

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.

- New concept M Performance light alloy wheel.
- New rear wing for the BMW M3.
- 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.

Munich/Las Vegas. 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, to whom 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). 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 iPerformance makes its debut at SEMA showcasing a BMW Individual 740e xDrive iPerformance and finished in BMW Individual Frozen Black Metallic featuring M Performance Parts.

BMW's presence at the SEMA Show has a special meaning for the company in several respects. Its 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 SEMA Show takes place in the heart of the biggest market for BMW M Performance Parts. During the past financial year, sales figures and the revenue generated from the parts in the United States were around 20 percent higher than comparable figures for the German market, the second largest market in the world.

New concept 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 to be available for M2, M3 and M4 in Summer 2017.

World premiere: motorsport aerodynamics for the BMW M3.

At SEMA the BMW M Performance rear wing will be presented to the public for the first time. The component is made completely from carbon fibre (wing, side sections, bases) and brings motorsport aerodynamics to the streets in a production M3. The racing stripes on the bases of the BMW M Performance rear wing emphasise this even further. Market launch is planned for the middle of 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, attaining maximum alignment to various different road and racetrack conditions. 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 and their variants including models equipped with xDrive intelligent four-wheel drive technology. 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 increases 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 faster than standard. 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 and emission levels in accordance with the ECE test cycle remain 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 individual options into an attractive overall package. These 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. M Performance Packages emphasize the dynamic character of each model, lending it a particularly distinctive, racing-oriented presence. 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 each linked to the engine's performance characteristics and activated at the push of a button. These US-specific Packages offer customers a savings of at least 7.5 percent (BMW 7 Series) and up to 13.9 percent (BMW 2 Series Coupe) compared to the total price of combined individual options.

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 fascinating 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 optional Remote Engine Start to a wider public 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.

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The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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