



1

THE NEW BMW 8 SERIES COUPÉ



2

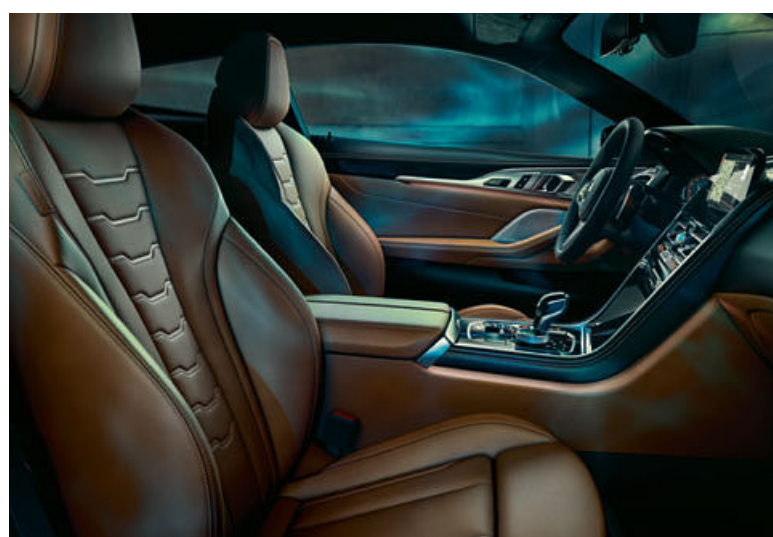
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DIGITAL DISCOVERY: THE BMW BROCHURES APP

More information, more driving pleasure: The 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 CAN BE A TANGIBLE QUALITY.
BREAK AWAY WITH EIGHT-CYLINDERS.





PURSuing 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 MOVEMENT,
ABOUT MILLISECONDS. A TIME THAT IS RUNNING
AWAY IF YOU ARE NOT CLOSE ON ITS HEELS.
UNLESS YOU SIMPLY GET AHEAD OF IT.





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

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 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 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.

WHAT THE MODELS HAVE IN COMMON IS THEIR CLARITY AND CONFIDENCE...

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. 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

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 flows over the asphalt. Voluminous wheel arches emphasise a low centre of gravity and the classic rear-wheel drive. The elegant 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, 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 that defines the car's athletic character.

SCULPTED LINES.

The generously curved and muscular surfaces give the new 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 contours 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 this 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.

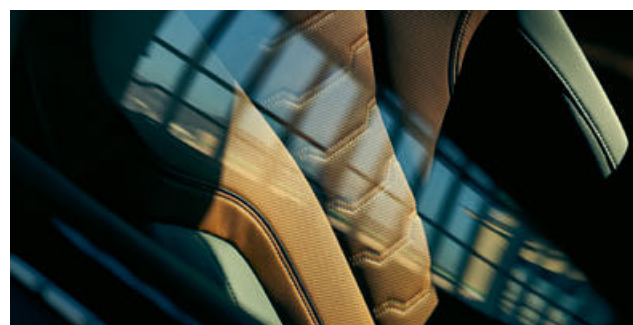
PERFECTED DETAILS.

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 new 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.



WITH OPTIONAL BMW INDIVIDUAL EXTENDED MERINO LEATHER IN BI-COLOUR TARTUFO/BLACK WITH 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. Seamless new design features include the instrument and door panels finished in leather enhanced with contrast stitching. Seats in Merino leather with extended contents or the optional BMW Individual Extended Merino leather 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 optional CraftedClarity glass application is an experience for the hands and the eyes. The handmade crystal cut glass on selected control features such as the gear selector, the Start/Stop button and iDrive Controller, add to the already noble ambience.



THE STAINLESS STEEL FABRIC INTERIOR TRIM SETS 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 the functions relevant to driving 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 CRAFTED CLARITY GLASS APPLICATION IS MADE BY HAND AND EMBELLISHES 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 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 production models and improves the flow on the sides of the vehicle. I was honoured to be the first to drive

the BMW M8 GTE on the racetrack after its development. An emotional moment – and from the first moment a perfect co-operation.

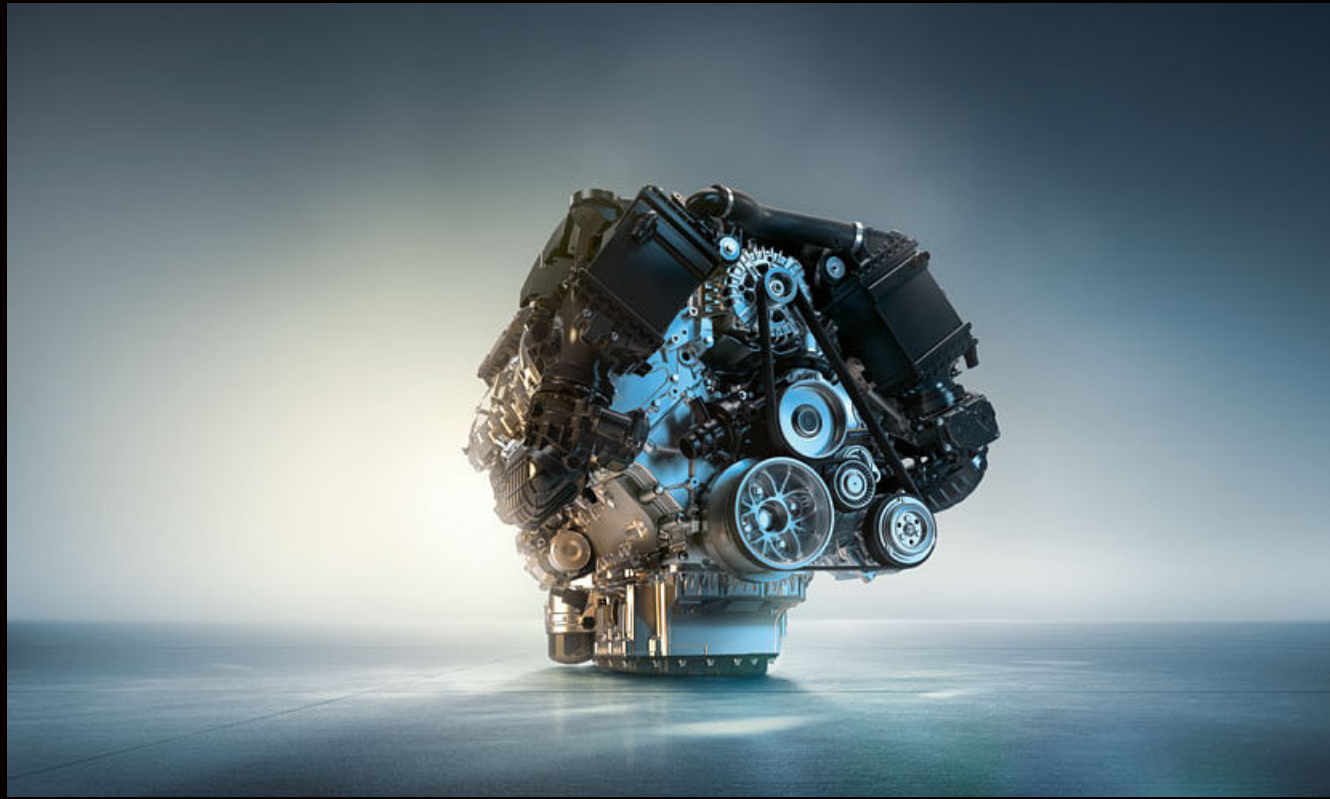
This wow effect was there in the production model immediately, you feel immediately embraced by the vehicle. You do not just sit in it and drive, you become a unit. Everything feels ergonomic. The structure of the cockpit, the settings on the steering wheel show that no compromises are made when it comes 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 BMW M8: 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 miles 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.

BMW M850i xDRIVE COUPÉ: AT HOME NEAR THE LIMITS.

A push on the accelerator – and the TwinPower Turbo eight-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 TwinScroll 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 driving experience switch mode.

SUPERIOR ENGINEERING: THE BMW TWINPOWER TURBO V8 PETROL ENGINE IS THE POWERFUL HEART OF THE BMW M850i xDRIVE.



**A PUSH ON THE
ACCELERATOR – AND
THE TWIN POWER
TURBO EIGHT-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 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 brakes impress 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 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.

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

Highly agile, surprisingly comfortable: The optional Adaptive M suspension Professional, exclusively available for the M850i xDrive, combines typical dynamics with smoothness and stability. Its 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.

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



530hp

(390kW) output

3.7s

0–62mph

155mph

Top speed

750Nm

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 athletic, it also looks athletic. 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.



"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 optional M carbon exterior package¹ 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 BMW 8 Series Coupé reveals its motorsport character not only visually, but also substantially. The optional M carbon-fibre roof 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 from November 2018.

A PUREBRED SPORTS CAR THAT DOES NOT WANT TO STAND STILL, BUT BE DRIVEN.

THE BMW 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.



VISIONARY TECHNOLOGY & INTELLIGENCE

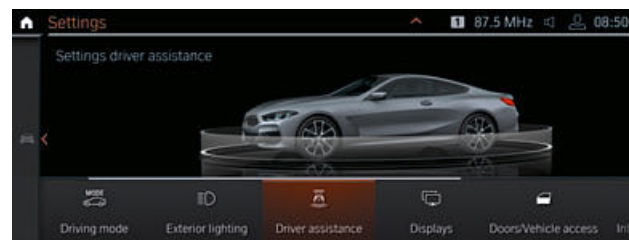
DRIVER ASSISTANCE

On the way to the autonomous driving of the future, the innovative BMW 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, these technologies make driving and parking the new BMW 8 Series Coupé safer, more comfortable and more relaxed.



PROCEED WITH CONFIDENCE: PARKING ASSISTANT PLUS.

The optional Parking Assistant Plus² makes parking and manoeuvring the vehicle easier. It features Surround View including Top View, Panorama View and Remote View 3D as well as a lateral parking aid, Parking Assistant with linear guidance and Reversing Assistant.



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

IS THERE WHEN REQUIRED: DRIVING ASSISTANT PROFESSIONAL.

The optional Driving Assistant Professional² offers optimum comfort and maximum safety during lots of critical or monotonous driving situations with Steering and Lane control assistant, local Hazard warning, Lane Keeping Assistant with active side collision protection and other safety functions.

¹ Features are part of Driving Assistant Professional.

² The system only provides assistance within defined system limits. It remains the responsibility of the respective driver to react to the actual traffic situation. Only available as part of the Technology package.





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 a clear manner on a high-quality display network consisting of a high-resolution 10.25" Control Display and a fully digital 12.3" instrument display. Thanks to the individually configurable operating concept of the BMW Operating System 7.0, an even more intuitive operation of vehicle functions via gestures, speech, touch screen and iDrive control is possible. With the enhanced functionality of the controller, for example, all digital services such as apps can now be selected directly. The BMW Head-up Display with extended display options 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's clear, the new BMW 8 Series Coupé also ushers in a new era when it comes to connectivity with innovative technologies such as BMW Live Cockpit Professional and BMW Operating System 7.0 as standard. It features 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: PROFESSIONAL NAVIGATION SYSTEM.

Thanks to a combination of an innovative operating concept, high-quality displays and the latest networking, the Professional Navigation system offers a next-generation experience. Dynamic mapping content ensures a unique guiding experience whilst address data can easily be entered by hand using the iDrive Touch Controller, touch screen or voice control. The navigation itself is visually interesting; 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. This is presented in the central area of the multi-functional instrument display, in which navigational content is displayed in a new form.



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 smartphone¹ can take over this function for you with the innovative BMW 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 optional Bowers & Wilkins Diamond surround sound system² 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 invisible 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 components.

POSTURE NEEDS SUPPORT: MULTI-FUNCTION SEATS PROVIDE IT.

Sportiness with a luxurious definition. The standard multi-function seats 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 optional seat ventilation for front seats³ on the other hand ensures an ideal seat climate at all times, whilst striking stitching as seen in the optional BMW Individual Extended Merino leather, also perfect the overall seating experience visually.

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

² Available from November 2018.

³ Only available as part of the Premium package.





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

Remote Software Upgrade keeps your vehicle software up to date at all times. With BMW Connected you can easily download available vehicle software on your smartphone. On the next trip, it will be loaded and installed. Thus, the software experience is always up-to-date and comfortable as on the first day.

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 NFC reader in 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 Comfort access system. Alternatively, you have the possibility to open and start the car via an NFC key card from November 2018. For further details contact your local BMW Retailer.
² Function optionally available. Key transfer only available on compatible Samsung smartphones.



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

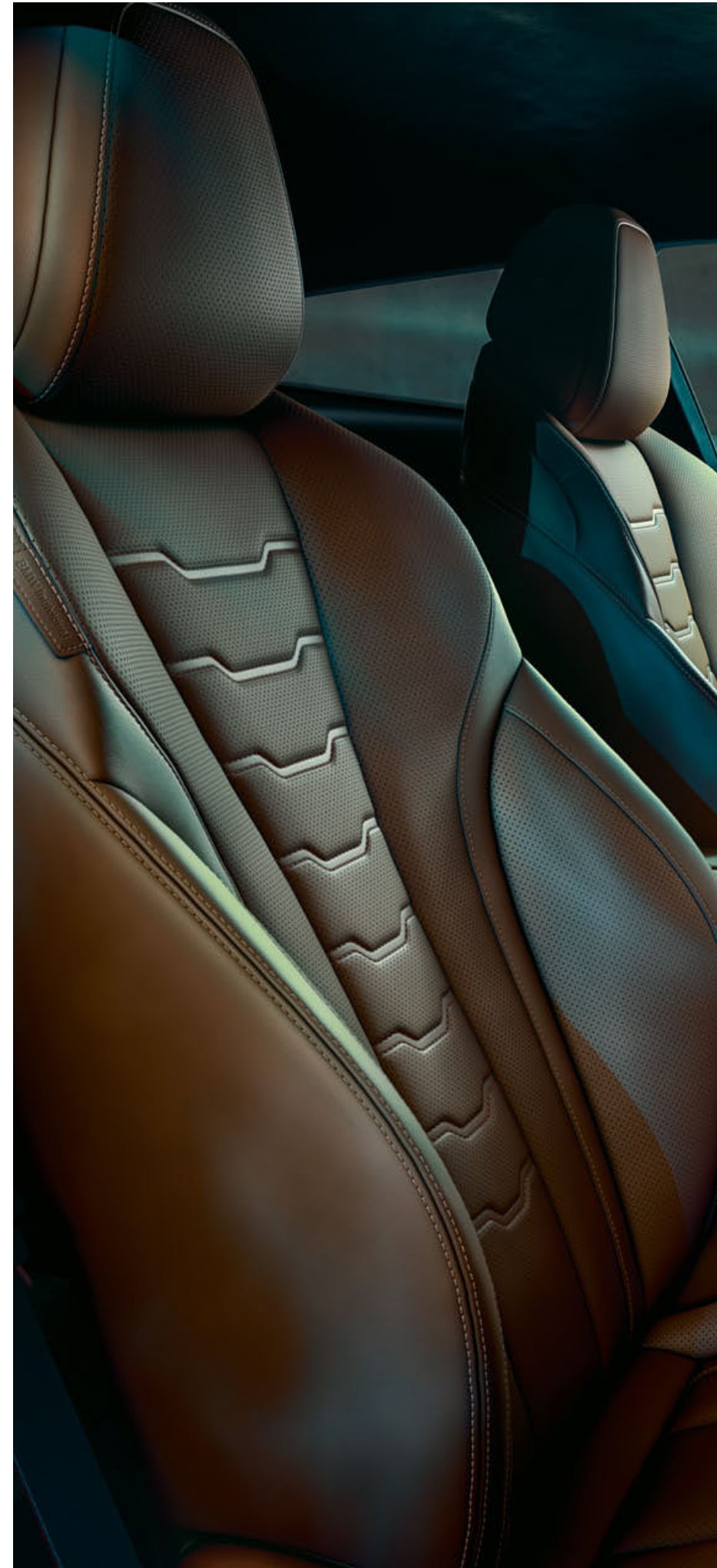
Seven aluminium Kevlar midrange speakers. Four aluminium tweeters. Three diamond tweeters. Two subwoofers with Rohacell core. In addition a 10 channel amplifier and a microphone-supported dynamic driving sound regulation, which supplies excellent sound situation through discreet control of the loudspeakers in each driving situation. The optional Bowers & Wilkins Diamond surround sound system¹ blends selected materials and high-end technology to create a unique, high-end audio experience.

¹ Available from November 2018.

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. The details are not only details. They build the design – 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 your automotive dreams and not to compromise – not even with the standard equipment. BMW Individual enables you to make 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 further and create your own version of the new BMW 8 Series Coupé: in principle, everything is possible that is conceivable – that is precisely why it says: BMW Individual.

In the optional BMW Individual Pure Metal Silver¹ exterior paintwork, chiaroscuro contrasts create the impression of molten metal. This is ensured by a base coat with the finest aluminium nanoparticles, which is 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 via Individual Special Request programme. Please speak to your BMW Retailer for more information.



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



The optional BMW Individual Extended Merino leather in Cognac emphasises the claim to excellence of BMW Individual: exclusive premium quality without surface defects, no artificial embossing or surface treatments and an elaborate dyeing process through barrel pigmentation are worthy of consideration in BMW Individual.



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

WHICH COLOUR GIVES YOU DRIVING PLEASURE?

EXTERIOR COLOURS

Barcelona Blue or Sunset Orange? Sonic Speed Blue or Dravit Grey?
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



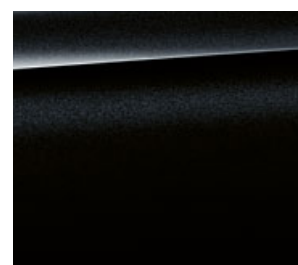
■ **Metallic** C38 Barcelona Blue



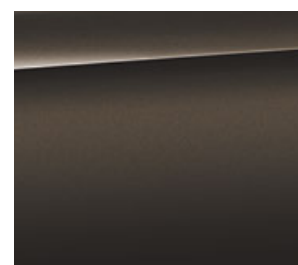
■ **Non-metallic** 300 Alpine White



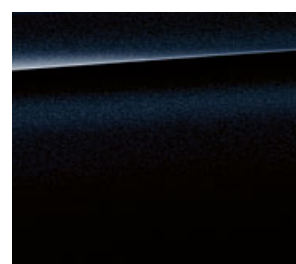
■ **Metallic** A96 Mineral White



■ **Metallic** 475 Black Sapphire



■ **Metallic** C36 Dravit Grey



■ **Metallic** 416 Carbon Black



■ **Metallic** C1A Sonic Speed Blue



■ **Metallic** C1X Sunset Orange

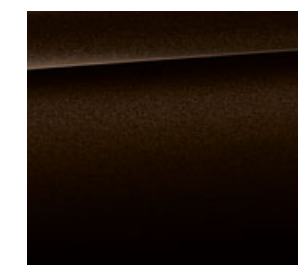


Infinite colour diversity. You want an individual paint finish? BMW Individual is on hand to advise you on your choice.

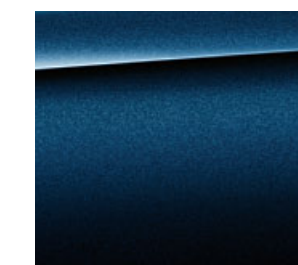
BMW INDIVIDUAL.



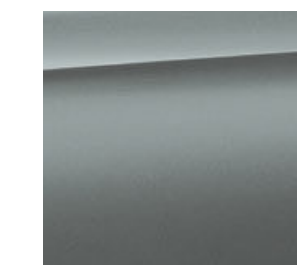
□ **Metallic** WX1C Aventurine Red II¹



□ **BMW Individual** X14 Almandine Brown metallic¹



□ **BMW Individual** X10 Tanzanite Blue metallic¹



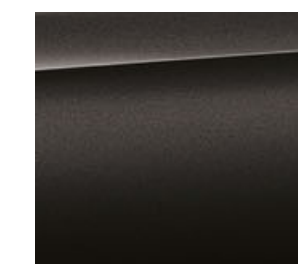
□ **BMW Individual** X1D Frozen Bluestone metallic¹



□ **BMW Individual** 490 Brilliant White metallic¹



□ **BMW Individual** 490 Pure Metal Silver¹



□ **BMW Individual** 490 Frozen Dark Brown metallic¹



□ **BMW Individual** 490 Frozen Arctic Grey metallic¹



□ **BMW Individual** 490 Frozen Cashmere Silver metallic¹



□ **BMW Individual** 490 Frozen Brilliant White metallic¹



□ **BMW Individual** 490 Frozen Dark Silver metallic¹

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

¹ Expected availability for BMW Individual exterior paint is March 2019.

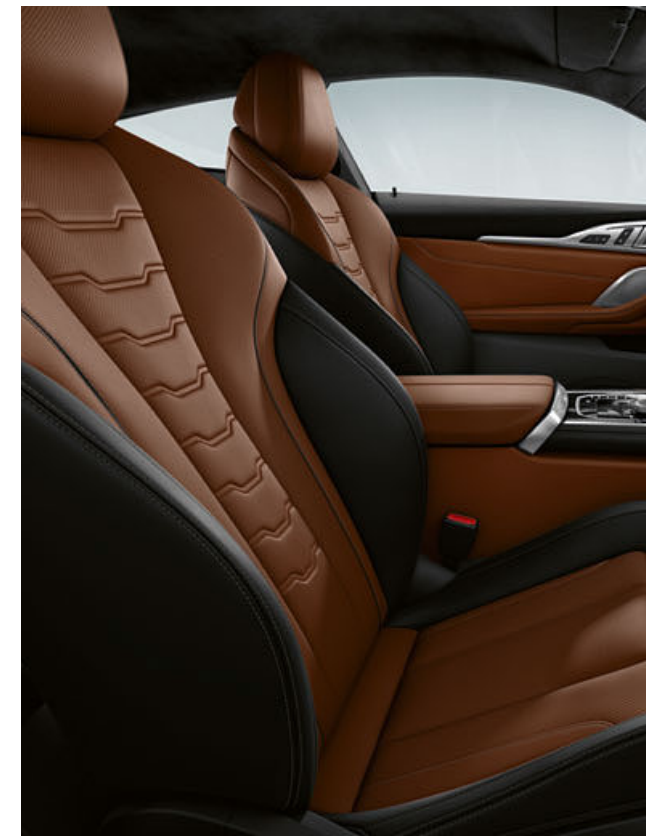
THE ELEGANT RACER.

UNIQUE IN TWO COLOURS.

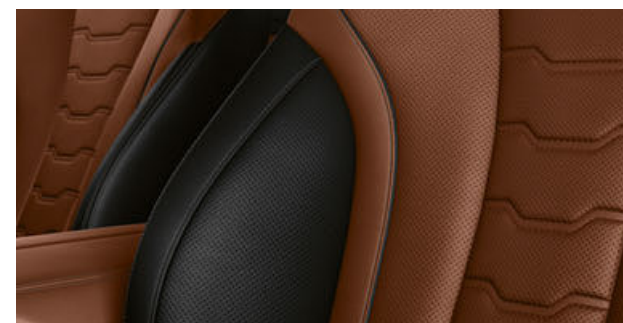


THE STAINLESS STEEL FABRIC INTERIOR TRIM ADDITIONALLY ENHANCES THE STRIKING SPORTY EFFECT INSIDE THE NEW BMW 8 SERIES COUPÉ.

When infallible style meets racing dynamics, the result is stunning. The optional BMW Individual Extended Merino leather in Tartufo and Black, along with the Stainless steel fabric interior trim, conveys confidence and an exciting sports car feel alike.



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



UNDILUTED ADRENALINE.

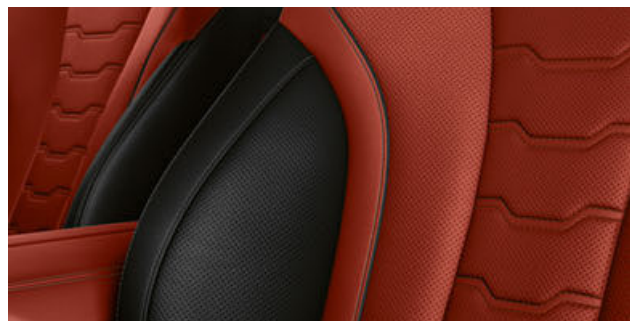
HIGH CONTRAST. UNCOMPROMISING



THE OPTIONAL BMW INDIVIDUAL PIANO BLACK INTERIOR TRIM APPEARS EXTREMELY EXQUISITE WITH ITS GLOSS FINISH AND PICKS UP THE CONTRAST OF THE UPHOLSTERY.

With the optional BMW Individual Extended Merino leather in Fiona Red and Black, the interior of the new BMW 8 Series Coupé is already enhancing the pulse. Along with the optional BMW Individual Piano Black interior trim, there's no doubt that in this vehicle, limits are only starting lines.

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



LUXURY, ACCELERATED.

IVORY WHITE MEETS PIANO FINISH

Thoroughly elegant, unmistakably sporty. The interior with optional BMW Individual Extended Merino leather in Ivory White and optional BMW Individual Piano Black interior trim spreads a luxuriously elegant ambience in every detail.



THE POLISHED SHINE MAKES THE OPTIONAL BMW INDIVIDUAL PIANO BLACK INTERIOR TRIM APPEAR ESPECIALLY LUXURIOUS IN A UNMISTAKABLE ENVIRONMENT.



THE STRIKING STITCHING IS CHARACTERISED BY THE OPTIONAL BMW INDIVIDUAL EXTENDED MERINO LEATHER AND GOES PARTICULARLY WELL WITH THE IVORY WHITE UPHOLSTERY.





The models illustrated in this catalogue 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 differ at the time of printing, or according to the specific requirements of other markets. Your local BMW Retailer is available to provide further details. Subject to alteration in design and equipment. Part number 95 38 3 005 040. August 2018.

BMW M850i xDrive:

BMW M Performance TwinPower Turbo eight-cylinder petrol engine, 530hp (390kW), 20" M light alloy Y-spoke style 728 M wheels in Bicolour with mixed tyres, Barcelona Blue metallic paint, BMW Individual Extended Merino leather seats in Tartufo and Black, Stainless steel fabric interior trim.

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