

Nouvelle BMW M2.

Plus de puissance, de nouvelles possibilités de personnalisation et des innovations digitales. BMW M GmbH présente une nouvelle version de sa BMW M2, véritable concentré de sportivité avec une puissance maximale rehaussée de 15 kW/20 ch. Toujours disponible au choix avec une transmission automatique M à 8 rapports avec Drivelogic de série ou une boîte manuelle à 6 rapports en option, la compacte hautes performances par excellence reçoit de nouveaux équipements de série, de nouveaux volants et garnitures intérieures ainsi que le BMW Operating System 8.5.

- La **puissance du moteur six cylindres en ligne** doté de la technologie M TwinPower Turbo est portée à **353 kW/480 ch** (20 ch de plus que la précédente génération).
- La nouvelle BMW M2 est toujours proposée **de série avec une boîte automatique Sport à 8 rapports et Drivelogic** et, en option, avec une **boîte de vitesse manuelle à 6 rapports** avec fonctionnalité « Gear Shift Assistant » (talon pointe automatique).
- En association avec la boîte de vitesses automatique, le couple maximal est de **600 Nm** et 550 Nm avec la boîte de vitesse manuelle. La nouvelle BMW M2 met désormais 4 secondes (boîte manuelle : 4,2 s) pour passer de 0 à 100 km/h.
- La **dotation de série est encore enrichie** avec le Parking Assistant, le système d'exploitation 8.5, les sièges avant chauffants, le vitrage calorifuge, la Personal e-SIM, les ceintures de sécurité avec liseré M et les sorties d'échappement M noires.
- Nouveaux **packs d'équipements** :
 - Pack innovation comprenant l'Accès Confort, les Projecteurs Adaptive Full LED, les Feux de route anti-éblouissement et le BMW Live Cockpit Professional avec Affichage Tête Haute HUD.
 - Pack M Professional comprenant le Volant chauffant, les Projecteurs Shadow Line M, le Driving Assistant, le Système Hi-Fi Harman Kardon et les Sièges M Sport.
- **Nouveau design de volant** avec méplat, repère rouge à 12 heures et surpiqûres aux couleurs BMW M (**volant en Alcantara** disponible en option).
- Nouvelles **teintes de carrosserie, selleries cuir, inserts décoratifs** et styles de **jantes**.

- Nouveau **système d'exploitation BMW OS 8.5** avec guidage à Réalité Augmentée dans l'écran central ou le combiné d'instrumentation.
- Nouvelle **planche de bord modernisée** et buses de ventilation centrales et latérales redessinées.
- La **production démarrera** à l'usine BMW Group de San Luis (Mexique) le **1^{er} août 2024** et le lancement commercial avec l'arrivée des premiers véhicules dans les Concessions BMW.
- La nouvelle BMW M2 est proposée à un tarif à partir de **84.700 €**

Setting out its stall as a textbook purveyor of driving pleasure for the purist, the new BMW M2 raises the bar for compact high-performance sports cars in the premium segment. Indeed, it elevates the performance experience in this vehicle class to a whole new level. The new BMW M2 lines up with even more power, greater visual impact than ever and innovative equipment features. Front and centre of this fresh round of updates to the car is the 15 kW/20 hp added to its output: the high-revving six-cylinder in-line petrol engine with M TwinPower Turbo technology now tops out at 353 kW/480 hp. And then there are the new design accents for the exterior, an updated interior and the introduction of BMW Operating System 8.5 to underpin the latest generation of BMW iDrive.

The package of updates for the elite compact sports car makes the first step into the world of high-performance models at BMW M GmbH even more attractive. The new BMW M2 takes its drive concept of a straight-six engine, six-speed manual gearbox (optional) and classical rear-wheel drive – a unique proposition among its rivals – to a new stage of evolution. In combination with its compact dimensions, chassis technology tuned perfectly for both everyday road driving and track use, and a state-of-the-art operating concept allowing individualisation of the car setup, this makes the new M2 ideally equipped to write the next chapter in the BMW M brand's history of success in this segment.

The new BMW M2 will be built alongside the new BMW 2 Series Coupé at BMW Group Plant San Luis Potosí in Mexico. It will be launched worldwide with a production phase-in from August 2024. More than 40 per cent of total sales will be recorded in Europe. The most important single market will be the USA, followed by Germany, China, Great Britain and Japan.

Six-cylinder in-line engine with extra output and torque.

As well as the raw power itself, the inimitable way in which the six-cylinder in-line engine delivers that power also plays a key role in the performance experience offered by the new BMW M2. The upgraded version of the engine for the new edition of the high-performance sports car shines an even more vivid spotlight on the linear delivery of power, sustained into the higher reaches of the rev range, that is such a hallmark feature of M models. Its maximum torque is on tap across a wide rev band between 2,650 and 6,130 rpm. In examples of the new BMW M2 with the optional six-speed manual gearbox, peak torque

remains 550 Nm. And when power is channelled via the standard eight-speed M Steptronic transmission with Drivelogic, the figure rises to 600 Nm. The engine produces its increased maximum output of 353 kW/480 hp at 6,250 rpm, with revs topping out at 7,200 rpm.

So that drivers can explore the engine's upgraded performance characteristics with an even greater degree of intensity, further advances have been made with the accelerator mapping and response in all the drive modes selectable via the M Setup menu. As a result, the new BMW M2 offers noticeably more rapid reactions to the driver's requests for acceleration – both when specified with the eight-speed M Steptronic transmission and with the optional six-speed manual gearbox.

The ability of the new BMW M2 to offer further improved power delivery is rooted in an exceptionally strong technological base. Its 3.0-litre engine differs from the unit in the BMW M3/BMW M4 range in a few details only. The increased peak output figure of the new BMW M2 lends further weight to its leadership claims in the compact high-performance car segment. In addition, it now achieves parity with the manual variants of the new BMW M3 Sedan.

Racing expertise delivers smile-inducing performance.

As well as its pair of mono-scroll turbochargers, an indirect intercooler and an electronically controlled wastegate, the M TwinPower Turbo technology of the straight-six engine also includes High Precision Injection, VALVETRONIC variable valve timing and Double-VANOS fully variable camshaft timing. The engine also has an array of details borrowed directly from racing car design and whose impact is most clearly evident in its lightning-fast response, appetite for revs and high performance capability in track use. These details include an extremely rigid crankcase with a sleeve-free, closed-deck construction, a forged crankshaft with lightweight design, cylinder bores with a wire-arc sprayed iron coating and a 3D-printed core for the cylinder head.

The M-specific cooling system ensures the powertrain components maintain an optimal operating temperature even under heavy loads. The oil circuit is also designed to handle extremely dynamic driving situations. A map-controlled oil pump ensures reliable oil supply even under extreme longitudinal and lateral acceleration.

The engine sends its drive power through an eight-speed M Steptronic transmission with Drivelogic as standard. The Drivelogic button integrated into the selector lever makes it possible to alter the transmission's shift characteristics, with a choice of three clearly distinguishable settings. Both the selector lever in the latest M design and the gearshift paddles on the steering wheel enable sequential interventions in the gear selection process at any time.

Drivers keen to blend an intensely engaging performance experience with even more direct interaction with the powertrain can specify the six-speed manual gearbox as an option. This links up with the Gear Shift Assistant, which uses engagement speed control to ensure slip-free operation when downshifting under braking into corners.

Whichever form of power transfer the customer chooses for their BMW M2, the increased engine output shaves 0.1 seconds off its 0 to 100 km/h acceleration time: the new BMW M2 records a figure of 4.0 seconds with the standard transmission or 4.2 seconds if specified with the optional six-speed manual gearbox. The increase in power also makes its presence felt over the 0 to 200 km/h sprint, delivering an improvement of 0.6 seconds in the case of the BMW M2 with eight-speed M Steptronic transmission (now 12.9 seconds) and also lowering the time posted by cars with the optional manual gearbox by 0.6 seconds (to 13.7 seconds). Top speed is 250 km/h, but can be increased to 285 km/h with the optional M Driver's Package. The dynamic power delivery is backed by an emotionally rich engine note conjured by the M-specific exhaust system with electrically controlled flaps.

Visually impactful exterior design with fresh accents.

Powerfully chiselled surfaces and athletic proportions mark out the pure-bred performance character of the new BMW M2, whose compact dimensions and wide tracks showcase it to visually dramatic effect.

M-specific design features geared to the functional requirements of cooling air routing and aerodynamic balance accentuate the eye-catching appearance of the two-door car. A large, horizontal BMW kidney grille and the three-section split lower air intake optimise cooling of the powertrain components and brakes.

The model-specific LED headlights are positioned towards the outer edges of the front end. In a tribute to the iconic BMW 02 models, they each have a single circular headlight that generates both low beam and high beam. U-shaped light guides at the lower edge of the headlights serve as both the daytime driving lights and turn indicators. Available as options are Adaptive LED Headlights with BMW Selective Beam non-dazzling High Beam Assistant and M lights Shadowline with dark inlays.

The high-performance model's profile is shaped by the elegant lines which have become a signature feature of the brand's coupés. In combination with prominent side sill extensions and muscular wheel arches, this creates a compact two-door form with a richly sporting character. The new BMW M2 can also be ordered as an option with an M Carbon roof that not only reduces the car's weight by around six kilograms, but also increases agility by lowering its centre of gravity.

The rear apron of the new BMW M2 features a powerfully sculpted race-car-style diffuser. The exhaust system feeds into two pairs of exhaust tailpipes, which are positioned a significant distance from the edges of the rear end and also channel the racing genes of the M2 visually. The trims for the twin tailpipes are now finished in black as standard. The likewise black model lettering on the boot lid and radiator grille creates a particularly classy impression with its silver-coloured bordering.

Significantly expanded range of exterior paint finishes; light-alloy wheels with a new design.

Customers can order their new BMW M2 in a choice of three solid colours, five metallic shades and six BMW Individual paint finishes. The significantly expanded range includes the new Sao Paulo Yellow solid, Fire Red metallic, Portimao Blue metallic and Skyscraper Grey metallic variants. Plus, the selection of BMW Individual paint finishes for the new BMW M2 now also features Java Green, Voodoo Blue, Grigio Telesto and Twilight Purple.

The new BMW M2 is fitted as standard with M light-alloy wheels in double-spoke design and with a Jet Black finish. Dimensions are 19 inches at the front axle and 20 inches at the rear axle. A new addition to the options list are M light-alloy wheels in double-spoke design and with the same dimensions, but finished in the colour Silver. They can be combined with track tyres if the optional M Race Track package is specified.

New steering wheels and seat surfaces, M Carbon bucket seats now also available as an individual option.

The most important interface between the driver and car – the steering wheel – has been newly designed, bringing a fresh look to the interior of the compact high-performance model. The standard-fitted M leather steering wheel of the new BMW M2 now has a flat-bottomed rim and precisely modified spokes. A red centre marker in the 12 o'clock position, gearshift paddles and the two M buttons for selecting individually configured vehicle setups project an intense racing car feel. An M Alcantara steering wheel is now also available as an option in the same design. A heating function is offered as an option for both steering wheel variants.

The optional M Sport seats in Vernasca leather can now also be ordered in a red/black bi-colour variant. Added to which, the weight-minimized M Carbon bucket seats for the new BMW M2 are not only available in conjunction with the M Race Track package, but now also as an individual option. With surfaces in Merino leather, multi-way electric adjustment, removable head restraints and a facility for adding a multi-point harness, they optimise both the car's comfort levels and its racing credentials.

BMW Operating System 8.5, digital control for the climate functions.

The M-specific content in the BMW Curved Display and optional BMW Head-Up Display enhances the cockpit's progressive sports car aura. The fully digital screen grouping, made up of a 12.3-inch information display and a 14.9-inch control display, now provides the stage for the latest evolution of the BMW iDrive control/operation system based on BMW Operating System 8.5. The functions of the climate control system are now also operated digitally. The temperature and ventilation settings as well as the seat heating and – if specified – steering wheel heating in the new BMW M2 can be controlled either by touch using a special menu option in the lower area of the control display or by voice command with the help of the BMW Intelligent Personal Assistant.

This broad adoption of digitalisation leads to a further reduction in the number of buttons and controls in the cockpit and is accompanied by a redesign of the instrument panel. New adjustment controls for the air vent grilles in the centre of the instrument panel and on the driver's and front passenger side of the cockpit allow the airflow direction to be adjusted using rotating and tilting movements.

The interior trim elements in the instrument panel and centre console of the new BMW M2 come as standard in Dark Graphite matt. Interior trim elements in Aluminium Rhombicle Anthracite, M Carbon Fibre or new Fine Brushed Aluminium are available as an option.

M-specific operating concept, extensive standard equipment.

At the heart of the M-specific operating concept is the Setup button on the centre console. This provides direct access to the settings options for the engine, the standard adaptive M suspension, the M Servotronic steering, the integrated braking system working in conjunction with the M Compound brakes, and the M Traction Control function, which allows drivers to set individual intervention thresholds for wheel slip limitation. The Gear Shift Assistant of the optional manual gearbox is also activated and deactivated via the M Setup menu.

Standard equipment for the new BMW M2 also includes three-zone automatic climate control, ambient lighting, a HiFi speaker system, a wireless charging tray and the BMW Live Cockpit Plus with BMW Maps navigation system. The likewise standard smartphone integration enables use of Apple CarPlay® and Android Auto™. Semi-automated driving and parking systems that come as standard include front collision warning, Cruise Control with brake function, Speed Limit Info function with no-overtaking indicator, Lane Departure Warning and Park Distance Control with sensors at the front and rear of the car. Among the optional items available are the Driving Assistant, Active Cruise Control with Stop&Go function and the Parking Assistant with Reversing Assistant.

Also on the options list are Comfort Access, an electrically operated slide/tilt sunroof and the Harman Kardon Surround Sound System. As well as the BMW Head-Up Display, the optional BMW Live Cockpit Professional in the new BMW M2 now also includes Augmented View on the control display.

CO2 EMISSIONS & CONSUMPTION.

BMW M2 Eight-speed M Steptronic transmission

Fuel consumption, combined: 9.8 – 9.6 l/ 100 km; CO2 emissions, combined: 223 – 218 g/km in the WLTP cycle

BMW M2 Six-speed manual gearbox

Fuel consumption, combined: 10.2 – 10.0 l/ 100 km; CO2 emissions, combined: 231 – 226 g/km in the WLTP cycle

Pour plus d'informations, merci de contacter :**BMW Group France**

Jérémy PIERBON

06 87 69 69 68

Jeremy.pierbon@bmw.fr

BMW Group en France

BMW Group est implanté sur quatre sites en France : Montigny-le-Bretonneux (siège social), Tigery (centre de formation), Strasbourg (centre pièces de rechange et accessoires international) et Miramas (centre d'essais techniques international).

BMW Group emploie avec ses filiales commerciales et financières ainsi que son réseau exclusif de distribution près de 6.000 salariés en France. En 2023, BMW Group France a immatriculé 87 788 automobiles des marques BMW et MINI et 21 615 motos et scooters de la marque BMW Motorrad.

Le volume annuel d'achats de BMW Group auprès des équipementiers français et fournisseurs en France s'élève à 3,5 milliards d'euros. Dans le cadre de sa stratégie électromobilité, BMW Group offre une large gamme de modèles de voitures et deux-roues électriques et hybrides rechargeables.

BMW Group France poursuit en outre une politique active et pérenne de mécénat avec le programme BMW ART MAKERS qui soutient la création émergente dans le domaine des arts visuels, et des acteurs culturels de renom tels que les Rencontres de la Photographie d'Arles et Paris Photo. Depuis plus de 30 ans, BMW Group France finance des projets d'utilité publique par le biais de sa Fondation placée sous l'égide de la Fondation de France : actuellement l'entrepreneuriat à impact à travers le soutien aux associations Ashoka et Make Sense. L'engagement sociétal de BMW Group se décline aussi dans le sport français, notamment à travers son partenariat avec la Fédération Française de Golf (FFG).

www.bmw.fr www.mini.fr www.bmw-motorrad.fr

Facebook: www.facebook.com/BMWFrance

Twitter: www.twitter.com/BMWFrance

Instagram: www.instagram.com/bmwfrance et www.instagram.com/bmwgroupculture_fr

YouTube: www.youtube.com/BMWFrance

LinkedIn: www.linkedin.com/company/bmw-group-france

BMW Group

BMW Group, qui comprend les marques BMW, MINI, Rolls-Royce et BMW Motorrad, est le premier constructeur d'automobiles et de motos Premium au monde, fournissant également des services dans les domaines de la finance et de la mobilité. BMW Group exploite 30 sites de production et d'assemblage dans le monde, ainsi qu'un réseau de vente présent dans plus de 140 pays.

En 2023, les ventes mondiales de BMW Group ont atteint un volume total de 2,55 millions d'automobiles et plus de 209 000 motos. En 2022, l'entreprise a réalisé un bénéfice avant impôts de 23,5 milliards d'euros pour un chiffre d'affaires de 142,6 milliards d'euros. Au 31 décembre 2022, les effectifs de BMW Group étaient de 149 475 salariés.

Le succès de BMW Group a toujours été basé sur une vision à long terme et une action responsable.

L'entreprise a fixé très tôt le cap pour l'avenir et place systématiquement la durabilité et la gestion efficiente des ressources au cœur de son approche stratégique, depuis la chaîne d'approvisionnement jusqu'à la fin de la phase d'utilisation de tous les produits, en passant par la production.

www.bmwgroup.com

Facebook: www.facebook.com/BMWGroup

Twitter: www.twitter.com/BMWGroup

YouTube: www.youtube.com/BMWGroupView

Instagram: www.instagram.com/bmwgroup

LinkedIn: www.linkedin.com/company/bmw