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BMW Italy and Alcantara unveil a one-off BMW M4 Competition

Design, high performance and heritage: a unique example of the BMW M4 Competition crafted by BMW Italy and Alcantara, with an eye on tradition and an homage to Italian style.

Milan, 23 November 2022. In the M brand's 50th year, BMW Italy and Alcantara have come together to craft a one-off BMW M4 Competition (fuel consumption combined: 10.1 - 9.8 litres/100 km; CO₂ emissions combined: 230 - 223 g/km according to WLTP; data according to NEDC: -) with a unique Alcantara® interiors, the result of joint work between the two brands. The car was unveiled at the House of BMW in Via Verri in Milan.

The one-off edition is based on the current generation of the most successful model series in the history of BMW M GmbH. The BMW M3 and BMW M4 models are synonymous across the world for high performance in the medium premium segment. The edition models are powered by an inline six-cylinder engine with power output of up to 375 kW/510 hp, M TwinPower Turbo technology and high RPM features.

In the interior, Alcantara has dressed the seats, headliner, pillars and door panels in black with contrasting stitching, now alternating the black and yellow livery colour, specially developed to celebrate the historic partnership and demonstrate Alcantara's extreme customisation capacity.

The headrests feature the M logo - created to commemorate 50 years of the M division - and the BMW 50Jahre logo, both embroidered, to emphasise the excellence of Italian craftsmanship.

As a thread to connect the past and future, some of the car's details - such as the caned effect central seat and the weave on the door panel - are inspired by the historic 1972 BMW 3.0 CSL.

Among the many customised features of this one-off is a laser-rendered reproduction of the Milan skyline on the side door panels. Milan was chosen as

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the city of lifestyle and fashion where both brands are based, as well as being the cradle of the project.

"2022 is a special year for BMW's M division because we are celebrating the 50th anniversary of the brand that has always offered the highest performance sports cars in our range. This is an extraordinary story of a car that has become legendary and its Italian DNA. The BMW M1 designed by Giugiaro. It was therefore

a natural choice to enthusiastically accept Alcantara's proposal to make a one-off BMW M4 Competition. This was the perfect way to celebrate BMW M's 50th anniversary with outstanding Italian design and cutting-edge sustainable materials." said Massimiliano Di Silvestre, President and CEO of BMW Italy.

Andrea Boragno, President and CEO of Alcantara, explained "At Alcantara we are delighted about this partnership with BMW, which once again has given us the opportunity to demonstrate our shared identity values. Alcantara accentuates the extreme sportiness and lightness of the M-Series, offering the driver grip for a sporty ride with comfort and wear resistance, without ever sacrificing the truly unique sensory experience.

Alcantara S.p.A. – www.alcantara.com

Founded in 1972, Alcantara represents one of the leading Made in Italy brands. A registered trademark of Alcantara S.p.A. and the result of unique and proprietary technology, Alcantara® is a highly innovative material offering an unparalleled combination of sensory, aesthetic, and functional qualities. Thanks to its extraordinary versatility, Alcantara is the chosen material for leading brands in many fields of application: fashion and accessories, the automotive industry, interior design, home décor and consumer-electronics. These characteristics, combined with a serious and certified commitment to sustainability, mean that Alcantara expresses and defines the contemporary lifestyle. Since 2009 Alcantara has been certified as "Carbon Neutral", having defined, reduced and offset all the CO₂ emissions deriving from its activity, including not only the production process, but also use and disposal of the product itself ("from cradle to grave"). To document its progress in this area, Alcantara annually prepares and publishes a Sustainability Report, certified by BDO and available on the company's website. Alcantara's headquarters are in Milan, while the production plant and research centre are in Nera Montoro, in the heart of Umbria (Terni).

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