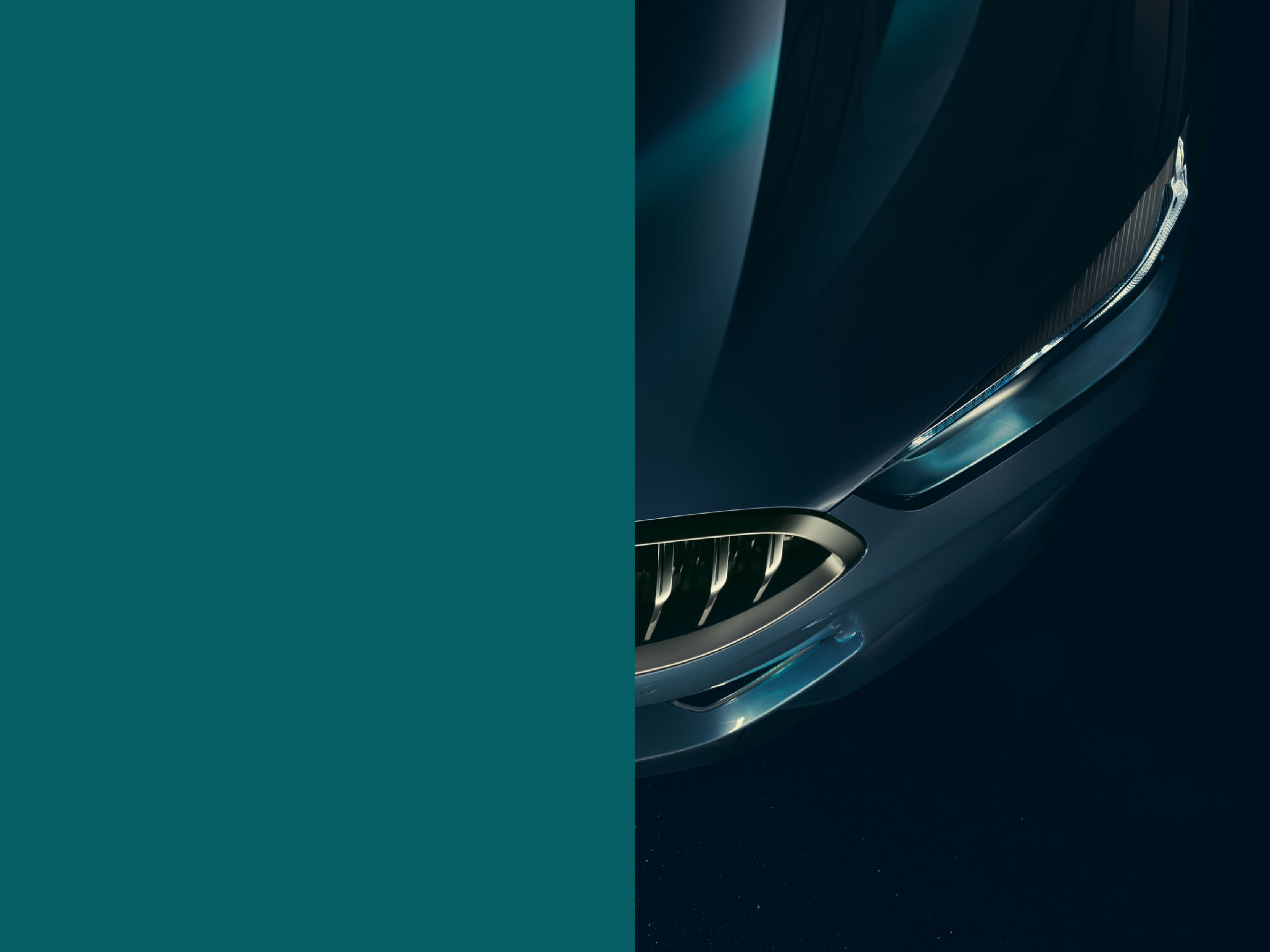




1

THE NEW BMW 8 SERIES COUPÉ



2

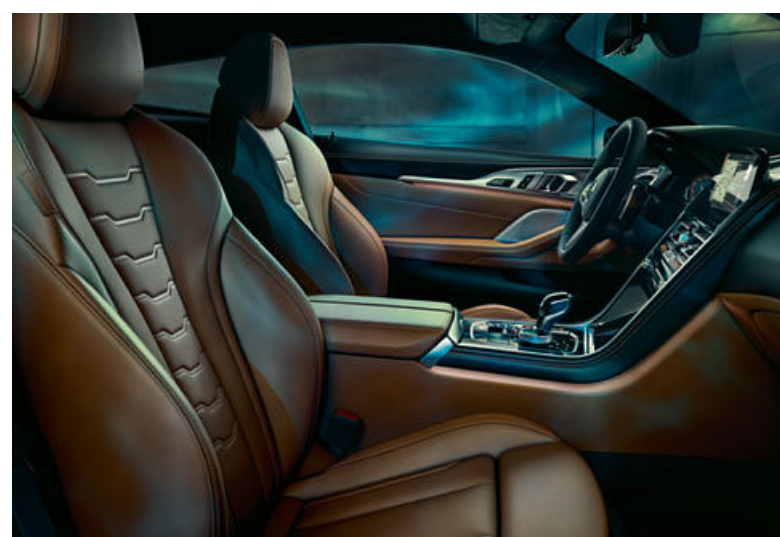
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DIGITAL DISCOVERY: THE NEW BMW BROCHURES APP.

More information, more driving pleasure: The new BMW brochures app offers you a brand new digital and interactive BMW experience. Download the BMW brochures app for your smartphone or tablet now and explore new perspectives of your BMW.

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.
Daring dreamers who don't accept
"No" for an answer.

We believe in the frontrunners.
The intellectual elite, the avantgarde.
Those who fight stagnation and backwardness.

Well, courage only knows 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,
in brave ideas, in the confidence
to speak out loud.
Even if nobody asks for it.



BAYERISCHE MOTOREN WERKE

EVERY DAY WE EXPERIENCE PROGRESS.
THE FUTURE. YET WE FEEL THAT WE HAVE
SEEN IT ALL BEFORE. NOW AND THEN THOUGH,
SOMETHING SURPRISES US. AND TOUCHES US.







POWER IS A PHYSICAL QUANTITY: ONLY WHEN YOU CULTIVATE IT, YOU CAN ADD A DIMENSION TO IT.





PURSUIING HAPPINESS, SEARCHING FOR LOVE,
CELEBRATING SUCCESSES, DEALING WITH
SETBACKS, GOING FOR THE BEST, OPTIMISING,
BRINGING TO PERFECTION – LETTING GO.

WE LIVE IN A TIME THAT IS ALL ABOUT SPEED,
ABOUT MILLISECONDS. A TIME THAT IS RUNNING
AWAY IF YOU ARE NOT CLOSE ON ITS HEELS.
UNLESS YOU SIMPLY OVERTAKE IT.





WHOEVER ONLY FOLLOWS TRACES,
REACHES PLACES WHERE MANY OTHERS
HAVE BEEN ALREADY. IT IS ABOUT TIME
TO LEAVE NEW TRACES.

YOUR DESTINATION MAY BE A LINE, A PLACE,
A PERSON, THE ROAD. AND SOMETIMES YOU
WILL ONLY KNOW WHEN YOU HAVE ARRIVED.



2

“LUXURY MUST AROUSE EMOTIONS.”

Searching and finding modern perfection: Adrian van Hooydonk, chief designer at the BMW Group, on the new appearance in the segment of the most exclusive vehicles.

The models under the name Bayerische Motoren Werke open up a new world within the BMW portfolio. What is your idea of contemporary luxury?

We do not want to tell our customers how they should define luxury for themselves, but just want to make an attractive, diverse offer. The perception of luxury is very different worldwide. But a central aspect that becomes visible everywhere is the increasing significance of personal time. It is becoming the most valuable asset in a globalised world.

How is the wish for perfection and refinement expressed in mobility?

In today's mobile world, we spend more and more time in various modes of transport. Cars are now like personal rooms on wheels. One wants to feel completely comfortable in them. A steering wheel that you touch, the materials

that surround you have to feel perfect and the eye does not want to be disturbed by unclear lines or individual components. The interior of a vehicle is seen as a living space. It is about being surrounded by the highest possible sensuous quality.

What is the biggest challenge in the external appearance?

Luxury must be reflected to the outside world in a matter-of-fact way. In English there is a beautiful term for it: sophistication. For designers – our team has more than 700 employees at four locations worldwide, who are encouraged through constant competition with each other in terms of ideas – this means that every detail counts. The design has to arouse strong emotions while expressing the highest quality and durability at the same time. In order to be able to spend every moment intensely, full of meaning and beauty. Therefore, we are building a luxury ecosystem, a model family. In various forms of expression: contemporary saloons, elegant and very sporty coupés, but also vehicles that offer very luxurious space.

In the new designs, a common factor is noticeable: the reduction of lines. Do you want to increase luxury by making luxury less apparent in the design?

In this way, the design becomes clearer, more modern and more emotional. An expressive surface play is in the foreground, and the dynamics are emphasised even more than before by the vehicle body. The few but very precise vehicle lines underline the graphic design of the surfaces. The vehicle body looks more powerful, refined and luscious with the lavish surfaces without losing the sportiness that is typical to BMW. This is possible only because we work out every feature of a vehicle individually. For a BMW, one should be able to identify at first glance what kind of experience one would have with it. Especially in our large and particularly luxurious vehicles, we attach great importance to a marked appearance and the maximum possible feel-good factor in the interior. It's about freedom – and the feeling of being at home in a BMW.





IN THE FORM OF LIFE.

The BMW 8 Series Coupé establishes a completely new design language for luxury sports cars – an overview of the most important design innovations.

CLEAR LINES.

The generously curved and muscular surfaces give the BMW 8 Series Coupé a particularly confident sportiness. The BMW designers have succeeded in reducing the number of lines along the bodywork to a radical minimum, thus emphasising the expressiveness of the surfaces to the maximum – the basis for a completely new silhouette in contemporary automotive design. Many surfaces, such as the gently raised flanks behind the air vents of the front wheel arches, have hitherto been unseen in such an expressive form in automotive design.



WIDE REAR LIGHTS IN THE BMW TYPICAL FORM OF AN L UNDERSCORE THE STRONG SHOULDERS OF THE NEW BMW 8 SERIES COUPÉ.

POWERFUL PROPORTIONS.

Just right for a BMW sports car of the highest performance class: the sporty-powerful proportions. Deep, wide and ready to leap, the flat body ducks over the asphalt. Voluminous rear wheel arches emphasise a low centre of gravity and the classic rear-wheel drive. The flowing silhouette in conjunction with the gently curved surfaces thus signal an effortless and natural urge to move forward.

ADVANCED HALLMARKS.

The BMW designers interpreted well-known BMW design elements such as the BMW kidney grille, the rear lights in the shape of an L or the typical kink in the graphics of the rear windows in a highly modern way. For example, the forward leaning BMW kidney grille in the shape of a shark nose refers to iconic BMW racing cars such as the BMW 507 or BMW 3.0 CSL. The particularly delicate and wide rear lights featured in the BMW 8 Series Coupé emphasise the powerful shoulders as well as the powerful rear end.

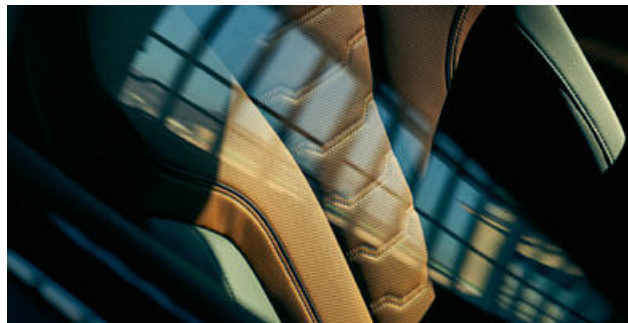
PERFECTED DETAILS.

Other subtle details such as the minimalist and floating light side mirrors or the double-arched roof in the style of classic racing cars complete the harmonious overall impression of the BMW 8 Series Coupé, which, despite its restrained form and unobtrusive luxury, awakens the viewer's emotionalism typical of a BMW sports car.



THE LUXURY TO BE SPORTY.

The new BMW 8 Series Coupé is also irresistibly luxurious in the interior – and at the same time inimitably sporty: Noble materials and elaborate workmanship create a maximally exclusive ambience. At the same time, however, the design of the new BMW 8 Series Coupé is thoroughly dynamic in keeping with its character: The intentional longitudinal orientation of the interior allows all lines to thrust forward, and the BMW typical, consistent driver orientation helps to keep the driver in control of everything at all times. Get in and experience the feeling of the racetrack, elegantly interpreted.



IN THE BMW INDIVIDUAL EXTENDED LEATHER TRIM 'MERINO' TARTUFO WITH STRIKING CONTRAST STITCHING, EVEN THE SEATS ATTRACT ATTENTION.

TWO WORLDS, NO COMPROMISES:
THE NEW BMW 8 SERIES COUPÉ COMBINES
SPORTINESS WITH ABSOLUTE LUXURY.

From classic-sporty to modern-elegant: Even the interior has a unique luxurious atmosphere. Starting with the basic equipment, the instrument panel and door panel are covered in leather and provided with contrast stitching. Seats in leather 'Vernasca', BMW Individual leather 'Merino' with extended contents² or even BMW Individual full leather trim 'Merino'³ emphasise the individual claim of the interior. Design elements such as the flowing transitions between the instrument panel and the doors create an all-round exclusive design experience that equally surrounds drivers and passengers on all sides. The hand-crafted glass applications⁴ are an experience for the hands and the eyes: They set high-quality highlights on selected control elements such as the gear selector, the Start-Stop button, the iDrive Controller or the volume control, which further add to the already noble ambience.

¹ Standard for 840d xDrive.

² Standard for BMW M850i xDrive.

³ Equipment optionally available from 03/2019.

⁴ Available as optional equipment.



INTERIOR TRIM FINISHERS IN STAINLESS STEEL FABRIC SET
DYNAMIC HIGHLIGHTS IN THE INTERIOR WITH A TECHNICAL TOUCH.

INSPIRED BY THE CIRCUIT – THE INTERIOR OF
THE NEW BMW 8 SERIES COUPÉ IS DYNAMIC
TO THE LAST DETAIL.

In the BMW 8 Series Coupé, all the lines point forward from the driver's point of view and manifest the feeling of unrestrained forward thrust. Typically for a sports car, the centre console is wide and steeply rising. Here, all relevant functions are clearly summarised, so that the driver enjoys full control in every driving situation. In addition, the clearly structured layout creates space for the luxurious effect of the high-quality materials and spacious surfaces.

IRRESISTIBLY LUXURIOUS –
AND INIMITABLY SPORTY
AT THE SAME TIME.



SPARKLING EXCLUSIVITY: THE GLASS APPLICATIONS
'CRAFTED CLARITY' ARE MANUFACTURED BY HAND
AND EMBELLISH SELECTED ELEMENTS IN THE INTERIOR.





NO COMPROMISES.

Respect. That's what I feel when I see the BMW M8 GTE. The new BMW kidney grille, the rear end with wide wheelbase, the wheel arches and air outlets, and the overall aerodynamics radiate an intensity that shows every competitor what it's about on the racetrack: Respect.

Actually, tuning and engine power are the most important features of a vehicle for a professional racer. But these strengths must also be visible at first glance. In this regard, the BMW M8 GTE is the most consistent racing car BMW has ever built. And this presence is immediately apparent in the production model. The elongated bonnet and the proportions of the rear wheels immediately reveal the genes of a sports car – the sides of the production model are ultimately only 100 millimetres narrower than those of the BMW M8 GTE.

The development of a new racing car takes several years. As a driver you are involved, test, give feedback. And the experts work on the details, such as the shape of the exterior mirrors, which is based on the famous M hooks of the BMW M models and improves the flow on the sides of the vehicle. I was honoured to be the first to

drive the new BMW M8 GTE on the racetrack after its development. An emotional moment – and from the first moment a perfect interaction.

This wow effect was there in the production model immediately, you feel immediately embraced by the vehicle. You do not just sit in it and drive, you become a unit. Everything feels ergonomic. The structure of the cockpit, the settings on the steering wheel all show that no compromises are made when it comes to driver orientation. I feel the same absolute confidence that is so essential on the racetrack. When nothing should distract you, especially in a 24-hour race like Le Mans, when you have to go through the programme without a hitch. Hour after hour, lap after lap, to be fully there in the finale. Show strength when it's about everything – and show the competitors a very special new design detail of the new BMW 8 Series: the characteristically slim line of rear lights.

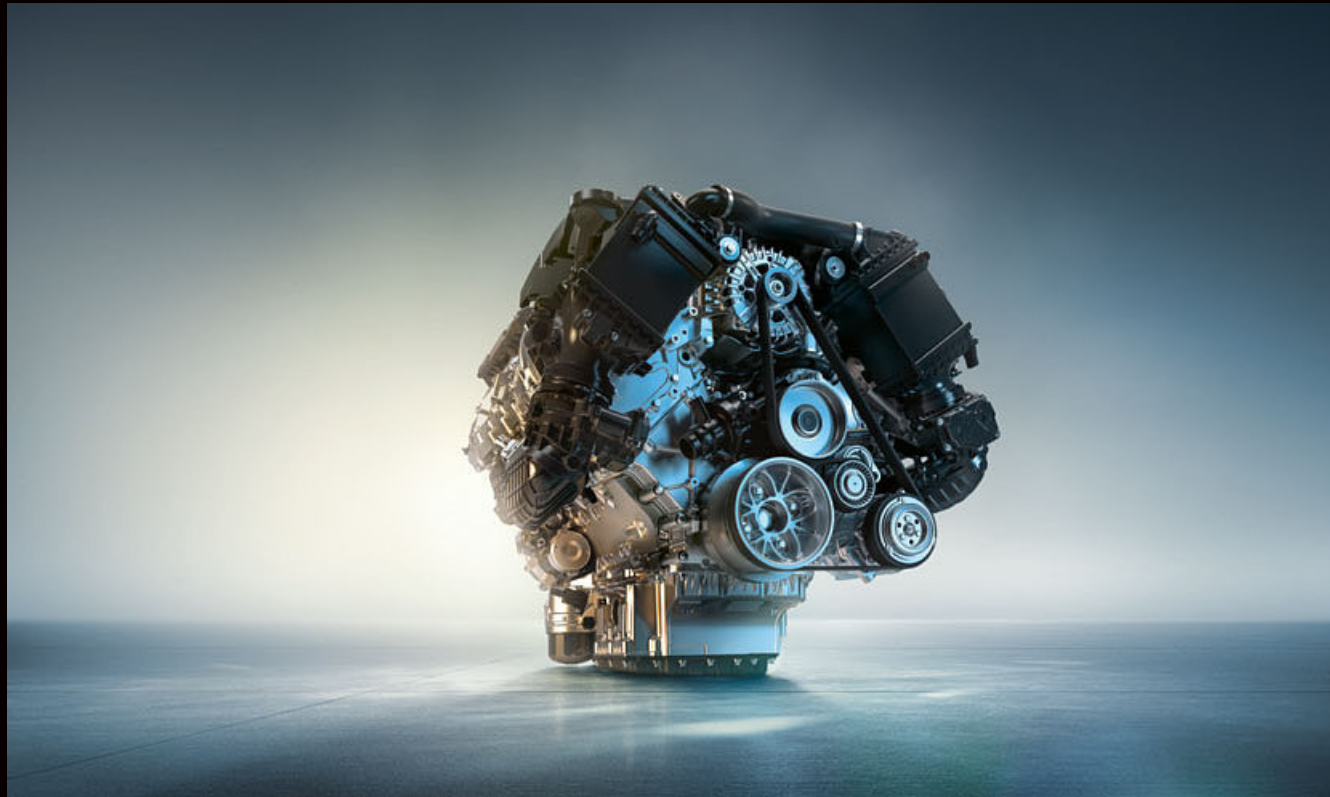


Martin Tomczyk.

The racing driver and long-distance specialist was closely involved in the development of the BMW M8 GTE. No other pilot has covered so many kilometres in the new BMW M8 GTE.



**THE 19" M SPORT BRAKE
IMPRESSES WITH THE MOST
PRECISE DOSING AND HIGHEST
BRAKING PERFORMANCE – EVEN
UNDER THE TOUGHEST LOAD.**



HIGH PRECISION INJECTION WITH UP TO 350 BAR, DOUBLE-VANOS AND VALVETRONIC SET STANDARDS IN PERFORMANCE AND EFFICIENCY.

AT HOME NEAR THE LIMITS: THE NEW BMW M850i xDRIVE COUPÉ.

A push on the gas pedal – and the TwinPower Turbo 8-cylinder petrol engine with 4.4 litre capacity resolutely attacks every metre of asphalt. Its superior revving power drives up the driver's pulse when it approaches the tangible limit with precise dosing: Two Twin-Scroll exhaust gas turbochargers, cylinder liners with special coating and a cooling package designed for maximum performance with two repositioned coolers, an upstream radiator and a 1,000-watt fan are only found in racing sports cars. On request, the Sport exhaust system emphasises the load changes of the V8 engine with a strong character, but at the push of a button it also has a finely subdued tone – depending on the selected mode.

SUPERIOR ENGINEERING: THE BMW TWIN POWER TURBO V8 PETROL ENGINE FORMS THE POWERFUL HEART OF THE BMW M850i xDRIVE.



A PUSH ON THE GAS PEDAL – AND THE TWINPOWER TURBO 8-CYLINDER PETROL ENGINE WITH 4.4 LITRE CAPACITY RESOLUTELY ATTACKS EVERY METRE OF ASPHALT.

INNOVATION FROM RACING. FOR HIGH PERFORMANCE ON THE ROAD.

The racing genes of the new BMW M850i xDrive Coupé are noticeable in every driving situation. The high body rigidity and the reinforced suspension components ensure direct implementation of every steering command. The specially-tuned BMW xDrive four-wheel drive and the controlled M Sport differential provide maximum traction when accelerating out of corners – with an agility that was previously reserved only for rear-wheel drive vehicles. The 19" M Sport brake impresses with the most precise dosing and highest braking performance – even under the toughest load. Maximum lateral forces are counteracted by the wheels with standard sport mixed tyres. Integral Active Steering guarantees perfect steering and maximum speed confidence in every speed range. As standard, the new BMW 8 Series Coupé comes with the Adaptive M suspension. It provides optimum road holding on all surfaces and allows the driver to choose between particularly sporty or comfortable suspension tuning. Welcome to a new dimension of performance!

CONFIDENT THROUGH EVERY CURVE – AT ANY SPEED: ADAPTIVE M SUSPENSION PROFESSIONAL.

Highly agile, surprisingly comfortable: The Adaptive M suspension Professional¹ combines typical dynamics with smoothness and stability. The electromechanical body roll stabilisation reduces the lateral inclination on the curves and thus enables very high cornering speeds. Depending on the situation, it chooses a stabilising or agile driving behaviour. Thus, the driver can enjoy the fullest control and responsive handling even with fast cornering or quick changes of direction.

¹ Equipment exclusively available for BMW M850i xDrive.

THROUGH THE ADAPTIVE M SUSPENSION PROFESSIONAL AND THE LATEST-GENERATION BMW xDRIVE, THE NEW BMW M850i xDRIVE COUPÉ IS EXCEPTIONALLY SPORTY AND ALSO COMFORTABLE.



390 kW

(530 hp) output

3.7 s

0 to 100 km/h

4,395 cm³

Capacity

750 Nm

Torque



THE ELECTRICALLY ADJUSTABLE EXTERIOR MIRRORS ARE ESPECIALLY SPORTY WITH CARBON-FIBRE MIRROR CAPS. THEY ARE DESIGNED TO OPTIMISE THE AERODYNAMICS OF THE NEW BMW M850i xDRIVE.

AN IMPRESSION THAT LASTS FOREVER.

The new BMW M850i xDrive is not only fast, it also looks fast. Its design shows uncompromising dynamics and sets a statement that leaves no questions unanswered: Painted in Sunset Orange and finished with carbon-fibre elements, this is a pure-bred sports car that does not want to stand still on its 20" M light alloy wheels – Gentlemen, start your engines!

"Doppia Gobba"
double curvature in the
carbon-fibre roof

Aerodynamic
exterior mirrors

Low position on the
road with headlights
placed high

Massive air intakes
at the front



MORE CARBON-FIBRE FOR MORE LIGHTNESS:
THE M CARBON PACKAGE FOR THE EXTERIOR
AND THE M CARBON-FIBRE ROOF.

Carbon-fibre in every detail: The exclusive M carbon exterior package^{1,2} adds numerous design elements made of carbon-fibre to the already standard integrated carbon core components of the BMW 8 Series Coupé – for a more thoroughbred sports car look that draws everyone's attention. With mirror caps, air intakes, a decorative element around the tailpipe trims, an M rear spoiler made of carbon-fibre and a sharpened rear diffuser, the carbon exterior package reinforces the motor sport character not only visually, but also substantially. The M carbon-fibre roof¹ also makes a clear statement for a philosophy that gets the most out of everything – ideal conditions for those who want to experience maximum dynamics on every journey.

¹ Available as optional equipment.

² Available from 10/18 for the BMW M850i xDrive and from 11/18 for the BMW 840d xDrive.

A PUREBRED SPORTS
CAR THAT DOES NOT
WANT TO STAND STILL,
BUT BE DRIVEN –
GENTLEMEN, START
YOUR ENGINES!

THE M CARBON-FIBRE ROOF MADE FROM THE ULTRA-LIGHT, BUT HIGHLY STABLE MATERIAL,
RAISES THE ADRENALINE-DRIVEN LOOK OF THE BMW M850i xDRIVE TO A NEW LEVEL.



3

EMOTION EXPRESSED AS INNOVATION.

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 – the new BMW 8 Series Coupé.



THE IDEA OF DRIVING: THOUGHT THROUGH.

DRIVER ASSISTANCE

On the way to the autonomous driving of the future, the innovative BMW Personal CoPilot driver assistance systems already offer a large number of intelligent semi-automated systems that support the driver in monotonous, demanding or confusing situations. Whether activated on request or as an assistant in the background, the BMW Personal CoPilot technologies make driving and parking the new BMW 8 Series Coupé safer, more comfortable and more relaxed.



THE AUTOMATIC SPEED LIMIT ASSIST¹ ADAPTS THE ACTIVE CRUISE CONTROL DYNAMICALLY TO UPCOMING SPEED LIMITS.

THE SAFETY PACKAGE DRIVING ASSISTANT SUPPORTS YOU IN NUMEROUS DANGEROUS DRIVING SITUATIONS, AND BRAKES AUTOMATICALLY IN CASE OF AN EMERGENCY.



EVERYTHING AT A GLANCE: PARKING ASSISTANT PLUS.

Parking Assistant Plus^{2,3} makes parking and manoeuvring the vehicle easier. It features among others the Surround View system including Top View, Panorama View and Remote View 3D⁴, as well as a lateral parking aid, the Parking Assistant with linear guidance and Reversing Assistant.

IS THERE WHEN REQUIRED: DRIVING ASSISTANT PROFESSIONAL.

Driving Assistant Professional³ supports the driver with intelligent functions for partially automated driving, for example on monotonous routes, during traffic congestion or in confusing situations. The Active cruise control with Stop&Go function including front collision warning with braking intervention maintains the speed up to 210 km/h and the distance to the vehicle in front. The Steering and lane control assistant also offers support up to 210 km/h in safely steering the car into its lane. The Lane Keeping assistant with active side collision protection can prevent the driver from unintentionally leaving the lane through steering intervention.

¹ This feature is part of Driving Assistant Professional.
² Expected to be fully available from 4th quarter of 2018.
³ Available as optional equipment.
⁴ Remote Services are required for the use of Remote 3D View.





CREATES NEW REALITIES.

CONNECTIVITY AND INFOTAINMENT



THE BMW HEAD-UP DISPLAY TRANSMITS RELEVANT DRIVING INFORMATION INTO THE DRIVER'S LINE OF VISION WITHOUT DISTRACTION.

INNOVATIVE INFORMATION: BMW LIVE COCKPIT PROFESSIONAL WITH INNOVATIVE OPERATING CONCEPT.

The innovative BMW Live Cockpit Professional with a learning navigation system is a new highlight of BMW's typical driver orientation. All information is displayed in an appealing manner on the display network consisting of a control display and an instrument display. Thanks to the individually configurable operating concept of the BMW Operating System 7.0, an even more intuitive operation via gestures, speech, touch screen and iDrive control is possible. With the enhanced functionality of the controller, all digital services such as apps can be selected directly and the whole system can be configured according to personal preferences. The Head-Up Display with extended contents also transmits information directly into the driver's field of vision without distracting from traffic.

THE NEW USER INTERFACE ALLOWS INTUITIVE OPERATION AND CAN BE ADJUSTED TO YOUR OWN REQUIREMENTS WITH VARIABLE WIDGETS.

It is clear: The new BMW 8 Series Coupé also ushers in a new era when it comes to connectivity. The innovations are BMW Live Cockpit Professional and BMW Operating System 7.0: A high-quality display network consisting of a touch-capable, high-resolution 10.25" control display and a fully digital 12.3" instrument display, on which the innovative operating concept runs with intuitive operation via gestures, voice and touch control and numerous options for customising all displays.

COMFORTABLE FROM DESTINATION TO DESTINATION: NAVIGATION SYSTEM PROFESSIONAL.

Thanks to a combination of an innovative operating concept, high-quality displays and the latest networking, the navigation system Professional¹ offers a next-generation experience: Dynamic mapping content ensures a unique guiding experience. Address data can easily be entered by hand using the iDrive Touch Controller, touch screen or voice control. The navigation itself is visually fascinating: Three-dimensionally designed and with satellite images as map background as well as selected sights in photo-realistic representation, each journey becomes an informative experience, which now also takes place in the central area of the multifunctional instrument display, in which navigational content is displayed in a new form.

¹ As part of BMW ConnectedDrive, in selected European countries the system automatically updates domestic maps up to four times per year, for a period of three years.

Some ConnectedDrive Services may differ between countries. Please consult your local BMW partner for more information.



SURPRISES. AND TOUCHES.

COMFORT AND FUNCTIONALITY



The comfort in the new BMW 8 Series Coupé does not start when driving, but already when you get inside the car with the Comfort access system. You do not need a key anymore to unlock the car, because your smartphone takes over this function with the BMW Innovation Digital Key. Once you hold it to the door handle, the doors are unlocked. Inside, the dynamic interior lighting welcomes you with a welcome scene, and the Bowers & Wilkins Diamond surround sound system surrounds you with crystal clear sound. The perfect way to tune in with what follows: an exciting driving experience that starts even before the new BMW 8 Series Coupé moves.

AT THE CORE OF THE
PERFORMANCE: YOU AND YOUR
DRIVING EXPERIENCE.

A FEAST FOR THE EYES: THE DYNAMIC INTERIOR LIGHTING.

The dynamic interior lighting immerses the interior in an unparalleled atmosphere that combines the best of ambient, indirect lighting with highlights. Numerous LEDs and optical fibres can be controlled in several adjustable colours. When entering and exiting or during events such as a telephone call, preconfigured, dynamic lighting effects create an eye-catching visual experience through the harmonious interaction of all lighting elements.

POSTURE NEEDS SUPPORT: MULTIFUNCTION SEATS.

Sportiness with a luxurious definition: The multifunction seats¹ of the BMW 8 Series Coupé exceed all requirements that can be demanded from a sporty seat. The extra low seating position with a raised shoulder area and integrated headrest allows the driver to confidently sit in the centre of the power, while the comfortable seat adjustment with extensive electrical adjustment options ensures maximum lateral support. The active seat ventilation^{2,3} on the other hand ensures an ideal seat climate at all times, while striking stitching, the perforation and exclusive contrast stitching also perfect the overall seating experience visually.

¹ Standard for BMW M850i xDrive, optionally available for BMW 840d xDrive.

² Available as optional equipment.

³ Only available in conjunction with additional equipment.





ALWAYS UP-TO-DATE, WITHOUT A VISIT TO YOUR BMW PARTNER: REMOTE SOFTWARE UPGRADE.

Thanks to Remote Software Upgrade, a most-current update for the car software can be downloaded "over the air" directly from the car or via the BMW Connected App and a smartphone in a very simple manner. So the car software always remains up to date and very comfortable.

OPEN TO NEW EXPERIENCES: THE DIGITAL KEY.

With the Digital Key¹, the signature of the vehicle key is easily stored in the BMW Connected App of your smartphone. The door handle of the new BMW 8 Series Coupé recognises this signature and opens the door – safely, reliably and without the need for a separate key. Even several key signatures can be created at the same time², allowing even a simple and uncomplicated lending of the vehicle from a distance.

¹ Equipment optionally available for selected Samsung smartphones. Included in the optional "Comfort access system". Alternatively, you have the possibility to open and start the car via an NFC key card from Q4 2018.

² Function optionally available.



SMOOTHED SOUND FOR PURE SOUND ENJOYMENT: THE BOWERS & WILKINS DIAMOND SURROUND SOUND SYSTEM.

Seven aluminium Kevlar midrange speakers. Four aluminium tweeters. Three diamond tweeters. Two subwoofers with Rohacell core. In addition a 10-channel amplifier and a microphone-supported dynamic driving sound regulation, which supplies excellent sound through discreet control of the loudspeakers in each driving situation: The Bowers & Wilkins Diamond surround sound system^{1,2} blends selected materials and high-end technology to create a unique, high-end audio experience.

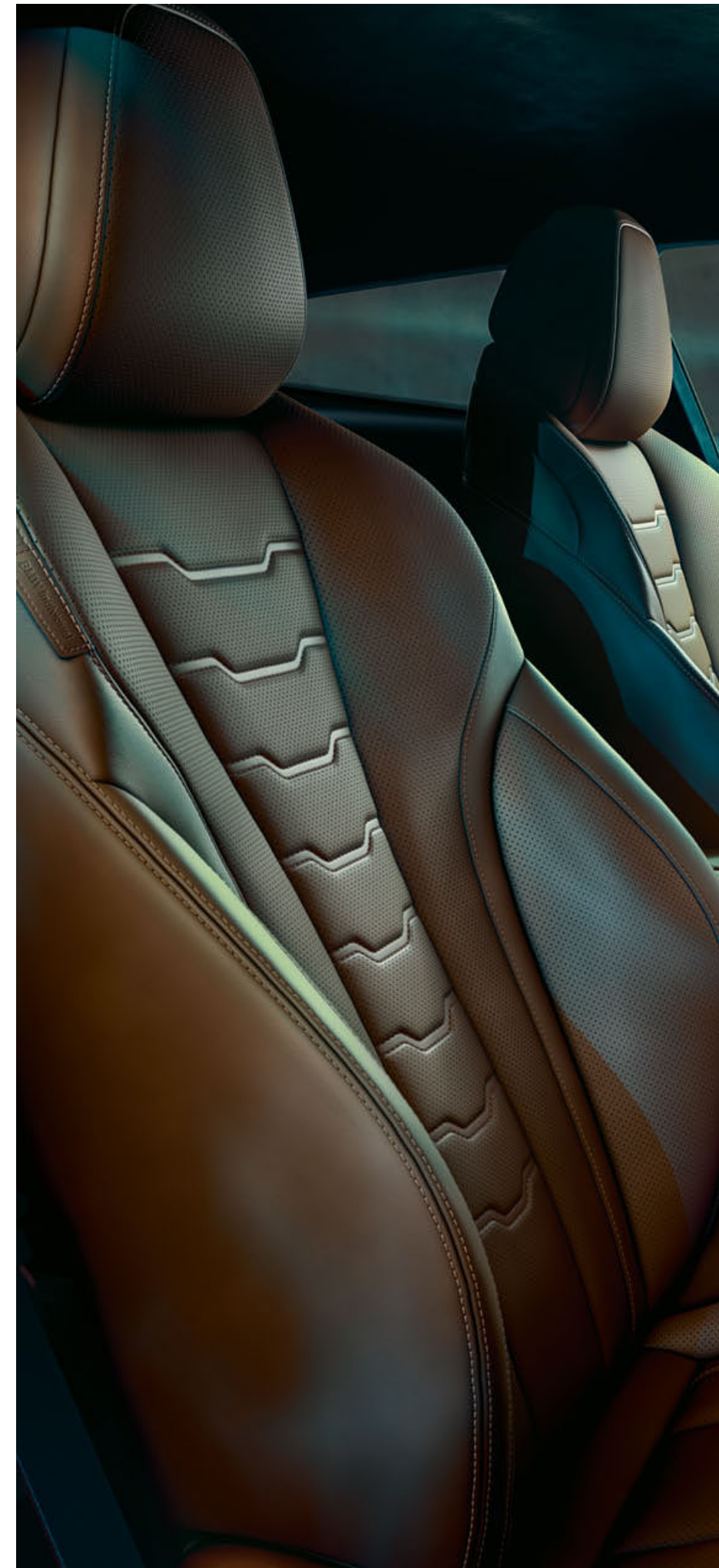
¹ Available as optional equipment.

² Available from 11/18.

4

ONLY YOUR OWN WAY LEADS TO YOUR OWN GOALS.

Materials – hand crafted, exquisite and exclusive. Colours, surfaces and shapes as individual as the eyes that look upon it. Ideas and expectations are met without compromise – and exceeded. Design, detail and dynamics are facets of one and the same idea – in the new BMW 8 Series Coupé.



BMW INDIVIDUAL.

THE EXPRESSION OF PERSONALITY.



Let yourself be inspired: This artistic design shows an exclusive selection of the material diversity of BMW Individual for the new BMW 8 Series Coupé.

THE FINISHING MAKES THE DIAMOND. THE NEW BMW 8 SERIES COUPÉ – INSPIRED BY BMW INDIVIDUAL.

To drive the new BMW 8 Series Coupé means to follow automobile dreams without compromising on them. BMW Individual makes the exclusive even more extraordinary. Take your time and choose the most exquisite exterior and interior equipment options to suit your personal vision in an ideal way. Or go even further and create your own version of the new BMW 8 Series Coupé – in principle, everything is possible, which is conceivable, and that is precisely why it is called: BMW Individual.

In the special paintwork Pure metal silver¹, chiaroscuro contrasts create the impression of molten metal. This is ensured by a base coat with the finest aluminium nanoparticles, which are ground and polished to the highest technical precision, as well as a second continuous paint coat including a finish. The overall result: A paintwork full of colour brilliance and deep gloss that attracts all the attention.

¹ Available from 03/19.



First of all, several layers of wood veneer are applied to the BMW Individual interior trim finishers in piano finish Black, which are varnished in numerous layers with piano finish and polished until a deep, high-gloss effect has been achieved. In the interior they spread a powerful, noble atmosphere.



The BMW Individual extended leather upholstery 'Merino' in Cognac illustrates the claim to excellence of BMW Individual: Only premium quality leather without any surface defects is used, which is not subjected to any artificial embossing or surface treatment during the production process after an elaborate dyeing through barrel pigmentation.



DISCOVER THE WHOLE RANGE OF BMW INDIVIDUAL EQUIPMENT FOR THIS MODEL. WITH THE BMW CATALOGUES APP FOR IOS AND ANDROID.

WHICH COLOUR GIVES YOU DRIVING PLEASURE?

EXTERIOR COLOUR WORLD

Barcelona Blue or Sunset Orange? Sonic Speed Blue or Dravit Gray? The extroverted metallic colour palette for the new BMW 8 Series Coupé will leave you spoiled for choice. For whichever paintwork you decide: You always choose ground-breaking design and uncompromising dynamics, which prove passion and character.

■ STANDARD EQUIPMENT □ OPTIONAL EQUIPMENT



□ **Metallic** C38 Barcelona Blue – Exclusive to the M Sport Package



■ **Non-metallic** 300 Alpine White



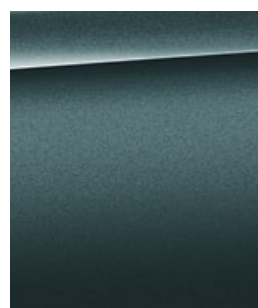
□ **Metallic** A96 Mineral White



□ **Metallic** 475 Black Sapphire



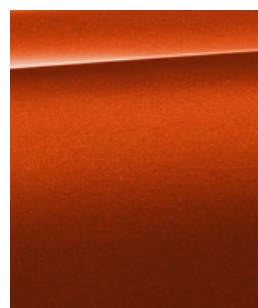
□ **Metallic** C2Y Bluestone¹



□ **Metallic** C35 Blue Ridge Mountain²



□ **Metallic** C1A Sonic Speed Blue



□ **Metallic** C1X Sunset Orange

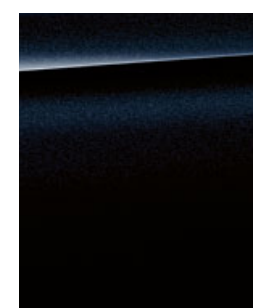


□ **Metallic** C1X Sunset Orange

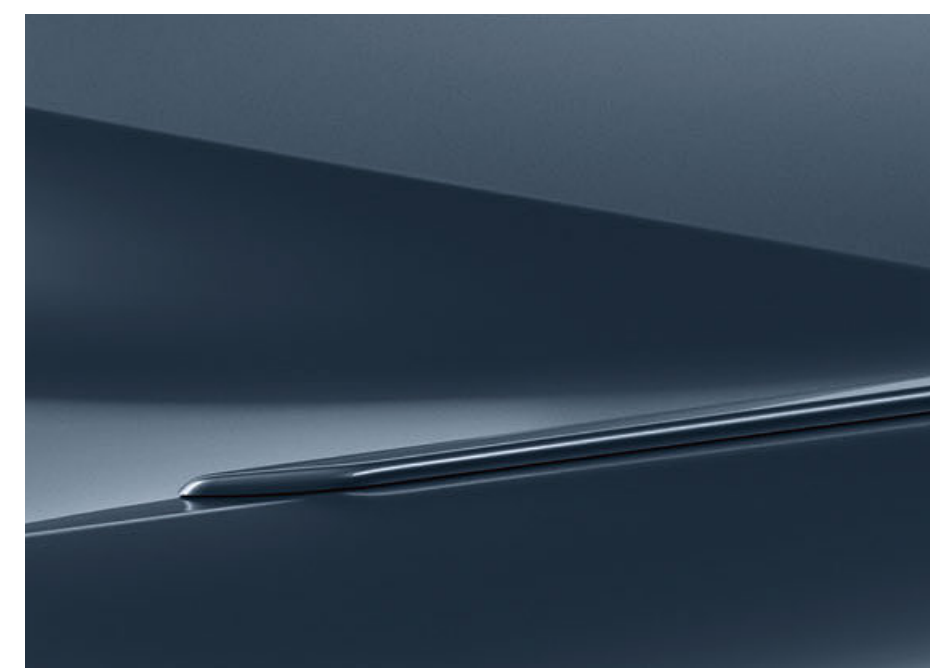
M SPORT PACKAGE



□ **Metallic** C38 Barcelona Blue



□ **Metallic** 416 Carbon Black



□ **Metallic** C38 Barcelona Blue

BMW INDIVIDUAL



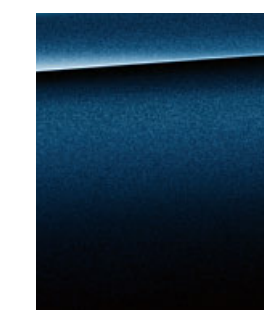
□ **BMW Individual** C36 Dravite Grey metallic



□ **BMW Individual** X1C Aventurine Red II metallic³



□ **BMW Individual** C46 Almandine Brown metallic⁴



□ **BMW Individual** C3Z Tanzanite Blue II metallic³



□ **BMW Individual** X1D Frozen Bluestone metallic³



□ **BMW Individual** 490 Brilliant White metallic³



□ **BMW Individual** 490 Pure metal Silver³



□ **BMW Individual** 490 Frozen Dark Brown metallic³



Infinite colour diversity. You want an individual paint finish? BMW Individual is on hand to advise you on your choice.



□ **BMW Individual** 490 Frozen Arctic Grey metallic³



□ **BMW Individual** 490 Frozen Cashmere Silver metallic³



□ **BMW Individual** 490 Frozen Brilliant White metallic³



□ **BMW Individual** 490 Frozen Dark Silver metallic³

[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 partner or dealership. There you can also see original samples and be assisted with special requests.

¹ Only available for 840d xDrive.

² Available from 11/18.

³ Available from 03/19.

⁴ Available from 07/19.



STYLE AND PERFECTION.

UNIQUE IN TWO COLOURS.

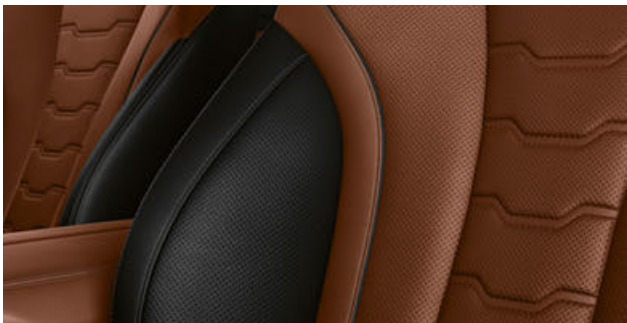


THE BMW INDIVIDUAL INTERIOR TRIM FINISHERS IN BLACK PIANO FINISH ADDITIONALLY ENHANCE THE LUXURIOUS CHARACTER.

When infallible style meets racing dynamics, the result is stunning: The extended leather trim BMW Individual 'Merino' in Bicolour Tartufo and Black, along with the BMW Individual interior trim finishers in piano finish Black, conveys confidence and an exciting sports car feel alike.



THE DYED, SOFT LEATHER FROM THE EXTENDED BMW INDIVIDUAL EXTENDED LEATHER TRIM 'MERINO' COMBINES THE TWO COLOURS TARTUFO AND BLACK INTO AN INTERPLAY OF BRIGHT AND DARK WITH A STRONG CHARACTER.



UNDILUTED ADRENALINE.

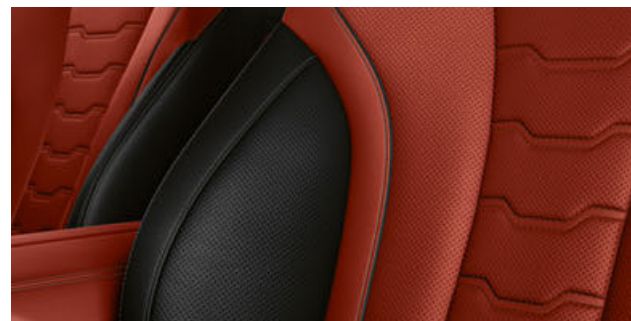
STRONG CONTRAST, UNCOMPROMISING



THE INTERIOR TRIM FINISHERS IN PIANO FINISH BLACK APPEAR EXTREMELY EXQUISITE WITH THEIR GLOSS AND PICK UP THE CONTRAST OF THE UPHOLSTERY.

With the extended leather trim BMW Individual 'Merino' Bi-colour in Fiona Red and Black, the interior of the new BMW 8 Series Coupé is already enhancing the pulse. Along with the interior trim finishers in BMW Individual piano finish Black, there is no doubt about it: In this vehicle, limits are only starting lines.

THE INTERACTION OF STITCHING, PERFORATION AND SEAMING IS AN EXCLUSIVE CHARACTER OF THE NEW BMW 8 SERIES COUPÉ.



LUXURY, ACCELERATED.

IVORY WHITE MEETS PIANO FINISH

Thoroughly elegant, unmistakably sporty:
The interior in the bright colour scheme with BMW Individual extended leather trim 'Merino' Ivory White and BMW Individual interior trim finishers piano black lacquer spread luxuriously tasteful ambience in every detail.



THE SPECIAL SHINE MAKES THE BMW INDIVIDUAL INTERIOR TRIM FINISHERS IN PIANO FINISH BLACK APPEAR ESPECIALLY LUXURIOUS IN AN UNMISTAKABLE ENVIRONMENT.

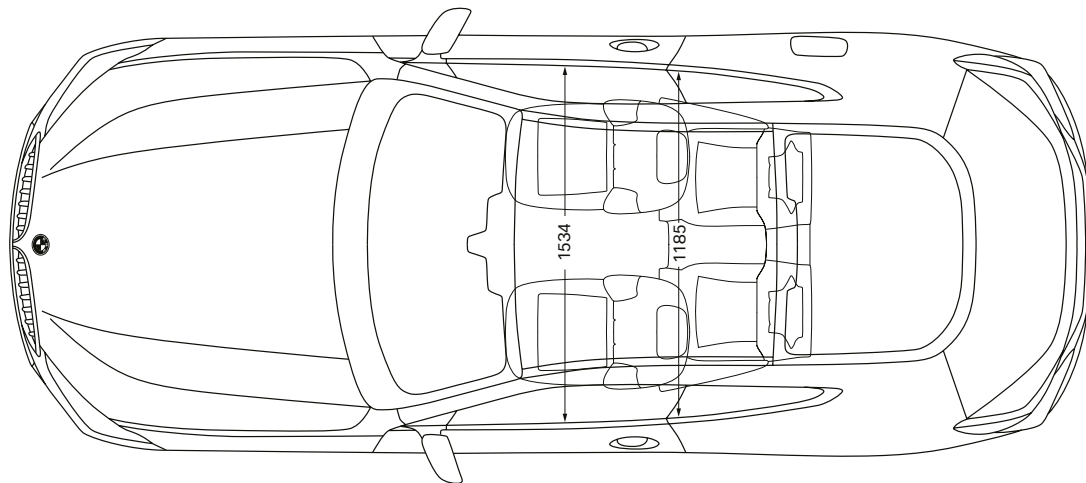
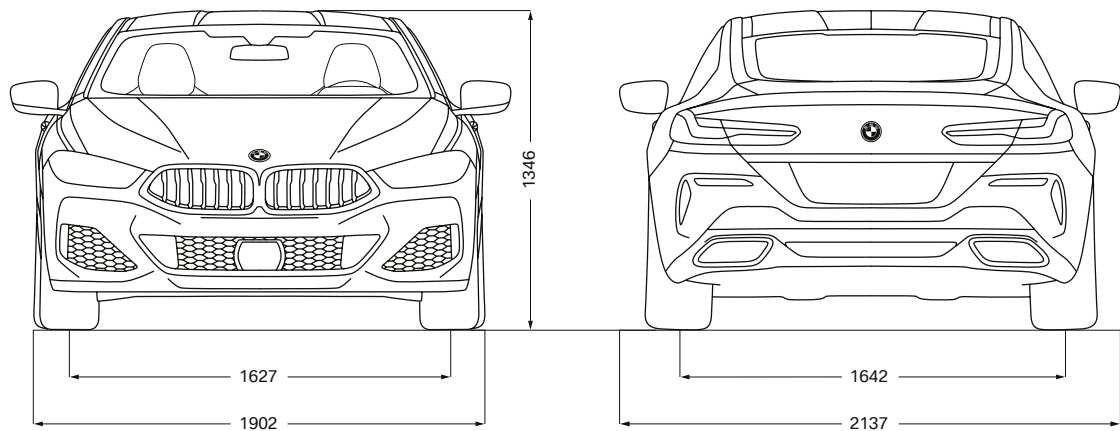
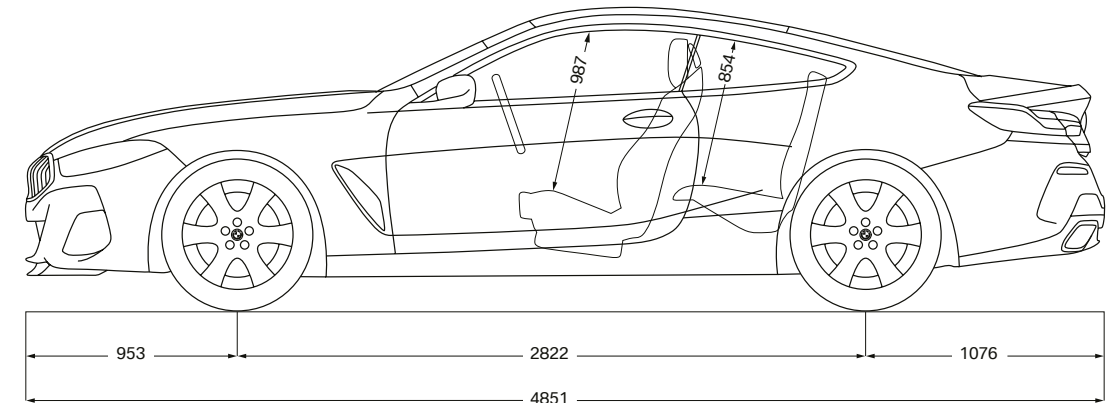


THE STRIKING STITCHING HIGHLIGHTS THE BMW INDIVIDUAL EXTENDED LEATHER TRIM 'MERINO' AND GOES PARTICULARLY WELL WITH THE IVORY WHITE UPHOLSTERY.



TECHNICAL VALUES.

		M850i xDRIVE	840d xDRIVE
Weight			
Unladen weight EU (xDrive) ¹	kg	1965	1905
Max. permissible weight (xDrive)	kg	2395	2370
Permitted load (xDrive)	kg	505	540
Luggage compartment capacity	l	420	420
Engine^{3,4}			
Cylinders/valves		8/4	6/4
Capacity	cm ³	4395	2993
Rated output/rated engine speed	kW (hp)/rpm	390 (530)/5500–6000	235 (320)/4400
Max. torque/engine speed	Nm/rpm	750/1800–4600	680/1750–2250
Power transmission			
Type of drive		All-wheel	All-wheel
Standard transmission		Steptronic Sport transmission	Steptronic Sport transmission
Performance			
Top speed (xDrive)	km/h	250 ²	250 ²
Acceleration 0–100 km/h	s	3.7	4.9
Consumption^{3,4} – all engines conform to the EU6 standard			
Urban (xDrive)	l/100 km	– ⁵	7.2–7.6
Extra-urban (xDrive)	l/100 km	– ⁵	5.1–5.4
Combined (xDrive)	l/100 km	10.0–10.5	5.9–6.2
Exhaust emissions standard (type-certified)		EU6d-temp	EU6d-temp
CO ₂ emissions, combined (xDrive)	g/km	228–240	154–164
Tank capacity, approx.	l	68	68
Wheels/tyres			
Tyre dimensions		245/35 R 20 Y 275/30 R 20 Y	245/45 R 18 Y 275/40 R 18 Y
Wheel dimensions		8 J x 20 9 J x 20	8 J x 18 9 J x 18
Material		Light alloy	Light alloy



¹ The EC unladen weight refers to a vehicle with standard equipment and does not include any optional extras. The unladen weight includes a 90% full tank and a driver weight of 75 kg. Optional equipment may affect the weight of the vehicle, the payload and the top speed if the selected equipment has an impact on the vehicle's aerodynamics.

² Electronically limited.

³ Performance data of petrol engines apply to vehicles using RON 98 fuel. Fuel consumption data apply to vehicles using reference fuels in accordance with EU Regulation 2007/715. Unleaded RON 91 and higher with a maximum ethanol content of 10% (E10) may also be used. BMW recommends RON 95 super unleaded petrol.

⁴ The data for fuel consumption, CO₂ emissions and energy consumption are determined in accordance with the measurements processes as defined by European Regulation (EU) 2007/715 in the applicable version. Data refer to a vehicle with base-level equipment in Germany, and the ranges account for differences according to the selected wheel and tyre size and the optional equipment and may change during the configuration process. Figures have been determined on the basis of the new WLTP test cycle and have been converted back into NEDC figures for comparability.

⁵ Provisional figures; any missing figures were unavailable at the time of publication.

The dimensions refer to the M850i xDrive, dimensions of the 840d xDrive may vary slightly.

A close-up, low-angle shot of the front of a dark-colored BMW M850i xDrive. The image focuses on the intricate details of the multi-lens headlight assembly, which features blue-tinted LED elements. Below the headlight, the top of the front grille is visible, showing the characteristic kidney shape and the BMW roundel emblem. The lighting is dramatic, with highlights on the metallic surfaces and deep shadows in the recessed areas of the headlight.

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 after 04/27/2018, the date when this brochure went to press, or according to the specific requirements of other markets. Your local BMW Partner is available to provide further details. Subject to change in design and equipment.

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BMW M850i xDrive:

BMW TwinPower Turbo 8-cylinder petrol engine, 390 kW (530 hp), 20" M light alloy wheels Y-spoke style 728 M Bicolour with mixed tyres, exterior colour in Barcelona Blue metallic, seats in BMW Individual extended leather trim 'Merino' Tartufo/Black, interior trim finishers in stainless steel fabric.

BMW M850i xDrive:

BMW TwinPower Turbo 8-cylinder petrol engine, 390 kW (530 hp), 20" BMW Individual light alloy wheels V-spoke style 730 I with mixed tyres and run-flat properties, exterior colour in Dravite Grey metallic, seats in BMW Individual extended leather trim 'Merino' Cognac, interior trim finishers in BMW Individual Piano Finish Black.

