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**BMW Individual 6 Series Gran Coupe “BANG & OLUFSEN” Edition
The Ultimate Driving Machine meets the finest High-End Sound.**

Woodcliff Lake, NJ – June 6, 2014. . . . BMW announced today the launch of the 2015 BMW Individual 6 Series Gran Coupe “BANG & OLUFSEN Edition” which exemplifies the design and engineering prowess of the two luxury-sector manufacturers. This limited run of vehicles seamlessly combines the most exquisite materials and craftsmanship with state-of-the-art technology and the finest high-end sound.

Production is limited to 100 BMW 650i Gran Coupe models equipped with either rear wheel drive or BMW xDrive all-wheel drive and powered by the BMW TwinPower Turbo V-8. Customers looking for an even sportier driving experience can choose one of ten BMW M6 Gran Coupe “BANG & OLUFSEN Edition” vehicles, equipped with the Competition Package that enhances the most powerful engine ever fitted to a BMW production vehicle by raising its output from 560 to 575 hp. Orders are being taken now on a first-come-first-served basis with deliveries this summer.

Taking the sleek yet powerfully styled 6 Series Gran Coupe as its canvas, the edition is offered in two BMW Individual colors – Brilliant White Metallic or Dark Graphite II Metallic.

The interior features the finest handcrafted Merino Leathers in either Black with Contrast Stitching/Piping or Opal White & Black with Contrast Stitching/Piping. This design theme is complimented by a Piano Black Wood Trim with a “BANG & OLUFSEN” inlay on the front cup-holder lid as well as specially designed floor mats. The M6 Gran Coupe adds the **M logo** uniquely embroidered into the front headrests in the M colors.

At the core of the series of vehicles is the Bang & Olufsen High End Surround Sound System with special loudspeaker grilles in a brushed black aluminium finish which make their debut on this edition. With 16 active loudspeakers powered by 1,200 watts, the Bang & Olufsen system has all the power it needs to deliver rich, convincing sound.

Over and above the special features, the “BANG & OLUFSEN Edition” leaves nothing to be desired with an impressive list of standard content that includes the Cold Weather Package as well as the M Sport Edition (which is comprised of the M Sport Package, Executive Package, LED Lighting Package, and Driver Assistance Plus Package). The M6 Gran Coupe also boasts a fully loaded list of standard content with the addition of the high-performance Competition Package, Executive Package and Driver Assistance Plus Package.

Every BMW Individual “BANG & OLUFSEN Edition” also comes with a set of black BeoPlay H6 high-end headphones specially finished in the same brushed aluminum treatment as the car’s loudspeaker grilles.

“BANG & OLUFSEN Edition” Brief description

6 Series Gran Coupe 650i/xi (M Sport Edition)	M6 Gran Coupe (Competition Package)
Brilliant White Metallic or Dark Graphite II Metallic	Brilliant White Metallic or Dark Graphite II Metallic
Full Merino Leather Black or Opal White & Black	Full Merino Leather Black or Opal White & Black
Contrast Stitching & Piping	Contrast Stitching
Bang & Olufsen Sound System speakers in special finish	Bang & Olufsen Sound System speakers in special finish
Piano Black Wood trim with Bang & Olufsen Inlay	Piano Black Wood trim with Bang & Olufsen Inlay
Special Floor Mats	Special Floor Mats Color M Logo embroidered into Headrests
Cold Weather Pkg., M Sport Edition (M Sport Pkg., Executive Pkg., LED Lighting Pkg., Driver Assistance Plus Pkg).	Competition Pkg., Executive Pkg., Driver Assistance Plus Pkg.
20” M Wheels	20” M6 Wheels standard

“BANG & OLUFSEN Edition” PRICING (including \$950 Destination and Handling)

650i B&O Edition	650xi B&O Edition	M6 B&O Edition
\$116,240	\$119,240	\$152,423

BMW Group In America

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; DesignworksUSA, a strategic design consultancy in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group's global manufacturing network and is the exclusive manufacturing plant for all X5 and X3 Sports Activity Vehicles and X6 and X4 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 339 BMW passenger car and BMW Sports Activity Vehicle centers, 139 BMW motorcycle retailers, 120 MINI passenger car dealers, and 35 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

Information about BMW Group products is available to consumers via the Internet at:

www.bmwgroupna.com.

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