

Interview with Dr. Kay Segler.

Dr. Kay Segler has been in charge at BMW M GmbH for just over a year. Under the motto "Automobile dreams. Making them come true", the BMW M3 GTS was created as an impressive example of how important it is to "Mister M" to fulfil customer wishes.

His philosophy is that making dreams come true has top priority. This is also reflected by numerous prototype photographs currently in circulation on the internet. As the BMW M3 celebrates its 25th anniversary, we were interested to find out more.

Dr. Segler, the BMW M3 was first produced in 1986 and delivered from 1987. Hasn't the anniversary got underway a little early?

The BMW M3 was presented to the world public at the IAA in Frankfurt in 1985. This is generally our reference point. But in a way you are right: we could celebrate the anniversary of the BMW M3 over a period of three years - the car certainly deserves it.

Will there be an anniversary model? A special edition?

Very much so. With the BMW M3 GTS we have a model in the range which more than fits the bill in this regard. Whether or not there will be any other special edition produced on a larger scale is not possible for me to say at the moment.

How many BMW M3 GTS will there be?

We don't want to state a concrete figure at the moment. However, production capacity for this hand-made vehicle is highly limited. As things stand at the moment there will be fewer than 150 BMW M3 GTS. So it will be a rare collector's piece.

How important is the BMW M3 to BMW ?

As far as BMW M GmbH is concerned it is the core model, the backbone. No other BMW M automobile embodies the values of our brand more consistently. This applies not just to BMW M but to BMW as a whole.

Which is your favourite M3?

One of my first official acts last year was to test drive our current and our historical models. One of them impressed me particularly: the BMW M3 E30.

What is that you especially appreciate in the car?

The BMW M3 of the first generation still offers excellent handling and a very special drive feel. It is direct and focused on the essentials - a pure driving machine. And at its time it was unsurpassed.

How do you define unsurpassed?

Everyone dreams, many people have automobile dreams. So it's important to make these dreams come true. Some decide to make dreams come true for a small group of people. We would like to reach a wider group, and at an earlier time in their lives.

Why is there nothing like this today?

All models grow, have more equipment features and options which can be freely chosen. Ultimately this is reflected in the vehicle dimensions, weight and price, too. This is why it is one of my most urgent goals to offer a small, affordable M model in the tradition of the very first BMW M3.

What might such a model be like?

This model will be based on the BMW 1 Series Coupé and also be focused on the essentials - the fascination of driving. And it will reflect a love of detail, too.

Will the model be called BMW M1?

We have discussed this point too. BMW M1 is a name with powerful historical associations. So we have decided to follow our second nomenclature method. In the tradition of the BMW Z4 Roadster and of the current models BMW X5 M and X6 M we will put our brand identifier at the end of the name, so our new model will be called the BMW 1 Series M Coupé.

When can we expect to receive further information?

We will be publishing more detailed information before Christmas. And we may release the odd detail

beforehand. Wait and see!

Where will the information be provided?

You can register here on M-Power.com. In this way you can be sure not to miss any information on the BMW 1 Series M Coupé.

From when will the BMW 1 Series M Coupé be supplied?

You can expect the first vehicles to be with customers in the first half of 2011.

What else is in store in the near future?

There is a lot more for BMW M fans to look forward to in the second half of 2011 as well. We will be presenting the next generation of the BMW M5 with V8 turbo engine. But let's talk about the details another time.

Dr. Segler, thank you for the interview.