

2023 BMW M4 CSL



► Introducing the 2023 BMW M4 CSL — the fastest BMW M4 ever made. Already breaking records on the Nürburgring, this feat of engineering fuses incredible agility, power and precision — for driving dynamics that few will experience and none will forget.

Born for the racetrack, the Limited Edition BMW M4 CSL has achieved the fastest Nürburgring lap time of any road-ready BMW. A 3.0-liter BMW M TwinPower Turbo inline 6-cylinder engine delivers 543 horsepower, while the re-tuned suspension is lowered by 8mm for increased precision and more dynamic handling. It stands out with a vertical kidney grille, sculpted hood and available Icon Adaptive LED



headlights with Laserlight. The lightweight carbon fiber hood and front splitter enhance the exceptional aerodynamics and visuals of the M4 CSL. A carbon fiber rear diffuser and trunk lid with integrated ducktail improve downforce, stability and maneuverability at increased speeds.

Standard M Carbon Full Bucket seats are highly bolstered, incredibly lightweight and boldly designed with eye-catching contrast stitching. The standard Dynamic Digital Instrument Cluster gets an M-specific focus, enabling the driver to access all digital vehicle features in a seamless, driver-oriented environment.

Purists will love the manual transmission of the BMW M4 Coupe, while drivers in the Competition models enjoy the precision of an 8-speed M Sport automatic transmission. The BMW M4 Competition xDrive Coupe includes standard M xDrive with 4WD, 4WD Sport and 2WD modes — a perfect partner for the standard M Differential and Adaptive M Suspension.

Designed for track dominance, high-performance M Carbon Ceramic Brakes with red calipers complement the CSL-exclusive lightweight matte black forged alloy wheels and ultra-high-performance available Michelin® Pilot® Sport Cup 2 R tires. ■ — **Mike Hunter**

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BMW M4 CSL

MSRP: \$82,700

City: 16 mpg

Hwy: 22 mpg

Trans: 8-speed automatic

0-60: 3.2 sec

Pulse Away Stress

The new Pulse app from visionary global leadership development and training company Fierce is poised to refine — and redefine — workplace culture while also notably boosting bottom lines. Early data from the app (fierceinc.com/pulse_by_fierce) has demonstrated multiple staggering results, including a 14% decrease in anxiety, 10% decrease in stress, 8% decrease in burnout and 11% increase in resilience.

Pulse uses Stress and Heart Rate Variability (HRV) to objectively measure stress. It categorizes stress and ties it to specific times and events, which allows the user to decipher and identify their true causes. The benefits of the Pulse app are copious. It enables users to pinpoint and eliminate stress through patented technology, breakthrough research and interactive content and coaching; links self-awareness, identifying people's toughest challenge and moving to action; provides a quicker determination of issues and

moves toward resolution; eliminates open-ended coaching that is hard to tie to results; determines organizational issues/themes for broader virtual or live L&D/wellness engagements; connects users directly to wellness and employee assistance programs and to relevant and applicable OnDemand L&D content; develops and increases resilience that drives economic impacts on the organization, supporting a thriving culture; supports EAS Compliance; and delivers results in as little as two weeks and one coaching session. — **Merilee Kern**, an internationally-regarded brand strategist and analyst and a Forbes Business Council, Newsweek Expert Forum and Rolling Stone Culture Council member



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Defining the M4 Coupe and the 4 Series Coupe? BMW M vehicles are engineering for the highest level of performance and power. Every element on the M4 Coupe is designed with performance in mind: the seats, exhaust, suspension, steering, wheels, aerodynamics and more. The result is staggering power: The M4 Coupe has a 0-60 mph time of just 3.4 seconds, whereas the 4 Series Coupe has a 0-60 mph time of 5.5 seconds.

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