



Having as a start point the actual BMW slogan "sheer driving pleasure", the reputation of building true driver's cars, and the almost 8 decades of motorsport heritage... what could illustrate these facts better than an all competitive sport coupe, with an elegant and aggressive design, features of both supercar and a grand tourer, the specific BMW build quality and the world famous M division touches, all of this one step further...BMW - the driving pleasure, the joy, the coupe.



JOYRIS BMW