

The new BMW M3 Coupe. International Media Launch.

AUTO SPIES



The new BMW M3 Coupe.

International Media Launch.



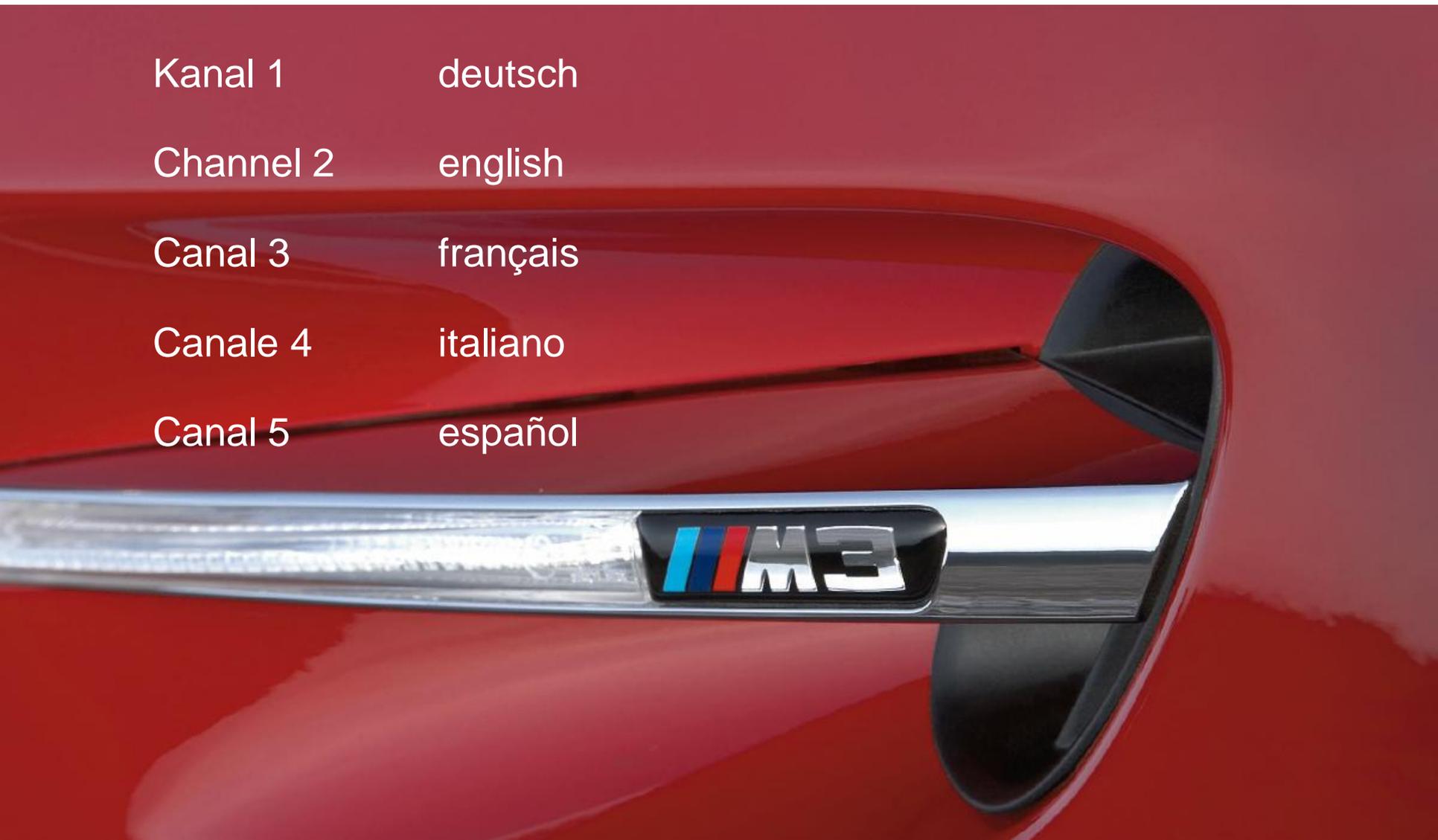
Kanal 1 deutsch

Channel 2 english

Canal 3 français

Canale 4 italiano

Canal 5 español



The new BMW M3 Coupe. International Media Launch.

AUTO SPIES



Ulrich Knieps, BMW Group,
Product and Technology Communications

The new BMW M3 Coupe.

Committed by 20 years of success.

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BMW M3 (1987-1992)

1987: Winner of WTC Championship

1987/1988: Winner of ETC Championship

1987/1989: Winner of DTM Championship

Numerous victories in the national Group A Championships

BMW M3 GTR (1993-1999)

1993: Winner of ADAC GT-Cup

1994: Winner of ADAC GT-Cup

1997: Winner of Exxon-Supreme-GT-Serie (USA)

1998: Winner of Professional Sports Car Series (USA)

Numerous victories in the national GT Championships

BMW M3 GTR (2001-2005)

2001: Winner of American Le Mans Series

2004: Class winner in 24-hour race in Spa

2004/2005: Outright victories in each 24-hour race at the Nürburgring

The new BMW M3 Coupe. Committed by 20 years of success.

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BMW M3
1986-1991

195 hp - 238 hp

approx. 18,000 units

BMW M3
1992-1999

286 hp / 321 hp

approx. 72,000 units

BMW M3
1999-2006

343 hp / 360 hp

approx. 90,000 units

The new BMW M3 Coupe. International Media Launch.

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Dr.-Ing. Klaus Draeger, BMW Group,
Member of the Board of Management of BMW AG,
Development and Purchasing

The new BMW M3 Coupe. International Media Launch.

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BIT - LANE

Gerhard Richter, BMW M GmbH,
Vice President M cars

The new BMW M3 Coupe.

Pole position for the fourth time.

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First production vehicle in its segment to feature a CFRP roof

Power-to-weight ratio: 3.8 kg/hp

Newly developed V8-high-performance power unit

New control systems

MDrive



Redesigned suspension with M-characteristic axle kinetics

Compound high performance brake system

Electronic Damping Control (EDC)

The new BMW M3 Coupe.

Exterior design:
Athletic aesthetics.

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Power dome

New exterior mirrors:
perfectly styled
aerodynamics

M front skirting
with integrated
air intakes

Underbody almost
completely covered



The new BMW M3 Coupe.

Exterior design:
Athletic aesthetics.

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Rear spoiler lip

M rear apron
with diffuser for
optimum air flow

Widened track,
wide wheel arches

M-characteristic
exhaust system
with double
exhaust tailpipes



The new BMW M3 Coupe.

Exterior design:
Athletic aesthetics.

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Only vehicle in its segment to feature a carbon fibre reinforced plastic (CFRP) roof

Four M-exclusive body colours

Power dome with additional air intakes



Exclusive 19-inch M alloys (optional)

Gills boasting BMW M3 logo

The new BMW M3 Coupe.

Tailor-made for an ultimate driving experience.

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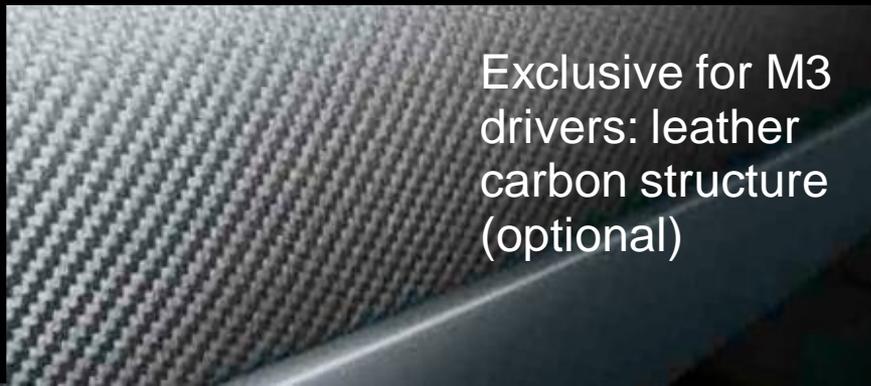


M leather-clad steering wheel

White-illuminated double round instruments



Exclusive for M3 drivers: leather carbon structure (optional)



M leather-clad gear shift lever

Redesigned centre console

The new BMW M3 Coupe.

Tailor-made for an ultimate driving experience.

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Servotronic

MDrive manager (optional)

Power

EDC (optional)

DSC

Manual six-speed transmission

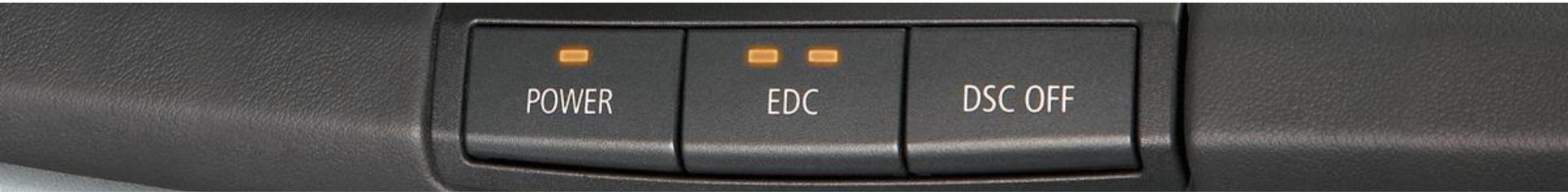
Rev counter with variable engine speed warning range



The new BMW M3 Coupe.

Control systems.

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Power button for access to engine characteristics

- Comfort-oriented response
- Direct and sporty response

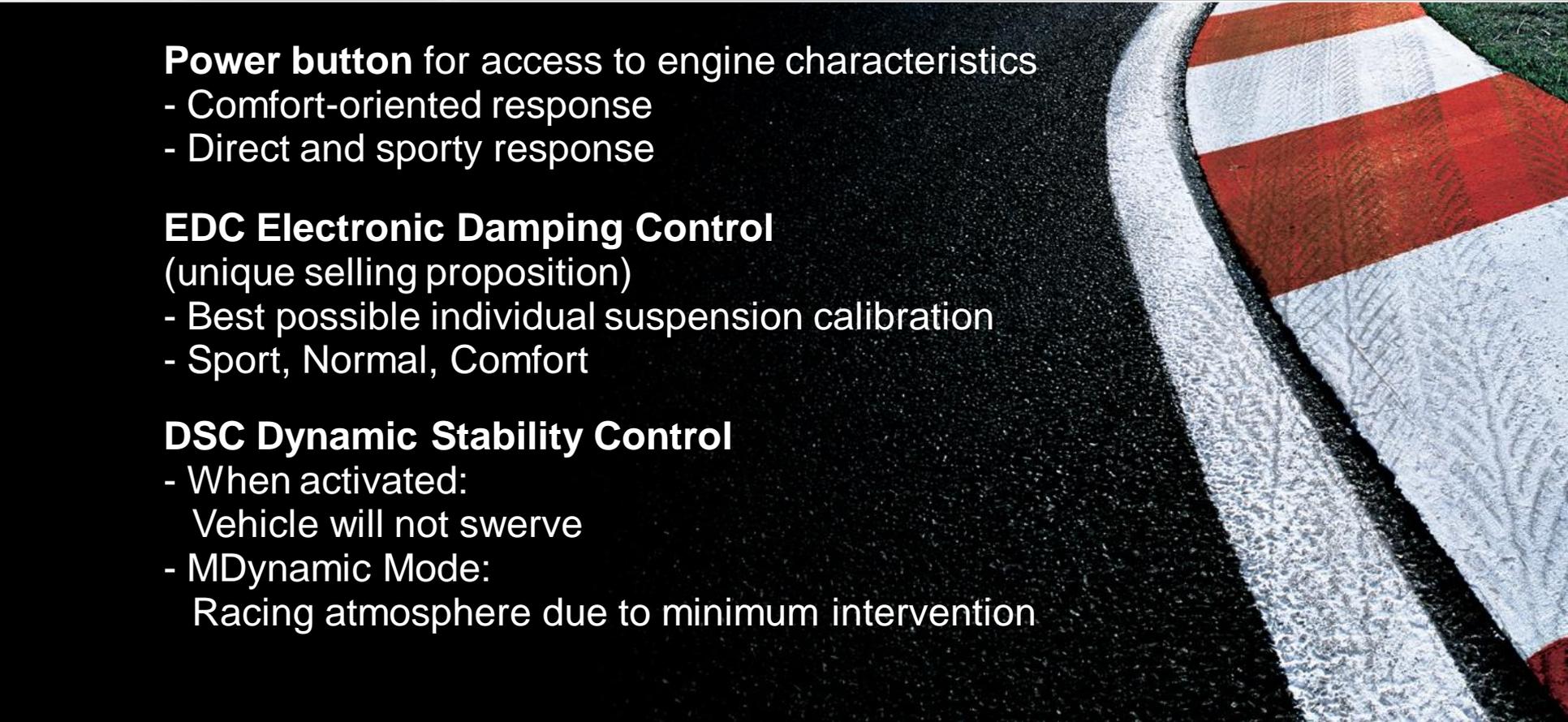
EDC Electronic Damping Control

(unique selling proposition)

- Best possible individual suspension calibration
- Sport, Normal, Comfort

DSC Dynamic Stability Control

- When activated:
Vehicle will not swerve
- MDynamic Mode:
Racing atmosphere due to minimum intervention



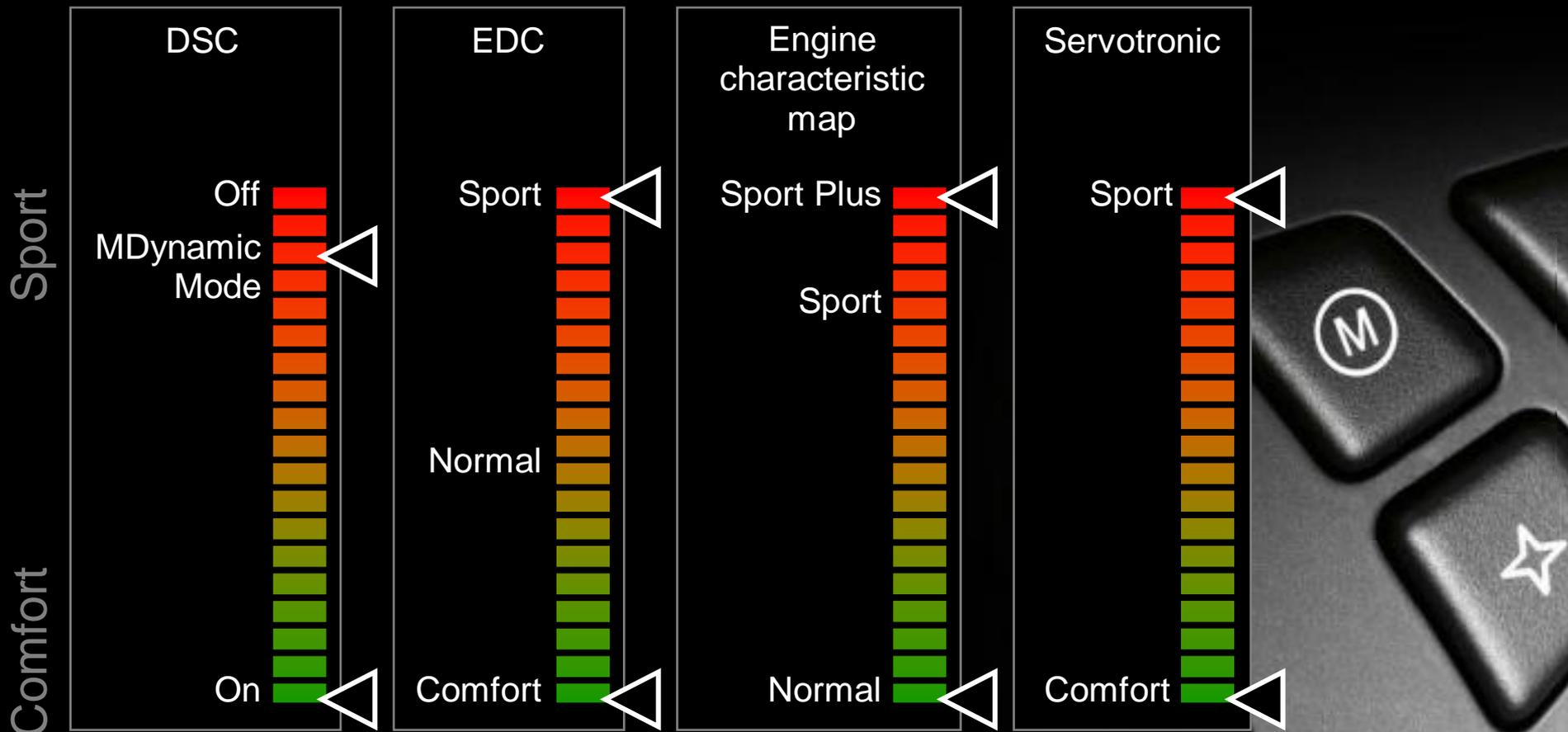
The new BMW M3 Coupe.

MDrive (optional): personal driving programme at the push of a button.

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Button for activation of personal driving programme.
Stored pre-sets accessed at the push of a button.



The new BMW M3 Coupe.

Proven and tested on the world's most gruelling stretch of racetrack: The Nürburgring North Loop.

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BMW M3 Coupe



Nürburgring North Loop

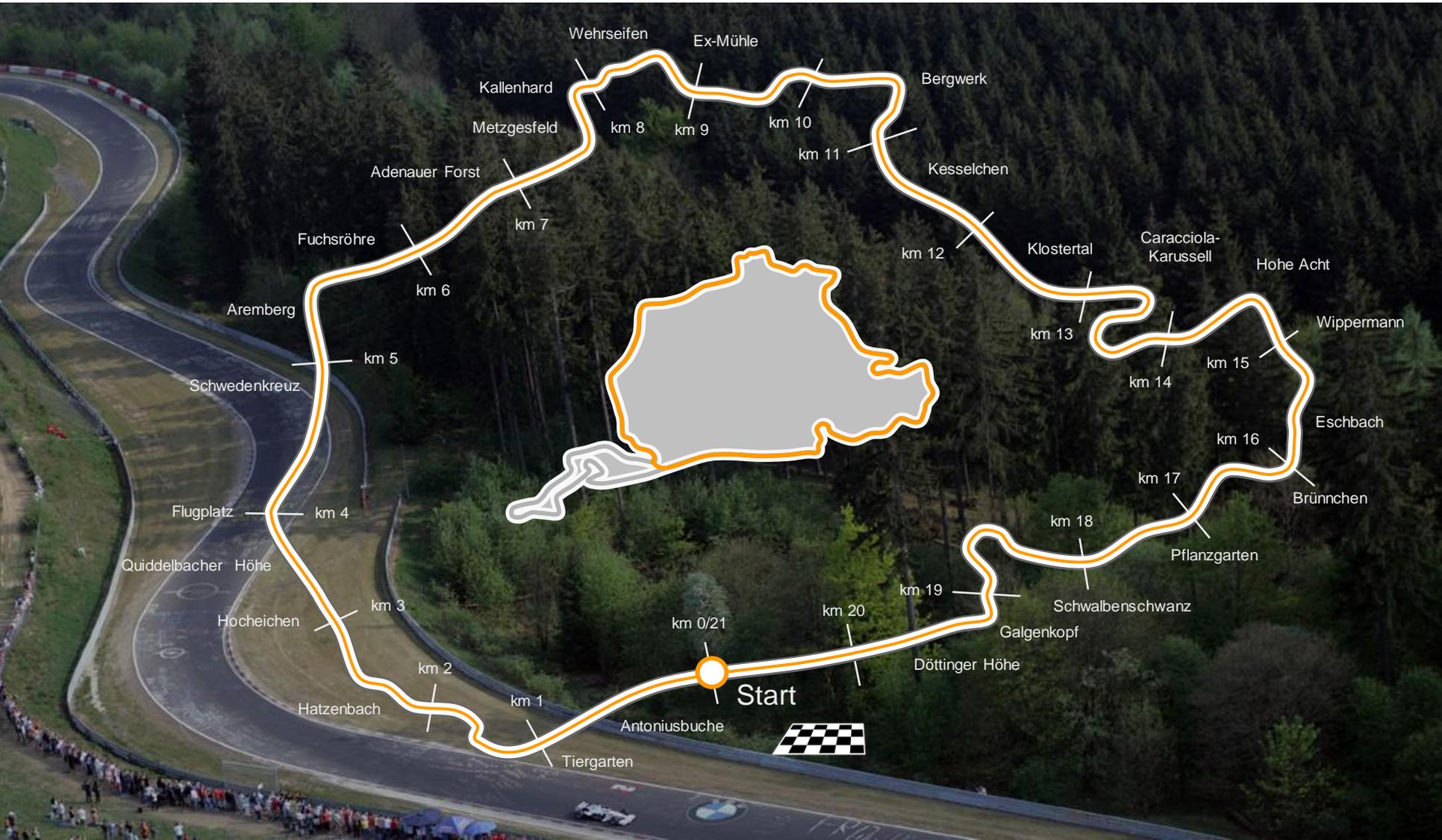


Power unit	V8 4-litre engine	Length	20.8 km
Output	309 kW/420 hp	Bends	73 (33 left, 40 right)
Max. engine speed	8400 rpm	Uphill	max. 17 %
Torque	400 Nm at 3900 rpm	Downhill	max. 11 %
Acceleration	4.8 s (0-100 km/h)	Highest point	620 m
Top speed	250 km/h (limited)	Lowest point	320 m
Power-to-weight ratio	3.8 kg/hp	Difference in height	300 m
Brake system	Compound		

The new BMW M3 Coupe.

Nürburgring North Loop.

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The new BMW M3 Coupe. Start.

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Start
Antoniusbuche
Kilometre 0.0

The new BMW M3 Coupe.

A perfect combination
of comfort and sports seat.

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Special M
upholstery
material

Optimum
ergonomic
shaping

Lateral
support

Thigh support



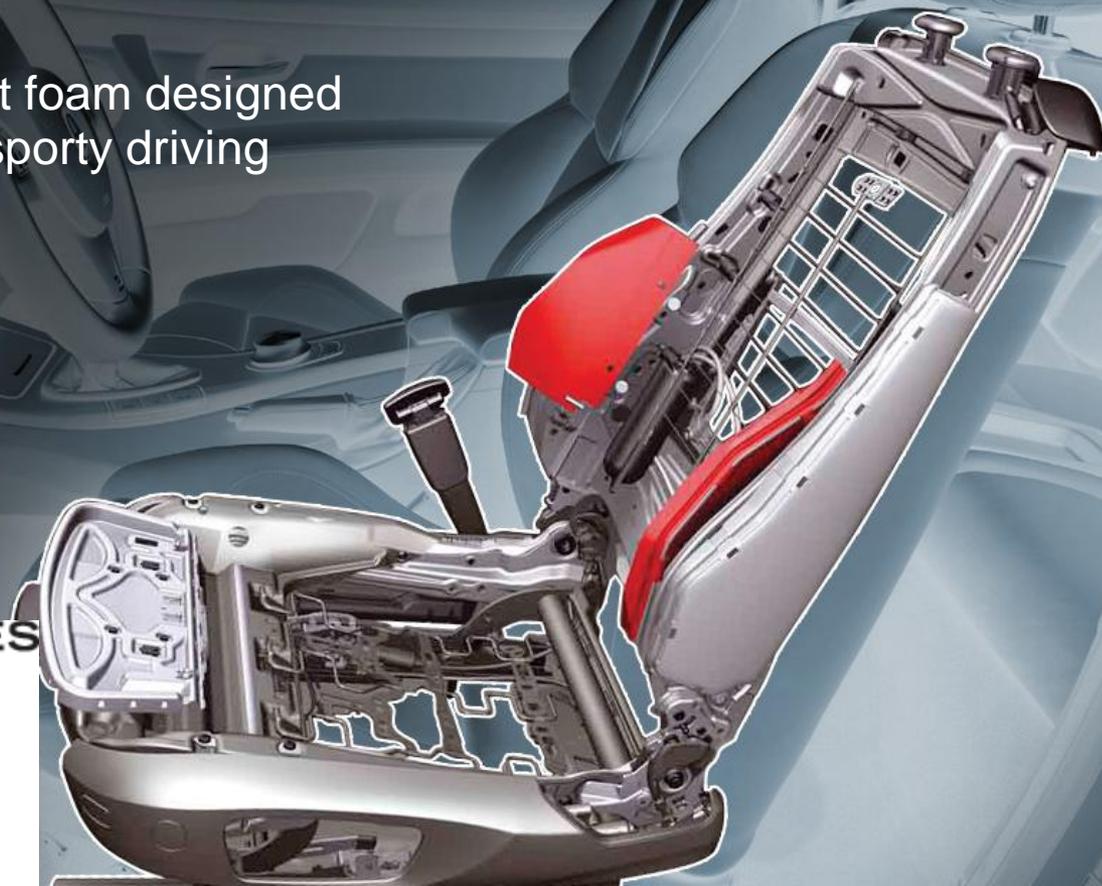
Hatzenbach
Kilometre 2.6

The new BMW M3 Coupe.

New high-end technology offering the driver perfect seat support.

Optimum lateral support due to passive seat back width adjustment

Seat foam designed for sporty driving



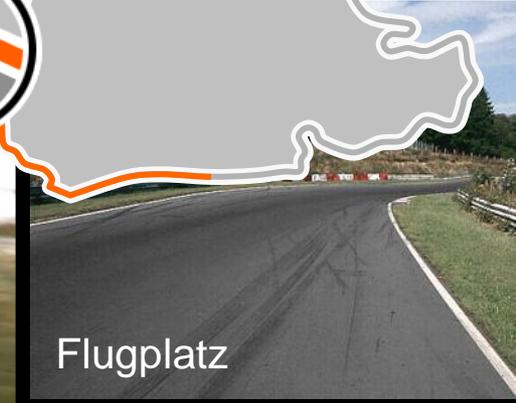
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Hatzenbach
Kilometre 2.6

The new BMW M3 Coupe. AUTO SPIES

Optional Electronic Damping Control.



Optional Electronic Damping Control (EDC) with three characteristic maps

Quiddelbacher Höhe
Kilometre 3.9

The new BMW M3 Coupe. AUTO SPIES

Compound high performance brakes.



100 to 0 km/h
in 34 metres



Schwedenkreuz/
Aremberg
Kilometre 5.0

The new BMW M3 Coupe.

Compound high performance brakes.

AUTO SPIES



Floating suspension for unrestricted thermal strain

High everyday road capability

Perforation for optimum response in wet conditions



Schwedenkreuz/
Aremberg
Kilometre 5.0

The new BMW M3 Coupe.

The new V8-High-performance engine: High-revving concept.



$$M_{d_{rad}} = i_{ges} \times M_{d_{mot}}$$

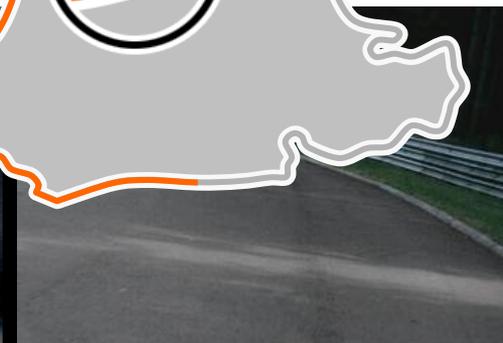
Wheel torque Overall ratio Engine torque



Or to put it more simply:

High engine speed has to get to the drive wheel and transferred onto the road

AUTO SPIES



Fuchsröhre
Kilometre 6.4

The new BMW M3 Coupe.

The new V8-High-performance engine:
More Power, less weight, lower consumption.

Output	309 kW/420 hp
Max. engine speed	8400 rpm
Torque	400 Nm at 3900 rpm (85 % over a range of 6500 rpm accessible)
Acceleration	4.8 s (0-100 km/h)
Top speed	250 km/h (limited)
Power-to-weight ratio	3.8 kg/hp
Spezific output	105 hp/l
Weight	202 kg (-15 kg to predecessor)
Intake volume	17m ³ air/minute
Consumption*	12.4 l/100 km

*EU-test cycle



The new BMW M3 Coupe.

The new V8-High-performance engine:
More Power, less weight, lower consumption.

F1 technology transfer:

High-revving concept
(engine speed higher than
any other BMW engine)

Individual throttles

Light alloy engine block

Aluminium-silicon
compound crankcase

Bedplate

Dynamically optimised
wet sump oil lubrication

Double VANOS
with low pressure
operation



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The new BMW M3 Coupe.

The new V8-High-performance engine:

More Power, less weight, lower consumption.



+ 17 %
Output

BMW EfficientDynamics

- 7 %
Weight

- 8 %
Consumption



The new BMW M3 Coupe.

Manual six-speed transmission.

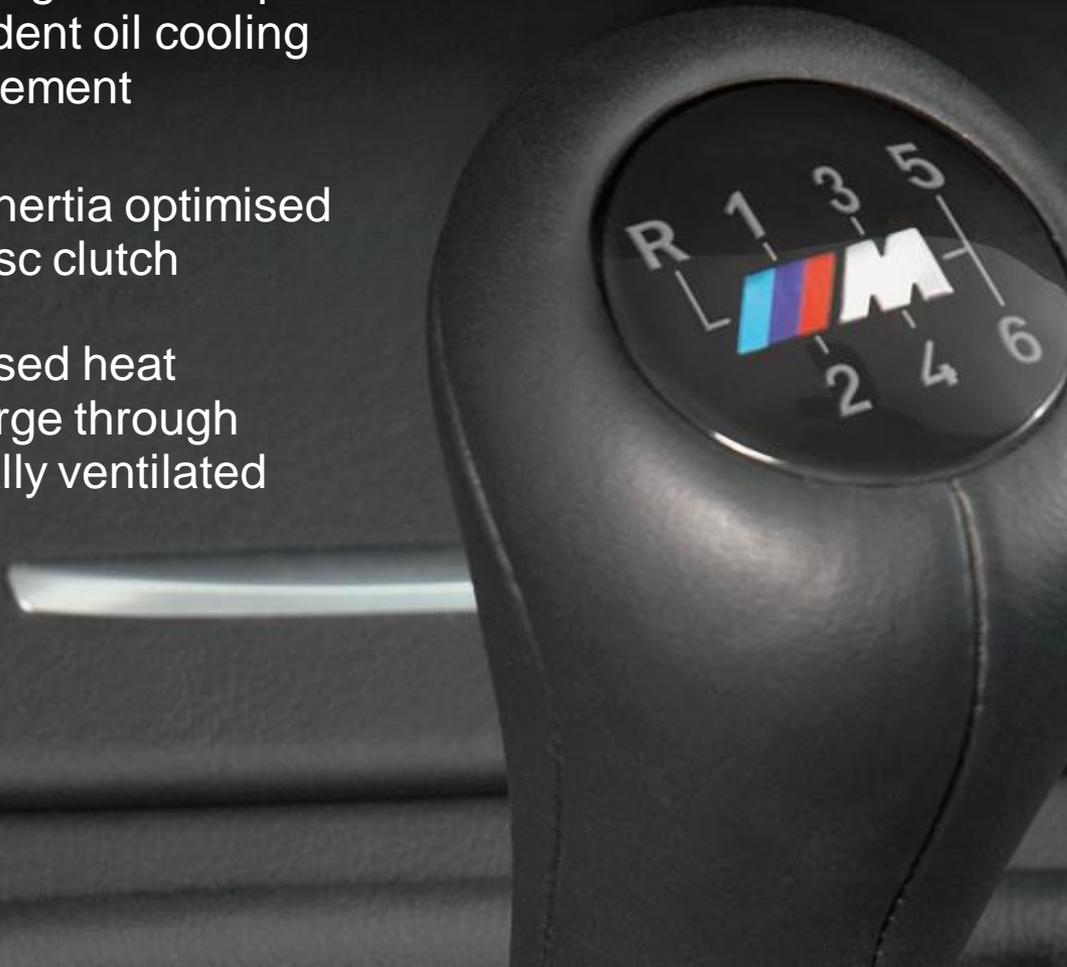
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Manual six-speed transmission with integrated temperature-dependent oil cooling management

Mass inertia optimised twin-disc clutch

Optimised heat discharge through internally ventilated clutch



The new BMW M3 Coupe.

Servotronic steering comes as standard.

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Only vehicle on the market to feature two selectable characteristic maps (optional):

Map 1:

Very direct and immediate response

Map 2:

Comfort-oriented due to enhanced steering assistance



Adenauer
Forst
Kilometre 7.0

The new BMW M3 Coupe. Entirely revised suspension.



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Bergwerk
Kilometre 11.3

The new BMW M3 Coupe.

Entirely revised suspension.

Unchanged components



Bergwerk
Kilometre 11.3

The new BMW M3 Coupe. Entirely revised suspension.

AUTO SPIES



Front spring struts
designed to withstand
high strain

Raised limits in bends
due to wider track



Aluminium
double-joint
spring-strut axle

Five-link
rear axle



Bergwerk
Kilometre 11.3

The new BMW M3 Coupe. Aerodynamics and cooling.

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17 m³

air/minute

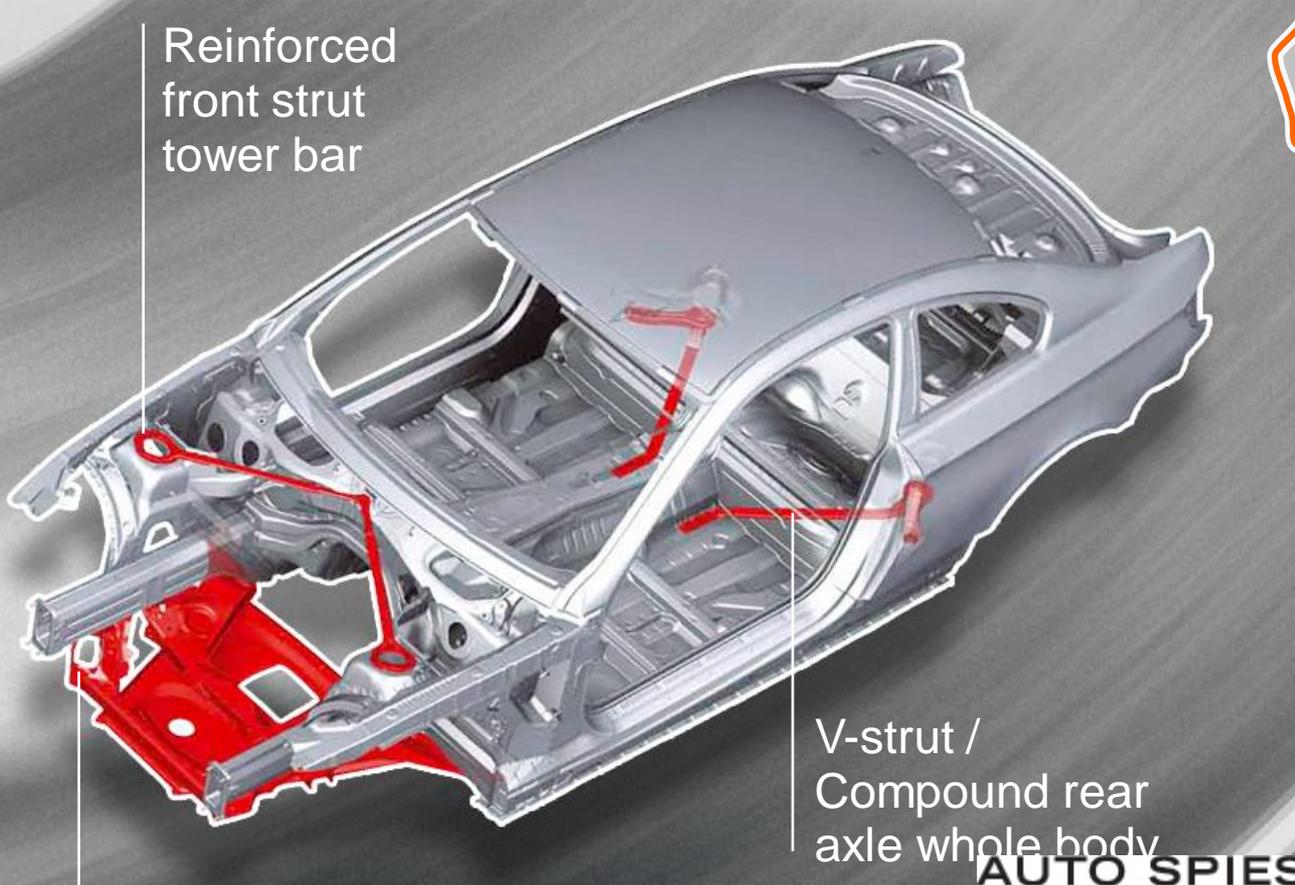


Kesselchen/Klostertal
Kilometre 12.6

The new BMW M3 Coupe.

Body:

Lightweight and torsion resistant.



Reinforced front strut tower bar

V-strut / Compound rear axle whole body

Aluminium thrust plate / Even distribution of power



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Karussell/
Wippermann Kilometre
14.0

The new BMW M3 Coupe.

Intelligent lightweight design.

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Intelligent lightweight design for optimum lateral and longitudinal dynamics

Weight optimised engine

Carbon fibre reinforced plastic (CFRP) roof

Aluminium bonnet



Aluminium front axle

Weight-optimised suspension components

Lightweight rear axle

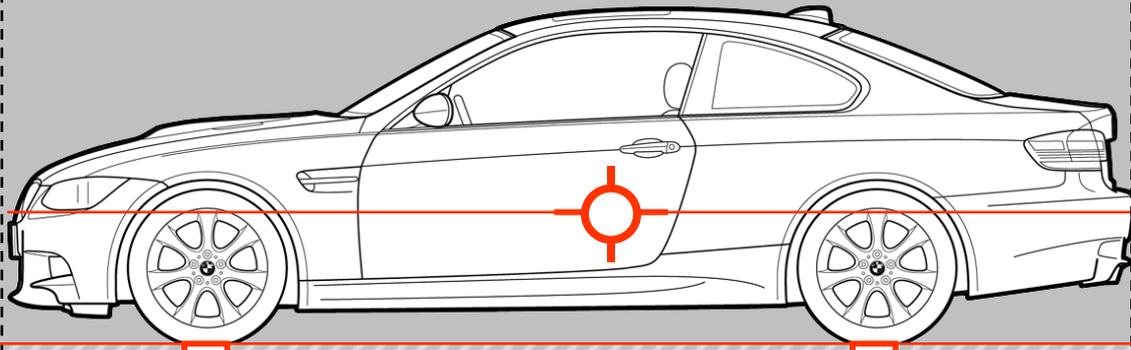
Weight-optimised compound brake system



Brünnchen
Kilometre 16.2

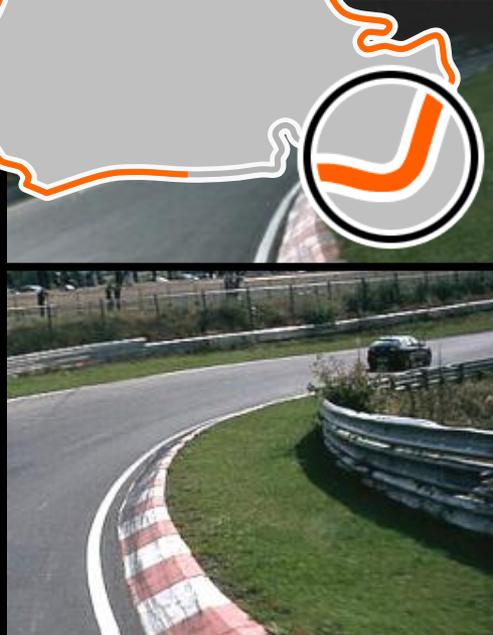
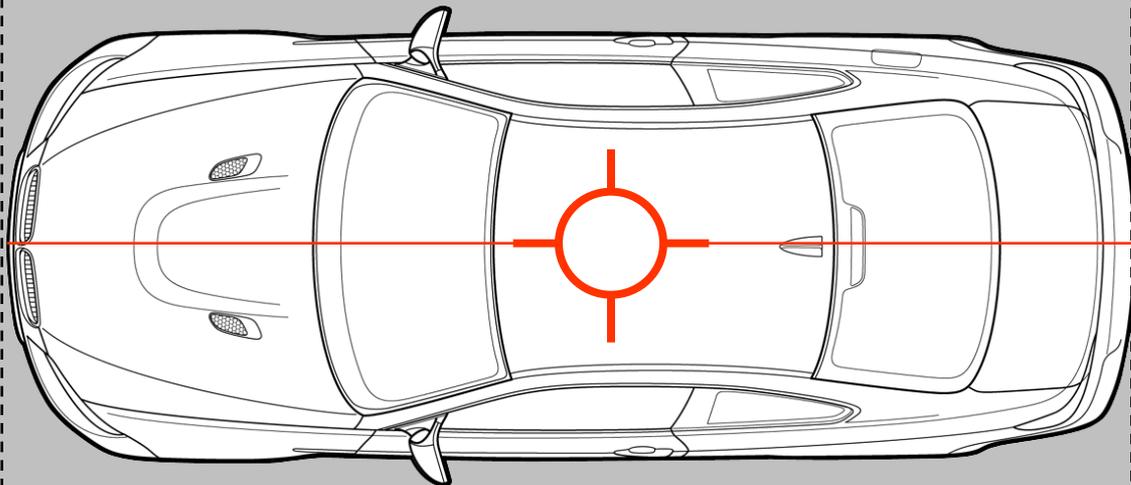
The new BMW M3 Coupe. Intelligent lightweight design.

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50 %

50 %



Brünnchen
Kilometre 16.2

The new BMW M3 Coupe.

M differential lock: engine performance where it is most effective.



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Optimum traction with up to 100 % transmission of power to the drive wheel with the best traction

Schwalbenschwanz
Kilometre 18.2

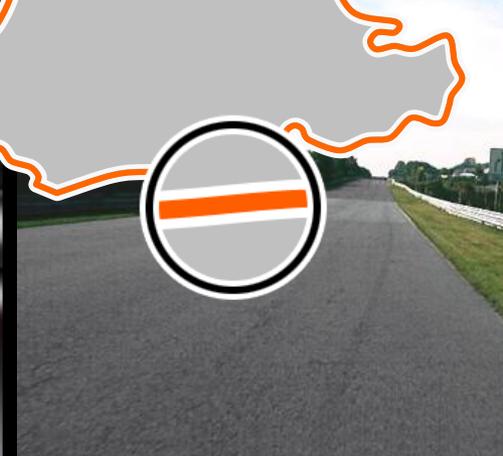
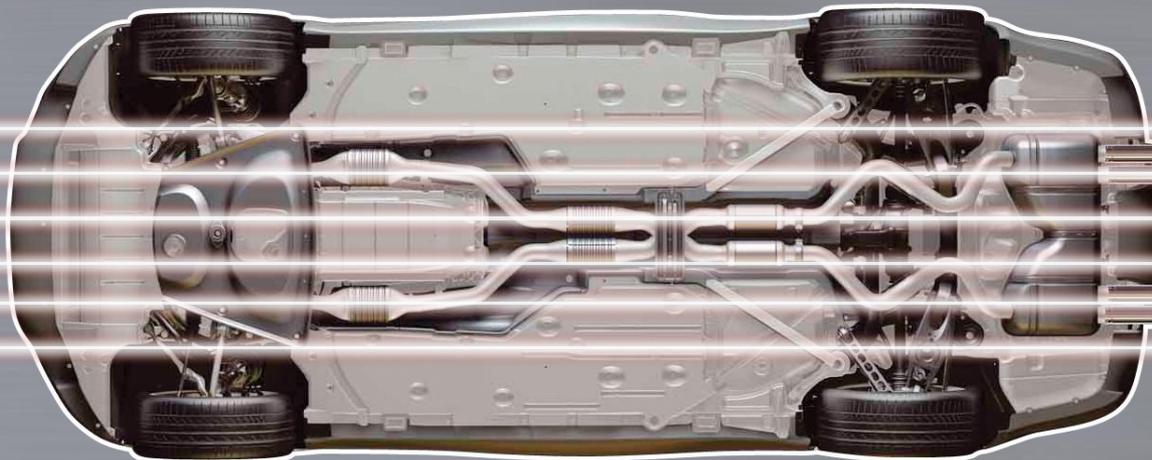
The new BMW M3 Coupe.

Aerodynamics:
reduced lift, enhanced cooling.

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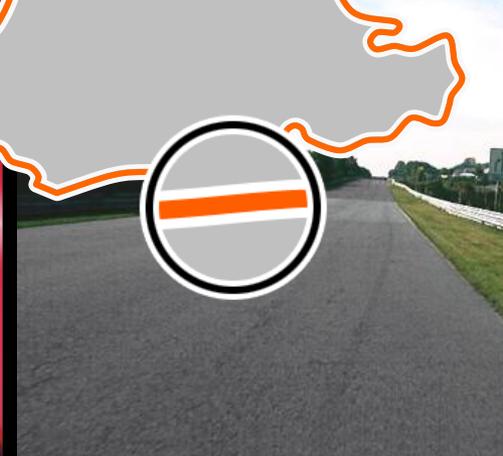
Reduced lifting force due to covered underbody



Döttinger Höhe
Kilometre 20.4

The new BMW M3 Coupe. AUTO SPIES

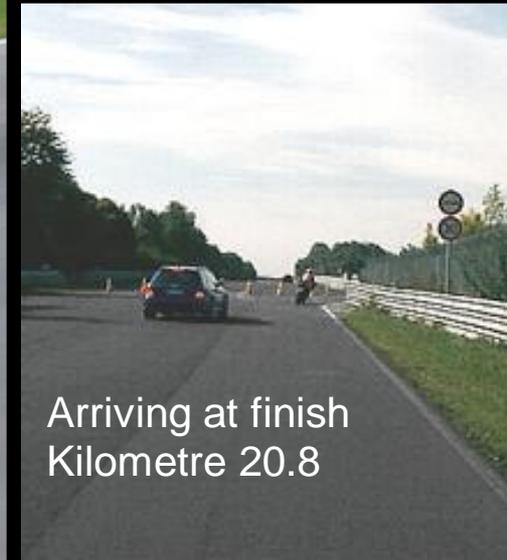
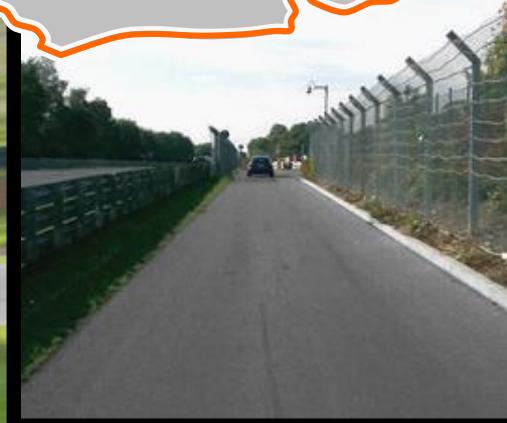
Aerodynamics:
Form follows function.



Döttinger Höhe
Kilometre 20.4

The new BMW M3 Coupe. AUTO SPIES

Arriving at finish.



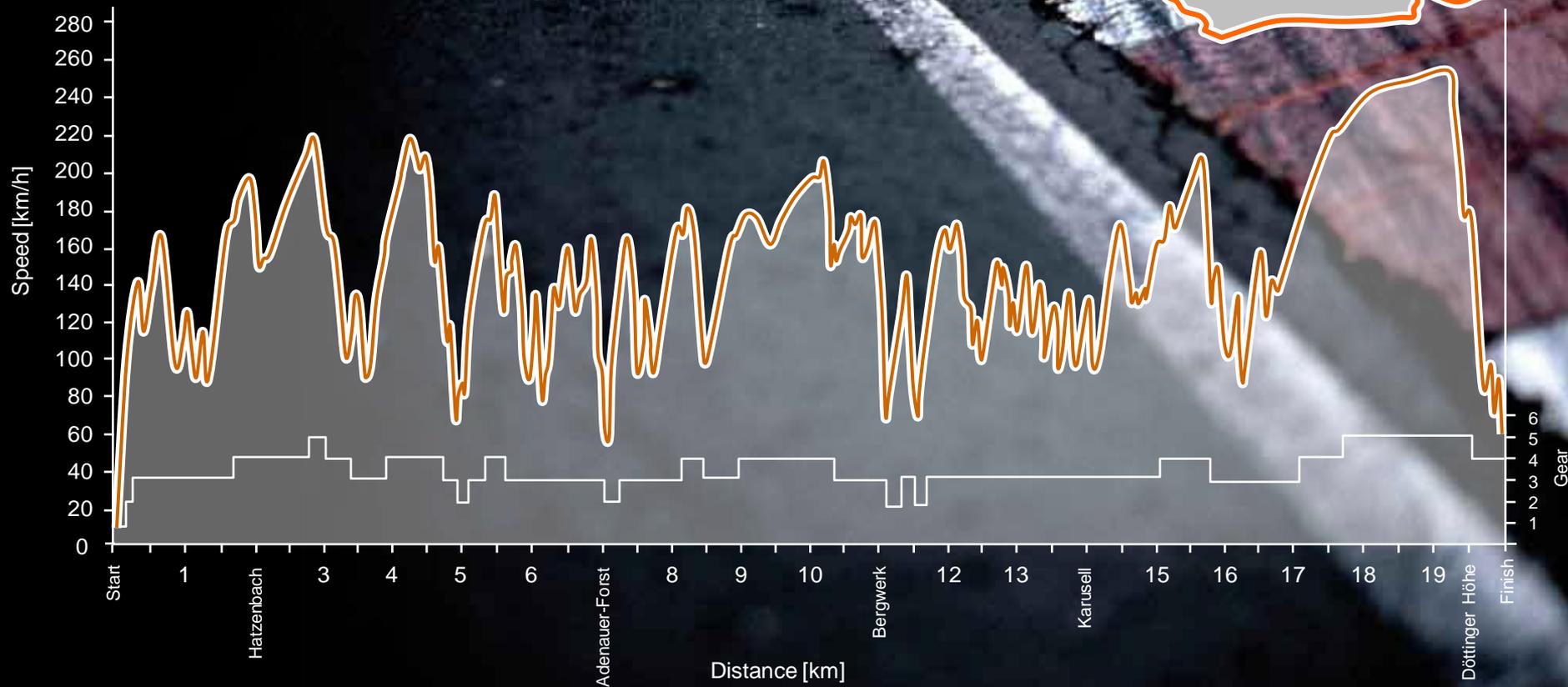
Arriving at finish
Kilometre 20.8

The new BMW M3 Coupe.

Nürburgring North Loop.

Analysis of test-drive.

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The new BMW M3 Coupe.

100 % new. 100 % resolute.

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Drivetrain	V8 High-performance power engine with high-revving racing technology
Suspension	Completely revised with M-specific axle kinetics designed to withstand high strain
Body	Lightweight and torsion resistant
Design	Powerful and athletic appearance
Equipment	Exclusive equipment features with diverse possibilities for individualisation



The new BMW M3 Coupe.

Organisational information.

Test drive.

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Tour A

Distance:
approx. 156 km
Time:
2:00 h

Tour B

Distance:
approx. 100 km
Time:
1:45 h

Tour C

Distance:
approx. 68 km
Time:
1:10 h

Tour D

Distance:
approx. 123 km
Time:
2:00 h



The new BMW M3 Coupe.

Organisational information.

Test drive.

AUTO SPIES

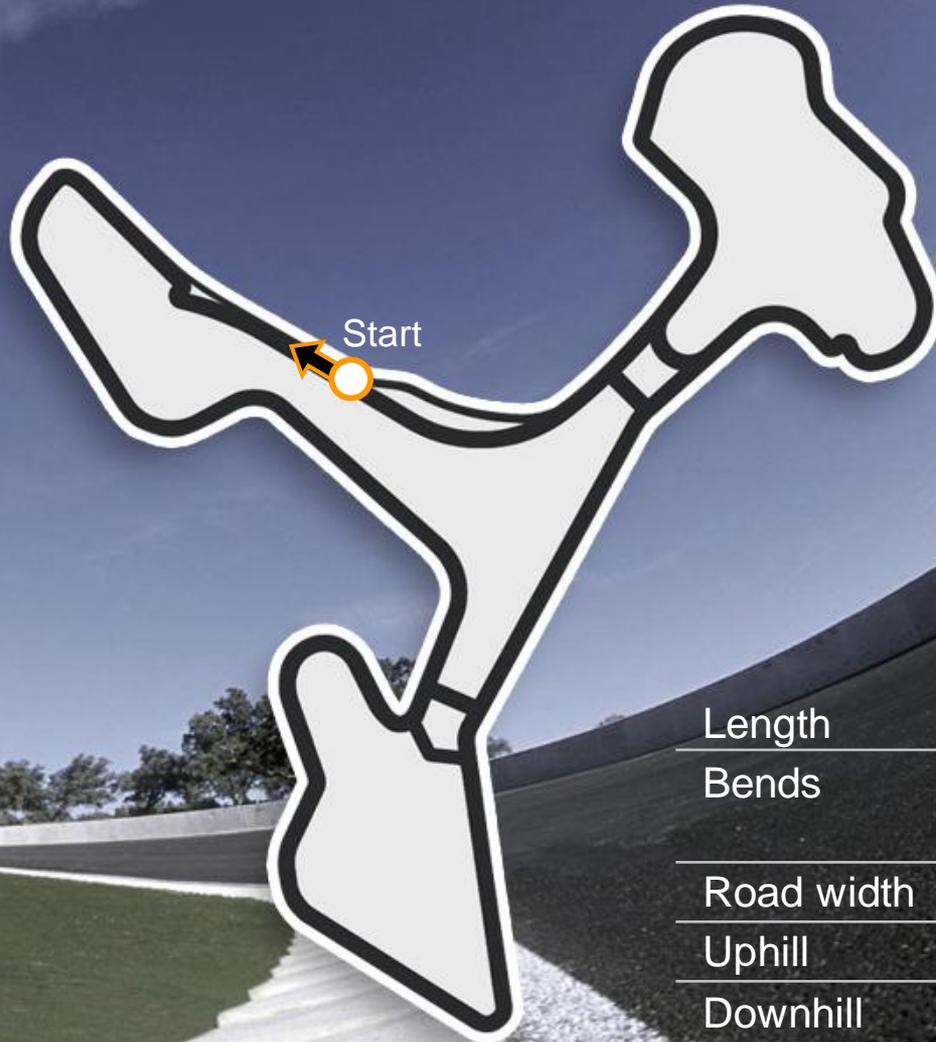


Tour A	Puente Romano Hotel, Marbella – Coín – Alozaina – Málaga – Puente Romano Hotel, Marbella
Distance	approx. 156 km
Time	2:00 h
Tour B	Puente Romano Hotel, Marbella – Coín – El Burgo – Serrato – Ascari Race Resort
Distance	approx. 100 km
Time	1:45 h
Tour C	Ascari Race Resort – Ronda – San Pedro de Alcántara – Puente Romano Hotel, Marbella
Distance	approx. 68 km
Time	1:10 h
Tour D	Ascari Race Resort – Ronda – Benaoján – Ronda – San Pedro de Alcántara – Puente Romano Hotel, Marbella
Distance	approx. 123 km
Time	2:00 h



The new BMW M3 Coupe. Ascari RaceResort.

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Length	5425 m
Bends	26 (13 left, 13 right)
Road width	12.2 m
Uphill	max. 10.5 %
Downhill	max. 11.5 %



The new BMW M3 Coupe. Experts.

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Michael
Wimbeck

Jürgen
Wolf

Klaus
Diesch

Klaus
Schmidt

Rolf
Scheibner

Development
interior

Testing
car body

Testing and
integration
interior

Chassis, gear,
electronics

Product-/
launchmanager
BMW M3



The new BMW M3 Coupe. Experts.

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Herbert
Vögele

Helmut
Himmel

Michael
Menn

Bernd
Limmer

Carsten
Pries

Engine
development
M-engine

Project
management
M-engine

Project
management
M-engine

Technical
development
engineer,
project
BMW M3

Product
management
M Cars and
BMW
Individual



The new BMW M3 Coupe. Experts.

AUTO SPIES



Herbert
Vögele

Helmut
Himmel

Michael
Menn

Bernd
Limmer

Andreas
Eickhorst

Engine
development
M-engine

Project
management
M-engine

Project
management
M-engine

Technical
development
engineer,
project
BMW M3

Project M3
integration
vehicle
technology



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Ulrich Knieps, BMW Group,
Product and Technology Communications

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Rudolf-Andreas Probst, BMW Group,
Communication BMW Automobiles

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Friedbert Holz, BMW Group,
Communication BMW Automobiles

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BIT - LANE

Gerhard Richter, BMW M GmbH,
Vice President M cars

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BIT - LANE

Bernhard Peltner, BMW M GmbH,
Finance Director M cars

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BIT - LANE

Ulrich Mehring, BMW M GmbH,
Director Sales and Marketing BMW M GmbH