

AUTOMOTIVE

BMW positions 8 Series Coupe as embodiment of luxury ideals

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BMW's tease for the new 8 Series Coupe

By DANNY PARISI

German automaker BMW has released the first teaser for its forthcoming 8 Series Coupe concept car, which will debut fully later this month at the Concorso d'Eleganza Villa d'Este at Lake Como, Italy.

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The teaser takes the form of a stylish minimalist poster depicting the obscured silhouette of the car. The image was revealed at BMW's Annual General Meeting in anticipation of the car's debut on May 26.

"In 1989 BMW unveiled its new 8-Series a luxury flagship that had styling cues from the famed M1," said Bob Prosser, president and creative director of [Auto World Marketing](#), Carlsbad, CA. "It was a grand tourer with a big, smooth V-12 engine up-front (not mid-engine like the M1).

"The 8-Series was a technical tour de force and was in production for about ten years. Unfortunately, the technology in the car may have been a bit before its time and was not without its bugs and repair issues, so used resale values fell quickly.

"That was twenty-plus years ago, so today, only those in-the-know recognize the 8-Series as a BMW. Having driven 8-Series on cross-country trips myself, I know this first hand."

The great 8

Earlier this week, BMW discontinued its popular 6 Series Coupe model. With that car no longer being manufactured, room is now cleared for BMW to unveil its newest addition to its coupe lineup with the 8 Series Coupe.

The new model is set to be released in 2018, as revealed at the company's Annual General Meeting in Munich.

Additionally, executives from BMW unveiled the first tease of what the car will look like thanks to a stylishly designed poster.

Unfortunately, the image gives little insight into how the actual car will look, but it does build excitement for the full reveal later this month at the Concorso d'Eleganza Villa d'Este May 26-28.



The BMW 8 Series Coupe

This poster shows only the vaguest of suggestions of the car's final design, but the silhouette suggests a slightly more fluid design than the 6 series.

On May 26, the full design of the car along with its specifications will be revealed to the world.

Until then, BMW has promised that the car will remain true to the manufacturer's ideals of luxury and comfort without sacrificing performance.

Luxury transportation

The 8 Series Coupe will be one of the brand's higher-end models, fit for only the most exclusive audience that can afford it and the cars like it.

BMW has been leaning into the exclusivity angle in its marketing recently, debuting an entire video campaign devoted to pointing out the ways its cars are not meant for just any driver.

The "Too Much" campaign points out the many ways that BMWs are "too much" for most people, and in turn only BMW owners can handle the cars. The short videos take a comedic tone on the ins and outs of owning a BMW ([see story](#)).



BMW's "Too Much" campaign

This air of exclusivity will likely extend to the 8 Series, which will serve as a model for potential future coupe lines of BMW vehicles.

Its debut at the Concorso event later this month also marks another effort on BMW's part to market its vehicles through big events. More recently, the manufacturer worked to debut a free music performance in London for potential buyers.

BMW has an established partnership with the London Symphony Orchestra, which was founded six years ago in the core belief that music should be accessible to everyone. As part of the BMW LSO Open Air classics series, the automaker will present a free concert at London's Trafalgar Square on May 21 at 6:30 p.m ([see story](#)).

With the full reveal of the 8 Series Coupe later this month, BMW fans will finally get a good look at the manufacturer's latest pinnacle of its design philosophy.

"Rumors of been circling for years that the 8-Series is coming back and now the chairman of the BMW board Harald Krger has confirmed it's going to finally happen in 2018," Mr. Prosser said. "It's probably no coincidence that BMW has discontinued their 6-Series coupe, probably in anticipation of something more prestigious as a replacement.

"Their marketing efforts and positioning will no doubt orbit around BMW's recent description of the 2nd generation 8-Series, telling the world it will be built on BMW's tradition of luxurious sports coupes, adding a genuine dream car to their line-up. Harald Krger himself called it a slice of 'pure automotive fascination.'

"Okay, well, there is no shortage of luxury sport coupes on the world market, so after a twenty-plus hiatus, this had better be that special right out of the gate."

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