

CLASSIC DRIVER

[The BMW Concept M8 Gran Coupe is likely to polarise](#)

Lead

Exotic glamour over understated design — with the presence of the new BMW Concept M8 Gran Coupe, the Munich-based manufacturer is bringing a new standard of automotive opulence to Geneva...



Gone are the days of purist understatement in the global luxury market. Today, more is actually more — especially when it comes to automotive design. Accordingly, BMW has brought with it to the Geneva Motor Show a new, extravagant, dramatically designed concept. The four-door flagship of the new BMW 8 Series will roll onto the market — with and without the 'M' emblem — in 2019, and its presence will secure new shares in the luxury segment of the market for the Munich brand. Not only an example of dramatic design — with its glossy green paint and golden trim on the grille and rims — the BMW Concept M8 Gran Coupe is a rolling statement for the new standard of automobile opulence.

Photos: BMW

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