

# BMW Canada Inc.

## 2013 Product Planning Bulletin



### 2014MY 4 Series Coupé

We are pleased to introduce the brand-new 4 Series Coupé to the Canadian market, a stunning new performance and design halo for the BMW brand! As part of our revised naming strategy, the outgoing 3 Series Coupé adopts the “4 Series” moniker for the very first time (moving forward, even number designations will be assigned to all coupes and odd numbers to sedans). The 3 Series/4 Series separation also allows us to better target our core competition, with the A5 differentiated from the A4 and the next generation C Class Coupe to be re-branded the “CLK”.

The 4 Series initially launched as a “4 Series Concept”, a dramatic rendition of what was to come. The world’s press was overwhelmingly positive, with extremely favorable comparisons to our competitive set. June 14 marked the official unveiling of the production version 4 Series Coupé and the world’s top automotive authorities have continued to praise the vehicle. Road & Track recently published an article stating:

*“The best-looking BMW this side of the Z4 in nearly 10 years.”*



### **Dimensional Improvements:**

The new 4 Series has undergone significant structural changes from the outgoing 3 Series Coupé. The new vehicle grows in length by 26mm, adding additional space in the front and rear seats. The rear track grows by an impressive 80mm, and 45mm in the front, not only creating an extremely athletic stance, but also adding to the +60% gain in torsional rigidity vs. the outgoing model! Vehicle height has been reduced by 16mm giving the new 4 Series the lowest centre of gravity of any current BMW model! All of these gains and the car actually weighs nearly 100lbs (45kg) less (varies based on model/engine) and maintains a near-perfect 50:50 weight distribution.

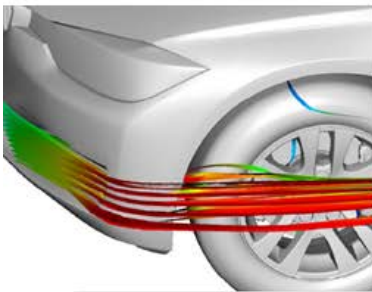
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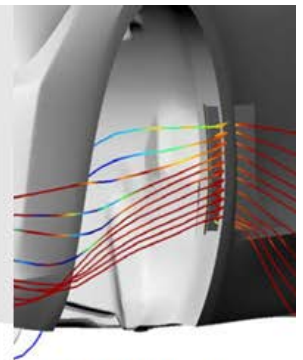


### New Features:

**Air Breather/Air Curtain Technology** – The 4 Series will co-launch (with 3GT) BMW's new "Air Breather" aerodynamic technology. The Air Breather is a functional design element found immediately behind the front wheels. It improves the vehicles drag coefficient by reducing turbulence created by the front wheels/wells.



Air Curtain Technology



BMW Air Breather

### Full LED Headlights

Currently only available at the top of our line-up, the new 4 Series will come with optional LED headlights including LED turn indicator, high-beam, low-beam, cornering light and daytime running lights.



### BMW iDrive Touch

The next generation of BMW iDrive arrives on the new 4 Series Coupe and includes BMW's new iDrive Touch system (for more information see 3GT or 5 Series LCI launch bulletins).



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### Launch Control

For the first time, BMW Launch Control is now standard with the 8-sp Sport Automatic Transmission (2TB). The system optimizes wheels spin at launch to maximize acceleration and create consistent straight-line performance.



### M Performance Package II

In-line with the 3 Series sedan offering, the 4 Series will offer the full M Performance Exhaust in combination with the M Performance Power Kit:

- +26hp
- +32 lb-ft torque
- 50-120km sprint reduced 0.5 sec



### BMW INDIVIDUAL

For 2014, four premium BMW INDIVIDUAL exterior paints will be offered on 428i & 435i models at only \$1,450 (+\$650 vs. Metallic). These rich exterior paints provide an ultra-luxurious finish to the 4 Series.



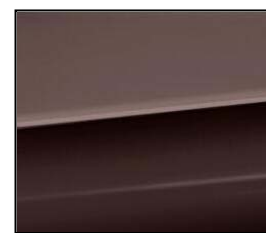
Citrine Black Metallic  
(X02)



Moonstone Metallic  
(X04)



Tanzanite Metallic  
(X10)



Pyrit Brown Metallic  
(X13)

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## 2013 Product Planning Bulletin



### 428 Coupé Model Overview:

MSRP 428i: **\$44,900** (+\$600)  
MSRP 428i xDrive: **\$49,100** (+\$2,300)

The 428i and 428i xDrive now come standard with Sport Line trim, which includes:

- Dakota Leather upholstery.
- Sport seats.
- 18" Light-alloy wheels.
- Anthracite Roofliner.
- High-gloss Shadowline.

(no other Lines are available on this model).

The 428i (RWD) comes standard with a 6-speed manual transmission; optional Sport Automatic for \$1,600. The 428i xDrive comes standard with Sport Automatic Transmission (previous 6-sp manual on the 328xi Coupe no longer available on the 428xi in the US or Canada).



428i Coupe with Sport Line, Mineral Grey Metallic

Significant enhancements to the **Premium Package** include the addition of key feature content:

- Navigation Professional (609).
- Rear-view Camera (3AG).
- Satellite Radio Tuner (655).

The 428 offers a new high value package that has been heavily discounted to ensure all models look as visually striking as possible:

#### **"Performance Wheel Package" - \$500:**

- 19" Light-alloy wheels style 407
- High-speed set-up with performance tires.
- M Sport Suspension (RWD only)



19" Wheels Style 407

Please see product ordering guide for complete packages and options.



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### 435 Coupé Model Overview:

MSRP 435i: **\$54,900** (+\$1,500)

MSRP 435i xDrive: **\$55,600** (+\$1,500)

The 435 models offer tremendous value vs. the outgoing 335 Coupé. Both the 435i and 435i xDrive come standard with Sport Automatic Transmission including Launch Control; 6-speed manual available as a no-charge option on both.

Continuing with our strategy to differentiate our “35i” model range as the performance Halo within the line-up, the M Sport Package has been added to the standard equipment on the 435i and 435i xDrive (no other Lines are available). The M Sport Line includes:

- Addition of 19” M Alloy Wheels as standard.
- Sport Seats.
- M Aerodynamic Package.
- Anthracite roofliner.
- High-gloss Shadowline.
- M Sport Suspension (RWD).
- Front fog lights.
- “M” badge above Air Breather side vent.



435i with M Sport Line, Estoril Blue Metallic.

The 435 will offer the recently launched **M Performance Package**, featuring 3 high-value performance upgrades for only **\$1,500**; they include:

- M Sport Brakes – painted blue calipers feature larger rotors, fixed 4-piston front calipers (from 2) on the front, and fixed 2-piston on the rear.
- Adaptive M Suspension - adds electronically variable-damping shocks to the functions controlled by the Driving Experience Control for increased agility.
- Variable Sport Steering – by reducing the steering angles by 25%, this feature adds more precision to steering inputs while improving steering feel. Automotive journalists are unanimous; Variable Sport Steering is a valuable improvement to handling and cornering.



19” M wheel style 442M with M Sport Brakes

Please see product ordering guide for complete packages.