



Press release
24 July 2019

The first ever BMW 2 Series Gran Coupe dons an unusual outfit for its final testing phase.

QR codes added to distinctive camouflage of pre-production models direct observers to a homepage with early information on the new model.

Munich. The finishing touches are currently being applied to the first ever BMW 2 Series Gran Coupe as part of its final testing phase. And the new four-door coupe for the premium compact segment has engaged in a spot of self-promotion on its calibration drives around the Munich area. Adding an extra level of intrigue to the eye-catching multi-coloured camouflage of the test cars is a large QR code on the front doors directing curious eyes to www.bmw.com/2-series-gran-coupe. Ahead of the 2 Series Gran Coupe's world premiere at the Los Angeles Auto Show in November 2019, this homepage will keep visitors supplied with bulletins of new information on this extravagant and innovative vehicle concept. The worldwide market launch of the BMW 2 Series Gran Coupe will get underway in spring 2020.

An elegant and engaging gateway into the premium compact segment.

BMW is bringing the four-door coupe concept that has already enjoyed great success in higher vehicle classes into the premium compact segment. The first ever BMW 2 Series Gran Coupe celebrates its arrival with a fresh dose of individuality, aesthetic appeal and emotional engagement, backed up by innovative control/operation and connectivity tech, excellent everyday usability and exceptional dynamic capability. This show-stealing spin-off from the classical sedan format is underpinned by BMW's cutting-edge front-wheel-drive architecture and shares an array of technological developments with the recently unveiled new BMW 1 Series. Like its premium-compact stablemate, the BMW 2 Series Gran Coupe employs groundbreaking chassis technology and innovative control systems to raise the bar in terms of dynamics and agility.

Innovative traction control with ARB technology.

One feature of the new car's technical armoury is the ARB (near-actuator wheel slip limitation) technology featured in the BMW i3s (electric power consumption combined: 14.6 – 14 kWh/100 km, CO₂ emissions combined: 0 g/km*). ARB uses a slip controller positioned directly in the engine control unit rather than in the control unit for the DSC (Dynamic Stability Control) system. Eliminating long signal paths means that information is relayed three times quicker, while the driver perceives wheel slip being

* The fuel consumption, CO₂ emissions, electric power consumption and operating range figures were determined based on the new WLTP test cycle and have been translated back into NEDC-equivalent values in order to ensure comparability between vehicles. With respect to these vehicles, for vehicle-related taxes or other data based (at least inter alia) on CO₂ emissions, the CO₂ values may differ from the values stated here (depending on national legislation).



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brought under control up to ten times faster. This innovative traction control technology teams up with the likewise standard BMW Performance Control (yaw moment distribution) to deliver a direct and intense driving experience with both front-wheel drive and the BMW xDrive intelligent all-wheel drive of the BMW M235i xDrive (fuel consumption combined: 7.1 – 6.7 l/100 km [39.8 – 41.8 mpg imp]; CO₂ emissions combined: 162 – 153 g/km**). The sporty range-topping model is fitted with the most powerful four-cylinder engine in the BMW Group line-up, producing 225 kW (306 hp). It also comes as standard with the newly developed mechanical Torsen limited-slip differential, which gives the car an even sportier edge by creating a locking effect between the front wheels.

Flamboyant lines and state-of-the-art connectivity.

The first ever BMW 2 Series Gran Coupe complements its elegantly sporty and extrovert lines with cutting-edge connectivity and generous levels of spaciousness. It therefore has all the ingredients to fuel the enthusiasm of new, design-led customers in urban areas for BMW's hallmark driving pleasure. The BMW 2 Series Gran Coupe has been conceived as a global offering and represents an appealing addition to the model line-up, in particular in markets where the sedan body style enjoys strong popularity.

** All figures relating to performance, fuel/electric power consumption and CO₂ emissions are provisional.

The fuel consumption, CO₂ emissions and electric power consumption figures were determined according to the European Regulation (EC) 715/2007 in the version applicable. The figures refer to a vehicle with basic configuration in Germany. The range shown considers the different sizes of the selected wheels/tyres and the selected items of optional equipment, and may vary during configuration.

The values are based on the new WLTP test cycle and are translated back into NEDC-equivalent values in order to ensure comparability between the vehicles. With respect to these vehicles, for vehicle-related taxes or other duties based (at least inter alia) on CO₂ emissions, the CO₂ values may differ from the values stated here (depending on national legislation).

Further information on official fuel consumption figures and specific CO₂ emission values of new passenger cars is included in the following guideline: 'Leitfaden über den Kraftstoffverbrauch, die CO₂-Emissionen und den Stromverbrauch neuer Personenkraftwagen' (Guide to the fuel economy, CO₂ emissions and electric power consumption of new passenger cars), which can be obtained free of charge from all dealerships, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2/>.



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The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2018 was € 9.815 billion on revenues amounting to € 97.480 billion. As of 31 December 2018, the BMW Group had a workforce of 134,682 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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