

BMW 1 Series M Coupe.







Product Presentation.

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M Brand Manager



BMW 1 Series M Coupe.

Pure pedigree.

1979	1988	1995	2001	2008	2011
					
BMW M1	BMW M3	BMW M3 (G-II)	BMW M3 (G-III)	BMW M3 (G-IV)	BMW 1M
<ul style="list-style-type: none"> ▪ 3.5L I-6, 286 hp Mid-engine ▪ Hand-made Italian body ▪ Launched M1 ProCar racing series ▪ Total volume, 1979-81: 400 units 	<ul style="list-style-type: none"> ▪ 2.3L I-4, 193 hp ▪ DTM race car “homologation special” ▪ Remains the “winningest” touring car racer ▪ Total volume, 1987 – 91: 4000 units 	<ul style="list-style-type: none"> ▪ 3.0L I-6, 240 hp ▪ Coupe, Sedan, Convertible ▪ Represents start of “modern M” with refinement and racing ability ▪ Total volume, 1995-99 (US): 35,843 units 	<ul style="list-style-type: none"> ▪ 3.2L I-6, 333 hp ▪ Coupe and Convertible ▪ “Competition Package” in 2005-06 ▪ Total volume, 2001-06: 40,522 units 	<ul style="list-style-type: none"> ▪ 4.0L V8, 414 hp ▪ Larger, technically superior ▪ Coupe, Sedan, Convertible ▪ Volume, 2008-10 (all variants): ~18,000 units 	<ul style="list-style-type: none"> ▪ 3.0L I-6, 335 hp ▪ M3 componentry ▪ Sporty Coupe with 2+2 seating ▪ “Return to roots” positioning ▪ Volume 2011: 800 units

BMW 1 Series M Coupe.

Dimensions.

2 + 2 seat configuration

Width: 70.9 in

Tire size:

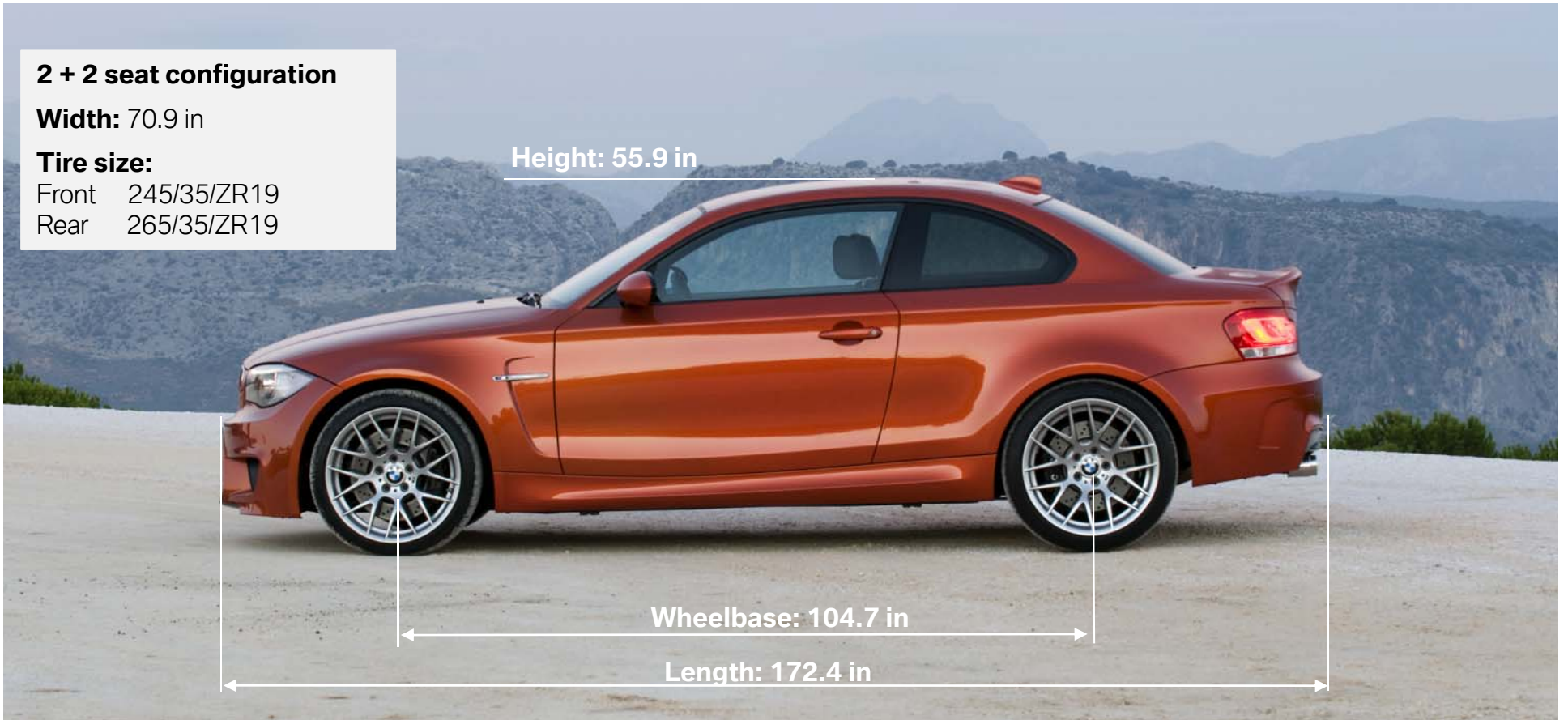
Front 245/35/ZR19

Rear 265/35/ZR19

Height: 55.9 in

Wheelbase: 104.7 in

Length: 172.4 in



BMW 1 Series M Coupe.

Dimensions.

	E30 M3 US	1M	E36 M3 US	E46 M3	E92 M3	Z3 M Cp	Z4 M Cp	135i Cp	128i Cp
WB	100.9	104.7	106.7	107.5	108.7	96.8	98.3	104.7	104.7
Length	171.1	172.2	174.5	176.9	181.8	158.5	161.9	172.2	172.2
Width	66.1	71.0	67.3	70.1	71.0	68.5	70.1	68.8	68.8
Height	53.9	55.9	52.6	54.0	55.8	50.7	51.3	55.4	56.0
Curb Weight	2865	3362	3175	3415	3704	3131	3230	3373	3208
HP	192	335	240	333	414	315	330	300	230
Torque	170	332	236	262	295	251	262	300	200
0-60 mph	7.6	4.7	5.6	4.8	4.7	5.0	4.9	5.1	6.1
Top speed	141	155	137	155	155	150	155	150	150
Drag Cd	0.33	0.37	0.32	0.33	0.31	0.37	0.35	0.33	0.31

BMW 1 Series M Coupe.

Dimensions.



BMW 1 Series M Coupe.

Focused Driver's Cockpit.

Driver Centric Low-Glare Design.



Traditional M Gauge Cluster.



- Black Boston Leather.
- Orange Contrast Stitching.
- Anthracite headliner.
- Glare-reducing Alcantara trim.
- White gauge backlighting.
- M Steering Wheel (from M3) with M tri-color stitching.

Optional: Navigation and Harman Kardon Sound System.



- 8.8" iDrive control display.
- 80GB media server.
- Standard rain sensor and auto headlight control.
- M embossed headrests.
- M driver footrest.

BMW 1 Series M Coupe.

Exterior Features.

Xenon Adaptive Headlights.



M3 Wheels, Tires, and Brakes.



- M3 wing mirrors.
- M3 Comp Package wheels.
- M fender side markers.
- LED lighted “eyebrows.”
- Halogen BMW corona rings.
- Air Curtain system (next slide).



- M Quad tail pipes.
- LED light tubes.
- M Badge.
- Rear trunklid spoiler lip.
- Black plastic diffuser apron.

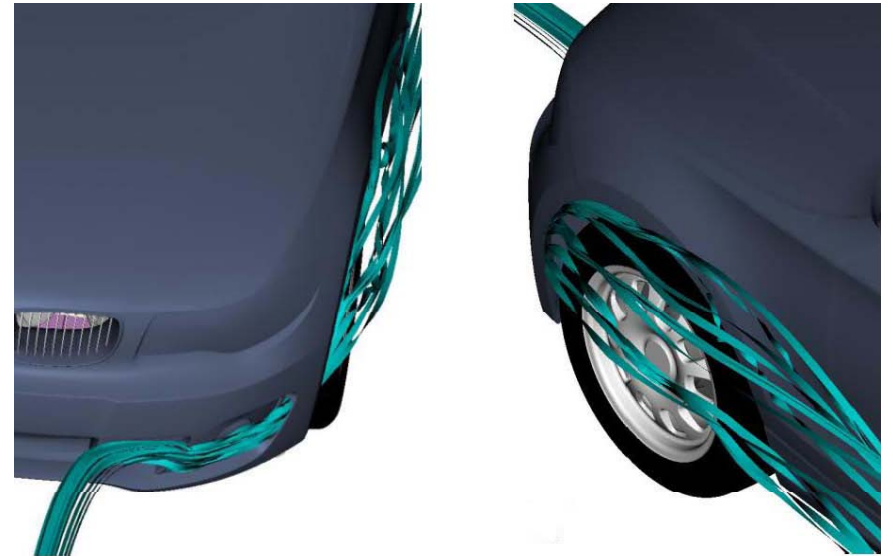
BMW 1 Series M Coupe.

Air Curtain System.



BMW 1 Series M Coupe.

Air Curtain System.



BMW 1 Series M Coupe.

Powertrain.

BMW N54B30HP Engine.

- 3.0 liter twin-turbocharged Inline-6
- All-aluminum construction
- High Precision Direct Injection
- VANOS variable camshaft timing system
- 335 horsepower with 332 lb-ft of torque
- 369 lb-ft torque with temporary overboost
- 6-speed Manual Transmission (only)
- M Variable Differential Lock (from M3)
- 0-60mph in 4.7 seconds
- Top speed 155mph (elec. limited)
- M-specific piston rings and software
- 19 MPG City / 25 MPG Highway*

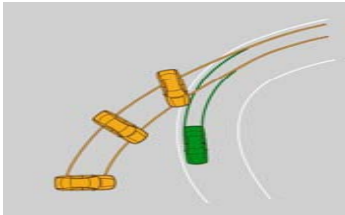
* Preliminary or Estimated figures.



BMW 1 Series M Coupe.

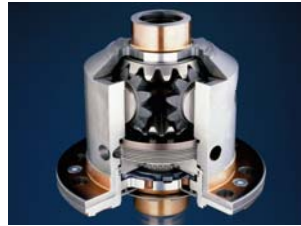
Unbeatable dynamics.

Dynamic Stability Control



- Standard stability system.
- M Dynamic Mode track trainer feature raises thresholds.

M Variable Differential



- “Track trainer mode.”
- Raises thresholds of DSC intervention.

Advanced Suspension



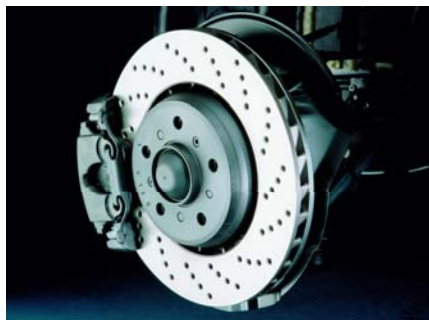
- 5-link M3 rear suspension.
- Aluminum-intensive design.

Servotronic Power Steering



- Vehicle-speed sensitive assistance.

M Compound Brakes



6-speed Manual



- Special cooling system.
- Close-ratio design.

BMW 1 Series M Coupe.

Form following function.

Driver-Focused Cockpit



14-way M Sport Seats



- Adjustable side bolsters and thigh bolsters.

Boston Leather Upholstery



- Instrument panel and trim w/ orange contrast stitching.

19" Wheels



Exterior Colors



- Valencia Orange Metallic
- Black Sapphire Metallic
- Alpine White

Interior Colors



- Black Boston Leather
- Anthracite Alcantara
- Contrast Orange Stitching

BMW 1 Series M Coupe.

Detailed equipment.

Standard Equipment

- **12-way multi-contour seats**
 - Adjustable side bolsters
 - Adjustable thigh bolsters
- **Black Boston Leather**
- **Alcantara Trim**
- **Orange Contrast Stitching**
- **M Dynamic Mode**
- **M Button (throttle maps)**
- **Xenon Adaptive Headlights**
- **Rain Sensor**
- **6-speed Manual Trans.**
- **M3 Suspension**
- **M3 Compound Brakes**
- **M Variable Differential Lock**
- **19" light alloy M3 wheels**
- **M3 Steering Wheel**
- **Servotronic Power Steering**



Optional Equipment

- **Convenience Package**
 - Alarm System
 - Comfort Access
 - PDC Rear
 - Navigation
- **Premium Package**
 - Auto-dimming mirrors
 - Power front seats
 - Lumbar support
 - Ambiance lighting
 - BMW Assist
 - Bluetooth
 - iPod and USB Adaptor
- **Heated front seats**
- **Satellite radio**
- **Harman Kardon sound sys.**
- **BMW Apps**

BMW 1 Series M Coupe.

Pricing.

MSRP		Packages	
▪ \$46,135		▪ Convenience Package	\$2,700
▪ Destination: \$875		▪ Alarm System	
		▪ Comfort Access	
		▪ PDC Rear	
		▪ Navigation	
▪ Max Equipped: \$54,085		▪ Premium Package	\$2,400
		▪ Auto-dimming mirrors	
		▪ Power front seats	
		▪ Lumbar support	
		▪ Ambiance lighting	
		▪ BMW Assist and Bluetooth	
		▪ iPod and USB adaptor)	
Stand-Alone Options			
▪ Heated front seats	\$500		
▪ BMW Assist w/ Bluetooth	\$750		
▪ Satellite radio	\$350		
▪ Harman Kardon sound sys.	\$875		
▪ iPod and USB Adaptor	\$400		
▪ BMW Apps	\$250		

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Questions.

