

# BMW Canada Inc. 2014 Product Planning Bulletin



## The All-New MY2015 M3 and M4

BMW Canada is pleased to announce the all-new MY15 BMW M3 Sedan (F80) and the first-ever, MY15 BMW M4 Coupé (F82). The official world premier took place last week in Detroit where the car received an overwhelmingly positive reception. The international on-sale date comes **June 21, 2014**, right in time for summer, with production beginning 03/14.

These two models carry the legacy of the M3 into a fifth generation. The new M3 Sedan will be the third iteration of its kind after the E36 and E90 generations, while the M4 Coupé, in its fifth generation, introduces a new name in reference to the model series it derives from. Like its predecessors, the new M3 and M4 will highlight BMW M's vision of performance and continue to push the boundaries of automotive engineering. Both models will feature an all-new inline 6 cylinder engine with BMW M TwinPower Turbo complemented by the very best transmissions, advanced chassis technologies and extensive lightweight construction measures. The result? A new M3 and M4 that once again set the benchmark in their class, with higher power and performance than ever!



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### Design and aerodynamics

The all new M3 and M4 feature the typical design cues that differentiate M models from their model series siblings. However, form follows function and the exterior design of the new cars clearly highlights the countless aerodynamic measures that were integrated. The front apron with three wide openings gives the cars a very muscular stance, all the while optimizing cooling and aero. The Air Curtains are located on each side of the front air dam and guide the air flow around the front wheels.



The Air Breathers integrated directly in the metal behind the front wheelarches provide an exit point for the air, thus reducing drag. The trademark side gill with M3/M4 designation is located inside the Air Breather.

The power dome on the hood is here to provide clearance above the intercooler and creates a contour that continues along the entire length of the BMW M4 Coupé, on the CFRP roof and into the lightweight trunk lid with integrated gurney. On the M3 Sedan, the power dome shape extends along the CFRP roof that is fitted for the very first time on this model. Different to the Coupé, the Sedan sports a gurney spoiler on top of the trunk lid.

The sculpted rocker panels participate in creating a very sporty stance. The rear-view mirrors carry over the dual-arm tradition and are aerodynamically optimized.





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At the rear, a wide diffuser and the typical M quad tailpipes complete the looks. The rear of the car also provides the perfect vantage point on the wide fender flares. Whether convex as on the Coupé or concave as on the Sedan, they cover the wider tracks (M4 = +80mm vs. previous generation) and finish off beautifully the sporty looks of both models, leaving little doubt as to their immense performance capabilities.



Finally, a comprehensive and bold exterior color program is available on both cars, ranging from elegant Silverstone, to bright, dynamic colors such as Sakhir Orange and the all-new Austin Yellow and Yas Marina Blue.

Inside, the M3 and M4 exude a familiar feel with a clear lineage to the 3 and 4 Series, and add numerous elements of differentiation that set the cars apart. The leather that covers the thick standard M steering wheel is stitched using threads in the colors of BMW M. The selection of upholsteries includes the standard anthracite cloth/leather combination as well as supple Merino leather available in four colors. Customers can choose between three beautiful interior trim made of either carbon fiber, aluminum or wood.

The M3 and M4 both offer all-new bucket-style sport front seats. Their beautiful one-piece design is complemented by the subtly backlit M logo on the backrest and symbolizes the sporty nature of the cars. They are fitted with inflatable side-bolsters and lumbar support and can be adjusted in all directions for a perfect seating position. On the console itself, the M gearlever is surrounded with control buttons to adjust the characteristics of the throttle and servotronic response, as well as the adaptive suspension if fitted. In the back, the seats extend the sporty design seen in the front.



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### Engine and transmission

The M3 and M4 introduce an all-new powertrain. The new engine (S55) is a 3.0 liter inline 6 cylinder that features M TwinPower Turbo technology in the form of two mono-scroll turbochargers, high-precision direct injection, VALVETRONIC variable-valve timing and Double-VANOS continuously variable camshaft timing. This new engine offers the best of both worlds: a high-revving nature typical of M models (7,600 rpm redline) as well as a broad peak torque band. An amazing 406 lb-ft of torque is available as early as 1,850 rpm and carries across the rev range up to 5,500 rpm! This represents a torque increase of close to 40% versus the outgoing model. Power is also up by 2% at 425 hp, available from 5,500 to 7,300 rpm.



To transfer this power to the road, the M3 and M4 use a new 6-speed manual transmission with a double-plate clutch. More compact than its predecessor and considerably lighter (26 lbs), it uses carbon friction linings in its synchroniser rings to increase shift comfort and is lubricated at all times thanks to a dry-sump setup. Like the M5 and M6, it now features a rev match function that blips the throttle on downshifts to prevent rear-axle lock-up.

Alternatively, the new M3 and M4 can be equipped with the optional 7-speed M Double-Clutch Transmission with Drivelogic. Capable of changing gears automatically, this gearbox also allows ultra-fast gear changes in manual mode with no interruption of the power delivery. It is fitted with a launch control functionality that optimizes acceleration off the line. The character of the transmission can be configured using the Drivelogic button for a more comfortable, economical or sporty setup at any given time.

Both models are capable of a sprint from 0-100 km/h in 4.3 seconds (4.1 sec. 0-60 mph) with the standard 6-speed manual transmission and an even more impressive 4.1 second time (3.9 sec. 0-60 mph) with the optional M DCT.







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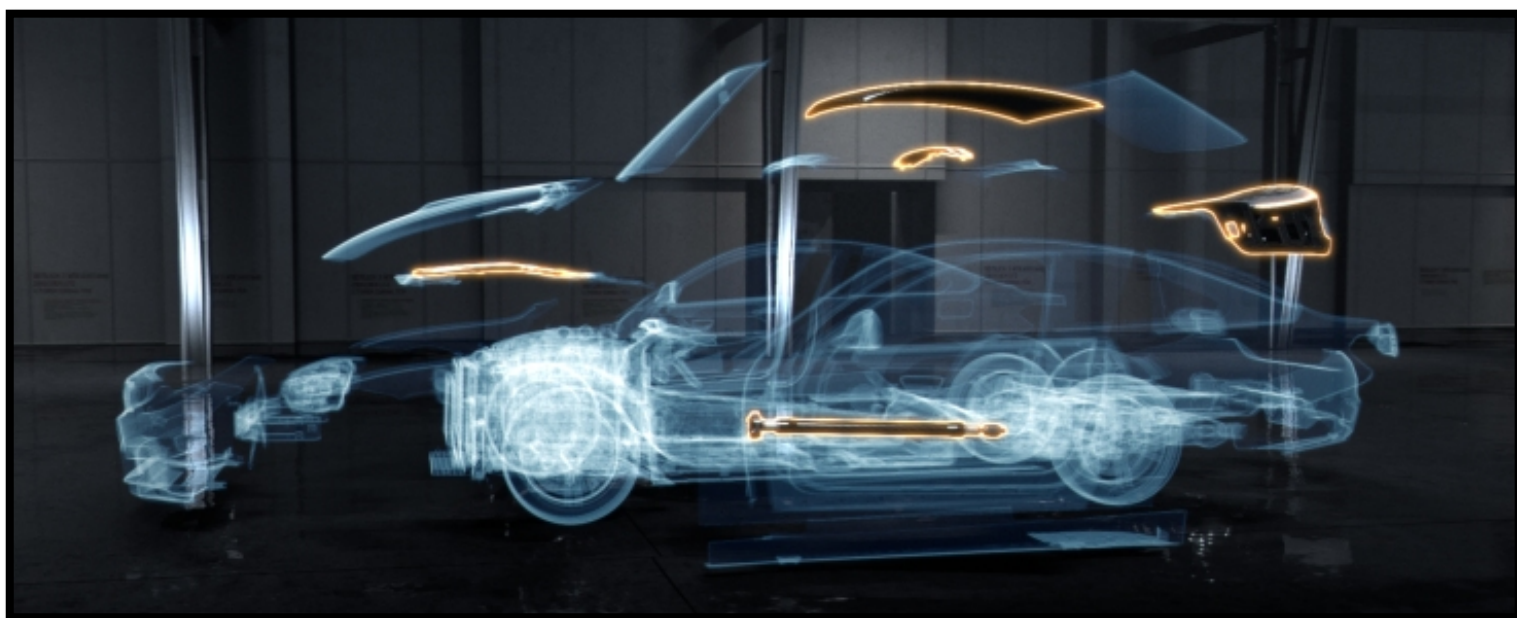
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### Lightweight construction

Weight is always in constant opposition to performance. This basic philosophy became the absolute priority of the BMW M engineers very early in the development of the new M3 and M4. As a result, the cars feature a wide array of weight-optimized parts all around: in the engine, the chassis and also the interior.

The new BMW M3 and M4 use carbon fiber reinforced plastics extensively:

- CFRP roof on both models: the new M3 Sedan features it for the first time. This roof allows a weight reduction of 11 lbs on the Sedan and a little over 13 lbs on the Coupé. It also helps lower the centre of gravity of the car.
- CFRP roof bow on the M4 Coupé that increases the rigidity of the car.
- CFRP drive shaft: it consists of one extremely rigid piece, with no center bearing. This represents a 40% weight reduction over a traditional system. It also reduces rotating masses and improves the response of the powertrain.
- CFRP front end strut brace: the whole piece only weighs 3.3 lbs and provides higher rigidity than an aluminum piece, thus allowing more direct and precise handling (featured above).
- C-SMC (Carbon fiber Shield Molding Compound) trunk lid on the M4 Coupé: it represents a weight reduction of about 11 lbs versus the piece used on the regular 4 Series.



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Other notable lightweight measures include:

- Engine hood, front fenders, suspension elements and stiffening plate made of aluminum,
- Front bucket seats,
- Rear-seat backrest, using 30% glass fiber,
- A new lithium-ion battery generates nearly 30 lbs in weight savings.
- A new magnesium oil pan saves 2 lbs lighter than the traditional aluminum piece.
- New forged light-alloy wheels.

All of these measures put together helped the engineers achieve their target of matching the empty vehicle weight of the 3rd generation E46 M3 Coupé. The M4 Coupé weighs 1,497 kilograms (or 3,300 lbs) with the standard 6-speed manual transmission, a weight reduction of about 180 lbs versus the former generation model E92 M. With an empty weight of 1,520 kilograms or 3,350 lbs, the new M3 Sedan is also lighter than its predecessor, by close to 190 lbs. These substantial weight savings are immediately apparent in the handling and precision of both cars.

### **Chassis and differential**

As in every M car, the optimization and fine-tuning of the chassis plays a crucial role in the performance. Both M3 and M4 use a double-joint spring strut front axle with elements like the control arms, wheel carriers and axle subframes made of aluminum to save weight. An aluminum stiffening plate helps to increase the rigidity of the front end. At the rear, the M3 and M4 use a new five-link rear axle. The control arms and wheel carriers are made of forged aluminium to reduce the unsprung mass. The rear axle subframe of the new cars is bolted directly to the body structure. This solution derives directly from motor racing and further improves stability. An Adaptive M Suspension is also available as optional, allowing the driver to choose between three settings to adapt to all driving conditions and preferences: COMFORT, SPORT, and SPORT+.



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Specially developed forged wheels also help reduce unsprung masses significantly and optimize handling and response. Both cars are fitted as standard with 19" double-spoke light-alloy wheels (style 437 M) in either Jet Black or Silver/Ferric Grey colour design.



The two new models are also fitted for the first time with an electromechanical steering system specially developed by M. It provides a very direct feel as well as precise feedback. It is fitted with a Servotronic function that adjusts the level of assistance based on the car's speed, providing optimum steering characteristics at all speeds. The steering can be adjusted through three different settings (COMFORT, SPORT and SPORT+) using the dedicated button on the centre console.

Both M3 and M4 come equipped as standard with M compound brakes that feature a fixed-caliper setup (four pistons front, two pistons rear). These brakes offer precise pedal feel, phenomenal stopping power and high resistance to fading. Their lightweight construction also contributes to the reduction of unsprung mass. Even lighter are the optional M carbon ceramic brakes with further optimized performance and durability. These brakes have 6 pistons in the front and 4 in the rear and are visually differentiated by their gold-painted calipers.

Finally, the new M3 and M4 feature a standard Active M Differential to optimize traction and stability. Full lock only requires a fraction of a second, and effectively prevents wheel spin in slippery conditions or during a brutal change of direction.







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### M3 Sedan

**Price: \$74,000 (+\$3,700 vs. outgoing)**

We are very pleased to be re-introducing the M3 Sedan back into the Canadian market. This product ended production in October 2011 leaving a gap in our performance offering. The Canadian MSRP for the 2015 M3 Sedan at \$74,000 represents a 3,700 increase vs. the previous generation. However, the new M3 Sedan offers substantial improvement in both overall performance as well as standard equipment. Changes to the standard profile combined for a total market value of **+\$7,300:**

ADDED	REMOVED
Navigation System Professional	Smokers Package
M Drive	Ski Bag
Lumbar Support for driver and front passenger	Headlight Washers
Lights Package	
Carbon Fiber Roof	
Heated Steering Wheel	
19" M Light Alloy Wheels style 437, Black	
Interior/Exterior Mirror anti-dazzle, Auto-tilt	
Storage Compartment Package	
High-gloss Shadow Line	





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Packaging and options have been completely revised but streamlined to four packages for simplicity.

Highlights include:

- With 609 Navigation Professional and 2MD MDrive now standard equipment, the previous “MDrive Package” has been removed.
- **Premium Package** has been added as a high-value introductory package. It includes “Leather Merino, extended contents”, previously priced at \$4,000 stand-alone, as well as Head-up Display, priced at \$1,500 on other models. Overall we anticipate a 95%+ take-rate on this package.
- **Executive Package** offers a number of new features not previously available on the outgoing M3 Sedan/Coupe:
  - Surround View Camera System.
  - Adaptive LED Headlights.
  - Heated rear seats.
  - The top-tier “Full Merino Leather” – vs. “Extended Merino Leather (premium pkg.)” adds the following:
    - Upper door panels in Walknappa Leather (Black).
    - Instrument panel/dashboard in Walknappa Leather (Black).
    - Lower dashboard in Merino and Walknappa Leather (Upholstery colour/Black).
    - Sun visors textured/anthracite.
    - Rear parcel shelf in anthracite.

### PREMIUM PACKAGE - \$4,500

Rear view camera

Park Distance Control (PDC) Front & Rear

Leather Merino “Extended”

Head-Up Display

Sirius Satellite Radio Tuner

### EXECUTIVE PACKAGE - \$5,000

Adaptive LED headlights

Surround View

Leather Merino “Full”

Roller sunblind for rear window

Roller sunblind for rear side windows, mechanical

Seat heating for rear seats

### TECHNOLOGY PACKAGE - \$1,500

Integrated universal remote control

High-beam assistance

Lane Change Warning

Driving Assistant

### CONNECTEDDRIVE SERVICES - \$500

Rear view camera

Park Distance Control (PDC) Front & Rear

Leather 'Merino'

Head-Up Display

Sirius Satellite Radio Tuner

There are also a number of new stand-alone features added to the M3 offering, highlights include:

- BMW M Carbon Ceramic Brakes (6-piston front/4-piston rear) - **\$8,500**
- Adaptive M Suspension - **\$900**
- Carbon Fiber Interior Trim - **\$500**



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### M4 Coupé

**Price: \$75,000 (+\$3,300 vs. outgoing)**

The new M4 receives the same standard equipment upgrades as the new M3 Sedan making the base car extremely well-equipped. The \$3,300 increase in base MSRP is more than offset by new performance enhancements, detailed above, as well as **+\$5,300** in additional standard equipment (listed above).



Packaging and options for the M4 mirror the new M3 Sedan above. The only major change comes on Executive Package as follows:

#### M3: EXECUTIVE PACKAGE - \$5,000

Adaptive LED headlights

Surround View

Leather Merino "Full"

Roller sunblind for rear window

Roller sunblind for rear side windows, mechanical

Seat heating for rear seats



#### M4: EXECUTIVE PACKAGE - \$4,500

Adaptive LED headlights

Surround View

Leather Merino "Full"

**Please see product ordering guides for complete details on packages and options.**