

# THE NEW BMW 3 SERIES SALOON. PASSION WINS.

BMW EfficientDynamics Less emissions. More driving pleasure.



# STYLE VS. STANDARD.

The new BMW 3 Series Saloon is a winner in every respect. Breathtaking dynamics and impressive technology – embodied in an unmistakable design, whose uniqueness is further enhanced by the three new BMW Lines: Modern, Sport and Luxury. Exclusive interior and exterior design elements, from the expressive BMW kidney grille and air inlets to the light-alloy wheels, lend the vehicle an absolutely distinctive look. The result is three different personalities that have one thing in common – style.

# A MODEL ATHLETE.

With its power and poise, the new BMW 3 Series is synonymous with driving pleasure. It represents everything that makes a typical BMW: sporting ability, elegance, pure aesthetics and pioneering technology.

It's no coincidence that sporting ability comes first in this list. In this, its sixth generation, it's once more the outstanding characteristic of the BMW 3 Series Saloon, reflected in every detail: an athletic design with a new, distinctive face. Powertrain concepts that set high standards for both dynamic performance and fuel economy, thanks to BMW EfficientDynamics, and innovations such as the full-colour BMW Head-up Display, part of BMW ConnectedDrive, mark the new BMW 3 Series Saloon as the clear leader in its segment.

Another fascinating innovation: the BMW Lines Modern, Sport and Luxury – three distinctive design personalities for the exterior and interior. Within each Line, you can freely choose a number of exclusive equipment variants to suit your taste. The result is always a perfect, well-balanced look. In this way, the new BMW 3 Series Saloon exhibits a versatility that makes it unique.

www.bmw.com/3series

#### Equipment of model shown: BMW 328i Modern Line in Havanna metallic.

Engine: BMW TwinPower Turbo four-cylinder petrol engine Max. output: 180 kW (245 hp)	Wheels: 18° light-alloy wheels, turbine styling 415 Exterior colour: Havanna metallic	Upholstery: Dakota leather Oyster, Oyster dark accents Interior trim: Fineline Pure wood trim with Pearl Gloss Chrome accents
Equipment of model shown: BMW 3	28i Sport Line in Melbourne Red metallic.	
Engine: BMW TwinPower Turbo four-cylinder petrol engine Max. output: 180 kW (245 hp)	Wheels: 18" light-alloy wheels, double-spoke styling 397 Exterior colour: Melbourne Red metallic	Upholstery: Dakota leather Black, Red accents Interior trim: Finely Brushed Aluminium with Coral Red matt accents
Equipment of model shown: BMW 3	28i Luxury Line in Imperial Blue Brilliant Effect m	etallic.
Engine: BMW TwinPower Turbo four-cylinder petrol engine Max. output: 180 kW (245 hp)	Wheels: 18" light-alloy wheels, multi-spoke styling 416 Exterior colour: Imperial Blue Brilliant Effect metallic	Upholstery: Dakota leather Saddle Brown with Exclusive stitching Interior trim: Burled Walnut wood trim with inlay ar Pearl Gloss Chrome accents
For information on fuel consumption and	CO <sub>2</sub> emissions please see page 31.	



An athletic figure: the design of the new BMW 3 Series Saloon.

One thing about the new BMW 3 Series Saloon that immediately captivates the observer's attention is its low, sporty front. The way the upper edge of the redesigned twin headlights curves towards the kidney grille lends the new BMW 3 Series a distinctive personality.

But it is the sum of all the details – the short overhangs, the long wheelbase, the coupé-like roof line and the characteristic side creases – that creates the sporty overall impression. Decide yourself what you like most about the design of the new BMW 3 Series – just follow your eyes.

# THE POWER OF THE MOMENT.



BMW Modern Line. Balance and contemporary poise are the distinctive halmarks of this Line. These characteristics are reflected in features such as the porous, textured wood of the Fineline Pure interior trim, which establishes a fascinating new trend with its unique look and feel.<sup>1</sup>







BMW Sport Line. This design scheme underscores the saloon's sporting character. In the interior, features such as red contrasting seams on the leather steering wheel and the exclusive design of the instrument dials with red contrasting rings and red scales add visual appeal.<sup>1</sup>



# EVERY DECISION IS THE RIGHT ONE.

#### Fascination times three: the new BMW Lines\*.

The design of the BMW 3 Series has always epitomised athleticism, modernity and elegance. In the new BMW 3 Series Saloon generation, these three characteristics can be enhanced even further. Choose one of three BMW Lines, each representing a distinctive design scheme: Modern, Sport or Luxuy, Interior colours and materials create the specific character of each BMW Line, which always harmonises perfectly with the exterior. In addition, there is a choice of exclusive, perfectly matched upholstery and interior trim variants, allowing every driver to define an individual look. Whichever design combination you choose, the interior is always marked by harmonious lines and high-quality, innovative materials. The cabin design also picks up on the sporting appeal of the exterior – with clear driver orientation and exceptional ergonomics. Its everyday usability, supported by numerous storage compartments and outstanding flexibility, is one of the many benefits you'll be able to enjoy on a daily basis in your new BMW 3 Series. BMW Luxury Line. This luxurious, timeless design features classic colours and leather seats with Exclusive stitching, demonstrating a love of detail. Fine-wood trims – optionally with inlay, unique in this class – further add to the exclusive appeal.<sup>1</sup>

<sup>1</sup> See pages 16–23 for all the equipment details of the BMW Lines. \* May not be available in all countries. Please consult your BMW partner.



# 8 GEARS – FOR LIVE TRANSMISSION TO THE ROAD.

#### Acceleration and stamina: the dynamism and efficiency of the new BMW 3 Series Saloon.

An athletic design, a powerful engine and impressive efficiency – the new BMW 3 Series is a real thoroughbred. One of the features contributing to its best-in-class status is its optional 8-speed sport automatic transmission with Auto Start/Stop function. This performs fast and smooth gear changes, and lowers fuel consumption significantly. The new BMW 328i TwinPower Turbo petrol engine, too, combines superior dynamic performance with outstanding efficiency. It's what makes every drive in the new BMW 3 Series Saloon a first-class sporting event.

Activating the optional sport mode enables you to view real-time data on power output and torque on the sport displays.











# FOCUS ON YOUR DESTINATION AND THE ROAD AHEAD.

#### Perfect interaction: BMW ConnectedDrive\*.

The new BMW 3 Series Saloon is the class leader in many disciplines. A key part of this is innovative technologies that make the drive more fascinating, comfortable and safe. These innovations are all grouped under a single umbrella term – BMW ConnectedDrive. A name that represents the networking of driver.



vehicle and environment. An ideal example is the optional full-colour **BMW Head-up Display [01]**, which projects all relevant driving information into the driver's immediate field of vision. It's available for the first time for the BMW 3 Series Saloon, and it's also unique in this segment. Further examples in the areas of safety and convenience include the optional Lane Departure Warning incl. collision warning and the optional Surround View. Infotainment is provided by features such as the **Apps option**, which provides access to web radio and enables live social networking through sites such as **Facebook** and **Twitter [02/03]**.

\* May not be available in all countries. Please consult your BMW partner.







#### THE ECO PRO MODE MAKES FUEL-SAVING FUN.

The ECO PRO mode is among the most impressive BMW EfficientDynamics innovations in the new BMW 3 Series, Simply by pressing the Driving Experience Control button next to the gear selector lever, the driver can awaken intelligent technology and informative displays designed to maximise fuel economy. This mode optimises accelerator and transmission response as well as shift points, and adapts the heating/air conditioning strategy to keep fuel consumption as low as possible. In addition, ECO PRO tips and a fuel consumption history display help the driver to drive as efficiently as possible. The reward; the bonus range, in other words the additional kilometres that the driver gains by driving more economically. Depending on individual driving style, the ECO PRO mode reduces fuel consumption by up to 20 percent.1

1 Depending on individual driving style; determined as part of an internal BMW fuel consumption study. <sup>2</sup> Due to become available from 09/2012.

# **FFFICIENT IN FVFRY** RESPECT.

The new BMW 3 Series Saloon is once more the most efficient vehicle in its class. BMW engineers have refined numerous details and come up with many new ideas. Here is an overview of the most exciting BMW EfficientDynamics features.



THE TECHNOLOGY INTELLIGENT SOLUTIONS FOR EFFICIENT DRIVING EN IOYMENT



#### 1. Engines with BMW 2. Brake Energy TwinPower Turbo Regeneration and Auto

technology Start/Stop function TwinPower Turbo combines When the driver brakes advanced injection technology or takes his foot off the and fully variable output control accelerator, the battery is with innovative turbocharger charged, using the vehicle's technology, to enhance surplus kinetic energy. This efficiency as well as dynamic means that the generator nerformance requires less energy when accelerating, saving fuel. The Auto Start/Stop function enhances fuel economy by switching off the engine

3. Intelligent lightweight construction Although it offers more room and has more nowerful engines the new BMW 3 Series weighs up to 45 kg less than its predecessor. The use of magnesium and aluminium helps reduce fuel consumption and emissions and reduces the car's overall weight. significantly enhancing dynamic performance.

#### 4. Aerodynamics Extensive and detailed

aerodynamics optimisation has given the new BMW 3 Series an excellent drag coefficient. This includes features like large-scale underfloor panelling and the AirCurtain on the front apron, which significantly reduces air turbulence near the front wheels

#### 5.8-speed automatic

transmission with Auto Start/Stop function Emulating luxury class vehicles the BMW/3 Series is optionally available with an 8-speed automatic transmission complete with Auto Start/Ston function The closely spaced gear ratios, specially optimised for use with the new BMW TwinPower Turbo engines, enhances comfort and lowers fuel consumption and amissions

#### THE CO<sub>2</sub> CHAMPION AND THE PERFORMANCE HYBRID. THE BMW 320d EFFICIENT DYNAMICS EDITION AND THE BMW ACTIVE HYBRID 3

The absolute star in terms of efficiency is the 320d well. The suspension for example is lowered by 10 millimetres, management to achieve double-figure percentage reductions in EfficientDynamics Edition, with an average fuel consumption of aero rims reduce air turbulence, and the BMW TwinPower Turbo fuel consumption and CO, emissions, while its boost function just 4.1 litres and a CO, output of 109 g/km. Many special features 4-cylinder diesel engine maximises both efficiency and dynamic delivers impressive acceleration. The BMW320d EfficientDynamics make this model the efficiency champion of the series. A performance, lengthened final drive ratio combined with an adjusted Optimum

installed.

when the vehicle is at rest

independently of the type

of engine and transmission

Shift Indicator makes for reduced engine speeds - 1,600 rpm at Another efficiency miracle is the BMW ActiveHybrid 3 due to become 100 km/h in sixth gear. The car's aerodynamics, the tyres' rolling available soon.<sup>2</sup> This full hybrid based on the BMW 3 Series has a resistance and the entire powertrain benefit from fine-tuning as total system output of 250 kW (340 hp) and uses intelligent energy

Edition and the BMW ActiveHvbrid 3 - two vehicles, one philosophy; BMW EfficientDynamics.

#### **BMW EfficientDynamics** Less emissions More driving pleasure

6. Electric Power Steering

While conventional hydraulic

systems impose a constant

overhead on the engine's

fuel consumption Electric

Power Steering only uses

energy during actual steering

saving of up to three per cent.

wheel movements, for a fuel

## NEW ENGINES, NEW DYNAMISM, NEW EQUIPMENT. THE NEW BMW 3 SERIES SALOON.



Adaptive suspension. This features electronically controlled dampers that adapt to both driving style and road conditions. Their operating characteristics can be adjusted via the Driving Experience Control button. The optional adaptive suspension is also lowered by 10 millimetres, without any adverse effects on the ride comfort of the new BMW 3 Series Saloon. A stiffer suspension setting is available by selecting Sport or Sport+ using the Driving Experience Control button.

Variable sport steering. This optional system works independently of road speed, varying the steering ratio in line with the steering angle. It includes the Servotronic function and reduces the steering wheel movement required to achieve a particular tight steering angle. This enhances comfort when parking and manoeuvring, as well as sporting agility in tight corners and hairpin bends. For small steering angles, the steering enhances precision and directional stability.

Active Protection. In the new BMW 3 Series Saloon, all safety components are designed to complement each other perfectly. This includes six airbags provided as standard, for outstanding occupant protection. The optional Active Protection function tensions the front seat belts in critical situations and automatically closes open windows or the optional glass sunroof. Post-Crash iBrake is able to stop the vehicle automatically after a collision, thus mitigating or preventing follow-on collisions.

Full-colour BMW Head-up Display. Always have your eyes on the road: with this optional feature, key information is projected directly into the driver's field of vision, using a multi-colour TFT display. Information displayed includes such things as current road speed, speed limits, whether overtaking is allowed, or navigation instructions. More colours now make it even easier to read different types of driver information. The BMW Head-up Display ensures that your eyes are always on the road ahead, making driving safer and more relaxed.

SPORT

8-speed sport automatic transmission with Auto Start/Stop function. This optional 8-speed transmission allows the driver to change gears using the selector lever or paddles on the optional sport leather steering wheel. In sport mode, gearshifts become even more dynamic. Modified clutch settings enable very fast engine speed adjustments, for minimal shift times. As in the 8-speed automatic transmission with Auto Start/Stop function, also available as an option, the close spacing of gear ratios optimises acceleration, while enhancing both efficiency and shift comfort.



**BMW 335i.** This 3.0-litre BMW TwinPower Turbo 6-cylinder in-line petrol engine combines a TwinScroll turbocharger with Valvetronic, Double-VANOS and High Precision Injection. This intelligent package of innovations, combined with automatic transmission, lowers fuel consumption to just 7.2 litres per 100 km while enabling impressive performance: 225 kW (306 hp)', a maximum torque of 400 Nm and acceleration from 0 to 100 km/h in just 5.5 seconds, with an electronically limited top speed of 250 km/h.

**BMW 328i.** This BMW TwinPower Turbo 4-cylinder petrol engine delivers its maximum torque of 350 Nm at just 1,250 rpm. Thanks to BMW TwinPower Turbo technology combining a TwinScroll turbocharger with Valvetronic, Double-VANOS and High Precision Injection, this 180 kW (245 hp)' powerplant accelerates the BMW from 0 to 100 km/h in just 5.9 seconds. Top speed is 250 km/h, while average fuel consumption is 6.4 litres per 100 km.

BMW 320i,<sup>2</sup> This 2.0-litre BMW TwinPower Turbo 4-cylinder petrol engine combines a TwinScroll turbocharger with Valvetronic, Double-VANOS and High Precision Injection. This makes for powerful engine response combined with outstanding efficiency. The engine delivers an output of 135 kW (184 hp)<sup>3</sup> and a maximum torque of 270 Nm, enabling acceleration from 0 to 100 km/h in 7.3 seconds and a top speed of 235 km/h. Its average fuel consumption: 6.2–6.3 litres per 100 km. **BMW EfficientDynamics** Less emissions. More driving pleasure.

BMW 320d. This 2.0-litre BMW TwinPower Turbo 4-cylinder diesel engine produces an impressive 135 kW (184 hp) of power. Combining CommonRall direct injection and a turbocharger with variable turbine geometry, it generates 380 Nm of torque, available from 1,750 to 2,750 rpm. Acceleration from 0 to 100 km/h takes 7.5 seconds, and to pspeed is 235 km/h. Average fuel consumption is a very efficient 4.5–4.6 litres per 100 km.

BMW 320d EfficientDynamics Edition. This BMW TwinPower Turbo 4-cylinder diesel engine, which produces an output of 120 kW (163 hp)' along with 380 Nm of torque, represents a milestone in fuel economy and emissions control. Thanks to a package of finely co-ordinated technological enhancements, like a modified engine and a specially adapted Optimum Shift Indicator, this powerplant averages just 4.1 litres of diesel per 100 kilometres, along with CO<sub>2</sub>, emissions of just 109 g/km.

BMW 318d.<sup>2</sup> This 2.0-litre BMW TwinPower Turbo 4-cylinder diesel engine produces 105 kW (143 hp) of power and a maximum torque of 320 Nm. Its elastic power delivery is based on CommonRail direct injection and a turborcharger with variable turbine geometry. This enables acceleration from 0 to 100 km/h in 9.1 seconds and a top speed of 210 km/h. The fuel consumption of this efficient engine is just 4.4–4.5 litres per 100 km.

BMW 316d.<sup>2</sup> The BMW TwinPower Turbo 4-cylinder diesel engine in the 316d offers a power output of 85 kW (116 hp), accelerating the BMW from 0 to 100 km/h in 10.9 seconds, and up to a top speed of 202 km/h. The 260 Nm maximum torque is available from 1,750 to 2.500 rpm, thanks to CommonRail direct injection and a turbocharger with variable turbine geometry. Average fuel consumption of this engine is just 4.4–4.5 littes per 100 km.

Fuel consumption and CQ<sub>2</sub> emissions are dependent on the selected wheel and tyre size. For further information see page 3 or contact your BWW partner.
<sup>2</sup> Due to become available from 03/2012. The figures quoted are preliminary values that still avait official confirmation, calculated on the basis of the ECE driving cycle.

### THE NEW BMW 3 SERIES SALOON.



The cockpit with its centre console inclined towards the driver communicates typical BMW driver orientation. The standard leather steering wheel (shown here with optional multifunction buttons) provides excellent grip. The optional automatic air conditioning with 2-zone control and superb workmanship maximise the feel-good factor in the interior.



Depending on the engine selected, the new BMW 3 Series Saloon comes with 16" steel wheels with full wheel covers (316d, 318d), 16" light-alloy wheels (320i, 320d) or 17" light-alloy wheels (328i, 335i). (Illustration shows the optional 17" light-alloy wheel with star-spoke styling 393.)



The interior shown here features the standard Move upholstery in Anthracite and Satin Silver matt interior trim. Numerous handy storage compartments, two cup holders in the centre console, and door compartments with enough room to hold 1-litte bottles are also included as standard in the new BMW3 Series.



The new BMW 320d Saloon in the optional Glacier Silver metallic exterior colour.

## THE NEW BMW 3 SERIES SALOON WITH MODERN LINE.

#### Interior equipment features:

- Door sill finishers in aluminium with "BMW Modern" lettering
- Seats with Breeze cloth/leather upholstery in Oyster or Anthracite or
- □ in Daktoa leather in Ovster or Black
- Sport leather steering wheel in Ovster dark
- Instrument panel top in Ovster dark
- Instrument cluster in Ovster and with Chrono scales
- Pearl interior trim with accent trim in Pearl Gloss Chrome
- Fineline Pure textured wood trim with accent trim in Pearl Gloss Chrome
- Finely Brushed Aluminium interior trim with accent trim in Pearl Gloss Chrome
- Interior illumination with variable colour effects in Orange-Red or White - selected via the iDrive Controller (with additional light source on the B-pillar)
- Chrome trim on air conditioning and radio controls.
- Vehicle key in Oyster dark with chrome trim

#### Exterior equipment features:

- 17" light-alloy wheels, V-spoke styling 413, or
- □ 18" light-alloy wheels, turbine styling 415 (standard on 328i and 335i)
- Front and rear bumpers with specific features in Aluminium, satinated
- BMW kidney grille with 11 slats in Aluminium, satinated
- B-pillar and window uprights in Black, high-gloss
- "Modern" lettering along the side
- Tailpipe in Aluminium, satinated



The sport leather steering wheel provides excellent grip. Like the upper portion of the instrument panel, it comes in Ovster dark. This combination is exclusive to the Modern Line

The Breeze cloth/leather upholstery in Anthracite (shown here with optional sport seats) is alternatively also available in Ovster, for a lighter interior.







Door sill finishers in aluminium with "BMW Modern" lettering.

Vehicle key in Oyster dark with Pearl Gloss Chrome trim.



The new BMW 328i Saloon with Modern Line and Alpine White non-metallic paint finish.

## THE NEW BMW 3 SERIES SALOON WITH SPORT LINE.

#### Interior equipment features:

- Door sill finishers in aluminium with "BMW Sport" lettering.
- Sport seats for driver and front passenger.
- in Track cloth Anthracite, with Red or Grev accents, or
- in Dakota leather Black, with Red accents.
- in Dakota leather Everest Grev, with Black accents, or in Dakota leather Coral Red, with Black accents
- Sport leather steering wheel with red contrast stitching
- Black high-gloss interior trim with accent trim in Coral Red matt or
- Finely Brushed Aluminium interior trim with accent trim in Coral Red matt or Black high-gloss
- Interior illumination with variable colour effects in Orange-Red or White - selected via the iDrive Controller
- Speedometer and rev counter with red Chrono scales and red contrasting ring
- Chrome trim on air conditioning and radio controls
- Driving Experience Control, with additional Sport+ mode
- Car key with Red trim

#### Exterior equipment features:

- 17" light-alloy wheels double-spoke 392, or
- □ 18" light-allov wheels double-spoke 397 in bi-colour Ferric Grey, highly polished (standard on 328i and 335i)
- Front and rear bumpers with specific features in high-gloss Black
- BMW kidney grille with 8 slats in high-gloss Black
- Exterior mirror caps in vehicle colour or, optionally. in high-gloss Black
- B-pillar and window uprights in Black, high-gloss
- "Sport" lettering along the side
- Tailpipe trim in Black, chrome-plated



The sport leather steering wheel with red decorative stitching as well as the speedometer and rev counter with Chrono scales and red contrasting ring are exclusively available with the Sport Line.



The sport seats for driver and front passenger provide exceptional support and appear even sportier thanks to the Track cloth upholstery in Anthracite with its contrasting Grev seams and accents









Door sill finishers in aluminium with "BMW Sport" lettering.

Vehicle key with Red trim.



The new BMW 328i Saloon with Sport Line and the optional Mineral Grey metallic paint finish.

## THE NEW BMW 3 SERIES SALOON WITH LUXURY LINE.

#### Interior equipment features:

- Door sill finishers in aluminium with "BMW Luxury" lettering
- Seats in Move cloth Amber or
- in Dakota leather Saddle Brown with Exclusive stitching (lower half of instrument panel also in Saddle Brown), Veneto Beige with Exclusive stitching or Black with Exclusive stitching
- Sport leather steering wheel
- Fineline Anthracite wood trim with accent trim in Pearl Gloss Chrome, or
- Burled Walnut wood trim with inlay and accent trim in Pearl Gloss Chrome
- Interior illumination with variable colour effects in Orange-Red or White – selected via the iDrive Controller (with additional light source on the B-pillar)
- Chrome trim on air conditioning and radio controls and additional exclusive chrome trim on the centre console
- Car key with Pearl Gloss Chrome trim

#### Exterior equipment features:

- 17" light-alloy wheels multi-spoke 414 or
- 18" light-alloy wheels multi-spoke 416 (standard on 328i and 335i)
- Front and rear bumpers with specific features in high-gloss chrome
- BMW kidney grille with 11 slats in high-gloss chrome
- Side window frames and window recess finishers in high-gloss chrome
- B-pillar and window uprights in Black, high-gloss
- "Luxury" lettering along the side
- Tailpipe trim in high-gloss chrome



■ The sport leather steering wheel provides excellent grip. The controls for the radio and the automatic air conditioning (optional) feature chrome surrounds, and the Fineline Anthracite wood trim adds further luxurious accents.

The seats covered in optional Dakota leather in Veneto Beige with Exclusive stitching create a premium ambience.



17" light-alloy wheels multi-spoke 414 with runflat tyres, 7.5 J x 17, 225/50 R 17 tyres.



th ☐ 18" light-alloy wheels multi-spoke 416 with runflat tyres, 8 J x 18, 245/45 R 18 tyres.



Door sill finishers in aluminium with "BMW Luxury" lettering.

Car key with Pearl Gloss Chrome trim.



The new BMW 328i Saloon with Luxury Line and the optional Black Sapphire metallic paint finish.

Exterior colours

Interior trims





mixed tyres, 8 J x 18, 225/45 R 18 tyres at 8 J x 18, 225/45 R 18 tyres, the front, 8.5 J x 18, 255/40 R 18 tyres at the rear.

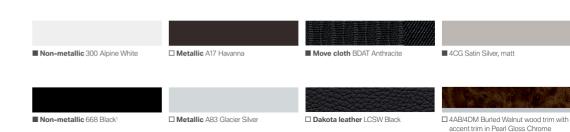




19" light-alloy wheels double-spoke 401 with mixed tyres, 8 J x 19, 225/40 R 19 tyres at 17" light-alloy wheels V-spoke 395 with 17" light-alloy wheels tar spoke 394. the front, 8.5 J x 19, 255/35 R 19 tyres at the rear.

the front, 8.5 J x 17, 255/45 R 17 tyres at 328i and 335i). the rear.

mixed tyres, 7.5 J x 17, 225/50 R 17 tyres at 7.5 J x 17, 225/50 R 17 tyres (standard on



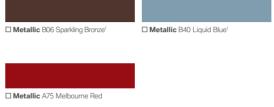
Upholstery colours.

 Metallic A96 Mineral White<sup>1</sup> Metallic B39 Mineral Grev 4AD/4DL Finely Brushed Aluminium Dakota leather | CDF Veneto Beige with accent trim in Black, high gloss



Interior colours.

Black



<sup>1</sup> Due to become available from 03/2012. <sup>2</sup> Only in conjunction with Modern Line.

Oyster<sup>2</sup>



□ 17" light-alloy wheels star spoke 393, 7.5 J x 17, 225/50 R 17 tyres.



7.5 J x 16, 225/55 R 16 tyres.

□ 16" light-alloy wheels star spoke 391, □ 16" light-alloy wheels V-spoke 390, 7 J x 16, 205/60 R 16 tyres (standard on 320i and 320d).

16" steel wheels with full wheel covers. 7 J x 16, 205/60 R 16 tyres (standard on 316d and 318d).

Upholstery colours. Modern Line.	Interior trims. Modern Line.	Upholstery colours. Sport Line.	Interior trims. Sport Line.	Upholstery colours. Luxury Line.	Interior trims. Luxury Line.	These pages show the colours and materials available for the new BMW 3 Series Saloon. Use them
						to identify your favourite colours, or compare various combinations. These colour samples are meant to
Breeze cloth/leather combination CBDH Oyster	4DT/4DM Pearl with accent trim in Pearl Gloss Chrome	Track cloth BEL2 Anthracite with Red accents	<ul> <li>4AT/4DN Black, high-gloss, with accent trim in Coral Red, matt</li> </ul>	Move cloth BDLI Amber	4CE/4DM Fineline Anthracite wood trim with accent trim in Pearl Gloss Chrome	give you a first impression of paints and materials. Experience has shown, however, that printed versions of paint and upholstery colours cannot always faithfully reproduce the colour
						appearance of the originals. We recommend therefore that you consult your BMW dealer, who will be happy
Breeze cloth/leather combination CBAT Anthracite	4AD/4DM Finely Brushed Aluminium with accent trim in Pearl Gloss Chrome	Track cloth BEL1 Anthracite with Grey accents	4AD/4DN Finely Brushed Aluminium with accent trim in Coral Red, matt	Dakota leather LCLX     Saddle Brown with Exclusive stitching	□ 488/4DM Burled Walnut wood trim with inlay and accent trim in Pearl Gloss Chrome	to show you original samples and assist with special requests.
Dakota leather LCL9 Oyster with Oyster dark accents	□ 4DD/4DM Fineline Pure textured wood trim with accent trim in Pearl Gloss Chrome	Dakota leather LCL3 Black with Red accents	4AD/4DL Finely Brushed Aluminium with accent trim in Black, high gloss	Dakota leather LCLY Veneto Beige with Exclusive stitching		

Dakota leather LCL8 Black with Oyster dark accents



Dakota leather LCL4 Everest Grey with Black accents



Dakota leather LCL5 Coral Red with Black accents

Please note that even normal long or short-term use can lead to unrecoverable upholstery damage. This can be caused in particular by non-colourfast clothing.

Dakota leather LCLZ

Black with Exclusive stitching

011	8	5	.00	30'	PO	0d icientDynamics ition		0i1	8	51	5d <sup>1</sup>	[8d]	pq.	Po	icientDynamics
32	328	3	310	5	32	320 Effi		32	328		31	31	320	32	Ŧ

BMW/Lince\*\*

Safety							
Active Protection (reversible active belt tensioner for the front seats, closing function for windows and glass roof, and Post Crash iBrake)							
Airbags:			-				
- Driver and front passenger airbags							
- Curtain head airbags front and rear, with splinter protection							
- Side airbags for driver and front passenger, integrated in seat backrests							
Central locking with electronic immobiliser and crash sensor; fuel tank filler flap integrated in central locking							•
Centre lock switch							
Disc brakes at the front and rear, inner-vented							
Dynamic Braking Lights, flashing							
Dynamic Stability Control (DSC) incl. traction mode (DTC), anti-lock braking system (ABS), Cornering Brake Control (CBC), Hill-start Assistant, Brake Stand-by, Brake Drying, and Fading Compensation)	•	-	-	-	•	-	•
Headrests. for all seats							
ISOFIX child seat fastening system, for the two outer rear seats							
Safety bodyshell:							
<ul> <li>Bumper system with deformation elements at the front and rear, designed to be reversible after impacts at speeds up to 15 km/h</li> </ul>		-	•	-	•	•	•
- Integrated side impact protection in the doors							
Seatbelts:							
- Ergonomic belt system at the rear, with three-point seatbelts for all seats							
<ul> <li>Inertia-reel seatbelts at the front, with belt latch tensioner and belt force limiter</li> </ul>				-		-	

Exterior design							
BMW Individual Shadow Line, high-gloss							
Exhaust tailpipe, single, on the left, with chrome finish		-	-				
Exhaust tailpipe, dual, on the left, with chrome finish	-		-	-	-	-	-
Exhaust tailpipe, single, on the left and right, with chrome finish	-	-		-	-	-	-
Exterior equipment in body colour (roof trim strips, mirror caps, and door handles)	-	•	•	-	•	-	
Metallic paint							
Trailer tow hitch, with electrically pivotable ball head							

- Due to become available from 03/2012.
   Fuel consumption and CO, emissions are dependent on the selected wheel and tyre size.
- <sup>3</sup> Runflat tyres. <sup>4</sup> Due to become available from 07/2012.
- The availability of runflat tyres may vary by country.
   May not be available in all countries. Please consult your BMW partner.

Divivy Lines**					
Modern Line includes, among others, 17" or 18" light-alloy wheels, exclusive design features in satinated Aluminium, talipipe trim in satinated Aluminium, entry sills with Lines wordmark, sport leather steering wheel in dark Oyster, speedometer and reve counter with Orono scales and dark Oyster background, seats covered in the Breeze dothleather combination, Pearl interior tim with accent tim in Pearl Glass Orome, interiori liumination with adjustable colour and additional light sources on the B-pillars, chrome trim around the controls for the automatic air conditioning and in-car radio, car key in dark Oyster with Pearl Glass Chrome trim	•		•	0	
Sport Line includes, among others, 17" or 18" light-alloy wheels, exclusive design features in high-gloss Black, exterior mirror caps in optional high-gloss Black, entry alls with Lines wordmark, talpipe tim in Black, Drome, sport leather steering wheel with contrasting red stitching, sport seats for driver and front passenger covered in Tlack cloth, high-gloss Black interior tim with accent tim in matt Coral Red, speedometer and rev counter with the Chrons scales, interior illumination with adjustable colour, drivore tim arout the control for the automatic air conditioning and in-cer radio, car key with Red trim		0	0	0	
Luxury Line includes, among others, 17" or 18" light-align, wheels, exclusive design features in Chrome at the front and rear, BMW kidney grille with 11 slats in high-gloss Chrome, side window frames and tailpipe trim in Chrome, entry sills with Lines wordmark, sport leather steering wheel, seats covered in Move cloth, Fineline Anthracie interior trim with accent trim in Pearl Gloss Chrome, interior illumination with adjustable colour and additional light sources on the B-pillars, exclusive Chrome trim in the area of the centre console, on the automatic air conditioning and in-car radio					

#### Equipment packages\*\*

controls, as well as car key with trim in Pearl Gloss Chrome.

-4				
Comfort package includes automatic air conditioning with two-zone control, lights package, storage compartment package, and folding headrests for the rear passengers				
Driving comfort package includes cruise control with braking function, Servotronic, hands-free system with USB interface, adjustable armrest at the front				
Park assistant package includes rear-view carnera, PDC at the front and rear, Park Assistant				
Visibility package includes interior mirror with automatic anti-glare function, headlight washing system, rain sensor, xenon headlights with LED daytime running lights, Adaptive Headlights, high-beam assistant to prevent daziling oncoming drivers				
Winter comfort package includes seat heating for the front and rear seats and steering wheel heating				

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Runflat tyres*							
Wheels:							
- 16" steel wheels with full wheel covers, 7 J x 16, 205/60 R 16 tyres	-	-	-			-	-
– 16" light-alloy wheels V-spoke 390, 7 J x 16, 205/60 R 16 tyres		-	-				
- 16" light-alloy wheels Streamline 306, 7 J x 16, 205/60 R 16 tyres	-	-	-	-	-	-	
– 16" light-alloy wheels star-spoke 391, 7.5 J x 16, 225/55 R 16 tyres		-	-				-
– 17" light-alloy wheels star-spoke 394, 7.5 J x 17, 225/50 R 17 tyres <sup>3</sup>							-
– 17" light-alloy wheels star-spoke 393, 7.5 J x 17, 225/50 R 17 tyres <sup>3</sup>							-
$-$ 17" light-alloy wheels V-spoke 395 with mixed tyres, 7.5 J x 17, 225/50 R 17 tyres at the front, 8.5 J x 17, 255/45 R 17 tyres at the rear^3							-
<ul> <li>- 17" light-alloy wheels double-spoke 392, 7.5 J x 17, 225/50 R 17 tyres<sup>3</sup>, only in conjunction with Sport Line</li> </ul>	•	-	-		•		-
<ul> <li>18" light-alloy wheels double-spoke 397, 8 J x 18, 225/45 R 18 tyres<sup>3</sup>, only in conjunction with Sport Line</li> </ul>							-
<ul> <li>- 17" light-alloy wheels V-spoke 413, 7.5 J x 17, 225/50 R 17 tyres<sup>3</sup>, only in conjunction with Modern Line</li> </ul>	•	-	-		•		-
<ul> <li>18" light-alloy wheels turbine styling 415, 8 J x 18, 225/45 R 18 tyres<sup>3</sup>, only in conjunction with Modern Line</li> </ul>		-	•				-
<ul> <li>17" light-alloy wheels multi-spoke 414, 7.5 J x 17, 225/50 R 17 tyres<sup>3</sup>, only in conjunction with Luxury Line</li> </ul>	•	-	-	•	•		-
<ul> <li>18" light-alloy wheels multi-spoke 416, 8 J x 18, 225/45 R 18 tyres<sup>3</sup>, only in conjunction with Luxury Line</li> </ul>							-
– 18" light-alloy wheels star-spoke 396, 8 J x 18, 225/45 R 18 tyres <sup>3</sup>							-
– 18" light-alloy wheels V-spoke 398 with mixed tyres, 8 J x 18, 225/45 R 18 tyres at the front, 8.5 J x 18, 255/40 R 18 tyres at the rear <sup>3</sup>							-
<ul> <li>19" light-alloy wheels double-spoke 401 with mixed tyres, 8 J x 19,</li> <li>225/40 R 19 tyres at the front, 8.5 J x 19, 255/35 R 19 tyres at the rear<sup>3</sup></li> </ul>							-
Wheels with BMW Mobility Set*		-	-				

Interior design					
BMW Individual headliner Anthracite					
Instrument panel with circular speedometer and rev counter displays					•
Instrument panel with extended functions (standard with navigation system Professional**)					
Transmission and technology		 			 
6-speed manual transmission					
8-speed automatic transmission					
8-speed sport automatic transmission with paddles on the sport leather steering wheel, electronic sport gear selector, and Quick Shift			-	-	
Adaptive suspension, lowered by 10 mm	_				_

Transmission and technology							
Auto Start/Stop function, in conjunction with manual and automatic							-
transmissions	-	Ξ.	-	-	-	-	
BMW TwinPower Turbo 4-cylinder diesel engine	-	-	-				
BMW TwinPower Turbo 4-cylinder petrol engine			-	-	-	-	-
BMW TwinPower Turbo 6-cylinder in-line petrol engine	-	-		-	-	-	-
Brake Energy Regeneration							
Diesel particle filter	-	-	-				
Driving Experience Control, incl. ECO PRO mode, Comfort mode,	-	-	-	-	-	-	
Sport mode, and - depending on the equipment installed - Sport+ mode	-		-			-	-
Electronic locking differential, active in DSC-Off mode							
M Sport suspension							-
Optimum Shift Indicator, only in conjunction with manual transmission							
Power steering							
Servotronic							
Variable sport steering, including Servotronic							

Driver assistance							
Active Cruise Control with Stop&Go function and collision warning <sup>4</sup>							
BMW Head-up Display, full-colour							
Cruise control with braking function							
High-beam assistant							
Lane Change Warning							
Lane Departure Warning, incl. collision warning							
Park Assistant							
Park Distance Control (PDC), front and rear							
Park Distance Control (PDC), rear only							
Rear view camera (in conjunction with PDC)							
Speed Limit Info, incl. No Passing Info, detection of speed limits	_	_	_	_	_	_	
and no-overtaking zones (in conjunction with navigation system**)		ш	ш	ш	ш	-	
Surround View (in conjunction with rear view camera)							

Light and sight				
Adaptive Headlights with variable light distribution incl. cornering lights and high-beam assistant to prevent dazzling oncoming drivers, only available in conjunction with Visibility package**				
Fog lights including heated exterior mirrors and heated screenwasher nozzles				•
Heat/sun protection glazing				
Interior and exterior mirrors with automatic anti-glare function; aspheric exterior mirror on the front passenger side, incl. exterior mirrors package content				
Lights package incl. ambient light front and rear and in the door inserts, vicinity lighting, exit lights, LED vanity mirrors, LED reading lights, and LED luggage compartment light				

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Light and sight				
Rain sensor, including automatic driving lights control				
Roller sunblind:				
- for the rear window				
- for the side windows				
Xenon headlights for low and high beam, including headlight washing system as well as four LED light rings (parking lights and daytime running lights) and automatic headlight range control				

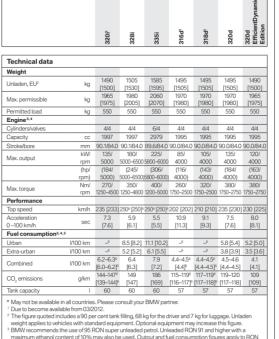
Interior							
Automatic air conditioning with single-zone control, incl. microfilter							
Automatic air conditioning with two-zone control and separate temperature controls for driver and front passenger, including automatic air recirculation, microfilter, fogging and solar sensors, Max Cool button and rear air vent							
Seats/seat comfort:							
- Lumbar support for driver and front passenger seats, electric							
<ul> <li>Rear seat backrest with through-loading system, 40/20/40 split, centre armrest incl. cup holders</li> </ul>							
- Seat adjustment, electric, with Memory function for driver's seat							
<ul> <li>Seat heating for driver and front passenger</li> </ul>							
<ul> <li>Sport seats for driver and front passenger, with electric backrest width adjustment</li> </ul>							
<ul> <li>Standard seats, manual seat adjustment including seat height adjustment for driver and front passenger seats</li> </ul>	•	•	•	•	•	-	
Steering wheels:							
- Leather steering wheel							
- Multifunction buttons for leather steering wheel, incl. Speed Limit Info							
<ul> <li>Sport leather steering wheel, included in Modern Line/Luxury Line/ Sport Line (Sport Line with contrasting stitching in red)</li> </ul>							

•	•	•	•	-	-

Comfort and interior equipment				
Personal Profile, personalisation of important operating functions				
Radio remote control for central locking				
Start/Stop button for keyless starting of the engine				
Storage compartment package with nets on the front seat backrests, door compartments in the rear doors, two 12 V sockets, storage net on the right side of the luggage compartment, net usable for the luggage compartment floor for example, two bag hooks and a segmentable storage bin under the luggage compartment floor				
Window lifts, electric, with pull-press switch, trap release, and open/ close toll-booth function			-	
Windscreen with grey shade band				

#### Entertainment, communication and information BMW ConnectedDrive - Telematics Services\*: - Apps, e.g. to receive worldwide web radio stations (in conjunction with \_\_\_\_\_ BMW Connected Ann and iPhone) - BMW Assist, incl. Real-Time Traffic Information (RTTI) – BMW Live - BMW/ Online - Internet access Navigation system Business, incl. radio Professional with CD drive. LISB and Bluetooth connectivity 6.5" colour monitor with black nanel \_\_\_\_\_ display, functional bookmarks, integrated navigation data storage, 2D map or combined arrow and map display Navigation system Professional\*, incl. radio Professional with CD drive, USB and Bluetooth interface, with high-resolution 8.8" colour monitor with black panel display, DVD drive, functional bookmarks, 3D maps, satellite pictures, and arrow display, RTTI in conjunction with BMW Assist, integrated 12 GB hard drive for maps and audio files, as well as an extended instrument cluster On-board computer (including Check Control) . . . . . . . Radio/audio:

<ul> <li>AUX-IN connection, incl. a 12 V socket in the centre console</li> </ul>					
<ul> <li>– DVD changer for 6 DVDs, located in the luggage compartment</li> </ul>					
– Harman Kardon Surround Sound System, 16 loudspeakers					
<ul> <li>HiFi loudspeaker system, 9 loudspeakers</li> </ul>					
<ul> <li>Radio Professional, incl. 6.5" colour monitor, iDrive Controller with direct menu control buttons, CD drive, MP3 decoder</li> </ul>	•	•	•	•	•
- Smartphone music interface					
Telephone:					
<ul> <li>Hands-free system, incl. USB interface</li> </ul>					
<ul> <li>USB and Bluetooth device interface</li> </ul>					
<ul> <li>USB and Bluetooth device interface incl. BMW Assist*</li> </ul>					
TV function for analogue and digital reception (DVB-T)					



<sup>4</sup> All engines comply with the EU5 emissions standard. Fuel consumption is determined in accordance with

the ECE driving cycle made up of approximately one-third urban traffic and two-thirds extra-urban driving (based on the distance covered), CO, emissions are measured in addition to fuel consumption. Fuel consumption and CO. emissions are decendent on the selected wheel and two size. For further

<sup>6</sup> Preliminary values (based on the ECE driving cycle); missing values were unavailable when going to press.

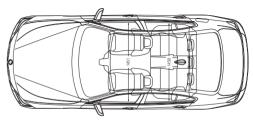
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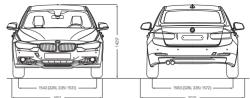
information contact your BMW partner.

Height with roof aerial is 1.441 mm.

8 Electronically limited.







All dimensions in the technical drawings are given in millimetres. Luggage compartment capacity approx. 480 litres. Values in [] refer to vehicles with eight-speed automatic transmission.





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The models illustrated in this brochure show the specifications and configurations (standard and optional equipment) of vehicles produced by BMW AG for the German market. According to the specific requirements of other markets, alterations in standard and optional equipment and the configurations available for the different models, as described in this brochure, may occur. For more precise information about country-specific vehicle versions, please contact your local BMW partner. Subject to change in design and equipment.

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