

We are pleased to announce the introduction of the new BMW E92 M3 Coupé to be launched on Saturday 8 September 2007. The car follows the "M3 Concept Car" which was previewed at the International Motorshow in Geneva at the beginning of March. The World premier is scheduled for the IAA Frankfurt Motorshow in September.

The production car closely follows the design of the M3 Concept Car and is powered by a new 4.0-litre V8 naturally aspirated high-revving engine. The new BMW M3 Coupé will set the benchmark for the market segment and continue the BMW M3 success story.

#### Launch Date

The new BMW M3 Coupé is to be launch in the UK on Saturday 8 September 2007.

#### Model Code and Pricing

Model Code	Description	Basic Price	VAT	Retail Price	OTR Price
WD92	M3 Coupé	£42,680.85	£7,399.15	£49,680.00	£50,625.00

#### Technical Data

<b>Engine</b>	S65
Configuration	V8
Capacity	3999cc
Torque	400 / 3900rpm
Power Output	420hp @ 8300rpm
Maximum rpm	8400rpm
<b>Transmission</b>	
Manual	6-speed
<b>Dimensions</b>	
Length	4615mm
Height	1804mm
Width	1424mm
Fuel Tank Capacity	63 ltr
Boot Capacity (DIN Method)	430 ltr
<b>Performance</b>	
0-62 mph	4.8
Maximum Speed	155*
<b>Fuel Consumption</b>	

Urban mpg / ltr/100km	15.8 (17.9)
Extra-Urban mpg / ltr/100km	30.7 (9.2)
Combined mpg / ltr/100km	22.8 (12.4)
C02 Emissions (g/km)	295
Emissions Management	EU4

#### Technical

- Compound disc brakes
- Electric Power Steering (EPS)
- Four exhaust tailpipes
- M Double-VANOS
- M Dynamic mode
- M Mobility system
- M Variable differential lock
- MDrive Manager
- M-specific suspension setup

#### Exterior

- 18" light alloy M Double-spoke style 260M with mixed tyres
- Carbon fibre reinforced plastic (CFRP) roof
- M Exterior body styling comprising:
  - M Aerodynamic front spoiler with oversized brake cooling ducts in place of front fog lights
  - M Aerodynamic rear spoiler with diffuser
  - M Exterior mirrors
  - Powerdome with air intakes
  - Rear spoiler
  - Side gills with integrated indicators and M3 logo
- Xenon headlights for low and high beam

#### Interior

- Door sill finishers with M3 designation
- M Gear stick
- M Instrument panel comprising
  - 200mph speedometer
  - M-specific instruments
  - Oil temperature display
  - Red needles
  - Variable preliminary warning lights on rev counter
- M Sport seats with backrest width adjustment and lumbar support
- M multi-function three-spoke leather steering wheel
- Navigation system - Professional

#### Exterior Paint

The new BMW M3 Coupé comes with metallic or non-metallic paint as standard and has four exclusive metallic paint colours, not available on the rest of the E92 range. These are in addition to

the four Series colours: Alpine White (300), Jet Black (668), Sparkling Graphite (A22) and Space Grey (A52)

- Jerez Black (A73)
- Melbourne Red (A75)
- Interlagos Blue (A30)
- Silverstone II (A29)

## **Upholstery**

The standard upholstery on the new BMW M3 Coupé is Novillo leather in the following colours:

- Black (NCSW)
- Palladium Silver (NCH1)
- Fox Red (NCH2)
- Bamboo Beige (NCH3)

Extended Novillo leather is available as an upgrade and available in all four colours.

## **Interior Trim**

The following trims are available exclusively on the new BMW M3 Coupé:

- Titanium Shadow (771) - Standard
- Aluminium Shadow (4MX)
- Black Carbon-structure Leather trim (4MY)
- Anthracite mirror finish Wood (4MZ)

Samples of the paint, upholstery and trims will be sent to Dealerships shortly.

## **Optional Equipment**

Largely the same range of optional equipment is available for the new BMW M3 Coupé as for the full E92 range. Please see the on-line product library for full details.

### Exclusive BMW M3 Coupé Options

- 7-speed M Double Clutch Transmission with Drive logic (M DCT Drivelogic) - anticipated to start production in March 2008
- 2MT, M double spoke 19" forged and polished style 220M with mixed tyres
- 223, Electronic Damper Control (EDC) offers the choice of three suspension settings; Comfort, Normal & Sport
- 326, Rear spoiler, deletion
- 752, BMW Individual Audio HiFi system. Features a nine-channel amplifier with Digital Sound Processing (DSP). Sixteen high-end loudspeakers (Neodym magnetic drives, hexacone diaphragm), at a total of 825W. DIRAC signal processing enables perfectly timed sound experience in all seats.

## **On-line Product Library**

The On-line product library has been updated and includes of the information outlined above. This is available under the Product Knowledge section of the Dealer InfoNet.

## **Insurance Group Rating**

The new BMW M3 Coupé has been submitted to the ABI for rating. Results are expected in the next couple of months.

## **Product Support Information:**

### **Dealer Launch Briefing Pack**

Three copies of the Dealer Launch Briefing Pack will be sent to all dealers during the week commencing 23 April, marked for the attention of the Dealer Principal, the Marketing Manager and the Sales Manager.

The packs feature the new BMW M3 Coupé and the new BMW M5 Touring. Each pack includes:

- Press releases
- Press photographs, for internal use only
- Showroom postcards
- Dealer Launch Briefing document, featuring product overviews

## **Product Brochures**

A flyer is being produced and is due to arrive at Dealerships by the end of April. More details will be published nearer the time. In line with product communication, the full brochure and price list will be available one month prior to launch.

## **Product Profile**

A Product Profile detailing further product information on the new BMW M3 Coupé will be available on-line from the end of April.

## **Dealer Launch Cars**

Each dealer has been allocated a launch car. Each vehicle has a high level of specification determined through careful analysis and taking E46 M3 option uptake rates into account. These cars are non-spec amendable. More information regarding these cars will be presented in next week's Sales bulletin.

## **Vehicle Ordering**

IVS and SA3 and Kerridge are being updated to include the new BMW M3 Coupé and will be available from Tuesday 10 April. FAMOS will be updated by mid-April.

Further details regarding M3 quota will be communicated closer to launch.

If you have any queries relating to this Product News bulletin, please email [product.marketing@bmw.co.uk](mailto:product.marketing@bmw.co.uk)

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