



**M Performance Exhaust for BMW M3**  
**New Accessory exhaust produces sharper exhaust note while reducing back-pressure**

**Woodcliff Lake, NJ – February 18, 2011...** BMW today announced a new M Performance exhaust system specifically designed as an accessory for the BMW M3 Coupe, Sedan and Convertible. With the racetrack and the street in mind, this new exhaust system is crafted from an extremely heat-resistant and lightweight chrome-nickel alloy called Inconel®. This flow optimized exhaust system reduces exhaust backpressure and allows the M3's 414 horsepower V8 engine to produce an even more powerful sound.

Inconel's unique qualities allowed engineers to reduce the thickness of the tubing from 1.5mm to 0.8mm. This resulted in a weight reduction of approximately 40%, or about 20 lbs. when compared to the stock exhaust system. Inconel has also proven to be very corrosion resistant and has been used at the highest level of Motorsports.

The M Performance Exhaust includes perforated inner pipes and polished titanium tips, which are laser engraved with the M logo. It represents the ultimate in technology and sportiness, accentuating the individual character of the BMW M3. The exhaust was developed using state-of-the-art CAD and FEM technology ensuring optimum fit and OEM quality.

The new exhaust may be installed at any Authorized BMW Center. M Performance parts carry the New Vehicle Limited Warranty if they were installed prior to delivery to the owner. If the installation is made after the retail sale of the vehicle, the accessory will be warranted for the balance of the New Vehicle Limited Warranty period or two years from its date of installation, whichever is greater, all at a price of \$4,374 plus installation.

To hear, and see, the new M Performance Exhaust in action go to:

<http://www.youtube.com/watch?v=gx6yDzHvXe8>

The M Performance Exhaust note can be downloaded as a ringtone from:

[www.bmwusa.com/news](http://www.bmwusa.com/news)

**BMW Group In America**

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States

has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; DesignworksUSA, a strategic design consultancy in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group's global manufacturing network and is the exclusive manufacturing plant for all X5 and X3 Sports Activity Vehicles and X6 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 338 BMW passenger car and BMW Sports Activity Vehicle centers, 138 BMW motorcycle retailers, 103 MINI passenger car dealers, and 30 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

Information about BMW Group products is available to consumers via the Internet at:

[www.bmwgroupna.com](http://www.bmwgroupna.com).

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**Journalist note:** Information, images and video related to BMW and its products in the USA is available to journalists on-line at [www.bmwusanews.com](http://www.bmwusanews.com).

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