



Media Information
July 27th, 2015

BMW M Performance Edition Vehicles **Aggressive styling and enhanced performance.**

Richmond Hill. Due to overwhelming demand, BMW Group Canada is proud to announce the launch of a limited production run of M235i, 335i, and 435i M Performance Edition vehicles. Designed to enhance style and performance, these exclusive models showcase a unique array of M Performance components that elevate the joy of sporty driving to even higher levels.

Additional dynamism for the exterior.

BMW M Performance Edition vehicles come equipped with the full M Performance Aerodynamics kit: M Performance rear diffuser, black kidney grilles and carbon fibre front splitter, branded M Performance Side Skirts, and M Performance Exhaust system. The 335i and 435i models are outfitted with 20-inch light alloy wheels, and the M235i comes equipped with segment-exclusive 19-inch wheels.

A unique selection of colours will be available on each model, including BMW individual colour options. Offering a stunning visual appeal, BMW Individual colours provide enhanced richness and a more dynamic sense of colour to the vehicle. BMW Individual Suzuka Grey and BMW Individual Grey Black will be made available for 335i options, and BMW individual Dakar Yellow II and BMW Individual Lava Grey for 435i models.

Boosting performance with the BMW M Performance Power Kit.

Both the 335i and 435i M Performance Edition vehicles come equipped with the BMW M Performance Power Kit, designed to significantly boost engine performance, and reduce the car's 0 – 100 km/h time drastically. Featuring comprehensive engine tuning software, and a new M Performance Air Intake system, the BMW M Performance Power Kit brings the vehicle to an unprecedented level of exhilaration and speed. The Kit increases torque, allows for higher levels of maximum engine output and faster acceleration while still retaining current fuel consumption figures.

M235i Updates

Specific to the M235i M Performance Track Edition are updates designed to further improve on already impressive record of driving performance and handling. With the deletion of electric seat adjustment, glass sunroof, and sport auto transmission options, the M235i M Performance Edition weighs in at 40 kg lighter. With the addition of an M Performance Limited Slip Differential, the M235i M Performance Track Edition delivers the extra performance advantage that true driving enthusiast's desire. An M Performance Steering Wheel featuring genuine Carbon Fibre,



and Alcantara adds to the racing feel and provides excellent grip and comfort in extreme driving situations.

Model Information.

In total, 450 M Performance Edition vehicles will be made available in Canada. The available variants and corresponding retail prices are as follows:

M235i M Performance Edition – 50 Units

335i M Performance Edition – 200 Units

435i M Performance Edition – 200 Units

Model

M235i 6-Speed Manual Transmission

335i xDrive 6-Speed Manual Transmission

335i xDrive 8-Speed Sport Automatic Transmission

435i 6-Speed Manual Transmission

435i 8-Speed Sport Automatic Transmission

435i xDrive 6-Speed Manual Transmission

435i xDrive 8-Speed Sport Automatic Transmission

MSRP:

\$59,900

\$65,900

\$65,900

\$69,900

\$69,900

\$71,900

\$71,900

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BMW Group in Canada

BMW Group Canada, based in Richmond Hill, Ontario, is a wholly-owned subsidiary of BMW AG and is responsible for the distribution of BMW luxury performance automobiles, Sports Activity Vehicles, Motorcycles, and MINI. BMW Group Financial Services Canada is a division of BMW Group Canada and offers retail financing and leasing programs and protection products on new and pre-owned BMW and MINI automobiles, as well as retail financing for new and pre-owned BMW Motorcycles. A total network of 46 BMW automobile retail centres, 21 BMW motorcycle retailers, and 30 MINI retailers represents the BMW Group across the country.

For more information, please contact:

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