



Sheer
Driving Pleasure

WELCOME.
GOOD TO HAVE YOU WITH US.

ICONIC. BY DESIGN.

The ultimate landmark of elegance and dynamic character, BMW design conveys sheer driving pleasure, even when the car is parked. Being the embodiment of sportive premium mobility, BMW vehicles define their environment and stand out in any group. Defining elements like the extended bonnet or the double-round headlights are unmistakable details of the BMW exterior. In fact, a number of trademark BMW innovations have gone on to make their way into collective memory, and some have even become true icons. For instance, the BMW kidney grille is one of them. Reinterpreted time and time again, the double-shaped air intakes remain an integral part of the unmistakable face of BMW.



Conceived by BMW's legendary body development director, Wilhelm Hofmeister, the eponymous Hofmeister kink is another distinctive creation accomplished by BMW design. Exuding the inevitable flair of dynamic forward motion, the kink makes a monumental impact, despite the subtlety of its nature. You only need to take a quick look at any BMW to know: These vehicles are not just beautiful, they are special.

LIVING DYNAMIC.

Award-winning engines with TwinPower Turbo technology are the beating heart of every BMW. And a combination of the latest injection systems, fully variable power control, and innovative turbo technology, these hearts exude pure dynamic strength. But at BMW limits are always there to be shattered, and sometimes the dynamic power is so tangible, it can be summarized in one single letter. The world's most powerful letter, in fact: M.



Deeply rooted in motorsport history, the spirit of sporting prowess is reflected in the powerful engines, rapid acceleration, characteristic car architecture, and agile lightweight construction. When it comes to creating vehicles for a mesmerizing driving experience, inspired by the compelling thrill of racing technology, BMW M remains the undisputed champion. BMW Motorsport continues to support its outstanding drivers and thus constitutes an innovative hotbed for progress that furthermore encourages cutting-edge technical developments made by racing engineers. That is how BMW Motorsport ensures its future to be as prosperous as its past has been.



CONNECTING TO FREEDOM.

Feel the freedom. Thanks to digital services from BMW, you will be closer to everything you consider important. BMW innovations like the multiple Assistant features, iDrive innovations, or Remote Services, to name but a few, act as travel guide, entertainer, or guardian angel.

BMW ConnectedDrive connectivity features facilitate convenience and make sure you can focus on the fun things in life. Like driving your BMW.

BMW ConnectedDrive goes to the core of the issue and does what smart vehicle technology ought to: enhance the BMW driving experience by making drivers' lives easier and more enjoyable. All the Assistant services, the connectivity novelties, the infotainment features... at their heart, they are signs of our deep commitment to creating a driving experience that makes your life more pleasurable. Your trust is the fabric that fuels our inspiration to always push the boundaries. Thank you for that!

CREATING THE FUTURE.



Defined by the importance of sustainability, BMW always drives thrilling innovation. Intelligent energy management, lightweight construction, aerodynamics, and efficiency improvement measures are only some of the sustainable technologies that make BMW a driving force of innovation. Remarkable BMW technologies like BMW EfficientDynamics, eDrive, and ECO PRO are forward-thinking impulses that exhibit how the entire BMW experience is defined by maximum efficiency and responsible use of resources. For BMW, progress is powered by constant adaption to changing demands.

BMW's philosophy is fundamentally defined by the importance of sustainability and innovative expertise. Therefore, our electromobility range, BMW i, stands out with emission-free mobility and visionary electric cars of inspiring design. Whether in urban environments or on the race track, BMW i satisfies the desire for authentic values and a sustainable, conscious way of living.

Beyond that, BMW is truly a pioneer in plug-in hybrid technology. Our powerful, efficient electric and combustion engines mesmerize with their silent, emission-free, and smooth acceleration, perfect in urban settings. When required, the combustion engine can provide range at any moment. The intelligent energy management system guarantees optimal interplay of the two drives for that very special BMW feeling. BMW iPerformance proves that sustainability and driving pleasure do not rule each other out. BMW EfficientDynamics is another innovation that always pushes the limits, offering improved power, without losing sight of specifically economical low-emission driving. With the strife for ever-increasing sustainability being the centrepiece of the philosophy, BMW EfficientDynamics follows a fully comprehensive approach. Not only the drive but also additional features like air condition systems are monitored by smart management technology, streamlining energy requirements, and opening doors to new ideas. Improved efficiency and optimum dynamics make for the intense driving pleasure that owners know from BMW.

Thanks to its experience, technology, and vision, BMW is always reinventing driving pleasure and will remain ahead of its time. When innovative ideas, fascinating design, and excellent functionality are brought together in smart and effective ways, you can be sure: it's BMW.

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To round out the comprehensive experience, we have also established ranges like BMW Original Accessories, encompassing luggage solutions, watches, or sunglasses true to the original style, and our BMW Kids Collection, so the little ones can already discover the thrill of BMW at the earliest stages.



ALWAYS LEADING
THE CHARGE. _____

Combining highest quality and premium longevity with functionality, sportiness, and design, the BMW M Performance Parts line, on the other hand, lets you give your vehicle an even more athletic look or a truly astonishing sound.

And naturally, we make sure your car remains in mint condition with our diverse services packages from BMW Service Partners. Because thanks to state-of-the-art diagnostic tools precise diagnosis of problems and comprehensive, efficient service that lives up to the highest standards is a given. Obviously, nobody knows your car better than us. Capitalize on that. BMW has been the epitome of driving pleasure for over a century. And it will continue to be.





Sheer
Driving Pleasure

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Please note for the market adaption: Each market is responsible for adding their local legal disclaimer specifying all required technical details.