

FROM: BMW of North America

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Request for Coverage

BMW X4 M40i M Performance to make North American debut at 2018 New York International Auto Show.

Additional featured vehicles include: BMW X2, BMW M5, BMW i8 Coupe, BMW i8 Roadster, BMW i3s, BMW X3.



The 2019 BMW X4 M40i M Performance

The **2019 BMW X4 M40i M Performance** will make its North American debut at the **2018 New York International Auto Show taking place at the Jacob K. Javits Convention Center** (located at 655 West 34th Street at 11th Avenue), in Manhattan. **English- and German-speaking BMW representatives will be available for interviews on press days, Wednesday, March 28 and Thursday, March 29, at the BMW Stand.**

Additional featured vehicles include the first-ever **BMW X2** and all-new **BMW i8 Coupe**, both of which made their world debuts in Detroit earlier this year, as well as the **BMW M5, BMW i8 Roadster, BMW i3s and BMW X3.**

The second generation **BMW X4 M40i M Performance** brings sportier proportions, wider tracks, and the latest generation suspension settings than its predecessor, and also has a lower center of gravity and improved aerodynamics. Passengers can enjoy a larger panoramic moonroof and a 3-Zone Climate Control system, unavailable in the previous generation, for improved ride comfort and experience. The BMW X4 M40i M Performance comes with an inline six-cylinder engine that yields a maximum output of 355 hp, peak torque of 365 lb-ft, and accelerates from 0-60 mph in just 4.6 seconds. In the U.S., the BMW X4 M40i M Performance comes standard with M Sport brakes which allow drivers to enjoy exceptionally dynamic handling with phenomenal stopping power. The BMW X4 M40i M Performance will be available in summer 2018 in U.S. showrooms for a MSRP of \$60,450 plus \$995 Destination and Handling. [BMW X4 M40i M Performance Press Kit.](#)

The **BMW X2** made its world debut at the 2018 North American International Auto Show in Detroit. The first-ever BMW X2 has a distinctive exterior design that combines the fast-moving body language and low-slung proportions of a coupe with the robust construction of a BMW X model. The cutting-edge 2.0-liter BMW TwinPower Turbo 4-cylinder engine together with the 8-speed automatic transmission propel this emotional sports activity coupe from 0-60 mph in just 6.3 seconds, yielding 228 hp and a peak torque of 258 lb-ft. The 2018 BMW X2 is available in US showrooms starting at \$38,400 plus \$995 Destination and Handling. [BMW X2 Press Kit.](#)

The 2019 **BMW i8 Coupe** is an enhanced hybrid 2+2 seater has increased power and range over its predecessor and has been the world's best-selling hybrid sports car since 2014. Using optimized BMW eDrive technology, and with hybrid-specific all-wheel drive, combustion engine driving the rear wheels and the electric motor driving the front wheels, the BMW i8 Coupe achieves 369 hp (12 hp more than its predecessor), a peak torque of 184 lb-ft, and accelerates from 0-60 mph in just 4.2 seconds with a top speed of 155 mph. The lithium-ion battery, located centrally in the car's underbody, and its cell capacity has been increased from 20 to 34 Ah and a gross energy capacity from 7.1 to 11.6 kilowatt hours. Also showcased alongside the all-new BMW i8 Coupe is the **BMW i8 Roadster**, which made its world debut at the Los Angeles Auto Show in November 2017. The BMW i8 Roadster takes the BMW i8's combination of locally emission-free mobility and high-caliber performance and adds a top-down driving experience. The BMW i8 Roadster features a retractable, all-season fabric soft-top which can open and close in less than 16 seconds and while the vehicle is in motion at up to 31 mph. The two-seat BMW i8 Roadster stows its soft-top in the perpendicular position in the rear of the vehicle when opened and takes up very little space, maximizing storage capacity. The new BMW i8 Coupe starting at \$147,500 plus \$995 Destination and Handling. And the new BMW i8 Roadster starts at \$163,300 plus \$995 Destination and Handling. [BMW i8 Coupe and BMW i8 Roadster Press Kit.](#)

The **BMW i3s** is a sportier and more powerful variant of the BMW i3, the best-selling compact battery-electric vehicle in the premium compact segment worldwide since it launched in 2014. The first ever BMW i3s provides an even sportier interpretation of silent mobility with zero emissions and features a high output 184 hp electric motor that generates peak torque of 199 lb-ft. The BMW i3s accelerates from 0-60 mph in 6.8 seconds and has a top speed of 100 mph. The BMW i3s uses a lithium-ion high-voltage battery developed by the BMW Group with a cell capacity of 94-ampere hours (Ah). Like the BMW i3, the BMW i3s applies the concept of sustainability throughout the interior and exterior of the vehicle, incorporating recycled plastics, renewable raw materials, natural fibers, and open-pored, unbleached eucalyptus wood in the design. [BMW i3s Press Kit.](#)

The **BMW X3** is the third generation of the pioneering premium compact Sports Activity Vehicle. The dynamic handling qualities of the BMW X3 are linked to its ideal 50:50 weight distribution between the front and rear axles, its meticulously honed chassis, and xDrive, BMW's intelligent all-wheel-drive system which debuted in 2003 in the first generation of the BMW X3. The BMW X3 uses a 2.0 liter TwinPower Turbo 4-cylinder inline gasoline engine and an 8-speed Steptronic Sport automatic transmission yielding 248 hp and a maximum torque of 258 lb-ft, accelerating from 0-60 in 6.0 seconds with a top speed of 130 mph. The BMW X3 xDrive30i is available in U.S. showrooms with a MSRP of \$42,450 plus \$995 Destination and Handling and the BMW X3 sDrive starts at \$41,000 plus \$995 Destination and Handling. [BMW X3 Press Kit.](#)

The **BMW M5** has been regarded as the quintessential high performance sports sedan since its initial iteration launched in 1984. The 2018 BMW M5 marks the debut of the first ever M-specific all-wheel drive system, M xDrive, which allows the BMW M5 to reach new heights of dynamic performance and delivers poise in all driving situations. Thanks to a 4.4-liter V8 engine featuring M TwinPower Turbo technology, the BMW M5 produces 600 hp and 553 lb-ft of peak torque, skyrocketing from 0 to 60 mph in just 3.2 seconds, making it the quickest and most agile to date. The 2018 BMW M5 will be available with a MSRP of \$102,600 plus \$995 Destination and Handling. [BMW M5 Press Kit.](#)

For updates on Twitter, follow the conversation using the hashtag **#BMWNYIAS**.

Important social media links:

- Facebook: <https://www.facebook.com/BMWUSA>
- Twitter: <https://twitter.com/BMWUSA>

- Instagram: <https://instagram.com/bmwusa#>
- YouTube: <https://www.youtube.com/user/BMWUSA>
- Tumblr: <http://bmwusa.tumblr.com/>
- Google+: <https://plus.google.com/+BMWUSA/posts>

DATE: **Wednesday, March 28, and Thursday, March 29, 2018**

TIME: **Interviews: All Day**

PLACE: **Jacob K. Javits Convention Center
BMW Stand
655 West 34th Street, at 11th Avenue, Manhattan**

BMW executives and experts available for interviews include:

- **Trudy Hardy, Vice President of Marketing, BMW of North America**
Trudy Hardy is available to discuss BMW's marketing efforts in the United States.
- **Stefan Juraschek, Head of Electric Powertrain, BMW AG**
Stefan Juraschek is available to discuss BMW's electric powertrain.
- **Ralph Mahler, Department Manager, Product Planning & Strategy, BMW of North America**
Ralph Mahler is available to discuss current and forthcoming product portfolios as well as BMW i and iPerformance products in the U.S. market.
- **John Kelly, Product Manager, BMW i and BMW M, BMW X1, BMW X2, and BMW 2 Series, BMW of North America**
John Kelly is able to discuss the current BMW X1, the first-ever BMW X2, the BMW 2 Series, and BMW i and BMW M products in the U.S. market.
- **Kate Alini, Product Manager, BMW X7, BMW 6 Series, BMW 7 Series, BMW 8 Series, BMW of North America**
Kate Alini is available to discuss the technical specifics and details of the BMW 6 Series, BMW 7 Series, BMW 8 Series.
- **Alanna Tracey-Bahri, Product Manager, BMW Z4, BMW X3, BMW X4, BMW X5, BMW X6, BMW 3 Series, BMW 4 Series, BMW 5 Series, BMW of North America**
Alanna Tracey-Bahri is available to discuss overarching product strategy and technical specifics for BMW M vehicles, the BMW Z4, BMW 3 Series, BMW 4 Series, BMW 5 Series, BMW X3, BMW X4, BMW X5, and the BMW X6 for the U.S. market.
- **Christian Voigt, Product Strategy Manager, BMW of North America**
Christian Voigt is able to discuss the technical specifics and details of the BMW product portfolio including BMW i, BMW M, and BMW Individual vehicles.
- **Don Smith, Technology & Operations Product Manager, BMW of North America**
Don Smith is available to discuss the cross-platform vehicle technology strategies of BMW ConnectedDrive, BMW's personal mobility assistant, including app integrations and driver assistance systems.

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