

Product Selling Points

April 2009

BMW X5 M
BMW X6 M



Product
Argumentation

Sheer
Driving Pleasure

Management

Marketing

Sales
New Automobiles

Sales
Used Automobiles

After Sales

Administration

M meets X.





Sorry, Porsche!
Sorry, AMG!

Best in class
in 15 disciplines.

The BMW X5 M
and the BMW X6 M.





**Best in class
in 15 disciplines.**

Winner in 15 disciplines.

The BMW X5 M and the BMW X6 M showcase fascinating and exceptional achievements. The use of innovative technology and the precise fine-tuning of all components set class benchmarks in terms of dynamics, agility and the emotional quality of the driving experience. It is a superiority that can be measured – and felt. And it claims 15 top results in a direct comparison with the competition.

Sorry, Porsche!
Sorry, AMG!



Sorry, Porsche!
Sorry, AMG!

Best in class in 15 disciplines.

The BMW X5 M and the BMW X6 M.

- 01 **Nürburgring Nordschleife.**
Lap time well under 8:30 min.

- 02 **Maximum lateral acceleration.**
Numerous innovative control systems specifically tuned to the M models allow for particularly high cornering speeds.

- 03 **0–100 km/h.**
4.7 sec. No other competitor accelerates as fast.

- 04 **0–200 km/h.**
16.9 sec. Still the fastest.

- 05 **Engine performance characteristics.**
Instantaneous response, linear power curve across the entire rev range and high torque at low revs.

- 06 **Behaviour at the limit.**
Extremely high driving stability and high-precision feedback, even when driving at the limit, make for a particularly surefooted, secure experience.

- 07 **Changing gear.**
The brief break in engine ignition during gear changes specially devised for the M Sport automatic gearbox allows for very short shift times with minimal interruption of power.

- 08 **Steering behaviour.**
The neutral self-steering properties typical of M cars, particularly when accelerating out of bends, and steering wheel torque that adapts to every driving situation underpin the superior agility of both BMW M automobiles.

- 09 **Braking distance.**
The car with the best acceleration must also have the best deceleration. That is why the BMW X5 M and the BMW X6 M boast the shortest braking distances in their segment.

- 10 **Braking feel.**
The high-performance braking system ensures extreme precision and excellent stability.

- 11 **Body-chassis connection/vibration.**
An absolutely stable connection between the body and the chassis minimises vibration in all driving conditions.

- 12 **36-metre slalom.**
The top driving speed in this slalom discipline.

- 13 **Engine sound.**
The technically sophisticated, subtle sound quality – generated by the engine and a specially tuned exhaust system – ranges from discreet to powerful and torquey, depending on driving style.

- 14 **Quality/design/feel.**
The materials and personalisation options in the interior offer far better quality and overall feel than the competition.

- 15 **Fuel consumption.**
Highly efficient, with the lowest EU fuel consumption and CO₂ figures compared with the competition.

M meets X: an encounter of superlatives.
The BMW X5 M and the BMW X6 M.

As the first all-wheel-drive BMW M models, the BMW X5 M and the BMW X6 M offer unique high-performance experiences. For the first time, the technological superiority of a BMW M high-performance sports car encounters the versatility of a Sports Activity Vehicle in the BMW X5 M. And in the BMW X6 M, it meets the athletic dynamics of an already unique Sports Activity Coupé. The perfect transferral of the M philosophy to both vehicle concepts has created absolutely exclusive driving experiences, setting new class benchmarks in terms of dynamics, agility and emotion. The BMW X5 M and the BMW X6 M are independent characters in their own right and are compelling for their concentrated package of technical highlights – embodied in unique M design.



Sits higher, now looks lower.
The BMW X6 M.

The BMW X6 M is a very special high-performance automobile. It combines the raised seating position of a BMW X model with the outstanding power and dynamics of a BMW M sports car. Fully painted front, rear and side surfaces create a strong visual link to the road, so the car seems to hug the tarmac even more closely than its 10 mm lower stance would already suggest. It's styling that clearly conveys exceptional on-road qualities.



The steeply raked front windscreen (1) in fluid interplay with the sharply sloping roofline (2) creates a coupé-like appearance. The swage line (3) rises towards the rear and, together with the sill line (4) that runs parallel to the road surface, creates a dynamic wedge shape. This lends the BMW X6 M a sporty, agile stance despite its high rear (5). The M gill element (6) is a typical design feature of the BMW M models, integrating the side indicator and the M logo. 20-inch light-alloy rims with mixed tyres (7) add striking highlights with their high-gloss finish and rim wells in a contrasting colour.

Comparison leaves no doubt: the BMW X6 M – distinctly road-oriented.

Features that provide off-road protection on BMW X models – black plastic surfaces on the front apron, wheel arches and side sills – are not to be found on the BMW X6 M and BMW X5 M. Instead, these vehicles come in all-over body colouring, enhancing their premium quality and accentuating their sporty on-road character.



Top selling point.

Sporty M design with distinct on-road bias. The BMW X6 M has the high-performance Sports Activity Coupé market to itself.



BMW X6 M



BMW X6

Unmistakable M Power. The rear of the BMW X6 M.

The massive power of the BMW X6 M is seen most clearly at the rear, with the lateral, wedge-shaped profile and flat-tapering, coupé-like roofline charged with tension as they meet. With the rear apron also in body colour, the impression is of a concentrated power zone. This is reinforced by the hallmark feature of all BMW M models: the round, straight-cut chrome twin tailpipes.



The **coupé-like roofline (1)** flows dynamically into the rear, where it meets the **flared shoulder area (2)**. Thanks to its **flat rear windscreen (3)** the BMW X6 M displays a crouched and agile stance despite its high ground clearance. Classic motorsport features such as the aerodynamically optimised air ducts in the **bumper trim (4)** and the **wheel arch air vents (5)** convey an extremely sporty character. The **M twin tailpipes (6)** are an expression of top performance.

Best face forward. Front end of the BMW X5 M and the BMW X6 M.

The front end in particular demonstrates that M design is never an end in itself but an aesthetically optimised solution to technical requirements. The generously proportioned black kidney grille and three large air intakes provide the high levels of cooling air demanded by the high-performance engine and brake system. A precise V-shape extends from the bonnet via the front apron to the road, lowering the visual centre of gravity and thus creating a characterful expression of the vehicle's dynamic on-road attributes. Powerful struts are braced against the arrow-shaped bonnet and draw attention to the wheels, giving a clear indication of the high stability during fast cornering.



The **flat headlight design (1)** creates a concentrated impression and contributes to the commanding presence of the front end. The **generous kidney grille (2)** and **three large air intakes (3)** meet the high demands for cooling air. **Powerful struts (4)** accentuate the track width. **Flaps (5)** adapted from motorsport ensure the requisite aerodynamics while also shifting the front's visual centre of gravity towards the road. The **M exterior mirrors (6)** add a key contribution to the vehicle's overall sporty impression and have very low drag.



The BMW X5 M features the same front-end design as the BMW X6 M. Progressive M dynamics are evidently intrinsic to both vehicles.

Maximum diversity. Maximum superiority.
The BMW X5 M.

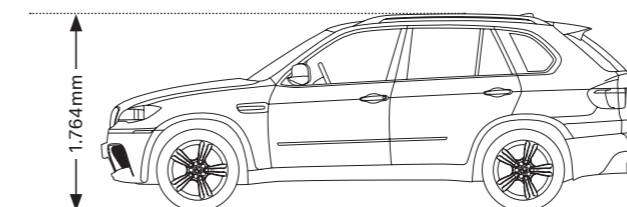
The powerful, sporty design of the BMW X5 M conveys functionality and versatility in an exclusive form. Thanks to its more upright proportions (compared with the BMW X6 M), generous glazing and long roofline, the impressive versatility of the BMW X5 M is instantly recognisable. The vehicle body is painted all over, which also visually underscores the model's perfectly resolved on-road characteristics. The independent design of the rear displays hallmark horizontal lines that ensure an authoritative look and emphasise the width.



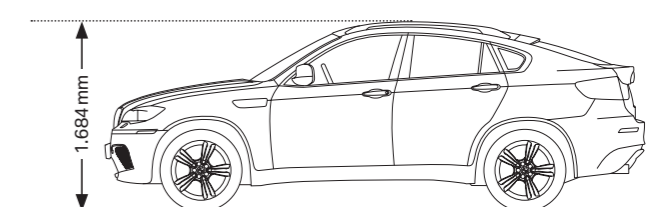
The front windscreen (1) is steeper than that of the BMW X6 M. The large rear window area (2) and the upright D-pillars (3) illustrate the considerable versatility of the interior. Many parallel lines lend the rear a calm visual aspect and emphasise the vehicle's width. The rear apron (4) and the twin tailpipes (5) have a more discreet design compared with the BMW X6 M. The M gill element (6) creates a powerful impression and also has an integrated side indicator function. The 20-inch light-alloy rims with mixed tyres (7) feature the typical M V-spoke design adapted to the character of a Sports Activity Vehicle.

A higher visual centre of gravity lends the BMW X5 M a stronger presence and an upright appearance.

The flat coupé roofline lends the BMW X6 M a particularly agile and dynamic look.



BMW X5 M



BMW X6 M

M genes can be passed on.
To any technology. In any segment.

BMW M, in principle, stands for maximum driving dynamics – in every segment in which BMW M appears. The BMW X5 M and the BMW X6 M meet this claim through the application of cutting-edge drivetrain and chassis components that are specially adapted to the character of a Sports Activity Vehicle and a Sports Activity Coupé. The result: in comparison to the competition, both models are best in segment across 15 criteria. They are compelling for their outstanding driving characteristics, extremely high comfort and an exceptionally safe driving experience right to the limit.



Drivetrain and chassis

- 1 M TwinPower Turbo engine
- 2 M Sport automatic gearbox
- 3 M Servotronic steering
- 4 xDrive power divider
- 5 Final drive with Dynamic Performance Control
- 6 Dynamic Drive actuator
- 7 Multilink rear axle with pneumatic suspension and self-levelling
- 8 Shock absorbers with Electronic Damper Control (EDC)
- 9 High-performance brake system with four-piston fixed callipers
- 10 Double-joint spring strut front axle



Top selling point. Unparalleled wealth of M-specific chassis and drivetrain systems: leading acceleration, lateral dynamics, steering and braking distances.



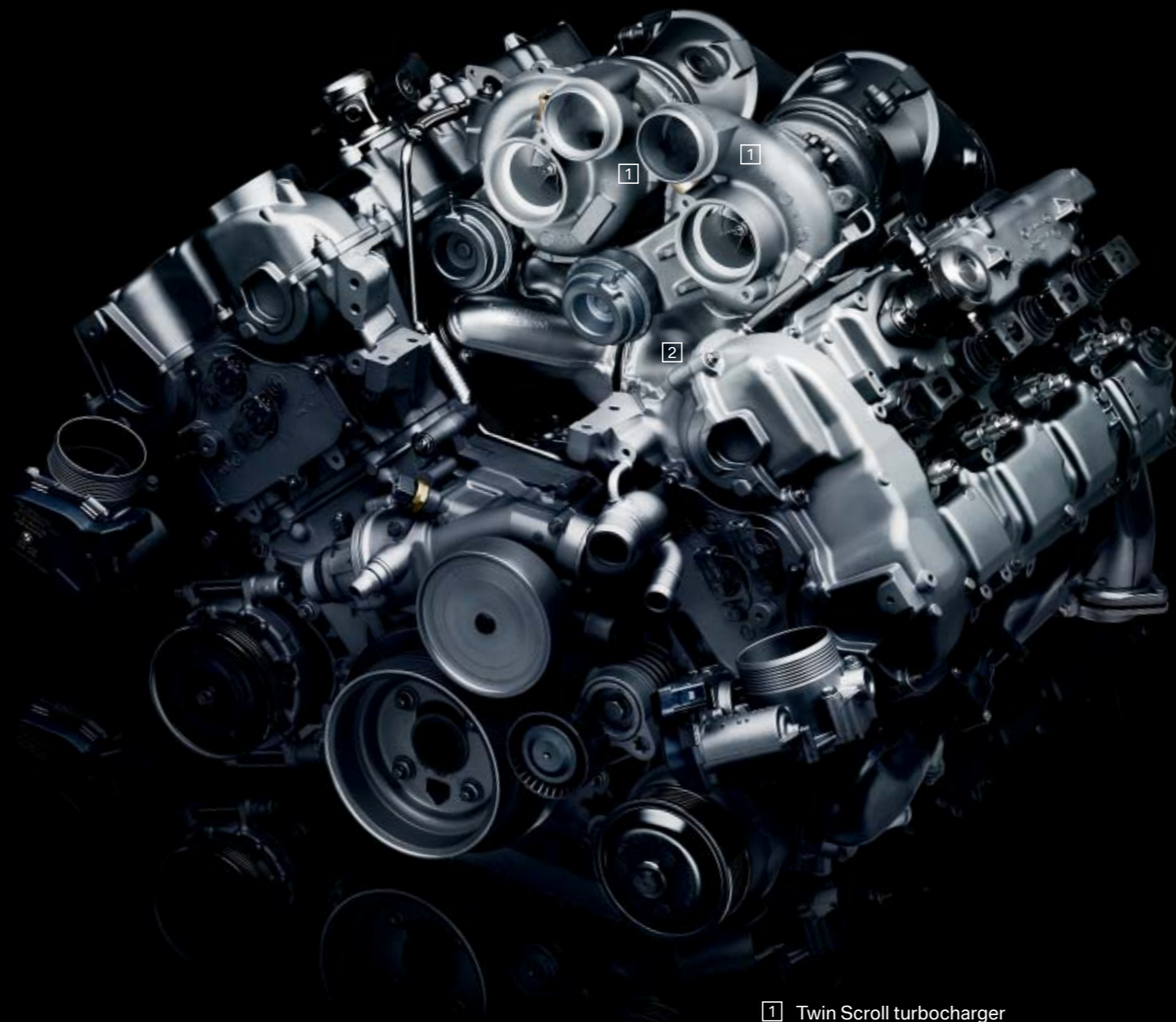
Perfect teamwork between drivetrain and chassis.

The newly developed M TwinPower Turbo engine is a next-generation high-performance V8 powerplant featuring new turbocharging technology – for ultra-fast response, linear power delivery and the highest levels of efficiency, posting a best-in-segment output per litre. The enormous power is transferred to the wheels with minimal shift lag, via a 6-speed M Sport automatic transmission. Both the new M Servotronic steering and the new high-performance brake system provide exceptionally precise driver feedback, while the drivetrain and chassis control systems Adaptive Drive (combining Dynamic Drive and EDC) and xDrive plus Dynamic Performance Control have been adopted for the first time by BMW M automobiles. All this makes driving the BMW X5 M and BMW X6 M a light and exceptionally agile experience. M-typical fine-tuning and intelligent interaction also mean these systems provide extremely sharp, crisp handling combined with excellent ride quality and stability – even when driving at or near the limit.

This is what the most powerful M engine looks like.

And this is what it sounds like.

A glance at the key components of the M TwinPower Turbo engine.



- 1 Twin Scroll turbocharger
- 2 Cross-bank exhaust manifold

Power delivery is unprecedented for this segment: with 408 kW/555 hp at its command, the new M TwinPower Turbo unit is the most powerful production engine made by BMW. With high torque of 680 Nm that remains constant over an extremely wide rev range, from 1,500 to 5,650 rpm, this is an astonishingly potent machine. The fast-revving engine sound is equally seductive. German automotive magazine Auto Zeitung (06109) described it as “a sensational sound that is addictive”.



Top selling point.

M TwinPower Turbo engine: instantaneous response, extraordinarily even torque curve and best efficiency in the segment.

World debut: the M TwinPower Turbo engine.



Striking engine cover.



The bundled exhaust streams are routed ...



... to the turbocharger separately.

Engineered for superiority:

- BMW M-exclusive engine based on the BMW X6 xDrive50i N63 basic engine
- cross-bank exhaust manifold with two Twin Scroll turbochargers for extremely fast response
- strong, linear power delivery
- constant high torque from only slightly above idle
- High Precision Injection direct petrol injection
- compliant with stringent EU5 and American LEV II emissions standards
- best-in-segment efficiency

Twin Scroll Twin Turbo with cross-bank exhaust manifold for lightning-fast response.

Thanks to a new exhaust configuration, the M TwinPower Turbo engine offers responsive power right from the word go. The centrepiece of the new system is the cross-bank exhaust manifold. The single manifold combines the exhaust flows from each of the cylinder pairs – which have a 360° firing interval – to create four separate exhaust gas streams. Each of the two Twin Scroll turbochargers is driven by two of these exhaust streams. Inside the turbochargers, the exhaust streams continue to be separately routed, to prevent flow interference, through snail-shell-like “scrolls” in the turbine housings all the way to the turbine wheel. This highly efficient turbocharging concept makes for optimal transfer of exhaust gas energy to the turbocharger rotors. As a result, the M TwinPower Turbo unit boasts faster turbocharger response than any other engine in the world. And since the innovative technology is patented, it will continue to be unique for a long time to come.

Spectacular reduction in turbo lag.

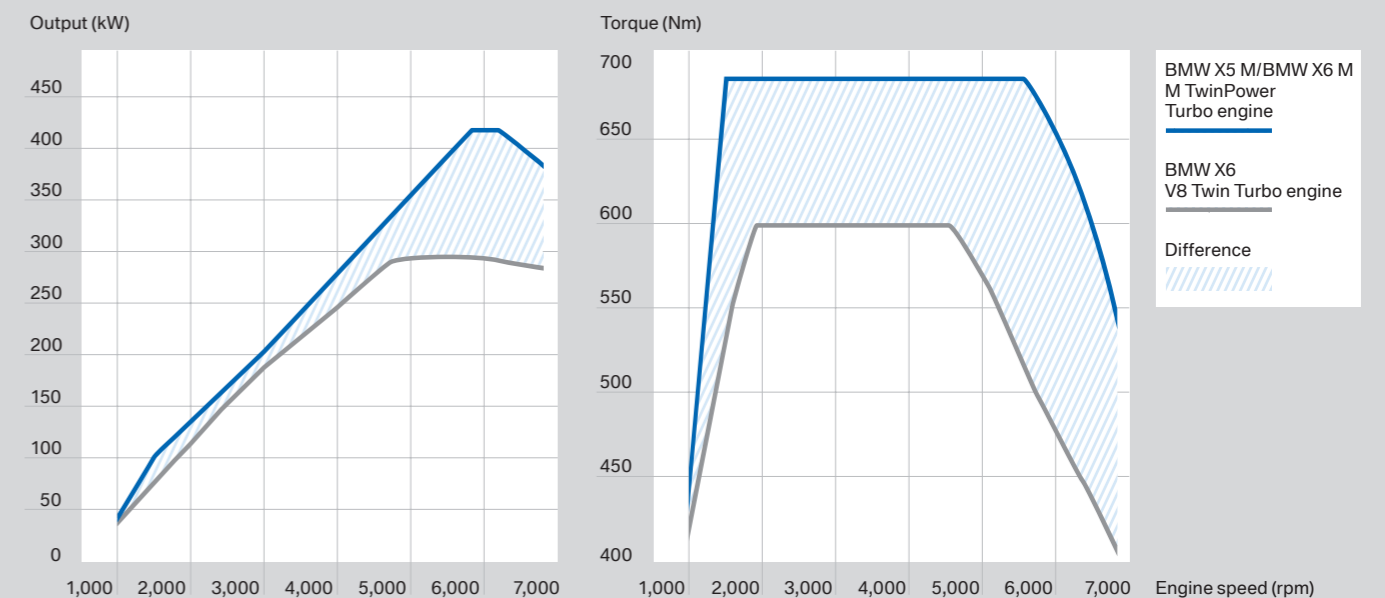
Turbocharged engines produce high torque even at low engine speeds, which makes them an ideal choice for vehicles in this class. With their excellent advantages in terms of power delivery, turbocharged engines give these relatively heavy vehicles extremely dynamic performance – though there is usually the downside of an initial response delay (“turbo lag”) as, for example, on the Porsche Cayenne Turbo/Turbo S. The M TwinPower Turbo engine leaves all that behind: throttle response is instant, with barely a hint of turbo lag.

Adjust your drivetrain settings – at the press of a button.

Drivers of the BMW X5 M and BMW X6 M have a choice of two drivetrain modes, allowing them to adjust the engine and transmission characteristics to suit their individual preferences. Efficient power mode provides gentler acceleration and earlier transmission shift points, thereby reducing fuel consumption. The Sport power mode, on the other hand, is designed for maximum dynamics. Either mode can be pre-set by going into the M Drive menu. It can then be activated by a touch of the M Drive button on the steering wheel.

Designed for extreme power delivery. How the M TwinPower Turbo engine stacks up.

Unlike many turbocharged engines, the new high-performance V8 of the BMW X5 M and BMW X6 M offers fast boost response. It also delivers very high torque that continues into the upper reaches of the rev range. Comparing this with a very high benchmark – the brawny V8 Twin Turbo engine of the BMW X6 – the M TwinPower Turbo engine offers significantly higher performance due to the substantially greater boost pressure developed by its twin turbochargers – 1.5 bar compared with 0.8 bar.



Several steps ahead of the competition.

The stand-out features of the M TwinPower Turbo engine – with its cross-bank exhaust manifold and Twin Scroll twin turbochargers – offer a unique combination of instant response, M-typical linear power delivery and the highest efficiency standards. Thanks to High Precision Injection and BMW EfficientDynamics technologies (disengageable air-conditioning compressor, electric oil pump, Dynamic Drive, variable valve timing etc.), the V8 in the BMW M models also offers best-in-segment efficiency.

The BMW X5 M and BMW X6 M compared with the competition.

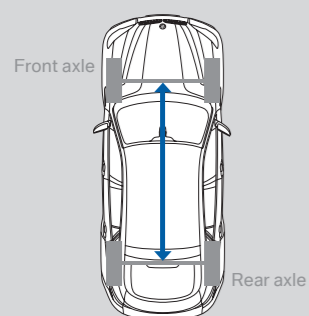
	BMW X5 M	BMW X6 M	Mercedes-Benz ML 63 AMG	Porsche Cayenne Turbo S	Porsche Cayenne Turbo
Engine	V8/4	V8/4	V8/4	V8/4	V8/4
Fuel consumption l/100 km	13.9*	13.9*	16.5	14.9	14.9
CO₂ emissions g/km	325	325	392	358	358
Max. output kW (hp)	408 (555)	408 (555)	375 (510)	404 (550)	368 (500)
0–100 km/h	4.7 s	4.7 s	5.0 s	4.8 s	5.1 s

* This data applies to ECE countries, China and Australia. Other countries without Brake Energy Regeneration: consumption, 14.3 l/100 km.

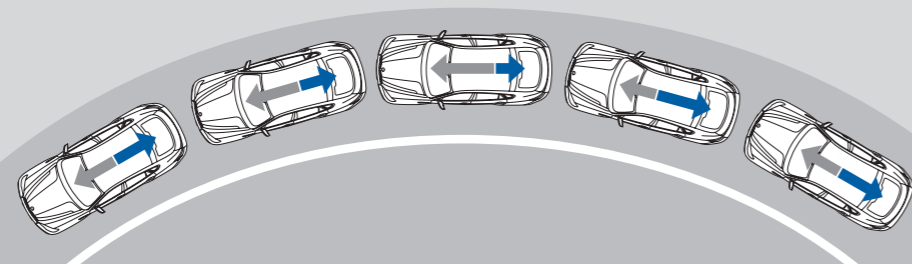
xDrive and Dynamic Performance Control: flexible drive-power distribution for extreme cornering performance.

Two unique BMW technologies combine in an M-specific package for added high-speed cornering capability – xDrive and Dynamic Performance Control. Both are optimised for maximum dynamics, seamlessly varying the drive-power distribution with extreme flexibility so the power always goes exactly where it is needed for superior driving, while maintaining full directional stability. Test drivers have reported a greatly enhanced sense of safety when driving at or near the limit.

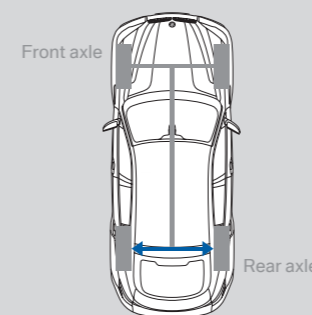
Power distribution with xDrive.



Continuously variable distribution of drive between the front and rear axle enables exceptionally fast cornering.



Power distribution with Dynamic Performance Control



New: for the first time, the Control Display shows exactly, and in real-time, how xDrive and Dynamic Performance Control are splitting the drive power.



xDrive

Maximum driving pleasure through M-specific rear-biased set-up.

The advantage of the intelligent xDrive all-wheel-drive system lies in its ability not only to enhance traction, but also to cancel out oversteer and understeer at an early stage. It does this through the electronically controlled variable distribution of power between the front and rear axle. This means that Dynamic Stability Control (DSC) has to cut in less frequently, bringing benefits such as higher cornering speeds. Unlike all-wheel-drive systems in rival cars, xDrive gauges its responses according to the nature of the road ahead by constantly checking data from numerous sensors during the journey. The vehicle is stabilised before any slip occurs.

For the BMW X5 M and BMW X6 M, xDrive is set up with a rear-drive bias for the first time. It means that, depending on the situation, less drive is directed to the front axle than in the BMW X5 and BMW X6. This enables controlled drifting for the first time in an all-wheel-drive vehicle. So, in extremely dynamic driving situations, the vehicle can also be steered with the accelerator.

Comparison with competitors.

The all-wheel-drive system in the Porsche Cayenne Turbo/Turbo S has limited variable distribution of drive between the front and rear axle and is optimised primarily for traction. By contrast, xDrive in the BMW X5 M and BMW X6 M is set up to maximise dynamics and to counteract any sign of oversteer or understeer in its earliest stages through the virtually fully variable drive distribution. The all-wheel-drive system in the Mercedes-Benz ML 63 AMG has fixed distribution of drive between the front and rear axle (40 : 60). This results in poorer traction and has absolutely no effect on dynamics.

Dynamic Performance Control

Handling of unrivalled precision and stability.

Dynamic Performance Control is the logical development of xDrive and ensures variable distribution of drive between the rear wheels. The driver experiences this as remarkable agility that you would not expect of vehicles of this size and weight. It leads to particularly high directional stability, especially when accelerating out of corners. Plus, the torque on the outer wheel going into a corner is increased, if required, to maximise agility. This creates an additional steering impulse at the rear axle which turns the BMW X5 M and BMW X6 M gently and with impressive control into the corner.

Stabilising interventions by Dynamic Stability Control (DSC) are required much less frequently. Dynamic Performance Control also improves traction when driving on surfaces with varying friction coefficients. Added to which, the steering responses are extremely precise, with the driver needing to make far fewer steering corrections. The BMW X5 M and BMW X6 M are the only all-wheel-drive vehicles in the segment that can essentially be steered on the accelerator.

Comparison with competitors.

Here, the unique selling point is lateral dynamic capability. Neither the Porsche Cayenne Turbo/Turbo S nor the Mercedes-Benz ML 63 AMG is available with a comparable system. The rival models are restricted, in the main, to good longitudinal dynamics.

M dynamics: sporting character.

Unbeatable control, even in extremely demanding driving situations, defines the character of the BMW X5 M and BMW X6 M. The driver can determine the degree of sporting intensity as desired with the chassis control systems, steering and gearshift capable of particularly dynamic characteristics. The driver configures a personal set-up with the help of the M Drive function and can vary the degree of feedback from the vehicle.



Adaptive Drive

Electronic Damper Control (EDC)

Dynamic Stability Control (DSC)

Almost no body roll in extreme cornering.

Adaptive Drive comprises active roll stabilisation and Electronic Damper Control (EDC). In conjunction with the M-specific set-up (suspension 10 mm lower than the BMW X5 and BMW X6, stiffer support springs, M-specific auxiliary springs), Adaptive Drive offers dynamics, comfort and safety unsurpassed in this segment. Body roll is reduced and steering behaviour and the load alteration effect are optimised.

Significantly reduced body movement.

Permanently active dynamic damper control (EDC) significantly reduces body movement, ensuring impressive comfort while maintaining the same high level of directional stability. Two damper and Servotronic settings in Normal or Sport mode can be selected with the EDC button. Sport mode is optimised for dynamic driving.

Maximum driving stability up to the limit.

DSC stabilises the vehicle using braking inputs on the relevant wheels and by reducing engine output. M Dynamic Mode (MDM) allows the driver to maintain an extremely sporty driving style by significantly delaying the point at which DSC intervenes to stabilise the car. This paves the way for unsurpassed cornering speeds and controlled drifting.

Comparison with competitors.

The Porsche Cayenne Turbo/Turbo S have a similar active roll stabilisation system (optional); the Mercedes-Benz ML 63 AMG only has air suspension with no active roll stabilisation.

Comparison with competitors.

The Porsche Cayenne Turbo/Turbo S and Mercedes-Benz ML 63 AMG are fitted with adjustable dampers which have a similar effect.

Comparison with competitors.

Vehicle stabilisation cannot be switched off in the ML 63 AMG. Added to which, the early intervention of the system prevents the driver from reaching comparable speeds at the limit. In the Porsche, it is only possible to deactivate the braking interventions altogether. A comparable setting to M Dynamic Mode is not available.



High-performance braking system

M Servotronic steering

M Sport automatic gearbox

High sensitivity and strength.

The high-performance braking system in the BMW X5 M and BMW X6 M, with four-piston fixed callipers at the front axle and floating callipers at the rear, demonstrates outstanding deceleration, extremely high strength, unbeatable sensitivity and extremely precise responses. The lightweight construction of the braking system reduces unsprung masses and has a positive effect on agility and comfort.

Speed-sensitive power steering.

Less steering assistance is required at higher speeds to give the driver accurate feedback. At low speeds and when parking, however, greater power assistance is designed to enhance steering comfort. This creates a conflict of interests, one which is resolved by the newly developed Servotronic steering. This system delivers the right amount of power assistance for every driving situation. In addition to the standard configuration, the driver can also call up a Sport mode, which activates sporty steering characteristics with less servo assistance.

Extremely quick gear changes and high shift comfort.

The 6-speed M Sport automatic gearbox places particular emphasis on the direct power supply between the engine and gearbox. This is achieved through maximising the length of time the torque converter clutch remains closed. Plus, extremely short shift times minimise the interruption of power. The driver can also choose to change gear manually using the M shift paddles on the steering wheel. The manual gearbox program is set up as a "hand shifter" in typical M style; here, the transmission does not automatically shift into the next gear when maximum revs are reached. The engine and transmission management can both be adjusted via the Power mode: the driver can select either the Sport or Efficient program.

Comparison with competitors.

Competitors' braking systems offer lower sensitivity and feedback due to poorly defined pressure points, and have longer braking distances.

Comparison with competitors.

The competitors' steering systems are less precise. None of them can be adjusted to provide sporty steering characteristics.

Comparison with competitors.

Both competitors also have automatic gearboxes. However, they are inferior to the M Sport automatic transmission in terms of both the efficiency of the shift programs and their shift speed.



Top selling point. Greatest steering precision and best gearshift and braking characteristics: no competitor steers with such sensitivity, changes gear so quickly and brakes with such authority.

A new view of high performance.

The semi-command seating position offers a dominant overview of the road and exudes a feeling of control and safety at low or high speeds. In combination with the typical M focus on dynamics and exclusiveness, this creates a high-class ambience, ensuring a truly extraordinary driving experience.



The clear layout and typically M black colour scheme of the **M circular instruments (1)** and the typically M red needles and white display lighting give an extremely sporty and technical feel. **The M leather steering wheel (2)** has a thicker rim and ergonomic thumb rests, allowing it to sit perfectly in the driver's hands. The stitching in the M colours of blue, dark blue and red exudes class and adds a striking flourish. **The M shift paddles (3)** are made from anodised aluminium. They underline the vehicle's sporting character and allow the driver to change gear without taking his hands off the steering wheel. The driver can use **the multifunction switches (4)** to operate the audio system and telephone without diverting his eyes from the road. He can also use **the M Drive button (5)** to call up individual drive and chassis adjustment settings quickly and easily from the M Drive menu. **The leather-faced trim with M logo (6)** marks the vehicle out as a thoroughbred BMW M model.



Keeping the most important things in view.

The Head-Up Display (optional) projects information from the navigation system, vehicle speed, gear selection and revs – including shift light function – directly onto the windscreen, shortening reading times by 50%. The Head-Up Display makes an important contribution to safety and comfort, particularly when driving at speed.



Individually tailored dynamics. At the touch of a button.

The driver uses the M Drive menu to configure personal engine/gearbox characteristics and chassis mode (POWER), steering and damper settings (EDC), Dynamic Stability Control (DSC), and the nature and scope of the optional Head-Up Display. The selected settings combine to give the driver's preferred vehicle set-up which is stored in the M Drive menu and can be called up at any time via the M Drive button on the steering wheel.

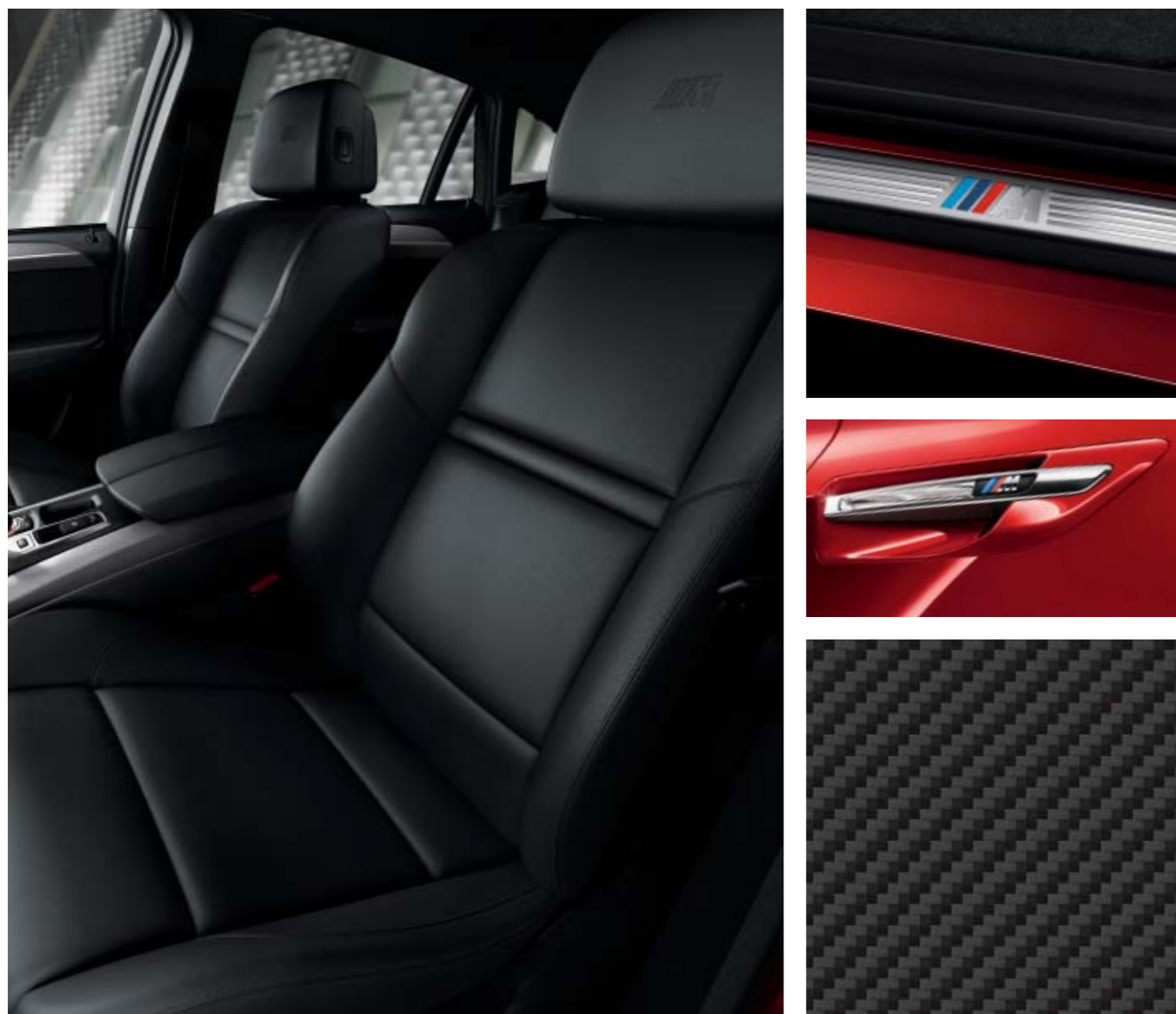
The M Drive menu is an M-specific addition to the vehicle and is featured along with infotainment, navigation, climate control and communications functions, which can already be controlled using the iDrive operating system. The BMW X5 M and BMW X6 M are equipped with the new and even easier to use generation of iDrive.



Top selling point.

Sporty and exclusive interior: typical M cockpit design, semi-command seating position and numerous individualisation options.

M exclusiveness in every detail.



M seats. The front seats offer improved lateral support through additional shoulder padding in the form of thicker upper side sections. These provide extra upper body support during dynamic driving and exude the feeling of a tailor-made interior. And like other BMW M models, the head restraints bear an embossed M logo. **M door sills.** M-specific door sills at the front and rear offer an early taste of the sporty design when you open the door. The high-quality stainless steel strips have an exclusive-looking embossed M logo and are printed in M colours. **M gill element.** The BMW X6 M gill element is dynamically styled, as you would expect on a coupé. **Leather carbon structure black interior trim strips (optional).** The exclusive M interior trim strips are added to the dashboard, the centre console, rear console and door trim. They significantly enhance the high-quality finish of the vehicles and also differentiate them from their competitors.



BMW Individual high-end audio system (optional). 825-watt output and Dirac Live signal processing technology deliver excellent, unmatched quality of sound through the 16 high-performance speakers developed exclusively for this system. This concert-hall-comparable stereo sound experience is unmatched by the vehicles' competitors. **20-inch light-alloy wheels with mixed tyres.** The wheels for the BMW X5 M and BMW X6 M are manufactured to exceptionally high quality standards and differ in their design. The wheels for the BMW X5 M are also available for the BMW X6 M as an option, and vice-versa. As both models are also designed for unsurfaced roads, run-flat tyres make sense in this vehicle segment and meet the required standards in terms of dynamics and top speed. **M-exclusive paint finishes.** Four striking paint shades are offered exclusively for these M models. They emphasise the sporting credentials of the two vehicles and show off the surfaces of the body to optimum effect. The highlight is the newly developed Monte Carlo Blue metallic.

In this segment only two models are at the same level: the BMW X5 M and the BMW X6 M.

The BMW X5 M and BMW X6 M set new standards in the market in terms of acceleration, lateral dynamics, steering, braking distances and efficiency. An unparalleled wealth of closely interlinked chassis and drive control systems lend the driving experience of the BMW X5 M and BMW X6 M a feeling of nimbleness and extraordinary agility. However, their main stand-out feature against the competition is their typically M precise on-road dynamics. While their rival models were originally conceived for driving off road as well, the BMW X5 M and BMW X6 M are designed to deliver their peak performance on the road. In this high-performance market segment, this effectively puts them in a class of their own.

Trump card.

The top selling points.



The BMW X5 M and BMW X6 M.
Where they score against their competitors.

- 01 **Sporty M design with distinct on-road bias.**
The BMW X6 M has the high-performance Sports Activity Coupé market to itself.
 - 02 **Unparalleled wealth of M-specific chassis and drivetrain systems:** leading acceleration, lateral dynamics, steering and braking distances.
 - 03 **M TwinPower Turbo engine:** instantaneous response, extraordinarily even torque curve and best efficiency in the segment.
 - 04 **Greatest steering precision and best gearshift and braking characteristics:** no competitor steers with such sensitivity, changes gear so quickly and brakes with such authority.
 - 05 **Sporty and exclusive interior:** typical M cockpit design, semi-command seating position and numerous individualisation options.
- = typical M driving experience in the X segment for the first time.



Mercedes-Benz ML 63 AMG



Off-roader with significantly high fuel consumption.

The “high-performance off-roader” of the M-Class (original statement from Mercedes-Benz) has been on the market since 2006. Although the ML 63 AMG comes with a high-revving V8 engine, power delivery compared with the M TwinPower Turbo engine kicks in at higher revs. Output of 375 kW/510 hp lies significantly below that of the BMW X5 M and BMW X6 M, yet fuel consumption is higher: 16.5 l/100 km (392 g CO₂/km) compared with 13.9 l/100 km (325 g CO₂/km). The engine offers a “wonderfully shirt-sleeved sound” (Auto Zeitung 18108).

Slow gearshift and inflexible all-wheel drive.

Although the 7-speed automatic transmission has variously tuned shift characteristics, it nevertheless reacts much more slowly on shifting than the M Sport automatic transmission. The all-wheel drive of the ML 63 AMG has a rigid power distribution between front and rear axles (40 : 60). As a result, it is unable to respond proactively in the event of understeer or oversteer on fast cornering and is therefore clearly inferior to xDrive. No comparable control system to Dynamic Performance Control is available.

Unsatisfactory suspension and restricted driving pleasure.

The standard-fit air-sprung suspension does not deliver the comfort one would expect from this system. There is also no technology available to prevent roll tendency. At high speeds in particular, the unsatisfactory ride comfort is clearly noticeable. The ESP stability system cannot be deactivated – unlike DSC from BMW. The ML 63 AMG offers little driving pleasure for the ambitious, sporty driver because the early-intervening ESP frequently brakes the vehicle hard, thereby inhibiting fluid, high-speed driving. Another negative aspect of the ML 63 AMG is its marked body movement as a result of having no roll stabilisation system.

Diminished interior ambience.

The interior features similar equipment to the BMW X5 M and the BMW X6 M (sports seats, special door sills, sports steering wheel with switches, shift paddles), but it fails to match up to the overall sporting and exclusive feel of the BMW vehicles. Although the ML 63 AMG offers numerous differentiation details, on closer inspection these reveal themselves to be cheap-looking synthetic components. The high-set instrument panel also diminishes the feeling of space and, for some, the sense of clarity.

Fewer differentiation options.

The ML 63 AMG offers no AMG-specific interior trims, paintwork or shades of leather to differentiate it from ML entry models.

Porsche Cayenne Turbo and Porsche Cayenne Turbo S



Off-roader with high fuel consumption.

The Porsche Cayenne Turbo (from 2003) and Turbo S (from 2006) is based on the VW Touareg platform – a pure-bred off-roader. With its heavy all-wheel-drive technology, which includes an off-road gear ratio reduction, the Porsche Cayenne Turbo/Turbo S demonstrates good off-road ability. However, this is diametrically opposed to its set-up for sporty on-road driving. Plus, its high-speed tyres are totally unsuitable for off-road driving. Both models have quite discreet exterior styling. Inside, “cheap-looking plastics in the cockpit” (Auto Zeitung 14106) have a serious negative impact on perceived quality. The Porsche Cayenne Turbo S (404 kW/550 hp) develops 36 kW/50 hp more than the Turbo (368 kW/500 hp). The fuel consumption of both models – 14.9 l/100 km (358 g CO₂/km) – is higher than that of the BMW X5 M and BMW X6 M (13.9 l/100 km, 325 g CO₂/km).

Turbo lag and sluggish gear change.

The turbocharged engine may have high output, but its power delivery is not very even: “After you press the accelerator you always have to wait for a moment for the two turbos to build up charge pressure – only then do you get going. When the turbos kick in, though, they do so with such force that you are concerned for the welfare of the poor powertrain.” (Auto Bild 08106). The engine sounds “not very spectacular” (Auto Zeitung 18108). The poor acoustics are inherent in the system; on closer inspection, the exhaust system’s tailpipes turn out to be fakes. The single-pipe exhausts on the left and right only sprout into four just before the embellishers emerge from the rear bumpers. The 6-speed Tiptronic transmission allows the driver to change gears manually using paddles on the steering wheel, although in “D” mode the gear change is “much too sluggish” (Auto Zeitung 18108). “The gearbox often spends unnecessary time in lower gears even when you’re driving calmly and shifts down very early under acceleration.” That not only impinges on comfort, it also

raises fuel consumption. The ceramic brakes (optional) deliver extraordinary stopping power, but how easy it is to measure out that power is dependent on their operating temperature, and they lack sensitivity.

Uncomfortable suspension and limited agility.

Although the Porsche Cayenne Turbo/Turbo S offers a roll stabilisation system (optional) and automatic shock absorber adjustment, the characteristics are firm-tuned so that even on the comfort setting, the air-sprung suspension is found to be comparatively uncomfortable, transmitting even the slightest unevenness to passengers. There is no equivalent system to Dynamic Performance Control from BMW, which makes for light and agile handling of these relatively heavy vehicles. In the Porsche, the stability control can only be switched either on or off. The BMW M models, on the other hand, offer a mode with increased slip to enable sporty drifting, with DSC remaining active in the background, ready to intervene in an emergency.

Fewer differentiation options.

The Porsche Cayenne Turbo/Turbo S offers no interior trim strips and only a few shades of leather specific to the Turbo/Turbo S to differentiate these from the Cayenne entry-level models. In terms of paintwork, the only model available in a specific colour is the Turbo S.

How the BMW X5 M and the BMW X6 M score points in a head-to-head:



BMW X5 M and BMW X6 M

- on-road design with marked orientation towards road use
- BMW X6 M has unique market position as a high-performance Sports Activity Coupé
- M TwinPower Turbo engine with unique power delivery and highest efficiency in segment
- intelligent rear-emphasised all-wheel drive uniquely enables controlled drifting manoeuvres
- unparalleled wealth of M-specific chassis and drive systems for outstanding sporting performance, top-quality comfort and unique handling
- top-quality steering precision and outstanding shift and brake behaviour
- exclusive, sporty and extremely high-quality interior with semi-command seating position and numerous individualisation options

Mercedes Benz ML 63 AMG

- high-revving V8 engine with comparatively late power delivery
- torque weakness at lower engine speeds
- significantly higher fuel consumption
- rigid and inflexible all-wheel drive
- no Dynamic Performance Control
- ESP stability control can neither be varied nor deactivated
- early intervention of ESP inhibits fast, sporty driving pleasure
- no roll stabilisation system

Porsche Cayenne Turbo/Turbo S

- compromise solution based on the VW Touareg
- noticeable turbo lag means V8 turbo engine is difficult to meter
- perceived quality in interior is inferior in certain aspects
- comparatively high fuel consumption
- no Dynamic Performance Control
- no variable stability control
- all-wheel-drive set-up only for traction and off-road use
- high-speed tyres, but unsuitable for off-road use
- roll stabilisation available at extra cost

Technical data of the BMW X5 M, BMW X6 M and competitors.

		BMW X5 M	BMW X6 M	Mercedes-Benz ML 63 AMG	Porsche Cayenne Turbo S	Porsche Cayenne Turbo
Engine and transmission						
Layout/no. cylinders/valves per cylinder		V8/4	V8/4	V8/4	V8/4	V8/4
Capacity	cc	4,395	4,395	6,208	4,806	4,806
Bore x stroke	mm	88.3/89.0	88.3/89.0	102.2/94.6	96.0/83.0	96.0/83.0
Compression ratio/fuel	:1	9.3/RON 91–98	9.3/RON 91–98	11.3/RON 91–98	10.5/RON 91–98	10.5/RON 91–98
Transmission		6-speed M Sport automatic	6-speed M Sport automatic	7-speed G-Tronic	6-speed Tiptronic S	6-speed Tiptronic S
Drive		AWD	AWD	AWD	AWD	AWD
Max. output/speed	kW (hp)/rpm	408 (555)/6,000	408 (555)/6,000	375 (510)/6,800	404 (550)/6,000	368 (500)/6,000
Torque/speed	Nm/rpm	680/1,500–5,650	680/1,500–5,650	630/5,200	750/4,500	700/4,500
Output per litre	kW/l / hp/l	92.8 / 126.2	92.8 / 126.2	60.5 / 82.2	84.1 / 114.4	76.7 / 104.0
Performance						
Acceleration 0–100 km/h	s	4.7	4.7	5.0	4.8	5.1
Acceleration 0–200 km/h	s	16.9	16.9	17.7	17.2	20.2
Top speed (electronically limited)	km/h	250/275 ¹⁾	250/275 ¹⁾	250	280	275
Fuel consumption and emissions						
Fuel consumption (EU), urban	l/100 km	19.3	19.3	24.1	22.5	22.5
Fuel consumption (EU), extra-urban	l/100 km	10.8	10.8	12.2	10.5	10.5
Fuel consumption (EU), combined	l/100 km	13.9*	13.9*	16.5	14.9	14.9
CO ₂ emissions	g/km	325	325	392	358	358
Emissions standard		EU 5	EU 5	EU 5	EU 5	EU 5
Wheels						
Tyres front	mm	275/40 R20 106Y XL RSC	275/40 R20 106Y XL RSC	295/40 R20	295/35 R21	255/55 R18
Tyres rear	mm	315/35 R20 110Y XL RSC	315/35 R20 110Y XL RSC	295/40 R20	295/35 R21	255/55 R18
Dimensions and weight						
Length/width/height	mm	4,851/1,994/1,764	4,876/1,983/1,684	4,780/1,911/1,815	4,795/1,928/1,694	4,795/1,928/1,694
Wheelbase/turning circle	mm/m	2,933/12.8	2,933/12.8	2,915/12.0	2,855/11.8	2,855/11.8
Track, front/rear	mm	1,660/1,672	1,660/1,672	1,665/1,669	1,641/1,656	1,641/1,656
Unladen weight (DIN)	kg	2,305	2,305	2,235	2,355	2,355
Max. load (DIN)	kg	600	600	645	725	725
Trailer load (braked)	kg	3,000	3,000	3,500	3,500	3,500
Drag coefficient (C _d)	approx. l	0.38	0.38	0.37	0.35	0.35
Fuel capacity	l	85	85	95	100	100
Luggage capacity (DIN 70020)	l	620/1,750	570/1,450	551/2,050	540/1,770	540/1,770

BMW EfficientDynamics measures:

- Direct petrol injection (High Precision Injection)
- Automatic transmission with efficiency-optimised converter clutch
- Dynamic Drive with volume flow-controlled hydraulic supply
- Disengageable air-conditioning compressor
- Fuel pump with on-demand control
- Brake Energy Regeneration*

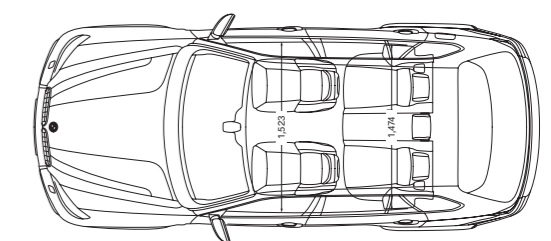
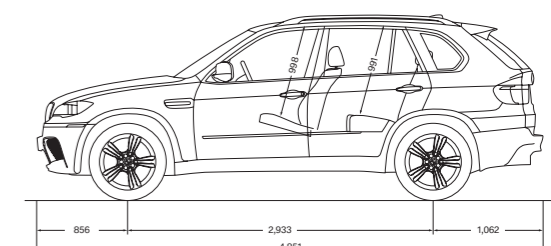
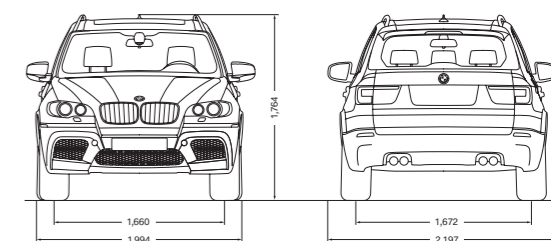
* This data applies to ECE countries, China and Australia. Other countries without Brake Energy Regeneration: consumption, 14.3 l/100 km.

¹⁾ The M Driver's Package (optional) raises the top speed to 275 km/h.

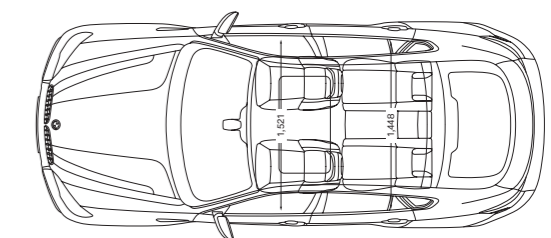
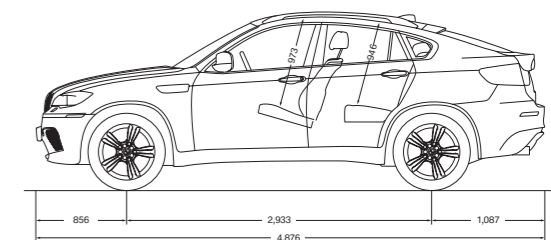
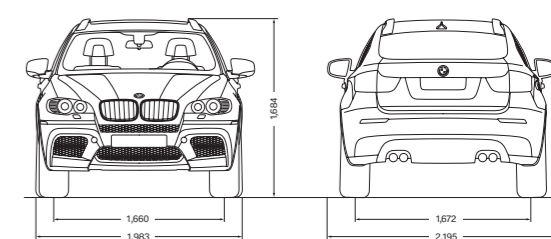
Note: These figures are provisional, as at 04/2009. Basis: ECE data.

Further information at www.bmw.com

Dimensions: BMW X5 M



Dimensions: BMW X6 M



BMW X5 M
BMW X6 M



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