



For Release: IMMEDIATE

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BMW Announces the new 2018 BMW 4 Series.

- New, sharper suspension for greater agility.
- Now offering exclusively Sunset Orange and Snapper Rocks Blue.
- Now featuring a new rear apron and upgraded front apron.
- Now offering four new rim offerings.

Woodcliff Lake, NJ – January 24, 2017 ... BMW announced updates to the 2018 BMW 4 Series. Available in three distinct body variants, the BMW 4 Series embodies the very essence of dynamics and aesthetic appeal in the premium segment. “The arrival of the first BMW 4 Series marked the beginning of a new era for BMW. The Coupe, Convertible and later the Gran Coupe signposted their ‘extra portion’ of dynamism, elegance and exclusiveness over the BMW 3 Series with their own designation. The model update distinguishes the 4 Series cars even more clearly from their sister model series and ensures that this ‘extra portion’ makes its presence felt both inside and out” Karim Habib, Head of Design BMW Automobiles. The 2018 BMW 4 Series, Coupe, Convertible and Gran Coupe will be available as 430i, 440i xDrive models starting March 2017. Pricing will be announced closer to the vehicle launch.

The BMW 4 Series Coupe.

In the US, the BMW 4 Series success story dates back to September 2013 and the launch of the original BMW 4 Series Coupe. Built at BMW Group Plant Munich, the 4 Series Coupe adds its own brand of aesthetic appeal and performance to its qualities. With a notably wider stance and longer wheelbase than its predecessor, the body of the BMW 4 Series Coupe has

a low-slung silhouette with sporty, elongated lines. Sporting the brand's trademark short overhangs, a long hood and a passenger compartment set back with a flowing roof line, the BMW 4 Series Coupe boasts a perfectly composed design language, while still offering high levels of everyday practicality.

The BMW 4 Series Convertible.

Shortly after the launch of the BMW 4 Series Coupe, the convertible entered the U.S. market. Raising the roof line produces a broad-shouldered look and a graceful, sporty outline that is emphasized by the long trunk lid. Opening the roof, meanwhile, creates the impression of a wraparound boat deck rear. The Convertible is manufactured at BMW Group Plant Regensburg.

The BMW 4 Series Gran Coupe.

The new BMW 4 Series Gran Coupe was BMW's second four-door coupe after the 6 Series Gran Coupe. The car's dynamic-looking, elongated styling succeeds in uniting sedan-like functionality with the sporting elegance of a coupe. Built at BMW Group Plant Dingolfing, the addition of rear doors gives the 4 Series Gran Coupe an even sleeker appearance.

The BMW 4 Series Design.

"The maxim guiding the BMW 4 Series model update was 'stick to the proven formula but add extra richness to the cars' character'. That's why the exterior design shines the spotlight most brightly on the dynamic and elegant qualities of the BMW 4 Series family" Domagoj Dukec, Head of Exterior Design BMW Automobiles.

Styling cues derived from the spectacular BMW Concept 4 Series Coupe from 2012 are clearly visible in the design of the new BMW 4 Series, with the new models including elements such as hexagonally shaped full-LED headlights, a large air intake with eye-catching bars and full-LED rear lights. The restyled nose of the BMW 4 Series expresses the model range's dynamic overall personality to great effect. Crisp contours alternate with expansive surfaces to create a broad, sharply-contoured front end of three-dimensional muscularity that hugs the road in sporting fashion. The defining feature at the front of the new BMW 4 Series is an unbroken central air intake that increases in size towards the outer edges, lending the entire nose section a more imposing presence and a greater sense of width. Standard Sport line features high gloss black finish surroundings enhancing the vehicles powerful and sporty character.

LED light arrangement with a sharper gaze.

Twin headlights help ensure the front end of the BMW 4 Series models sticks to the traditional BMW design. The 2018 BMW 4 Series Coupe, BMW 4 Series Convertible and BMW 4 Series Gran Coupe are equipped with new bi-LED headlights as standard. The headlights are composed of a familiar silhouette: flat-bottomed headlight tubes encircled by daytime running light rings and a dynamic cropped look produced by the characteristic “eyebrow” design. The tubes’ dark-colored holders give the interior of the headlight assemblies a clear, cool look. Standard LED front fog lamps remain standard. All models in the new BMW 4 Series are now optionally available with a standout feature such as adaptive full-LED headlights, whose highly expressive light arrangement intensifies the front end’s dynamic and technically advanced appearance. The familiar layout with twin circular headlights has been incorporated into a hexagonal setting that creates an even greater sense of precision and sophistication than standard trim. The headlights have been deliberately designed to make the space-saving technology in the headlight tubes clearly visible. The headlight units are cropped off slightly at the top by the LED indicators that form the headlights’ “eyebrows”.

New styling of the rear.

The bold horizontal lines and elongated design of the rear light clusters make the muscular wheel arches stand out. The widest point of the BMW 4 Series body is on a level with the rear wheels. The new rear apron accentuates the general impression of power. The modified positioning of the reflectors higher up at the vehicle’s tail makes it appear lower to the eye. A crisp contour line mirrors the outline of the outer air intakes at the front of the car neatly integrating its rear into the overall design language.

The redesigned rear lights give the new BMW 4 Series a fresh and technically sophisticated appearance. The characteristic L-shaped styling theme for the lights has been retained but in a reinterpreted form. The full-LED lights are no longer divided into individual light strips, with a sweeping curve in the outer section of the light assemblies giving them a perfectly homogenous look. The LED bars that taper towards the center of the vehicle take their cue from the styling of the optional full-LED headlights. The indicators now take up a larger area of the lights, with the inner section of each rear light also being used for the indicator function for the first time.

“The interior of the BMW 4 Series family delights with its own unique blend of sportiness and elegance. There is the distinctly sporty flair of the driving environment and then there

are the high-class materials and long, graceful lines greeting the occupants in both the front and rear” Oliver Heilmer, Head of Interior Design BMW Automobiles.

The interior of the BMW 4 Series, features an array of upgraded details that add to the cabin’s exclusive, high-quality feel. The air outlets, the control panels in the doors, the switch for the hardtop roof in the BMW 4 Series Convertible and the integral belt guides for its front seats now include electroplated finishes. The center console makes an even more elegant impression thanks to its high-gloss black cover panel, while double stitching on the instrument panel accentuates the interior’s driver-focused geometry. The sports steering wheel fitted as standard in the BMW 4 Series features a new rim wrapped in high-quality leather whose modified lining offers the driver a better grip. BMW has added Midnight Blue Dakota leather, Cognac Dakota leather and Ivory White Dakota leather to the offerings, which means a total of three new, very elegant upholstery colors complete with coordinated contrast stitching and piping can now be ordered. New choices for the interior trim strips include Carbon Aluminum. The BMW 4 Series is also available with a Luxury Package and M Sport Package. Customers also have a far greater number of possibilities open to them when configuring their car to their personal tastes, as more options can now be combined freely with one another than before.

New light-alloy wheels and striking exterior paint finishes.

BMW is offering updated choices of 18 and 19-inch light-alloy wheels exclusive to the new 4 Series: giving customers new choices for customizing the sporty, elegant exterior of the BMW 4 Series.

Exclusive new exterior paint finishes have also been added to the selection.

Snapper Rocks Blue Metallic is a new shade of turquoise that projects an aura of youthful vigor and intense sportiness. And also new is Sunset Orange – a bold, orangey-red color.

The driving experience in all BMW 4 Series models is rooted in a fine blend of sharp sporting performance and superb ride comfort. The BMW 4 Series has a lower center of gravity than the BMW 3 Series (Coupe: -1.6 inches, Gran Coupe: -1.2 inches, Convertible: -0.8 inches), a wider track at the front (+0.5 inches) and rear (0.9 inches), plus specially configured kinematics, giving it all the ingredients needed for even more agile handling.

Stiffer suspension and an upgraded steering set-up.

By revising the 4 Series' suspension, the BMW engineers have greatly enhanced the cars' dynamic handling capabilities without compromise.

The new BMW 4 Series Coupe and new BMW 4 Series Gran Coupe both now come with stiffer suspension featuring more advanced damping technology and an upgraded steering set-up. With reduced roll, greater stability and the typical BMW steering characteristics, the BMW 4 Series shows tangible improvement in both lateral and longitudinal handling properties. This applies to the standard suspension, the M Sport suspension and the Adaptive M suspension. The new BMW 4 Series Convertible now also offers superior straight-line stability and steering characteristics.

All of the gasoline engines offered for the new BMW 4 Series hail from the latest modular BMW EfficientDynamics family and are equipped with BMW TwinPower Turbo technology. All new BMW 4 Series models are available with 2 gasoline engines offering the following power ratings: the 430i with 248 hp and the top-of-the-range 440i with 320 hp.

The BMW 4 Series Coupe, BMW 4 Series Convertible and BMW 4 Series Gran Coupe come standard with the eight-speed Steptronic Sport Automatic transmission, which is also fitted as standard on the BMW 430i xDrive, BMW 440i Convertible /BMW 440i xDrive Convertible and BMW 440i Gran Coupe / BMW 440i xDrive Gran Coupe. The six-speed manual gearbox is available on the BMW 4 Series Coupe (430i, 440i, and 440i xDrive).

Intelligent all-wheel drive for optimum transmission of drive power.

All gasoline models in the new BMW 4 Series (can be ordered with the optional BMW xDrive all-wheel-drive system. Besides the inherent benefits of all-wheel drive – such as optimum transmission of power to the road, BMW handling safety and unbeatable grip, e.g. in cold weather conditions – BMW xDrive also serves to reduce understeer and oversteer through bends, resulting in more dynamic cornering properties.

The 2018 BMW 4 Series features new, convenience-enhancing features for the navigation systems, telephony and display and control concept.

New menu layout for the central information display.

The optional Navigation system for the BMW 4 Series includes a new user interface with six large tile-style icons distributed over two screen pages. Drivers can arrange the tiles by personal preference. These control pads provide direct access to the relevant functions as well as a live display of the linked content. The pad for the entertainment program, for

example, shows the song that's currently playing complete with album artwork, while the route the vehicle is currently taking appears on the navigation pad. Within the navigation menu, next steps are displayed. Overall, the system provides a great overview within navigation, music and the telephone settings.

Multifunctional Instrument Display.

Now available with the Executive Package, BMW offers the Multifunctional Instrument Display as an option for the BMW 4 Series, which gives the driver the choice of different display options depending on the driving experience mode selected.

COMFORT mode brings a more classic display layout inspired by the traditional analogue instrument cluster. The standard displays show speed, engine revs, a fuel gauge, engine oil temperature, the current fuel consumption and the gear selected.

If the super-efficient ECO PRO mode has been selected, the BMW EfficientDynamics technologies become the center of attention. The driver is notified of additional range and brake energy regeneration performance which aids the driver's economical driving style.

When SPORT mode is engaged using the Driving Dynamics Control switch, the Multifunctional Instrument Display focuses on performance-related readouts, such as vehicle speed, engine revs or the engine's current output.

Wireless smartphone charging and Wi-Fi hotspot.

Compatible smartphones can be charged in the BMW 4 Series wirelessly. The inductive charging tray is located in the center armrest and establishes a wireless connection between the smartphone and the car's external aerial for improved telephone reception, particularly in areas with a weak signal. Wireless Charging also includes a Wi-Fi hotspot – which provides high-speed in-car internet access for up to ten mobile devices – plus two USB ports in the center console. Thanks to their current ratings of 2 amps each, both USB ports are also suitable for charging tablets. Apple CarPlay is available as an option, allowing optimum integration of an Apple iPhone in the new BMW 4 Series models.

BMW Connected: the personalized digital mobility assistant.

The launch of BMW Connected in March 2016 saw BMW introduce an all-encompassing digital concept that provides a seamless support tool covering all aspects of personal mobility. Designed as a digital assistant in the form of an app, BMW Connected combines all the functions covering day-to-day mobility requirements. BMW Connected can be used in

BMW models equipped with ConnectedDrive Services. This feature comes as standard on the new BMW 4 Series models.

The BMW M4 Coupe and BMW M4 Convertible represent the definition of a high-performance sports car offering unrestricted everyday practicality. The six-cylinder engine with M TwinPower Turbo technology fitted under the hood of both BMW M4 model versions generates a mighty 425 hp, propelling them to exceptional. The sportiest members of the BMW 4 Series family also boast a new look.

Elegant and sophisticated touches in the cabin.

Both BMW M4 models feature new-look, illuminated M emblems on the front seats, while chrome applications, electroplated detailing and double stitching on the instrument panel add highly sophisticated touches in the interior. The list of optional extras for the BMW M4 Coupe and BMW M4 Convertible likewise includes wireless charging of mobile phones and a Wi-Fi hotspot and Apple CarPlay.

The Competition Package.

Since spring 2016, BMW M GmbH has been offering a Competition Package for both M4 body variants. As well as measures to hone their handling properties and a variety of exclusive equipment features, the package also includes a 19 hp power hike to 444 hp. With extra power comes even sharper dynamics. When the optional seven speed M Double-Clutch Transmission is specified, the BMW M4 Coupe races from 0- 62 mph in just 3.8 seconds (standard: 3.9 s), while the BMW M4 Convertible takes 4.1 seconds (standard: 4.2 s) to hit the same mark. The model variants with six-speed manual transmission also shave 0.1 seconds off the time of the same model without the Competition Package. As part of the model update measures, the Competition Package is now available with the option of new forged 20-inch light-alloy wheels in Starspoke 666 M style in black.

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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