

540i Sport
Exclusive Editions



BMW
Individual

M Cars: The Ultimate BMWs

The Exclusive Edition 540i Sport is a product of the BMW Individual program, a limited-production series developed by BMW M GmbH – the renowned motor-sport subsidiary that created the M3 Coupe. Committed to building cars for the driving enthusiast, BMW M designs specialized performance and style modifications for those drivers who'll settle for nothing less than the ultimate driving experience.

Under its former name of BMW Motorsport, the M division generated some of the world's most highly acclaimed machines, including the legendary M1 sports car, the M6 coupe and the M5 sedan. Today, this division also coordinates and conducts BMW racing activities, and provides research and development for some of the world's most advanced vehicles, such as the BMW V12-powered McLaren F1 supercar.



BMW M's race-proven expertise provides the basis for BMW's legendary sports car technology and styling.

This singular focus on peak performance is reflected in the limited-production BMW Exclusive Editions. Each model provides personalized style and performance for discerning drivers. Built with the same commitment to leading-edge performance and durable value that has characterized BMW cars since the days of the legendary 2002ti, the Exclusive Edition carries on BMW's tradition of automobiles built for the pure satisfaction of driving.

David Donohue won the 1994 IMSA Bridgestone Supercar Championship in a production-based M5, against a field of the world's greatest sports cars.

BMW – the ultimate driving machine.[®]

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Style that works. The front spoiler demonstrates how the racing legacy of BMW M benefits the 540i Sport with useful modifications. Designed to divert high-speed air flow around the car – rather than under it – this air dam reduces aerodynamic lift to help improve traction, and aids cooling of the engine and brakes (not to mention how much it adds to the 540i Sport's look of uncompromised performance).



More than meets the eye. Performance motoring demands a special sport seat that holds on to you through the corners and supports you over the miles. None do it better than BMW's leather-covered masterpieces. Multi-zone cushioned firmness keeps you relaxed and alert; as cornering forces build, the side bolsters keep you ideally positioned. This, in turn, assures proper control of the gearshift – a crisply precise six-speed manual, or the adaptive five-speed automatic transmission.



Unity of style. Front bumper to rear, the design of the 540i Sport has been painstakingly finessed to incorporate aerodynamic benefits that enhance the unfettered shape of the 5-Series. The deep rear apron ties together subtle modifications at the front and along the body's sculpted profile, assuring that each element not only functions as designed – it also adds to the car's purposeful expression of performance and style.





Controlling interest. Like every BMW, the 540i Sport offers the driver clear, concise instruments and controls, easy to read and reach. A luxurious interior of supple leather and burl walnut trim is complemented by a 10-speaker, 200 watt* AM/FM cassette audio system, as well as a microfiltered ventilation system with separate left/right temperature controls. The M steering wheel with subtly distinctive tricolor M stitching features an ergonomic grip for enhanced control at all speeds. Central locking, a keyless entry/alarm system and anti-theft Coded Driveaway Protection are all included as standard equipment.

* 50-watt power at 10% total harmonic distortion.



Amazing grace. Engineering a fully equipped passenger car to run ahead of the pack is a well-practiced art at BMW M. In the case of the 540i Sport, this mastery is achieved with a full complement of proven chassis components from the legendary M5: huge, powerful, ventilated brakes, abetted by ample 235/45x17 performance tires and the deliciously taut Servotronic power steering. Then, the intelligent micro-processor-regulated EDC III suspension adjusts itself, adapting to road surface conditions, as well as the driver's mood, with a choice of Sport or Adaptive Program settings.

Can you use all this road prowess? Drive it and decide.

Ultra-light gear. Two-piece 17" forged alloy wheels, fully eight inches wide, offer sure proof that the 540i Sport is serious about fun – whether it's a high-speed corner or an interstate cruise. These light-weight wheels optimize the 540i Sport's performance – but it's OK if you just admire them for their looks.





When we gave BMW engineers the assignment to create the ultimate sports sedan, we forgot to ask them to show some restraint.

The engineers at BMW M held nothing back when they developed the no-holds-barred 540i Sport, transforming an already great car into one that is nothing short of astonishing.

They began by ordering up the most powerful V8 BMW makes, a glorious 282-hp engine capable of delivering acceleration in one urgent, effortless rush. Next, they added the highly developed M5 Nürburgring suspension package, which adjusts itself according to actual driving conditions: comfortable around town and on bad roads, yet stiff and tightly controlled at higher speeds – or on the track. Then high-performance 17-inch tires, to afford maximum control in the most challenging corners. And it's all balanced by the immense stopping power of massive ventilated disc brakes, with the advantage of ABS technology and optional All Season Traction providing an extra measure of control on slippery road surfaces. In sum, the 540i Sport establishes a new standard of reference for sport sedans.



Efficiency of air management, with Exclusive style.

That revered 5-Series profile, molded and refined to channel airflow for superb high-speed stability, takes on a decided attitude, thanks to an expressive, yet subtle, front spoiler, aerodynamic rocker sills and rear apron, and distinctive M mirrors. 17-inch forged alloy Turbine II wheels help ventilate the brakes to improve braking performance – even under extended high-speed use on the race track. Elegant style with sporting excitement: this is the BMW 540i Sport.

Intentions clearly stated.

The 540i Sport expresses convincing authority with body language that's immediately understood. The athletic stance of its electronically controlled adaptive suspension... those 17-inch forged alloy wheels... a set of broad-shouldered 45-series tires... all telegraph a single message: This is the world's only sedan to combine BMW's elegant luxury and V8 smoothness with the unrestrained chassis performance of the legendary M5.



540i SPORT SPECIFICATIONS

Interior Colors:

Black, Silver Gray, Light Silver Gray, Parchment.

Upholstery: Montana leather.

Wood Trim: High-gloss burl walnut.

M Package:

Leather steering wheel with M logo, sport seats, door sill cover with M logo, illuminated M shift knob.

Options:

Limited Slip Differential, All Season Traction, heated front seats.

Exterior Colors:

Available in Alpine White, Jet Black, Oxford Green, Arctic Silver, Bright Red.

M Aerodynamic Package:

Front spoiler, rocker sill moldings, rear apron, M mirrors.

Special M5 Package:

High-performance brakes, Servotronic steering, self-leveling EDC II (Electronic Damping Control) suspension with control switch for Sport and Adaptive Program settings.

Wheels/Tires:

8x17 M5/850CSI two-piece Turbine II forged alloy wheels with 235/45x17 high-performance summer tires.