

# BMW Canada Inc. 2015 Product Planning Bulletin



## The All-New MY2016 M2 Coupé.

BMW Canada is pleased to announce the all-new MY16 BMW M2 Coupé (F87). Set to make its World debut at the Detroit Auto Show in January, the BMW M2 has been the subject of overwhelming speculation and excitement among car enthusiasts all over the world. Starting April 16, 2016 customers will finally have the opportunity to experience the latest offering from BMW M with production for Canada beginning 02/16.

This exciting new model exemplifies the true meaning of M and serves as a tribute to BMW legends past and present. Succeeding the 1M Coupé, the all-new BMW M2 is guided by the same philosophy that spawned one of the most iconic M vehicles in recent history. Building upon the highly capable chassis of the BMW M235i, the engineers at BMW M were able to combine classic sports car proportions with unmistakable M design and performance hallmarks to create yet another high performance automobile truly worthy of the M badge.

## Pricing and Availability

**MSRP: \$61,000**

**SOP: 02/2016**

**Retail Launch: April 16, 2016**



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### Design – Inspired by Icons

A glance at any angle of the all-new BMW M2 reveals characteristic M design features. For the M2 inspiration was mainly drawn from the BMW 3.0 CSL touring car racer and the iconic 2002. The signature BMW kidney grille, with its black-painted double bars and the three-dimensional design, mimics the aggressive front end rake of iconic BMW vehicles of the past. The large front apron with trapezoidal blades and the Air Curtains in the outer air intakes mimic protruding spoilers that have been a familiar sight in motorsport over the years. However, function is not lost on the form of these design elements. The re-sculpted front end reduces drag by 5% and lift by 35% compared to the M235i. Around the vehicle, a newly sculpted rear bumper echoes memories of the 3.0 CSL while the aggressively widened fenders (+53mm front, +78mm rear) accentuate the significantly wider track of the M2. More BMW M design hallmarks are evident all over the vehicle with a quad exhaust pipe setup at the rear and unmistakable M side gills flanking the front wheel arches. Along with 19" Double-Spoke M wheels, the design features of the all new BMW M2 come together to form one of the most visually potent vehicles in the BMW M portfolio. From its striking front and rear fascias to its aggressively widened stance, the all-new BMW M2 presents an emphatic message of power, agility, and performance as it confidently carries forward the legacy left behind by the 1M Coupé.



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### **Powertrain - New M TwinPower Turbo**

The all-new M2 introduces a newly developed M powertrain. This 3.0 liter inline 6 cylinder features M TwinPower Turbo technology, high-precision direct injection, VALVETRONIC variable-valve timing and Double-VANOS continuously variable camshaft timing. Optimized to meet the high performance requirements of a track-ready vehicle, the engine in the all-new M2 receives select components from the M3 and M4. Pistons, crankshaft bearings, and sparkplugs all receive upgrades to ensure the M2 easily maintains peak performance lap after lap. To further reinforce its track capability, the M2 also features upgrades to its oil-sump and radiator to ensure fluids remain stable and cool under prolonged extreme driving conditions.



### **Powertrain - Manual or DCT Transmission**

Here, the all-new M2 draws once again from its M counterparts. Taken directly from the M3 and M4, the standard M 6-speed manual transmission uses carbon friction linings in its synchronizer rings to increase shift comfort and precision and a dry-sump setup ensures proper gear lubrication during extreme driving conditions. This transmission also features auto rev-match technology which allows for worry-free execution of downshifts as engine speed is automatically matched to transmission speed, ensuring rear-end stability and weight transfer under hard braking.

Alternatively, the new 2 can be equipped with the 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 also fitted with a launch control functionality that optimizes traction when accelerating from a standstill. Shift speed and aggression are configured using the vehicle's three driving modes (COMFORT, SPORT and SPORT+) and range from imperceptible shifts in traffic to hard, lightning-quick shifts at the track.

The M2 is capable accelerating from 0-100 km/h in 4.5 seconds with the standard M 6-speed manual transmission and an even more impressive 4.3 seconds with the optional M DCT.





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### **Chassis - Suspension, Steering, Differential**

As with the engine and transmissions, the all-new M2 adopts the very best chassis components from the M3 and M4. The M2 uses a double-joint spring-strut front axle with control arms, wheel carriers and axle subframes constructed from aluminum to save weight. An aluminum stiffening plate helps to increase the rigidity of the front end. At the rear, a new five-link rear axle is used. Here, the control arms and wheel carriers are made of forged aluminum to reduce the unsprung weight of the rear end. The electromechanical steering rack from the M3 and M4 is also brought over and specifically tuned for the shorter wheelbase of the M2. It provides direct feel and precise feedback, complementing the agile handling characteristics of the M2. A standard Servotronic system adjusts the level of assistance based on the car's speed, providing optimum steering characteristics in all driving situations. The steering can be adjusted through the vehicle's three driving modes (COMFORT, SPORT and SPORT+). Finally, the M2 features the traction and stability optimizing Active M Differential from the M3 and M4. 0 to 100% lock requires only a fraction of a second and maximizes forward drive in slippery conditions or during a brutal changes of direction.



### **Chassis - Tires, Wheels, Brakes**

The M2 is fitted with specially developed Michelin Pilot Super Sport tires wrapped around 19" double-spoke light-alloy wheels (style 437 M) in a Jet Black/Machined finish. The M2 also comes equipped as standard with M compound brakes that feature a fixed-caliper four piston front and two piston rear setup. These Nürburgring-tested brakes offer precise pedal feel, phenomenal stopping power, and very high resistance to fading. Their lightweight construction also helps in the reduction of unsprung weight.



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### Aesthetics - Paint, Upholstery, Trim

Positioned in M-exclusive Long Beach Blue Metallic, the all-new M2 is available in three alternative colours: Mineral Grey Metallic, Black Sapphire Metallic, and Alpine White.



**Long Beach Blue Metallic**



**Mineral Grey Metallic**



**Black Sapphire Metallic**



**Alpine White**

The interior of the all-new M2 features exclusive touches which clearly denote the performance orientation of the vehicle. Contrasting Polar Blue stitching adorns Black Dakota Leather which is further complemented by door inserts, gear lever (manual only) and handbrake boots finished in anthracite Alcantara. The lightweight performance ethos embodied by the M2 is highlighted by the exclusive open-pore carbon fibre trim that completes the interior.



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### Packaging and Content

The all-new M2 introduces unprecedented value and a more attainable entry level into BMW's M portfolio. Building on the well-rounded standard profile of the M235i, the M2 adds almost all packaged and standalone equipment available on the M235i to its own standard profile. This makes for an impressive near fully-loaded M vehicle at a starting MSRP of **\$61,000**. Optional equipment is limited to the M DCT Transmission (**\$3,900**), Convenience Telephony with Smartphone Connectivity (**\$600**), and Metallic Paint (**\$895**).

Please refer to the M2 Product Ordering and Pricing guides for full details.

### 2016MY M235i

PREMIUM PACKAGE
Comfort Access
Rear View Camera
Auto Dimming Exterior Mirrors
Park Distance Control, front and rear
On-Board Navigation
EXECUTIVE PACKAGE
Universal Remote Control
Adaptive Headlights
High-Beam Assistant
Driving Assistant
SiriusXM Satellite Radio
Harman Kardon Sound System
CONNECTEDDRIVE SERVICES
BMW Online
Advanced Real Time Traffic Info
Concierge Services
Remote Services

### 2016MY M2

STANDARD EQUIPMENT
+ 19" M Wheels, Style 437 M
+ Open-Pore Carbon Fibre Trim
+ Lumbar Support
+ Smoker's Package
+ Storage Compartment Package
+ Speed Limit Info


**Standard**

1CC Automatic Start/Stop function	493 Storage Compartment Package	5AS Driving Assistant
248 Heated Steering Wheel	494 Heated Front Seats	5DC Rear-seat headrests, folding
249 Multi-Function Steering Wheel with Cruise Control	4AE Armrest front, sliding	609 On-Board Navigation
2VZ 19" Double-Spoke Lt Alloy Wheels, style 437M, mixed tires, Black (style 437M)	4MC Carbon Fibre Trim	655 SiriusXM Satellite Radio Tuner
302 Alarm System	4NE Blow-by heater	674 Harman Kardon Sound System
319 Universal Remote Control	502 Headlight Washers	6AC BMW Assist Emergency Call
322 Comfort Access	507 Park Distance Control, rear	6AE BMW TeleServices
3AG Rear View Camera	521 Rain Sensor with Auto Headlamps	6WA Instrument Cluster, ext.
423 Velour Floor Mats	522 Bi-Xenon Headlights	760 High-Gloss Shadow Line
430 Auto Dimming Exterior Mirrors	524 Adaptive Headlights	7S9 BMW ConnectedDrive Services Package
431 Auto Dimming Interior Mirror	534 Automatic Climate Control	8KL Oil Service Interval 15,000km
441 Smoker's Package	544 Dynamic Cruise Control	8TH Speed Limit Info
481 Sport Seats	563 Lights Package	ZMA 6-Speed Manual Transmission
488 Lumbar Support	5AC High-Beam Assistant	

**Exterior Colours**
**Non-Metallic (STD)**

300 Alpine White

**Metallic**

 475 Black Sapphire Metallic  
 B39 Mineral Grey Metallic  
 C16 Long Beach Blue Metallic

**Interior Upholsteries**
**Dakota Leather**

LCNL Black Dkt Lthr w/Blue Contrast Stitching

**Options**

2MK M Double Clutch Transmission	ZED European Delivery
6NS Convenience Telephony with Smartphone Connectivity	ZSP Special Order



Wheel Overview

Wheels

M2 Coupe



19"Double-Spoke Lt Alloy Wheels, style437M, mixed tires, Black

Standard

Front: 19x9.0, 245/35 R19

Rear: 19x10.0, 265/35 R19

Code: 2VZ  
Style: 437M



**BMW Canada, Inc.**

Pricing Guide

Model Year 2016

Suggested Retail Price

M2

Effective February 1, 2016



		M2 Coupe
Start of Production		02/2016
Base Price		\$61,000
Base Price - European Delivery		\$61,000
Base Price - Diplomat		\$61,000
<b>Non-Metallic</b>		STD
300	Alpine White	x
<b>Metallic</b>		\$895
475	Black Sapphire Metallic	x
B39	Mineral Grey Metallic	x
C16	Long Beach Blue Metallic	x
<b>Upholstery</b>		
LC	Dakota Leather	NC
LCNL	Black Dkt Lthr w/Blue Contrast Stitching	x
<b>Options</b>		
2MK	M Double Clutch Transmission	\$3,900
6NS	Convenience Telephony with Smartphone Connectivity	\$600
ZED	European Delivery	NC
ZSP	Special Order	\$400
<b>Standard</b>		
1CC	Automatic Start/Stop function	STD
248	Heated Steering Wheel	STD
249	Multi-Function Steering Wheel with Cruise Control	STD
2VZ	19"Double-Spoke Lt Alloy Wheels, style437M, mixed tires, Black (19x9.0, 245/35 R19 front and 19x10.0, 265/35 R19 rear)	STD
302	Alarm System	STD
319	Universal Remote Control	STD
322	Comfort Access	STD
3AG	Rear View Camera	STD
423	Velour Floor Mats	STD
430	Auto Dimming Exterior Mirrors	STD
431	Auto Dimming Interior Mirror	STD
441	Smoker's Package	STD
481	Sport Seats	STD
488	Lumbar Support	STD
493	Storage Compartment Package	STD
494	Heated Front Seats	STD
4AE	Armrest front, sliding	STD
4MC	Carbon Fibre Trim	STD
4NE	Blow-by heater	STD
502	Headlight Washers	STD
507	Park Distance Control, rear	STD
521	Rain Sensor with Auto Headlamps	STD
522	Bi-Xenon Headlights	STD
524	Adaptive Headlights	STD
534	Automatic Climate Control	STD
544	Dynamic Cruise Control	STD
563	Lights Package	STD
5AC	High-Beam Assistant	STD
5AS	Driving Assistant	STD
5DC	Rear-seat headrests, folding	STD

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Pricing Guide


Model Year 2016

Suggested Retail Price

M2

Effective February 1, 2016



		M2 Coupe
<b>Standard</b>		
609	On-Board Navigation	STD
655	SiriusXM Satellite Radio Tuner	STD
674	Harman Kardon Sound System	STD
6AC	BMW Assist Emergency Call	STD
6AE	BMW TeleServices	STD
6WA	Instrument Cluster, ext.	STD
760	High-Gloss Shadow Line	STD
7S9	BMW ConnectedDrive Services Package	STD
8KL	Oil Service Interval 15,000km	STD
8TH	Speed Limit Info	STD
ZMA	6-Speed Manual Transmission	STD
<b>Wheels</b>		
	<b>19"Double-Spoke Lt Alloy Wheels, style437M, mixed tires, Black</b>  Front: 19x9.0, 245/35 R19 Rear: 19x10.0, 265/35 R19  <b>Code: 2VZ</b> <b>Style: 437M</b>	Standard