

THE NEW M8



BMW M8 COMPETITION GRAN COUPÉ
BMW M850i xDRIVE GRAN COUPÉ

M8

STAND FOR LUXURY.
DRIVE FOR ADRENALINE.

THE NEW BMW 8 SERIES GRAN COUPÉ M AUTOMOBILES



There's a bond between the road, the vehicle and the driver.
The promise of an unrivalled experience of performance.
Transforming taste into a statement. Unique. Outstanding. Real.

Born on the racetrack and driven by the uncompromising will to win.
Fuelled by the art of engineering and electrified by the future.
Sustained by expressive style and rewarding luxury. Power, pushed to the limit
and controlled to the max. It is the ultimate homage to the driver.

This is the peak of driving. This is a bold statement of sovereignty.
This is a celebration of taste. This is driver and machine as one.

This is BMW M.
The most powerful letter in the world.
The ultimate BMW.





M8

SUPERIORITY,
REDEFINED.

THE NEW BMW M8 COMPETITION GRANCOUPÉ

A STRONG CHARACTER.
IT'S OWN CHARACTER.

THE NEW BMW M8 COMPETITION GRAN COUPÉ

M8





M8

TRUE GREATNESS
COMES FROM WITHIN.

THE NEW BMW M8 COMPETITION GRAN COUPÉ



A white BMW M8 Competition Gran Coupé is shown from a rear three-quarter view, driving on a winding asphalt road. The car is white with black accents, including the roof and side mirrors. The license plate is 'D M-DI 2865'. The background shows a cloudy sky and a dry, hilly landscape. The road has a white line on the left side.

M8

DOES NOT MEET
STANDARDS, BUT
SETS THEM.

THE NEW BMW M8 COMPETITION GRAN COUPÉ



THE EPITOME
OF LUXURIOUS
HIGH PERFORMANCE.

THE NEW BMW M8 COMPETITION GRAN COUPÉ

M8

TOO BEAUTIFUL
TO BE
PARKED.

THE NEW
BMW M850i xDRIVE GRAN COUPÉ

M850i



BRINGS GOALS
CLOSER AND GETS THE
ENDORPHINS RACING.

THE NEW BMW M850i xDRIVE GRAN COUPÉ



M850i

ALWAYS 3.7 SECONDS
AHEAD OF TIME.

THE NEW BMW M850i xDRIVE GRAN COUPÉ



M850i

ALL BMW MODELS
IN ONE APP.



DOWNLOAD THE **BMW Products** APP NOW
AND DISCOVER THE PLEASURE OF DRIVING.



BMW M8 Competition Gran Coupé:

20" M light alloy wheels Star-spoke style 813 M Bicolour with mixed tyres, exterior paintwork in BMW Individual special paintwork in Frozen Brilliant White metallic, M sport seats in leather 'Merino'/Alcantara combination in Black/Sakhir Orange contrast, Carbon Fibre M interior trim.

Fuel consumption in l/100km (combined): 11.6–11.2

CO₂ emissions in g/km (combined): 265–256

BMW M850i xDrive Gran Coupé:

20" M light alloy wheels Double-spoke style 895 M Bicolour with performance tyres and mixed tyres, exterior paintwork in BMW Individual Frozen Tanzanite Blue metallic, sport seats in BMW Individual full leather trim 'Merino' in Cognac/Black, Piano Black trim with Pearl Chrome finisher.

Fuel consumption in l/100km (combined): 11.0–10.7

CO₂ emissions in g/km (combined): 251–243

Official data for fuel consumption and CO₂ emissions was determined in accordance with the prescribed measuring procedure and corresponds to European Regulation (EC) 715/2007 in the applicable version. For ranges, data determined as per WLTP takes into account any optional equipment (available on the German market in this case). For vehicles that have been newly type approved since 1 January 2021, only the official data according to WLTP exists. For more information about NEDC and WLTP measuring procedures visit www.bmw.com/wltp

The models illustrated in this medium show the equipment and configuration options (standard and optional) for vehicles produced by BMW AG for the German market. Alterations in standard and optional equipment and the configurations available for the different models may occur after 12/21/2021, the editorial deadline for this medium, or according to the specific requirements of other member states of the European Union. Your local BMW Partner is available to provide further details. Subject to change in design and equipment.

Of course, each vehicle is designed for economical recycling after its long-running life. You can find more information regarding your end-of-life vehicle on our website www.bmw.de/recycling

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