



**Product News No. 23/2015**  
October 2015

## BMW M2 COUPÉ: A POWERFUL ATHLETE FOR THE COMPACT SEGMENT.

BMW M GmbH will soon be introducing the BMW M2 – a top-notch high-performance coupé that will be the legitimate successor to the BMW 1 Series M Coupé. Available for delivery from mid-April of next year, the new model continues in the tradition of compact high-performance BMW sports cars that started over 40 years ago with the BMW 2002 turbo. With its powerful, hallmark M design, a 272 kW/370 hp six-cylinder in-line engine with M TwinPower Turbo technology and a specifically tuned M Sport suspension, the BMW M2 Coupé is a winning proposition right from the start – on the road and on the race track alike. Its rear-wheel drive and a comprehensive package of advanced motor racing technology ensure excellent driving dynamics, superior agility and perfect handling. This new high-performance model will have its world premiere at the Detroit Auto Show in January 2016. Get to know the BMW M2 Coupé in today's Product News and find out what makes it so unique in this highly competitive segment.



**The BMW M2 Coupé** combines performance and exceptional dynamism with a highly emotive design.

### At a glance:

- BMW M2 Coupé: new compact high-performance model.
- World premiere at the Detroit Auto Show, available from April 2016.
- Highly emotive design with typical M features and details.
- Straight-six engine with 272 kW/370 hp and 465 Nm.
- Only rear-wheel drive model in its class.
- Optional 7-speed M double-clutch transmission.
- Active M differential, M Dynamic mode, M compound brakes.
- Superior driving dynamics and exemplary agility.
- Comprehensive range of BMW ConnectedDrive features.
- Key competitors: Audi RS 3, Mercedes-AMG CLA 45.



**An exceptional athlete:** the twin tailpipes ensure that the BMW M2 is immediately recognizable as a high-performance coupé from the BMW M GmbH stable.

### Exterior: a sporting and highly emotive M design.

Motor racing genes wrapped in an exciting design and coupled with unlimited everyday usability – this combination has defined the character of the M automobiles from the start and is also very apparent in the BMW M2 Coupé. Its powerful appearance with hallmark M characteristics and a wide stance emphasise its role as an exceptional athlete in the compact segment. Its most distinctive design elements include:

- Low-slung front apron with large air inlets for increased cooling requirements; trapeze-shaped blades and air curtains for optimised aerodynamics.
- Muscular side areas and distinctive M gill elements for the front wheel arches.
- Distinctive flared wheel arches for the front and rear wheels.
- 19-inch forged aluminium wheels with characteristic M double-spoke design.



**Consistent driver orientation** with superior ergonomics underlines the top-class sporting appeal of the BMW M2 Coupé in the cockpit.

- Rear apron with integrated diffuser and two hallmark M tailpipes in high-gloss chrome.

### Interior: perfect ergonomics and clear driver orientation.

The cockpit has the brand's hallmark consistent driver orientation, complemented by numerous specific M features geared towards high-performance driving. The focus is on excellent ergonomics but also on visual features underlining this car's sporting appeal. Therefore, the leather sports seats in the BMW M2 Coupé have individually adjustable side bolsters providing perfect lateral support even in fast bends. The M footrest and knee support on the centre console help ensure a relaxed driving position. Other M interior features:

- M instrument cluster with speedometer up to 300 km/h and rev counter up to 8,000 rpm.
- M leather steering wheel (with paddles when combined with the optional M double-clutch transmission).
- Exclusive decorative trims with open-pored carbon surfaces.
- Door trims and gearshift lever gaiter with Alcantara upholstery.
- Door sill finishers, gearshift lever, steering wheel and rev counter with M logo.



**“Smokey Burnout”**: the Drivelogic functions of the 7-speed M double-clutch transmission include a “Smokey Burnout” feature, which allows for a certain amount of rear-wheel slip.

### The engine: six cylinders for exhilarating M power.

The strong heart of the BMW M2 Coupé is its three-litre six-cylinder in-line engine with M TwinPower Turbo technology. A TwinScroll turbocharger, High Precision Injection, Double-VANOS variable camshaft control and Valvetronic variable valve control enable immediate power delivery. All components are geared towards maximum performance – from the crankcase bearings to the oil supply, which remains reliable even under extreme g-forces. The optimised M exhaust system with electric flap control ensures a fine balance between engine output and a powerful sound. This makes for a characteristic acoustic experience in every Driving Experience Control mode – be it COMFORT, SPORT or SPORT+.

Here is an overview of the key data:

- **BMW M2 Coupé**: three-litre six-cylinder in-line engine with 272 kW/370 hp, 465 Nm of torque with a short-term maximum of 500 Nm using the overboost function, 0 to 100 km/h in 4.5 sec\*, 8.5 l/100 km, CO<sub>2</sub> emissions: 199 g/km.

\* When combined with the optional 7-speed M double-clutch transmission, the BMW M2 Coupé will take just 4.3 seconds to accelerate from 0 to 100 km/h and consume 7.9 l/100 km/h (CO<sub>2</sub> emissions: 185 g/km).



**M power**: the high-performance coupé is powered by a three-litre six-cylinder in-line engine with an output of 272 kW/370 hp.

### Manual gearbox or 7-speed M double-clutch transmission.

In the standard model, power is transmitted by an easy-going six-speed manual transmission with new carbon fibre friction lining and speed synchronisation. The latter function blips the throttle on downshifts and reduces engine speeds during upshifts for an even more comfortable shifting experience. Available as an option: the 7-speed M double-clutch transmission with Drivelogic. Its integrated Launch Control function ensures optimal acceleration from a standing start while reducing fuel consumption. Drivelogic functions include:

- Stability Clutch Control (SCC) opens the clutch when the vehicle threatens to oversteer, in order to stabilise it.
- Creep on Demand enables tapping the gas pedal while standing to enable the “creep” associated with standard automatic transmissions.
- Smokey Burnout for slight rear-wheel slip.



**Sign of power**: in a first for the BMW M GmbH, an M2 badge is featured on the rear of a compact high-performance car.

## Comprehensive BMW EfficientDynamics package.

Despite its tremendous dynamic ability, the BMW M2 Coupé is highly efficient. A comprehensive BMW EfficientDynamics technology package, included as standard, contributes significantly to reducing this car's fuel consumption. Features include brake energy recuperation, electromechanical power steering, Automatic Start/Stop function, intelligent lightweight design, situation-specific control of auxiliary systems, volume flow-controlled oil pump and a rear differential with optimised warm-up times.

(Attachment: "Specifications compared.")



**Track-ready dynamism:** the suspension comes with high-end motor racing features which ensure safe and controlled driving right up to the limits.

## Exceptional dynamics right up to the limits.

The BMW M2 Coupé combines compact dimensions with professional motor racing equipment allowing for safe and controlled driving right up to the limits. The front and rear axles feature a lightweight aluminium design from the BMW M3/M4 and lower the car's weight. Another weight-reducing factor comes in the shape of 19-inch forged aluminium wheels with mixed tyres. Other specific M equipment features:

- Electronically controlled Active M differential for optimised traction and stability.
- M Servotronic power steering with two response settings for speed-sensitive steering support and communicative road feedback.
- M compound brake system with callipers in metallic blue (four-piston fixed calliper at the front) for reliable braking without fading, even in challenging situations.
- M Dynamic Mode (MDM) for slight wheel slip and controlled drifting.

## BMW ConnectedDrive range with special M features.

The BMW M2 Coupé is of course available with numerous optional driver assistance systems as well as Services & Apps providing support during everyday driving or on the race track. BMW ConnectedDrive Services is required for comprehensive connectivity and access to services such as Spotify, Audible, TuneIn Radio, Deezer Music, Stitcher and many more. Two apps are available for especially sporty outings and can be used to intensify and analyse the driving experience: the GoPro app and the M Laptimer app.

**GoPro app:** this app lets drivers use the small GoPro dash cams from inside their vehicle. It enables comfortable operation of the camera via the iDrive operating system and the car's Control Display.

The **M Laptimer app** enables an exact analysis of one's personal driving style. Operated through a smartphone connected to the vehicle, this app records acceleration, brake points, lap times and g-forces.

Other optional BMW ConnectedDrive features include:

### Driver assistance systems:

- Driving Assistant including Approach control and Person warning with light city braking function and Lane Departure Warning.
- Speed Limit Info with No-overtaking indicator.
- BMW Selective Beam (anti-dazzle high-beam assistant).
- Park Distance Control at the back, with rear view camera.

### Services & Apps:

- Real Time Traffic Information (RTTI), Concierge Service, Online Entertainment etc.



**A driving experience to look at and share:** the GoPro app enables comfortable operation of a GoPro camera via the iDrive system and Control Display.



**BMW M2 Coupé – the ultimate driving machine:** the only high-performance model in the compact class to feature a six-cylinder engine and a deliberately sporty and emotive design.



**Mercedes-AMG CLA 45 4MATIC:** the most powerful competitor comes with a four-cylinder engine.



**Mercedes-AMG A 45 4MATIC:** identical to the four-door AMG CLA 45 4MATIC Coupé in terms of engineering content, but with the unassuming looks of a compact production model.



**Audi RS 3 Sportback:** with its sober, classic compact shape, the Audi lacks the show-stopping appeal of the high-performance BMW M2 Coupé.

## **BMW M2 Coupé: the only six-cylinder car in its class.**

As the inventor of high-performance vehicles for both the road and the race track, BMW M GmbH is the most experienced manufacturer in this area. The success of BMW M automobiles motivated Audi and Mercedes-Benz to launch their own sports car subsidiaries – the quattro GmbH and Mercedes-AMG, which are producing the current key competitors to the BMW M2 Coupé.

They are the Mercedes-AMG CLA 45 4MATIC and A 45 4MATIC as well as the Audi RS 3 Sportback. The two Mercedes models only differ in shape – the CLA is the four-door coupé from the compact A-Class model series. Both cars are identical in terms of engineering content. While the AMG models have been on the market since 2013, the current Audi RS 3 Sportback only became available around the middle of this year. However, the BMW is the only car in this class to feature a three-litre six-cylinder in-line engine – with the AMG models powered by a two-litre four-cylinder biturbo engine and the Audi by a five-cylinder turbo engine that has been praised by the media. With an output of 280 kW/381 hp, the four-cylinder engine in the AMG CLA 45 4MATIC is slightly more powerful than the Audi RS 3 Sportback (270 kW/367 hp) and the BMW M2 Coupé (272 kW/370 hp).

- **The Mercedes-AMG CLA 45 4MATIC** is a four-door coupé and as such a key competitor of the BMW M2 Coupé. Its relatively unspectacular design has few hallmark AMG details. In the interior, the only features that set this high-performance version apart from the regular production models are optional Performance seats and some AMG-specific design elements such as the AMG gear selector. The Mercedes-AMG CLA 45 4MATIC is only available with the AMG SPEEDSHIFT 7-speed dual-clutch transmission and 4MATIC all-wheel drive. However, the latter is more of an add-on solution that complements the original front-wheel drive to make up for its drawbacks in the high-performance segment. According to the media, the suspension tuning of the AMG CLA 45 4MATIC is very hard, which makes for good agility while considerably reducing comfort. The BMW, on the other hand, provides a harmonious balance between comfort and sporting dynamism. At 470 litres, the luggage compartment volume of the AMG CLA 45 4MATIC is relatively generous. Mercedes-AMG is offering a wide range of assistance systems for the CLA 45. However, there are limits when it comes to connectivity. Unlike the BMW, the AMG requires a smartphone with modern functionality to access the internet. The Mercedes-AMG CLA 45 4MATIC does not offer an intelligent emergency call feature with a fixed on-board SIM card.
- **The Audi RS 3 Sportback** is a four-door hatchback model. And while it features slightly wider front wings as well as front and roof spoilers, its classic compact shape ensures that the range-topper of the A3 model series barely stands out from the other production models. The interior, too, only hints at this car's more sporting orientation – with details such as an instrument cluster with RS design. Alcantara upholstery and sport bucket seats are optionally available. The BMW M2 Coupé, on the other hand, features comprehensive hallmark M modifications that mark it immediately as a high-performance coupé. While the Audi RS 3 Sportback only comes with a 7-speed dual-clutch transmission, the BMW is also available with a manual six-speed gearbox. The RS 3 has a quattro all-wheel drive system and a sporty suspension tuning enabling a high degree of dynamic ability. Despite its hatchback design, the luggage compartment, at 280 litres, is very small (BMW M2: 390 l). The Audi RS 3 is offered with a good range of optional driver assistance systems and connectivity features. Unlike the BMW M2 Coupé, the Audi requires a customer-owned SIM card to access the internet. Equally unavailable for the Audi: an intelligent emergency call system with a fixed in-car SIM card.

(Attachment: "Specifications compared.")



**The BMW M2:** the new high-performance coupé will enter dealers' showrooms in April 2016.



**Experience compact power and dynamism:** click on the image or order the **launch video** for the new BMW M2 Coupé in the [BMW Group MediaPool](#) (media no. F0003271).

## Key points.

- Compact high-performance BMW M2 Coupé to come in April 2016.
- The only high-performance model in the compact segment to feature a six-cylinder engine and rear-wheel drive.
- Fit for the race track and for everyday use.
- Specific M technology: engine with racing technology, M Sport suspension, Active M differential, M Dynamic mode, M exhaust system with two twin tailpipes and M compound brakes.
- Emotive M design and perfect ergonomics with clear driver orientation.
- Three-litre six-cylinder in-line petrol engine with M TwinPower Turbo technology, a powerful sound and an output of 272 kW/370 hp.
- Comprehensive range of BMW ConnectedDrive features plus hallmark M features such as Laptimer app and GoPro app.
- Competitors: Mercedes-AMG CLA 45 4MATIC and Audi RS 3 Sportback.

**More detailed information on this vehicle and its competitors is also available online and as an iPad app in Product Argumentation:**

BMW Group Intranet or via [S-Gate](#) for dealers and sales staff.

## Publisher

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Specifications compared:

		BMW M2 Coupé*	Mercedes-AMG A 45 4MATIC [auto]	Mercedes-AMG CLA 45 4MATIC [auto]
Engine	Layout/cylinders	In-line/6	In-line/4	In-line/4
Capacity	cc	2,979	1,991	1,991
Max. output	kW (hp)/rpm	272 (370)/6,500	280 (381)/6,000	280 (381)/6,000
Max. torque	Nm/rpm	465/1,400–5,560	475/2,250–5,000	475/2,250–5,000
0–100 km/h	sec	4.5 (4.3)	4.2	4.2
Top speed	km/h	250**/270***	250**/270***	250**/270***
Fuel consumption	l/100 km	8.5 (7.9)	7.3–6.9****	7.3–6.9****
CO <sub>2</sub>	g/km	199 (185)	171–162****	171–162****
Length/width/height	mm	4,468/1,854/1,410	4,359/1,780/1,417	4,691/1,777/1,416
Wheelbase	mm	2,693	2,699	2,699
Kerb weight (EU)	kg	1,570 (1,595)	1,555	1,585
Luggage capacity	l	390	341–1,157	470

\* Values for automatic transmission in brackets. \*\* Electronically limited. \*\*\* In conjunction with the optional M Drivers Package (BMW) or optional (Mercedes).  
\*\*\*\* Values according to the EU test cycle, dependent on the selected wheel and tyre format.

		BMW M2 Coupé*	Audi RS 3 Sportback [auto]
Engine	Layout/cylinders	In-line/6	In-line/5
Capacity	cc	2,979	2,480
Max. output	kW (hp)/rpm	272 (370)/6,500	270 (367)/5,550–6,800
Max. torque	Nm/rpm	465/1,400–5,560	465/1,625–5,550
0–100 km/h	sec	4.5 (4.3)	4.3
Top speed	km/h	250**/270***	250**/280***
Fuel consumption	l/100 km	8.5 (7.9)	8.3–8.1****
CO <sub>2</sub>	g/km	199 (185)	194–189****
Length/width/height	mm	4,468/1,854/1,410	4,343/1,800/1,411
Wheelbase	mm	2,693	2,631
Kerb weight (EU)	kg	1,570 (1,595)	1,595
Luggage capacity	l	390	280–1,120

\* Values for automatic transmission in brackets. \*\* Electronically limited. \*\*\* In conjunction with the optional M Drivers Package (BMW) or optional (Audi).  
\*\*\*\* Values according to the EU test cycle, dependent on the selected wheel and tyre format.