



The Ultimate
Driving Machine



THE NEW BMW M2 COUPÉ.



THE NEXT
100 YEARS 



The BMW brand celebrated its 100th anniversary in 2016. Find out more at www.next100.bmw



Personalise and buy your perfect BMW online. Find out more at www.bmwretailonline.co.uk

NEW



**DIGITAL DISCOVERY:
THE NEW BMW BROCHURES APP.**

More information, more driving pleasure: The new BMW brochures app offers you a brand new digital and interactive BMW experience. Download the BMW brochures app for your smartphone or tablet now and explore new perspectives of your BMW.

Internet use may incur costs, depending on your mobile contract.



THE NEW BMW M2 COUPÉ.

THE MODEL SHOWN.

- 04 BMW M2 COUPÉ:** M TwinPower Turbo in-line six-cylinder petrol engine, 370hp (272kW), 19" light alloy Double-spoke style 437 M wheels in Black, Long Beach Blue metallic paint, Dakota leather seats in Black with Blue contrast stitching and Carbon-fibre interior trim with Black High-gloss finisher.

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UNLEASHED.



No more compromises. But more of everything else. More power, combined with superlative agility. A more dynamic design, inspired by motor racing history and a driving experience that is pure adrenaline. Bringing motor racing to the road the way only M knows how. The new BMW M2 Coupé.





THE EPITOME OF POWER.
UNDERScoreD BY PERFECT LINES.



Adrenaline rush. This car's design is as jaw-dropping as its performance. Three-way air inlets with trapezoid blades evoke famous front spoilers from motor racing history. M Double-spoke wheels that combine purism and sporting appeal provide a tantalising glimpse of the high-performance brake system. Viewed from the side, sculpted side sills and typical M gills add further evidence that this compact race car dominates the road.







Going beyond the limits? That's a question of confidence. Something the new BMW M2 Coupé has more than enough of. And rightly so: a maximum torque of 500Nm creates a level of dynamic performance that makes it a true motor sports icon. Engineering highlights such as the extremely stiff body, lightweight front and rear axles and a special M chassis underscore that this is a car that sets new benchmarks.

**BENDS CAN BE
SO MUCH FUN.**





THE ONLY THING PRECEDING IT IS ITS REPUTATION.

Adrenaline in motion. Torquey and extremely refined, the 370hp (272kW) M TwinPower Turbo in-line six-cylinder petrol engine, driving the rear wheels via the optional seven-speed M Double-Clutch Transmission, accelerates the new BMW M2 Coupé from 0 to 62mph in just 4.3 seconds. Inside, the rich engine sound creates an authentic motor sport feel that is further enhanced by the interior design featuring Carbon-fibre trim and Black Dakota leather with Blue contrast stitching.



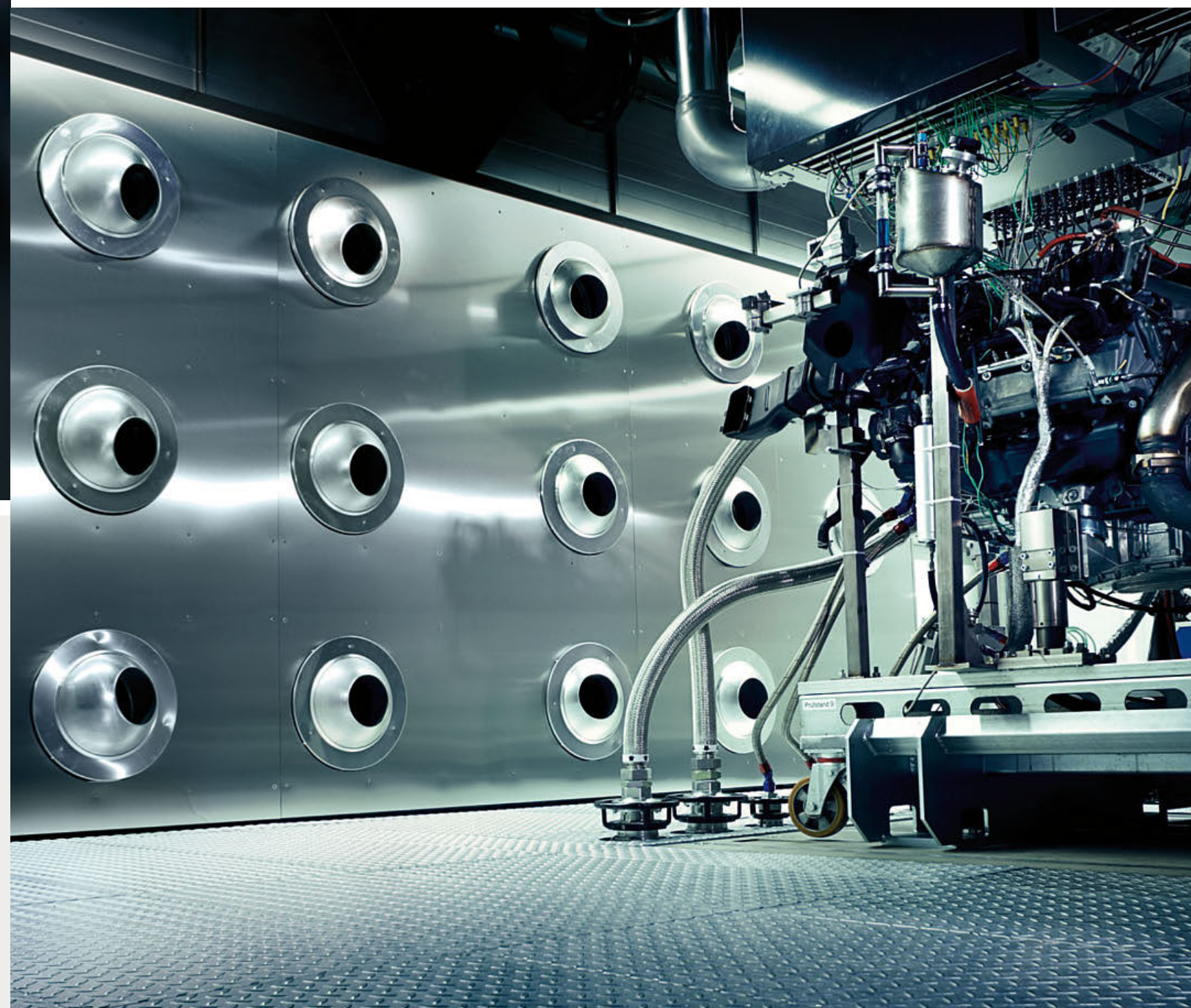
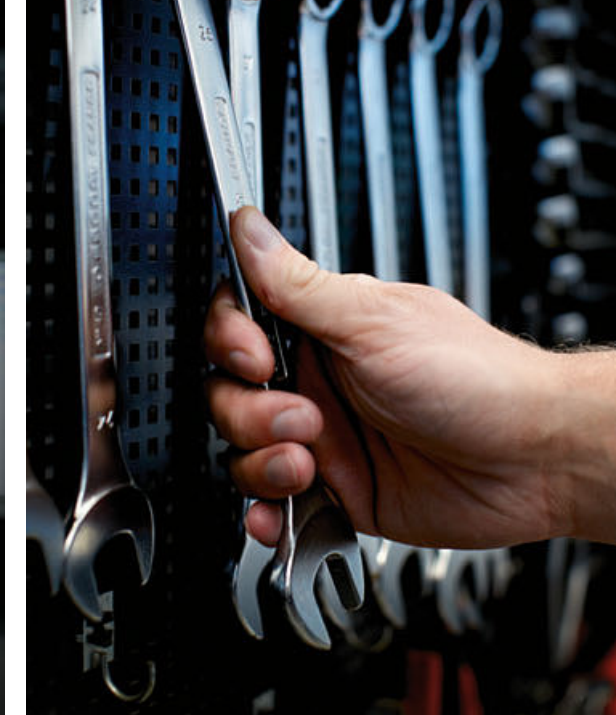


CONTROL FREAK.

Complete abandon, combined with maximum control: the new BMW M2 Coupé. Precise handling. Inexhaustible power reserves. A characteristic M design. Race track performance, with immediate feedback turning each second into a moment of exhilaration. In total: a compact racing machine that unleashes maximum passion from the word go.







INNOVATION AND TECHNOLOGY.

M TWIN POWER TURBO ENGINE: Maximum power, maximum efficiency.

EFFICIENT ENERGY MANAGEMENT AND M-SPECIFIC DESIGN: World-class engineering.

SUSPENSION: Innovative systems for more driving pleasure.

BMW CONNECTED DRIVE: In touch with your world.

M TwinPower Turbo engine.

Maximum power, maximum efficiency.

The next level of driving pleasure and efficiency: innovative BMW engines with M TwinPower Turbo technology. This innovative package – a milestone in the BMW EfficientDynamics development strategy – combines the latest fuel injection and fully variable output control with innovative turbocharger technology to enhance both fuel efficiency and dynamic performance. The result: sheer driving pleasure.



M TWIN POWER TURBO IN-LINE SIX-CYLINDER PETROL ENGINE.

The M TwinPower Turbo in-line six-cylinder petrol engine features superior power delivery, silky smooth running and an exceptional performance. Not only that, the brawny 3.0-litre engine emits a captivatingly sporty sound as it goes about its work. Thanks to an oil system with a return pump, the engine is always fed precisely the right amount of oil, even during maximum longitudinal and latitudinal acceleration on a racetrack.



BMW M2 COUPÉ.

- M TwinPower Turbo six-cylinder petrol engine with an output of 370hp (272kW) and a maximum torque of 465Nm (plus 35Nm Overboost)
- Acceleration 0–62mph: 4.5 [4.3] seconds
- Top speed: 155mph/250km/h (electronically limited)
- Combined fuel consumption: 33.2–35.8mpg (8.5–7.9l/100km)
- CO₂ emissions: 199 [185] g/km

Efficient energy management and M-specific design.

World-class engineering.

Optimised aerodynamics contribute to increasing efficiency, as does BMW EfficientLightweight, which simultaneously lowers weight and increases vehicle rigidity by using the right materials for the right parts. The vehicle's design language is inspired by high-performance race cars. Distinctive visual characteristics like the wide track, muscular wheel arches and confident stance underscore the vehicle's power, precise control and superior handling.



BMW M engineers are engaged in continuous research to develop intelligent vehicle concepts, and design special drive components and body elements for M automobiles. The result is exceptional performance combined with impressive efficiency.

Shift gears without losing power, using the clutch or slowing down: the optional **seven-speed M Double-Clutch Transmission with Drivelogic**. Gears can be changed automatically or manually using the gearshift paddles on the steering wheel, or the gear lever. Launch Control guarantees maximum acceleration from a standing start.

The **Auto Start-Stop** function switches off the engine when the vehicle comes to a temporary standstill (e.g. at traffic lights or in a traffic jam) to further reduce overall fuel consumption. When the driver presses down on the clutch (manual transmission) or takes their foot off the brake (M DCT), the engine automatically starts up again in a fraction of a second.



With **Brake Energy Regeneration**, the alternator generates electricity primarily when the driver brakes or takes their foot off the accelerator. Previously unused kinetic energy is thereby transformed into electrical energy and fed into the battery.

The **Lightweight front axle** and the **Lightweight rear axle** reduce unsprung mass to optimise driving dynamics, traction and suspension comfort. The Lightweight front axle optimises the axle load distribution, ensuring neutral driving characteristics and better control in difficult driving situations. The Lightweight rear axle helps to reduce the vehicle's weight, improving agility, dynamics and acceleration.

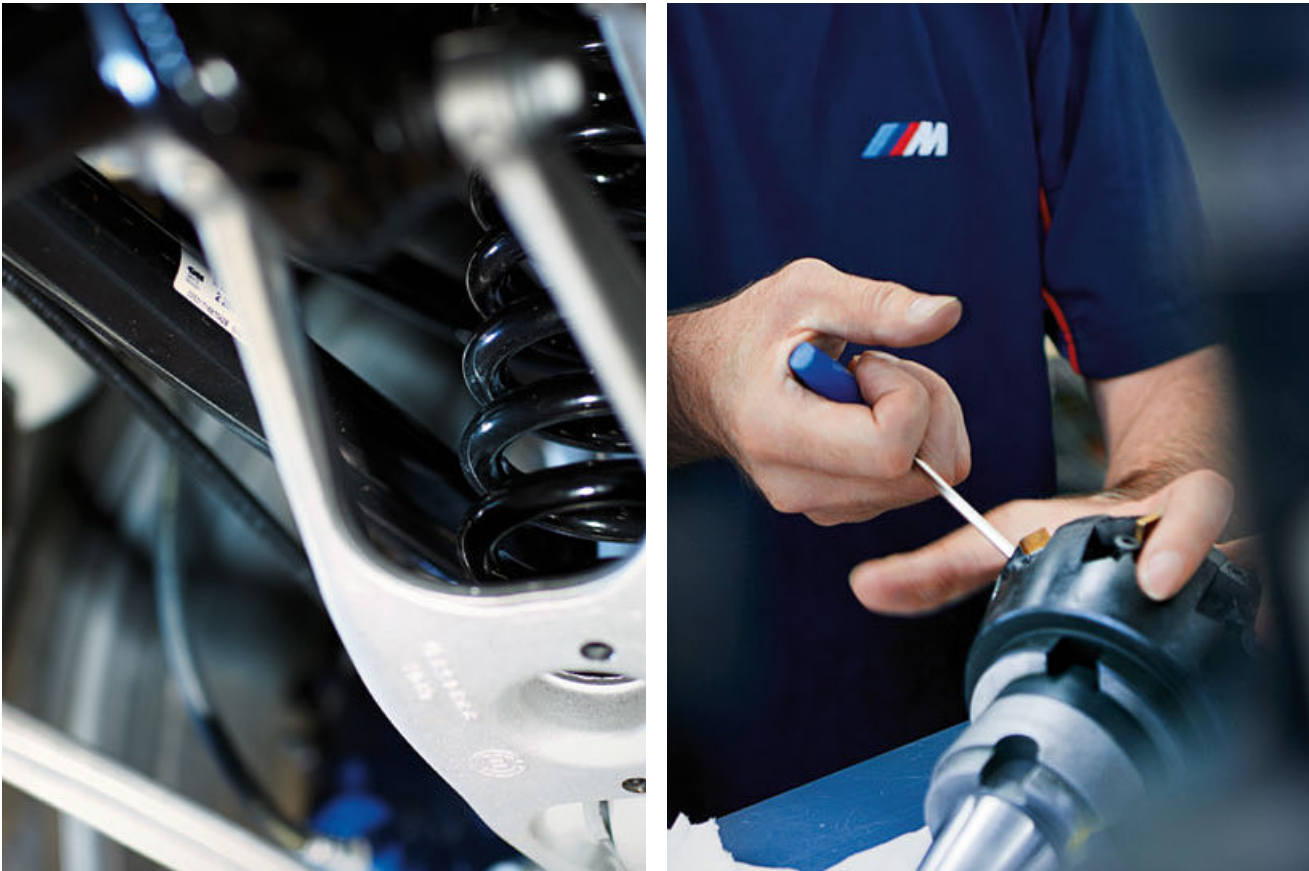
The striking **M kidney grille** with "M2" logo dominates the dynamic M-style design of the front end. The Black High-gloss double slats take a visual cue from the characteristic Double-spoke style of the M light alloy wheels.

The **side skirts**, which have been specifically designed to be wider, connect the characteristic M flared wheel arches on the front and rear axles, while visually accentuating the athletic pedigree and agile driving characteristics of the vehicle.

Suspension.

Innovative systems for more driving pleasure.

Conventional rules don't apply to the new BMW M2 Coupé: Developed in-house by BMW M GmbH, it fully embodies the M philosophy, creating a perfect synthesis of superior performance and everyday usability. The advanced M high-performance chassis was specially designed to support this commitment.



Intelligent integration of chassis components and control systems ensures outstanding agility and dynamic performance coupled with maximum precision and control, for an exhilarating and authentic driving experience.

The **Active M Differential** optimises traction and driving stability when changing lanes or accelerating out of bends, when cornering at high speeds or on roads with uneven surfaces. Traction is improved via an electronically controlled unit that reduces the difference in revolution speed between the rear wheels.

The **M Dynamic Mode**, a sub-function of Dynamic Stability Control (DSC), allows for highly dynamic driving. While the DSC works against understeer and oversteer, the M Dynamic Mode enables the full exploitation of the car's maximum longitudinal and lateral dynamic potential. However, access to the driving support offered by DSC is retained.

M Servotronic adjusts the power steering to suit the current speed and ensures a direct and precise steering response even at high speeds. It also provides excellent comfort by minimising the effort required for steering, as well as maximising agility when parking, manoeuvring or navigating narrow or twisting roads.



Thanks to the use of different materials, **M Compound brakes** achieve outstanding deceleration values and are extremely stable and highly durable. They also weigh less, which has a positive impact on agility, dynamics and acceleration. Blue metallic brake callipers with the M logo are the hallmark of these high-performance compound brakes.

The **Drive Performance Control** lets the driver choose between the standard engine and transmission settings of COMFORT mode, the dynamic SPORT mode, or the SPORT+ mode, which pushes dynamic driving to the limits.

BMW ConnectedDrive. In touch with your world.

www.bmw.co.uk/connecteddrive

REGISTERS UP TO **360** DEGREES
OF THE VEHICLE'S SURROUNDINGS.

Enjoy the greatest convenience and the highest level of safety with BMW ConnectedDrive. For driving, parking and visibility, the BMW ConnectedDrive driver assistance systems are there when you need them, reliably, in every situation. The most cutting-edge systems, such as radar, ultrasound and cameras, dependably register the vehicle's surroundings, forming the basis for intelligent driver assistance systems. Whether activated when desired, or as emergency assistance in the background – the assistance systems from BMW ConnectedDrive make every drive in your BMW safer and more convenient.

CONNECTED
FOR OVER **40** YEARS.

Focused on the future – from the very beginning. By the 1970s, BMW had already made headway in connected mobility. Another milestone of the digital future was surpassed in 1999: vehicles with built-in SIM cards. Then came the first online services, Google Services and innovative driver assistance and display systems such as the BMW Head-Up Display. Throughout this process, the desires of the customer have always taken centre stage. As the first premium automobile manufacturer, BMW makes it possible to book and pay for services flexibly via the BMW ConnectedDrive Store, in the vehicle or on a computer at home. And with the introduction of BMW Connected and the Open Mobility Cloud, BMW is taking the next steps into the future of mobility.

MORE THAN **20** SERVICES AND APPS
IN THE BMW CONNECTED DRIVE STORE.

The ConnectedDrive Services equipment forms the basis for intelligent BMW ConnectedDrive functions, as well as for the integration of selected smartphone apps. This equipment also provides access to the BMW ConnectedDrive Store, in which services and apps can be ordered and extended easily, any time and anywhere to suit the user's individual requirements – for example with the Concierge Service or Online Entertainment, which turn every drive into a convenient and entertaining experience.

IN TOUCH **24/7**
WITH BMW CONNECTED.

What would it be like if you were never late again? What if your BMW already knew your preferred destinations? How would you like reliable navigation, whether you're sitting in your vehicle or not? BMW Connected provides you with the information you want, when and where you want it. BMW Connected is a personal mobility assistant which facilitates your everyday mobility and aids you in reaching your destinations relaxed and on time. With the BMW Connected app, mobility-relevant information such as recommendations for optimal departure times are available at any time via smartphone or smartwatch and can be seamlessly transmitted to the car.

The new BMW M2 Coupé – Digitally connected for more infotainment and comfort.

APPLE CARPLAY PREPARATION

Preparation for Apple CarPlay® supports the convenient and secure wireless use of a compatible iPhone® in the vehicle. This allows smartphone content, along with functions such as music, iMessages/text messages, telephony, Siri and selected third-party apps, to be displayed and operated in the regular manner via the vehicle's user interface.¹

BMW M LAPTIMER APP

With the BMW M laptimer app, driving data from the racetrack can be accurately recorded and then analysed with the aim of improving driving performance. The information, which falls into categories such as accelerator position, steering angle, G-force and best lap time, can be posted as a snapshot to social media, or sent by email.²

ONLINE ENTERTAINMENT

With Online Entertainment, a flat-rate account can be opened with any BMW music partner, such as Napster or Deezer, which can also be used with any other device supported by the provider. That means unlimited access to over 30 million songs.³

DRIVING ASSISTANT

Driving Assistant combines Lane Departure Warning and Forward Collision Warning systems. When travelling at speeds up to 35mph, Forward Collision Warning and Preventive Pedestrian Protection issue a warning if there is a risk of collision with vehicles or pedestrians, and brakes the vehicle in the event of an emergency. At speeds above 45mph, the Lane Departure Warning draws the driver's attention to an unintentional lane change by vibrating steering wheel.⁴

¹ Compatibility with Apple CarPlay® and the range of functions of an iPhone® depends on the model year of the iPhone® and software installed. This information is available from mobile phone manufacturers. Whenever Preparation for Apple CarPlay® is used, selected vehicle data is transferred to the iPhone. The mobile phone manufacturer is responsible for further data processing. The availability and range of functions of Apple CarPlay® may vary from country to country. The mobile phone manufacturer is responsible for all the content and functions displayed in the vehicle via Preparation for Apple CarPlay®.

² Download the BMW M laptimer app from the App Store and experience the dynamics of your BMW M2 Coupé from an entirely new perspective.

³ The use of a flat-rate for music provided by a BMW music partner is dependent on the conditions of the relevant partner.

⁴ Function may be limited in darkness or in fog.



INDIVIDUALITY AND CHOICE.

EQUIPMENT: BMW M2 Coupé Equipment Highlights.

COLOURS: Exterior and interior colours.

BMW SERVICE: BMW Service, BMW Financial Services and BMW Experience.



BMW M2 COUPÉ.



[01 | 03] The new BMW M2 Coupé in Long Beach Blue metallic paint represents a perfect combination of breathtaking design and supreme sporting appeal.

[02] Boasting hallmark M driver orientation and premium craftsmanship, the centre console is slightly inclined towards the driver for perfect ergonomics. While the 8.8" Control Display featuring BMW Professional Navigation provides a convenient overview of all relevant data.

[04] Sport seats reflect the exterior's athleticism in the interior. The driver's seat and the front passenger seat feature Black Dakota leather upholstery with Blue contrast stitching and an embossed M logo on the backrest.

[05] 19" M light alloy Double-spoke style 437 M wheels with mixed tyres, Black, forged, burnished, front 9J x 19 with 245/35 R19 tyres, rear 10J x 19, with 265/35 R19 tyres.

EQUIPMENT HIGHLIGHTS.

■ Standard equipment □ Optional equipment



[01] M kidney grille with Black High-gloss double slats and "M2" logo emphasises the M-style design of the car's front end.

[03] The classic M front apron in the body colour, extends downwards with large air inlets.

[02] Adaptive LED Headlights including low-beam and high-beam headlights, LED turn indicators, fog lights and high-beam assistant.

[04] Twin dual exhaust tailpipes with a Chrome trim bear visible and audible testament to the vehicle's sporty performance.

[05] Wide M-specific rear apron with the characteristic twin exhaust tailpipes.

[06] The striking, characteristic M gills element highlights the car's athletic pedigree.

[07] Stylish M door sill finishers with the M designation on Chrome plated inserts enhance the driving experience as soon as you open the door.

[08] 19" M light alloy Double-spoke style 437 M wheels with mixed tyres, Black, forged, burnished, front 9J x 19 with 245/35 R19 tyres, rear 10J x 19, with 265/35 R19 tyres.

[09] The M rear lip spoiler emphasises the car's athletic contours and reduces lift.

[10] Exterior trim, High-gloss Shadowline includes the window frame trim and the exterior mirror frame and base.

[11] M Compound brake discs achieve outstanding deceleration values and high stability as well as a long lifespan.

[12] The M TwinPower Turbo in-line six-cylinder petrol engine with "Powered by M" lettering on the engine cover.

EQUIPMENT HIGHLIGHTS.

■ Standard equipment □ Optional equipment



[01] M multi-function leather steering wheel finished in Nappa leather with the M emblem, features Chrome detailing and contrast stitching.

[02] The BMW M laptimer app precisely records race track driving data such as accelerator position, steering angle, G-force and best lap time.



[03] Optional seven-speed M Double-Clutch Transmission with DRIVELOGIC provides uninterrupted power delivery during gear changes. Includes Launch Control, gradient and low speed assist and hill detection.

[04] Instrument cluster with the full Black panel display shows graphic visualisation of fuel consumption, system feedback and various other controls.



[05] Sport seats for driver and front passenger feature optimum support with various manual adjustment options and electric adjustment for backrest side bolsters.

[06] Navigation system - BMW Professional Multimedia, including Voice Control, USB interface, BMW Professional radio with CD player, and the latest iDrive touch controller.



[07] The electric front seat adjustment with driver memory makes operation easier and allows users to save their desired settings.

[08] Carbon-fibre interior trim on the instrument panel, door handles and centre console, with a Black High-gloss trim finisher on the instrument panel.



[09] The centre console features Drive Performance Control, M gear lever and an upholstered knee pad for the driver.

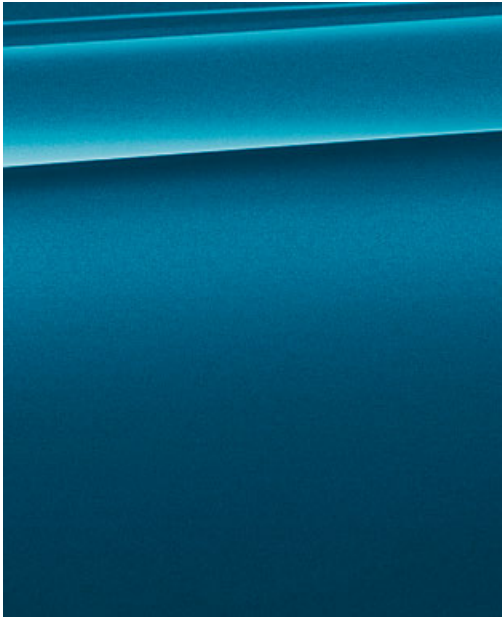
[10] Embossed M logo beneath the headrests of the front Sport seats expresses the athleticism of the vehicle.

[11] Loudspeaker system - harman/kardon with external 360W amplifier in the luggage compartment consists of 12 speakers including two central subwoofers.

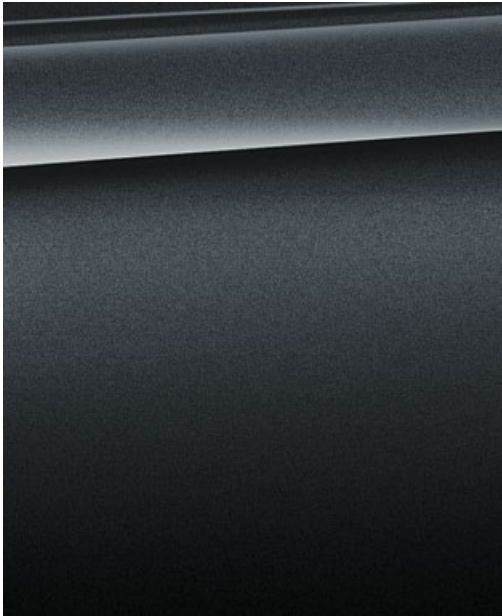
EXTERIOR COLOURS.



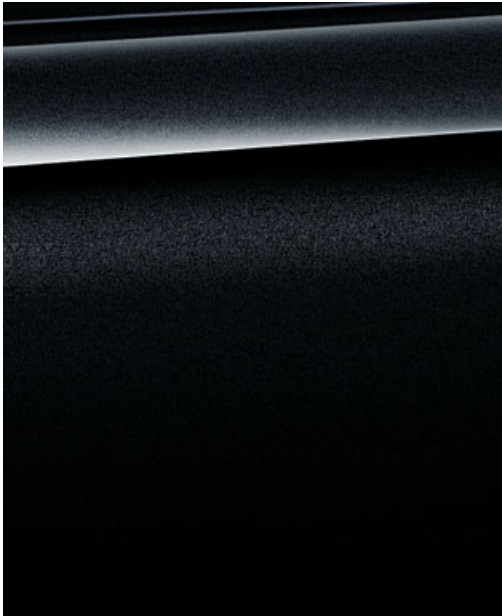
■ Non-metallic 300 Alpine White



■ Metallic C16 Long Beach Blue



■ Metallic B39 Mineral Grey



■ Metallic 475 Black Sapphire

INTERIOR COLOURS.

■ Standard equipment

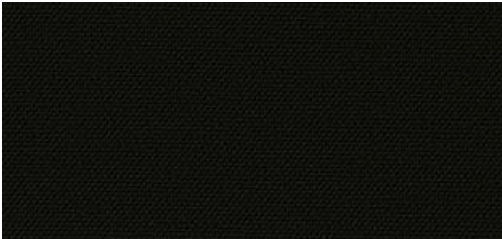


UPHOLSTERY



■ Dakota leather LCNL Black with Blue contrast stitching

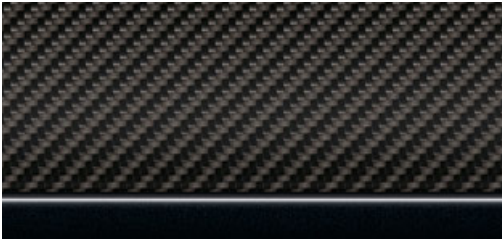
HEADLINING



■ 775 Anthracite

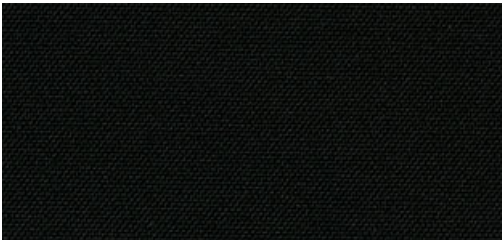


INTERIOR TRIM



■ 4MC Carbon-fibre with Black High-gloss finisher

INTERIOR COLOUR



■ Black

[Colours] The colours printed above are intended to provide you with a first impression of paints and materials available for your BMW. Experience has shown, however, that printed images of paint, upholstery and interior trim colours cannot faithfully reproduce the actual appearance of the originals. We recommend therefore that you consult your BMW Retailer who will be able to show you original samples and assist with any requests.

THE BMW SERVICE CONCEPT:

When you buy a BMW, you can look forward to superb service and comprehensive customer care. **Condition Based Service** tracks service fluids and parts subject to wear, and where appropriate indicates required service stops on the display. In combination with **BMW TeleServices**, the vehicle data collected by Condition Based Service are automatically transmitted to BMW. Your preferred **BMW Service Retailer**

BMW SERVICE INCLUSIVE.



BMW Service Inclusive:

Wouldn't it be good to know your comprehensive servicing costs in advance? Well, that's exactly what BMW Service Inclusive¹ provides and for a low one-off payment.

BMW Service Inclusive¹ lasts for 5 years or 50,000 miles (whichever occurs first) and covers all your vehicle's comprehensive servicing requirements. Alternatively you can choose BMW Service Inclusive Plus¹ which in addition to servicing also covers maintenance items such as brake pads, brake discs and windscreen wipers. And whenever

servicing and maintenance work is carried out on your BMW, you can be sure that it will only be done by fully qualified BMW Service Approved Technicians at one of over 150 BMW Service Authorised Workshops around the country. Furthermore, only Genuine BMW Parts are used – each covered by a two year warranty. BMW Service Inclusive and Service Inclusive Plus are transferable to subsequent owners within the time and mileage period, which can enhance the resale value of your car.²

www.bmw.co.uk/serviceinclusive

BMW EMERGENCY SERVICE.



BMW Emergency Service. BMW Emergency Service is the only roadside and assistance programme designed specifically for BMW vehicles offering an exceptional range of benefits and services. It is available 24 hours a day, 7 days a week and utilises a dedicated fleet of BMW Approved Technicians, equipped with Genuine Parts and tools, ensuring that you and your vehicle receive the best possible care in the event of any motoring emergency.

This tailor-made programme has been specifically designed to meet the needs of BMW drivers travelling in the UK, Republic of Ireland and Continental Europe giving complete reassurance and peace of mind. Every new BMW is covered for three years.

THE BMW EXPERIENCE.



BMW News: To ensure you're one of the first to hear the latest BMW news and developments, BMW UK offer an email programme. Sign-up at: www.bmw.co.uk/newsletter



BMW World, an iconic building in the Munich skyline. The BMW World is a true brand experience where it's possible to marvel at the historic BMWs in the museum, learn about our engineers' newest innovations and take a tour of the plant to experience with your own eyes the cutting-edge and exacting methods used to create a BMW.



BMW Magazine: Every new BMW customer receives a complimentary subscription to BMW Magazine. This publication features all the latest news and developments from BMW, together with a variety of driving and lifestyle features.

can access the vehicle data. They will contact you when necessary to arrange a service appointment where the required repairs can be performed, using **Genuine BMW Parts**, so your driving pleasure can continue indefinitely. Worldwide, you can call on more than **3,300 Service Authorised Workshops** in more than **150 countries**.

BMW CONNECTED DRIVE SERVICES.



BMW ConnectedDrive Services.

A function using the built-in BMW SIM card to provide telematic and online services that are fully integrated into your BMW vehicle. All services require connection to a UK mobile network. Some services are available in other European countries. The range of ConnectedDrive Services that are available depends on the specification of the vehicle. The service duration varies depending on the ConnectedDrive Service.

For further information on BMW ConnectedDrive Services and terms and conditions please visit www.bmw.co.uk/connecteddrive-information

BMW FINANCIAL SERVICES.



BMW Financial Services: BMW Financial Services offers a range of finance and insurance solutions designed to help you drive the BMW of your choice. All our products offer you the flexibility to customise your finance, making driving any BMW a reality. After all, who knows more about financing your BMW than BMW.

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For customers in Ireland If you would like to find out more information, visit <http://www.bmw.ie/en/topics/owners/for-owners/bmw-financial-services.html> Here, you will also find details of our comprehensive range of products and current offers engineered for every eventuality. Finance is subject to status and available to over 18s in the IE only. Guarantees and indemnities may be required. Finance is provided by BMW Financial Services (Ireland) Limited, Swift Square, Santry Demesne, Santry, D09 R802, Dublin, Ireland.

SHAPING THE FUTURE – RESPONSIBLY.

In 2016, the BMW Group was once more listed in the Dow Jones Sustainability Index as the most sustainable automotive company worldwide. This makes BMW Group the only company in the automotive industry to be listed without interruption since the index was established. The development of efficient vehicle concepts and environmentally friendly production processes, including recycling, is an integral part of our philosophy. BMW EfficientDynamics and electric vehicles have enabled us to cut CO₂ emissions from our European new-vehicle fleet by more than 40% since 1995. We have also reduced the amount of resources used in production, such as water and energy, by 34% between 2006 and 2016, with a reduction to 45% of previous levels aimed at for 2020. In terms of other resources (such as volatile organic compounds, process wastewater and waste) our 45% target was met in 2014, and we will continue to work on further improvement. Production at our engine plant in Steyr has been waste-water free since 2007. And of course, at the end of its service life, every one of our vehicles can be easily and economically recycled. To return your end-of-life vehicle, please contact your BMW Retailer. For more information on this issue please visit our website.

www.bmw.co.uk/EfficientDynamics
www.bmwgroup.com/responsibility
www.bmw.com/recycling

¹ Service Inclusive and Service Inclusive Plus are available as cost options. Terms and conditions apply, for full details speak to your retailer or visit www.bmw.co.uk/serviceinclusive
² For further information, please contact your local BMW Retailer.



**The Ultimate
Driving Machine**

The models illustrated in this catalogue show the equipment and configuration options (standard and optional) for vehicles produced by BMW AG for the German market. Alterations in standard and optional equipment and the configurations available for the different models, as described in this brochure, may differ at the time of printing, or according to the specific requirements of other markets. Your local BMW Retailer is available to provide further details. Subject to alteration in design and equipment. Part number 95 38 2 095 015. July 2017.

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