

THE NEW BMW M2 COUPÉ. PRODUCT BULLETIN.



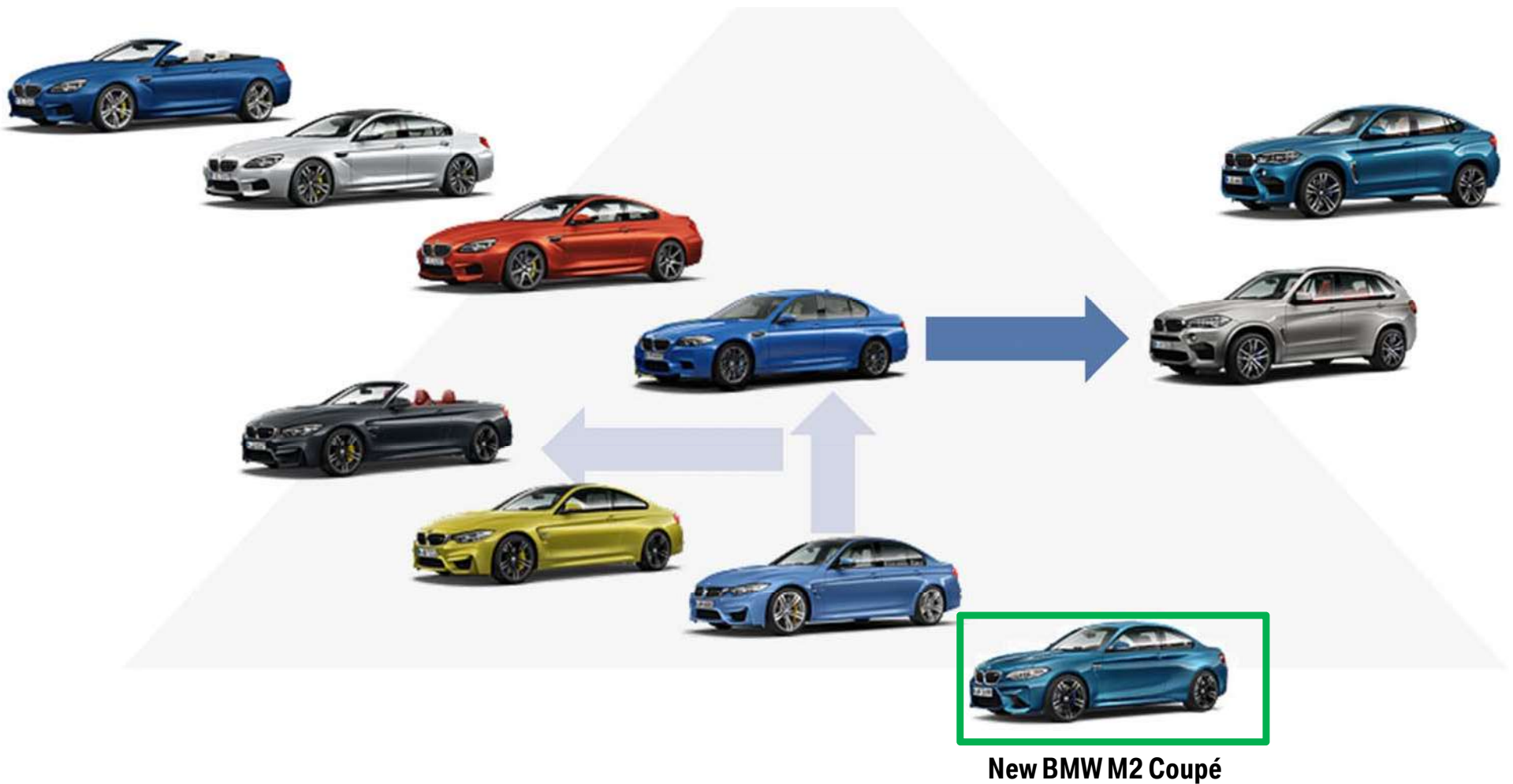
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BMW M2 Coupé



Sheer
Driving Pleasure

THE NEW BMW M2 COUPÉ. BMW M MODEL RANGE FOR 2015.



THE NEW BMW M2 COUPÉ. CORE MESSAGE.



LICENCE TO THRILL.

Driving the BMW M2 Coupé is a statement. With its outstanding driving acceleration and its expressive design, this car is a power pack letting you know the true promise of ultimate driving pleasure. The BMW M2 Coupé makes you enjoy an exceptional driving thrill everyday – not only on the race track.

THE NEW BMW M2 COUPÉ. STRATEGIC TARGETS.



- Continue the **success story** of the **BMW 1 Series M Coupé**. Counteraction of the UKL2+ HP competitor activities / new entries.
- **Authentic M offer** in the UKL2+ HP segment: **outstanding driving exhilaration**, instantaneous experience of dynamics and agility (benchmark). **Direct** and **precise response, perfect control**.
- Clear differentiation vs. BMW M235i.
- Address **new / younger M customers**.
- Source of sale: **Loyalise** BMW 1 Series M Coupé drivers; **conquests** from competition.
- **Authentic M appearance** especially in the exterior through consistent use of iconic M design elements.

THE NEW BMW M2 COUPÉ.

EXTERIOR FEATURES OF EVERY M MODEL.

The BMW M design features have been refined over decades to the well-known **M design icons**. Each model comes with its own **model specific** interpretation of those design icons.



M gill



M Powerdome

M side skirt



M side mirrors



M kidney grille
with double slats



M Logo



Painted callipers and M double-spoke



Three-part air intake



M specific double tailpipes

THE NEW BMW M2 COUPÉ. EXTERIOR DETAILS.



Three part air intake and M kidney grille



M Powerdome



Painted callipers



M side skirt



Vertical reflectors



M rear spoiler



Glass sun roof



M gill



High-gloss double tailpipes

THE NEW BMW M2 COUPÉ. INTERIOR FEATURES OF EVERY M MODEL.

Both exterior and interior design have their **M typical design icons**, which are absolutely function-orientated and have been refined over decades.



M specific driver's seat



Seams in M colours



M specific instrument cluster



M specific steering wheel



M specific gearshift lever



M specific entry sill

THE NEW BMW M2 COUPÉ. INTERIOR DETAILS.



M sport seats



M center console



M entry sills



M leather steering wheel



Carbon fibre door trims



M instruments



M logo on seats



M contrast stitching and Bluetooth hands-free facility



M Laptimer App

THE NEW BMW M2 COUPÉ. FRONT DESIGN.

The double-round headlights support the forward thrusting and agile expression of the vehicle. They taper off inwards in a form reminiscent of the human eye. This way, there is a close visual association with the kidney grille giving the front a forward-focused view.

The kidney grille with its slender bar around the frame is slightly tilted forward creating the so-called “shark nose”.

Trapezoid blades in the outer inlets are symptomatic of the huge front spoilers seen in motorsport history. These capture the optical width of the BMW M2 Coupé and support the brawniness of its appearance.

THE NEW BMW M2 COUPÉ. LATERAL DESIGN.

The BMW M2 displays the characteristic BMW M proportions with its powerful flared wheel arches and large M wheels. The striking crease line surrounding the entire rear that promotes a prominent shoulder underline the strong athletic character.

The M gill behind the front fender is inspired by the first road vehicle developed by BMW Motorsport, the 3.0 CSL. With its striking spoiler parts in the front and rear it influenced noticeably the form of the aprons of the BMW M2 Coupé.



Looking at the exposed fenders, the sheer muscularity catches one's eye. They emphasise its motorsport genes.

The overall compact silhouette is framed by the distinctive front and rear bumper to underline the superb dynamics.

THE NEW BMW M2 COUPÉ. REAR DESIGN.

The rear of the BMW M2 pursues a very wide and firm stand. The optical bracket familiar from the front is repeated in the rear by using vertical reflectors on the far outsides of the rear apron.

A unique feature adopted from the BMW 2 Series Coupé is the one-piece setup of the rear lights. Accurately framed by the joints of the boot lid, the horizontal rear light design supports the width of the vehicle.

M typical quad tailpipes are located close to a diffuser element, emphasising the athletic low centre of gravity and representing the power of the compact high-performance vehicle.

THE NEW BMW M2 COUPÉ. INTERIOR DESIGN.

All surfaces and lines in the cockpit radiate dynamics as well as a clear forward thrust. The interior design is very light and fresh but nevertheless shows the true sportiness of BMW M vehicles.

Decor trims with open pored carbon fibre or the upholstery with contrast stitching are used to offer an appropriate atmosphere that matches the superb driving experience.

M typical design features are also used in the interior like the M three-spoke steering wheel.

Each seat bears an embossed M logo to clarify the affiliation with the BMW M family.



THE NEW BMW M2 COUPÉ. BMW M2 VS BMW 1 SERIES M COUPÉ. FRONT COMPARISON.



THE NEW BMW M2 COUPÉ. BMW M2 VS BMW 1 SERIES M COUPÉ. REAR COMPARISON.



THE NEW BMW M2 COUPÉ. PRODUCT HIGHLIGHTS AT A GLANCE.



- Emission level: EU6.
- 2nd motor characteristic (via Driving Experience Control)
- Label "Powered by BMW M" on engine cover
- Dual disc clutch / dual mass flywheel as on BMW M4
- 7-speed M dual-clutch transmission as on BMW M4
- Twin dual tailpipes exhaust system with M sound
- Cooling system with additional water cooler, race track proof

- New front bumper cover/apron
- New rear bumper cover/apron
- New side sill
- New front side panel, broadened (ca. +55 mm vs. BMW M235i) with M gills
- New rear side panel, broadened (ca. +80 mm)
- Gurney
- Exterior mirrors F22
- Door sills with "M" badge



- BMW M4 suspension
- Front / rear axle (take over BMW M4)
- New setup of springs, conv. damper and anti-roll bars
- Braking system: take over BMW M4 compound discs
- Stability control system as on BMW M4 with M Dynamic Mode
- Electric Power Steering (EPS) as on BMW M4
- Servotronic with M specific setup
- Active M differential
- Prop shaft as on BMW M235i, shortened

Chassis / Suspension

Best-in-Class
Driving pleasure with Best
in class efficiency

M2 Coupé

Design

Character

Safety, Comfort & Convenience

Infotainment

- M leather steering wheel.
- M Multifunction seats (option).
- M specific instrument cluster.
- 19" M Double-spoke style 437 M alloy wheels/Black with mixed tyres
- Sport seats (front seats) in leather Dakota black with contrast stitching



- Smartphone Apps (BMW M Laptimer App, Go Pro App).
- New generation Navigation System Professional incl. iDrive Touch Controller.

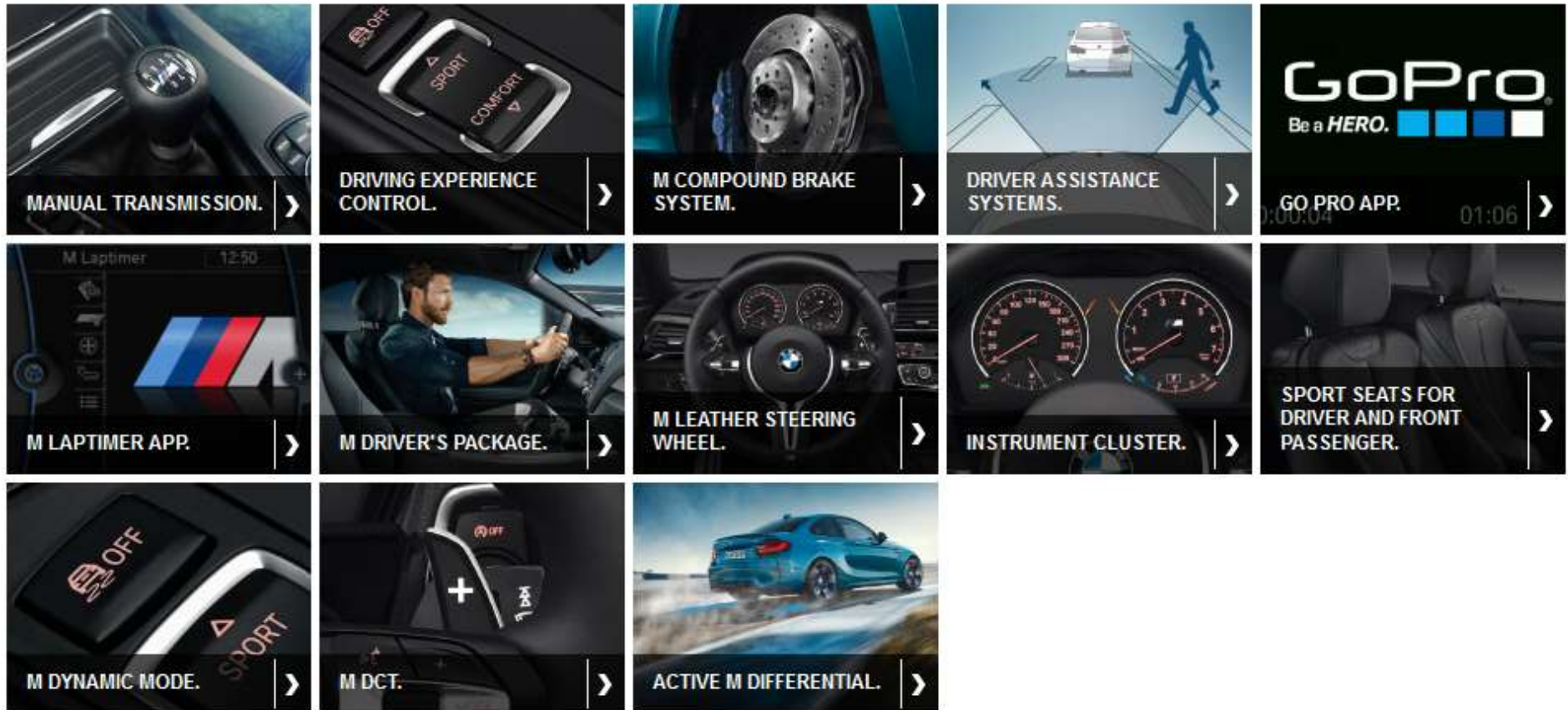


- Forward Collision Warning
- Lane Departure Warning
- Preventive Pedestrian Protection
- City Collision Mitigation
- Rear View Camera
- Park Distance Control rear (PDC)

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THE NEW BMW M2 COUPÉ.

BMW PRODUCT ARGUMENTER WITH ADDITIONAL INFORMATION.



THE NEW BMW M2 COUPÉ. BMW PRODUCT ARGUMENTER.

Additional information is available through the **BMW Product Argumenter** as iPad App or as desktop version in the Sales & Marketing Portal.



On your computer:



- Open <https://smp.bmwgroup.com> (S-Gate authorisation)

On your iPad:



- Open www.bmwproductnews.com and login with the access data stated below. Afterwards you can install the application on your iPad and download the requested BMW models.

Username: **bmw-product-news**
Password: **bmwProduct!**

**- Strictly confidential -
Internal information only**

THE OFFER OF OPTIONS IN THE BMW M2 IS FOCUSED ON MAINTAINING A HOMOGENOUS CONFIGURATION WORLDWIDE.

Exterior colors



Long Beach Blue met.



Black Sapphire met.



Alpine White uni.



Mineral Grey met.

Upholstery: Leather Dakota



Black with blue stitching

Trim / accent line



Carbon fibre open-pored /
black high gloss

M double Spoke Light Alloy Wheel



19"
styling
437 M,
black

THE NEW BMW M2 COUPÉ. EXTERIOR COLORS.

uni



300
Alpine White

metallic



475
Black Sapphire



B39
Mineral Grey



C16
Long Beach Blue

THE NEW BMW M2 COUPÉ. LIGHT ALLOY WHEELS, UPHOLSTERY AND TRIM.



2VZ
19" M-double-spoke style 437 M 245/35 265/35



LCNL
Leather Dakota Black/contrast stitching Blue | Black



4MC
Interior trim 'Carbon Fibre'

THE NEW BMW M2 COUPÉ. EXTERIOR COMPARISON VS. MAIN COMPETITORS.

BMW M2 Coupé



MB CLA 45 AMG



Audi RS3 Sportback



THE NEW BMW M2 COUPÉ.

DIMENSIONS COMPARISON VS. MAIN COMPETITORS.

BMW M2 Coupé



MB CLA 45 AMG



Audi RS3 Sportback



		BMW	MB	Delta vs BMW (units)	Delta vs BMW (%)	Audi	Delta vs BMW (units)	Delta vs BMW (%)
Length	mm	4,468	4,630	+162	+3.6	4,343	-125	-2.8
Width	mm	1,854	1,777	-77	-4.2	1,800	-54	-2.9
Height	mm	1,410	1,432	+22	+1.6	1,411	+1	0
Wheelbase	mm	2,693	2,699	+6	+0.2	2,631	-62	-2.3
Luggage capacity	lt	390	470	+80	+20.5	280	-110	-28.2

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Note: Figures in green indicate an advantage of BMW vs. competitors.
Figures in red indicate an advantage of the competitor vs. BMW.

THE NEW BMW M2 COUPÉ.

TECHNICAL DATA COMPARISON VS. MAIN COMPETITORS.

BMW M2 Coupé



MB CLA 45 AMG



Audi RS3 Sportback



		BMW	MB	Delta vs BMW (units)	Delta vs BMW (%)	Audi	Delta vs BMW (units)	Delta vs BMW (%)
Engine	cylinder / capacity in lt	6/3.0	R4/2.0	-2/-1.0	-33.3/-33.3	R5/2.5	-1/-0.5	-16.7/-16.7
Power	hp	370	381	+11	+3.0	367	-3	-0.8
Torque	Nm	465	475	+10	+2.2	465	0	0
0 – 100 km/h (AT)	sec	4.3	4.2	-0.1	-2.3	4.3	0	0
Top speed (AT)	km / h	250	250	0	0	250	0	0
Fuel consumption (AT)	l/100 km	7.9	6.9	-1.0	-12.7	8.1	+0.2	+2.5
CO2	g/km	185	162	-23	-12.4	189	+4	+2.2

AT = Automatic Transmission

Note: Figures in green indicate an advantage of BMW vs. competitors.
Figures in red indicate an advantage of the competitor vs. BMW.

THE NEW BMW M2 COUPÉ. INTERIOR COMPARISON VS. MAIN COMPETITORS.

BMW M2 Coupé



MB CLA 45 AMG



Audi RS3 Sportback

