



THE 8

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INFORMATION



BAYERISCHE MOTOREN WERKE

The appearance and equipment may differ from the actual vehicle.

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.



The appearance and equipment may differ from the actual vehicle.



PURSUING HAPPINESS, SEARCHING FOR LOVE,
CELEBRATING SUCCESSES, DEALING WITH
SETBACKS, GOING FOR THE BEST, OPTIMISING,
BRINGING TO PERFECTION – LETTING GO.

The appearance and equipment may differ from the actual vehicle.



YOUR DESTINATION MAY BE A LINE, A PLACE,
A PERSON, THE ROAD. AND SOMETIMES YOU
WILL ONLY KNOW WHEN YOU HAVE ARRIVED.

The appearance and equipment may differ from the actual vehicle.



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 fast, it also looks fast. 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 – Gentlemen, start your engines!

“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 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 carbon exterior package reinforces the motor sport character not only visually, but also substantially. The M carbon-fibre roof¹ 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 as optional equipment.

THE 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.



A PUREBRED SPORTS CAR THAT DOES NOT WANT TO STAND STILL, BUT BE DRIVEN – GENTLEMEN, START YOUR ENGINES!

IN THE FORM OF LIFE.

CLEAR LINES.

The generously curved and muscular surfaces give the 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 surfaces 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 such an 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 BMW 8 Series Coupé, which, despite its restrained form and unobtrusive luxury, awakens the viewer's emotionalism typical of a BMW sports car.



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 ducks over the asphalt. Voluminous rear wheel arches emphasise a low centre of gravity and the classic rear-wheel drive. The flowing 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, the 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 as well as the powerful rear end.



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.



IN THE BMW INDIVIDUAL EXTENDED LEATHER TRIM 'MERINO' TARTUFO WITH STRIKING 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. Starting with the basic equipment, the instrument panel and door panel are covered in leather and provided with contrast stitching. Seats in leather, BMW Individual leather 'Merino' with extended contents 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 hand-crafted glass applications are an experience for the hands and the eyes: They set high-quality highlights on selected control elements such as the gear selector, the Start-Stop button, the iDrive Controller or the volume control, which further add to the already noble ambience.



INTERIOR TRIM FINISHERS IN STAINLESS STEEL FABRIC SET 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 relevant functions 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 GLASS APPLICATIONS 'CRAFTED CLARITY' ARE MANUFACTURED BY HAND AND EMBELLISH SELECTED ELEMENTS IN THE INTERIOR.