

AUTOMOTIVE

BMW balances thrills, technology with Vision M

June 26, 2019



The BMW Vision M Next concept. Image credit: BMW

By SARAH RAMIREZ

German automaker BMW is keeping driving enthusiasts in mind as it continues to invest in an electrified future.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

As automakers increasingly incorporate more electrified and automated features into vehicles, this can dilute the driving experience, particularly among those who enjoy driving sports cars. Through its BMW Vision M Next concept, the marque aims to introduce new innovations for its high-performance vehicles without sacrificing the thrill in the driver's seat.

"BMW feels it's important to compete with other performance brands by offering hybrid and electric performance vehicles," said Lauren Fix, automotive expert, the [Car Coach](#), Lancaster, NY. "The BMW Vision M is a new, electrified two-door that previews the future of BMW's battery-powered tomorrow."

Moving forward

BMW introduced the BMW Vision M Next in Munich on June 25. The automaker plans for this next generation of M vehicles to balance the tenants of "ease," or convenience, and "boost," or excitement.

For instance, the BMW Vision M Next will have the appearance of a modern sports car, complete with contrasting orange and silver paintwork and a low, wedge-shaped silhouette.

In an effort to future-proof, the car will have two electric motors enabling it to be driven in pure-electric rear-wheel drive or pure-electric all-wheel drive. When driven in an all-electric mode, the Vision M will have a range of 62 miles, which is ideal for city drivers.

With top speeds of 300mph and the ability to go from 0 to 62mph in three seconds, the Vision M will still have appeal for sports car enthusiasts. A Boost+ mode will offer even more power, with the intelligent system alerting drivers to the optimal time for a power boost.

The BMW Vision M Next balances electrification and performance

Inside, the Vision M will include all of the expected infotainment options, such as in-car entertainment. It will also

have an intelligent personal assistant with voice control and a full-surface augmented reality display.

The displays are arranged in a way to minimize driver distractions. For instance, the information displayed is dependent on the vehicle speed, keeping the focus on driving.

BMW investments

Vision M is the latest effort from BMW that focuses on improving sustainability and mobility through technology.

For instance, BMW Group is teaming up with Daimler AG on a joint company centered on creating sustainable mobility services for urban areas.

The competitors are aligning towards the common goal of innovating transportation with solutions for ridesharing, parking, charging and more. Together, BMW and Daimler are investing more than 1 billion euros, or about \$1.1 billion, into the project ([see story](#)).

More recently, BMW linked with an IT partner as it aims to push forward in its creation of autonomous vehicles.

BMW has tapped DXC Technology to power its High Performance D3 platform, which gathers test data from self-driving road travel. DXC's technology is aimed at speeding the engineering and testing processes for autonomous vehicles ([see story](#)).

Vision M also shows that the automaker is aware that a significant number of affluents believe in-car technology detracts from the driving experience.

According to a YouGov report on affluent auto purchasers, part of the YouGov Affluent Perspective 2019, U.S. drivers are interested in technology that enhances vehicles' safety, security and convenience.

Almost half of affluents, 45 percent, believe that vehicle technology has overwhelmed the driving experience. Drivers are often drawn to luxury vehicles because of their performance capabilities ([see story](#)).

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.