



Media information  
February 10th 2015

## **New extensive range of BMW M Performance Parts for the new BMW M2 Coupé.** **Diverse components to increase dynamic performance and individual design flair.**

**Munich.** The new BMW M2 Coupé (combined fuel consumption: 8.5 l/100 km; combined CO<sub>2</sub> emissions: 199 g/km)\* sets the benchmark in the segment of compact high-performance sports cars when it comes to driving dynamics and performance. Its extrovert design further underscores the car's highly dynamic character and outstanding suitability for the race track. From March 2016, the dynamic qualities and the visual appearance of the BMW M2 Coupé can be further enhanced with the newly presented range of BMW M Performance Parts. They comprise components derived from motor racing for the areas of aerodynamics, powertrain, cockpit and suspension which meet the very highest standards in terms of functionality and design.

### **Aerodynamic components for an improved appearance and driving response.**

The M Performance Parts product portfolio features a particularly extensive range of aerodynamic components made of carbon-reinforced plastic (CFRP or carbon fibre). These include front and side sill attachments, rear diffuser and mirror caps that are perfectly harmonised in their aerodynamic effect and additionally emphasise the powerful exterior design of the compact high-performance sports car.

The front and side sill attachments in combination with the rear spoiler and diffuser from the BMW M Performance range optimize the airflow around the vehicle, for example, which in turn impacts positively on handling and driving performance. Matching these there are carbon fibre exterior mirror caps which stylishly round off the car's enhanced sporty appearance with their striking look. The same applies to the M Performance radiator grille for the front and side in high-gloss black with integrated BMW M logo in the BMW M colours red, blue and light blue.

**Firma**  
Bayerische  
Motoren Werke  
Aktiengesellschaft

**Postanschrift**  
BMW AG  
80788 München

**Telefon**  
+49-89-382-56097

**Internet**  
[www.bmwgroup.com](http://www.bmwgroup.com)

\* The fuel consumption figures were calculated based on the ECE test cycle, dependent on tyre format.



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### **Options for powertrain, suspension and brakes that enhance dynamic performance.**

The M Performance flap silencer system makes for more intense perception of the engine sound. Its two operating modes Sport and Track can be set by Bluetooth remote control. The Sport mode is intended for use on public roads and indulges the driver with a distinctive sporty sound that has been specially harmonised with the BMW M2. Meanwhile the Track setting further intensifies the volume and character of the exhaust sound, perceptibly enhancing its emotional flair. This creates a much more intense driving experience and makes the driver feel more closely connected to the car. The M Performance flap exhaust system further enhances the BMW M2 visually, too, with its high-gloss silencer unit including deep-embossed M Performance logo, tailpipes with a diameter of 80 millimetres and perforated inner pipe. As an alternative there are also carbon fibre tailpipe trim elements available for the M Performance exhaust system with a diameter of 93 millimetres and integrated BMW M logo.

The BMW M2 Coupé can be fitted with the BMW M Performance coil-spring suspension so as to optimise road holding and handling. This reduces ground clearance by at least five millimetres as compared to the standard suspension. And the coil-spring technology can be used to lower the vehicle by an additional 20 millimetres. What is more, the shock absorbers can be adjusted to 16 levels in the rebound stage and 12 in the compression stage. This means the driver can create his own suspension set-up according to personal preference. Whichever setting is selected, the tighter basic set-up as compared to the standard suspension reduces the pitch and roll movements of the vehicle superstructure, thereby ensuring a highly neutral driving response and maximum direct feedback to the driver.

The BMW M Performance sports brake pads offer increased suitability for the race track as well as enhanced active safety. Their composition is derived from the long-distance brake pads that have become well-established in motor racing. This means the BMW M Performance sports brake pads have a particularly high resistance to thermal stress and do not show any fading tendencies even when constantly subjected to extreme use. They also offer an improved, more direct response as compared to the standard brake system.



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### **Options for the interior inspired by motor racing.**

The interior of the BMW M2 Coupé can also be given a definite touch of personal sporty style with the addition of BMW M Performance Parts. For example, the BMW M Performance LED door sill cover strips for the driver and passenger side add a stylish and striking accentuation directly as the door is opened. The same applies to the M Performance floor mats, which are not only sporty in design but also offer optimum grip due to their non-slip surfaces made of rubber and textile fibre. The stainless steel pedal covers are a perfect match here: with their pronounced rubber profiles they effectively prevent the foot from slipping off the brake and clutch pedal.

BMW is one of very few automobile manufacturers in the world to offer its own steering wheels with Alcantara cover for retrofit purposes, and the BMW M Performance range actually includes two different models. The M Performance Pro steering wheel with grip areas covered in Alcantara is particularly marked in its shaping and generally has a harder foam body than the standard steering wheel, resulting in better grip and a more precise steering feel. It also has a light blue central marking at the 12 o'clock position. The three-colour M seam and the optional open-pore carbon fibre trim element with M Performance inscription give the M Performance Pro steering wheel an especially attractive visual appearance.

In addition, BMW offers the M Performance steering wheel with race display and carbon fibre trim as standard. With an integrated function display in the upper steering wheel rim, the driver always has a perfect view of information such as section and lap times, longitudinal and transverse acceleration. The functions are intuitively controlled by menu buttons integrated in the thumb recesses of the steering wheel. In addition to the race display there is also a gear shift indicator: two bi-colour LED light strips on the right and left that run towards each other.

The BMW Performance range for the interior is rounded off with the M Performance Interior Kit Carbon, featuring trim elements for the twin-clutch transmission gear selector level, centre console and handbrake handle and the M Performance interior trim finishers with their especially attractive blend of Alcantara and carbon fibre.



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### **Manual on fuel consumption and CO<sub>2</sub>emissions:**

For further details on official fuel consumption figures, official specific CO<sub>2</sub>emissions and power consumption of new cars, please refer to the "Manual on fuel consumption, CO<sub>2</sub> emissions and power consumption of new cars", available at sales outlets, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Schramhausen and at <http://www.dat.de/angebote/verlagsprodukte/leitfaden-kraftstoffverbrauch.html>. ManualCO<sub>2</sub> (PDF - 2.7 MB)

In case of queries please contact:

Christophe König, Product Communication BMW Automobiles  
Tel.: +49-89-382-56097, Fax: +49-89-382-20626

Ralph Huber, Head of Product Communication BMW Automobiles  
Telephone: +49 89-382-68778, Fax: +49 89 382-20626

Internet: [www.press.bmwgroup.com](http://www.press.bmwgroup.com)  
E-mail: [presse@bmw.de](mailto:presse@bmw.de)

### **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 30 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 2014 was approximately € 8.71 billion on revenues amounting to € 80.40 billion. As of 31 December 2014, the BMW Group had a workforce of 116,324 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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