

# BMW Canada Inc.

## 2014 Product Planning Bulletin



### 30<sup>th</sup> Anniversary M5 - 2015MY

To celebrate the 30th anniversary of the BMW M5 Sedan, BMW is pleased to announce the 30th Anniversary Edition BMW M5 for MY2015, "30 Jahre M5" (German for 30 Years of M5, pronounced "Yare"). Production is limited to only 300 units worldwide, 20 of which are making their way to Canada.



To further enhance the M experience with this vehicle, buyers of the Edition will be invited to an exclusive BMW M Experience in Palm Springs, CA, which includes an M track day at The Thermal Club. The 4-day/3-night event will be held on October 3 – 6, 2014, with a one day of BMW M Track experience, and one day at leisure. The BMW hosted event will include luxury 5-star accommodations, food and track experience. As an additional gift BMW Canada will send the customer a specially engraved, Bang&Olufsen Beoplay Beolit 12; portable self-powered wireless speaker (\$875 Value). The price of the 30th Anniversary Edition BMW M5 will be \$145,000.

### 30 Jahre M5 Performance Enhancements

The 4.4-liter BMW TwinPower Turbo V8 engine from the M5, with Competition Package, has been further enhanced via increased turbocharger pressure and engine control module enhancements. This model will not only be the most powerful M5 to date, but also the most powerful BMW production model ever produced!

Horsepower: 600 HP (+25 hp vs. M5 with Competition Package)  
Torque: 516 lb-ft  
0-60 mph: 3.8 seconds (preliminary)

Performance is further enhanced by the addition of the Competition Package which brings additional chassis tuning to the Edition. Dedicated control module is utilized, allowing Active M Differential to react sooner and improve traction in corners. M Servotronic steering is optimized for a more direct response to driver inputs. M Dynamic Mode is also re-tuned to maximize sporty handling, and to deliver the most outstanding performance of any M5 model.

# BMW Canada Inc.

## 2014 Product Planning Bulletin



### 30 Jahre M5 Exterior

All models will feature an exclusive BMW Individual Frozen Dark Silver Metallic Paint with 20" BMW M 7-spoke, bi-colour, dual-spoke style wheels (601M). Dark chrome finish for kidney grille, exhaust pipes, door handles, and M side gills complete the aggressive yet elegant look of the 30 Jahre M5.



# BMW Canada Inc.

## 2014 Product Planning Bulletin



### 30 Jahre M5 Interior

The 30<sup>th</sup> Anniversary M will feature a number of elements that differentiate them from the standard M5 version.

- Black/Alcantara Merino Leather with "30 Jahre M5" embroidered into the seats
- Alcantara anthracite headliner
- Alcantara anthracite steering wheel
- Alcantara anthracite center console, armrest, and door handles
- Aluminum Trace Trim with "30 Jahre M5" and "1/300" badging
- Door sills with "30 Jahre M5" designation



# BMW Canada Inc.

## 2014 Product Planning Bulletin



### 30 Jahre M5 content includes as standard, the following features and packages

Premium Package  
Competition Package  
Carbon Ceramic brakes  
30 Jahre M5 Edition Package  
Bang & Olufsen Sound System  
Connected Drive Package

Note: Heated Steering Wheel (248) will not be available with the 30th Anniversary Edition BMW M5, as it is not compatible with the Alcantara Anthracite steering wheel.

### BMW M5 Track Experience

As the 30 Jahre M5 is also a celebration of the M5's legacy, BMW Canada will be offering the purchasing customer a unique BMW M track experience at The Thermal Club in Palm Springs, California – one of the world's premier private motorsports facility. Each customer and a guest will be hosted for three nights at a luxury, 5-star hotel, arriving on October 3<sup>rd</sup>, departing October 6<sup>th</sup>. An all-day track experience at the Thermal Club will take place on October 4<sup>th</sup>.



# BMW Canada Inc.

## 2014 Product Planning Bulletin



### Ordering a 30 Jahre M5

With only 20 units allocated to Canada, we will prioritize allocating units to dealers who have **pre-sold orders entered and marked in the system**. Once completed, please [email with your request](#), and also provide the following customer details:

Dealer Name and Code	
Customer's Name (First and Last)	
Customer's Address	
Customer's Phone number	
Customer's e-mail address	

Currently all production is scheduled for the month of July. These units will count towards your regular allocation. Order and pricing guides will be available shortly.

