



PRESS RELEASE



The BMW M2 by AC Schnitzer Marks the 20th Campaign Vehicle of the Initiative for Safe Tuning with its World Premiere at the Essen Motor Show 2024

TUNE IT! SAFE! delivers a powerful formula for individual and stylish tuning

Essen, November 29, 2024. In its dynamic police design, TUNE IT! SAFE! proudly unveils its latest campaign vehicle at the 2024 ESSEN MOTOR SHOW: the BMW M2 by AC Schnitzer. This remarkable car showcases a powerful formula for individual and stylish tuning while seamlessly combining safety with driving pleasure. Revealed on Preview Day, the BMW M2 Coupe, fitted with Hankook tires and custom tuning elements by AC Schnitzer, captures attention with its unmistakable police-inspired look.

This marks the start of TUNE IT! SAFE!'s 20th campaign year, a milestone celebrated by Roland Hehner, Director of Central Germany and Head of Product & Tuning at Hankook Tire Germany: "We are proud to be a founding member and early partner, presenting the 20th campaign vehicle on Hankook tires." Harald Schmidtke, Managing Director of the Association of Automotive Tuners (VDAT), echoes the sentiment: "The fact that this network of competent partners has been active since 2005, promoting legal and safe automotive tuning for all enthusiasts, is truly extraordinary."

Free Driver's Record Inquiry from the Kraftfahrt-Bundesamt (KBA) and much more

Visitors to the ESSEN MOTOR SHOW can experience the new campaign vehicle, provided by BMW AG, live from November 30 to December 8, 2024, in Hall 7, Stand B11. The initiative, supported by the Federal Ministry for Digital and Transport (BMDV) and VDAT, also offers exciting activities: free driver's record inquiries from the Kraftfahrt-Bundesamt (KBA), expert tuning advice, and a prize draw with attractive rewards. The brand-new TUNE IT! SAFE! magazine is also available free of charge, offering 64 pages of diverse content on the topic of safe tuning.



High-quality suspension solutions and optimized performance

The modifications to the BMW M2 by AC Schnitzer include a power upgrade to 560 PS (412 kW) and 650 Nm of torque—a significant increase from the standard 460 PS and 550 Nm. A sports silencer with carbon tailpipes (110 mm in diameter) ensures a distinctive sound and an intense motorsport experience. The infinitely height-adjustable RS coilover suspension, combined with an EDC deactivation kit, lowers the vehicle's center of gravity by 25 to 35 mm and provides precise adjustments for optimal agility and stability—perfectly tailored for safe and sporty performance in preventative use.

Aerodynamic design and custom tuning components

An aerodynamic kit by AC Schnitzer optimizes the BMW M2's downforce and ensures stability at high speeds. A front splitter, side skirts, and a specially developed carbon rear wing emphasize the vehicle's dynamics and improve driving stability. The design is rounded off with a roof spoiler and distinctive accents on the fenders and hood. Exclusive AC4 lightweight forged wheels in "tech gold" (20 inches at the front, 21 inches at the rear) reduce unsprung mass due to their low weight (11.8 kg at the front, 12.8 kg at the rear) and promote agile handling—ideal for a sporty and precise driving experience.

Hankook high-performance tires for optimal grip and safety

For optimal grip, the premium tire manufacturer Hankook has fitted the vehicle with Ventus S1 evo 3 ultra-high-performance tires. The dimensions are 285/30 R20 at the front and 295/25 R21 at the rear. These UHP tires provide excellent wet grip and precision handling, ensuring safe and controlled driving even at high speeds. The Ventus S1 evo 3 is highly regarded in the tuning scene for its sporty attributes and is also used as original equipment by many premium manufacturers. It also offers comfort and control on long distances and under changing driving conditions.



Police styling by FOLIATEC.com and warning and signal technology by Hänsch

The official police décor was implemented by FOLIATEC.com, along with the innovative ULTRALUX Nano-Ceramic film. This not only adds visual accents but also provides optimal heat protection. Additionally, the SECURLUX safety film is again used on the front side windows. A true eye-catcher—and an essential safety feature—is the modern light and signal technology implemented by Hänsch. The DBS 4000 warning system with powerful LED light technology is a central element. Complementary features include directed strobes of the SPUTNIK SL type and the new LED warning system Sputnik mini, ensuring intense and targeted light distribution. The vehicle is also equipped with the mobile Sputnik Flat warning system, which can be flexibly deployed in various positions.

TUNE IT! SAFE! – the initiative for safe tuning

TUNE IT! SAFE! illustrates that appealing creative tuning does not have to be in conflict with legal requirements. The initiative is supported by the BMDV (Federal Ministry of Digital Affairs and Transport), Hankook Tyres Germany, the VDAT (Association of Automobile Tuners), the ADAC (Allgemeiner Deutscher Automobil-Club; German Automobile Club), TÜV SÜD, the AvD (Automobile Club of Germany), the BRV (Bundesverband Reifenhandel und Vulkaniseur-Handwerk e.V., Association of German Tyre Retailers), the DVR (Deutscher Verkehrssicherheitsrat e.V., German Traffic Safety Association), DEKRA, the Essen Motor Show, the initiative "Gib acht Verkehr" (Take Care on the Road), the GTÜ (Gesellschaft Technische Überwachung mbH; Association of German Technical Supervision), the KBA (Kraftfahrt Bundesamt; Federal Motor Transport Authority), the police of North Rhine-Westphalia, the TÜV Rheinland, the DSK (Deutscher Sportfahrer Kreis, German Sport Drivers' Circle), the KÜS (Kraftfahrzeug-Überwachungsorganisation freiberuflicher Kfz-Sachverständiger e.V.; Motor Vehicle Monitoring Organisation of Freelance Motor Vehicle Experts) and the ZDK (Zentralverband Deutsches Kraftfahrzeuggewerbe e.V.; Central Association of German Motor Trades).

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