

The BMW XM Label Red.



More powerful, more exclusive, more extravagant: Just a few months after production got underway of the new BMW XM (petrol consumption combined: 1.7 – 1.6 l/100 km [166.2 – 176.6 mpg imp]; electric power consumption combined: 34.5 – 33.0 kWh/100 km; CO₂ emissions combined: 39 – 35 g/km in the WLTP cycle; figures for the NEDC cycle: –), BMW M GmbH presents the flagship version of its first-ever high-performance car with an electrified drive system. The all-new BMW XM Label Red (petrol consumption combined: 1.7 – 1.6 l/100 km [166.2 – 176.6 mpg imp]; electric power consumption combined: 34.5 – 33.0 kWh/100 km; CO₂ emissions combined: 39 – 35 g/km in the WLTP cycle; provisional values; figures for the NEDC cycle: –) brings together an M HYBRID system with extra power and bespoke design accents that showcase its standout performance attributes to unmistakable effect. With a system output of 550 kW/748 hp (generated by the combination of a V8 combustion engine with up to 430 kW/585 hp and an electric motor integrated into the eight-speed M Steptronic transmission producing up to 145 kW/197 hp), the BMW XM Label Red is the most powerful BMW M model ever made. It also tops the power rankings in the Sports Activity Vehicle and Sports Activity Coupé segments.

The BMW XM Label Red responds to the needs and desires of a global target group of individualists – customers with a taste for extrovert lifestyle and a passion for ultimate performance in a car reaching beyond traditional conventions. Production will begin in August 2023 at BMW Group Plant Spartanburg in the USA. Scheduled for the same timeframe is an exclusive edition of the range-topping model limited to 500 examples and featuring an exterior paint finish in BMW Individual Frozen Carbon Black metallic.

The BMW XM Label Red will celebrate its world premiere at the Auto Shanghai international motor show in April 2023. China is one of the most important sales regions for the BMW XM Label Red, alongside the USA and the Middle East. It can be ordered from dealers from 28 April 2023.

M HYBRID system with top-level and precisely judged performance.

The M HYBRID system in the BMW XM Label Red demonstrates the intoxicating effect of drive system electrification in high-performance models from BMW M GmbH in impressive style. The precisely honed interplay of the electric motor and V8 engine ensures an instantaneous delivery of power that then builds emphatically and continues unabated into the highest reaches of the rev range. This combination of combustion engine and electric motor matches the drive concept of the new BMW M Hybrid V8 endurance racing car, which made a successful debut in the 24 Hours of Daytona race in the North American IMSA series this year and is set to line up in events including the 24 Hours of Le Mans in 2024.

With a system output increased to 550 kW/748 hp, the new top-of-the-line model outperforms the standard BMW XM produced since December 2022 by 70 kW/95 hp. System torque is up by 200 Nm (147 lb-ft) and now peaks at 1,000 Nm (737 lb-ft). Power is channelled to the road by the M xDrive all-wheel-drive system. In conjunction with a model-specific composition of chassis technology and fast-acting, high-precision powertrain and chassis control, this creates a unique performance experience with dynamism and agility at a whole new level.

V8 engine with cutting-edge M TwinPower Turbo technology and classical high-revving character.

The M HYBRID system of the BMW XM Label Red blends the future-focused virtues of electrification with the traditional qualities of a high-revving eight-cylinder combustion engine with M TwinPower Turbo technology. The latest generation of the V8 stands out with its extremely rapid power delivery, increased efficiency and minimised emissions. As well as a cross-bank exhaust manifold, it also features a reinforced crankshaft drive, turbocharging with an electrically controlled blow-off valve, upgraded oil supply and optimised oil separation.

In the BMW XM Label Red, the V8 makes an even greater contribution to the system output generated in tandem with the electric motor. It produces its maximum output of 430 kW/585 hp at 5,600 rpm. Peak torque is 750 Nm (553 lb-ft) – an increase of 100 Nm (74 lb-ft) over the version of the engine in the standard BMW XM – and is on tap across an extremely wide rev band from 1,800 to 5,400 rpm.

With two electronically controlled and continuously adjustable flaps, the sports exhaust system of the BMW XM Label Red provides an emotionally rich accompaniment to the engine's power delivery with a

vibrancy and energy not normally associated with an eight-cylinder unit. The engine sound therefore has a very distinctive quality, as do the two pairs of dual tailpipes, with the individual pipes arranged one above the other.

Instantaneous power delivery: electric motor with innovative pre-gearing stage.

Like the V8 engine, the electric motor of the M HYBRID system also employs innovative technology to deliver a noticeable increase in pulling power. The permanently excited synchronous motor is integrated into the eight-speed M Steptronic transmission together with its power electronics and, in the now familiar style of electric motors, responds to just slight movements of the accelerator with instantaneous power delivery.

The electric motor contributes up to 145 kW/197 hp to the maximum system output of the BMW XM Label Red and develops nominal torque of 280 Nm (206 lb-ft). A pre-gearing stage patented by BMW is used to increase the torque produced by the motor to an effective maximum of 450 Nm (332 lb-ft) at the transmission input for the motor. In this way, the compact motor is able to provide the sort of torque boost that could normally only be achieved using a far larger and heavier unit.

The improved build-up of power resulting from the pre-gearing stage between the electric motor's rotor and the transmission's input shaft can be clearly felt, both when accelerating off the line and when putting in a quick burst of speed. Combined with the optimised power delivery of the V8 engine and its high-revving character, this produces performance of rare authority and composure. The BMW XM Label Red needs just 3.8 seconds to sprint from 0 to 100 km/h (62 mph). Its top speed is electronically limited to 250 km/h (155 mph), but rises to 290 km/h (180 mph) on cars with the optional M Driver's Package.

As well as providing an electric boost effect under acceleration, the electric motor also performs a supporting role under steady loads, helping to increase the efficiency of the combustion engine. This gives the BMW XM Label Red average petrol consumption of 1.7 – 1.6 litres per 100 kilometres (166.2 – 176.6 mpg imp) in the WLTP test cycle, combined electric power consumption of 34.5 – 33.0 kWh per 100 kilometres and CO₂ emissions of 39 – 35 grams per kilometre.

Powerful high-voltage battery, BMW IconicSounds Electric, Combined Charging Unit and predictive heat management.

The motor draws its energy from a high-voltage lithium-ion battery integrated into the underbody area, which is a product of fifth-generation BMW eDrive technology. The lithium-ion battery stands out with its high energy density at a cell and battery pack level. It provides a constant flow of power across a wide temperature range and even under the heavy loads brought by a particularly sporty driving style. It has a usable energy content of 25.7 kWh. Together with the electric motor's excellent efficiency and the system of intelligent energy management, this enables an electric range of 75 – 83 kilometres (47 – 52 miles) in the WLTP cycle.

The BMW XM Label Red can therefore complete not only journeys around town but also cross-country routes locally emission-free and almost silently. The top speed achievable in pure electric mode is 140 km/h (87 mph). The power delivery of the electric motor also gains a soundtrack of its own, in the form of the BMW IconicSounds Electric developed as part of a collaboration between the BMW Group and film score composer Hans Zimmer.

The Combined Charging Unit of the M HYBRID system enables AC charging at up to 7.4 kW. This means the high-voltage battery can be replenished from zero to 100 per cent charge in 4.25 hours. Predictive heat management reduces charging times by judiciously warming or cooling the battery. Supplied as standard are both the Flexible Fast Charger for use with domestic or industrial sockets and the charging cable Professional. This mode 3 cable for topping up at public charging stations can be kept in a suitably stylish and exclusive weekend-type bag and secured in the boot area using a crash-protective carabiner-belt combination.

Supreme traction, captivating performance: M xDrive and M Sport differential.

The M xDrive all-wheel-drive system channels the power generated by the combustion engine and electric motor between all four wheels precisely, quickly and as required at all times. The system has a rear-biased setup, which enhances the agility of the BMW XM Label Red and is particularly pronounced in 4WD Sport mode. When the DSC (Dynamic Stability Control) system has been fully disengaged, the traction-optimised 4WD Sand mode – conceived specifically for driving over dunes and similar surfaces – can be activated via the M Setup menu.

Building on the work of the M xDrive system is an electronically controlled differential lock in the rear axle, which further enhances traction, agility and directional stability. The M Sport differential brings a need-based and fully variable distribution of drive torque between the left and right rear wheels.

Model-specific chassis tuning, integrated transverse dynamics management.

The most powerful road-legal BMW M car ever made impresses not only with the unique power delivery of its M HYBRID system, but also with the breadth of its driving attributes, which enthral and delight time after time. The BMW XM Label Red rises to every challenge with unshakable poise and assurance, whether demonstrating its manifestly sporty performance credentials, cruising along in leisurely fashion (with zero local emissions if desired), inviting its occupants to relax in comfort on long trips or venturing off road. The car's sophisticated chassis technology gives it an extraordinary spread of attributes, from dynamism to long-distance comfort, and is adapted to the bespoke performance characteristics of the drive system with the precision for which BMW M models are renowned.

Standard equipment for the BMW XM Label Red includes adaptive M suspension Professional – featuring electronically controlled dampers and active roll stabilisation with Active Roll Comfort to eliminate body roll on one side of the vehicle – and Integral Active Steering. The M Sport braking system comprises six-piston, fixed-calliper brakes at the front and single-piston, floating-calliper units at the rear. It teams with the latest-generation integrated braking system, which ensures the stopping power generated by recuperation and the friction brake is combined with great precision, and which also presents the driver with two pedal feel settings.

Like the M xDrive all-wheel-drive system, the M Sport differential, active roll stabilisation and the steering's control systems, the near-actuator wheel slip limitation tech integrated into the engine management and the Performance Control function are networked with the central transverse dynamics management. The integrated application of all powertrain and chassis systems together with the fine-tuning carried out on varying types of road – from urban driving to country roads and motorways – with the help of BMW M GmbH's racing expertise has resulted in a well-resolved driving experience in every situation and with every configuration.

Extrovert design with exclusive details.

Stylistically as well as technically, the BMW XM Label Red takes the first model since the legendary BMW M1 to be conceived solely as a high-performance car from BMW M GmbH into even more exclusive territory. The muscular proportions of a dynamic Sports Activity Vehicle converge with an extrovert exterior design featuring large surfaces, clear lines and a front-end look reserved for luxury-class BMW models. And added to the mix here are design accents underscoring the singular character of the BMW XM Label Red as a car focused on achieving the highest peaks of performance.

The distinguishing features of the performance-maximising XM variant include an accent band in Toronto Red metallic, although a black accent band also can be specified. The use of red also extends to the model badges and the wheel inserts. The BMW XM Label Red is fitted as standard with 21-inch light-alloy wheels. The surrounds for the BMW M kidney grille and diffuser elements come in Black high-gloss.

The spectrum of exterior paint shades available for the new model comprises one solid and eight metallic variants. Customers can also choose from more than 50 BMW Individual special paint finishes, including the new BMW Individual Urban Green, BMW Individual Petrol Mica metallic, BMW Individual Anglesey Green metallic and BMW Individual Sepia metallic. The new BMW Individual Visualizer (at <https://individual.bmw-m.com/>) is available for the first time from the start of orders for the BMW XM Label Red to help customers with the paint selection process. The car is depicted extremely realistically in the paint finish selected by the customer against the backdrop of BMW M Town. Here, it can be viewed from various angles and with the aid of 360-degree video.

The limited-edition variant of the BMW XM Label Red – only 500 examples of which will be released globally – maximises the exclusivity factor with even more expressive styling. Toronto Red metallic for the BMW M kidney grille surround and rear diffuser insert create additional design cues that combine with a body paint finish in BMW Individual Frozen Carbon Black metallic. The contrast of the gloss colour accents against shimmering matt surfaces ensures the exterior of the BMW XM Label Red has a particularly enthralling effect.

A black/red colour scheme also brings a visually appealing and sporting flavour to the interior of the BMW XM Label Red. The distinctive three-dimensional headliner and the trim for the body pillars have black

surfaces. Red is used to bring an extra sense of exclusivity to the diamond-shaped upper sections of the backrests and the integrated head restraints of the seats for the driver and front passenger and the outer rear seats. This is complemented by red contrast stitching for the black surfaces of the seats, instrument panel, door trim and centre console, and the likewise red accents for the air vents. Among the other exclusive features of the BMW XM Label Red interior are a red "XM" badge below the control display and an interior trim strip in Carbon Fibre satin effect with red and blue accent threads highlighting this as an M car. Inside the limited-edition variant of the Label Red, customers will find a plaque below the control display reading "1 of 500".

Sports car cockpit with BMW Curved Display; M Lounge in the rear.

M multifunction seats, knee pads, M-specific content on the BMW Curved Display and the standard-fitted BMW head-up display, the signature M gear selector lever and an M-specific control panel on the centre console are the headline features of a sports car-style cockpit optimised to deliver a richly engaging performance experience on board. The M Hybrid button is used to select the desired operating mode for the drive system, while the Setup button provides direct access to the configuration of the powertrain, chassis, steering, braking system and M xDrive, as well as allowing the level of brake energy recuperation to be adjusted. The M leather steering wheel has trim elements in Black Chrome, plus M buttons and gearshift paddles with carbon inlays whose plus and minus symbols are in red. An exclusive special feature of the BMW XM Label Red is the symbol identifying Boost Mode on the left-hand shift paddle.

A generous feeling of space, high-quality materials and extravagant design transform the rear of the BMW XM Label Red into an exclusive M Lounge. Optionally heated backrests that extend well into the sides of the cabin and cushions in Merino leather with red contrast stitching and an "XM" badge offer passengers luxurious levels of comfort. The sculptural headliner is quite unique with its three-dimensional prism structure, photo mount-style border and 100 LED units for illumination. Ambient lighting, four-zone automatic climate control, the Harman Kardon Surround Sound System and the Travel & Comfort System are all standard features too, while the options list includes the Bowers & Wilkins Diamond Surround Sound System with 1,475-watt amplifier and four additional speakers in the roof area.

Advanced driver assistance systems; BMW Live Cockpit Professional as standard.

The BMW XM Label Red offers customers a wide selection of advanced systems for automated driving and parking. Among the technologies fitted as standard is the Driving Assistant, which comprises Front Collision Warning, Lane Departure Warning including lane return with steering assistance, the Evasion Assistant, Alertness Assistant and the Speed Limit Info system. The optional Driving Assistant Professional brings Active Cruise Control with Stop&Go function together with features such as the Steering and Lane Control Assistant, traffic light recognition, automatic Speed Limit Assist and Active Navigation.

Parking Assistant Plus is also part of standard specification. Alongside, the Reversing Assistant, this system adds Parking View, front and rear Panorama View and 3D View to the repertoire of functions.

The BMW XM Label Red comes as standard with the BMW Live Cockpit Professional, which brings with it the latest generation of the BMW iDrive multi-sensory vehicle experience, here based on an M-specific version of BMW Operating System 8. With the fully digital screen grouping and the BMW Intelligent Personal Assistant, the new BMW iDrive has been deliberately geared towards touch control and gesture control as well as dialogue using natural language.

The BMW Live Cockpit Professional also includes the cloud-based BMW Maps navigation system. The optional BMW Digital Key Plus enables customers to lock and unlock the BMW XM Label Red using their Apple iPhone by means of security-enhanced ultra-wideband (UWB) radio technology. Smartphone integration for Apple CarPlay® and Android Auto™, the personalised BMW ID functionality and an eSIM designed for 5G mobile technology are also available for use.

All figures relating to performance, fuel/electric power consumption and emissions are provisional.

All of the stated model variants, equipment features, technical data and fuel/electric power consumption and emissions figures relate to the offering in the German market. Dimensions and measurements refer to vehicles with basic configuration in Germany. These may vary depending on the wheel/tyre size and items of optional equipment selected.

The fuel consumption, CO₂ emissions, electric power consumption and electric range figures are determined according to the European Regulation (EC) 715/2007 in the version applicable. The figures refer to a vehicle with basic configuration in Germany and the range shown considers the different sizes of the selected wheels/tyres and the selected items of optional equipment.

All values were calculated based on the new WLTP test cycle. WLTP values are taken as the basis for determining vehicle-related taxes or other duties based (at least inter alia) on CO₂ emissions as well as eligibility for any applicable vehicle-specific subsidies. Further information on the WLTP and NEDC measurement procedures can also be found at www.bmw.de/wltp.

Further information on official fuel consumption figures and specific CO₂ emission values of new passenger cars is included in the following guideline: 'Leitfaden über den Kraftstoffverbrauch, die CO₂-Emissionen und den Stromverbrauch neuer Personenkraftwagen' (Guide to the fuel economy, CO₂ emissions and electric power consumption of new passenger cars), which can be obtained free of charge from all dealerships, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Schornhausen and at <https://www.dat.de/co2>.