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PRESSCLUB GLOBAL · ARTICLE.

The new BMW 2 Series Gran Coupé: spectacular debut at ApeFest 2024 in Lisbon.

MY.PRESSCLUB LOGIN

28.10.2024 PRESS RELEASE AGED

+++ First public appearance at exclusive community event just two days after start of communication +++ BMW enhancing in-car gaming range and BMW M Driving Experience +++ BMW Lifestyle with exclusive, customised ApeFest collection +++

#F74 · #Gran Coupé · #Lifestyle Events · #2 Series · #Lifestyle

PRESSCLUB STREAMING

ANNUAL GENERAL M

Munich, 13 May 2026. W webcast of the public se the 106th Annual Gener of BMW AG.

> open Streaming Web:

CO2 EMISSION INFORMATI

Fuel consumption, CO2 emis and power consumption are measured using the method according to Regulation VO 2007/715 as amended. They vehicles on the German autc market. For ranges, the NED take into account difference: selected wheel and tyre size WLTP figures take into accoe effects of any optional equip

All figures have already beer based on the new WLTP test NEDC figures listed have bei to the NEDC measurement r where applicable. WLTP val as a basis for the assessmer and other vehicle-related du are (also) based on CO2 emi where an"-able, for the pur vehicl subsidies. Fi inform Login available at



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Munich. The new BMW 2 Series Gran Coupé has made its first public appearance in a highly exclusive setting. BMW presented the new edition of its elegantly sporty four-door model at ApeFest 2024 in Lisbon just two days after the official start of communication. The car's world premiere was one of the highlights of the event, which is staged annually by the Bored Ape Yacht Club (BAYC). BAYC is one of the best-known non-fungible token (NFT) collections from American company Yuga Labs and comprises a total of 10,000 unique digital collector's items featuring pictures of cartoon apes. ApeFest is primarily put on for the holders of these digital goods – a Web3 community boasting high levels of

AUTHOR.

Cypselus von Frankenberg
BMW Group

technological affinity, remarkable creative powers and strong innovative spirit, making its members a perfect match for the BMW brand. At ApeFest they come together to connect, shape the future of Web3 technology and enjoy access to exclusive digital content and experiences that allow them to come up with new business ideas too, among other things. BMW once again partnered the event this year.

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CO2 EMISSIONS & CONSUMPTION.

2 Series Gran Coupé M235 xDrive: combined fuel consumption according to WLTP: 8.2 – 7.5 l/100 km (62 miles); combined CO2 emissions according to WLTP: 185 – 170 g/km; combined fuel consumption according to Pkw-EnVKV: 8.2 l/100 km (62 miles); combined CO2 emissions according to Pkw-EnVKV: 185 g/km; CO2 class according to Pkw-EnVKV: G.

M2: fuel consumption, combined in the WLTP cycle: 9.8 – 9.6 litres/100 km [28.8 – 29.4 mpg imp]; CO2 emissions, combined in the WLTP cycle: 223 – 218 g/km; fuel consumption, combined according to Pkw-EnVKV: 10.2 – 9.8 litres/100 km [27.7 – 28.8 mpg imp]; CO2 emissions, combined according to Pkw-EnVKV: 231 – 222 g/km; CO2 class according to Pkw-EnVKV: G.

M4 Competition Coupé: fuel consumption, combined in the WLTP cycle: 9.9 – 9.7 litres/100 km [28.5 – 29.1 mpg imp]; CO2 emissions, combined in the WLTP cycle: 223 – 219 g/km; fuel consumption, combined according to Pkw-EnVKV: 9.9 – 9.8 litres/100 km [28.5 – 28.8 mpg imp]; CO2 emissions, combined according to Pkw-EnVKV: 223 – 221 g/km; CO2 class according to Pkw-EnVKV: G.

ARTICLE OFFLINE ATTACHMENTS.

 |  The new BMW 2 Series Gran Coupé: spectacular de... PDF, EN, 904.21 KB

ARTICLE MEDIA MATERIAL.

 Photos 

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RELATED VIDEOS.

MINI Aceman: The perfect travelling companion for the festive season.

27.11.2025 PRESS RELEASE 🔗

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1 / 5

The new BMW 2 Series Gran Coupé.

BMW enjoys sweeping success at prestigious German awards events: "Golden Steering Wheel" for BMW iX3 and BMW M5 Touring from "Auto Bild" and "Bild am Sonntag". Plus: Nine awards make BMW the outstanding manufacturer in "Auto Zeitung" readers' poll.

19.11.2025 PRESS RELEASE 🔗

+++ BMW iX3 awarded "Golden Steering Wheel" for "Best Innovation" +++ BMW M5 Touring wins in the "Upper/Luxury Class" category +++ "Auto Trophy" awards from "Auto Zeitung": BMW victories across the entire product range – from compact to luxury class +++ Readers once again vote BMW "World's Best Brand" +++

#Awards · #BMW · #Lifestyle

BMW celebrates innovation, lifestyle and digital creativity at ApeFest 2025 in Las Vegas.

30.10.2025 PRESS RELEASE 🔗

+++ ApeFest makes its debut in Las Vegas +++ Premiere for exclusive Pac-Man in-car game in the BMW XM Label with BMW Lifestyle elements +++ BMW digital ape "Max" presents BMW Lifestyle Collection +++ Live performance artist Pauser reimagines BMW suitcases as graffiti art +++ BMW M3 turns content studio +++

#Lifestyle Events · #Lifestyle

MINI and Paul Smith at the Japan Mobility Show 2025.

15.10.2025 PRESS RELEASE 🔗

MINI presents the next milestone in its cooperation with Paul Smith in Tokyo whilst showcasing their current model range.

#MINI · #Tokio · #Cooper · #Lifestyle · #Aceman · #MINI John Cooper Works · #Cooper Convertible · #Asia · #Messen, Ausstellungen



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BMW model updates, autumn 2025.

24.09.2025 PRESS RELEASE 

+++ New petrol engines for BMW M240i xDrive Coupé as well as for entry models into the world of BMW M in the BMW 3 Series and 4 Series +++ More power and lower emissions +++ Greater range of exterior colours for BMW 2 Series Gran Coupé +++ BMW X3 with additional interior upgrades +++ Various improvements for BMW Connected Drive +++

#F74 · #G26 · #3 Series · #BMW i · #Gran Coupé · #5 Series · #2 Series · #BMW · #4 Series · #BMW M

New BMW brand campaign uses dancing octopus to visualise the Heart of Joy central control unit.

20.06.2025 PRESS RELEASE AGED 

With its new brand campaign and "Meet Okto the Octopus" video, BMW provides an unusual insight into the operation of its new Heart of Joy central control unit. The star of the video is an octopus performing a perfectly coordinated underwater choreography – as an analogy for the way the Heart of Joy will intelligently coordinate key driving functions in future BMW vehicles, starting with the Neue Klasse models.

#BMW · #Lifestyle

BMW innovation campaign: intelligent features and tongue-in-cheek humour.

13.06.2025 PRESS RELEASE AGED 

BMW is spotlighting six digital features in its global innovation campaign. With its mixture of high-tech and humour, the campaign shows how these technologies make drivers' everyday lives significantly more comfortable as well as safer. So far, BMW has published entertaining short videos about the BMW Digital Key/ BMW Digital Key Plus on the Apple Watch, the Motorway Assistant, Remote Control Parking and BMW Curve-Ahead View.

#Technology · #Lifestyle Products · #Lifestyle

BMW model updates, summer 2025.

28.05.2025 PRESS RELEASE AGED 

+++ BMW i4 gets improved energy efficiency and increased range +++ New BMW i4 range-topper with even more power +++ BMW Digital Key becomes preferred means of access for many BMW models +++ Tyre repair kit Plus now standard on models like BMW 1 Series, BMW 2 Series Coupé, BMW 3 Series +++ Ultimate Package available for BMW X5 M Competition and BMW X6 M Competition +++

#G26 · #G42 · #i20 · #F95 · #F96 · #Coupé · #3 Series · #BMW M Cars · #iX · #1 Series · #X6 M · #BMW i · #X5 M · #2 Series · #i4

Two new BMW fragrances open up a new dimension of joy.

05.05.2025 PRESS RELEASE AGED 

Joy is the core value of the BMW brand. This goes far beyond sheer driving pleasure. With AMBERNESS and BERGAMOOD, BMW is now presenting two fragrances that turn the feeling most associated with the brand into an olfactory experience. The two eaux de parfum were created by Mavive, a company owned by the storied Italian Vidal family.

#Lifestyle Products · #Lifestyle

Movie entertainment for social media: The new global "Relax. We Care." campaign.

20.03.2025 PRESS RELEASE AGED 

No matter what happens, BMW is there for its customers. Always. This is also the message conveyed by the new BMW Customer Service annual campaign. This year's short film, titled "The Thief", features a marriage proposal, a thief and an exciting chase.

#G45 · #X3 · #Lifestyle Products · #X3 xDrive30e · #Lifestyle

BMW starts 2025 with numerous award wins.

26.02.2025 PRESS RELEASE AGED 

Two BMW model series take first place in their respective vehicle categories in the renowned "Best Cars" readers' poll of German car magazine "auto motor und sport". And BMW achieves a triple victory in the UK at "What Car?" magazine's 2025 "Car of the Year Awards". BMW thus seamlessly continues its string of successes in competitions in Germany and on international markets.

#Awards · #BMW · #Lifestyle Products · #Lifestyle

The new BMW 2 Series Gran Coupé - Additional Media Assets.

26.02.2025 PRESS RELEASE AGED 

On location photos and footage International Media Launch in Barcelona.

#F74 · #BMW · #2 Series · #Gran Coupé

BMW model updates, spring 2025.

28.01.2025 PRESS RELEASE AGED

+++ BMW i5 and BMW i5 Touring with increased range +++ New interior equipment selections for the BMW 5 Series +++ Two new powertrain variants for new BMW 2 Series Gran Coupé +++ Six-cylinder diesel variant for new BMW X3 +++ Higher charging rates for plug-in hybrid models of the BMW X1, BMW 2 Series Active Tourer, BMW 7 Series and for all BMW XM variants +++ Debut of the new BMW Digital Key Plus +++ Tyre repair kit Plus as standard on BMW X2 and additional ...

#F74 · #G60 · #G61 · #G45 · #Touring · #X3 · #Technology · #Gran Coupé · #5 Series · #Sedan · #2 Series

BMW and Kith continue their cooperation and present the BMW XM in an exclusive edition.

06.12.2024 PRESS RELEASE AGED

Kith Founder, CEO and Creative Director, Ronnie Fieg creates limited edition of the first electrified high-performance model from BMW M GmbH and a unique one-off of the historic BMW M1 +++ World premiere of 2025 BMW XM Kith Concept at Art Basel Miami Beach +++

#G09 · #BMW M Cars · #XM · #Lifestyle Products · #Lifestyle

Start of production for the new BMW 2 Series Gran Coupé at BMW Group Plant Leipzig

01.11.2024 PRESS RELEASE AGED

+++ Second generation of the compact four-door Coupé +++ Enhanced elegance and dynamics +++ New production facility in body shop +++

#Production Start · #Gran Coupé · #2 Series · #Leipzig · #Production · #Production Plants

The new BMW 2 Series Gran Coupé.

16.10.2024 PRESS KIT TOP AGED

The BMW 2 Series Gran Coupé offers the experience of sportiness and elegance to the premium compact segment. The second model generation of the 4-door model now lends even greater emphasis to these hallmark BMW qualities. A clear increase in presence and dynamic performance in the design gives the new BMW 2 Series Gran Coupé a particularly extroverted appearance. An entirely renewed drive portfolio, extensively enhanced suspension technology and innovative ...

#F74 · #Gran Coupé · #2 Series

BMW Skytop: Premium carmaker announces strictly limited-run small-series model for enthusiasts and collectors.

11.10.2024 PRESS RELEASE AGED 

+++ Roadster design study put smiles on faces of car fans at the Concorso d'Eleganza Villa d'Este 2024 +++ Hugely positive response inspires BMW to produce 50 examples of the elegant two-seater +++ Latest strictly limited-run special-edition model of the last few years +++

#Lifestyle Products · #Lifestyle

New brand campaign for the BMW models in the luxury segment.

29.08.2024 PRESS RELEASE AGED 

+++ Multi-channel communications content highlights technology and design of range-topping models amid breathtaking scenery +++ BMW 7 Series, BMW 8 Series, BMW X7 and BMW XM take starring roles in show of exclusive driving pleasure +++ International launch on YouTube and Instagram +++ TV commercials, outdoor and print advertising to follow +++

#G07 · #G70 · #F93 · #G09 · #BMW M Cars · #BMW i · #Gran Coupé · #i7 · #XM · #X7 · #M8

Design contest for the new BMW 1 Series debut in Rocket League.

08.08.2024 PRESS RELEASE AGED 

+++ New edition of the premium compact model finds its way into a popular gaming classic +++ BMW and Epic Games launch Decal design competition ahead of Rocket League Season 16 +++

#1 Series · #Lifestyle Events · #Lifestyle

BMW celebrates world premieres and motor sport anniversaries at the Goodwood Festival of Speed 2024.

12.07.2024 PRESS RELEASE AGED 

+++ New BMW M5 makes its debut in the spectacular hill climb race +++ Also in action will be the BMW M Hybrid V8, new BMW M4 CS and BMW R20 concept +++ First public reveal of the new BMW X3 M50 xDrive +++ BMW Group Classic recalls glorious moments from history with its Le Mans-winning BMW V12 LMR, other legendary racing machines and well-known drivers and riders +++ Storied event provides a stage for the BMW Vision Neue Klasse, the BMW i5 Flow NOSTOKANA, ...

#G45 · #F90 · #BMW M Cars · #M5 · #X3 · #X3 M50 · #Lifestyle Events · #Lifestyle

Fuel consumption, CO2 emission figures and power consumption and range were measured using the methods required according to Regulation VO (EC) 2007/715 as amended. They refer to vehicles in the German automotive market. For ranges, the NEDC figures take into account differences in the selected wheel and tyre size, while the WLTP figures take into account the effects of any optional equipment.

All figures have already been calculated based on the new WLTP test cycle. NEDC figures listed have been adjusted to the NEDC measurement method where applicable. WLTP values are used as a basis for the assessment of taxes and other vehicle-related duties which are (also) based on CO2 emissions and, where applicable, for the purposes of vehicle-specific subsidies. Further information are available at www.bmw.de/wltp and at www.dat.de/co2/.