since the index was established. The development of efficient vehicle concepts and environmentally friendly production processes, including recycling, is an integral part of our philosophy. BMW EfficientDynamics and electric vehicles have enabled us to cut CO₂ emissions from our European new-vehicle fleet by more than 40% since 1995. We have also reduced the amount of resources used in production, such as water and energy, by 34% between 2006 and 2016, with a reduction to 45% of previous levels aimed at for 2020. In terms of other resources (such as volatile organic compounds, process wastewater and waste) our 45% target was met in 2014, and we will continue to work on further improvement. Production at our engine plant in Steyr has been waste-water free since 2007. And of course, at the end of its service life, every one of our vehicles can be easily and economically recycled. To return your end-of-life vehicle, please contact your BMW partner. For more information on this issue please visit our website.

www.bmw.com/EfficientDynamics
www.bmwgroup.com/responsibility
www.bmw.com/recycling



**Sheer
Driving Pleasure**

The models illustrated in this brochure show the equipment and configuration options (standard and optional) for vehicles produced by BMW AG for the German market. Alterations in standard and optional equipment and the configurations available for the different models, as described in this brochure, may occur after 17/03/2017, the date when this brochure went to press, or according to the specific requirements of other markets. Your local BMW Partner is available to provide further details. Subject to alteration in design and equipment.

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