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BMW Performance

The Ultimate
Driving Machine

BMW Performance





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BMW Performance Overview

For BMW drivers with a passion for dynamic performance there are new ways to express personal style and put the power of the vehicle on the road. In addition to the current range of Genuine BMW Accessories, BMW Performance has been designed to focus purely on the driving experience. The launch of BMW Performance offers a range of individual retrofit enhanced components for the aerodynamics, chassis and suspension, powertrain and interior styling. All are specially developed for the BMW 1 Series and BMW 3 Series. The new accessories line will be extended to further models in the near future.

Superior driving dynamics come as standard with every BMW. The high-quality technical and design aspect of all BMW Performance components have been developed to ensure drivers - and admiring onlookers – feel the full benefits of BMW engineering. BMW Performance has brought the longstanding motorsport tradition of the brand alive on the road.





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Aerodynamics

The BMW Performance aerodynamics package ensures optimum driving dynamics at all times, as well as creating an obvious visual definition to the vehicle. The BMW kidney grille in high-gloss black and a striking front apron with dynamic contoured sills, guarantee a striking look which will stand out in everyday traffic. The BMW Performance aerodynamics package is currently available for the BMW 1 Series.

In addition to the aerodynamics package, model-specific carbon fibre accessories are also available to further enhance the aerodynamics and create a sportier look. Carbon fibre exterior mirror covers are available for the BMW 1 Series and a handmade BMW Performance carbon fibre rear spoiler is available for the BMW 1 Series and 3 Series Saloon. A carbon fibre diffuser is available for BMW 1 Series and 3 Series M-Sport models only.



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Chassis & Suspension

Enhanced dynamic performance was the key focus in the development of BMW Performance components for the chassis. These include the BMW Performance sport brake system, chassis, suspension cross-brace made of carbon fibre or aluminium and an attractive double-spoke lightweight alloy wheel.

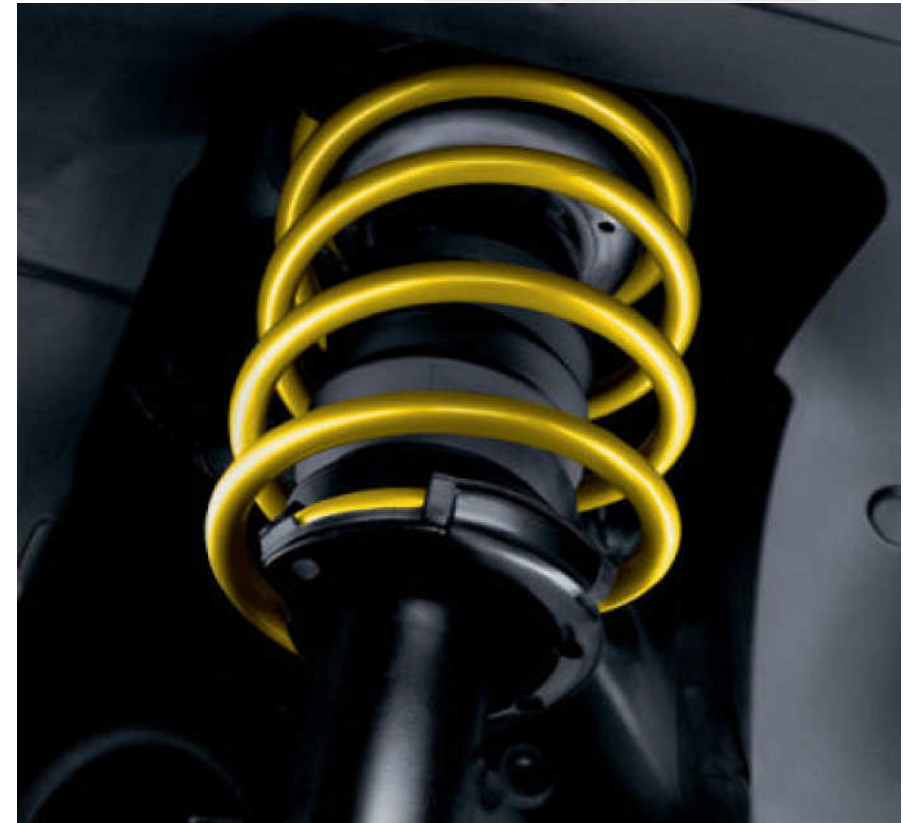
The BMW Performance brake system comprises of generously sized 17-inch cross drilled and vented brake discs. The six-piston fixed callipers at the front axle are finished in striking BMW Performance yellow and bear the wordmark "BMW Performance". This wordmark is also found on the suspension carbon fibre cross-brace, which is placed in the engine compartment for additional enhancement of structural rigidity.



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Chassis & Suspension

Another new development is the BMW Performance suspension. It offers enhanced handling and optimum performance for a sportier driving style, maintaining a high level of comfort for everyday driving. The installation of the BMW Performance suspension also lowers the vehicle, thus providing excellent road grip. The coil springs provide a striking visual touch due to their BMW Performance yellow appearance.





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Lightweight Alloy Wheel

The uniquely designed BMW Performance double spoke lightweight alloy wheel with its exclusive design is a key element in the development of BMW Performance range. The incredibly low weight has been achieved by the cut-away design of the joint between spokes and rim - something that until now was only possible with forged wheels.

The alloy wheel is illustrated with 'BMW Performance' wordmark embossed on the rim. Depending on the model it is available in either 18 inch or 19 inch.





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Powertrain

The new BMW Performance air inlet system is designed to boost the air intake of six-cylinder petrol engines of the BMW 1 Series and 3 Series. The filter insert and internal air ducts have been modified to provide enhanced air flow with reduced margin for drop in pressure thus, it has a positive effect on engine efficiency.

The BMW Performance exhaust system gives the engine sound a discreet but perceptibly deeper tone without impairing the long-distance comfort of the vehicle. For the driver - the exhaust system ensures the sound can also be experienced from within the vehicle. The dual tailpipes in high-quality stainless steel underline the visually high-tech status of the vehicle and the corrosion resistant material is highly durable.





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Interior

The BMW Performance philosophy reaches into the interior of the car too. For drivers with sporty ambitions there is the opportunity to transform the interior.

The cup-shaped BMW Performance sports seats in racing design provide excellent lateral support. In addition to their seating comfort they offer a refined, slim design upholstered in black Alcantara. To ensure continued driver and passenger safety, the car's side airbags are incorporated into the seats. Sports seats are available for the driver and front passenger, for the BMW 1 Series and 3 Series, excluding convertible models.

In addition to being a visual highlight, the BMW Performance gear lever also provides stylish support for dynamic gear shifting. The ergonomical design of the gearshift knob in chrome effect and black Alcantara provides precise handling, whilst the gear lever reduces shift travel by around 25 percent compared to the standard version, allowing the driver to manoeuvre through the gears quicker and more fluidly, with increased response.



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To supplement this, an innovative multifunction sports steering wheel has also been developed for the new BMW Performance range. With its surround in Alcantara and leather, the steering wheel is especially pleasant and solid to hold. In the upper area of the steering wheel rim there is an OLED display which shows various items of technical information such as oil and water temperature, shift point and time. The various information items can be accessed by pressing the multifunction buttons on the steering wheel.

The lightweight aluminium pedals – also part of the BMW Performance program bring the qualities of a racing car to everyday driving due to their design and functionality.



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High-quality and sporty style can be given further emphasis inside the vehicle by means of decor interior trim strips in carbon fibre design. These are available for the center console, instrument panel, the trim panels for the front and rear doors and the side rear area which - likewise brings the qualities of a racing car to the everyday drive.





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All BMW Performance components are available individually. This means that every driver of a BMW 1 Series and 3 Series has the opportunity to personalise their vehicle to enhance the driving experience in their own areas of preference by means of selected retrofit options. What is more, BMW Performance products can be combined to form a harmonious and integrated overall package.

All components have been developed in line with characteristic brand style in terms of technology and design and unreservedly fulfil the high standards of BMW in terms of quality and safety. All BMW Performance products are thus also subject to BMW warranty regulations. All items are sold and installed through BMW Dealers and BMW Service Authorised Workshops.



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