

# THE M8

COUPÉ AND CONVERTIBLE



BAYERISCHE MOTOREN WERKE



# 01

## THE NEW BMW M8 COMPETITION COUPÉ AND CONVERTIBLE



# 02

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Let's talk about courage,  
and why we need it more than ever.

Courage is independent and disruptive.  
Courage questions, shatters and awakens.

We need bold, courageous voices.  
All of us.  
We need fresh thinkers with optimism.

We believe in the frontrunners.  
The avantgarde, those who fight stagnation  
and backwardness.

Courage only knows moving forward.  
Driving the pioneers of our culture  
to inspire tomorrow.  
To create a sublime kind of new.  
Reaching a superior level of excellence.

This is where a  
new kind of luxury is born.



BAYERISCHE MOTOREN WERKE

WE CAN MEASURE  
ACCELERATION.  
WE CAN SENSE POWER.  
WE CAN EVEN ABSORB  
STREAMS OF THOUGHT.  
BUT FOR FEELINGS, THE  
ONLY RELIABLE MEASURING  
INSTRUMENT IS STILL

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GOOSEBUMPS.







THE DISTINCTIVE QUALITY ABOUT  
A CHARISMATIC APPEARANCE IS  
NOT TO STAND OUT FROM THE  
CROWD MOMENTARILY. BUT TO  
BE FOREVER INGRAINED IN THE  
MEMORY WITH SUBSTANCE AND  
CLASS.

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DISTINCTIVE.





## PHYSICS.

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PHYSICS SAYS THAT POWER IS TRAPPED IN EVERYTHING IN THIS WORLD. WHAT IT DOESN'T SAY: VERY RARELY CAN YOU SEE FROM THE OUTSIDE HOW IRREPRESSIBLE THE POWER IS THAT LIES WAITING TO BE LIBERATED.





EVERYONE REACHES A  
POINT IN THEIR LIVES WHERE  
THEY'VE NEVER BEEN BEFORE.  
THE TIMID WILL REMAIN  
CAUTIOUS. BUT THE BRAVE  
WILL ACCELERATE WITH FULL  
FORCE INTO THE UNKNOWN  
AND DISCOVER NEW DIMENSIONS.

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DISCOVER.





DARKNESS IS IRRESISTIBLE:  
IT MAKES HORIZONS DISAPPEAR,  
MAKES THE WORLD DIFFUSE  
AND WITH IT THE BOUNDARIES  
OF SPACE AND TIME. AND AT  
THE END, BRIGHTNESS WAITS  
AND GIVES BIRTH TO PURE  
BEAUTY. LIGHT IS

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IRRESISTIBLE.



## TIME

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IS RELATIVE: LONG PHASES  
SOMETIMES SEEM LIKE  
UNIMPORTANT MOMENTS  
TO US AFTERWARDS. OTHER  
MOMENTS ARE SO BIG AND  
RICH AND CONCISE THAT THEY  
FEEL LIKE ETERNITY. THE ONLY  
DIFFERENCE IS THE FEELING  
THAT CARRIES YOU.



**M** competition



FIRE.

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TO IGNITE IT, ONE SPARK IS  
ENOUGH. TO KEEP IT ALIVE,  
YOU NEED PASSION.  
AND IN ORDER TO FORGE  
UNFORGETTABLE MEMORIES  
FROM ITS HEAT, YOU MUST  
BE ABLE TO CONTROL IT.

## 02

### WE DESIGNERS LOVE EXTREMES.

He is passionate about it – you can tell by the conversation. Domagoj Dukec, BMW chief designer, designs vehicles with passion. The design of the BMW M8 emphasises in every detail that this is a true sports car. A dream car.

The BMW M8 has what it takes to become an icon thanks to its unmistakable profile. Is there some kind of credo for the M vehicles?

They don't say M is the strongest letter in the world for nothing. M was the first sub-brand to bring motorsport into mass production. Over the decades, individual M design features have developed into unique icons. They are all based on the technical requirements of the high-performance models and make those requirements visible in the design.

What design features are involved?

In the BMW M8, for example, we have a distinct three-hole division of the air intake. These are not fake air intakes, they actually have a function. The M8 also has an M-specific Kidney grille with double slats, exterior mirrors with aerodynamic additional wings, lightweight Double-spoke style wheels and much more. It is not only

important that the vehicle delivers high performance, but also that it looks like it. The double-flow exhaust system, for example, is particularly striking at the rear. The M8 is very successful in the GTE racing series. We directly proved that our top model is also at home in motorsport.

#### M PUSHES THE CONTROLLER IN THE DIRECTION OF RADICALITY.

The M8 has a very sensual shape. How did this idea actually come about?

In recent years, I have also been responsible for the design of the BMW 8 Series production model. That was a huge potential, something designers always yearn for. We designers love extremes. We wanted to make a real sports car, a fastback. Basically, we drew an M8 right away – and that became the 8 Series. We have given it a very high recognisability and independence as a sports

car. The vehicle is shaped non-stop from the front via the door to the rear fender. We have limited ourselves in the sculpture to very few lines. Above the rear wheel grows a very muscular and very sensual surface. This enabled us to achieve what we had set for ourselves: We have designed a dream car.

High performance and maximum luxury – how does it fit together? Aren't they opposites?

No, not with us. M always stands for the most expressive version of the vehicle – both aesthetically and in terms of performance. M pushes the controller in the direction of radicality. Not only in terms of performance, but also in terms of the expressiveness and extroversion of the equipment, materials and colours. The most luxurious BMW M8 is also the most powerful. Because luxury is always more than you need: more power, more comfort. Best materials, best workmanship. High performance and luxury are a perfect match for me.

DOMAGOJ DUKEC  
CHIEF DESIGNER FOR BMW.

# A VIEW THAT CHANGES EVERYTHING.



RACING AND DESIGN ARE DEEPLY INTERWOVEN IN THE NEW BMW M8 COMPETITION COUPÉ.

When an authentic high-performance concept is combined with a unique, independent design character, the result can only be one thing: absolutely fascinating. The new BMW M8 Competition Coupé turns heads – its design is so unexpectedly sporty.

Even the perspective from the front immediately conveys an unmistakably powerful message: here comes an M model. The size of the air intake that widens towards the bottom and the lateral air intakes shows how immense the cooling requirements of the high-performance engine and brakes are. The flat, hexagonally interpreted Kidney grille with M typical double slats draws attention to itself between the iconic four-eye face of the headlights: with a High-gloss Black Kidney grille frame, it looks elegant and sporty at the same time, masterfully summarising the unique character of the new BMW M8 Competition Coupé. Even in the side view, every detail amplifies this emotional appearance: from the dynamic inclination of the sharknose via the new BMW design language of generous surfaces and reduced, precise lines to details such as the 3D appearance of the 20" alloy wheels, everything speaks an uncompromisingly sporty language.



The self-confident demand on the visual appearance is emphasised once again by selected design elements. The carbon-fibre material in the new BMW M8 Competition Coupé, for example, is torsion-resistant, extremely light and highly exciting. With the M carbon-fibre roof, it not only reduces the vehicle's weight, but also lends its aerodynamic shape additional modern technological value. But even as the optional M Carbon exterior package, it sets fascinating highlights at decisive points. The spoiler elements in the front bumper, the M-specific gills, the exterior mirrors and the perimeters in the rear apron impressively demonstrate how deeply racing and design are interwoven in the new BMW M8 Competition Coupé.

Two qualities, highly distinct: the interior of the new BMW M8 Competition Coupé is a fascinating commitment to thrilling sportiness. At the same time, it offers absolute comfort for the highest demands. It's the best example of how you can have everything in one.



Even the first glance is rewarded: the illuminated lettering "M8 Competition" on the door sill leaves no doubt that an absolutely breathtaking experience is imminent. Despite its sports car genes, the lavishly designed interior of the new BMW M8 Competition Coupé sets new standards in luxury. The M seats were newly developed for the BMW M8 Competition Coupé and reflect what distinguishes the BMW M8 as a whole. Their unique seating comfort is perfected by distinctive side bolsters and a strikingly flared shoulder area for the highest racing demands. This claim is visually underlined by the exclusive two-tone BMW Individual Full Merino leather/Alcantara combination in Black and Midrand Beige Bicolour, which sets the seat centre section and the door trims powerfully in scene with a hexagonal embroidery, additionally reinforced by the illuminated "M8" badge, which is recessed underneath the headrest. In the new BMW M8 Competition Coupé, extraordinary is not the exception, but the rule.

THE FINEST EXAMPLE OF HAVING EVERYTHING IN ONE.

The door closes. The inner voice does the countdown. In this adrenaline-charged atmosphere, even the grip on the gear selector lets the pulse race upwards. Its M-specific design with contrast stitching and a breakthrough with Ambient lighting attracts every eye. The elongated centre console, like the "M Competition" badge, is a sign of a consistent design language in which driver orientation inspired by racing, design and unconditional luxury come closer than ever before.



LUXURY AS FAR AS  
THE EYE CAN SEE.





SENSUALLY POWERFUL.  
ABSOLUTELY LUXURIOUS.

The new BMW M8 Competition Convertible combines the feeling of endless convertible freedom with the inimitably powerful performance of a thoroughbred sports car. The result is as intoxicating as it is unique.

The side view of the new BMW M8 Competition Convertible is characterised by elongated, flowing forms, which are particularly impressive when open. The long bonnet, the wide wheelbase – iconic BMW proportions show how much elegance and dynamism is inherent in them. The new BMW design language is also impressively presented here: voluminous surfaces and reduced, precise lines create a vehicle body that is characterised by a muscular urge to move forward and appears ready to jump even when stationary. When closed, the reflective roof creates a striking silhouette that further enhances the independent character of the new BMW M8 Competition Convertible. The 20" M light alloy wheels with 3D appearance are a special highlight. In the optional Star-spoke style 811 M Bicolour design, the combination of Jet Black surfaces with gloss-milled areas makes it look as sporty as it is classy.

READY TO HIT THE ROAD.

The rear on the other hand reflects the close interaction between high-performance technology and design. Expressively modelled, widely flared wheel arches indicate the force acting on the rear wheels and let the new BMW M8 Competition Convertible stand confidently on the road. An M-specific rear apron with diffuser and the double-flow Sport exhaust system with tailpipe trims in Black Chrome on both sides further enhance this effect and give the new BMW M8 Competition Convertible an appearance that also leaves a maximum impression in the rear view.





Interior with exterior effect – when the top is open, the new BMW M8 Competition Convertible displays a fascinating interplay of interior and exterior, harmoniously underlining its uncompromisingly dynamic character.

IN THE NEW BMW M8  
COMPETITION CONVERTIBLE,  
RACING CHARACTER IS EVIDENT  
IN EVERY DETAIL.



Through and through an M – luxuriously interpreted. The interior of the new BMW M8 Competition Convertible features a highly dynamic longitudinal orientation and a driver-oriented design concept in which every detail perfectly supports the driver in controlling this high-performance machine. By pressing the red Start/Stop button, the engine comes to life with a powerful bass. The foot lowers onto the accelerator pedal. The first bend – M seats for driver and front passenger not only offer ideal support through their pronounced side bolsters and a distinctive shoulder area, even in the most dynamic driving situations, but also convince through their sophisticated visual and functional aspects. While the integrated Air collar creates optimum conditions for open driving even at low outside temperatures, the "M8" badge, which is illuminated when stationary, is a clear sign of the racing character of the new BMW M8 Competition Convertible. The M leather steering wheel also speaks a clearly dynamic language. Its three-spoke design is not only impressive because of its inspired sporty design, but also because of its steering wheel rim with contoured thumb rests, which also conveys a euphoric, direct steering feeling. Gearshift paddles allow you to change gears without delay, and the Red M buttons give you direct access to preset M Drive configurations – so everyone experiences the ride even more intensely, even more thrillingly and excitingly in a fraction of a second.

STRONG IN CHARACTER,  
INDEPENDENT TO THE CORE.



# NOT FROM THIS WORLD.

BMW Individual stands for the greatest craftsmanship in automotive engineering. The exclusive wishes of particularly demanding BMW customers are realised here. Johann Bogner and his colleagues from the paintshop are passionate about their work.



In August 2018, the production lines at the BMW Dingolfing plant come to a standstill. It is the factory holidays. All production employees are on holiday. All except Johann Bogner and three of his colleagues. In the paintshop, they stand around the body of a BMW 8 Series Coupé and literally reach for the stars. Their plan: to cover the vehicle with a sparkling night sky.

The BMW Individual M850i Coupé Night Sky is the new feasibility study from BMW Individual. In the Dingolfing paintshop and in the "Individual Manufaktur" in Munich-Garching, the experts have transformed the coupé into an artistic spacecraft – both in the exterior and in the interior. They have decorated the centre console, the door sill finishers and the Start/Stop button with mosaics in the finest handwork. These mosaics consist of 0.05 millimetre thin plates of the 4.5 billion year old material of a real iron meteorite. The Muonionalusta meteorite crashed a million years ago and was named after its location in northern Sweden. BMW Individual has

integrated a total of 600 grams of meteorite material in the interior. The typical pattern of this material – the so-called Widmanstätten patterns – can also be found on exterior components, such as the air intakes and the caps of the exterior mirrors, which were created using 3D printing.

In the paintshop, 55-year-old Johann Bogner and his colleagues painted the entire body of the vehicle in "non-metallic Black". Now he sprays a flowing transition in "San Marino Blue" by hand from below. "These colours harmonise very beautifully – like in a natural night sky," he says. The painting depicts the phenomenon of the "blue hour", which occurs every evening at sunset. The colour of the sky changes from cyan blue to deep black. The darker the sky, the more stars become visible.



Johann Bogner has been working as a painter at BMW for 40 years. He has already completed many special paint jobs, such as a multi-coloured BMW 7 Series for Karl Lagerfeld or exclusive colour requests for customers from China and Oman. "But the BMW Individual M850i Coupé Night Sky is the highlight of my career," he says. In the past few weeks, Bogner stood in front of his house several times at night, looking up at the sky. "I'm fascinated by the idea of transferring the glitter of the stars to the paint. So we're going to do something special with the metallic effect."

When Johann Bogner started at BMW, all vehicles were still painted by hand. "That was hard," recalls the Lower Bavarian, who himself drives a BMW 320i Touring in Sapphire Black and a 20-year-old BMW 5 Series Touring in Oxford Green. "There were always two of us in the cabin painting, with a helmet on our head, supplied with fresh air from the outside." Robots have long since taken over this job, and water-based paints have long since replaced solvents. The latest paint innovation at BMW is called IPP. With this technology, a first layer of paint takes over the function of the so-called filler, which includes protection against stone chipping. "There's always something new, you never stop learning as a painter," says Bogner. He himself takes care of perfection in detail in his day-to-day work. In the so-called repaint, Bogner repairs paint damage that occurred during assembly by hand. "The art is to apply the material evenly so that everything shines beautifully. There must be no runners, like drops flowing down, and no dirt inclusions." Bogner removes dust particles from each part to be painted with a wax cloth and a compressed air gun. BMW even uses ostrich feathers before the main paint job. "There's no better dust collector," he explains.

THERE ARE NO SIMPLE COLOURS. EVERY COLOUR SHADE DEMANDS ITS OWN UNIQUE HANDLING.



Bogner sprays tinsel and bronze pigments onto the black-blue base coat of the BMW M850i. "These particles reflect the light," he explains. Because they are larger than normal metallic paints, Bogner must apply three coats of paint instead of one to obtain a smooth surface. "Metallic paints must not be applied too thinly, otherwise the particles cannot float," explains Bogner. "But it shouldn't be too much either, otherwise they'll roll over and you won't get a uniform paint finish." Bogner works almost four hours on the starry sky effect and the finish of the BMW M850i. Finally, the Bavarian puts the pistol down and says matter-of-factly: "Now it's done."

In addition to the standard colours, the paintshop in Dingolfing also organises numerous special paint jobs for the BMW Individual range. Each colour makes different demands on the painter. "With matt paints, for example, you have to mix the right amount of matt paste into the top coat down to the gram," explains Bogner. "There are no simple colours. Every colour shade demands its own unique handling."

A few weeks later Johann Bogner went to Munich to present his masterpiece. When the headlights set the scene for the vehicle, the black-blue colour gradient shimmers. And when the stars sparkle out of the paint, you can hear the murmur of the audience. It is these moments that Johann Bogner particularly loves about his profession. "When I see the finished vehicle and the paint shines beautifully evenly – that's something special every time," he says. "Our customers should not only enjoy driving, they should also enjoy looking at their car."

# THE PHILOSOPHY OF ABSOLUTE PERFORMANCE.



M TwinPower Turbo eight-cylinder petrol engine: in the heart of pure power.

The latest version of the M TwinPower Turbo eight-cylinder petrol engine guarantees performance in keeping with the latest standards. The high-performance 4.4-litre engine with M-specific high-revving characteristics, designed consistently in accordance with the principles of intelligent lightweight construction, combines TwinScroll bi-turbo technology with High-precision direct injection and VALVETRONIC fully variable valve control. The result: an impressive output of 460kW (625hp) and a maximum torque of 750Nm between 1,800 and 5,860rpm. The cross-cylinder exhaust manifold ensures optimum response of the two turbochargers arranged in the V space between the cylinder banks. Other technical and design highlights include the particularly rigid crankcase in so-called closed-deck design, the highly torsion-resistant forged crankshaft and the sound-optimised exhaust system with electrically controlled exhaust flaps. Not least because of its model-specific optimised cooling and oil system, the V8 engine is also designed for the extreme loads and strains of race track use.

Built for the racetrack – and that's how it drives. Engine, suspension, operating concept and all components relevant for driving are designed to create a driving experience in perfect interaction that you simply have to experience for yourself.



M-specific suspension: when traction becomes a sensation.

The Adaptive M suspension makes it possible to ideally adjust the damper characteristics to suit any given driving situation which improves driving dynamics and roll comfort. Next to the standard Comfort setting for high driving comfort in everyday life, you can also select the Sport programme with a firmer set-up for more direct road contact via the BMW M Setup. Also features Adaptive mode. The electronically controlled Vertical Dynamic Control (VDC) adjustable damper allows a very wide spread between sporty and long-distance-optimised settings so that suitable suspension tuning is available in every driving situation. Alongside a significant increase in performance, VDC also ensures shorter braking distances and therefore more driving safety.

M xDrive with Active M differential: more than all-wheel drive.

With BMW M xDrive and Active M differential, drivers can experience intensive athletic performance during everyday driving, as well as at the racetrack. The M-specific technology smoothly distributes the drive power variably between the front and rear axle so that the vehicle reacts with extreme precision and stability, even during dynamic driving and inclement weather conditions, ultimately providing better control. Even the basic settings, with Dynamic Stability Control (DSC) and Four Wheel Drive (4WD) turned on, the M characteristic agility can be appreciated. With M dynamic mode and 4WD, agility is significantly increased. With DSC turned off you can choose between the drive settings 4WD, 4WD Sport and 2WD, depending on personal preference and road conditions. In 2WD mode, ambitious sport drivers get their full money's worth because the drive is distributed only to the rear axle. Only the Active M differential is in play, variably distributing the drive power between the rear wheels, as the situation requires, in order to ensure optimal traction and driving stability. All in all, M xDrive heightens the vehicle's driving dynamic qualities, optimises its handling characteristics and makes it easier to control so that you can enjoy the performance even more intensively.

Three times more driving pleasure:  
the M Steptronic transmission with Drivelogic.

The eight-speed automatic transmission with Steptronic offers numerous shifting options from extremely dynamic to particularly comfortable and smooth to fuel-saving. You can shift manually using the gear lever or the gearshift paddles on the steering wheel, or alternatively put the vehicle into automatic mode and let the transmission do the work.



## EVERYDAY DRIVING WITH FLYING COLOURS.

Thoroughly M: M Views and M Mode.

Use the M MODE button on the centre console to adjust the control intensity of the driver assistance systems. The ROAD mode offers the full range of functions of the electronic assistants. SPORT mode only warns but does not intervene. With TRACK mode, you can completely deactivate the assistance systems. Depending on the selected mode, the display network also shows the corresponding driving information.

Euphoria is a question of attitude: M Setup.

The BMW M Setup allows you to configure various driving dynamics parameters such as engine, transmission and steering characteristics, damper settings, Dynamic Stability Control (DSC) intensity or the power distribution of the M xDrive all-wheel-drive system according to your personal requirements. You can save two individual settings of the BMW M Setup and recall them by pressing the red M1/M2 buttons on the BMW M leather steering wheel. In addition, you can at any time adjust individual areas of the BMW M Setup to the current situation at the touch of a button. For example, you can use the DSC button on the centre console to select between the best possible driving stabilisation, a decidedly sporty version with continued driving stabilisation and the complete deactivation of driving stabilisation. When DSC is completely deactivated, the M all-wheel-drive system also allows you to select a pure rear-wheel-drive mode that guarantees you, as an experienced driver, maximum driving pleasure on mainly closed-off roads.





## SO CLOSE TO HEAVEN.

The new BMW M8 Competition Convertible knows no bounds. Nowhere is this more evident than in the Atacama. Hardly any other region in the world is as remote as the desert of Chile. And nowhere else can you get so close to the universe. On the way to a place where everything seems possible.

In the Atacama lies a secret hidden world.

The road is endlessly long, stretching to the horizon, straight as a candle. No tree, no cactus can be seen left or right of the asphalt, not even tufts of grass blowing through the dreary landscape. Just sand and stone and dust, grey and brown and bland. A sharp wind is blowing. What a merciless wasteland! But the impression is deceptive. As here in the Atacama of Chile, in the driest desert of the world, lies a secret world, forgotten, lost, hidden. All you have to do is look for it. We start the BMW M8 Competition Convertible and engross ourselves for a moment with its sound: rough, full, extraterrestrial. Our way leads over the Panamericana – the highway that once stretches over the entire American continent, from Alaska to Tierra del Fuego, through fourteen countries, 45,000 kilometres long. The Chilean part of this dream road leads over the Ruta 5, which meanders through mountains and valleys. The drive from the port city of Antofagasta takes about two hours, always heading south. Rock as far as the eye can see. Sometimes single chunks lie like fallen cubes in the sand plain, sometimes enormous boulder hills build up there.

Photos: Niklas Marc Heinicke

Then suddenly, behind a hill, small domes flash in the midday sun on a nearby mountain. The mountain is called Cerro Paranal and is home to the Very Large Telescope (VLT). Buildings are lined up on the slope – laboratories, control buildings, maintenance halls. In front of it stands the red concrete building of the “Residencia”, known from the Bond film “Quantum of Solace”. It is an exclusive hotel and at the same time accommodation for the local astronomers. At the top of the summit, there are four huge revolving silos, in between white metal balls on rails that look like oversized astronaut helmets. With their mirrors, blinds, filters and lenses, they search for a second earth in space.

### THE VIEW INTO THE HEAVENS: AS FREE AS NOWHERE ELSE ON EARTH.

The VLT of the European Southern Observatory (ESO) has been here in the middle of nowhere since 2001. Why? The sky here is completely calm because the area is so high above sea level. There is hardly any rain, not more than the contents of a small glass every year. In exchange, you have a clear view almost all year round. And far away from the big cities and traffic routes, neither lanterns nor billboards nor stadium spotlights can outshine the stars here. The light pollution is zero. The view into the heavens is as free as nowhere else on earth. It's a paradise for researchers. From the east, the twilight lies over the desert. The air tastes cool and fresh, even more than before. In the last sunlight the sky glows, the silver silos begin to shine in gold and purple. Then, the telescopes open their hatches and follow the heavens, turn left and right, the white round telescopes push back and forth on the rails. It's a ballet of the fireballs, a samba with stars.





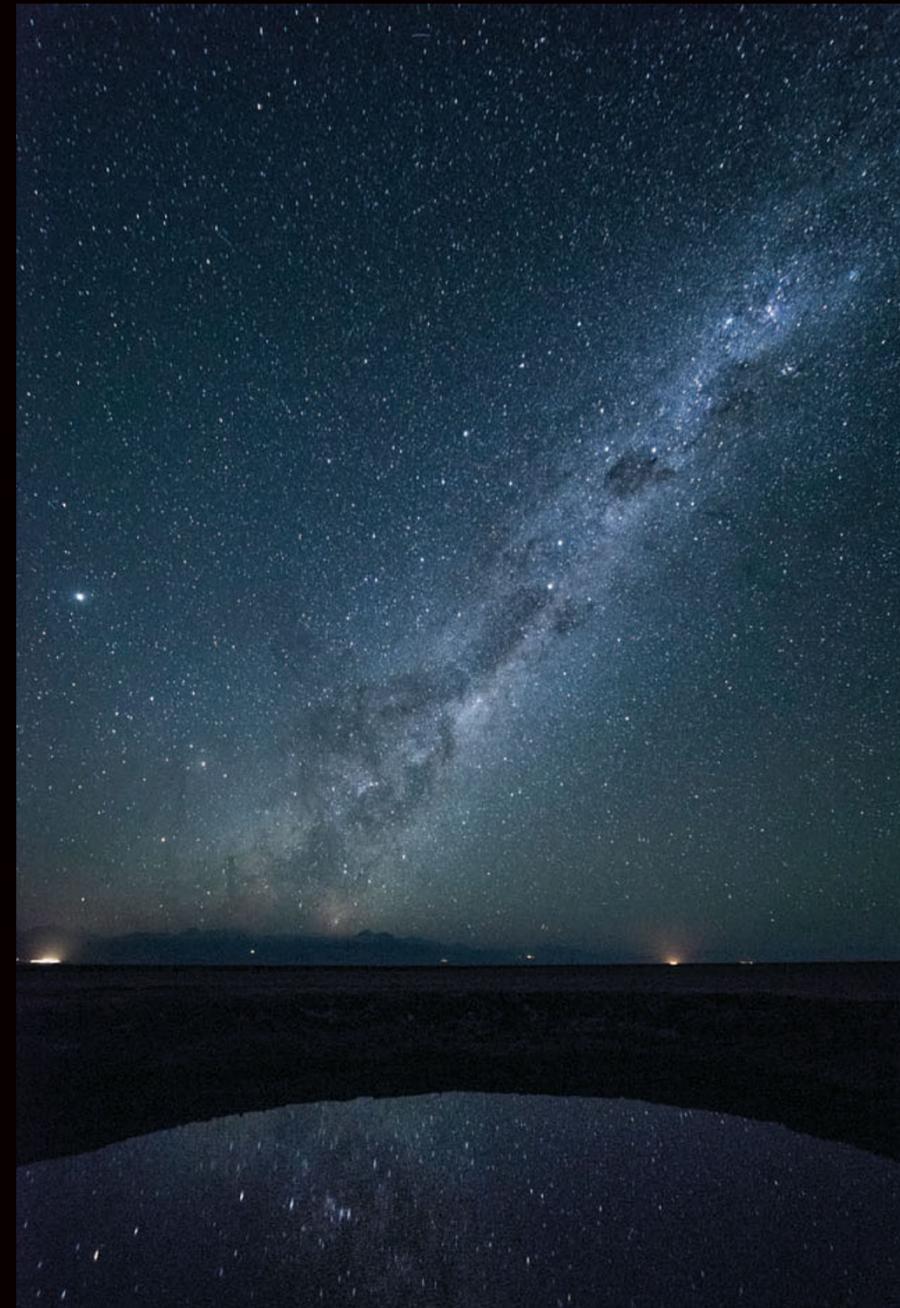
The journey continues. The headlights remain dimmed so that we do not disturb the sensitive instruments. In this way, we dive into the depths of the night. Before the last bend, we look back to the mountain. With the faint yellow glow of the dimmed lanterns, the hairpin bend that leads up to the summit looks like a glowing string of pearls that disappears into infinity. Now turn around once more and give full throttle – we think, then the road becomes the launch pad towards the star-spangled sky. And the BMW M8 Competition Convertible takes off – to where it seems to have come from... In reality, of course, it stays perfectly on the ground, balanced at all speeds. Our nocturnal way north to the Bolivian border is flooded with lights. The windscreen is our window into the unknown. We think we can count at least one billion stars in the sky. We catch comets that race past the earth, burn out and have a wide white tail in tow. We stop at large waterholes where the Milky Way is reflected, orange, almost red. And in the sky, even the Orion Nebula, more than a thousand light years away, can be seen with the naked eye. The Atacama, it seems, is the only place in the world where you can feel small as a human being and at the same time so big.

THE DECISIVE QUESTIONS:  
WHAT CREATES LIFE?  
ARE WE REALLY ALONE?



After dawn, the sky turns steel blue. The air is now hot, charged with electricity. Sometimes, single dark clouds stand in the middle of the air, grumble and rumble and send wild discharges to the ground, which has already burst from sheer dryness. The snow-capped Andes stretch out on the horizon. It is a place of extremes, where nature seems to fall into ecstasy. We are approaching our destination, the small desert town of San Pedro. Past signs depicting dome structures, sometimes small stickers in the form of UFOs stick next to them. In the vicinity is the ALMA Observatory with its unearthly large satellite dishes. They scan for radiation from distant asteroids, search for radio waves from the Big Bang still echoing through the cosmos, or collect clues to ozone, oxygen or water in space. The most crucial questions to which one wants to find an answer here: What creates life? Are we really alone? If you look through the telescope here, you will actually find the secret world that is so far away and yet so close. It consists of globular clusters with tens of thousands of stars, galaxies with a diameter of hundreds of millions of light years and nebulae that change in all imaginable colours – crimson red, violet, pink, steel blue, light yellow and northern light green. It crackles, it flashes, it glows before our eyes, everywhere. The stars seem to be within our grasp. Welcome to space.

Photos: Niklas Marc Heinecke



The view into the night sky of the Atacama desert:  
The large waterholes reflect the Milky Way.



## 03

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### EMOTION EXPRESSED AS INNOVATION.

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THOUGHTS WERE BORN, IDEAS THOUGHT THROUGH AND KNOW-HOW TAKEN TO THE EXTREME. INNOVATIVE TECHNOLOGIES WERE DEVELOPED, COMFORT AND EFFICIENCY ENHANCED AND PERFORMANCE LEVELS INCREASED. BUT ALL THIS WAS NOT DONE TO PUT KNOWLEDGE, ABILITY AND PIONEERING SPIRIT IN THE FOREGROUND – BUT TO MAKE THIS ONE, SPECIAL FEELING EVEN MORE TANGIBLE: DRIVING PLEASURE. TECHNOLOGY BECOMES EMOTION – BAYERISCHE MOTOREN WERKE.

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# PERFECTION ON YOUR SIDE.

DRIVER ASSISTANCE.

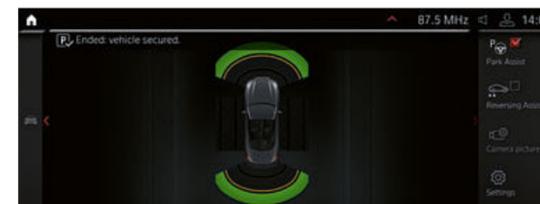


Challenging the laws of physics is part of BMW M automobiles' DNA. This always includes a maximum amount of safety as well – as you have to be able to control power in every driving situation. The intelligent assistance systems are therefore also on board BMW M automobiles to support the driver on request and guarantee unlimited driving pleasure. Predictive technologies are in place to ensure that you always feel protected on the road, even when approaching the car's limits.

#### Driving Assistant Professional.

Driving Assistant Professional, available as optional equipment, offers optimum comfort and maximum safety during monotonous or complex driving situations. It comprises the contents of Driving Assistant and Active Cruise Control. The Steering and lane control assistant helps the driver stay in the middle of the lane by using corrective steering interventions. The Emergency Stop Assistant is capable of controlling the vehicle for a short time and stopping in the event of a medical emergency. Automatic Speed Limit Assist combines Speed Limit Information with Active Cruise Control and enables the automated, predictive adoption of a detected speed limit into the Active Cruise Control. Lane keeping assistant with active side collision protection assists the driver in keeping in lane and actively preventing potential side collisions by means of corrective steering interventions. Crossing traffic warning (front) warns of crossing traffic while leaving/entering a parking space as well as while turning into crossing traffic in situations with restricted visibility. Evasion aid assists in critical approach situations when evading is still possible. Crossroads warning with city braking function offers braking assistance with visual/acoustic warning including active brake intervention in the event of a potential collision with intersecting traffic. Wrong-way warning detects 'no entry' signs on motorways, roundabouts and at one-way roads and issues a warning.

BMW Laserlights, available as optional equipment, feature LED technology for a high amount of light and wide illumination. The laser module for high-beam headlights doubles the light intensity compared to Bi-LED (more than 500m).



#### Parking Assistant Plus.

Parking Assistant Plus makes parking and manoeuvring the vehicle easier. As well as the functions of Parking Assistant and Park Distance Control, Parking Assistant Plus includes the Surround View system and Remote 3D View. The Surround View system includes the camera-based functions Top View, Panorama View and 3D View. Cameras at the front and rear and in the exterior mirrors provide a 360° view around the vehicle including a three-dimensional visualisation. Panorama View front and rear makes it more safe to approach intersections and exits. In combination with radar-based monitoring of the area in front of the vehicle, the system warns of crossing traffic. An additional view on the Control Display shows the situation to the right and left of the vehicle. The displayed positioning lines facilitate positioning the vehicle at the stop line. The function is activated by the Panorama View button. Automatic activation is possible via the storage of personal locations (only with navigation). The view towards the front or rear depends on which gear is engaged. Remote View 3D transfers static images from 3D View to mobile terminal devices via the mobile phone network (only in combination with the optional Remote Services). In Surround view, the vehicle and its surroundings can be viewed from any perspective. The system scopes contained in the optional equipment only provide assistance within defined system limits. It remains the responsibility of the respective driver to react to the actual traffic situation.





#### BMW Live Cockpit Professional with BMW Operating System 7.0.

The BMW Live Cockpit Professional consists of a fully digital 12.3" instrument display and a high-resolution 10.25" Control Display. It features the BMW Operating System 7 with variable, configurable widgets that display information in real time. The navigation function has an image of the current course of the road, arrow pointer, map display north-up, heading-up and perspective view, 3D landmarks, Micro City Models, free-text search for addresses and special destinations and destination guidance instructions with auto-zoom function. When navigation is not active, an orientation map can be shown on the instrument display; when navigation is active, a roadbook with all required instructions is displayed. Also features intuitive operation options, personal user account, hard drive-supported system including 50 GB memory and quadruple tuner with diversity reception. There are two USB connections for charging smartphones/tablets and transferring data, Bluetooth/Wifi interface for wireless connection of mobile terminal devices (Bluetooth audio streaming) and Wifi hotspot preparation. In addition, 4G LTE connectivity with a hard-wired SIM card with 4G network in the vehicle is available for keeping the customer mobile: Intelligent Emergency Call, BMW Teleservices, BMW Online Services as well as BMW ConnectedDrive.

Automobiles by BMW M GmbH are a world of their own – and yet they are ever connected to the world of the driver. Receiving information whilst on the go, communicating via phone or email, or simply being spontaneously entertained: BMW ConnectedDrive can make it all happen. Whether making the most of the M Laptimer app and analysing data on race tracks, or enjoying the personal mobility assistant BMW Connected on your smartphone, the comprehensive interconnectivity and innovative operating concept with M-specific functions enable even more comfort in everyday driving and personal bests on the race track.

#### BMW Display Key.

Dynamically designed and with a premium finish, the BMW Display key has an LCD colour display with M logo and integrated Touch Display. It shows various information about the vehicle's status, for example, range, service information and vehicle locking. It can also be used to control the temperature inside the car as well as the auxiliary heating. The BMW Display key can be charged wirelessly in combination with the Telephony with wireless charging equipment. Its range is 300m.



## FOR THE EYES, FOR THE MIND.

CONNECTIVITY AND INFOTAINMENT.



# WHEN LUXURY MEETS EVERYDAY LIFE.

COMFORT AND FUNCTIONALITY.



M GmbH vehicles not only stand for unlimited driving pleasure, but also for particularly sophisticated motoring enjoyment. Everything around you is designed for maximum comfort, maximum functionality and a racing atmosphere. From atmospheric light design when entering the vehicle to perfect sound from the powerful sound system to the M seats for the best lateral support when cornering: everything here is designed to turn even an everyday trip into an extraordinary and dynamic experience.

#### Comfort Access and BMW Digital Key.

The Comfort Access system, including contactless opening and closing of the tailgate, allows users to unlock the doors without having to use the vehicle's key. When approaching, the vehicle is automatically unlocked when reaching a distance of approximately one metre to it. A welcome light is also set from a distance of three metres to the vehicle. When leaving the vehicle, the doors are locked again automatically at a distance of two metres away. Includes a BMW Digital key<sup>1</sup> that can be installed on your own smartphone and which carries out the functions of the key. The smartphone needs to be positioned near the Near Field Communication (NFC) reader in the door handle on the driver's side. It can also be used to start the engine when the smartphone is placed in the centre console. Up to five additional keys can be bought in the ConnectedDrive Store. The assignment of driver profiles is possible.

#### Heat Comfort package front and Air collar.

Comfort is always a question of the right temperature. The optional Heat Comfort package for the first row of seats gives you even more options. In addition to the seat heaters in the driver's and passenger's seats, heated armrests in the front doors and centre console are also available, as is steering-wheel heating, which gives the steering wheel rim a pleasant temperature. In addition, the standard Air collar with its pleasantly warm airflow ensures ideal convertible comfort even when the top is open and the outside temperatures are cold. It can be ergonomically operated and adjusted in three stages via a separate button in the control centre of the centre console.

<sup>1</sup> Requires an Android operating system, Samsung smartphone with NFC technology and integrated Secure Element. The Digital key is valid for one year, extras can be bought via the ConnectedDrive Store.





## 04

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### THE UNIQUE POWER OF THE MOST PERSONAL DETAILS.

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NOTHING IS AS INDIVIDUAL AS EMOTIONS. IN A NEW BMW M8, THIS UNIQUENESS IS FURTHER OPTIMISED TO THE LIMIT – THROUGH A VARIETY OF POSSIBILITIES TO MAKE THE VISUAL AND HAPTIC EXPERIENCE OF SURFACES AND MATERIALS EVEN MORE DYNAMIC AND TO PERFECT IT FOR ONESELF. STRONG INSIGNIA AND UNIQUE MATERIALS, WHICH ARE BROUGHT DIRECTLY ONTO THE ROAD FROM RACING WITHOUT DETOURS, MAKE ANY RESISTANCE POINTLESS.

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KNOWS COMPETITION  
ONLY FROM THE  
REAR-VIEW MIRROR.



## THE NEW BMW M8 COMPETITION COUPÉ.

A coupé that knows competition only from the rear-view mirror. As the BMW M8 Competition Coupé, this vehicle redefines how pure athleticism can be expressed in form, colour and material. The result: an athlete whose unrestrained forward drive can already be seen while stationary.

### BMW Individual Frozen Marina Bay Blue metallic paint.

The optional BMW Individual Frozen Marina Bay Blue metallic paint shows every nuance of Blue that can be found between the sky and the sea. The elaborate multi-layer coating combines a metallic paint with a perfectly matched matt top coat – for a fascinating surface that shimmers in a silky way without appearing dull.

### 20" M light alloy Star-spoke style 813 M wheels.

The elaborately styled 20" M light alloy Star-spoke style 813 M wheels in Bicolour with mixed tyres demonstrates the exquisite nature of the BMW M8 Competition Coupé.

### BMW Individual Full Merino leather/Alcantara.

M seats in optional BMW Individual Full Merino leather/Alcantara combination in Black and Midrand Beige shows immediately that not only in terms of dynamics, but also in terms of design, everything on this vehicle is designed for maximum effect.

### Carbon Fibre interior trim.

High-performance look: the Carbon Fibre interior trim is made from the unique ultra-light carbon-fibre material. The interior of the new BMW M8 Competition Coupé also reveals its consistent race track orientation.





CHARISMA  
THAT KNOWS  
NO COMPETITION.



## THE NEW BMW M8 COMPETITION CONVERTIBLE.

Best prospects, but no competition in sight.

The new BMW M8 Competition Convertible can afford an appearance that is full of self-confidence. Be it interior or exterior: every aspect, every detail of the design reflects the performance that puts this exceptional vehicle effortlessly at the top – because that's exactly where it should be.

Motegi Red metallic paint.

A striking appearance for a unique vehicle: the optional Motegi Red metallic paint is almost full of self-confidence and charisma – exactly the qualities that an exceptional athlete like the new BMW M8 Competition Convertible passionately embodies in every aspect.

20" M light alloy Star-spoke style 811 M wheels.

The striking design of the optional 20" M light alloy Star-spoke style 811 M wheels in Bicolour with mixed tyres demonstrates how the new BMW M8 Competition Convertible is the ultimate expression of supreme performance combined with luxurious elegance.

BMW Individual Full Merino leather/Alcantara.

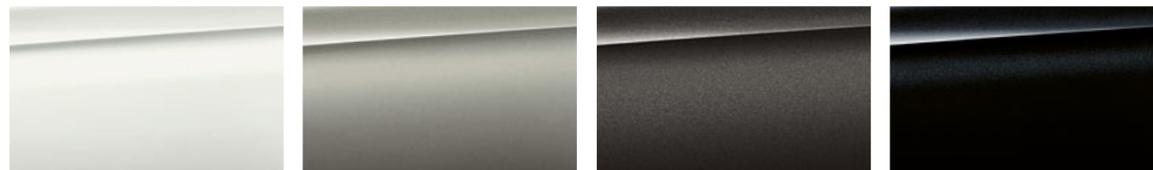
The M seats in BMW Individual Full Merino leather/Alcantara combination in Black and Midrand Beige add an elegant touch to the absolute sportiness of the new BMW M8 Competition Convertible, especially when the top is open, creating a maximum impression.

Carbon Fibre interior trim.

The Carbon Fibre interior trim sets a particularly dynamic highlight in the interior. The material comes from lightweight construction and fascinates with its striking surface and attractive pattern.

# WHICH COLOUR GIVES YOU DRIVING PLEASURE?

■ STANDARD EQUIPMENT □ OPTIONAL EQUIPMENT



■ Non-metallic 300 Alpine White □ Metallic C28 Donington Grey □ Metallic C17 Brands Hatch Grey □ Metallic 475 Black Sapphire



□ Metallic C38 Barcelona Blue □ Metallic C1A Sonic Speed Blue □ Metallic C1K Marina Bay Blue □ Metallic C3K Motegi Red

## BMW INDIVIDUAL



□ BMW Individual special paintwork Pure Metal Silver □ BMW Individual special paintwork Brilliant White □ BMW Individual special paintwork Frozen Brilliant White □ BMW Individual special paintwork Frozen Cashmere Silver



□ BMW Individual special paintwork Frozen Dark Silver □ BMW Individual X1D Frozen Bluestone □ BMW Individual special paintwork Frozen Marina Bay Blue □ BMW Individual C36 Dravite Grey



□ BMW Individual X1C Aventurine Red □ BMW Individual special paintwork Frozen Arctic Grey metallic

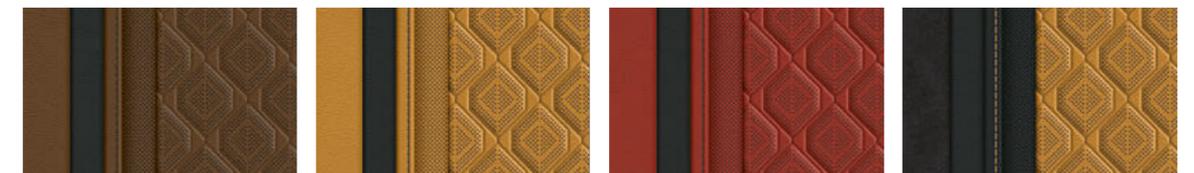
# THE MOST PERSONAL WAY TO SHOW STYLE.

■ STANDARD EQUIPMENT □ OPTIONAL EQUIPMENT

## UPHOLSTERY COLOURS



□ BMW Individual Full Merino leather X3A9 Silverstone □ BMW Individual Full Merino leather X3SW Black

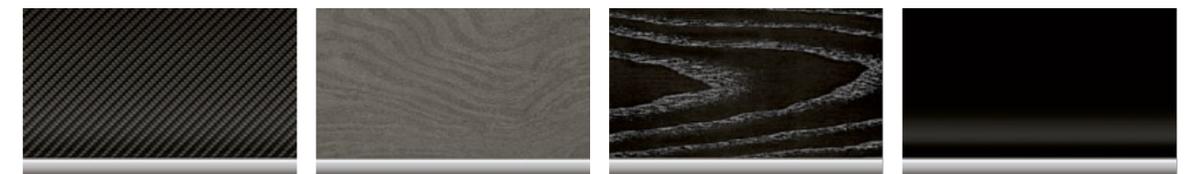


□ BMW Individual Full Merino leather X3JT Taruma Brown □ BMW Individual Full Merino leather X3JQ Midrand Beige □ BMW Individual Full Merino leather X3DA Sakhir Orange ■ BMW Individual Full Merino leather/Alcantara HEJA Black/Midrand Beige



□ BMW Individual Full Merino leather ZBEI Ivory White/Night Blue □ BMW Individual Full Merino leather ZBEI Ivory White/Tartufo

## INTERIOR TRIMS



■ 4MC Carbon Fibre □ 4KW Finewood Ash Grain Grey-metallic, High-gloss □ 4WX Finewood Ash Black Silver effect, High-gloss □ 4ML Piano Black

## BMW INDIVIDUAL INTERIOR TRIMS

## HEADLININGS



■ BMW Individual 776 Alcantara Anthracite<sup>1</sup> □ BMW Individual XD5 Alcantara<sup>1</sup>

Please note that even normal long or short-term use can lead to permanent upholstery damage. This can be caused in particular by non-colourfast clothing.

<sup>1</sup> Only available for BMW M8 Competition Coupé.

**[Colour samples]** These colour samples are intended as an initial guide to the colours and materials available for your BMW. However, experience has shown that printed versions of paint, upholstery and interior trim colours cannot in all cases faithfully reproduce the appearance of the original colour. Please discuss your preferred colour choices with your BMW Retailer. There you can also see original samples and be assisted with any requests.

# PACKAGES.

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BMW packages are designed to group together certain options around a particular aspect of your BMW driving experience to help make your choice of options easier.

## ULTIMATE PACKAGE

The optional Ultimate package offers the utmost in technology, functionality and comfort for the new BMW M8 Competition Coupé and Convertible. The package comprises an M Carbon engine cover, M Carbon ceramic brakes, Active seat ventilation in the front seats, Heat comfort package (front), Driving Assistant Professional, Laserlights, TV function plus, Bowers and Wilkins Surround Sound System, M Carbon exterior package and M Driver's package.



Exclusive to the BMW M8 Competition Coupé, the optional Ultimate package also includes Sun protection glass.



## M DRIVERS PACKAGE

The optional M Driver's package increases the top speed. It can be ordered when purchasing a new vehicle or can be added on at a later date. All other technical data remain unchanged once installed. The package also includes a voucher for BMW M Intensive Training as part of BMW Driving Experience.



## HEAT COMFORT PACKAGE, FRONT

The optional Heat Comfort package heats the armrests in the front doors as well as those in the front centre console. It also includes steering wheel and seat heating.





The models illustrated in this brochure 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, as described in this brochure, may occur. Your local BMW Retailer is available to provide further details. Subject to change in design and equipment. Part number 01 29 5 A07 DF9 V1. August 2019.

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**BMW M8 Competition Coupé:**

M TwinPower Turbo eight-cylinder petrol engine, 625hp (460kW), 20" M light alloy Star-spoke style 813 M wheels in Bicolour with mixed tyres, BMW Individual special paintwork Frozen Marina Bay Blue, M Carbon exterior package, M seats in BMW Individual Full Merino leather/Alcantara in Black and Midrand Beige, Carbon Fibre interior trim.

**BMW M8 Competition Convertible:**

M TwinPower Turbo eight-cylinder petrol engine, 625hp (460kW), 20" M light alloy Star-spoke style 811 M wheels in Bicolour with mixed tyres, Motegi Red metallic paint, M seats in BMW Individual Full Merino leather/Alcantara in Black and Midrand Beige, Carbon Fibre interior trim.

