

start **finish.**





M

coupé



Time

is running away from us. In a world in which people are constantly on the move, one of the greatest challenges is finding time. Time for the things that make life exciting, for moments that make you feel you are truly alive.

Many people consider time spent in a car to be time lost. It is precisely this time that we aim to turn into a meaningful experience once again. Which is why we have a brand-new model on the **starting** grid: the **M coupé**. This coupé unites all the attributes of a genuine sports car, qualities which reinstate the journey as the **objective**. The objective being to make every moment behind the wheel a pleasure. Just as you would expect of a BMW.

Seize every opportunity, **time's** running...





00 . 00 . 00



9 8 7 6 5

The dials are at **zero.**

I'm ready for the race against **time.**



4

3

2

1

0

start

Time's running...



00.01.33

00.02.41

00.03.56

00.04.11

00.05.40



The car unleashes its **power**,
and my **pulse** goes off the clock.

BMW MILLE MIGLIA



AC ACECA BRISTOL



FERRARI 250 GT BERLINETTA



1940

1953

1959

1957

1961



ASTON MARTIN DB 2/4 MK II

JAGUAR E-TYPE COUPÉ

✕ The M coupé breathes new life into **Gran Turismo**: GT – two letters that evoke powerful engines, hard suspensions and striking designs.

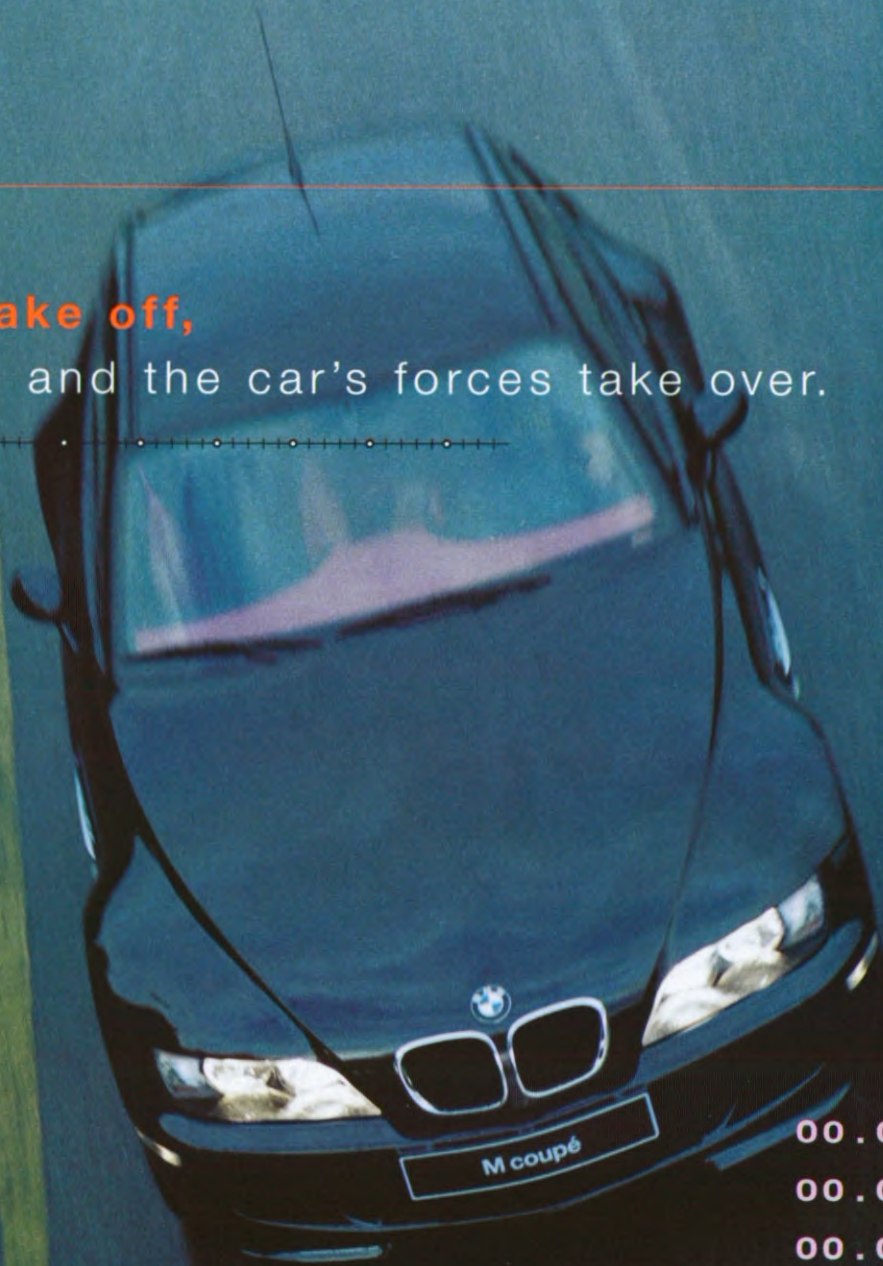
BMW at the 1940 Mille Miglia was one of the founders of this motoring philosophy. The 1950s and 1960s saw genuine production **sports cars** built by makers such as AC, Aston Martin, Jensen, Bristol, Maserati and Jaguar – names which, to this day, are bywords for uncompromising driving.





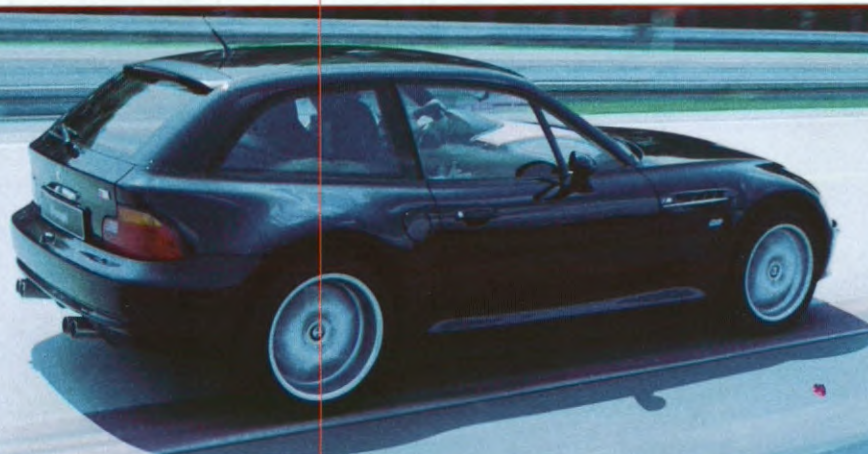
MGB GT

I take off,
and the car's forces take over.



00.06.13
00.07.25
00.08.24
00.09.36
00.10.46
00.11.33

Life outside



✕ The engine is totally responsive in every situation – easy enough with such a light car. Its massive torque rallies power reserves on demand.



swirls past, yet I am in the middle of it.

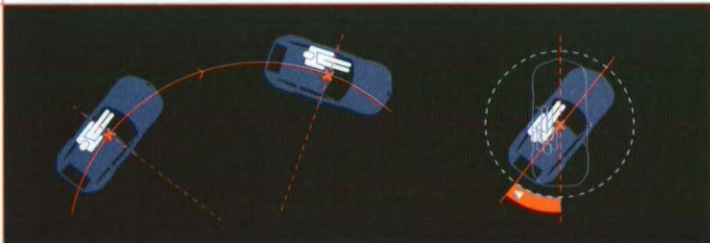
I steer, control, look, **drive.**



10.06.54



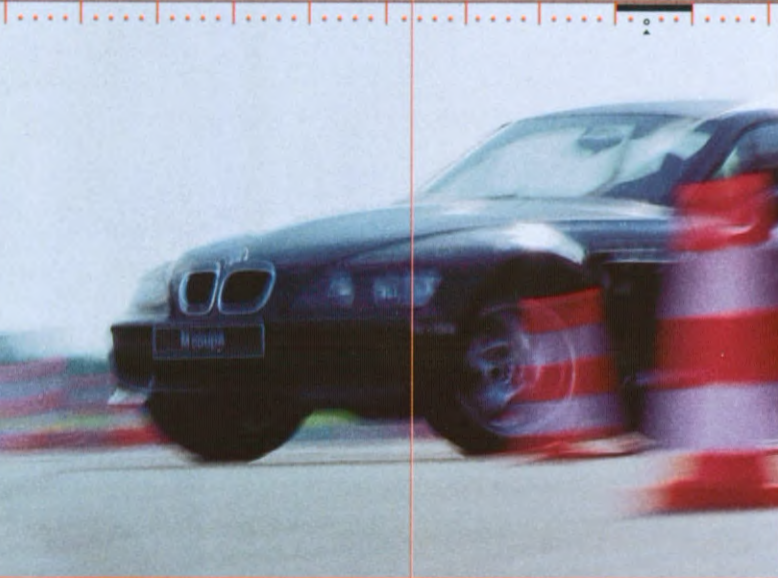
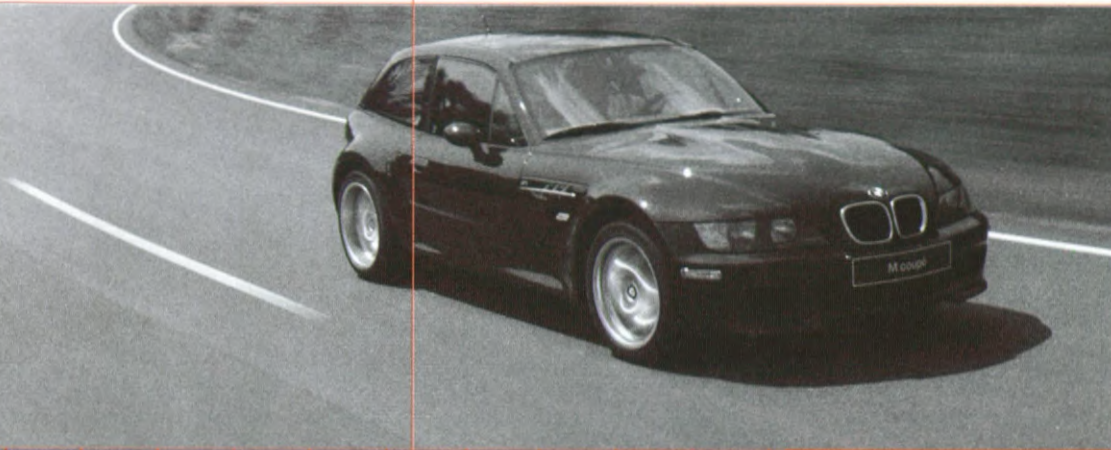
I feel **in touch** with the road –
more so with every **bend** I take.



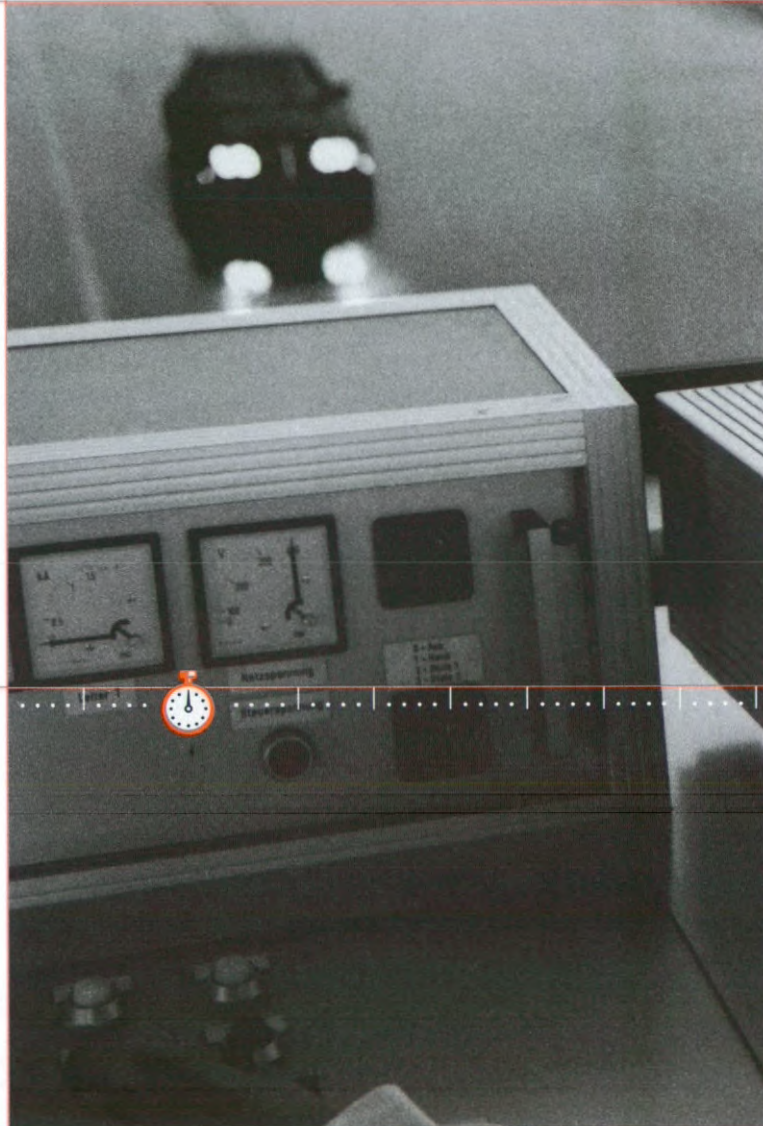
11.06.13
12.57.26
13.18.33
14.29.36
14.11.46



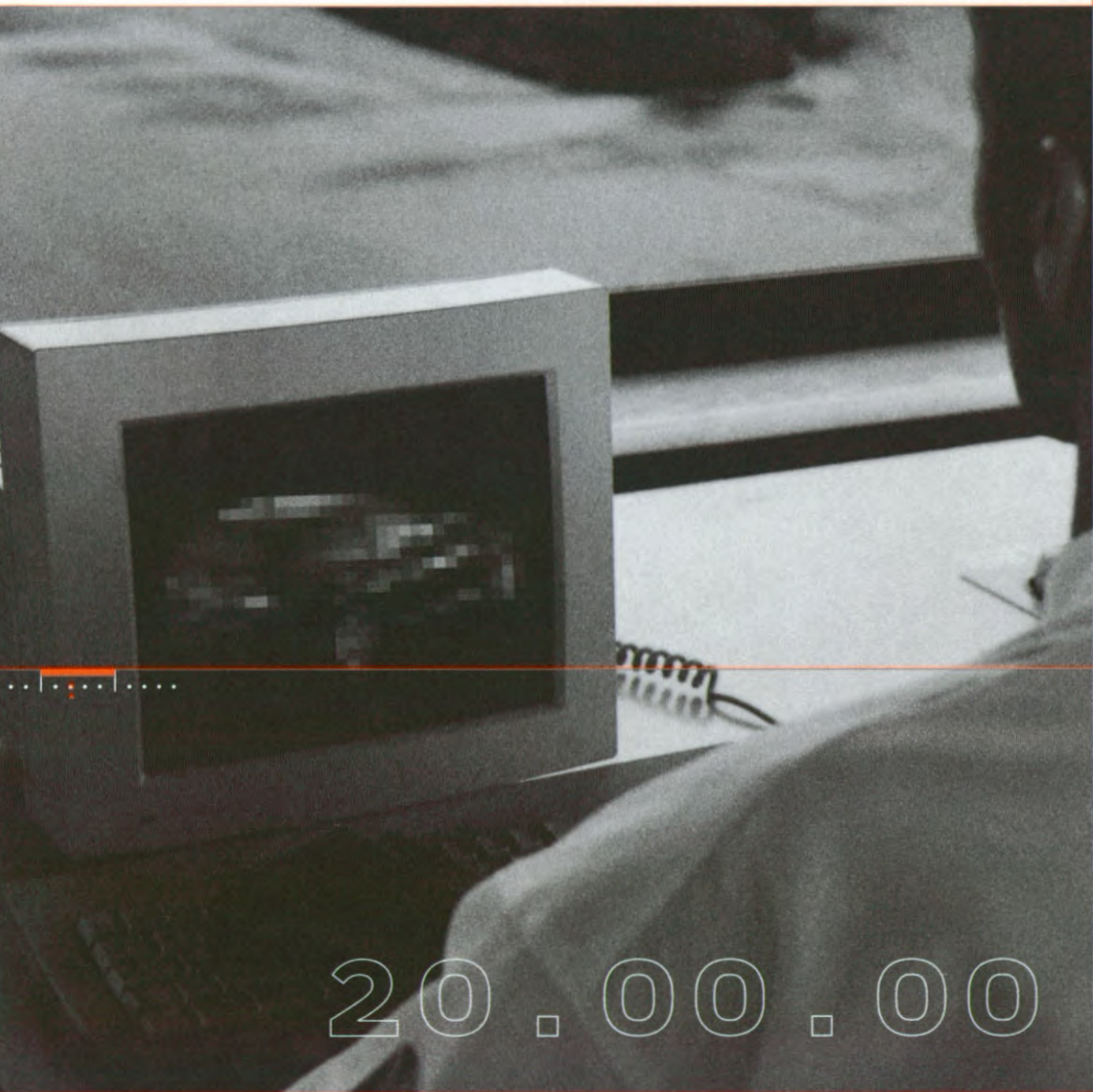
✗ The M coupé's **suspension**, following the example of its role models, is set up for dynamic driving. The seat is well behind the centre of gravity, and the car barely tilts in bends. It's like driving on guide rails.



9.59.54
9.59.55
9.59.56
9.59.57
9.59.58
9.59.59



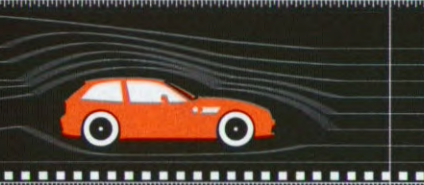
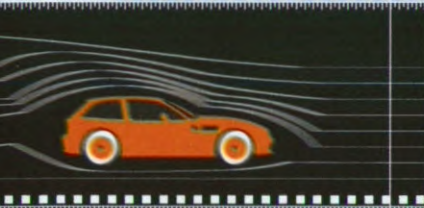
First **time check** for the M coupé.



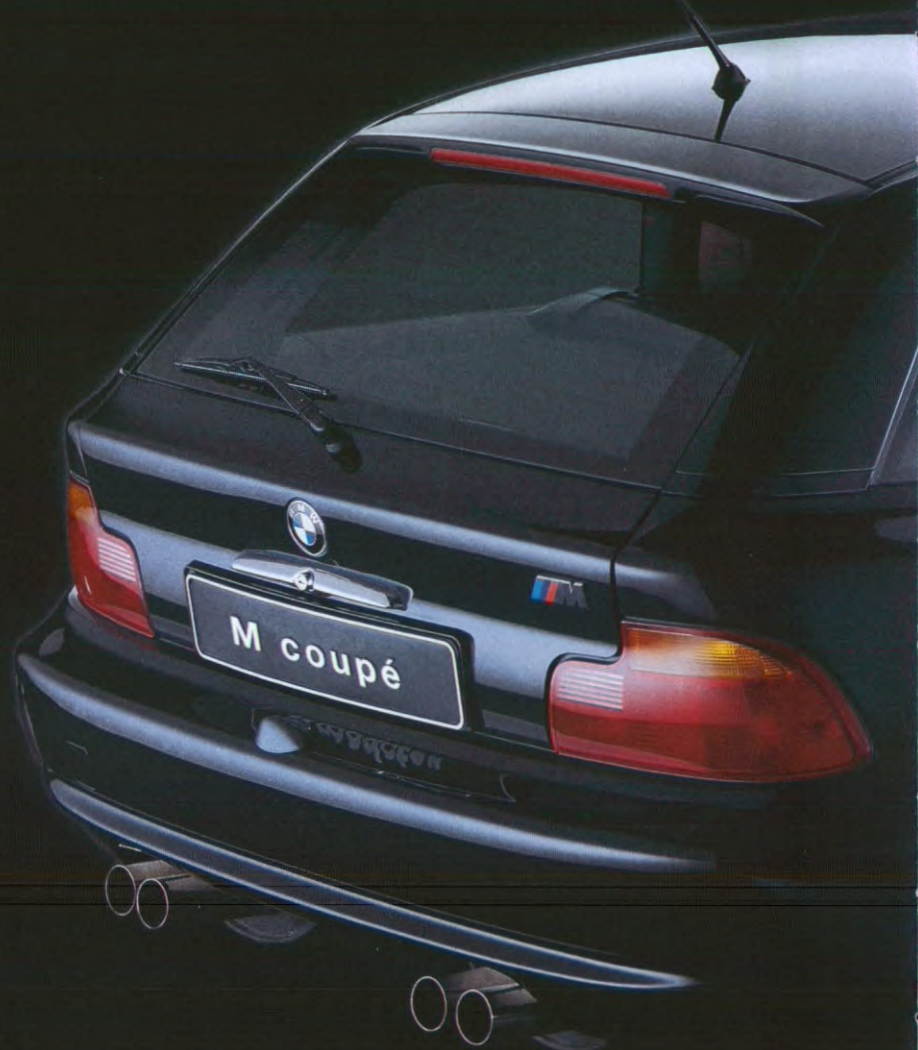
...|...|....

20.00.00





20.00.01
20.00.02
20.00.03
20.00.04
20.00.05
20.00.06
20.00.07
20.00.08
20.00.09

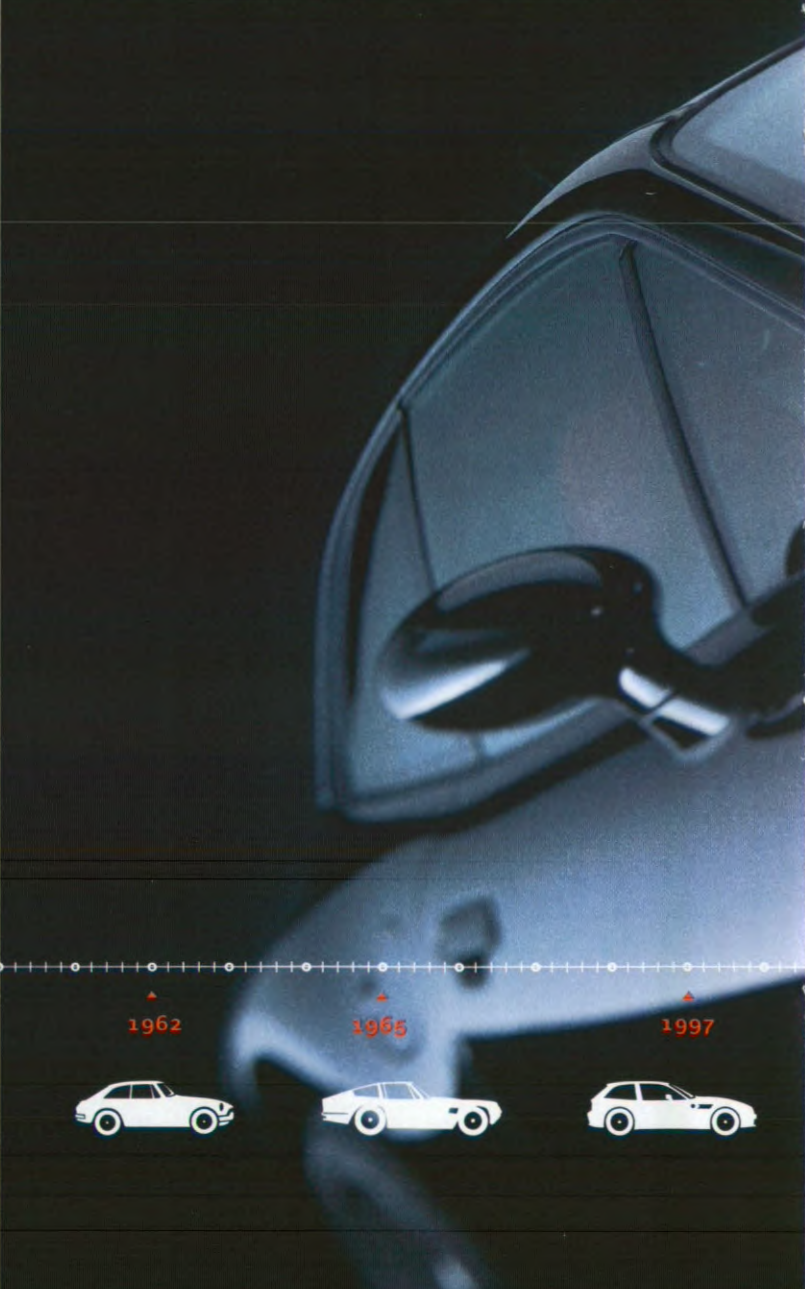
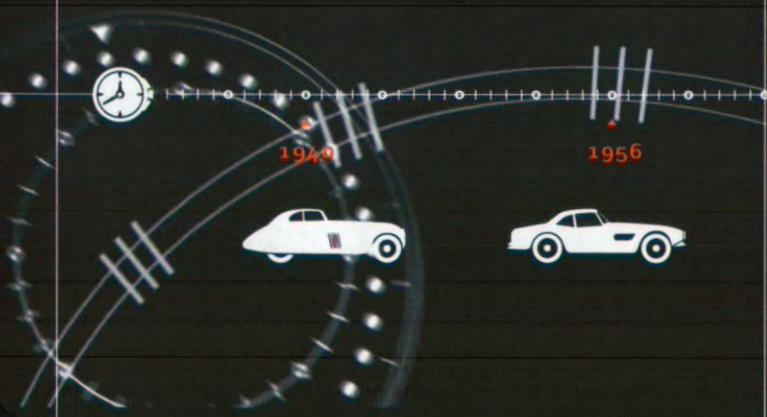


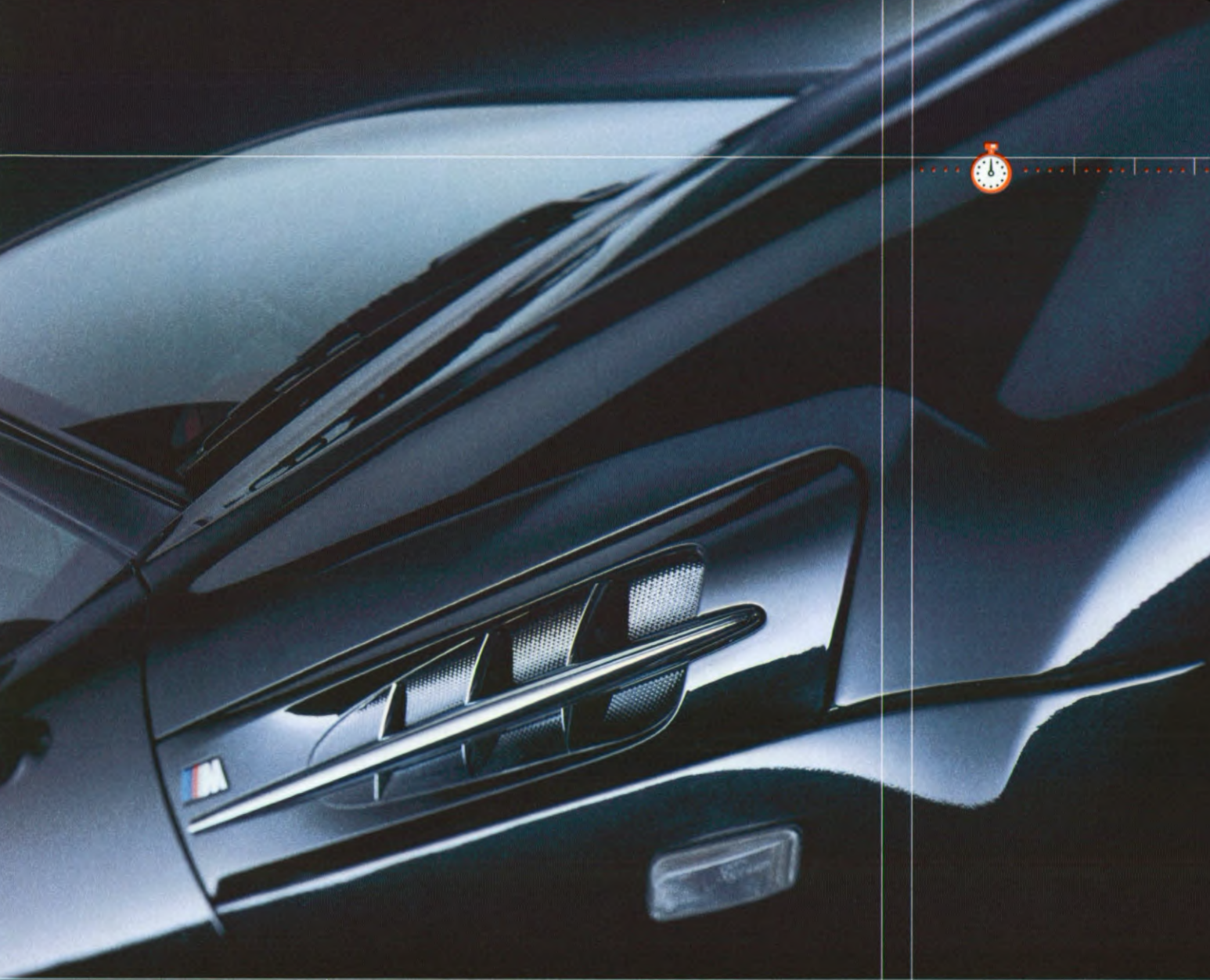
The styling hints at
the **experience** in store.





One glance, and past and future become one.





- ✗ The M coupé displays its direct lineage from cars in the GT mould. Its elongated bonnet, prominent wheels and flowing contours unambiguously signal: this is a thoroughbred sports car.



25.15.36

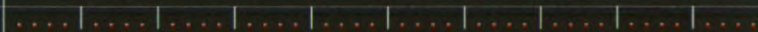
25.49.23

26.14.32

26.53.14

27.21.12

27.55.33



Take your **time**,



There's so much to discover



✕ Every last **detail** of this BMW reflects an exacting aesthetic standard: whether it's the flash of side air intakes, the dual tailpipes or the front apron – the sum of its parts is more than the whole.



The **interior** fulfils,
what the **exterior** promises.



30.21.45

31.12.59

32.54.12

33.25.13

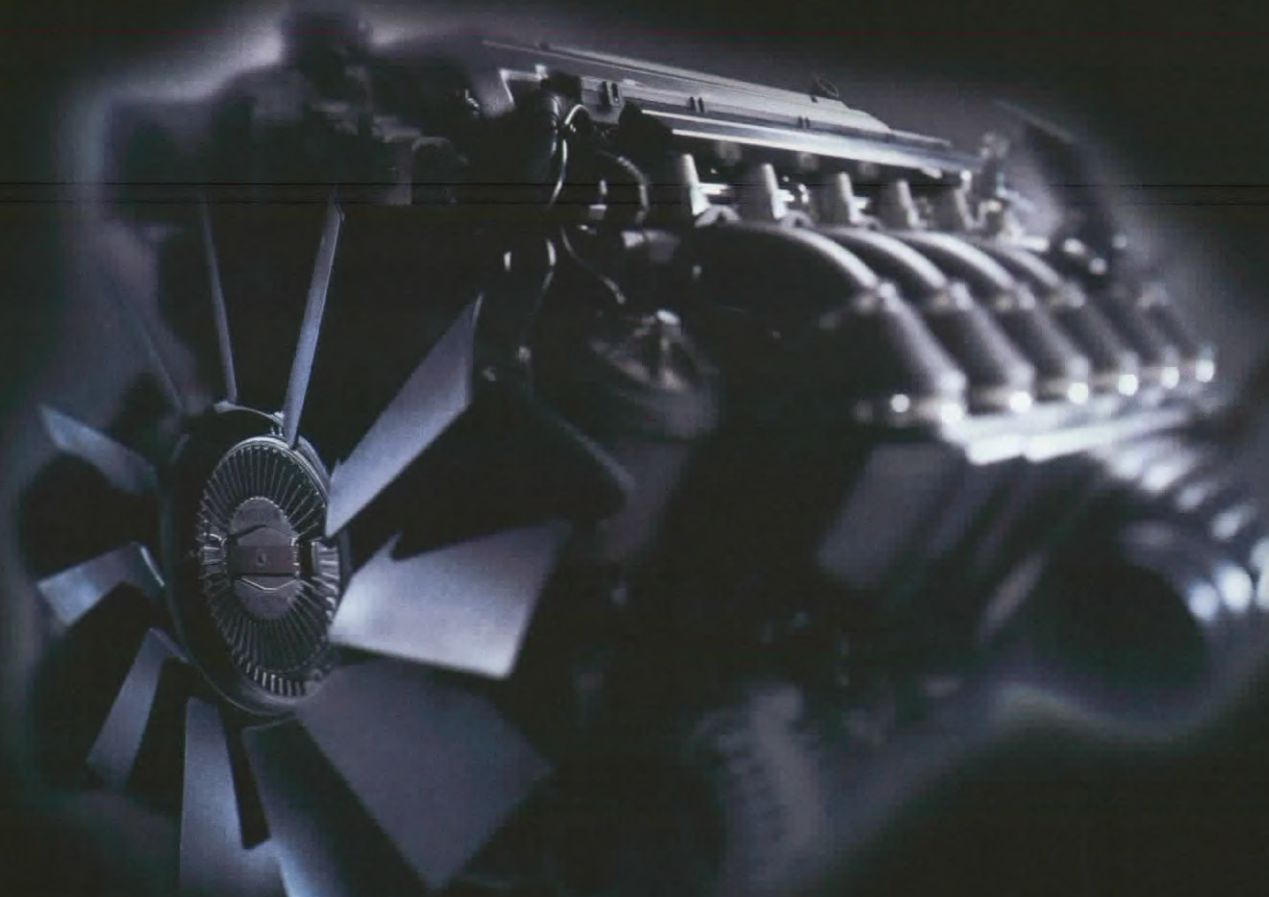




Discover a **cockpit**
geared to your freedom of movement.



✕ **Chrome and leather** set the tone. The classic circular dials are always in sight. Sports seats offer firm support, even during cornering. Mere inches separate them from the road. Touching or seeing, you instantly grasp what is going on.



321 bhp speak for themselves.

- ✕ The technicians at BMW have tuned the six-cylinder to just the right sporty note, creating an unmistakable **sound** that speaks of power and endurance.



49.59.55

49.59.56

49.59.57

49.59.58

49.59.59





Made it – time is now on



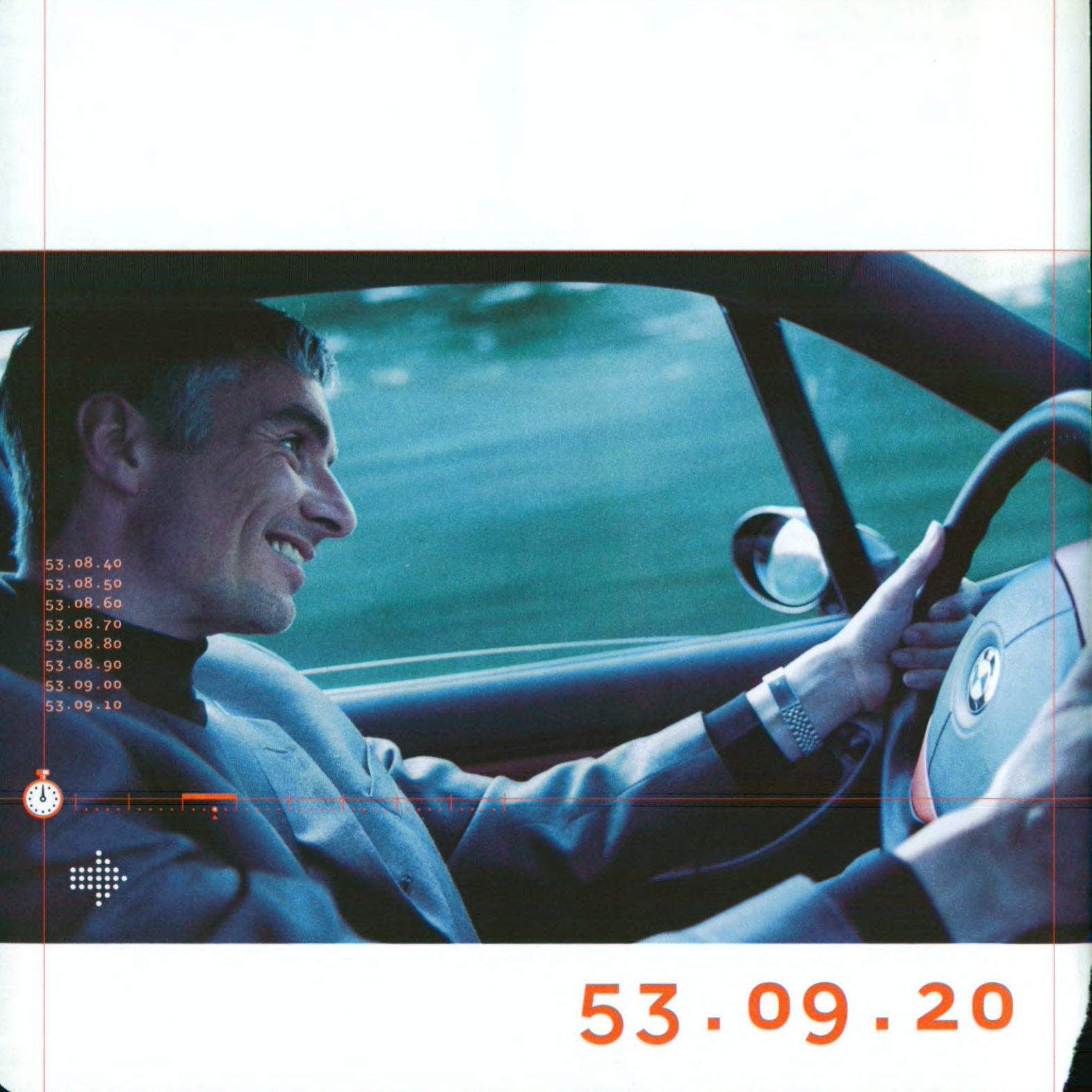
50 . 02 . 00

my side.



50.02.10
50.02.20
50.02.30
50.02.40
50.02.50
50.02.60
50.02.70
50.02.80
50.02.90
50.03.00
50.03.10
50.03.20
50.03.30
50.03.40





53.08.40
53.08.50
53.08.60
53.08.70
53.08.80
53.08.90
53.09.00
53.09.10



53.09.20

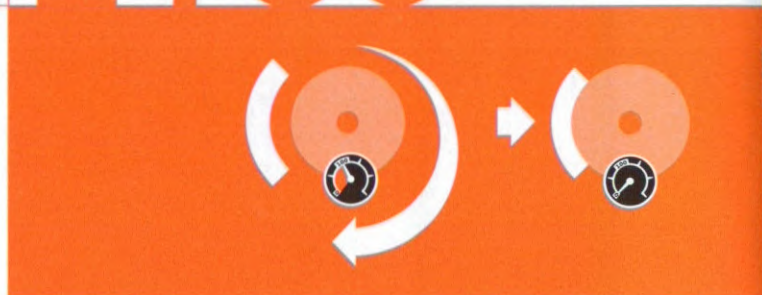
Pleasure is my new driving companion.





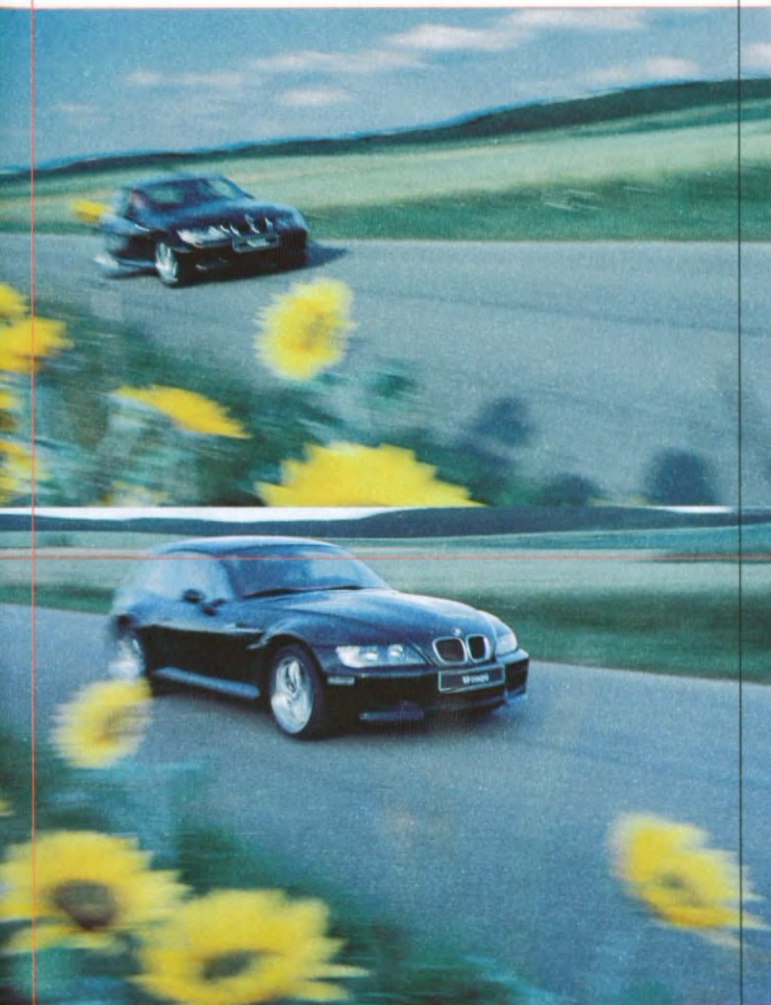
56.02.10
56.02.20
56.02.30
56.02.40
56.02.50
56.02.60
56.02.70

56.02.80

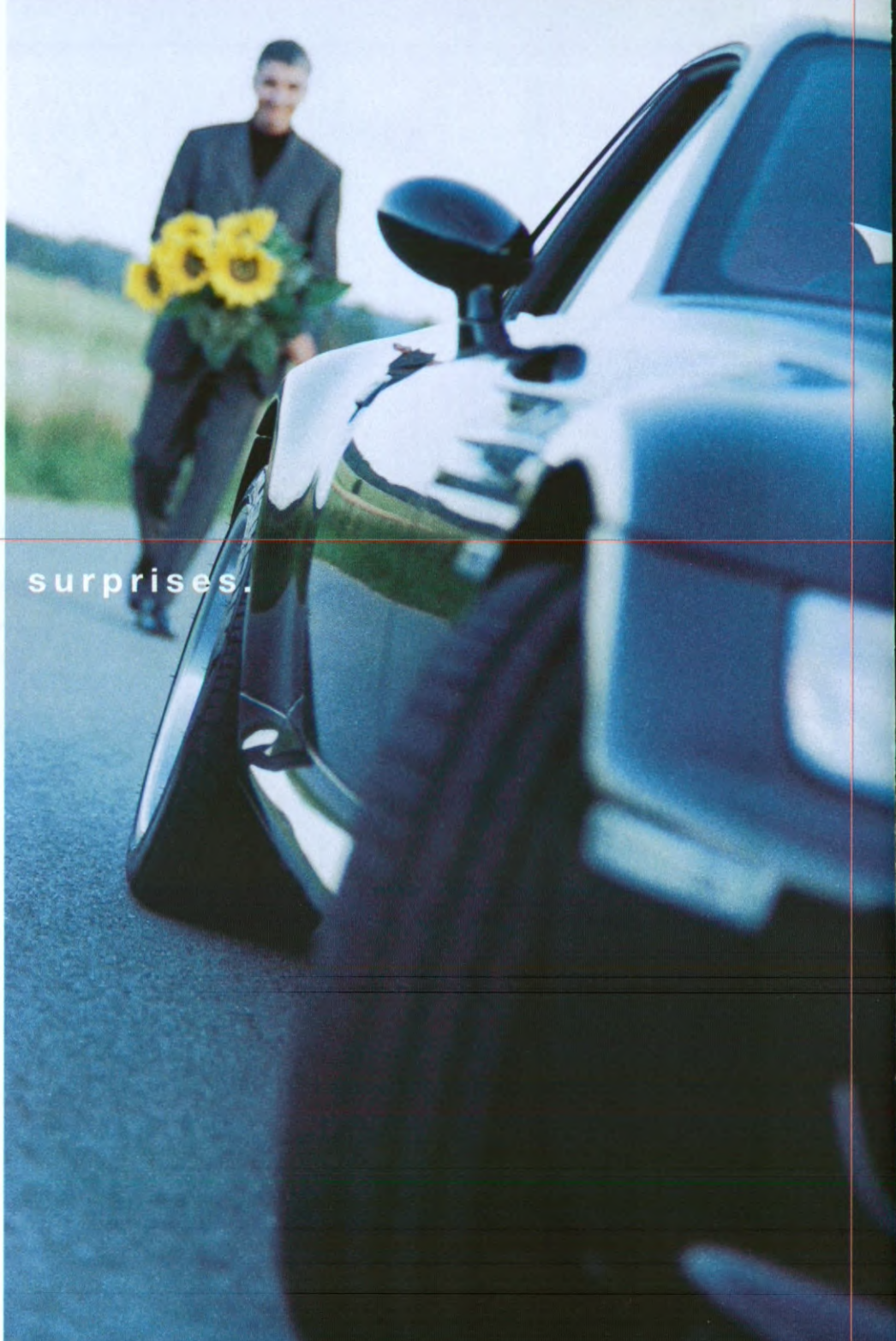


✕ The M coupé has **brakes** developed for the race-track. From 100 km/h to standstill in 2.8 seconds – any time you like.

Suddenly my instincts tell me to **stop**.
The brakes obey, **unhesitatingly**.



The day is full of surprises.





I've got **room** for them.

57.23.90



- ✕ The M coupé dispenses with back seats in favour of loading space. That means plenty of scope for travelling, or anything else you care to think of.





59.46.00

59.46.10

59.46.20

59.46.30

59.46.40

59.46.50

59.46.60

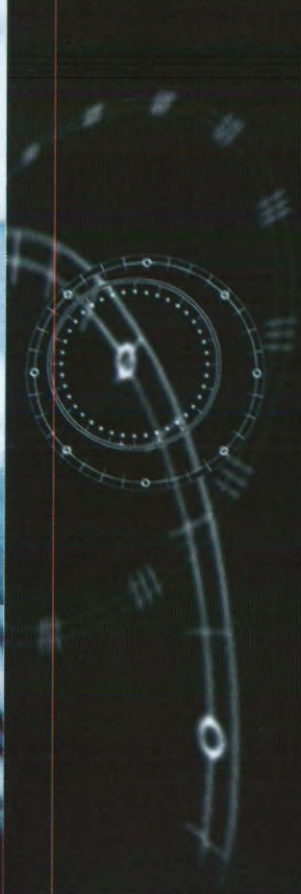




So glad you could spare the time.



59.59.10
59.59.20
59.59.30
59.59.40
59.59.50
59.59.60
59.59.70
59.59.80
59.59.90



finish.



00.00.00