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THE BMW 8 SERIES CONVERTIBLE



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DIGITAL DISCOVERY: THE BMW BROCHURES APP

More information, more driving pleasure: The BMW brochures app offers you a brand new digital and interactive BMW experience. Download the BMW brochures app for your smartphone or tablet now and explore new perspectives of your BMW.

Let's talk about courage,
and why we need it more than ever.

Courage is independent and disruptive.
Courage questions, shatters and awakens.

We need bold, courageous voices.
All of us.
We need fresh thinkers with optimism.

We believe in the frontrunners.
The avantgarde, those who fight stagnation
and backwardness.

Courage only knows moving forward.
Driving the pioneers of our culture
to inspire tomorrow.

To create a sublime kind of new.
Reaching a superior level of excellence.

This is where
a new kind of luxury is born.



BAYERISCHE MOTOREN WERKE

EMOTIONS CANNOT BE
TRAINED, NOR FORCED.
EMOTIONS ARE ROUSED –
USING A PLAY OF LIGHT
AND SHADOW OVER LINES
AND SURFACES.





WHO LOOKS FOR FREEDOM,
LEAVES BEHIND WHAT IS OLD.
WHO DARES, SUCCEEDS
WITHOUT LOOKING
BACKWARDS. BECAUSE
MOVING FORWARD IS AN
ATTITUDE.

UNBUNDLED,
UNCOMPLICATED,
INDEPENDENT – WITH
THE RIGHT APPROACH,
EXPECTATIONS ARE
JUST THE BEGINNING.







IT IS THE PARTICULAR ATTENTION
THAT IMPARTS PERFECTION
TO EVERYTHING. THE LOVE
FOR DETAIL: THE EPITOME OF
PERFECTION.



SINCERITY IS NOT
MEASURED BY OPINIONS.
BUT BY THE ABILITY TO
GET EXCITED. BY DESIGN.
BY MATERIAL. BY THE MOMENT.



CULTIVATED POWER.
ELEGANT PRECISION.
EUPHORIA THAT
OUTSHINES
EVERYTHING.



2

LUXURY MUST AROUSE EMOTIONS.

Searching and finding modern perfection; Adrian van Hooydonk, chief designer at the BMW Group, on the new appearance in the segment of the most exclusive vehicles

The models under the name Bayerische Motoren Werke open up a new world within the BMW portfolio. What is your idea of contemporary luxury?

We do not want to tell our customers how they should define luxury for themselves, but just want to make an attractive, diverse offer. The perception of luxury is very different worldwide. But a central aspect that becomes visible everywhere is the increasing significance of personal time. It is becoming the most valuable asset in a globalised world.

How is the wish for perfection and refinement expressed in mobility?

In today's mobile world, we spend more and more time in various modes of transport. Cars are now like personal rooms on wheels. One wants to feel completely comfortable in them. A steering wheel that you touch, the materials

that surround you have to feel perfect and the eye does not want to be disturbed by unclear lines or individual components. The interior of a vehicle is seen as a living space. It is about being surrounded by the highest possible sensuous quality.

What is the biggest challenge in the external appearance?

Luxury must be reflected to the outside world in a matter-of-fact way. There is a beautiful term for it: sophistication. For designers – our team has more than 700 employees at four locations worldwide, who are encouraged through constant competition with each other in terms of ideas – this means that every detail counts. The design has to arouse strong emotions while expressing the highest quality and durability at the same time. In order to be able to spend every moment intensely, full of meaning and beauty. Therefore, we are building a luxury ecosystem, a model family. In various forms of expression: contemporary saloons, elegant and very sporty coupés, but also vehicles that offer very luxurious space.

In the new designs, a common factor is noticeable: the reduction of lines. Do you want to increase luxury by making luxury less apparent in the design?

In this way, the design becomes clearer, more modern and more emotional. An expressive surface play is in the foreground, and the dynamics are emphasised even more than before by the vehicle body. The few but very precise vehicle lines underline the graphic design of the surfaces. The vehicle body looks more powerful, refined and luscious with the lavish surfaces without losing the sportiness that is typical to BMW. This is possible only because we work out every feature of a vehicle individually. For a BMW, one should be able to identify at first glance what kind of experience one would have with it. Especially in our large and particularly luxurious vehicles, we attach great importance to a marked appearance and the maximum possible feel-good factor in the interior. It's about freedom - and the feeling of being at home in a BMW..



THE EXTERIOR DESIGN.

Dynamic elegance, open to the top: the exterior design of the BMW 8 Series Convertible combines sportiness, exclusive style and that certain something to create a charming overall appearance. Inspired by the BMW 8 Series Coupé, it combines its racing DNA with its perfectly shaped character. Starting with the fascinating curve of the headlights through the flowing silhouette to the finale of flat rear lights that underline the width: everything on the BMW 8 Series Convertible makes you want the exhilarating feeling of freedom to make every journey a unique experience.

SPORTY PRESENCE, FROM EVERY PERSPECTIVE: THE BROAD REAR.

The back of the vehicle appears remarkably wide and powerful, which is particularly impressive when the soft-top is open. The third rear light, which is integrated into the boot lid, also visually reduces the height.



The BMW 8 Series Convertible, with its elongated shape, looks captivating from the side with the roof closed or open. The compactly cut soft-top creates a striking, distinctive silhouette.

A VOYAGE OF DISCOVERY FOR THE EYE: DESIGN LINES.

Subtle, precise lines behind the rear tyres characterise the side view. Instead of the BMW typical bead line, two expressive lines characterise the picture: Based on the precisely crafted Air Breathers they draw the course of the airflow along the body and thus pay homage to power and speed.

FREEDOM AT THE PUSH OF A BUTTON: THE INNOVATIVE SOFT-TOP.

Thanks to the new clamp technology, the Black soft-top blends harmoniously into the dynamic lines of the vehicle. At a push of a button, it opens and closes electrically in approximately 15 seconds, even while driving at speeds of up to 31mph. One of the outstanding properties of this extremely high-quality soft-top is its excellent noise insulation.





DESIGN THINKING.

Open to new experiences: Why the soft-top reveals so much about the character of the BMW 8 Series Convertible.

There are actually no two opinions: The heart of a vehicle is its engine, yet the look on the exterior allows much more than insights into the design and presence of an automobile. This is especially true for a model like the BMW 8 Series Convertible. Because the soft-top, as the most important characteristic feature, combines the luxury and innovation claims of the entire model.

Opening the soft-top already feels like a staging experience: Quietly and with precise movements, the soft-top is folded and retracted beneath a faux leather flap with decorative stitching. The movement resembles a carefully rehearsed choreography and takes place at a speed of up to 31mph (50km/h) in just 15 seconds. The complete soft-top with the haptic, unique fabric lined in several layers weighs much less than previous designs, and it can be folded into the variable compartment in the boot in a particularly space-saving manner.



EVEN WITH THE SOFT-TOP CLOSED, THE BMW 8 SERIES CONVERTIBLE FASCINATES WITH ITS FLOWING, ELONGATED SILHOUETTE.

The design follows a clear premise: The soft-top underscores the sporty silhouette and the powerfully elegant lines of the BMW 8 Series. For a model with outstanding performance characteristics, it is not just a question of shape, nor just a question of material and technology innovation. It is all about performance, closed as well as when open: The instant, highly dynamic driving pleasure.

THE SOFT-TOP IS AUTOMATICALLY FOLDED AND SMOOTHLY RETRACTED.

The result is also interior acoustics as in a coupé. The gentle, wind-swept silhouette creates an exceptionally comfortable driving experience – even at higher speeds. Luxurious sound scenery even when closed: The multi-layer design absorbs sound waves better than many fixed roof structures, providing extremely low noise level for all passengers.

Exceptional design, uncompromising technology, luxurious ambience: Additional comfort features increase the pleasure of driving with the roof down in the BMW 8 Series Convertible whatever the temperature: The Air collar releases warm air when needed around the front headrests and takes care of passengers' necks on cool days. The experience is made even more pleasant with both heated armrests in the door and centre console as well as heated steering wheel options. Pure enjoyment of driving with the top down, regardless of weather and speeds – in the BMW 8 Series Convertible.

The perfect interplay between these individual elements creates a new, particularly luxurious form of driving with the roof down: The BMW 8 Series Convertible provides not just instant enjoyment of openness and freedom, but a pleasure for all the senses.

OPEN UP NOW!

Skyscrapers, hideaways, convertibles: There is simply more to discover if we show ourselves openly. A tribute to the luxury of not having the roof at the right moment.



THE DESIRE FOR OPENNESS IS THE FREEDOM TO ENJOY A BROAD VIEW – THIS ATTITUDE IS SEEN EVEN IN THE HOMES WE BUILD.

These are exciting times. Never before has it been so easy to reach the unattainable, we can travel to the most remote places, experience unforgettable moments in the everyday here and now. The hunt for these moments is what drives us in life. To get rid of the superfluous, to take the liberty to get even more out of a situation. Set the personal viewing angle to panorama mode. At the touch of a button, you can feel the distance when the sky opens over the BMW 8 Series Convertible – much more than the mere interplay of finely tuned technology. It is an expression of being able to overcome boundaries. If we really aspire to it.

The new enthusiasm for this boundless freedom is evident in many areas. In luxury fashion, in haute cuisine, in architecture. Modern architects such as Jean Nouvel or the Japanese Pritzker prizewinner Shigeru Ban – known for his imposing, airy constructions – are currently creating spectacular buildings that have one thing in common: extremely transparent, opening roofs. Or they'll leave it out altogether. The sky as a roof. This new openness is no coincidence.

Spectacularly designed rooftops are the symbol for the reinterpretation of urban space. Long forgotten places of architecture – even some of the most spectacular buildings of the 20th century, such as the Guggenheim Museum in New York, did not include

large roof terraces. Today it's good manners for buildings to show themselves openly. There is evidence in every metropolis, from the many rooftop bars of East London to the spectacular roof terrace of the Mandarin Oriental in Barcelona. And some of the most interesting resorts and hideaways of this time completely do without the roof in their suites and place the perfect beds right on the floor – like in the middle of the Utah desert surrounded by violet shining canyons in the sunset. Or the Sky Suites of the AKA Central Park Hotel, downtown Manhattan, high above mountain village Goodman and MoMa. Sleep with maximum comfort in the open air – in the middle of the metropolis or in the middle of the wilderness.

OPENING THE SPACE ABOVE US IS NOT AN ESCAPE. IT IS AN ADVENTURE.

The common denominator is the basic idea that freedom and luxury can only be really felt and experienced when the world is open to you. It is the reason why convertibles fit so well into this time. Every trip in a BMW 8 Series Convertible gives you the feeling of being closer to the elements: to the air, to the sun – in combination with an absolute demand for performance and luxury. In the BMW 8 Series Convertible, this means for example Ambient light and extremely high-quality glass applications in the interior. Exclusivity finds its absolute counterpart here. But the luxury of openness is also transformed in the BMW 8 Series Convertible from a quiet experience into an unreserved one. It's the doubling of a trend. Supplemented by the speed factor.

Opening the space above us is not an escape. It's an adventure. The view upwards straightens the situation again, it shows: In the end, it's all about spending your time the way you want – not the way you have to. The fact that you can get much more out of this adventure at any time while driving opens up completely new dimensions. Long live freedom.



SPORTINESS, EXPRESSED IN ELEGANCE.

Freedom to the horizon: the interior reflects the extroverted sporty yet characteristically elegant character of the BMW 8 Series Convertible. Its consistent driver orientation is just as impressive as its sophisticated details, such as individually foldable rear seats for extended and even more flexible use of the luggage compartment. At the same time, remarkable design details such as the harmonious interior lighting or sparkling CraftedClarity glass applications on selected controls create an atmosphere that spreads elegance and extravagance. The BMW 8 Series Convertible unfolds a unique world of dynamic luxury that fascinates anew every time you drive.



A HIGH-QUALITY LEATHER LOOP ON THE BACK OF THE DRIVER AND FRONT PASSENGER SEATS ALLOWS THEM TO BE FOLDED FORWARD QUICKLY AND EFFICIENTLY.

COMFORT IS THE BEGINNING OF ENJOYMENT: AIR COLLAR.

The Air collar integrated in the height-adjustable front headrests ensures a pleasant climate even on cold days when driving with the top open thanks to a three-stage adjustable warm airflow.

ALSO LUXURY CAN BE EXPANDED: BMW INDIVIDUAL EXTENDED MERINO LEATHER.

The leather of the BMW Individual Extended Merino leather is already meticulously chosen in the raw material selection, so that only absolutely flawless quality is used. It is dyed throughout without artificial embossing or surface treatment and immediately makes the highest demands on the interior touchable and visible.

SPORTINESS, SUPPLEMENTED BY LUXURY – THE INTERIOR ALLOWS A DEEP INSIGHT INTO THE CHARACTER OF THE BMW 8 SERIES CONVERTIBLE.

AT THE CENTRE OF ATTENTION: DRIVER ORIENTATION.

In the cockpit of the BMW 8 Series Convertible, everything is aligned to the driver. Each control element is ergonomically placed exactly where it can be optimally reached. This way, the driver has everything under control and can fully enjoy the drive.





THE HEART OF PERFORMANCE:
THE BMW M TWIN POWER TURBO EIGHT-CYLINDER PETROL ENGINE.¹

¹ M850i xDrive models only. 840d xDrive models have a BMW TwinPower Turbo six-cylinder in-line diesel engine.

PERMANENT TRACTION IN ALL SITUATIONS:
THE BMW xDRIVE ALL-WHEEL DRIVE SYSTEM.

The intelligent BMW xDrive all-wheel drive system with rear-wheel orientation provides permanent traction in all situations – because it distributes the drive torque fully variably to the axles before a wheel starts spinning. Despite the high-traction all-wheel drive, the driver of the BMW M850i xDrive or 840d xDrive Convertible does not need to do without the agility and precision of a rear-wheel drive vehicle: When cornering up to the vertex, the drive torque on the front wheels is significantly reduced, resulting in optimal feedback to the steering. When accelerating out of a curve, BMW xDrive transmits successive power to the front wheels, so that optimum traction is always created. The result of this power delivery is that the BMW M850i xDrive or 840d xDrive Convertible is safely taken into the subsequent straight.

MAXIMUM TRACTION BETWEEN CURVE AND STRAIGHT:
THE M SPORT DIFFERENTIAL.

The M Sport differential² combined with BMW xDrive ensures maximum traction even in the case of dynamic driving and challenging routing. The result: excellent driving stability, even on demanding turns and in every road condition.

² Standard for M850i xDrive, optionally available for 840d xDrive within M Sport Technic package.

AT HOME ON THE RACE TRACK: THE BMW 8 SERIES CONVERTIBLE CONCEPTS HAVE COME DIRECTLY FROM RACING EXPERIENCE.



RACING GENES MEET LOVE OF FREEDOM.

Ambitious. Independent. Thoroughly sporty. The racing genes that make this vehicle so unique can be felt in the BMW M850i xDrive or 840d xDrive Convertible right from the first few metres: the standard Adaptive M suspension lets you choose between dynamic or comfortable suspension tuning and ensures maximum control in every driving situation. Along with the standard BMW xDrive all-wheel drive and the M Sport differential (standard for M850i xDrive, optionally available for 840d xDrive within M Sport Technic package), maximum traction and maximum agility are offered even when accelerating out of corners. Here, the standard Integral Active Steering provides additional stability without losing any dynamics and guarantees perfect steering and maximum speed confidence in every speed range – and it is a good thing because the high body rigidity and the strengthened suspension components ensure a thrillingly direct implementation of each steering command. The standard M Sport brakes deliver precisely controlled braking performance, which, when combined with performance tyres (standard for M850i xDrive, optionally available for 840d xDrive within M Sport Technic package), ensures reliable and trustworthy deceleration. That is what freedom feels like!

CONFIDENT THROUGH EVERY CURVE – AT ANY SPEED:
ADAPTIVE M SUSPENSION PROFESSIONAL.

Highly agile, extremely comfortable: the optional Adaptive M Suspension Professional (only available for M850i xDrive) combines typical dynamics with smoothness and stability. The electromechanical body roll stabilisation reduces the lateral inclination on the curves and thus enables high cornering speeds. Depending on the situation, it distinguishes between a stabilising or agile driving behaviour. Thus, the driver can enjoy the fullest control and responsive handling even with fast cornering or quick changes of direction.

840d xDRIVE.

Output: 320hp (235kW)
0 to 62mph: 5.2s
Capacity: 2,993cm³
Torque: 680Nm

M850i xDRIVE

530hp

(390kW) Output

3.9s

0 to 62mph

4,395cm³

Capacity

750Nm

Torque



WITH PURE REAR-WHEEL DRIVE.

Something for purists: the BMW 840i Convertible is for those who appreciate the classic virtues of a sports car powered exclusively by the rear wheels. Connoisseurs don't want to forgo this unique driving feeling – experience it in this exceptional vehicle in an excitingly athletic way.

EXCITING SPORTS CAR FEELING. REINTERPRETED.

The new 840i sDrive engine of the BMW 8 Series Convertible makes the heart of every sports car enthusiast beat faster from the very first contact. Thanks to the BMW TwinPower Turbo six-cylinder petrol engine, the entire power of this elegant vehicle is unleashed when the accelerator pedal is briefly pressed, catapulting this exceptional vehicle forward. Extremely sprint-friendly and confident up to high rev ranges, this engine shows the purest form of all qualities that make a BMW engine so extraordinary. Depending on the selected driving experience mode, the experience extends from dynamic to maximum sporty – a characteristic feature that becomes an experience even for the ears thanks to the unique sound of the BMW TwinPower Turbo six-cylinder petrol engine.

POWERFUL AND DYNAMIC – WITH REAR-WHEEL DRIVE.

If you're looking for a pure sports car experience, choose the rear-wheel drive version with BMW sDrive. Thanks to a reduced total weight and an optimised weight distribution, this uncompromisingly sporty drive variant also ensures an exciting maximum of performance and dynamics. The pure experience of classic racing, euphorically interpreted – in the BMW 840i Convertible with rear-wheel drive.

840i sDRIVE

340hp

(250kW) Output

5.3s

from 0 to 62mph

2,998cm³

Capacity

500Nm

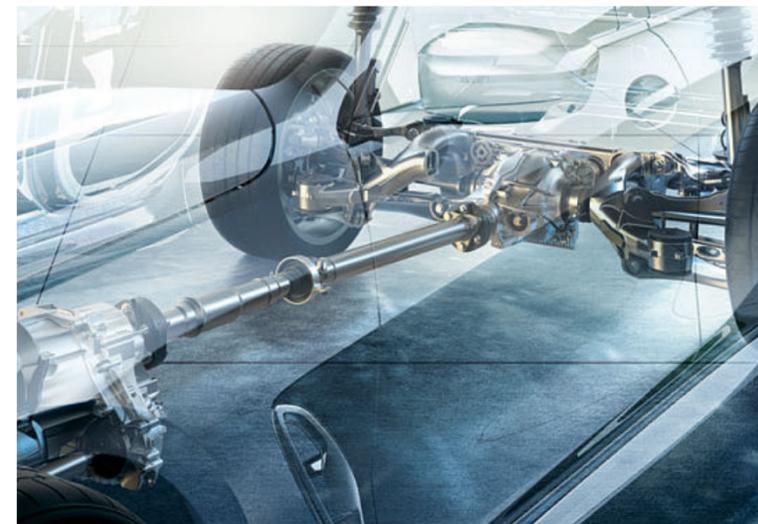
Torque



EXCEPTIONAL ROAD HOLDING IN EVERY SITUATION, COMBINED WITH MAXIMUM FORWARD THRUST: THE BMW 840i sDRIVE DOMINATES EVERY STREET THAT IT TRAVELS ON.

EVERY TURN IS ANOTHER TRIUMPH.

The standard M Sport differential ensures that even with challenging changes of direction or on various surfaces, the engine power is optimally brought to the road. A permanent, continuously electronically controlled multi-disc lock, which was developed for motor sports, reduces any speed differences between the rear wheels and distributes the drive torque variably between them. Depending on the setting, this makes it possible to achieve a driving experience that covers the entire range from traction-oriented to maximum driving dynamics and sportiness – but ensures maximum driving pleasure in every respect.



THE UNIQUE EXPERIENCE OF A PURE REAR-WHEEL DRIVE – IN THE BMW 840i sDRIVE CONVERTIBLE. FEEL THE ADRENALIN THIS TYPE OF DRIVE GENERATES.



ADRENALINE – BROUGHT INTO SHAPE: THE M CARBON EXTERIOR PACKAGE.

Carbon-fibre in every detail: the optional M Carbon exterior package adds numerous exclusive carbon-fibre design elements to the already standard integrated carbon core components of the BMW 8 Series Convertible – for a more thoroughbred sports car look that draws everyone's attention. With mirror caps, air intakes, front centre blade, a finisher around the tailpipe trims and a visually sharpened rear diffuser, the BMW 8 Series Convertible reinforces its motorsport character not only visually, but also substantially.

PERFORMANCE IN THE SOUND: THE SPORT EXHAUST SYSTEM.

Performance that you see, feel – and hear: the Sport exhaust system on the BMW M850i xDrive model surrounds the driver with a powerful and rich engine sound from two twin tailpipes, which are integrated harmoniously into the rear apron. A genuine racing atmosphere – audibly also for all those who see the BMW 8 Series Convertible passing by. Thanks to the exhaust valve mechanism, the pure, robust V8 sound can be adjusted to the driver's request at the touch of a button.



SPORTINESS
THAT YOU SEE,
HEAR AND FEEL ON
EVERY DRIVE.

M SPORT SEATS FOR THE FRONT.

The optional M Sport seats for the front¹ offer electric adjustment, comfort headrests and lumbar support. The electrical seat adjustment offers a memory function that allows the driver and front passenger to ensure their ideal seating arrangement is ready on every drive. This feature also includes Lumbar support for both front seats. In addition, the backrest width, upper section of the backrest and thigh rest can be individually adjusted. The comfort headrests, with electric adjustment, allow for the headrest height to be altered.



FUNCTIONAL AND VISUAL HIGHLIGHT AT THE SAME TIME:
THE AIR BREATHER.

The precisely elaborated Air Breathers in the front fenders not only enhance the vehicle's aerodynamics, but also serve as a starting point of a course of striking design lines. Their interaction creates a powerful surface play that traces the air flowing along the vehicle.



A GAME OF
LINES AND SURFACES,
INSPIRED BY
LIGHT AND WIND.

¹ Only with selected upholstery. Only with Heat comfort package, front, which is available as part of Premium package, ask your local BMW Retailer for more information.

3

EMOTION EXPRESSED AS INNOVATION.

Thoughts were born,
ideas thought through and
know-how taken to the extreme.
Innovative technologies were
developed, comfort and
efficiency enhanced and
performance levels increased.
But all this was not done to put
knowledge, ability and pioneering
spirit in the foreground –
but to make this one, special feeling
even more tangible:
Driving pleasure.
Technology becomes emotion –
Bayerische Motoren Werke.



DRIVING PLEASURE IN ITS PUREST FORM.

DRIVER ASSISTANCE

On the way to the autonomous driving of the future, the innovative BMW driver assistance systems already offer a large number of intelligent semi-automated systems that support the driver in monotonous, demanding or confusing situations. Whether activated on request or as an assistant in the background, these technologies make driving and parking the BMW 8 Series Convertible safer, more comfortable and more relaxed. Discover the features included in the optional Technology package: Driving Assistant Professional, Parking Assistant Plus and BMW Drive Recorder.



JOY EVEN WHEN PARKING: PARKING ASSISTANT PLUS.

Parking Assistant Plus^{1,2} makes parking and manoeuvring the vehicle easier. In addition to Parking and Reversing Assistant it features Surround View including Top View, Panorama View, Remote View 3D, Active Park Distance Control with automotive brake reaction as well as a lateral parking aid.

¹ Exclusively available within Technology package or Ultimate package.
² The system only provides assistance within defined system limits. It remains the responsibility of the respective driver to react to the actual traffic situation.



DRIVING ASSISTANT PROFESSIONAL.

Driving Assistant Professional^{1,2} offers optimum comfort and maximum safety during complex or monotonous driving situations. It includes Steering and lane control assistant, Lane Keeping assistant, Approach control warning and Emergency stop assistant.

¹ Exclusively available within Technology package or Ultimate package.
² The system only provides assistance within defined system limits. It remains the responsibility of the respective driver to react to the actual traffic situation.

TECHNOLOGY BEYOND EXPECTATIONS: BMW DRIVE RECORDER.

The BMW Drive Recorder¹ allows you to record a video from the vehicle environment and play the video on the central Control Display or via USB export also on your external devices. Important vehicle information such as speed and GPS position are stored synchronously with the video. The BMW Drive Recorder has two sub-functions, the Event Recorder and the Crash Recorder.

¹ Exclusively available within Technology package or Ultimate package.



UNLIMITED CONNECTIVITY FOR INNOVATIVE INFORMATION.

CONNECTIVITY AND INFOTAINMENT



"HEY BMW": THE BMW INTELLIGENT PERSONAL ASSISTANT.

"Hey, BMW. Who are you?" Wouldn't it be incredible if your BMW also came with a personal assistant? Communicate with your vehicle using the BMW Intelligent Personal Assistant. It knows you, gets better every day and helps out whatever the situation. You can assign your own personal activation word. It can explain everything about your car and helps you to get to know your BMW even better.

CONNECTED PACKAGE PROFESSIONAL.

Concierge Service, Remote Services, Real Time Traffic Information, Apple CarPlay® preparation or perhaps In-Car Experiences? Why order individual options when you can have everything together? With the Connected Package Professional¹, you can enjoy these services from BMW ConnectedDrive as well as free additional services to test.

¹ The term is three years (one year for Apple CarPlay® preparation).

To stand above it all and yet stay completely connected with your world: when it comes to connectivity and infotainment, Bayerische Motoren Werke does not want to follow any trends, but set standards. With BMW ConnectedDrive, you are optimally connected wherever you are, and you have access to the full range of communication, information and entertainment at any time. In addition, the personal mobility assistant BMW Connected also accompanies you on your smartphone outside the vehicle and supports you in your everyday life – because sheer driving pleasure starts long before you get in and does not stop when you get out of the car.

ALWAYS UP TO DATE: REMOTE SOFTWARE UPGRADE.

Do you want your BMW to be up to date with the latest software? With Remote Software Upgrade, your BMW will always be up-to-date without having to visit your BMW Service partner. Upgrades are installed over-the-air, just as they are for your smartphone. In this way, other functions in your vehicle can also be activated.

INNOVATIVE INFORMATION: BMW LIVE COCKPIT PROFESSIONAL WITH INNOVATIVE OPERATING CONCEPT.

The BMW Live Cockpit Professional includes a high-quality display network consisting of a high-resolution 10.25" Control Display that can be operated by touch and a fully digital 12.3" instrument display.



A WORLD OF ITS OWN. AND FOR YOU.

COMFORT AND FUNCTIONALITY

Vehicles from the Bayerische Motoren Werke not only stand for unlimited driving pleasure, but also for particularly sophisticated motoring enjoyment. Everything combines top comfort with maximum functionality. From atmospheric light design when entering the vehicle to pure sound enjoyment from the high-end sound system to the perfectly adjustable multi-function seats: Everything here is designed to turn even an everyday trip into an extraordinary experience.



ATMOSPHERE UP TO THE FINEST NUANCES: AMBIENT LIGHTING.

Ambient lighting creates a pleasant atmosphere in the interior which can be varied in brightness and colour spectrum.



COMFORTABLE AT COOLER TEMPERATURES TOO: THE FRONT HEAT COMFORT PACKAGE.

The Heat Comfort package for the front¹ seats provides the driver and front passenger with cosy warmth for the arms and hands that increases comfort, particularly during cold times of the year. It includes heated armrests in the front doors and front centre console as well as the steering wheel.

¹ Exclusively available within Premium package or Ultimate package.

OPEN TO NEW EXPERIENCES: THE DIGITAL KEY.

Why take your key with you if you have your Android smartphone with you? The Digital Key² or Key Card allows you to lock and unlock your BMW and even start the engine without needing a physical key. It is included in the standard Comfort Access and can be downloaded to your Android smartphone using the BMW Connected App and shared with family and friends.

² Available for one year. Only compatible with selected Android smartphones with Android 8.0 or above.

SMOOTHED FOR PURE ENJOYMENT: THE BOWERS & WILKINS DIAMOND SURROUND SOUND SYSTEM.

Including five Aramid Fibre midrange speakers, two aluminium tweeters, three diamond dome tweeters, two subwoofers with Rohacell core. In addition five amplifier settings and a microphone-supported dynamic driving sound regulation, which supplies excellent sound through discreet control of the twelve loudspeakers in each driving situation. The optional Bowers & Wilkins Diamond Surround Sound System blends selected materials and high-end technology to create a unique, high-end audio experience.

RELAXATION IS LUXURY: FRONT MULTI-FUNCTIONAL SPORT SEATS.

Standard Multi-functional Sport seats for driver and front passenger offer exceptional seating comfort and safety. Comprehensive adjustment possibilities ensure the seats can be optimally adapted to personal requirements by electric backrest width and manual seat depth adjustments.



4

ONLY YOUR OWN WAY LEADS TO YOUR OWN GOALS.

Materials – hand crafted,
exquisite and exclusive.
Colours, surfaces and shapes
as individual as the
eyes that look upon it.
Ideas and expectations
are met without compromise –
and exceeded. Emotion is the
consequence of design:
Bayerische Motoren Werke.



BMW INDIVIDUAL.

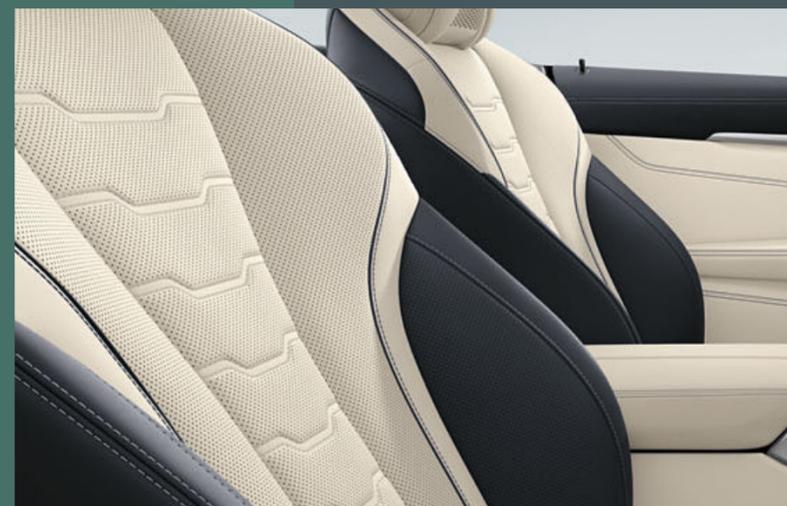
THE EXPRESSION OF PERSONALITY



The rich, bright colour of the BMW Individual Brilliant White metallic paint is particularly special, which makes the captivating elegant presence of the BMW 8 Series Convertible even more intensely noticeable. This effect is caused by an elaborate three-layer paint finish with a particularly high proportion of the Xirallic pigment.



Breathtaking Black: The complex, multi-stage production process begins with the application of several layers of dyed tulip wood. The special intensity of the surface is created during the finishing process by repeatedly applying and polishing deep black piano finish. The result is an incredible colour depth.



A breathtaking combination: The BMW Individual Full Merino leather in Ivory White/Night Blue with its fascinating colour combination and immaculate quality is a sign of individual, high-quality character. Details such as the leather door parapets in rich Night Blue or the instrument panel with striking contrast stitching set special highlights within.

THE BMW 8 SERIES CONVERTIBLE – INSPIRED BY BMW INDIVIDUAL. BECAUSE IMAGINATION KNOWS NO BOUNDS.

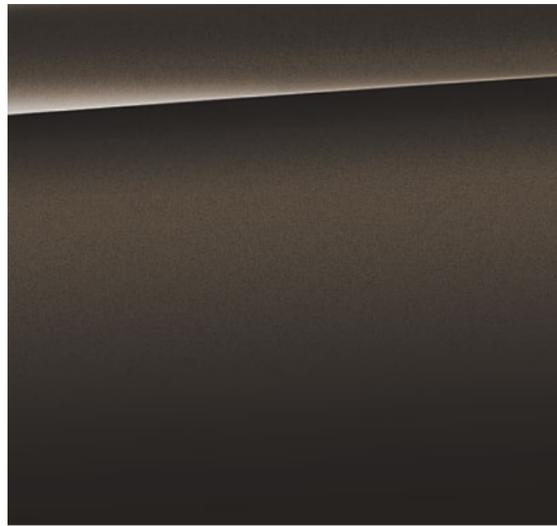
The special feature – as exclusive as you want it to be: The BMW 8 Series Convertible, inspired by BMW Individual, spurs the imagination at first glance. Choose from a wide range of high-quality, sophisticated interior and exterior equipment options. Or create exactly the BMW 8 Series Convertible you've always dreamed of. Because with BMW Individual everything is possible to express your personality. Discover a new, exclusive world: the world of BMW Individual.

WHICH COLOUR WILL YOU GO FOR?

EXTERIOR COLOURS

Dravit Grey or Sunset Orange? Sonic Speed Blue or Barcelona Blue? The extroverted metallic colour palette for the BMW 8 Series Convertible will leave you spoiled for choice. For whichever paintwork you decide: You always choose ground-breaking design and uncompromising dynamics, which prove passion and character.

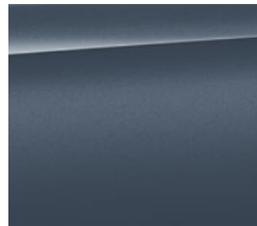
■ STANDARD EQUIPMENT □ OPTIONAL EQUIPMENT



■ Dravit Grey



□ Alpine White¹



■ Barcelona Blue



■ Black Sapphire



■ Mineral White



■ Sonic Speed Blue



■ Sunset Orange



■ Carbon Black

¹ Available at no additional cost.

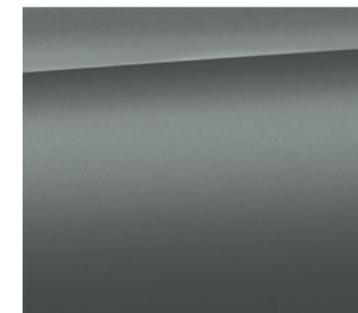


BMW Individual. More diversity. More exclusivity. More personality.

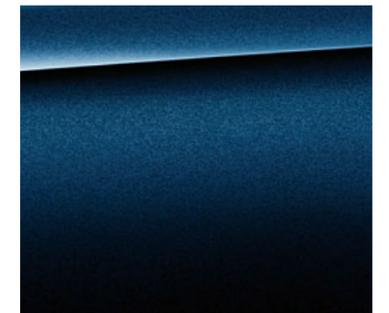
BMW INDIVIDUAL



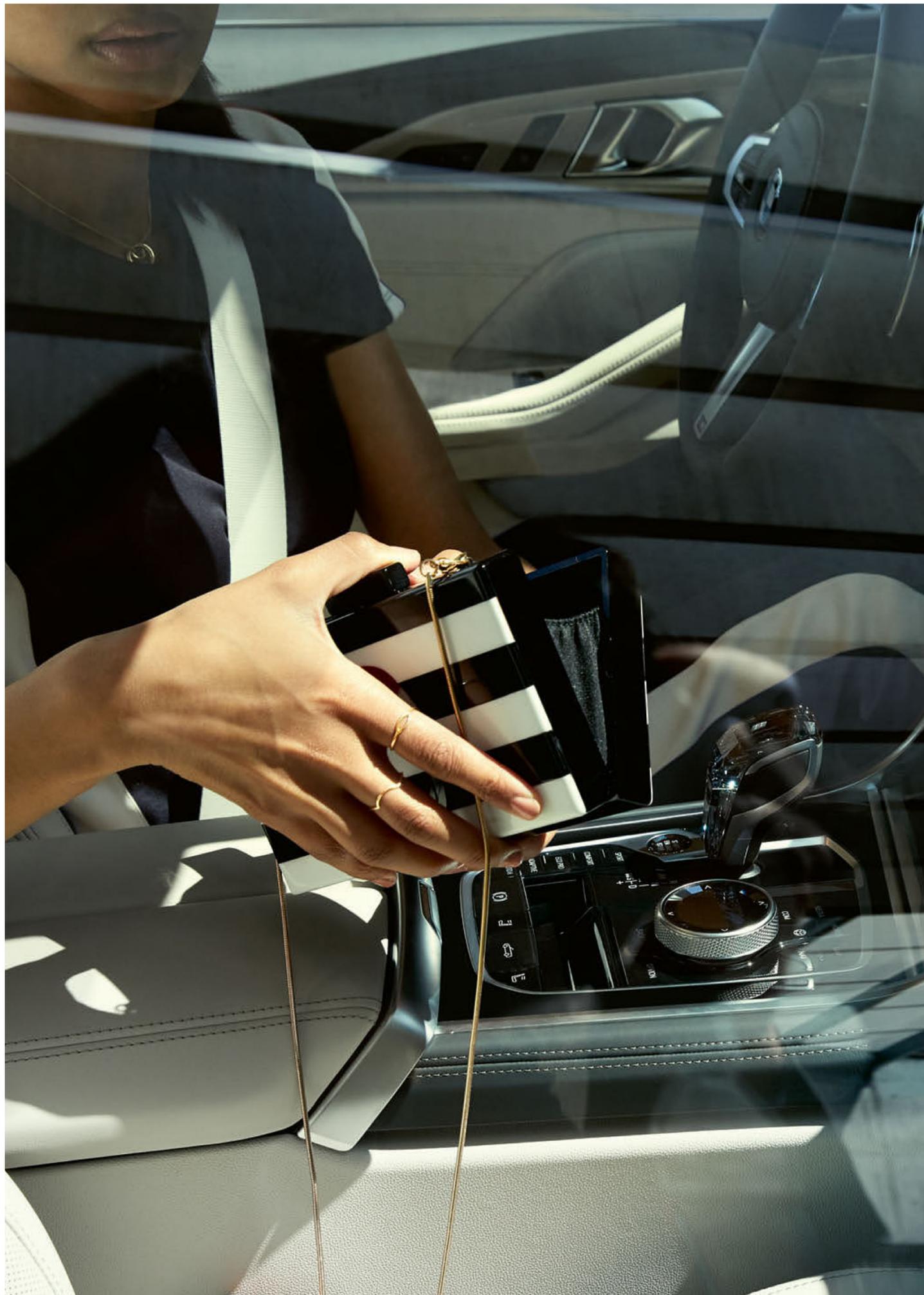
□ BMW Individual Aventurine Red II



□ BMW Individual Frozen Bluestone



□ BMW Individual Tanzanite Blue II



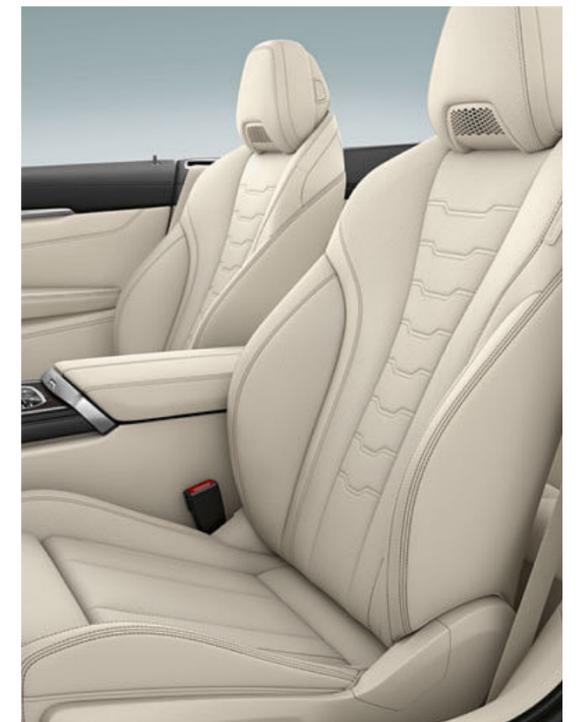
SPORTY IN WHITE. CLASSIC IN BLACK.

ELEGANT ACROSS THE BOARD



BRINGS HIGH GLOSS INTO THE STYLISH INTERIOR:
THE BMW INDIVIDUAL PIANO BLACK INTERIOR TRIM.

Get in and experience elegance across the board: Relax into the Multi-functional Sport seats upholstered in BMW Individual Ivory White Extended Merino leather. The stylish interplay with BMW Individual Piano Black interior trim is a real highlight for luxury-indulgent eyes that recognise what is special in every detail.



STRIKING AND STYLISH AT THE SAME TIME: THE BMW INDIVIDUAL EXTENDED MERINO LEATHER, SHOWN HERE IN IVORY WHITE, GIVES THE INTERIOR A PARTICULARLY SPACIOUS AND ELEGANT ATMOSPHERE.



REAL HIGH-FLYER.

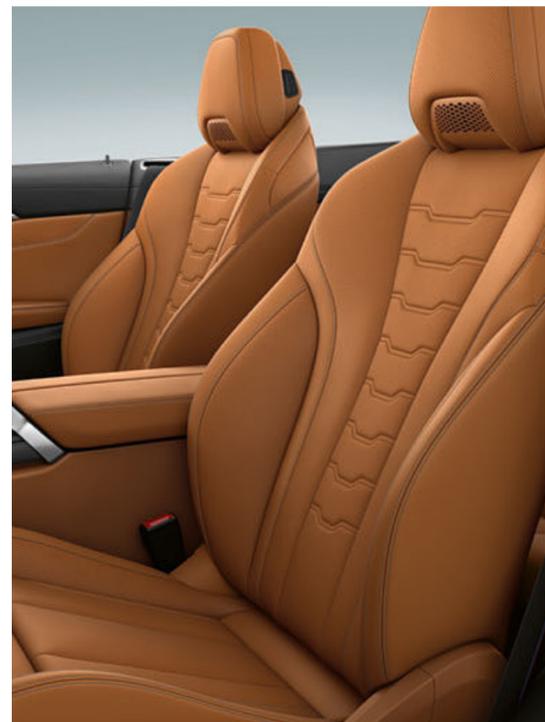
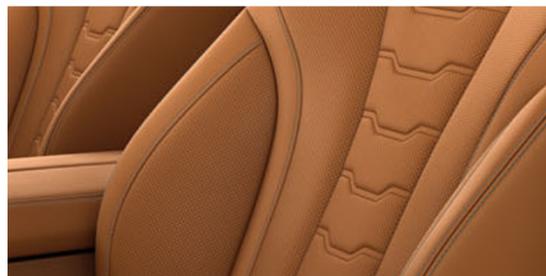
LUXURY BEYOND THE COMFORT ZONE



CLASSIC DETAILS THAT INDULGE THE EYES: THE EXQUISITE BMW INDIVIDUAL PIANO BLACK INTERIOR TRIM.

Enjoy the unique combination of high performance and luxury: Standard Multi-functional seats in BMW Individual Extended Merino leather in Cognac make an impression not only with the cleverly designed perforation and decorative stitching in contrasting colours, but also with comfortable ergonomic seating with numerous adjustment options. The BMW Individual Piano Black interior trim additionally sets exclusive high-gloss accents.

LUXURY FOR THE EYES: THE BMW INDIVIDUAL EXTENDED MERINO LEATHER UPHOLSTERY IN COGNAC CAPTIVATES WITH IMPECCABLE, HIGH-CLASS QUALITY AND ALSO WITH ITS WARM COLOURING.



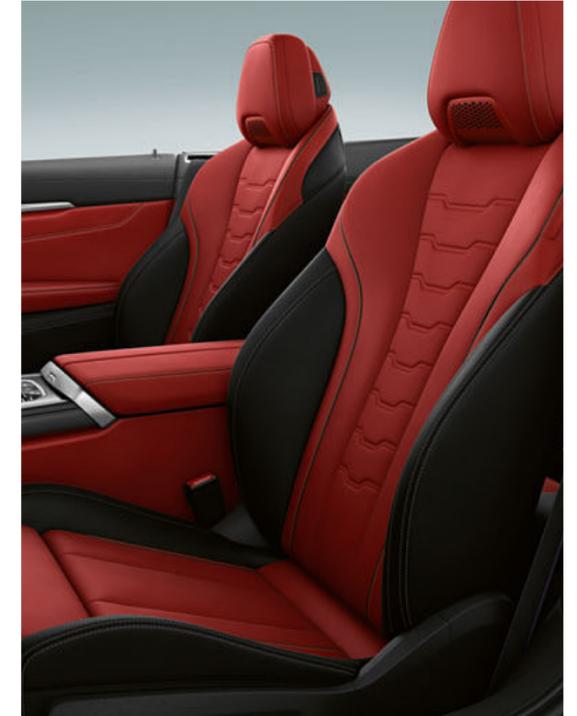
PASSION IN RED, BLACK & STEEL.

TWO COLOURS. A LASTING IMPRESSION

As unexpected as expected: Elegant sportiness meets passion. The BMW Individual Extended Merino leather in optional Fiona Red and Black, together with standard Stainless steel fabric interior trim, sets a spirited statement that impressively underscores the outstanding dynamics.



STAINLESS STEEL FABRIC INTERIOR TRIM OFFER A SPORTY AND STYLISH TECHNICAL CONTRAST TO THE INTENSE COLOURS OF THE SEATS.



STRONG COMBINATION, STRONG EFFECT: MULTI-FUNCTIONAL SEATS WITH PERFORATION AND CONTRAST STITCHING, SHOWN HERE IN FIONA RED/BLACK BMW INDIVIDUAL EXTENDED MERINO LEATHER, ARE VISUALLY THE CENTREPIECE OF THE DYNAMIC INTERIOR.



PACKAGES.



PREMIUM PACKAGE.

Offering a tailored combination of luxury equipment, the Premium package provides superior comfort, convenience and practicality. Contents include front Seat Ventilation, Soft-close doors and the Heat Comfort package.



M SPORT TECHNIC PACKAGE.

The M Sport Technic package¹ enhances driving dynamics with the combination of BMW advanced technology and M Sport performance options including BMW Individual High-gloss Shadowline exterior trim with extended contents, M seat belts, M Sport differential, 20" M light alloy Y-spoke style 728 M in Bicolour or Jet Black plus an upgraded 19" M Sport braking system.



VISIBILITY PACKAGE.

The Visibility package includes BMW Laserlights, these illuminate a range of more than 500m, nearly twice as far as that of conventional headlights ensuring better visibility in the dark and hence significantly increasing safety.



¹ Not available with M850i xDrive models.



The models illustrated in this brochure show the equipment and configuration options (standard and optional) for vehicles produced by BMW AG for the German market. Alterations in standard and optional equipment and the configurations available for the different models, as described in this brochure, may occur after going to print or according to the specific requirements of other markets. Your local BMW Retailer is available to provide further details. Subject to change in design and equipment. Part number 01 29 5 A11 DD8 V1, November 2019.

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BMW M850i xDrive:

BMW TwinPower Turbo eight-cylinder petrol engine, 390kW (530hp), 20" M light alloy Y-spoke style 728 M Bicolour wheels, exterior colour in Dravit Grey metallic, soft-top in Anthracite Silver fleck, BMW Individual Extended Merino leather seats in Ivory White, BMW Individual Piano Black interior trim.

BMW M850i xDrive:

BMW TwinPower Turbo eight-cylinder petrol engine, 390kW (530hp), 20" M light alloy Y-spoke style 729 M Bicolour wheels, exterior colour in Mineral White metallic, soft-top in Anthracite Silver fleck, BMW Individual Extended Merino leather seats in Cognac, BMW Individual Piano Black interior trim.

