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Product Planning & Strategy Bulletin

Introducing the all-new BMW 6 Series Gran Coupe

December 10, 2011

BMW is expanding the 6 Series line-up in 2012 with the long awaited addition of the 6 Series Gran Coupe.



The all-new 4-door 6 Series Gran Coupe perfectly combines beautiful design, outstanding driving dynamics, advanced technology and the amenities and interior room to transport four adults in comfort and luxury. For shorter trips, the rear seat is also designed to accommodate a third passenger, making the Gran Coupe the first car in its class to offer standard 4+1 seating.

The BMW 6 Series Gran Coupe will be offered in three distinct models – the 640i, 650i and 650i xDrive. The 640i will start production in March 2012 and launch in early summer. The 650i and 650i xDrive models will start production in July and launch later in the year. The standard and option program for each model will be very similar to the corresponding 6 Series Coupe. All models will come with 8-speed Sport Automatic transmissions and paddle shifters.

The Start of Communication for the all-new 6 Series Gran Coupe is December 10th, 2011 at 6:00 pm EST. The world premiere will take place at the Geneva Auto Show in March 2012, followed by a US premiere at the New York Auto Show in April.

Performance & Driving Experience

The 640i will be equipped with the N55 TwinPower turbo inline-6 engine that produces 315 horsepower and 330 lb-ft of torque and has an estimated 0 – 60 mph time of 5.2 seconds.

The 650i and 650i xDrive models will be equipped with the 4.4-liter V-8 N63 Technical Update engine, complete with VALVETRONIC variable valve timing. The engine produces 445 hp with peak torque of 480 lb-ft and an estimated 0-60 mph time of 4.4 seconds for the 650i and 4.3 seconds for the 650i xDrive Gran Coupe.

In addition to the efficiency of the engines and 8-speed Sport Automatic transmission, an extensive range of BMW EfficientDynamics measures contribute to reducing fuel consumption and emissions. Brake Energy Regeneration, engine Auto Start-Stop, on-demand operation of ancillary components, intelligent lightweight construction and extensive aerodynamic refinement work together to ensure maximum efficiency.

Driving Dynamics has also been enhanced and now allows the driver to choose the way the vehicle responds via 5 modes – ECO PRO, COMFORT, COMFORT+, SPORT, and SPORT+. The addition of ECO PRO has been added to support a more fuel-efficient and eco-friendly driving style.

Design

Its exceptionally sporty, yet refined design gives the new 6 Series Gran Coupe an aura of athletic elegance. The long powerfully contoured hood, short front overhang and set-back passenger compartment come with a 4.4 inch increase in body length over the 6 Series Coupe and a 4.5 inch longer wheelbase. As with the 2-door Coupe, the 640i Gran Coupe comes with standard 18" wheels while the 650i models sport an all-new 19" wheel, with multiple opportunities to upgrade sizes and styles.

Technology and Options

The Gran Coupe comes with the same technologically advanced equipment, driver assistance systems and options that are currently available on the 6 Series Coupe. New options for the Gran Coupe are focused on the comfort of the rear seat passengers and include rear sunshades for the side and rear windows, 4-zone automatic air conditioning, and rear seat heating.

A number of additional Individual paint colors and Individual upholstery will also be available when ordering the Individual Composition Package and can now also be ordered for the first time as an upgrade to the M Sport Package. Both packages will be available at launch. New exterior colors include Brilliant White and 3 different Matt paint finishes (Frozen Bronze, Frozen Grey, and Frozen Silver). A new Individual upholstery option has also been specially developed for the BMW 6 Series Gran Coupe: Opal White full Merino leather, combined with the interior color Amaro Brown, including a brown leather-covered instrument panel with contrast stitching and an Alcantara roof liner in Amaro Brown.

Interior Images



BMW Individual Amaro Brown, including a brown leather-covered instrument panel with contrast stitching and an Alcantara roof liner in Amaro Brown

Order Guides and pricing will be released closer to launch.