

FROM: BMW of North America

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Request for Coverage

BMW 2 SERIES COUPE, BMW M3 SEDAN AND BMW M4 COUPE TO MAKE WORLD DEBUTS AT THE 2014 NORTH AMERICAN INTERNATIONAL AUTO SHOW IN DETROIT

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**Additional Featured BMW Vehicles to Include: BMW i3, BMW i8, BMW X1
and the BMW Z4 in Ivory White Burnt Sienna**

The **BMW 2 Series Coupe**, an entirely new model series and successor to the 1 Series Coupe, as well as the **BMW M3 Sedan** and **BMW M4 Coupe**, the latest chapter in the history of high-performance sports cars from BMW M, will make their world debuts at the **2014 North American International Auto Show on Monday, January 13, at the BMW Stand at 11:10 a.m. – 11:35 a.m. at COBO Center, One Washington Boulevard Detroit, MI 48226. English and Spanish speaking BMW representatives will be available for interviews throughout the day.** In addition, BMW will feature the all-electric BMW i3, the plug-in hybrid sports car BMW i8, BMW X1, and the BMW Z4 in Ivory White Burnt Sienna.

Continuing the decades-long tradition of premium, compact Coupes with impeccable driving dynamics, the all-new **BMW 2 Series Coupe** is designed with significantly larger dimensions than its predecessor, the BMW 1 Series Coupe, and will be offered as both a 228i and M235i, which is the first BMW M Performance Automobile to be offered in the US. The BMW 2 Series Coupe has unmistakable BMW handling attributes and impressive ride comfort thanks to rear-wheel drive, longitudinally mounted engines, near-perfect 50-50 weight distribution, and sophisticated chassis technology. Double-pivot spring strut front suspension and five-link rear suspension feature tuning tailored to each 2 Series model, while variable sport steering, M Sport braking system and Adaptive M suspension with electronically controlled shock absorbers are all standard on the M235i in the US and optional on the 228i. Dynamic Stability Control system including Dynamic Traction Control with an electronic locking function for the rear axle is standard; M Performance mechanical limited slip differential will be available for the BMW M235i Coupe through the BMW M Performance Accessories range. The 2014 BMW 2 Series Coupe will launch in the US in 2014 Q1 with a base MSRP of \$33,025 for the 228i and \$44,025 for the M235i, including \$925 Destination and Handling fee. [BMW 2 Series Coupe Press Kit](#)

Making world debuts together in Detroit, the all-new 2015 **BMW M3 Sedan** and first-ever 2015 **BMW M4 Coupe** are examples of the legendary BMW M engineering discipline which emphasizes a synthesis of motorsport technology with unrestricted daily driving versatility. World-class engine and powertrain technologies, along with intelligent lightweight vehicle construction through extensive use of exotic construction materials, add to the intensity of the M feeling and driving experience. The extensive weight-reduction efforts of the BMW M engineers should not be overlooked; the new 2015 BMW M3 and 2015 BMW M4 are the first BMW M cars to see a reduction in curb weight from one generation to the next. Both models are equipped with an all-new 3.0-liter inline-6 engine with M TwinPower Turbo technology and increased performance levels that distinguish them from previous generations of the M3 family, delivering 425 horsepower and 406 lb-ft of torque. Both the M3 Sedan and M4 Coupe accelerate from 0 to 60 mph in 3.9 seconds when equipped with the optional M-DCT transmission. By setting new segment standards in terms of dynamics, agility, precise handling and emotional design, the new BMW M3 Sedan and BMW M4 Coupe have set the benchmark for the high-performance segment created by the M3 many years ago. [BMW M3 and M4 Press Kit](#)

The **BMW i3** is the first fully electric vehicle from BMW Group under BMW i's growing lineup of visionary concept vehicles constructed from the ground up primarily from lightweight carbon fiber. With a hybrid-synchronous electric motor delivering 170 horsepower and 184 lb-ft of torque, the BMW i3 is electrified by a 22-kWh lithium-ion battery good for 80-100 miles of emission-free driving. The BMW i3 will offer interior space comparable to the legendary BMW 3 Series on a shorter overall body. Its low 32.3-foot turning circle and a relatively long wheelbase make it agile and engaging to drive, ideally suited to driving in dense urban areas. As perhaps the most sustainably-manufactured passenger car in the world, the story of the i3's production process is equally compelling. Available in 2014 Q2, the BMW i3 will have a base MSRP of \$41,350 and the range-extender model will have a starting MSRP of \$45,200 (excludes Destination & Handling fee). [BMW i3 Press Kit](#)

The **BMW i8** is the first plug-in hybrid 2+2 sports car from BMW Group. It will join BMW i's growing lineup of visionary vehicles which are purpose built from the ground up as electric and hybrid electric and constructed primarily from lightweight carbon fiber through sustainable processes. Coming to the market in 2014 Q2 and priced at \$135,700 (excludes Destination & Handling fee), the BMW i8 features an award-winning design with sleek, low slung looks and operates with extremely low fuel consumption (est. up to 94 mpg) and emissions output. It is capable of accelerating from 0 to 60 mph in 4.4 seconds on the way to an electronically-governed top speed of 155 mph. [BMW i8 Press Kit](#)

With new further refinement inside and out, the 2015 **BMW X1** will continue to affirm its position as The Ultimate Driving Machine in its segment. In the spring of 2014, the compact BMW X1 is raising the standard for this segment with eye-catching exterior accents, a further-refined interior ambience and innovative equipment features. The BMW X1 is currently available at an MSRP of \$31,825 (including \$925 Destination and Handling).

Classic BMW Roadster proportions, sophisticated engine and drivetrain technology, and innovative equipment features highlight the character of the 2015 **BMW Z4**. The new equipment package known as Ivory White Burnt Sienna refines the interior of the BMW Z4 to intensify the character of the car, adding further aesthetic appeal to the open-top experience. The various exclusive colors and materials are available expressions of sporty luxury and are embellished with precision seams, surfaces, and stitching that bring harmony to the design of the interior. The package includes extended premium Nappa leather trim, specially finished sport seats in Ivory White with contrasting brown stitching that highlights the perforated surface of the contoured side supports in the seat backs. For the first time, as an exclusive touch and only in combination with the Ivory White Burnt Sienna package, the BMW Z4 can be ordered with Sparking Brown Metallic paint finish.

DATE: Monday, January 13, 2014

TIME: Press Conference: 11:10 a.m. – 11:35 a.m.; Interviews: All Day

**PLACE: COBO Center
BMW Stand
1 Washington Blvd.**

BMW Executives available for interviews includes:

- **Ludwig Willisch, President and CEO, BMW of North America**
Ludwig Willisch is available to discuss overall company business and strategy.
- **Adrian van Hooydonk, Senior Vice President, BMW Group Design, BMW AG**
Adrian van Hooydonk is available to discuss the details and inspiration behind the new BMW 2 Series Coupe, the new BMW M3 Sedan, BMW i3, BMW i8, BMW X1, BMW Z4 in Ivory White Burnt Sienna and other featured vehicles.
- **Dr. Friedrich Nitschke, President, BMW M Division, BMW AG**
Dr. Nitschke is available to discuss all aspects of BMW's M division, including brand strategy and product offerings.
- **Hildegard Wortmann, Senior Vice President, Head of Product Management for Automobiles and Aftersales, BMW AG**
Hildegard Wortmann is available to discuss the product strategy of BMW and BMW i models.
- **Klaus Frölich, Senior Vice President, Product Line Small and Midsize Series, BMW AG**
Klaus Frölich is available to discuss the product line of the small and midsize series.
- **Albert Biermann, Vice President of Engineering, BMW M Automobiles and BMW Individual, BMW AG**
Albert Biermann is available to discuss the engineering behind the new BMW M3 Sedan and BMW M4 Coupe.
- **Karim Habib, Head of BMW Design, BMW AG**
Karim Habib is available to discuss the design details of the new BMW 2 Series Coupe and other featured vehicles.
- **Laurenz Schaffer, President, BMW Group DesignworksUSA**
Laurenz Schaffer is available to discuss all topics related to BMW Group Designworks USA.
- **Trudy Hardy, Vice President of Marketing, BMW of North America**
Trudy Hardy is available to discuss BMW's marketing efforts in North America.
- **Paul Ferraiolo, Head of Product Planning & Strategy, BMW of North America**
Paul Ferraiolo will be available to discuss current and forthcoming product portfolios as well as the BMW i products in the U.S.
- **Jacob Harb, Head of Electric Vehicle Sales and Strategy, BMW of North America**
Jacob Harb is available to discuss BMW's strategy for electric vehicles in the United States – including the BMW i vehicles.
- **Oliver Heilmer, Head of BMW Interior Design, BMW AG**
Oliver Heilmer is available to discuss all the design elements and specifics for BMW.
- **Florian Nissi, BMW M Design, BMW AG**
Florian Nissi is available to discuss the details and inspiration behind the new BMW M3 Sedan and BMW M4 Coupe.

- **Christopher Wehner, Vice President, Product Management, Small Series, BMW AG**
Christopher Wehner is available to discuss the positioning, market data, prices and specifications for the BMW 2 Series, BMW 3 Series and BMW 4 Series.
- **Thomas Ebner, Product Management, Small Series, BMW AG**
Thomas Ebner is available to discuss overarching product strategy and technical specifics for the BMW 2 Series.
- **Armin Hildisch, Project Director, BMW 2 Series Coupe, BMW AG**
Armin Hildisch is available to discuss the positioning, market data, prices and specifications for the BMW 2 Series.
- **Marcus Bollig, Vice President, EfficientDynamics, BMW AG**
Marcus Bollig is available to discuss sustainable technologies and changes in mobility concepts in BMW vehicles.
- **Carsten Pries, Head of BMW Product Management, BMW M Automobiles and BMW Individual, BMW AG**
Carsten Preis is available to discuss the BMW M product portfolio as well as the technical specifications of the new BMW M3 Sedan and BMW M4 Coupe.
- **Heinrich Schwackhöfer, Product Manager, BMW i, BMW AG**
Heinrich Schwackhöfer is available to discuss the positioning, market data, prices and specifications for the BMW i vehicles.
- **Simon Euringer, Head of Development, ConnectedDrive, BMW AG**
Simon Euringer is available to discuss ConnectedDrive for the BMW vehicles.
- **Jose Guerrero, Product Manager and US Product Planning and Strategy for BMW i, BMW of North America**
Jose Guerrero is available to discuss the BMW i products. Guerrero can also specifically provide insight and perspective on the U.S. market in relation to these vehicles.
- **Alanna Tracey-Bahri, Product Manager, 3 Series, 4 Series and Z4, BMW of North America**
Alanna Tracey-Bahri is available to discuss overarching product strategy and technical specifics for the BMW 3 Series, BMW 4 Series and BMW Z4.
- **Juergen Urban, Product Manager, BMW of North America**
Juergen Urban is available to discuss details and development of the BMW M235i.
- **Eric Sargent, Product Manager, BMW of North America**
Eric Sargent is available to discuss details and development of the BMW M235i.
- **Victor LeLeu, Product Manager, 3 Series, 4 Series and Z4, BMW of North America**
Victor LeLeu is available to discuss the technical specifics and details of the BMW 3 Series, BMW 4 Series and BMW Z4.

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