BMW GROUP India

Media Information
01 October 2026

Born on the Racetrack. Made for the Streets.
BMW and BMW Motorrad bring the ultra-exclusive “100 Jahre Nürburgring” Editions to India.
Open for pre-orders.

A collector’s edition crafted for a few, to celebrate the upcoming 100th anniversary of the legendary Nürburgring racetrack.

Five iconic BMW M high-performance cars and one motorcycle make their way to India: BMW M2 Coupé, the all-new BMW M3 Sedan, BMW M4 Coupé, BMW M5 Sedan, the first-ever BMW M5 Touring and BMW M 1000 R.

The high-performance first-ever BMW M5 Touring arrives in India for the very first time.

Forged by decades of victories, innovation, and performance evolution, this edition stands as a celebration of the enduring connection between BMW M and the Nürburgring.

Gurugram. To mark the historic 100th anniversary of the world's most demanding racetrack in 2027, BMW India and BMW Motorrad India have announced the arrival of the highly exclusive “100 Jahre Nürburgring” editions.

This limited-run collection introduces the versatile, high-performance first-ever BMW M5 Touring to the India for the very first time. The BMW M5 Touring represents a distinct performance vehicle concept that has earned cult status among enthusiasts worldwide. Combining supercar-rivalling performance with exceptional versatility, practicality and long-distance comfort, it offers a unique blend of racetrack capability and everyday usability. Its arrival marks the first time Indian customers can experience BMW M's celebrated Touring philosophy.

The first-ever BMW M5 Touring is joined by the agile BMW M2 Coupé, the iconic all-new BMW M3 sedan, the sporty BMW M4 Coupé, and the powerhouse BMW M5 Sedan to complete a spectacular five-car line-up.

BMW Motorrad India will also bring limited units of The M 1000 R to the country as part of this special anniversary edition.

The vehicles are available for pre-orders with the respective brands' authorized dealers from today onwards.

"Born on the Racetrack. Made for the Streets."
A century of Nürburgring excellence, transformed into a collector's edition for the few.

Finished in exclusive Nürburgring Green, developed solely for this highly collectible anniversary collection and Sapphire Black metallic with green accents, all five models feature bespoke design details inspired by the legendary "Green Hell". Produced in extremely limited numbers, they celebrate BMW's unparalleled Nürburgring heritage and decades of motorsport success, making them among the most exclusive BMW M automobiles ever created.

The design concept incorporates the “100 Years” logo, the “Nürburgring since 1927” wording, and the silhouette of the Nürburgring. The historical Nürburgring Green forms the visual link of the edition; model-specific graphics, materials, and accent colours transfer this design to BMW M automobiles.

Inside the BMW M automobiles, the black interior meets contrasting green and white stitching, edition-specific door sills. The inline six-cylinder models receive an M Alcantara steering wheel with matching stitching and a 12 o’clock marker, M Carbon bucket seats with BMW individual upholstery, Carbon fiber trims and; the BMW M5 models feature an M steering wheel with the same design signature.

BMW Motorrad “100 Jahre Nürburgring” Edition.
BMW Motorrad India will bring the M 1000 R as part of the anniversary edition. The special model features a painted fuel tank with Nürburgring silhouette, an airbox cover in the anniversary design with individual “one of 100” marking, carbon wheels with accent stripes in Nürburgring Green, and a seat in Alcantara look with embroidered “100.” Black components such as the rear swingarm and rear frame round off the appearance.

BMW x Nürburgring
There are racetracks. There are legendary racetracks. And then there is the “Nürburgring”. Hidden within Germany's Eifel Mountains lies the most demanding proving ground in motorsport. Since 1927, this 20.8-kilometer “Green Hell” has challenged the world's greatest drivers and machines. More than 150 corners, bends, endless elevation changes and a place where every lap pushes engineering and human skill to their limits.

For BMW M, the Nürburgring is more than a racetrack. It's Home. It is where performance is born. Before any BMW M reaches the road, it must first conquer the Nordschleife. Here, steering precision, chassis balance, braking confidence, and high-speed stability are forged through relentless testing. This bond is written not only in development, but in victory. BMW has become the Nürburgring 24 Hours' most successful manufacturer with 21 overall victories. For nearly a century, the Nürburgring has rewarded only the exceptional. And BMW M continues to answer its challenge. Because the Nürburgring is not where BMW M proves itself. It is where BMW M is forged.

The BMW M edition models.
BMW M2 xDrive. The compact entry into the edition combines an inline six-cylinder engine, short proportions, and a consistently driver-focused character. M carbon roof, M carbon bucket seats, exclusive paintwork, and specific graphics emphasizes its connection to the Nürburgring Nordschleife.

The all-new BMW M3 Competition xDrive. It combines everyday usability, precision, and racetrack competence. Nürburgring graphics, M carbon roof, and green accents on the wheels define the edition’s appearance; BMW M Ignite optimises high-load operation.

BMW M4 Competition xDrive. As a two-door performance icon, the coupé sets a particularly sporty focus with M carbon roof, BMW M stripes, and striking edition-specific accents. BMW M Ignite also underlines the transfer of technology to the production model here.

BMW M5 Sedan. The M HYBRID drive combines powerful performance with everyday usability. M carbon roof, Styling M light wheel with green accents, and black Nordschleife embroidery set targeted anniversary highlights.

The first-ever BMW M5 Touring. The Touring combines the M HYBRID drive with high versatility. Its steel roof with stripes in exclusive design transfers the common appearance in a model-specific way.

The BMW Motorrad M edition model.
BMW M 1000 R: The hyper naked bike transfers Superbike performance to the road and circuit. Power, agility, and direct feedback define its purist M character.

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