

Why you'll love V1

BimmerLife is presented by Valentine Research.



Zee Four Is More



Chris Doersen It's confusing, the new BMW Supra and the Toyota Z4. Hmmm...that doesn't seem quite right. Ah, yes, it's the Toyota [...]

READ MORE

V1's one-two punch against false K

1 Punch 1: New computer algorithm recognizes most mobile falses and excludes them, yet never blocks radar.



Punch 2: SAVVY, an optional module, fades all alerts encountered below your speed setting.

COMMUNITY



Behold The Most Bizarre BMW Launch Film Ever Created

It's the apparent story of a blimp magnate's chrome 7 Series—and it gets weirder from there. BMW has a long [...]

READ MORE



530e Wireless Charging Program Extended To California

BMW's Inductive Charging system, first announced back in 2017 and since put to trial in Germany last year, is being [...]

READ MORE



SPONSORED

Next Generation Premium Shock Absorbers

KONI Special ACTIVE shock absorbers offer superior handling without compromising comfort in your BMW. Utilizing the most recent generation of KONI's patented Frequency Selective Damping Technology (ACTIVE Technology), it controls large body motions and cornering forces but smooths expansion joints and rough roads for improved comfort

LEARN MORE ABOUT SPECIAL ACTIVE



Limited-Edition BMW CCA 50th Anniversary 1:43 Model Car

Limited to 300 and individually numbered, this 1:43 model car is the ultimate BMW CCA 50th anniversary collectable. The models of this 2019 BMW M2 Competition were made exclusively for the club by MINICHAMPS.

SHOP NOW



Speculation Of Next-Gen M3 Styling Grows Amid New Rumors

It has now been nearly three months since we last discussed the rumors circulating around the new G80 M3, but [...]

READ MORE



SPONSORED

20% OFF For Monterey Car Week!

We're celebrating our presence at Legends of Autobahn with 10-20% OFF items you need for Monterey, including stylish GRD Watches, Coverking's GarageGuard exclusive cover with Pelican, Cool Carbon's high-performance brake pads, P21S car care and REMUS exhausts. Shop our specials today!

SHOP NOW



BMW M Shows Off New M8 MotoGP Safety Car

BMW has a long history of supplying specially-prepared safety cars for use in MotoGP. This partnership with MotoGP organizer Dorna [...]

READ MORE



BMW Celebrates Andy Warhol M1 Art Car At 40 Years

It only took thirty minutes to create from start to finish, but the fourth BMW Art Car—the one painted by [...]

READ MORE



BMW NEWS



6 Series GT To Be Removed From U.S. Model Portfolio

Although it's currently in the midst of receiving its life cycle impulse (LCI) redesign, the 6 Series Gran Turismo is [...]

READ MORE



Trouble May Be Brewing With Great Wall Partnership

In addition to its longstanding joint venture with Brilliance, BMW more recently engaged with another Chinese automaker, Great Wall Motors. [...]

READ MORE



SPONSORED

5 Items To Check Before Your Event

Whether you're an avid HPDE participant or are just getting into the sport, there are five HPDE checklist items that can help you avoid common failures participants encounter.

SEE THE LIST

RESTO & MOD

HACK MECHANIC: ROB SIEGEL



The Short Happy Life Of The Faux Tii (Part I)

(With apologies to Earnest Hemingway and Francis Macomber) A few months ago, I wrote about being offered and accepting a [...]

READ MORE



SPONSORED

Protect Your Bimmer From Mother Nature

Worried about ice, sleet, rain, sun, dust, dirt, mud, pollen and tree sap ruining your Bimmer's finish?

Our covers provide durable, weatherproof protection for your favorite ride. Thoughtful design meets affordability! Covers available to fit new and classic models

SHOP NOW



Shell Fill-Up Friday Winner: Eric Hunter!

Congratulations to this week's Shell Fill-Up Friday winner, Heart of Dixie Chapter member Eric Hunter (IG @evh11), who won a [...]

READ MORE



MOTORSPORT



Wittmann Wins Saturday DTM Race At Brands Hatch

Marco Wittmann in the #11 M4 DTM started from pole and won the Saturday DTM race in the U.K. at [...]

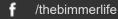
READ MORE

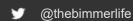


Turner M6 GT3 Third In GTD,
Team RLL M8 GTEs Fifth And
Eighth In GTLM At Road America
Bill Auberlen and Robby Foley in the #96
Turner Motorsport M6 GT3 scored their
fourth consecutive podium finish in the [...]

READ MORE







@the_bimmerlife

CUSTOMER SERVICE

Visit Website

To unsubscribe from this email, click here. For advertising information contact: Michael Slaff | michael@131main.com | 781-315-3839 Send your story ideas here: articles@bimmerlife.com