

**FROM: BMW of North America**

**CONTACTS:** Stacy Morris: 201-370-5134; [stacy.morris@bmwna.com](mailto:stacy.morris@bmwna.com) (BMW)  
Brady Littlefield: 212-843-9220; [blittlefield@rubenstein.com](mailto:blittlefield@rubenstein.com) (Rubenstein  
Communications)

---

**Request for Coverage**

## **BMW 6 SERIES AND BMW M6 CONVERTIBLE TO MAKE WORLD DEBUTS AT THE 2015 NORTH AMERICAN INTERNATIONAL AUTO SHOW IN DETROIT.**

**Additional Featured BMW Vehicles Include BMW i8 Plug-In Hybrid Sports Car, BMW i3 Electric Vehicle, and BMW M235i Coupe.**



The **BMW 6 Series** and **BMW M6** will make their world debuts at the **2015 North American International Auto Show on Monday, January 12, at the BMW Stand at 10:50 a.m. – 11:15 a.m. at COBO Center, One Washington Boulevard Detroit, MI 48226. English and Spanish speaking BMW representatives will be available for interviews throughout the day.** In addition, BMW also will feature the plug-in hybrid sports car BMW i8, the all-electric BMW i3, BMW M235i Coupe, and other BMW vehicles at the BMW Stand.

The world debut of the 2016 BMW 6 Series and BMW M6 will be represented in Detroit by all three body styles in the form of: the new **BMW 6 Series Convertible, BMW 6 Series Gran Coupe, and the BMW M6 Convertible.** Through three generations, the BMW 6 Series has stood for vehicles meeting the highest standard of handling, comfort, technology, and elegance. Using state-of-the-art suspension technology, the BMW 6 Series strikes the ideal balance between agility and comfort. The two-door body of the **BMW 6 Series Coupe** exudes an athletic and elegant aesthetic, while its interior ambience is designed to comfortably immerse four people in the ultimate driving experience. Similarly, the **BMW 6 Series Gran Coupe** blends the performance and elegance of a coupe with the functionality of a four-door vehicle. The BMW 6 Series Coupe, Convertible and Gran Coupe will continue in the US in the 650i and 640i models. The BMW 650i Coupe, Convertible and Gran Coupe are equipped with a BMW TwinPower Turbo V8 that produces 445 horsepower and 480 lb-ft of torque, which is mated to an 8-speed Steptronic sport automatic transmission, accelerating from 0 to 60 in 4.4 seconds. The BMW 640i Coupe, Convertible and Gran Coupe use BMW's TwinPower Turbo inline six, generating 315 horsepower, 330 lb-ft of torque, again mated to an 8-speed Steptronic sport automatic transmission, accelerating from 0 to 60 in 5.2 seconds. All 2016 BMW 6 Series models feature full-LED

headlights as standard equipment. The 2016 **BMW M6** is the latest example of the unique blend of luxury and ultra-high performance that is unique to the BMW M brand. The M6 will again be represented in the three 6 Series body styles – Coupe, Gran Coupe and Convertible. In Detroit, the BMW M6 line-up will be represented by the M6 Coupe. Sporting a front end with the now standard LED headlights and defined M-specific double-bar kidney grille, the BMW M6 also includes the unique M gills, side skirts, and the exclusive forged 19-inch M light-alloy wheels, with 20-inch M light alloy wheels optional. Using a 4.4-liter BMW M TwinPower Turbo V8 engine which generates 560 horsepower and 500 lb-ft of torque, the M6 Coupe and Gran Coupe will accelerate from 0 to 60 mph in about four seconds (4.3 seconds for the M6 Convertible). The BMW M6 transfers the engine's power to the rear wheels via either a 6-speed manual transmission or a 7-speed M Double Clutch Transmission with Drivelogic. BMW 6 Series vehicles will arrive in US showrooms Q2 2015. [BMW 6 Series Press Kit](#).

The **BMW i8** is the world's first plug-in hybrid 2+2 sports-car from BMW Group. It sits at the pinnacle of BMW i's lineup of visionary vehicles which are purpose built from the ground up as electric and hybrid electric, constructed primarily from lightweight carbon fiber. Currently in showrooms and priced at \$135,700, the BMW i8 features an athletic design and a sleek, low slung exterior and operates with extremely high fuel efficiency. The BMW i8 has a US EPA rating of 76 MPGe combined. It is capable of accelerating from 0 to 60 mph in 4.2 seconds on the way to an electronically governed top speed of 155 mph. [BMW i8 Press Kit](#).

The **BMW i3** is the first fully electric vehicle from BMW Group under BMW i's growing lineup of visionary vehicles constructed from the ground up primarily from lightweight carbon fiber. With 170 horsepower and 184 lb-ft of torque hybrid-synchronous electric motor, the BMW i3 is electrified by a 22-kWh lithium-ion battery, good for approximately 80 miles of emission-free driving. The BMW i3 offers interior space comparable to the legendary BMW 3 Series on a shorter overall body. Its 32.3-foot turning circle and a relatively long wheelbase make it agile and engaging to drive, yet ideally suited to driving in dense urban areas. With a combined rating of 124 MPGe, the BMW i3 is the most electric vehicle as rated by the US EPA. The BMW i3 is the only electric vehicle that offers the option of a range extender – a small gasoline engine that can act as a generator when the battery runs low. Currently in showrooms, the BMW i3 has a base MSRP of \$41,350 and the range-extender model will have a starting MSRP of \$45,200. [BMW i3 Press Kit](#).

The **BMW 2 Series Coupe** is offered as both a 228i and M235i, which was the first BMW M Performance Automobile to be offered in the US. The BMW 2 Series Coupe has unmistakable BMW handling attributes and impressive ride comfort thanks to rear-wheel drive, longitudinally mounted engines, near-perfect 50-50 weight distribution, and sophisticated chassis technology. Double-pivot spring strut front suspension and five-link rear suspension feature tuning tailored to each 2 Series model, while variable sport steering, M Sport braking system and Adaptive M suspension with electronically controlled shock absorbers are all standard on the M235i in the US and optional on the 228i. The BMW 2 Series was named to Car and Driver Magazine's list of 10Best cars in its very first year. An M Performance mechanical limited slip differential is available for the BMW M235i Coupe through the BMW M Performance Accessories range. The BMW 2 Series Coupe has a base MSRP of \$33,025 for the 228i and \$44,025 for the M235i, including \$925 Destination and Handling fee. [BMW 2 Series Coupe Press Kit](#)

BMW will also showcase advancements made to **BMW ConnectedDrive** at the BMW Stand, most notably with the over-the-air automatic map updating technology. BMW ConnectedDrive aims to minimize driver distractions by eliminating the use of a phone while driving and offering navigation and traffic assistance, providing an enjoyable and individualized driving experience.

**DATE: Monday, January 12, 2015**

**TIME: Press Conference: 10:50 a.m. – 11:15 a.m.; Interviews: All Day**

**PLACE: COBO Center  
BMW Stand  
1 Washington Blvd.**

## **BMW executives and experts available for interviews include:**

- **Ludwig Willisch, President and CEO, BMW of North America**  
Ludwig Willisch is available to discuss overall company business and strategy.
- **Hildegard Wortmann, Head of Product Management Automobiles and Aftersales, BMW AG**  
Hildegard Wortmann is available to discuss current and forthcoming featured vehicles and global BMW sales.
- **Franciscus van Meel, President, BMW M Division, BMW AG**  
Franciscus van Meel is available to discuss the global BMW M brand, overarching strategy of BMW M, as well as the entire BMW M product portfolio. Mr. van Meel will have limited availability for interviews at NAIAS.
- **Karim Habib, Head of Design, Automobiles, BMW AG**  
Karim Habib is available to discuss the design elements of the BMW 6 Series, BMW M6, and other featured BMW vehicles.
- **Timo Resch, Vice President, Product Management Midsize and Large Series, BMW AG**  
Timo Resch is available to discuss the technical specifics and details of the BMW 5 Series, BMW 6 Series, and BMW 7 Series.
- **Laurenz Schaffer, President, BMW Group DesignworksUSA**  
Laurenz Schaffer is available to discuss all topics related to BMW Group Designworks USA.
- **Carsten Pries, Head of Product Management BMW M Division, BMW AG**  
Carsten Pries is available to discuss the BMW M product portfolio as well as the technical specifications of the new BMW M6.
- **Dr. Michael Gruffke, Head of Development, BMW ConnectedDrive, BMW AG**  
Dr. Michael Gruffke is available to discuss BMW's ConnectedDrive services and product portfolio. ConnectedDrive provides intelligent interaction between the driver, vehicle and external environment through its range of infotainment options, navigation systems and concierge services.
- **Paul Ferraiolo, Head of Product Planning & Strategy, BMW of North America**  
Paul Ferraiolo is available to discuss current and forthcoming product portfolios as well as the BMW i products in the U.S.
- **Christian Metzger, Project Manager for BMW 5 Series, BMW 6 Series, and BMW 7 Series, BMW AG**  
Christian Metzger is available to discuss the technical specifics and details of the BMW 5 Series, BMW 6 Series, and BMW 7 Series.
- **Claire Cleuziou, Project Manager for BMW i, BMW AG**  
Claire Cleuziou is available to discuss the global BMW i brand, including the BMW i3 and BMW i8 in international markets.
- **Kate Alini, Product Manager, BMW 6 Series and BMW 7 Series, BMW of North America**  
Kate Alini is available to discuss the technical specifics and details of the BMW 6 Series and BMW 7 Series.
- **Jose Guerrero, Product Manager and US Product Planning and Strategy for BMW i, BMW of North America**

Jose Guerrero is available to discuss the BMW i products. Guerrero can also specifically provide insight and perspective on the U.S. market in relation to these vehicles.

- **Oliver Ganser, Product Strategy and Market Intelligence Manager, BMW of North America**  
Oliver Ganser is available to discuss the overarching product strategy and technical specifics of the BMW 2 Series Convertible.
- **Jake Mooney, Product Manager, BMW M Performance Parts, BMW of North America**  
Jake Mooney is available to discuss the growing line of BMW M performance parts including the BMW M Performance Exhaust System, BMW M Wheelsets, BMW M Performance aerodynamic components, and others.
- **Jason Chan, Product Manager, BMW X3, BMW X4, BMW X5, BMW X6, BMW 5 Series, BMW M5, BMW X5 M, and BMW X6 M, BMW of North America**  
Jason Chan is available to discuss the technical specifics and details of the BMW X3, BMW X4, BMW X5, BMW X6, BMW 5 Series, BMW M5, BMW X5 M, and BMW X6 M.