

THE M8

COUPÉ AND CONVERTIBLE





01

THE BMW M8 COUPÉ
AND CONVERTIBLE



02

DESIGN
AND HIGHLIGHTS

- 30 The Vision
- 32 Design BMW M8 Coupé
- 36 Design BMW M8 Convertible
- 40 Editorial "Not from this world."
- 42 M philosophy
- 46 Editorial "So close to heaven."



03

INNOVATION AND
TECHNOLOGY

- 50 The Vision
- 52 Driver assistance
- 54 Connectivity and infotainment
- 56 Comfort and functionality



04

EQUIPMENT

- 58 The Vision
- 60 Coupé models
- 64 Convertible models
- 68 Exterior colours
- 69 Interior colours
- 70 Technical data



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driving pleasure!



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.



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

GOOSEBUMPS.







THE SPECIAL THING ABOUT A
CHARISMATIC APPEARANCE IS
NOT TO STAND OUT FROM THE
CROWD FOR THE MOMENT, BUT
TO BE BURNED FOREVER IN THE
MEMORY WITH SUBSTANCE AND
CLASS.

BRANDED.





PHYSICS.

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

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

IRRESISTIBLE.



TIME

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

A red Jaguar F-Type convertible is parked on a dark, wet surface at night. The car's headlights are on, and its interior is visible. In the background, a modern building with large windows and balconies is illuminated. In the foreground, the lower legs and feet of a woman wearing black high-heeled sandals are visible. The overall scene is dark and atmospheric, with the car's red color standing out.

FIRE.

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
INTRICATELY LINKED IN
THE BMW M8 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 BMW M8 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 take 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 black high-gloss kidney grille frame¹, it looks elegant and sporty at the same time, masterfully summarising the unique character of the 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 gloss-milled 20" rims², 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 BMW M8 Coupé, for example, is torsion-resistant, extremely light and highly exciting: In 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 M Carbon exterior package², 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 BMW M8 Coupé.

¹ Only available for Competition models.
² Available as optional equipment.

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

Even the first glance is rewarded: The illuminated lettering "M8" or "M8 Competition"¹ 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 BMW M8 Coupé sets new standards in luxury. The M Sport seats were newly developed for the BMW M8 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 full leather 'Merino'/Alcantara combination Black with contrast in Midrand Beige¹, 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 BMW M8 Coupé, extraordinary is not the exception, but the rule.

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 light attracts every eye. In the elongated centre console, this badge, like the "M Competition"¹ 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.

THE BEST EXAMPLE OF HAVING EVERYTHING IN ONE.

¹ Only available for Competition models.

LUXURY AS FAR AS THE EYE CAN SEE.





SENSUALLY POWERFUL.
ABSOLUTELY LUXURIOUS.

The BMW M8 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 BMW M8 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 roof frame creates a striking silhouette that further enhances the independent character of the BMW M8 Convertible. The 20" M light alloy wheels¹ with 3D appearance are a special highlight: In the Star-spoke style 811 M Bicolour² design, the combination of Jet Black uni surfaces with gloss-milled areas makes it look as sporty as it is classy.

A VEHICLE BODY READY TO JUMP.

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 BMW M8 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 Chrome² on both sides further enhance this effect and give the BMW M8 Convertible an appearance that also leaves a maximum impression in the rear view.



¹ Available as optional equipment.
² Only available for Competition models.





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

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



Through and through an M – luxuriously interpreted: The interior of the BMW M8 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 Sport 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 collar¹ 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 BMW M8 Convertible. The M leather steering wheel also speaks a clearly dynamic language: Its 3-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.

¹ Available as optional equipment.

STRONG IN CHARACTER,
INDEPENDENT TO THE CORE.



EXTREMELY BEAUTIFUL.

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 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 or 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 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 320 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 8-cylinder petrol engine:
In the heart of pure power.

The M TwinPower Turbo 8-cylinder petrol engine in the BMW M8 Competition Coupé and BMW M8 Competition Convertible is the most powerful V8 engine ever developed by BMW M GmbH for a production vehicle. Its 8-cylinder V-engine with M Twin Scroll Twin Turbo technology delivers up to 460 kW (625 hp) on the road, pushing this exceptional vehicle forward with a breathtaking 750 Nm of torque. Every detail is not just suitable for the racetrack, but absolutely designed for it: Consistently lightweight, with two highly dynamic turbochargers, high-pressure direct injection, Valvetronic and a proven cooling concept, the engine creates a driving experience that even professionals dream of: Its direct, fast response, linear power characteristics and constant high torque from low revs ensure absolute dominance at all times – a dominance that even spectators will remember for a long time thanks to the highly emotional and pronounced broadband external sound.

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

The intelligent all-wheel-drive technology M xDrive with M Sport differential plays an equally important role. In the BMW M8 Coupé and BMW M8 Convertible, power is distributed between the front and rear axles in fractions of a second. Depending on the selected configuration and the interaction with the M Sport differential, the focus is on optimum controllability and agile, playful handling, always in combination with outstanding traction and absolute control. The result is a dynamic driving experience that makes the racing character of the BMW M8 Coupé and BMW M8 Convertible impressively tangible in every respect.

M specific suspension: when traction becomes a sensation.

The Adaptive M suspension enables an experience of a very special kind: Electromagnetically actuated valves in the shock absorber pistons regulate the front and rear shock absorbers continuously and independently of each other. This guarantees optimum road contact through wheel-specific, variable shock absorber response, which is calculated in a few milliseconds and permanently adjusted. The three driving modes COMFORT, SPORT or SPORT+ can also be selected via the M Setup, in which the shock absorber characteristics are automatically adapted to the selected basic character. This means that the BMW M8 Coupé and BMW M8 Convertible can be adjusted as desired for city and highway driving with maximum comfort, or optimised for maximum driving dynamics through reduced wheel movements and more direct road contact.

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

Designed with maximum sportiness in mind – a goal to which every technological detail in the BMW M8 Coupé and BMW M8 Convertible contributes: The M Steptronic transmission is characterised by its spontaneity, fast gear changes and a very direct response to load changes. The three-stage Drivelogic with M specific application of the shifting characteristics makes it possible to experience the different modes impressively: Be it comfortably efficient, particularly sporty or absolutely race-suitable, the BMW M8 Coupé and BMW M8 Convertible master the entire spectrum between everyday suitability and racing feeling with flying colours.



EVERYDAY DRIVING AND RACING WITH FLYING COLOURS.

Euphoria is a question of attitude: M Setup.

Engine, steering, suspension, brakes – in the BMW M8 Coupé and BMW M8 Convertible, all components are optimised for maximum, unfiltered pleasure. With the M Setup, the driving behaviour can be even further improved in terms of dynamics: Be it comprehensive driving stabilisation, controlled sporty "M dynamic mode" or complete deactivation of all driving stabilising systems – here you will find the perfect setting for every situation. The innovative, flexible M xDrive all-wheel-drive system also offers three different modes – right up to pure rear-wheel drive: a setting that guarantees maximum driving pleasure, especially on racetracks. Preconfigured in the M Drive menu, these functions can also be selected directly via the M1/M2 buttons on the steering wheel – because in the BMW M8 Coupé and BMW M8 Convertible, every moment holds the potential for absolute driving pleasure.

Thoroughly M: M Views and M Mode.

A pure M in every respect: One press of the driving mode button in the centre console is all it takes to select one of up to three M modes. Not only do they bring with them customisable vehicle characteristics, but they also optimally adapt the appearance of the displays to the needs of the driver. In addition to the "Road" view, two other modes make the pulse rise instantly: "Sport" activates the particularly dynamic "M View", which clearly puts elements such as the double revolution counter in the centre of attention and supports the driver with elaborate animations. "Track"¹ even goes one step further: Here the extended "M View" suppresses all functions that distract from the absolute racetrack feeling and thus creates a focused experience of absolute sports car dynamics. Together with the exclusive sporty and powerful M lettering and colours in M specific shades of red, this creates an atmosphere that spreads pure adrenaline from the very first moment.

¹ Only available for Competition models.





SO CLOSE TO HEAVEN.

The BMW M8 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.

Photos: Niklas Marc Heinicke

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 Convertible and intoxicate 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.

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 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

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 – BAYERISCHE MOTOREN WERKE.

PERFECTION ON YOUR SIDE.

DRIVER ASSISTANCE



Challenging the laws of physics is part of the DNA of BMW M automobiles. 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 assistants of BMW Personal CoPilot 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.

An athlete through and through – but at the same time outstanding in comfort and safety: Driving Assistant Professional^{1,2} combines numerous intelligent functions into an overall experience that is there when you need it, without diluting the euphoric sports car experience in the BMW M8 Coupé and BMW M8 Convertible. The camera- and radar-based driver assistance system relaxes and supports in monotonous or confusing driving situations: The Steering and lane control assistant almost automatically keeps the vehicle in the right lane, while the Speed Limit Assist function automatically adopts the permitted speed. In the city, in turn, the Crossroads warning with brake intervention detects traffic lights, traffic signs and crossing vehicles and helps to reduce the impact speed in the event of an emergency. The driver can thus devote himself entirely to what makes the BMW M8 Coupé and BMW M8 Convertible so special: a maximum sporty driving experience, safer and more comfortable than ever before.

The BMW Laserlight¹ in the BMW M8 cars is impressive: The laser high-beam module fully doubles the light intensity compared to a Bi-LED in the range over 500 metres. The blue accent claps inside the illuminated tubes as well as the "BMW Laser" logo point to the innovative laser light technology.



The Parking Assistant¹ equipment combines the functions Rear view camera, Reversing Assistant and Parking assistant. The vehicle can be easily parked. If the driver activates the Parking assistant, it takes over the complete vehicle guidance with steering, braking and gear selection³.

Parking Assistant Plus.

The Parking Assistant Plus¹ camera- and ultrasound-based assistance system simplifies the search for a parking space as well as parking thanks to the perfectly coordinated interaction of its sensors. For example, the system measures the size of possible parking spaces as it passes by. If a gap is large enough, the system takes over the vehicle guidance and parks the vehicle independently³. Parking Assistant Plus also includes the Reversing Assistant: When driving forwards at speeds up to 35 km/h, it automatically stores the last 50 metres of driving distance and steers independently on the way back while you operate the pedals – particularly useful when driving in confusing or narrow spaces.

¹ Available as optional equipment.

² Function may be limited in darkness, fog or bright glare.

³ The driver is responsible for constantly monitoring the automated parking procedure in accordance with local road laws.





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 its racing functions, 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 Live Cockpit Professional with BMW Operating System 7.0.

Everything in view, everything under control: The BMW Live Cockpit Professional combines a high-resolution 12.3" instrument display behind the steering wheel with a 10.25" Control Display in the centre console and the full-colour BMW Head-Up Display¹. All important information for the driver, such as navigation and vehicle data, are clearly displayed and ideally readable. The BMW Live Cockpit Professional is equipped with the innovative BMW Operating System 7.0, which enables individual configuration via widgets. It also makes operation particularly intuitive and convenient: No matter whether you communicate your wishes to your BMW M8 Coupé or BMW M8 Convertible using the iDrive Touch Controller, touch control on the Control Display, gestures² or voice via the BMW Intelligent Personal Assistant – all functions are reliably executed because your individual needs are always the most important priority.

BMW Display Key.

The BMW Display Key³ for the BMW M8 cars features a touch-enabled LCD colour display. This allows you to operate various functions, such as vehicle locking and Auxiliary heating³, at a distance of up to 300 metres. In addition, range and vehicle locking information can be retrieved remotely.

¹ The information in the BMW Head-Up Display is not fully visible when viewed through polarised sunglasses. Content shown will depend on the equipment options chosen. Further optional equipment is required to display specific items.
² Only available for M8 Coupé.
³ Available as optional equipment.

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



FOR THE EYES, FOR THE MIND.

CONNECTIVITY AND INFOTAINMENT



WHEN LUXURY MEETS EVERYDAY LIFE.

COMFORT AND FUNCTIONALITY



BMW 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 high-end sound system to the M Sport seats for the best later 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.

Access to a whole new world: Comfort access¹ makes it easier to open and close your BMW M8 Coupé or BMW M8 Convertible – and you don't even have to pick up the key to do so: As soon as it approaches three metres, the vehicle begins with a visual welcome presentation, and a sensor under the rear apron allows the tailgate to be opened and closed with a single foot movement.

With the virtual BMW Digital Key², you can easily open your car with a suitable smartphone and the BMW Connected App and even start it as soon as the smartphone is in the centre console. The BMW Digital Key can be shared with up to five devices, giving selected users access to the vehicle – including the linking of individual driver profiles for each of the five digital keys.

Heat Comfort package front and Air collar.

Comfort is always a question of the right temperature. The Heat Comfort package for the first row of seats¹ 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 Air collar^{1,3} 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.

¹ Available as optional equipment.

² Prerequisite is a BMW ConnectedDrive account and a compatible smartphone with Android operating system, NFC technology and integrated secure element. Only compatible with selected Android smartphones with Android 8.0 or higher. For customers with non-compatible smartphones, a high-quality key card is provided.

³ Only available for M8 Convertible.

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





04

THE UNIQUE POWER OF THE MOST PERSONAL DETAILS.

NOTHING IS AS INDIVIDUAL AS EMOTIONS. IN A BMW M8 COMPETITION, 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. LET YOUR FEELINGS RUN WILD – WE STRENGTHEN YOU WITH HP FROM DESIGN, ATTENTION TO DETAIL AND PERFECT CRAFTSMANSHIP.

THE BMW M8 COUPÉ.

Its own standard, in all respects: The BMW M8 Coupé embodies forward-looking luxury like hardly any other vehicle – and it is this passion for something special that makes this vehicle recognisable at first glance as a unique icon of unconditional sportiness and absolute elegance.



20" M light alloy wheels Double-spoke style 810 M.

20" M light alloy wheels Double-spoke style 810 M Bicolour Orbit Grey with mixed tyres, burnished, front 9.5J x 20 with 275/35 R20 tyres, rear 10.5J x 20 with 285/35 R20 tyres.



BMW Individual interior trim finishers piano finish Black.

The glossy surface of the BMW Individual interior trim finishers in piano finish Black¹ is the result of an elaborate multi-layer manufacturing process and the specially dyed tulip wood. Their deep black brilliance sets timelessly elegant highlights in the interior, which emphasise the extraordinary character of this vehicle once again.

BMW Individual paint finish Frozen Dark Silver metallic.

Shimmering. Silky. Unique. The BMW Individual paint finish in Frozen Dark Silver metallic¹ combines the best properties of a metallic paint finish with the elegant touch of a matt paint. The result of this complex multi-layer process: a surface that attracts the light and the eye and elevates the rousing lines of the BMW M8 Coupé to an unforgettable experience.



M Sport seats, full leather 'Merino' Taruma Brown.

The full leather trim 'Merino' Taruma Brown¹ interior, with its rich, deep colour tone in combination with BMW Individual headliner Alcantara anthracite, creates an ambience of self-confident luxury that attractively enhances the sporty character of the BMW M8 Coupé.

¹ Available as optional equipment.



KNOWS COMPETITION
ONLY FROM THE
REAR-VIEW MIRROR.



THE 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 paint finish Frozen Marina Bay Blue metallic.

The BMW Individual paint finish Frozen Marina Bay Blue metallic¹ 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.

Full leather 'Merino'/Alcantara combination Black.

M Sport seats in full leather 'Merino'/Alcantara combination Black with contrast in Midrand Beige show immediately that not only in terms of dynamics, but also in terms of design, everything on this vehicle is designed for maximum effect.

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

20" M light alloy wheels Star-spoke style 813 M Bicolour Jet Black with mixed tyres, gloss-milled, front 9.5J x 20 with 275/35 R20 tyres, rear 10.5J x 20 with 285/35 R20 tyres.

Interior trim finishers 'Carbon Fibre'.

High-performance look: The interior trim finishers 'Carbon Fibre' are made from the unique ultra-light carbon-fibre material. The interior of the BMW M8 Competition Coupé also reveals its consistent racetrack orientation.

¹ Available as optional equipment.

THE BMW M8 CONVERTIBLE.

The freedom of absolute sportiness: The BMW M8 Convertible shows how exciting the unique combination of M high-performance technology and the seductive design language of a BMW Convertible can be. The result combines power and elegance, thrill and fascination with each other – for a driving experience that spreads euphoria from the very first metre.



20" M light alloy wheels Double-spoke style 810 M.

20" M light alloy wheels Double-spoke style 810 M Bicolour Orbit Grey with mixed tyres, burnished, front 9.5J x 20 with 275/35 R20 tyres, rear 10.5J x 20 with 285/35 R20 tyres¹.

BMW Individual paint finish Dark Silver metallic.

The elegant lines of the BMW M8 Convertible are particularly impressive in the BMW Individual paint finish Frozen Dark Silver metallic. A special pigmentation within the multi-layer painting process enables a special, matt finish with a silky shimmering surface. Equally elegant: the 20" M light alloy wheels Double-spoke style 810 M¹, which combine surfaces in Orbit Grey with gloss-lathed areas.



M Sport seats full leather 'Merino' Taruma Brown.

Perfect hold, perfect style: The M Sport seats with integrated Air collar¹ not only offer absolute seating comfort even on more dynamic journeys or cooler days, but also emphasise the luxurious sporty character of the BMW M8 Convertible in the full leather trim 'Merino' Taruma Brown¹.



BMW Individual interior trim finishers piano finish Black.

BMW Individual interior trim finishers piano finish Black¹ add a special note to the interior. An elaborate, multi-layer painting process borrowed from piano production creates a surface whose brilliance and depth of colour catch the eye.

¹ Available as optional equipment.



CHARISMA
THAT KNOWS
NO COMPETITION.



THE BMW M8 COMPETITION CONVERTIBLE.

Best prospects, but no competition in sight:

The 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 finish.

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

Full leather 'Merino' Midrand Beige/Black.

The M Sport seats in full leather trim 'Merino' Midrand Beige add an elegant touch to the absolute sportiness of the BMW M8 Competition Convertible, especially when the top is open, creating a maximum impression.

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

20" M light alloy wheels Star-spoke style 811 M Bicolour Jet Black with mixed tyres, gloss-milled, front 9.5J x 20 with 275/35 R20 tyres, rear 10.5J x 20 with 285/35 R20 tyres.

Interior trim finishers 'Carbon Fibre'.

The BMW interior trim finishers 'Carbon Fibre' set particularly dynamic highlights 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 metallic □ BMW Individual special paintwork Frozen Brilliant White metallic □ BMW Individual special paintwork Frozen Cashmere Silver metallic



□ BMW Individual special paintwork Frozen Dark Silver □ BMW Individual X1D Frozen Bluestone metallic □ BMW Individual special paintwork Frozen Marina Bay Blue metallic □ BMW Individual C36 Dravtgrau metallic



□ BMW Individual C46 Almandine Brown metallic □ BMW Individual X1C Aventurine Red metallic

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

BMW Individual full leather trim Merino includes front and rear seats, headrests, door trim, centre console including armrests and lower part of the instrument panel. Upper part of the instrument panel, top of the door panel and door panelling in leather cover.

¹ Standard for Competition models.

² Exclusively available for Competition models.

³ Only available for M8 Coupé and M8 Competition Coupé.

THE MOST PERSONAL WAY TO SHOW STYLE.

■ STANDARD EQUIPMENT □ OPTIONAL EQUIPMENT

UPHOLSTERY COLOURS



■ Leather 'Merino' LKA9 with extended contents Silverstone Bicolour □ Full leather 'Merino' X3A9 Silverstone¹ ■ Leather 'Merino' LKSW with extended contents Black □ Full leather 'Merino' X3SW Black¹



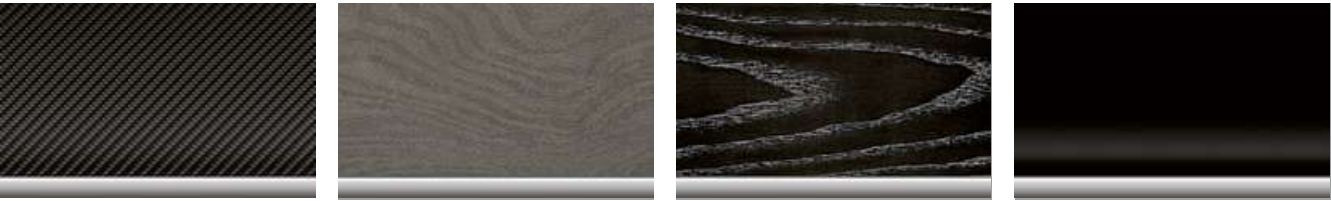
□ Full leather 'Merino' X3JT Taruma Brown¹ □ Full leather 'Merino' X3JQ Midrand Beige¹ □ Full leather 'Merino' X3DA Sakhir Orange¹ ■ Full leather 'Merino'/Alcantara combination HEJA Black/contrast Midrand Beige²

BMW INDIVIDUAL LEATHER



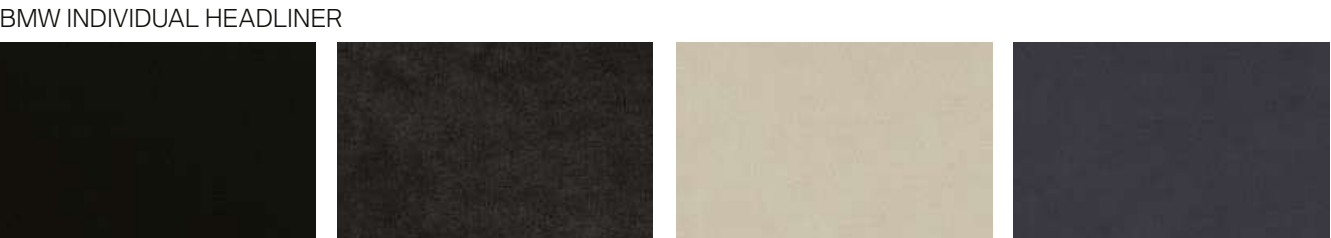
□ BMW Individual full leather trim 'Merino' ZBEI Ivory White/Midnight blue, interior colour Ivory White □ BMW Individual full leather trim 'Merino' ZBEJ Ivory White/Tartufo, interior colour Tartufo

INTERIOR TRIM FINISHERS



■ Interior trim finishers 'Carbon Fibre' on the centre console □ Interior trim finishers fine-wood trim ash grain grey metallic high-gloss on the centre console □ BMW Individual interior trim finishers fine-wood trim Ash black silver effect high-gloss on the instrument panel □ BMW Individual interior trim finishers piano finish Black on the centre console

BMW INDIVIDUAL INTERIOR TRIM FINISHERS



■ BMW Individual headliner 775 Anthracite³ □ BMW Individual headliner 776 Alcantara Anthracite^{1,3} □ BMW Individual headliner XD5 Alcantara Smoke White³ □ BMW Individual headliner XD5 Alcantara Night Blue³

The availability of some equipment features and functions depends on engine variants or additional options. The market and production availability may vary. You can find detailed information about terms, standard and optional equipment at www.bmw.com or from your BMW Partner.

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

TECHNICAL DATA.

		M8 Coupé	M8 Competition Coupé	M8 Convertible	M8 Competition Convertible
Weight					
Unladen weight EU¹	kg	1960	1960	2085	2085
Maximum permissible weight	kg	2385	2385	2440	2440
Permitted load²	kg	500	500	430	430
Luggage capacity	l	420	420	350	350
M TwinPower Turbo engine³					
Cylinders / valves		8/4	8/4	8/4	8/4
Capacity	cm³	4395	4395	4395	4395
Max. output / engine speed	kW (hp) / rpm	441 (600) / 6000	460 (625) / 6000	441 (600) / 6000	460 (625) / 6000
Max. torque / engine speed	Nm / rpm	750 / 1800–5600	750 / 1800–5860	750 / 1800–5600	750 / 1800–5860
Power transmission					
Type of drive		All-wheel	All-wheel	All-wheel	All-wheel
Standard transmission		8-speed Steptronic Sport	8-speed Steptronic Sport	8-speed Steptronic Sport	8-speed Steptronic Sport
Performance					
Top speed	km/h	250³,⁴	250³,⁴	250³,⁴	250³,⁴
Acceleration 0–100 km/h	s	3.3	3.2	3.4	3.3
Consumption⁵,⁶ - All engines conform to the EU6 standard					
Urban	l/100 km	15.2	15.2–15.3	15.2	15.1–15.2
Extra-urban	l/100 km	7.7–8.0	7.7–8.0	7.9–8.2	7.9–8.3
Combined	l/100 km	10.5–10.6	10.5–10.6	10.6–10.8	10.6–10.8
Exhaust emissions standard (type-certified)		EU6d-temp	EU6d-temp	EU6d-temp	EU6d-temp
Combined CO₂ emissions	g/km	238–242	238–242	241–246	241–246
Tank capacity, approx.	l	68	68	68	68
Wheels / tyres					
Tyre dimensions		275/40 ZR19 Y 285/40 ZR19 Y	275/35 ZR20 Y 285/35 ZR20 Y	275/40 ZR19 Y 285/40 ZR19 Y	275/35 ZR20 Y 285/35 ZR20 Y
Wheel size		9.5 J x 19 10.5 J x 19	9.5 J x 20 10.5 J x 20	9.5 J x 19 10.5 J x 19	9.5 J x 20 10.5 J x 20
Material		Light alloy	Light alloy	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 The actual permitted load depends on the actual unladen weight and the maximum permissible weight of the vehicle (see vehicle registration and type plate on the passenger-side B-pillar) and should be determined by every customer himself. Optional equipment may affect the actual unladen weight and the remaining permitted load.

³ Electronically limited.

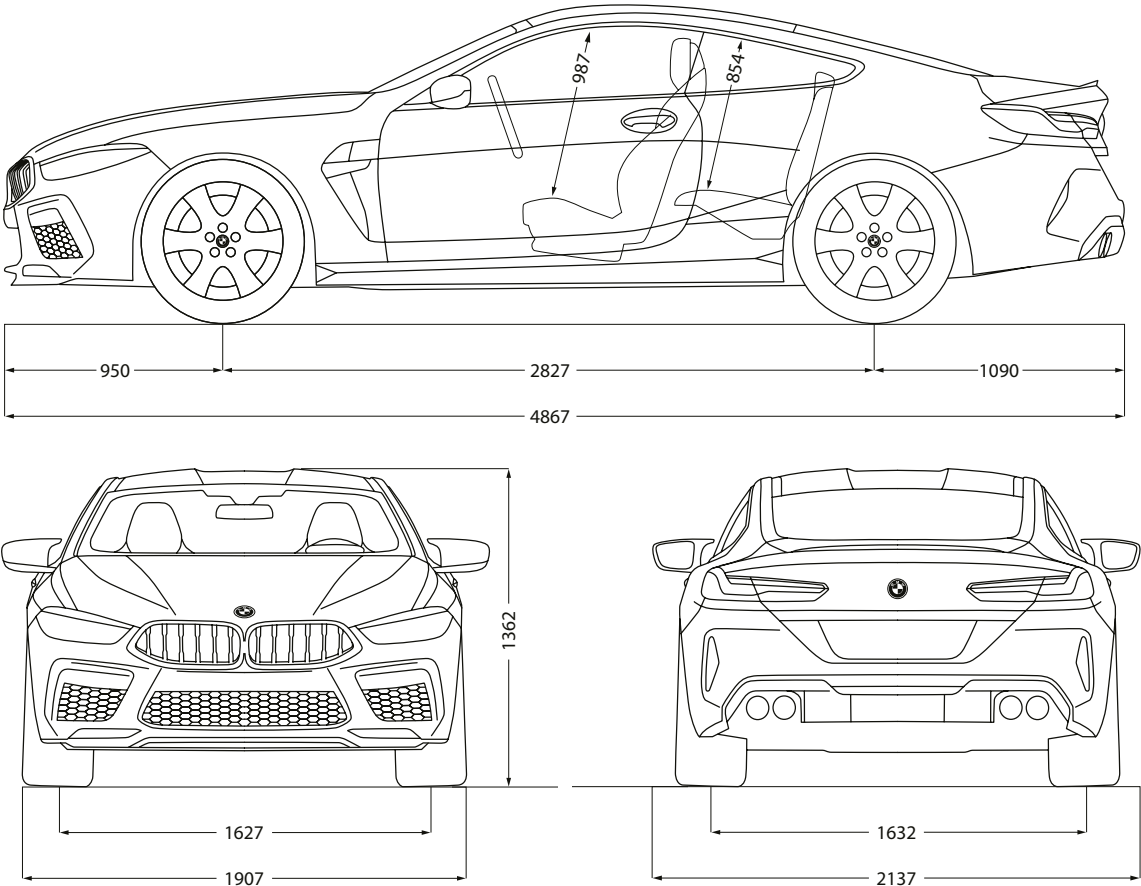
⁴ In combination with M Driver's Package, the top speed is increased to 305 km/h.

⁵ APerformance 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 98 super plus unleaded petrol.

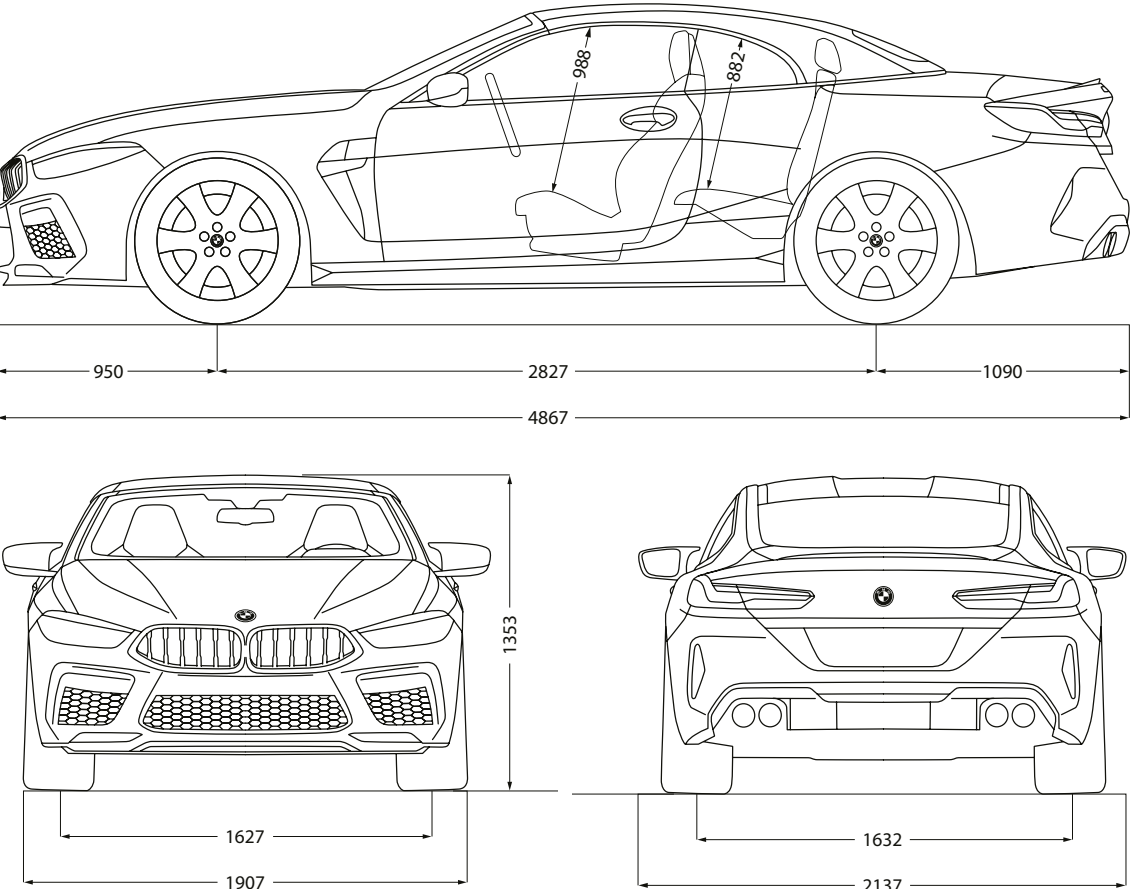
⁶ The data for fuel consumption, CO₂ emissions and energy consumption are determined in accordance with the measurements processes as defined by European Regulation (EU) 2007/715 in the applicable version. Data refer to a vehicle with base-level equipment in Germany, and the ranges account for differences 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. [For these vehicles, values other than those specified here may apply for the assessment of taxes and other vehicle-related charges that are (also) based on CO₂ emissions].

BMW M8 COUPÉ



BMW M8 CONVERTIBLE





The models illustrated in this medium 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 may occur after 11/12/2019, the editorial deadline for this medium, 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.

Of course, each vehicle is designed for economical recycling after its long-running life. You can find more information regarding your end-of-life vehicle on our website www.bmw.de/recycling.

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BMW M8 Competition Coupé:

M TwinPower Turbo 8-cylinder petrol engine, 460 kW (625 hp), 20" M light alloy wheels Star-spoke style 813 M Bicolour with mixed tyres, exterior colour in BMW Individual special paintwork Frozen Marina Bay Blue metallic, M Carbon exterior package, M Sport seats in full leather 'Merino'/Alcantara combination Black with contrast in Midrand Beige, interior trim finishers 'Carbon Fibre'.

BMW M8 Competition Convertible:

M TwinPower Turbo 8-cylinder petrol engine, 460 kW (625 hp), 20" M light alloy wheels Star-spoke style 811 M Bicolour with mixed tyres, exterior colour in Motegi Red metallic, M Sport seats in full leather 'Merino' in Midrand Beige, interior trim finishers 'Carbon Fibre'.

