

BMW 1 Series M
Coupe

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Sheer
Driving Pleasure



THE NEW BMW 1 SERIES M COUPÉ.

UNCOMPROMISINGLY INTENSE.

BMW M. 

THE CALM. BEFORE THE STORM.



Editorial

ONE WITH THE ROAD.

Certain cars cast an immediate spell. The new BMW 1 Series M Coupé is, without doubt, one of them. At first sight, its athletic appearance promises high power and great agility. But soon, its sharpness of focus becomes even more clear. On the track, this vehicle reveals the whole truth. On the road, it makes every mile authentic and pure. Be part of the connection – you, the car and the street.

www.bmw.com/1SeriesMCoupe

Equipment of model shown: BMW 1 Series M Coupé.

Engine: BMW TwinPower Turbo six-cylinder in-line
Output: 250 kW (340 hp)
Wheels: 19" M light alloy wheels Y-spoke style 359 M
with mixed tyres

Exterior colour: Valencia Orange metallic
Upholstery: Boston leather, black with
orange contrast seam
Interior trim: Alcantara Anthracite with
orange contrast seam

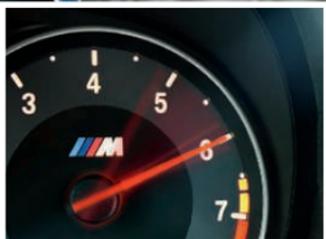
For information on fuel consumption and CO₂ emissions, please refer to page 23.

SETS THE
HEART RACING.
AND THE TARMAC
ON FIRE.

The air vibrates. Your adrenalin soars. One touch of the accelerator and the new BMW 1 Series M Coupé with its 340 hp (250 kW)¹ speeds over the racetrack. Thanks to the M differential lock, the pure, unbridled power of the BMW TwinPower Turbo six-cylinder in-line engine hits the asphalt with optimum, and relentless, force. In just 4.9 seconds the speedometer passes 100 km/h. Endorphins banish any initial nerves. Just a few hundred metres later and it's clear. The new BMW 1 Series M Coupé and you are much more than vehicle and driver. Together you form a strong team with a clear goal – unadulterated driving pleasure.

➤ www.bmw.com/1SeriesMCoupe/dynamics

¹ For information on fuel consumption and CO₂ emissions, please refer to page 23.



**BURNING
AMBITION.**



JOY.

AT THE LIMIT.



LEARN THE TRUTH. ABOUT THE ROAD.

To truly captivate, a car needs more than just a powerful engine. What's needed is genuine, all-round high performance – an experience characterised by the new BMW 1 Series M Coupé. The basis for its exceptional drive, for instance, is a carefully developed high-performance chassis. Rear-wheel drive allows steering to remain free from torque forces and guarantees optimum control, even in the most demanding of situations. It also, in conjunction with Servotronic technology, ensures direct feedback from the road on even the tightest turns and the longest straights. The combined result of all this is authentic and unadulterated driving pleasure. With M Dynamic Mode, however, you can push the limits of physics even further. Designed specifically for particularly sporty driving, this mode means that assistance systems such as DSC do not come into play until a later point – leaving you free to enjoy a more intense driving experience.

**THE ACCELERATION IS BREATHTAKING.
SO IS THE BRAKING.**

You're on the racetrack and approaching a corner at over 240 km/h. Braking hard and fast, you take the bend and, when you hit the apex, your foot's back on the accelerator for the next challenge. On the next straight, you relish the adrenalin rush in your body. Even in the most dynamic extremes, the high-performance compound brakes behind the 19" light alloy wheels give you total control of the new BMW 1 Series M Coupé. All you have to do is concentrate on setting the track on fire – knowing that you can stop any time, just as quickly.



POWER NEEDS CONTROL.
CONTROL NEEDS PRECISION.

**MOTOR SPORT
IN ITS GENES. AND
IN YOUR HANDS.**



M – FOR ALL THE SENSES.



The interior of the new BMW 1 Series M Coupé is as uncompromising and authentic as its driving performance. Sports seats offer optimum lateral support and an M leather steering wheel, M gearstick and intuitively placed controls create ergonomic perfection – the foundation for pure driving pleasure. In addition, the Boston leather interior with its orange contrast seams and interior trim in Alcantara further enhance the sporty ambience. There can be no doubt about it. This is what BMW M feels like.

www.bmw.com/1SeriesMCoupe/interior



**GET IN TO
GET AWAY.**



A THRILL. EVERY DAY.

The new BMW 1 Series M Coupé has its genes in the world of motor sport. Just start the engine and the exhilarating sound of the exhaust system, with its twin dual tailpipes, is testimony to this heritage. And yet the real strengths of this car are to be found in the familiar – on the roads you know, particularly corners. Each drive in the new BMW 1 Series M Coupé is a singularly dynamic experience, an escape from the everyday. Every moment you spend in this car, you live and breathe motor sport.

➤ www.bmw.com/1SeriesMCoupe



STAR TURN.

Jürgen Schwenker, the engineer responsible for the chassis development of the new BMW 1 Series M Coupé, is a purist. He takes his coffee black, no sugar. And he likes adrenalin, as we discover in our interview at our test site near Munich.

You helped develop the new BMW 1 Series M Coupé and tested it on the racetrack. Is it time to celebrate now?

We've certainly got reason to. We've created an exceptionally capable and authentic driving machine. It's perfectly manageable on the Northern Loop of the Nürburgring and yet it's also a sporty coupé for everyday use.

Only cars with particular characteristics are allowed to carry the letter M. Which features typify these values?

The dynamic driving qualities of steering precision, road feel and throttle response immediately inspire



the driver. The same can be said for increased agility. Specifically, it's because the entire chassis, the brakes and the steering are new. We've integrated a mechanical rear axle lock and fine-tuned the entire system on the Nürburgring, including an M Dynamic Mode for the DSC.

This car is physically very different from the normal 1 Series Coupé.

It certainly is. The differences to the basic model are wide-ranging and therefore clearly visible. But it's not just for show. Under the impressive wings is a track width extended by 60 mm at the front and 40 mm at the rear. The new front air dam supplies

the racing-grade cooling system with sufficient air and the rear skirt plus spoiler increases the downforce on the rear axle.

Why does the track width of the axles in particular differ so much?

This high-performance chassis, with its big track width, delivers the highest possible dynamic capability. The M differential lock on the rear axle also ensures full transfer of engine power to the road – the driver can almost steer with the accelerator pedal. Together with the precise handling, it all gives the BMW 1 Series M Coupé the signature of a genuine sports car.

Which engine does the BMW 1 Series M Coupé have?

A very free-revving six-cylinder in-line engine with BMW M TwinPower Turbo technology and 340 hp¹. Its maximum torque of 450 Nm – 500 Nm with the overboost function – ensures extreme pulling power

at all speeds and acceleration from 0–100 km/h in just 4.9 seconds.

Weight plays a key role in high-performance vehicles. How does the new BMW 1 Series M Coupé weigh in?

Among other things, the BMW 1 Series M Coupé has very light 19" light alloy wheels as standard; you can feel every gram. We have also slimmed down the dual mass flywheel. That means the engine is able to rev up more spontaneously and the whole drive has more bite. In addition, the chassis is made up of only the lightest components.

Superior technology is only a part of the BMW M philosophy, of course.

That's right, with M models you get the full package, something that can only be achieved through experience and passion. And that ultimately means you can shine on racetracks like the Nürburgring.

You speak of the BMW test drives on the Northern Loop of the Nürburgring, certainly one of the most challenging circuits in the world. Where can you have the most fun with the new BMW 1 Series M Coupé?

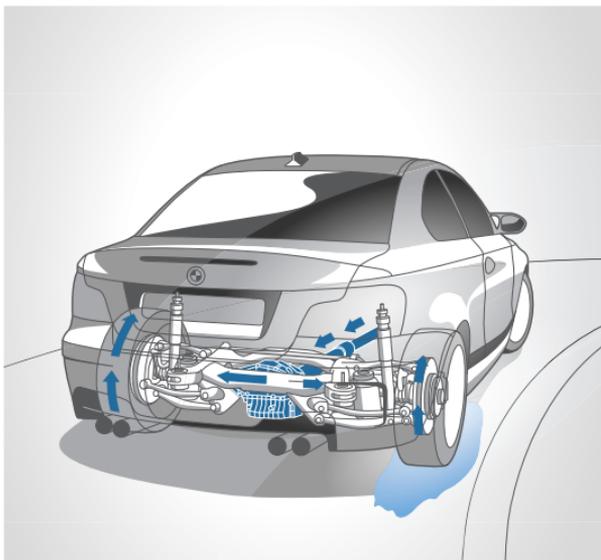
The car displays its strengths everywhere but especially on tricky parts which call for sharp braking, accurate steering or accelerating fast out of tight bends. In these cases, you really feel the benefits of the strict separation of drive and steering. Slowing down at Hatzenbach, I can feel the force and the delicate balance of the compound brakes. Accelerating out of Karussell in low gear, the differential lock smoothly takes the engine performance onto the road. All this combines to give a supremely coherent experience.

Jürgen Schwenker is the engineer responsible for the chassis development of the new BMW 1 Series M Coupé. He tested and honed the special character of the new BMW M model on the BMW test track.



¹ For information on fuel consumption and CO₂ emissions, please refer to page 23.

THE ANATOMY OF A RACING MACHINE.



Lightweight suspension. Developed to give the new BMW 1 Series M Coupé its distinctive character. The use of many lightweight components along with extensive suspension tuning maximises the potential of longitudinal and lateral dynamics.

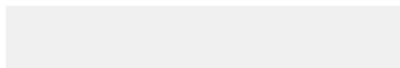
Variable M differential lock. Improves traction, even under sharp acceleration out of tight bends or under different road conditions, and converts the driving force of the engine into propulsion with virtually no loss. The Variable M differential lock builds, as needed, up to a 100 per cent locking action, thus providing optimum traction on all road surfaces. It also responds to speed differences between the right and left rear wheels, providing split-second management of torque. The result is great control in every situation, excellent handling and increased agility.



BMW M TwinPower Turbo six-cylinder in-line petrol engine. The extremely smooth, spontaneously high-revving engine delivers 250 kW (340 hp)¹. Maximum torque of 450 Nm is available from just 1,500 rpm through to 4,500 rpm and, with the overboost function, it reaches 500 Nm. It accelerates the new BMW 1 Series M Coupé from 0-100 km/h in just 4.9 seconds. Thanks to the generously dimensioned water-cooling system with additional cooler, engine performance is available at all times, even under the toughest track conditions. And to sharpen throttle responses, simply press the M Drive button on the M leather steering wheel. The car also sounds extremely sporty thanks to the special exhaust system, complete with two twin tailpipes.

¹ For information on fuel consumption and CO₂ emissions, please refer to page 23.

Exterior colours.



■ **Non-metallic** 300 Alpine White



□ **Metallic** B44 Valencia Orange



□ **Metallic** 475 Sapphire Black

The following pages show the colours and materials available for the new BMW 1 Series M Coupé. These colour samples are meant to give you a first impression of paints and materials. Experience has shown, however, that printed versions of paint and upholstery colours cannot in all cases faithfully reproduce the appearance of the originals. We therefore recommend that you consult your BMW partner on your preferred colour choices. They will be happy to show you samples and assist you with any special requests.

Interior colour.



■ **Black**

Upholstery colours.



■ **Boston leather** LWNZ Black with orange contrast seam

Interior trim.



■ **Alcantara** 4WB Anthracite with orange contrast seam

Please note that over time even correct use can lead to unrecoverable upholstery damage. This can be caused in particular by non-colourfast clothing.

BMW Driving Experience. The fascination of high speeds and rapid drift manoeuvres makes the heart of every ambitiously sporty driver beat faster. Thanks to BMW M Race Track training, the BMW M Experience and the BMW Driving Experience, it can be made a reality – and you can get the highest possible driving pleasure from the new BMW 1 Series M Coupé. With close instruction from experienced BMW instructors, you will be able to explore the limits and achieve new peaks of vehicle control. For more information on these and other training programmes offered by the BMW Driving Experience, please visit www.bmw-drivingexperience.com

M Power World – by M for M. This is a new internet community exclusively for drivers of BMW M cars where you can interact with other M drivers and enjoy the fascinating world of high performance cars. Register at www.m-power.com

Safety	1 Series M Coupé
Airbags:	
– Driver and front passenger airbags, seat occupancy detector for front passenger airbag	■
– Head airbags front and rear (curtain) with splinter protection	■
– Side airbags for driver and front passenger, integrated in seat backrests	■
Brakes:	■
– Compound disc brakes front and rear, inner-vented, perforated	■
Dynamic Stability Control (DSC incl. ABS and CBC) with additional functions	■

Exterior design	1 Series M Coupé
BMW Individual High-gloss Shadow Line	□
Indicators in the side vents with integrated BMW M logo	■
M exterior mirrors in body colour, double bridge in black	■

Wheels	1 Series M Coupé
19", M light alloy wheels Y-spoke style 359 M with mixed tyres	■

Interior design	1 Series M Coupé
BMW Individual roofliner Anthracite	■
Interior trim:	
– Alcantara, Anthracite, with orange contrast seam	■
M door sill finishers	■
Upholstery:	
– Boston leather, black with orange contrast seam	■

Transmission and technology	1 Series M Coupé
6-speed manual transmission	■
Exhaust system , with double flow, twin dual tailpipes, chrome-plated	■
BMW M TwinPower Turbo 6-cylinder in-line petrol engine with four-valve technology	■
Brake Energy Regeneration	■
M suspension with double-wishbone front suspension, sub-frame and front axle tie-rod in aluminium, rear axle sub-frame in steel, track control arms and spring struts in aluminium and lightweight steel construction	■
M Servotronic	■
Variable M differential lock	■

BMW ConnectedDrive* – Driver assistance systems	1 Series M Coupé
High-beam assistant	□
Cruise Control with brake function	■
Park Distance Control (PDC) , rear	□

Light and sight	1 Series M Coupé
Adaptive Headlights with turning lights	□
Lights package	□
Rain sensor , incl. automatic headlight activation	□
Xenon headlights for high and low beam , incl. indicator lights, four light rings (daytime driving and parking lights) and headlight washer system	■

Interior	1 Series M Coupé
2 zone automatic air conditioning with air outlets in the rear (incl. AAR, fogging and solar sensors)	□
M leather steering wheel with multifunction buttons	■
Seats/seat comfort:	
– Sports seats for driver and front passenger	■
– Lumbar support for driver and front passenger	□
– Seat heating for driver and front passenger	□
– Seat adjustment, electric, with memory function for driver's seat	□

Comfort and interior equipment	1 Series M Coupé
Storage package (incl. luggage nets on the back of the front seats, two cupholders in the rear centre armrest, luggage compartment with net on the right, 12-V socket, two lashing eyes and two tension straps on the luggage compartment floor)	□
Interior mirror , with automatic anti-glare function	□
Comfort access system (for keyless entry and engine start-up)	□

Entertainment, communication and information	1 Series M Coupé
BMW ConnectedDrive* – Telematics Services:	
– BMW Assist*	□
– BMW Online*	□
– Internet*	□
Navigation system Professional* with 8.8" high-resolution fixed colour monitor, DVD drive, functional bookmarks, arrow and 3D map display as well as Birdview, integrated hard disk storage unit for maps and audio data, incl. Radio Professional and iDrive Controller with direct menu control buttons	□
Radio/Audio:	
– AUX-IN connection in centre console, incl. 12-V socket	■
– CD-changer for 6 CDs in the luggage compartment, incl. MP3 decoder	□
– Harman/Kardon Surround Sound system	□
– Radio Business CD	■
– Radio Professional	□
– USB/audio interface (to support an external MP3 player, upgradeable for comfort connection for a mobile phone music player)	□
Voice control system	□
Telephone:	
– Mobile phone preparation with Bluetooth interface	□

Technical data	1 Series M Coupé	
Weight		
Unladen weight EU ¹	kg	1570
Max. load	kg	405
Engine^{2,5}		
Cylinders/valves		6/4
Capacity	cc	2979
Max. output/ speed	kW (hp) rpm	250 (340) 5900
Max. torque/ speed	Nm rpm	450 ³ 1500-4500
Performance		
Top speed	km/h	250 ⁴
Acceleration 0-100 km/h	sec	4.9
Fuel consumption^{5,5}		
Urban	l/100 km	13.6
Extra-urban	l/100 km	7.3
Combined	l/100 km	9.6
CO ₂ emissions	g/km	224

* May not be available in all countries. Please consult your BMW partner.

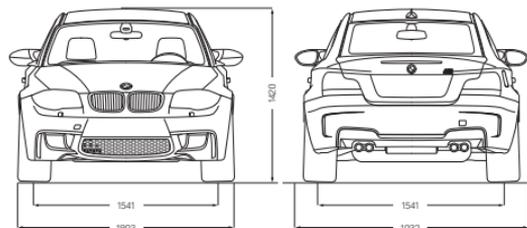
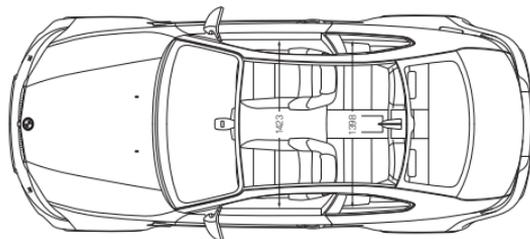
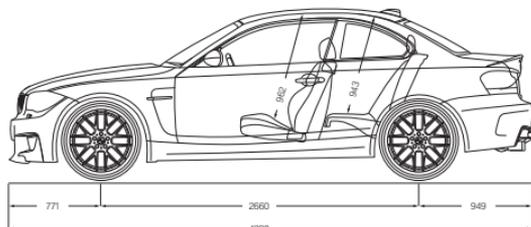
¹ Figures quoted include a 90% tank filling, 68 kg for the driver and 7 kg for luggage. Unladen weight applies to vehicles with standard specification. Optional equipment may increase this figure.

² The petrol engine is designed for RON 98 fuel. It may be run on RON 91 fuel, with a decrease in power.

³ The overboost system can rapidly increase torque to 500 Nm.

⁴ Electronically limited.

⁵ The engine complies with the EU5 standard. Fuel consumption is determined in accordance with the ECE driving cycle (80/1268/EC). This is made up of approximately one third urban and two thirds extra-urban driving (based on the distance covered). CO₂ emissions are measured in addition to fuel consumption. Fuel consumption figures are based on vehicles with standard equipment. Optional equipment (such as broader tyres) can have a significant impact on fuel consumption.



All dimensions of the technical drawings in millimetres. Luggage compartment capacity approx. 370 litres.

More about BMW

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Driving Pleasure

This flyer describes the models, features and configuration options (standard and optional) available in vehicles delivered by BMW AG for the German market. In other EU countries, there may be deviations from the features and configuration options described in this brochure, in terms of the standard and optional equipment of the individual models. To find out more about the different country versions on offer, please consult your local BMW dealer. Design and equipment subject to change.

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