

# BMW M6 DM



**DOMINANCE IS IN THE DETAILS.**  
THE FIRST-EVER BMW M6 GRAN COUPE.

**BMW EfficientDynamics**  
Less emissions. More driving pleasure.



**FEROCIOUS POWER.**  
BENEATH A FEATHERWEIGHT ROOF.



The first-ever BMW M6 Gran Coupe is ready to be unleashed. This high-performance sports car was born on the racetrack, powered by an awe-inspiring 580-hp M TwinPower Turbo V-8 engine. With ingenious use of lightweight materials from aluminum to thermoplastics and a carbon-fiber roof that's half the weight of steel, you'll rocket from 0 to 60 in 4.1 seconds! It's a car so aerodynamically optimized, you'll actually feel like you're flying.

0-60 claim based on BMW AG testwall.



**FOUR DOORS INVITE YOU IN.**  
FOUR TAILPIPES SEND YOU OFF.



The hallmark design features of the M are dictated by racecar performance. Prominent air intakes and an exclusive, M-specific Kidney Grille dominate the front end. The athletic profile reveals the distinguishing features of the Gran Coupe — four doors and a longer wheelbase, with a long, low roofline. In the rear, signature twin-exhaust tailpipes proclaim the arrival of an impressive new M.



**HOLD ON TO YOUR**  
CONTRAST-STITCHED MERINO LEATHER SEAT.



The distinctive M cockpit combines sports car styling with unrivaled opulence. Rich, supple Merino leather surrounds you, with stylish touches of high-gloss carbon-fiber trim. Every control is centered on the driver, and you'll grip a distinctive, two-tone stitched M steering wheel. The space is generous. The rear-seat backs fold down in a 40:20:40 split to increase storage capacity. Road trips have been elevated to a heart-thumping level of luxury.




Every BMW M prototype is tested and tweaked on the Nürburgring Nordschleife, Germany's most renowned racetrack. With a chassis built for supreme performance, the M6 Gran Coupe boasts an Active M Differential to optimize traction for tight control during high-speed cornering and on tricky roads. The 7-speed M-Double Clutch Transmission with Driveline uses intelligent technology for blindingly fast gear shifts. The driving dynamics are thrilling and intuitive, worthy of the racetrack on which the M was born.




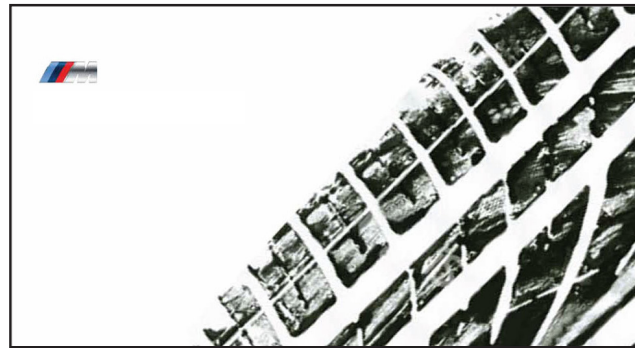
# BMW i8 Light-Up DM








**ROCKETING FROM 0 TO 60 IN 4.2 SECONDS  
LEAVES A LASTING IMPRESSION.**

**CAN YOU SMELL THE RUBBER?**  
The all-new BMW M6 teared over this card on its way from 0 to 60 in 4.2 seconds. See how much power was created at PURS!

## BMW M6 DM



**BLUR THE LINE BETWEEN THE TRACK AND THE ROAD.**



**40 YEARS OF ABSOLUTE POWER.**

Since its humble introduction in the early '70s providing services to BMW's Motorsports and Racing vehicles, M has been on the leading edge of precision driving performance. Its first owner, the M1, was released in 1978 and was unlike anything the world had ever seen. Bringing the thrill of racing to the streets is one of the hallmarks of the BMW M legacy.

Four decades later, M continues to innovate with performance and technology that's years ahead of its time. The M Drive System is giving precision drivers more control over their engine than ever before. The M instrument panel is specifically designed to be read at a glance, helping drivers keep their eyes on the road. So what does the future hold for the most powerful letter in the world? Knowing M, it's already on the way, quickly.

Visit [www.bmw.com/m](http://www.bmw.com/m) to relive the M history in more depth.



**M6 CONVERTIBLE.  
FEEL THE WIND IN YOUR FACE,  
IF YOU CAN FEEL YOUR FACE.**

You don't have to drive the all-new BMW M6 Convertible to be blown away by it. The M signal all over, from the all-terrain wheels to the sleekly sculpted exterior, gives the leather M Seats, carbon fiber interior and uniquely designed control panels a run for their money.

But there's no comparing the power of M. The M TwinPower Turbo 8-Cylinder Engine with Double VANOS and BMW's exclusive Valvetronic intake system boasts 560 horsepower and 500 lb-ft of torque to deliver incredible performance whether you're at the starting line or the end line.

This convertible keeps ahead of this predecessor thanks to an array of innovative features. Auto Start-Stop boosts fuel efficiency by shutting off the engine when the car is standing still and then automatically restarting full power the moment you hit the gas pedal. Two M Drive buttons on the steering wheel customize and recall personalized settings for an M performance that responds uniquely to you.

**M5 SEDAN.  
A ROCKET SHIP WITH LEGROOM.**

For a letter in the company and the all-new M5 Sedan isn't in all the company you want. Comfortably bring four passengers in along for the 4.3 second ride from 0 to 60. M TwinPower Turbo Technology powers your M experience, producing 500 horsepower and over 500 lb-ft of torque from the most powerful V8 engine ever placed in a Series BMW.

From the 8-spoke M alloy wheels with black double-spoke to the M steering wheel and offset, this sedan serves a very special purpose without sacrificing space or comfort. With a record-breaking 100+ mpg efficiency features like Drive Energy Regeneration, the latest generation of M has a nearly 30% better fuel consumption rate. Think of it as the perfect company car, your company manufactured alternative.

**M6 COUPE.  
YEAH, IT'S LEGAL.**

The all-new BMW M6 Coupe is back and the only thing that makes anyone before it does is its reputation. Its M TwinPower Turbo V8 is the most powerful engine ever fitted into a BMW Series model. At peak output, it commands a monstrous 560 horsepower and accelerates from 0 to 60 in a breath-taking 4.1 seconds.

Second to none, the M6 Coupe has an impressive 30% increase in fuel efficiency from its predecessor, with an array of performance innovations to ensure that all that power doesn't go to waste. Intuitively designed features like ConnectedDrive seamlessly enhance the relationship between driver and vehicle, providing information in real time.

This coupe comes standard with luxury sedan indulgences like Merino leather and accented with signature M design elements for an unmistakably sporty finish. Get behind the M Leather Steering Wheel, with its sporty paddle shifters and steering wheel accents, to experience for yourself why M is the most powerful letter in the world.