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BMW M Performance Parts and Original BMW Accessories at 2016 SEMA Show in Las Vegas.
Wide spectrum of sporty and functional accessories for the BMW model range.

- World premiere: motorsport aerodynamics for the BMW M3.
- World premiere: M Performance light alloy wheel.
- New coilover suspension for the BMW M3 and BMW M4.
- M Performance Power & Sound Kit enhances both performance and sound.
- M Performance Packages combine attractive individual options.
- Smart remote engine start function for convenient interior air conditioning.

Las Vegas, Nevada / Woodcliff Lake, NJ – October 28, 2016 12:01 pm EDT / 9:01 am PDT ... BMW will present the extensive range of new M Performance Parts and Original BMW Accessories at their booth inside the lower South Hall (Booth 40247) at the 2016 SEMA Show in Las Vegas, Nevada. BMW vehicles that will be displayed throughout the show include a BMW M2 Safety Car, a BMW M3, a BMW X5, a BMW 340i finished in Alpine White with numerous M Performance Parts. Additionally, BMW will present a very special BMW Individual 740e xDrive iPerformance finished in BMW Individual Frozen Black Metallic featuring M Performance Parts at SEMA. Also on display at the H&R booth, BMW will showcase one of the five 3.0 CSL campaigned by BMW of North America in the 1975 & '76 IMSA Camel GT Series in Group 4 specifications which won at Sebring, Riverside, Laguna Seca, Daytona and Talladega.

With around 60,000 trade visitors and over a million square feet of the Las Vegas Convention Center, the SEMA Show in Las Vegas (Nevada, USA) is held every year in the first week of November and ranks as the world's leading trade fair for vehicle individualization and tuning.

This year, the largest event being held by the Specialty Equipment Market Association (SEMA) from November 1 to 4 is opening its doors for accredited trade representatives.

BMW's presence at the SEMA Show has a special meaning for the company in several respects. The SEMA Show's worldwide reputation as an innovator and trendsetter in the field of tuning and individualization, the conference offers the ideal framework to present the extensive range of BMW M Performance Parts that not only increase the performance and optimize vehicle driving dynamics but they also extend a unique and distinctive look to the BMW models. The USA is the largest market for BMW M Performance Parts in the world, with 20 percent higher revenue than comparable figures in Germany, the second largest market in the world.

World premiere: motorsport aerodynamics for the BMW M3.

The BMW M Performance rear wing will be making its world premiere at the 2016 SEMA Show. This aerodynamic component is made completely from carbon fiber (wing, side sections, support brackets) and is accentuated with racing stripes, bringing motorsport know-how to the streets for a production M3. Market launch is planned for mid-year on 2017.

World premiere: M Performance light alloy wheel.

One of the most significant innovations being presented by BMW at the 2016 SEMA Show is the new light alloy wheel displayed as a concept wheel on the BMW M3 (19-inch at the front, 20-inch at the rear). Derived directly from motor racing, the M Performance wheel, which is milled and weight-optimized entirely from a forged blank, contributes – compared with wheels fitted with standard tires – towards even better steering behavior, resulting in a further increase in driving dynamics. This is complemented by the exclusive styling of the wheel set, which is shown in Black matte and with “M Performance” lettering on the rim flange and matched with Michelin Pilot Sport Cup 2 tires for maximum grip and performance.

This new M Performance light alloy wheel is expected be available for M2, M3 and M4 in Summer 2017.

New coilover suspension for the BMW M3 and BMW M4.

The shock absorbers with contrasting red coil springs featured on the BMW M3 exhibited at the BMW booth in Las Vegas are clearly distinctive features of the new adjustable M Performance Parts sports suspension for the BMW M3 and M4. This suspension allows the driver to lower the vehicle's ride height between 5 and 20 millimeters via the adjustable spring plate, effectively lowering the center of gravity allowing for optimal ride height for the

track or the road. With the M Performance sports suspension, it is possible to experience racing-inspired driving dynamics in everyday use on the road.

M Performance Power & Sound Kit enhances both performance and sound.

New to the North American market is the M Performance Power & Sound Kit, already available in Germany for the BMW 340i and 440i (including xDrive versions). Now offered for the first time in the US, the Kit comprises a modified engine management software and a higher flowing, electronically controlled valve exhaust system that is actuated in Sport/Sport+ modes via the Driving Dynamic Control Switch. This performance upgrade effectively increase power output of the 3-liter 6-cylinder inline TwinPower Turbo engine by 35 hp to 355 hp, with maximum torque increasing to 369 lb-ft (+39 lb-ft) for automatic transmission vehicles (+25 lb-ft on manual transmission models). The result is faster engine response as well as noticeably improved acceleration across the entire engine speed range, enabling a 0-60 mph sprint 0.2 seconds quicker than stock. This increase in performance is acoustically accentuated by a robust engine sound that additionally intensifies the sporty driving experience. In spite of the increase in power output, fuel consumption remains unchanged after installation of the M Performance Power & Sound Kit.

M Performance Packages combine attractive individual options.

The US-specific M Performance Packages align to each respective model series and combine various aerodynamic and performance elements into an attractive overall package, ideal for customers who are looking to add even more excitement to their BMW. These packages emphasize the dynamic character of each model, lending it a particularly distinctive, racing-oriented presence and offer customers a savings of up to 13.9 percent compared to the total price of combined individual options.

The M Performance Packages are available for the BMW 2 Series Coupe, the BMW 3 Series Sedan, the BMW 4 Series and BMW 7 Series as well as the BMW M2, M3 and M4. With the exception of the M3 and M4, the packages always include, for example, a black front grille, and a visible carbon rear spoiler – painted in vehicle color in the case of the BMW 7 Series – as well as the “M Performance” lettering on the rear side sills. M Performance Packages for the BMW 2 Series Coupe and the 3 Series Sedan include the black M Performance Front Splitter attachment (PUR). This comes in full carbon fiber for the BMW 4 Series and Carbon/PUR for the M3 and M4. Carbon exterior mirror caps are included for the BMW 4 Series Convertible, the M4 Convertible and the BMW 7 Series. In the case of the latter, BMW M Performance 21-inch, double spoke 650 M Bicolor alloy wheels are also included. The package for the BMW M2, M3 and M4 also comprises the M Performance Exhaust system

featuring a rear silencer made entirely of titanium (M3 and M4) or stainless steel (M2) as well as distinctive M Performance carbon tailpipes boasting the M logo. There is a choice of two sound settings for the BMW M Performance silencer system, which are linked to the engine's performance characteristics and activated at the push of a button.

Attractive details complete the range of M Performance Parts.

Thanks to the extensive range of M Performance components with equipment features inspired by and derived from motor racing, there are virtually no limits to the individualization of a customer's car. For example, the M Performance carbon engine cover for the BMW M3 and M4 is proof of great attention to detail. The elaborately handcrafted component made from high-grade carbon fiber reinforced plastic guarantees that motor racing look when the hood is open. BMW models with a manual transmission can also be refined with the M Performance carbon gearshift knob with Alcantara boot, for example. Last but not least, this can be ideally complemented with the M Performance carbon handbrake grip with Alcantara boot and the M Performance steering wheel Alcantara with carbon trim, available in various versions.

Smart remote engine start function for convenient air conditioning.

Moreover, at SEMA in Las Vegas, BMW is presenting the BMW Remote Engine Start for the first time. It will be initially available for models of the BMW 5 Series (F10) as well as the BMW X5 and X6. Thanks to being able to start the engine from a distance, drivers can precondition the inside of the car on exceptionally hot and cold days, as the simultaneously activated automatic climate control system cools down or heats up the interior to the preset temperature. The system is operated using the remote control of the standard car key – pressing the “lock” button three times starts the engine. If the car is not moved within twenty minutes, the system will automatically switch off the engine.

BMW Group In America

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and Rolls-Royce Motor Cars; Designworks, a strategic design consultancy based in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group's global manufacturing network and is the exclusive manufacturing plant for all X5 and X3 Sports Activity Vehicles

and X6 and X4 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 341 BMW passenger car and BMW Sports Activity Vehicle centers, 153 BMW motorcycle retailers, 126 MINI passenger car dealers, and 36 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

Information about BMW products is available to consumers via the Internet at:
www.bmwusa.com.

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Journalist note: Information about BMW and its products in the USA is available to journalists on-line at www.bmwusanews.com.

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