

BMW Car Club  
of America  
Tejas Chapter



# TEJAS TRAX

Newsletter for the Tejas Chapter, BMW CCA



Flat Creek Winery

Photo by Eric Chang

January 2011

BMW Car Club  
of America



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A Letter From Iraq  
Charity Event Review  
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### Commercial Advertising Rates for Tejas Trax

<p style="text-align: center;"><b>Full Page</b></p> <p style="text-align: center;">Per Year - \$500 Per Month - \$50</p>	<p style="text-align: center;"><b>Centerfold</b></p> <p style="text-align: center;">Per Year - \$900 Per Month - N/A</p>	<p style="text-align: center;"><b>Half Page</b></p> <p style="text-align: center;">Per Year - \$300 Per Month - \$30</p>	<p style="text-align: center;"><b>Quarter Page</b></p> <p style="text-align: center;">Per Year - \$200 Per Month - \$20</p>
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**Visit the Tejas Chapter Web Site at <http://www.tejaschapter.org/tejas.html>**

**The Tejas Trax is printed monthly by Kinko's of Austin**

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# From The President

## A New Chapter Logo ..... Again

Once again, at the direction of BMW, the Tejas Chapter has a new logo. BMW decided that all BMW Car Clubs and their chapters needed to present a new look with their logos and presented us with 38 pages of guidelines, which included the specifications and how they are to be presented any place that the logo might be displayed.

The marketing scoop was “BMW Club members identify strongly with the BMW Brand and associate BMW products with their own values. As ambassadors and multipliers of the BMW Brand and its products, however, they also bear responsibility for representing BMW in a way that is characteristic of the brand. After all, the BMW Brand is highly valuable, and such value must be protected. On the one hand this means adhering to certain shared basic rules, but it also means preserving individuality and setting oneself apart from other BMW Clubs. The BMW Club appearance should be based on the premium

aspirations of the BMW Brand. The club must always be clearly recognisable as the sender. These design guidelines outline the new appearance using examples for all the relevant media applications, are mandatory worldwide and apply without restriction to all communication and correspondence materials.”

After reviewing about a dozen designs, the Tejas board selected one that was submitted to BMW for approval. The logo was approved. This time around, BMW allowed us to have a “formal” and an “informal” logo. The “informal” logo cannot have the BMW roundel in it. So the board elected to use our previous logo and replace the roundel with the Texas silhouette. Wonder how long these logo guidelines will be good for?

Until next time ....

Glenn McConnell

BMW Car Club  
of America  
Tejas Chapter



New formal logo is  
above and informal  
is to the right.



## Welcome New Members

### Austin

Mark Ahlin

Tod Barrett

Christian Briggs

Russell Dunham

Bradley Hanks

Carly Holcome

Patrick Jordan

Brooke Slater-Nagy

Luc Van Mechelen

Jay West

BMW Car Club  
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Tejas Chapter



### Boerne

Abbey Buckelew

### Cedar Park

Mohammed Abusalih

Jay Sharma

### Rockdale

Victoria Drake

### San Antonio

Adrian Gresores

Blake Lechon

David Meads

### Hico

Jacob Pritchard

### Midland

Patrick Drennon

Tracie Drennon

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Ed Nicks

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# Tejas Chapter Post-Holiday Party

Saturday, January 22, 2011  
6:00pm - 10:00pm

**Where:** Saltgrass Steakhouse, San Marcos

**When:** Arrive at 6:00pm for social time and sit for dinner at 6:30pm

**Menu:** Gulf Coast Steak & Shrimp, Ribeye, Pork Chops, Grilled Salmon, and Grilled Chicken & Shrimp Combo. Cash bar available.

**Cost:** \$20.00 per person. Price includes unlimited soft beverages (hot coffee, tea, iced tea, soda etc), Shiner Bock bread, a main course, sidewinder and dinner or Caesar salad (does not include tax, gratuity, dessert or bar drinks).

**What:** An evening of fun, white elephant gift exchange\* (free-for-all), Door Prizes, 2010 Incentive Points Challenge Awards, and great food.

**Who:** Tejas Chapter members, spouses, friends, and family.

**Why:** Traditional Tejas Chapter start to a new year. To get together after the holiday rush is over, exchange holiday stories and plans for the new year, have some good food, and have a great time!!!

\*As in the past we will have the white elephant gift exchange and we encourage all our members to participate. Bring your most exotic (good/working condition) BMW or automobile related exchange items!! (Gag gifts are acceptable, but no junk please.)

**Door Prizes generously provided by Tejas Chapter sponsors**

**RSVP by filling out the RSVP form on the website at  
<http://www.tejaschapter.org/tejas.html>**



Saltgrass Steak House recaptures the flavor of the open campfire. Steaks, chicken and seafood, chargrilled to perfection. Complete with breads, soups and desserts, made from scratch daily..

# 7th Annual Charity Review

by Linda Cavazos

The 7th Annual Christmas Shopping Spree was a success!! The members of the Tejas Chapter have donated over \$21,000 for more than 210 children from the San Antonio and San Marcus areas. Every year that the Tejas Chapter car club has held the shopping spree, 30 children are able to purchase gifts for their siblings, parents, grandparents, and sometimes themselves. The Wal-Mart and Target stores also donate their break room space for us to wrap gifts.

This year's shopping spree benefited 30 children from the Guadalupe Community Center in San Antonio. The children's ages ranged from 6 to 12 years old. There were 22 club members in attendance to help the children shop and wrap their gifts. Some members were veterans and others were new to the experience. Target provided all the wrapping paper, tape, labels, bows, and scissors to do the wrapping. They also provided snacks, juice, and sodas for

the whole group. The club appreciated the donation that Target provided so that all the money collected for the event would go directly to the children.

It was a fun filled time for all!!!



# 2010 Annual Charity Event Review

by Allan Gazza

Thank you to all those that donated and participated in the 2010 Annual Charity event, as you are the ones that made this event a success and AWESOME experience to attend. Our Charity event this year was planned by Linda Cavazos, who was well prepared for the fun day of shopping ahead of us.

The Tejas Chapter members met at Target at 8:30 am, and shortly thereafter were instructed by Linda on the shopping, wrapping and Holiday treats. As each of us started down the aisles with a child or two, a cart, and a list, the hour of shopping was about to begin. I had a boy named Jerry with the list in his head, of the presents he needed for his two brothers, Mother, and Dad.

It was again amazing how this boy wanted to make sure that he took care of his brothers first with the presents they suggested. Then his mom's present was next, which he wanted something special for her to remember always. When we finished with all the presents, he asked if there would be enough for a movie for the whole family to enjoy. With \$11 remaining we were able to get all the gifts plus one for the family. Little Jerry was sharp, and asked once again, "Can you add it all up, before going to the front".

Every one of the Tejas Chapter members that participated will have their story to tell of helping these children make a dream come true. But for me, seeing the children smiling

from cheek-to cheek as they went shopping for gifts is enough to do this event over from year-to-year. Knowing that we have made a difference in 30 families' lives this Christmas is a memory that will always set well in your heart.

This Target and the employees were absolutely wonderful in their preparation and assistance during the wrapping process. They had multiple types of wrapping paper, bows available, and had various treats & drinks available for all the children and adults to enjoy. They were very helpful in locating special gift wrap bags for those large and unusual shaped items, to make our wrapping experience a pleasure as well. For those Tejas Members in San Antonio, do not forget this Target on Military Way, as they were the ones that hosted this special day.

All this would not be possible without the donations we received, so on behalf of the Tejas Chapter my Thanks go out to your families, and wish you a Merry Christmas & prosperous New Year.



# A Letter From Iraq

by Brandin Lea



only got to participate in 3 events. On another note, the deployment to Iraq is going well and I got here at the perfect time this time as the rainy and cooler season is upon us now.



Amazingly enough just as the last time I was here I see BMW's all over the place, although I haven't seen a Mini anywhere. It amazes me what nice cars you can find in such a dump. I cannot tell you guys where in Iraq I am or what I am doing here (security Issues) but I will say this, of all my deployments and duty stations I have to say this FOB is not bad at all. I just hope I can stay here a while before it is time to pick up and move again. I have submitted some pictures to be placed with this letter in the newsletter for everyone to read and view. I know some of you are veterans or currently in service so you may know where I am by looking at the pictures. I know

Hello Everyone,

I just wanted to say hello to everyone from Iraq. Sorry I have not been able to participate in more meetings with you guys but up-training was long and I deployed immediately after. I read the newsletter every month online and I see you guys have been up to a lot over the last few months. Unfortunately it looks like my first year in the Tejas Chapter is going to be a short one as I

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Veterans Day just passed in the States but here it felt like just another day.

We did take a moment out of the busy day to reflect on all of those who came before us, and took the time to appreciate what they did. I hope that all of you can think of at least one person you know or knew that served his/her country, then take the time to shake their hand and thank them, that little gesture goes a long way, and really does make our day.



In closing I will do my best to keep in touch with everyone and look forward to getting back home, maybe with a new BMW?! I will give my email address if anyone wants to write while I am here. See you guys next time!

Sincerely,  
Brandin P .Lea  
Aircraft & Aviation Technician  
Aerostat RAID Team  
CO B (-) 1-114th AV (S/S)  
[brandin.p.lea@us.army.mil](mailto:brandin.p.lea@us.army.mil)



The Teen Street Survival Program is supported and organized by the BMWCCA to provide defensive driving techniques and actual experience for teenagers with a driving permit or license.

The Tejas Chapter would like to have its 1<sup>st</sup> event. A small team of Tejas Chapter members have been putting the plans together for a 2010 event, but have run into a roadblock, “the location.” The location has to be a large parking lot with minimal obstructions, such as light poles. Several locations have been contacted with no success. Due to this roadblock, the new target to hold an event will be in 2011.

Please let the Driving Events Coordinator, Linda Cavazos at [racegirl330@yahoo.com](mailto:racegirl330@yahoo.com), if you have a contact for a location in the Central Texas area.

## Free BMW tech help.

Have a technical question about your BMW or MINI? Our free tech blog – **blog.BavAuto.com** – has a searchable database containing hundreds of tech Q&As, do-it-yourself articles and videos. Just one more way Bavarian Autosport saves you money.



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Check it out at [blog.BavAuto.com](http://blog.BavAuto.com)...

# Are BMW drivers selfish, rude, and thoughtless?

by Adriana Diesen

Recently a UK insurance company conducted a survey on aggression in traffic. More than 3,000 drivers responded to the survey, and the results were at least interesting. They indicated that over 50% of those who responded had had an unpleasant experience involving a BMW owner. That same survey concluded that BMW drivers are the #1 most aggressive drivers on the road. That's interesting, I thought. OK, I am well aware of the fact that I do not drive like grandma, but I found the statement to be rather curious or perhaps even biased. After all, there are millions of BMW drivers in this country alone, and although many of us do share a passion for driving, it just cannot be that we are all aggressive drivers or aggressive people. So I looked at it from another perspective and asked myself what we all have in common. That's an easy one; we all drive BMWs! So instead of studying the person behind of wheel of a BMW, I wondered if perhaps they should have studied the BMW itself, taken some for a spin, spent a day around a track or simply driven a couple of models to run some errands around town.

I then decided to do some 'googling' on the topic and found out that there is quite a number of posts and forums out there, mostly bashing BMW drivers. A blogger from California wrote: "*My informal observations indicate that the great majority of these "bad drivers" drive*

*BMW brand automobiles. This appears to be true from Santa Barbara all the way down to Orange County.*" Now, how biased is that? I mean, if you look for it, you will find it. If he were to look for aggressive Honda drivers, I am sure he would have found just as many.

Although BMW's reputation and perception vary from country to country and from decade to decade, as a rule of thumb it is linked to the brand's more modern racing heydays especially in the '70s and throughout the '90s (although BMW's racing history dates back to the '30s, when the brand started to get serious attention after winning the famous German Rally in 1934 with the 6-cylinder 315, the Alpine Rally, the 24-hours of Le Mans in 1939 where BMW grabbed the 1st, 3rd, 5th and 6th places and in 1940, winning the legendary Mille Miglia with another legend, the BMW 328 Mille Miglia Roadster, especially developed for that race. The 328 reached a top speed of 139mph).

BMW's final breakthrough was in the early '60s with the introduction of the New Range, starting with the BMW 1500. When this 4-door car received an even more powerful engine, BMW had reached the starting point for outstanding success in popular motorsport. In 1964 the BMW 1800 Ti won 27 out of 28 races.

BMW's became a symbol of sportiveness, performance and agility that was more focused on driving than 'riding'. Since its early car manufacturing days BMW has become associated with the idea that driving

continued on page 12

## BMW drivers

continued from page 11

is pleasure. It's old slogan from the late 20s read "Erholung und Freude", meaning "Rest and Joy". The current slogan reads "Freude am Fahren", which translates to "Joy of Driving".

I have been so fortunate as to drive a great number of BMW models and sure enough, each of them has its own particularities, peculiarities and personalities, but they all have this in common: they are exciting to drive, they are light on their feet (yes, even an X5), they are agile and responsive and it feels like car and driver are one single unit. Everything is where it should be, everything is within the reach of my fingers, never having to take my hands off the steering [wheel] or never trying to guess what comes next when I turn my wheels. You know what to expect and you know the

response will be there when you ask for it. You get what you give, plain and simple.

Sure, there are more comfortable cars out there for half the price, but most BMW drivers are not interested in a mobile couch. They are usually interested in a car that will offer that feeling of contact and connection with the road.

Personally I sometimes get annoyed by guys driving trucks as if they were behind the wheel of a Ferrari. But then again, when that happens, I step on that right-side pedal and it is all good! ☺

Sources:

<http://answers.google.com/answers/threadview/id/552347.html>

<http://www.usautoparts.net/bmw/racing/history/index.htm>

<http://www.bmwism.com/>



The photo above was published with an article about the UK survey to illustrate their point about BMW drivers.

# Last Great Drive of 2010

by Sandy McConnell

Saturday, November 20th, Tejas Chapter gathered for our November event, which would indeed be the Tejas Chapter's last chance for a *group* drive in the year 2010!

Marco & Mary Beth Cordon, worked together in planning this intriguing and well mapped out event, knowing well all the things we like to do when this extended family comes together. They incorporated a terrific, scenic drive, a visit to one of our favorite wineries, Flat Creek Estates, and a wonderful German related restaurant for fine food and fellowship.

After some time for enjoyable greetings, catching up on all the news, and welcoming newcomers, Marco gathered everyone together for a drive briefing and handed out route instructions. And then, with great anticipation, we all organized for a caravan to our first stop of the day, *the Flat Creek Estates* winery. Marco and Mary Beth led out in their handsome Jet Black Z4.

Our route toward Flat Creek was scenic and well chosen. We began the day in north Austin in the Anderson Mill Road area, crossed over the scenic FM 620 near Lake Travis and saw many interesting and beautiful sights. The drive was enhanced by curvy and fun roads like FM 2769, FM 1174, CR 328 and FM 1431 enroute to Travis Peak Rd and the winery. Our view was great, whether it was a bimmer in front of us or the scenic surroundings where the touches of fall colors were evident. What a sight to see so many beautiful BMWs in agile, synchronized motion along the way.



We pulled into the Flat Creek Estates and parked our bimmers. The setting for the winery is beautiful and offered great opportunities for pictures of people and cars. Flat Creek Estates has grown and developed over the years we've been visiting there. Our wine tasting experience was under cover, but outdoors in a lovely pavillion area and since there was a little nip in the air, a warming and hypnotic fire blazed in the fire place,



providing a chance to get close and warm up when the chill was too much.

This year the wine tasting was

continued on page 16



**Flat Creek Viney**  
**November**  
 Many thanks to Marco  
 Many more great photos are av





**ward & Walburg**  
**20, 2010**  
**& Mary Beth Cordon**  
available on the chapter website



## Last Great Drive of 2010

continued from page 13

organized a little differently, in a way that was good for us who would soon be on the road again to our dinner location. They had the usual impressive layout of wines available for tasting, but we were given the option to choose a tasting series based on our preference for white versus red wines. Glenn and I are both partial to the white wines, but we shared a table with Esther and Don Bishop and they each tried a different color and shared with each other in their findings! Rick and Madeline, owners of the estate, greeted us with nothing less than perfect Texas hospitality and gave a very thorough presentation of how they got into the business, describing the various wines and answering our questions with an expertise and a passion that shows they're in the right business for their "retirement!"



After enough additional time at the winery to make purchases, we were on the road again, enroute to Walburg, Texas. Again, we had a very scenic and challenging drive as we headed back out FM 1431 and Cow Creek Road (CR 328—a scenic, curvy and very fun rural ranch road) toward Florence, Texas and then

south and east to Walburg, Texas. Walburg was largely influenced and settled by German immigrants. The Walburg Restaurant shares in this heritage and specializes in German cuisine and a wide selection of imported German beer and wines, all in keeping with their Bavarian heritage. The restaurant's building is a vintage structure originating in 1882 and over the years, the meals have been sampled by the likes of the Governor of Texas, and movie stars Robert Urich, Jane Seymour, Robert Duvall and John Travolta.



We all selected food from the delectable buffet set up, with a wonderful variety of authentic German foods. Everyone seemed to enjoy their meal, their fellowship with fellow Tejas members and also experience a satisfying conclusion to a great event.

Many thanks to Marco & Mary Beth for their planning and hard work on this event. Also, congratulations to their son Marco Jr and new daughter-in-law, Veronica, who recently got married in Hawaii - (even RSVD'd for the event from Hawaii!) We had several couples in our club get married this year. Congratulations to you all!

Hope to see you soon for our infamous Post Holiday Party in January!

## Tejas Chapter Incentive Points Challenge for 2011

To encourage participation, the successful Incentive Points Challenge began in 1998. The members or associate members who earn the highest number of points by the end of the year (up to 10th place) receive valuable prizes at the Post-Holiday Party in January 2012. The Rookie of the Year award is for the member that joined in the current year and earns Rookie Points based on Incentive Points earned divided by the time as a member during the year.

Activity	Points
Return Survey Form (form available on request or at website)	50
Attend a meeting or event	30
Organize a monthly event, (social/technical etc.)	100
Assist with a monthly event (credited by organizer)	50
Each new member recruited (credited by CCA)	30
Original photo(s) published in the Trax (30 pts max/issue)	10
Original photo(s) published on the website (30 pts max/event)	10
Original Tech Tip published in the Trax	15
Original Article published in the Trax (500 words or more)	30
Original Article published in the Trax (less than 500 words)	15
Recruitment of a commercial ad for Trax	20% of ad cost

**Note: 2010 Incentive Points are up-to-date, but to have some element of surprise during the Incentive Points Awards at the Post-Holiday Party in January, they will not be published on the website or in this issue of the Tejas Trax. The final 2010 Incentive Points will be published in the February issue of the Tejas Trax.**



**2010  
Incentive  
Points  
Challenge  
Awards**

**January  
22nd  
2011**

**see page 5**

# BMW at the 2011 NAIAS Detroit

BMW Press Club



## •World premiere: The new BMW 6 Series Convertible.

Its world premiere is one of the highlights of the 2011 NAIAS and a dazzling performance on the road certainly awaits it: the new BMW 6 Series Convertible fulfils the desires of demanding automobile connoisseurs for fascinating aesthetics, superior driving dynamics and progressive luxury in an open-top premium automobile of the upper class. The new version of this great BMW convertible impresses with the athletic elegance of the bodywork and the soft top in the characteristic fin look. In the sophisticated interior of the four-seater, the elegantly flat, free-standing Control Display of the iDrive operating system, supplied as standard equipment, lends an exclusive touch. The driving experience is characterised by optimised comfort and a heightened level of sporting zest. The market launch in the USA will be made with the BMW 650i Convertible. Its V8 power unit with BMW TwinPower Turbo and direct fuel injection delivers 400 hp (300 kW/407 bhp) and can be combined with either a six-speed manual

transmission, or an eight-speed automatic sports transmission.



## •World premiere: The BMW 1 Series M Coupe.

For the first time, BMW M GmbH has extended its range of high-performance sports cars and now covers the compact vehicle segment. The BMW 1 Series M Coupe, which embodies the typical M characteristics in a particularly concentrated form, will be presented at the 2011 NAIAS. A 250 kW/340 bhp six-cylinder inline engine with M TwinPower Turbo, chassis technology derived directly from the motor racing track, a high power to weight ratio, athletic design with innovative aerodynamic features and an exclusive interior conceived for concentrated driving pleasure combine to form a harmonious overall concept, which paves the way for new target groups to be led to the unmistakable M Feeling. All of this makes the BMW 1 Series M Coupe a high-performance sports car, which meets the challenges of the race track just as comfortably as the demands of everyday driving.

## •World premiere: The new BMW 1 Series Coupe, the new BMW 1 Series Convertible.

Outstanding driving pleasure in the compact segment is now more

attractive than ever. With targeted design modifications, which optimise not only the appearance of the vehicles but also their aerodynamic properties, the new BMW 1 Series Coupe and the new BMW 1 Series Convertible are



being presented to the world's media for the first time at the 2011 NAIAS. There are two engines available for each of the two models in the USA. Modern six-cylinder engines, rear wheel drive, high-quality chassis technology, innovative features and equipment as well as premium quality propel them to an exceptionally advantageous position in their competitive field.



**•The attraction: The new BMW X3.**

With more sporting zest, driving comfort, interior space and flexibility, the new BMW X3 significantly extends the lead in the market segment created by its predecessor. The two engines available at market launch also set new standards in efficiency.

In addition, the new BMW X3 is the first

BMW X model to be fitted with electro-mechanical power steering as standard equipment and, as an option, Dynamic Driving Control. Furthermore, BMW ConnectedDrive driver assistance systems, including Adaptive Cornering Headlights, Head-Up Display and a reversing camera with Top View are available for the new BMW X3; all unmatched in its market segment.

**•Innovation: BMW EfficientDynamics – a new richness of diversity.**

Throughout the world, BMW EfficientDynamics sets standards for outstanding driving pleasure while continuously reducing fuel consumption and emissions. This is made possible by new engines with enhanced degrees of efficiency, the optimisation of weight and aerodynamics and additional consumption reduction technologies. Innovations such as Brake Energy Regeneration and electro-mechanical power steering are being fitted as standard equipment to more and more models and successively introduced into all of the world's automotive markets. BMW has indicated the path to completely CO2-free mobility with the development of concepts for purely electrically-driven vehicles. A further milestone on this route is the testing of the BMW ActiveE by private users in everyday traffic situations. The field trial with this vehicle, driven by an electric engine and based upon the BMW 1 Series Coupe, will begin as early as the summer of 2011 on the roads of a number of North American states.

**Calendar of Tejas Chapter  
and Related Events**



**2011**

<b>Date</b>	<b>Event</b>	<b>Meet Location</b>
January 22, 2010	Annual Post-Holiday Party see page 5	San Marcos
February 2011	BMW of Austin Tech Session	Austin
March 2011	Harris Hill Road Track event	San Marcos
April 2011	Annual Bluebonnet Drive	TBD

<http://www.tejaschapter.org> for the most up-to-date information about the TejasChapter.

**Tejas Chapter Patches**

Display your Tejas Chapter membership with a high-quality embroidered patch. May be sewn or glued to anything from shirts to bags to notebooks.

To get yours, send \$5.00 for each patch to the Tejas Chapter mailbox or get one at the next chapter event.



***Tejas Chapter Merchandise***

Are you interested in getting shirts with the Tejas Chapter logo? Do you need a good BMW related gift for someone? A Denim Shirt, Polo Shirt, or a T-Shirt perhaps? Long sleeve, short sleeve, or maybe sleeveless. Perhaps a tote bag or ball cap would be of interest to you.

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# BMW 1 Series M Coupe

BMW Press Club extract

The letter M now comes to the segment of the BMW 1 Series to symbolise outstanding power delivery and the highly dynamic driving properties of a high-performance sports car. In the BMW 1 Series M Coupe, the technology of a high-performance car is combined with the agility and lightness of a compact model to create a whole new dimension of sports-style driving pleasure. With this 2-door model, BMW M GmbH is now realising for the first time in this vehicle class its concept of racing-oriented performance characteristics in a car developed for everyday use. This further extends the company's model range, paving the way for younger target groups to be able to access the hallmark driving experience offered by an M car.

The BMW 1 Series M Coupe embodies the unmistakable M feeling in a highly concentrated form. Its in-line 6-cylinder engine with M TwinPower Turbo and petrol direct injection develops a maximum output of 250 kW/340 bhp with an engine-speed-oriented characteristic curve typical of BMW M cars. With

chassis technology derived directly from motor racing, a power-to-weight ratio reduced to 4.4 kilograms per bhp and precisely optimised aerodynamic components including innovative air curtains at the front end, supreme conversion of superior propulsion power into thrilling driving dynamics is guaranteed. The BMW 1 Series M Coupe accelerates in 4.9 seconds from zero to 100 km/h and reaches the 200 km/h mark after 17.3 seconds. In the area of efficiency, too, it achieves top figures within its performance category. Its average fuel consumption in the EU test cycle is 9.6 litres per 100 kilometres, while CO<sub>2</sub> emissions are at 224 grams per kilometre.

The outstanding sporty flair of the BMW 1 Series M Coupe is outwardly expressed by the athletic character of its body design. In the exclusively designed interior of the 4-seater, high-quality materials and an M-specific cockpit create the ambience of a premium sports car. In its standard configuration, the BMW 1 Series M Coupe displays the concept harmony so characteristic of M cars: able to cope both with the extreme demands of

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the race track and the diverse challenges of everyday traffic. What is more, individual preferences in terms of comfort, safety and infotainment can be fulfilled with a model-specific selection of equipment options also available for the BMW 1 Series Coupe, including the BMW ConnectedDrive program.

### Design: classic coupe proportions, M-style aesthetic appeal.

The dynamic proportions with which the BMW 1 Series Coupe proclaims a brand of driving pleasure unique within the competitive field provide the perfect foundation for the instantly fascinating appearance of the first ever high-performance model in the compact segment. Measuring 4,380 millimetres in

length and 1,420 millimetres in height, the BMW 1 Series M Coupe is the both the shortest and the flattest model in the BMW M GmbH range. It is also 55 millimetres wider than the BMW 135i Coupe: the width of 1,803 millimetres is the result and the expression of a track width at the front and rear axle optimised to enhance driving dynamics in a way which is specific to this model.

The design of the front end impressively reflects the outstanding performance capabilities of the BMW 1 Series M Coupe. The powerfully shaped front apron forms a homogeneous surface, dominated in the lower section by three large-format air intakes. In order to optimise the aerodynamic properties, so-called air curtains are used for the first time in serial production vehicle. The in-flowing air is routed into two ducts by means of openings in the outer section of

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the front apron. These openings are designed so that the air flows along the inside of the front apron in a closed duct to the wheel arches, where it is discharged through a very narrow opening at high speed, just passing the outer wheel flanks. The escaping air stream covers the side of the front wheels like a curtain, thereby reducing aerodynamically unfavourable turbulence around the wheel arches.

The BMW 1 Series M Coupe is fitted as standard with bi-xenon headlamps. The twin circular headlights characteristic of the brand are truncated in the upper section by an LED-fed positioning light. This is what creates the typical focussed look of the BMW 1 Series M Coupe.

With the greenhouse conveying an impression of lightness, the powerfully distinctive shoulder line and the elaborately sculpted surfaces symbolise precisely controllable athleticism from the side perspective. The wheel arches of the 2-door model bulge out especially voluminously at both the front and rear. One hallmark M feature is the chrome gill element on the front wheel arch which is particularly elongated. It bears both the side turn indicator and the M brand logo, as well as forming the starting point of the bead line running via the door openers to the rear. What is more, a vertical contour edge starts at the gill element which leads down to the side sill. Fine-tuning in the wind tunnel has also shaped the design of the exterior mirrors. In their basic shape they are the same as those of the BMW M3.

The powerfully arched wheel arches also make the rear of the BMW 1 Series M Coupe seem especially broad. Horizontally arranged lines accentuate this impression. A discreet spoiler lip on the luggage compartment lid generates additional downforce on the rear axle at

high speeds. The rear apron has side openings which echo the look of the air intakes in the front apron. The characteristic M visual symmetry is created by chrome twin tailpipes, each positioned towards the outer edges. L-shaped rear light clusters with red glass covers create a characteristic night-time illumination. Inside these, the rear light is provided by two light banks fed by LED units.



The exterior paint finishes Alpine White non-metallic, Sapphire Black metallic and the exclusive Valencia Orange metallic are available for the BMW 1 Series M Coupe. The standard 19-inch M light alloy wheels in Y-spoke design provide perfect road contact and a striking appearance.

### **In-line 6-cylinder engine with M TwinPower Turbo and engine-speed-related performance characteristics.**

An in-line 6-cylinder engine with outstanding performance, sensational free-revving properties and long-lasting thrust provides the BMW 1 Series M Coupe with its power source for delivering supreme driving dynamics. The 3.0-litre power unit combines hallmark M performance characteristics with contemporary efficiency. It has been modified in M style so as to be able to handle the requirements of both everyday traffic and the race track.

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The result: with an engine output of 250 kW/340 bhp, the BMW 1 Series M Coupe achieves almost exactly the level of the third-generation BMW M3, while in terms of driving dynamics this compact, top-flight athlete is clearly superior to the latter model, which was replaced just a few years ago.

The M TwinPower Turbo Technology used in the BMW 1 Series M Coupe consists of two relatively small turbochargers which, because of their low inertia moment, are active even at low engine speeds, each providing three cylinders with compressed air. This results in an unusually spontaneous level of responsiveness. The drivetrain provides its maximum torque of 450 newton metres at as little as 1500 rpm. This is available up into the 4500 rpm

range and can be increased by another 50 newton metres in full throttle by means of an overboost function. The maximum level of 500 newton metres permits highly dynamic acceleration manoeuvres, and the forward thrust once again available after each gearshift makes for a linear speed increase typical of M vehicles. The engine reaches its maximum output at 5,980 rpm. With this engine-speed-related performance curve, the 6-cylinder power unit embodies the characteristic M properties of a high-performance engine: the BMW 1 Series M Coupe spurts in just 4.9 seconds from standing to 100 km/h, and the urge to accelerate is limited at 250 km/h by means of intervention in the engine control system.

The cooling system of the power unit is designed to enable it to do justice both to its outstanding performance potential and to the particularly high demands of

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constantly drawing on maximum power output. An additional separate radiator and a specific air duct deal with the increased thermal stress which can be generated by driving in a particularly sporty style on the race track.

The engine's outstanding efficiency is mainly due to direct injection which allows for high-precision fuel supply by means of piezo injectors placed centrally between the valves. In addition, Efficient Dynamics measures such as brake energy regeneration and needs-based control of auxiliary units ensure that the average fuel consumption on the EU test cycle is limited to 9.6 litres per 100 kilometres and CO2 emissions to 224 grams per kilometre.

The transmission of propulsion power in the BMW 1 Series M Coupe is taken care of by a 6-speed manual transmission. This newly developed transmission is operated using a very short M gearshift lever.

### **Chassis technology: low weight, high rigidity.**

The BMW 1 Series M Coupe has a chassis whose elements have run through BMW M GmbH's racing-oriented development process. Numerous key

components were originally conceived for the BMW M3 and are now to be found in the compact high-performance coupe in modified form specifically adapted to the new model. In creating the vehicle set-up, a procedure which includes test runs on the Nürburgring Nordschleife, the interaction of the engine, chassis and body was optimised here again so as to create a characteristic, consistent overall set of properties taking into account the low vehicle weight of 1,495 kilograms.



Both the double pivot front axle and the five-link rear axle of the BMW 1 Series M Coupe are made almost entirely of aluminium. Tubular stabilisers, axle links made of forged aluminium and aluminium shock absorbers round off the lightweight construction concept as applied to wheel suspension.



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