

The BMW Z4 Pure Impulse edition.



Fans of unadulterated driving pleasure in an open-top BMW M model can look forward to a new arrival tailored perfectly to their preferences: the Pure Impulse edition of the BMW Z4 M40i (fuel consumption combined: 8.7 l/100 km [32.5 mpg imp]; CO₂ emissions combined: 197 – 195 g/km in WLTP cycle). With the 2024 model year roadster, a six-speed manual gearbox will also be available for the range-topping version for the first time. The new engine/transmission pairing forms the core element of an enticing equipment package designed to place greater emphasis than ever on the two-seater's unwavering focus on delivering an exhilarating open-top driving experience. The Pure Impulse edition brings retuned chassis technology and mixed-size M light-alloy wheels measuring 19 inches in diameter at the front axle and 20 inches at the rear. And exclusive design features for both the exterior and interior are also included. The BMW Z4 Pure Impulse edition will be on sale in Germany, other European markets and the USA. New additions to the range of exterior paint finishes provide the remaining BMW Z4 model variants with a refresh as well.

Muscular roadster proportions with M-specific design features; two seats and a classic soft-top roof; a free-revving six-cylinder in-line engine with M TwinPower Turbo technology, sending its power to the road through the rear wheels: this formula has seen the BMW Z4 M40i establish itself as the archetypal purist's sports car. And now another key ingredient in a richly engaging driving experience has joined the party in the shape of a manual gearbox to marshal the 250 kW/340 hp from that straight-six engine.

Fresh impetus for the global market leader in the premium roadster segment.

This new offering at the top of the model range endows the most powerful variant of the roadster with the ideal tools to further increase its popularity. To date, nearly half of all customers in Germany have opted for the flagship version of the BMW Z4, whose straight-six engine gives it a unique selling point in a fiercely competitive segment occupied solely by German premium brands. The BMW M model has accounted for over 30 per cent of the roadster's global sales volume in recent times.

Demand for the BMW Z4 is otherwise split between two model variants powered by exceptionally efficient four-cylinder engines with BMW TwinPower Turbo technology. The engine under the bonnet of the BMW Z4 sDrive20i (fuel consumption combined: 7.4 – 7.1 litres/100 km [38.2 – 39.8 mpg imp]; CO₂ emissions combined: 167 – 159 g/km in WLTP cycle) generates maximum output of 145 kW/197 hp and is also partnered by a six-speed manual gearbox as standard. The entry-level model is optionally available with an eight-speed Steptronic Sport transmission that comes as standard on the 190 kW/258 hp BMW Z4 sDrive30i (fuel consumption combined: 7.4 – 7.0 litres/100 km [38.2 – 40.4 mpg imp]; CO₂ emissions combined: 167 – 159 g/km in WLTP cycle) and also remains the standard item for the BMW Z4 M40i not featuring the Pure Impulse edition specification (fuel consumption combined: 8.0 – 7.8 litres/100 km [35.3 – 36.2 mpg imp]; CO₂ emissions combined: 181 – 175 g/km in WLTP cycle).

The current, third generation of the BMW Z4 has been the leader in the premium roadster segment since launch with this model line-up and has seen its market shares grow continuously. The main sales region for the open-top two-seater is Germany, followed by the USA, China, the UK and Japan. The BMW Z4 M40i Pure Impulse edition will be launched with a production phase-in from March 2024. The roadster will continue to be built at the BMW Group's manufacturing partner Magna Steyr Fahrzeugtechnik in the Austrian city of Graz.

The BMW roadster: giving a successful tradition a modern twist.

The history of roadsters from BMW is closely intertwined with a passion for sporty driving pleasure and plentiful success on the race track. It stretches all the way back to the company's early days as a carmaker and endures in modern form in the shape of the BMW Z4.

A six-cylinder in-line engine, manual gearbox and rear-wheel drive also defined the driving experience in the BMW 328, which capped its debut public appearance in 1936 with victory in the Eifelrennen race at the Nürburgring. In more recent times, updated versions of this same powertrain arrangement have also made frequent appearances in the brand's roadsters. This is true of both the BMW Z1, which was unveiled in 1987 after being developed as an innovation testbed by BMW Technik, and the BMW Z3 presented in 1995. And the first two model generations of the BMW Z4 also embraced the same recipe for delivering exhilarating driving pleasure under open skies.

Exclusive combination: six cylinders and a six-speed manual gearbox.

The pairing of a straight-six engine with a six-speed manual gearbox means the new edition of the BMW Z4 M40i represents a unique proposition in this segment – and also a highly exclusive set-up within the BMW product portfolio. In fact, the only models in the current range available with this drive configuration are high-performance sports cars from BMW M GmbH. But now a BMW M Performance model is set to join them with the arrival of the BMW Z4 M40i Pure Impulse edition.

The 3.0-litre unit in the BMW Z4 M40i owes its familiar free-revving performance, instantaneous power delivery and silky smoothness to the latest M TwinPower Turbo technology. The engine's special characteristics include a forged crankshaft, weight-optimised pistons and a water-cooled exhaust manifold integrated into the cylinder head. A twin-scroll turbocharger supplies the six combustion chambers with compressed air, whose temperature is regulated by means of an indirect intercooler. The package of drive unit technologies also comprises High Precision Injection operating at pressures up to 350 bar, VALVETRONIC variable valve timing and Double-VANOS fully variable camshaft timing.

With peak torque of 500 Nm (369 lb-ft) that can be summoned between 1,600 and 4,500 rpm, the engine generates compelling pulling power. Its maximum output of 250 kW/340 hp is on tap from 5,000 – 6,500 rpm.

In this special-edition model, the task of transmitting power to the road is handled by a six-speed manual gearbox developed exclusively for the BMW Z4 M40i. It is a BMW modular transmission incorporating M-specific components for the gear set and shafts that has been modified for the straight-six engine's output. The outer shift mechanism, comprising the shift lever, its guide and the connection to the transmission, has likewise been custom made for the Pure Impulse edition of the BMW Z4 M40i – and delivers the unrivalled shift feel for which BMW models are renowned. The direct flow of power between engine and transmission combined with the driver's central involvement in gear changes reinforces the emotional bond between driver and vehicle. A precisely defined shift action enables the gears to be changed swiftly and intuitively.

When power is relayed via the six-speed manual gearbox, the six-cylinder in-line engine propels the BMW Z4 M40i to 100 km/h (62 mph) from rest in 4.6 seconds. The sprint from 0 to 100 km/h (62 mph) takes 4.5 seconds on models with the eight-speed Steptronic Sport

transmission. Although by default the Steptronic Sport will select the gears automatically, it also lets the driver control gear selection manually if desired. The shift paddles on the steering wheel are designed to allow spontaneous interaction with the drive system.

Refined chassis tuning, mixed-size wheels for the first time on the BMW Z4.

Compact proportions, minimised weight, a low centre of gravity and virtually perfect 50:50 weight distribution are the defining elements of a BMW Z4 vehicle concept honed precisely to deliver agility and dynamic performance. The extremely rigid body and chassis structure and excellent aerodynamic attributes also help to mould the sports car character of the Z4. The roadster's chassis design, combining a double-joint spring strut front axle with a five-link rear axle, produces a compelling and harmonious blend of dynamism and ride comfort.

The standard equipment roster for the BMW Z4 M40i includes variable sport steering, M Sport brakes and an M Sport differential at the rear axle along with adaptive M suspension with electronically controlled dampers, whose software has undergone extra fine-tuning for the Pure Impulse edition. The exclusive chassis technology aboard the special edition features bespoke auxiliary springs at the front and rear axles. A specially reinforced anti-roll bar clamp is also fitted at the front, while both the mapping for electronic control of the rear dampers and the software for the variable sport steering have been newly adjusted. In order to achieve sharper handling characteristics that will be appreciated by driving purists, the development team also equipped the traction control and M Sport differential with model-specific control logic.

Another new feature on the chassis side relates to the wheel sizes, as different-size wheels are being fitted to the model year 2024 BMW Z4 M40i for the first time. The new M light-alloy wheels in double-spoke design with a Black high-gloss finish measure 19 inches in diameter at the front axle and 20 inches at the rear. Previously reserved for high-performance models from BMW M GmbH, this pairing enables optimum transfer of drive power to the road – especially in conjunction with rear-wheel drive – together with highly effective transmission of lateral control forces when cornering hard.

Pure Impulse edition with individual exterior features.

In addition to the six-speed manual gearbox, the refined chassis tuning and the combination of 19-inch and 20-inch M light-alloy wheels, the Pure Impulse edition also adds individual design features to the exterior

of the BMW Z4 M40i. These give the roadster a sharper look that underlines its more rounded sports car character, while also complementing the familiar M exterior features for optimising airflow and aerodynamic balance. They include the M High-gloss Shadowline trim with extended features – which also incorporates the exclusive model badging on the front side panels and the vehicle's rear end – as well as the exterior mirror caps painted in Black high-gloss, specially designed flaps for streamlining the airflow in the area around the rear wheel arches and red brake callipers for the M Sport brakes.

New exterior colours also form part of the Pure Impulse edition's specification. Examples for European markets have a Frozen Deep Green metallic finish, while models destined for the USA sport the Sanremo Green metallic body colour. Further exterior paint finishes from the familiar range of colours for the BMW Z4 can be selected as an alternative to the new variants.

Exclusive interior appointments for the Pure Impulse edition.

The interior of the BMW Z4 has been crafted for the enjoyment of unfettered driving pleasure in a space with a modern and sophisticated sports car feel. The driver-centric cockpit design and model-specific sport seats with integral head restraints both help to achieve this goal. The cabin combines clean lines that seem to surge forward with trim surfaces concentrated in just a few areas.

The Pure Impulse edition includes M-specific design features for the interior supplemented by a number of exclusive details. For instance, there is an M gearshift lever with model-specific sleeve on the centre console that is used to control the special-edition model's six-speed manual gearbox. The Vernasca leather trim in Cognac with black M piping – also exclusive to the BMW Z4 M40i Pure Impulse – exudes a blend of sumptuous elegance and sporting flair. It is complemented by interior trim strips in Black high-gloss.

New body colours for the four-cylinder models too.

The new shades added to the selection of exterior paint finishes are available for other model year 2024 examples of the BMW Z4 besides the Pure Impulse edition. However, Frozen Deep Green metallic is reserved for the top-of-the-range versions of the roadster. The Sanremo Green metallic finish is also available for the BMW Z4 sDrive20i and BMW Z4 sDrive30i.

The duo of four-cylinder models come with the exterior features of the M Sport package as standard, notably including the three-section air intakes in the front apron, individually styled side skirt contouring and a rear apron with highly distinctive side surrounds. 18-inch M light-alloy wheels in double-spoke design can likewise be found on the standard equipment list. The wheels have a bi-colour finish and are fitted with mixed-size tyres. The BMW Z4 sDrive30i is additionally equipped with M Sport suspension, variable sport steering and M Sport brakes, all as standard. The M Sport differential can also be specified as an option for this particular variant of the roadster.

The soft-top roof of the BMW Z4 is also available in an Anthracite Silver effect finish as an alternative to the standard black colour for all model variants. It is electrically operated and can be opened or closed in the space of ten seconds at the touch of a button, even while travelling at speeds up to 50 km/h (31 mph). A wind deflector, seat heating and two-zone automatic climate control also form part of standard specification on all variants of the roadster. The standard storage package and through-loading facility, meanwhile, serve to enhance functionality both in everyday driving and on longer journeys.

Puristic driving pleasure meets intuitive operation and state-of-the-art driver assistance systems.

The familiar driver focus of BMW models and the ergonomically enhanced interior design aimed at providing an engaging driving experience also come together with the BMW iDrive display and control/operation system in the BMW Z4. This system combines with the BMW Live Cockpit Professional fitted as standard in all BMW Z4 model variants to ensure intuitive vehicle operation and intelligent connectivity. It comprises a fully digital instrument cluster with customisable graphics and a control display with touchscreen operation – both with a screen diagonal of 10.25 inches – as well as the Controller on the centre console and the BMW Intelligent Personal Assistant. The BMW Maps navigation system, a hard-drive-based multimedia system, smartphone integration and a WiFi hotspot are also part of the BMW Live Cockpit Professional package. The Hi-Fi speaker system, a hands-free facility with USB interface and an alarm system are also fitted as standard, while the Harman Kardon Surround Sound System with 12 speakers can be added as an option.

The new BMW Z4 additionally offers customers a selection of driver assistance systems that are carefully geared to the enjoyment of pure driving pleasure. Front collision warning with brake intervention, Lane

Departure Warning with lane return and the Speed Limit Info function with no-overtaking indicator all come as standard. Features to be found on the options list include Cruise Control with Stop&Go function, the Lane Change Warning system, Rear Collision Prevention and Crossing Traffic Warning, along with the Parking Assistant, Reversing Assist Camera and the Reversing Assistant. The BMW Head-Up Display – also available as an option – projects driving-related information onto the roadster's windscreen.

All figures relating to performance, fuel/electric power consumption and emissions are provisional.

All of the stated model variants, equipment features, technical data and fuel/electric power consumption and emissions figures relate to the offering in the German market. Dimensions and measurements refer to vehicles with basic configuration in Germany. These may vary depending on the wheel/tyre size and items of optional equipment selected.

Official fuel consumption, CO₂ emissions, electric power consumption and electric range figures were determined based on the prescribed measurement procedure in accordance with European Regulation (EC) 2007/715 in the version applicable. Where a range is shown, the WLTP figures take into account the impact of any optional extras.

Only official figures based on the WLTP procedure are available for new models that have been type tested since 01.01.2021. In addition, according to EU Regulation 2022/195, the NEDC values will no longer be included in the EC certificates of conformity as of 01.01.2023. Further information on the WLTP and NEDC measurement procedures can also be found at www.bmw.de/wltp.

Further information on official fuel consumption figures and specific CO₂ emission values of new passenger cars is included in the following guideline: 'Leitfaden über den Kraftstoffverbrauch, die CO₂-Emissionen und den Stromverbrauch neuer Personenkraftwagen' (Guide to the fuel economy, CO₂ emissions and electric power consumption of new passenger cars), which can be obtained free of charge from all dealerships, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at