

# M. PERIOD.

Initially envisioned for the racetrack, the revolutionary M1 delivered a pulse-pounding 277 hp with 243 lb-ft of torque, could reach top speeds of 162 mph and redefined the era's supercar category.



# 1978



# MEGAWATTAGE.

The ultimate “green machine,” the BMW i8 has broken its vehicle class ever since its introduction. A tool for sustainable mobility, it is the rarest of all hybrids: sleek lines and performance of a true sports car, consumption and emissions of a compact.

2013

# INNOVATE TO ELE

The BMW M8 Gran Coupe. The BMW Z4. The BMW  
and we're always finding new ways to innovate the  
Be prepared for exciting things ahead.



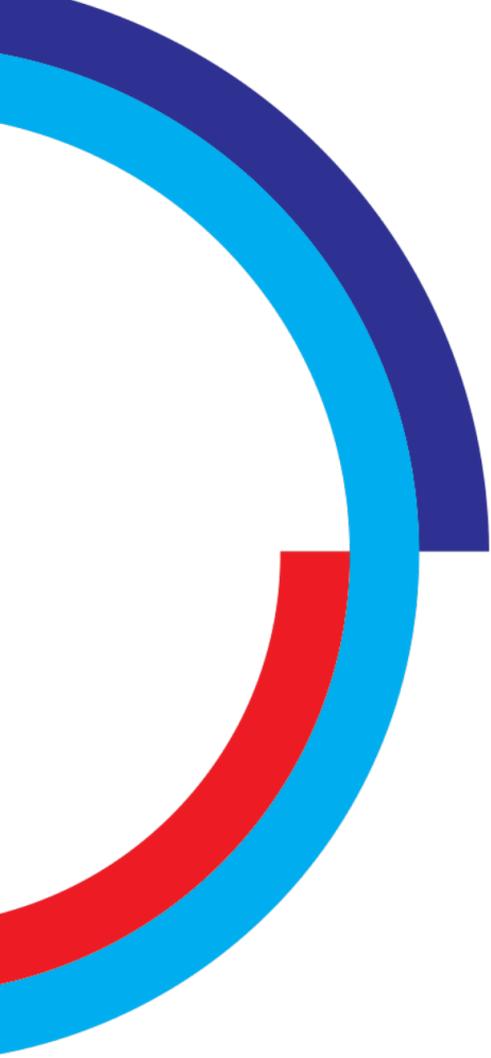
# FROM A LINE TO A BLUR.

Great design is just the starting point for the powerful emotions that characterize the BMW experience. A total devotion to sophisticated aesthetics, from the unforgettable silhouette to the precise lines, forge the BMW visual identity and make every BMW a real head-turner.

## KIDNEY GRILLE

Introduced on the BMW 303 in 1933. The unmistakable face of every BMW vehicle.





# SPEED RACER.

The iconic BMW 328 premiered competitively at the Nürburgring racetrack in Germany in 1936. By 1940, it had participated in 172 national and international races, achieving 141 victories in the process.



# 1936