

BMW 2011
3 Series Convertible

328i
335i
335is



The Ultimate
Driving Machine®



THE NEW BMW 3 SERIES CONVERTIBLE.

JOY KNOWS NO SEASON.

BMW EfficientDynamics
Weniger Verbrauch. Mehr Fahrfreude.





JOY IS A SUN WORSHIPPER.

For some, a sunroof isn't enough. They want the whole sky. If that's you, we invite you to greet the day in the new BMW 3 Series Convertible. Jump in, press the Start button, lower the retractable hardtop and slip it into gear. Feel the surge of effortless power from an advanced, high-efficiency engine. Bend the Convertible into tight corners, with precise roadholding that never fails to dial up the fun. Need a soundtrack for your good times? Let the optional Harman Kardon® Surround Sound system move you, as you luxuriate in comfort in the beautifully crafted cockpit. The sky above, the road below, and nothing but you in between. Perfect.



The new BMW 3 Series Convertible

JOY OPENS NEW HORIZONS.

- 06 Exterior**
The essence of athletic performance.
- 20 A glimpse of the future**
Advanced design – perfected in Virtual Reality, yet finalized by human hand.
- 22 Interior**
Tactile, spacious and comfortable – with the ambiance of quality.

Technology

ENGINEERING FASCINATION.

- 28 BMW EfficientDynamics**
Technology that increases driving joy while reducing fuel consumption and emissions.
- 30 Engines**
A pair of TwinPower Turbo engines and one naturally aspirated powerplant.
- 32 Chassis and safety features**
Systems to enhance driving enjoyment, as well as active and passive safety features.
- 34 Technology/BMW Assist™**
Systems that add convenience and peace of mind while you're on the road.
- 38 Headlight design**
A look into the eyes of the new 3 Series Convertible.

bmwusa.com/technology

Equipment

AS INDIVIDUAL AS YOUR DREAMS.

- 40 Combination examples**
- 42 Exterior colors**
- 43 Upholstery materials and colors**
- 44 Interior trims**
- 45 Recommended color combinations**
- 46 Standard/Optional equipment**
- 53 Original BMW Accessories**
World-class, yet personalizing.
- 54 335is High Performance model**

bmwusa.com/byo

Overviews

A SUMMARY OF THE BMW 3 SERIES CONVERTIBLE.

- 56 Equipment charts**
- 62 Technical data**
- 64 BMW Services**
Exclusive offers for BMW customers.

bmwusa.com

Equipment of model shown: BMW 3 Series Convertible

Engine: 24-valve, 3.0-liter inline six-cylinder
 Nominal output: 230 hp @ 6500 rpm
 Wheels: Star Spoke (Style 189) light alloy
 Exterior color: Deep Sea Blue Metallic
 Upholstery: Cream Beige Dakota Leather
 Interior trim: Bamboo Anthracite Wood trim

For information on specifications please see page 62-63.

Editorial

OPEN TO FRESH IDEAS.

Fresh styling. Fresh engine concepts. A fresh High Performance model. All these ideas and more: now opening on the 2011 BMW 3 Series Convertible. This sleek sun-lover sports refined styling and gorgeous new lighting, front and rear. Under the longer hood, new high-efficiency, TwinPower Turbo engines breathe fire while sipping gasoline. A quick-shifting 7-speed sport automatic Double Clutch Transmission (DCT) is available in the new 335is High Performance, which features a race-inspired Aerodynamic kit, a 320-hp dual-scroll TwinPower Turbo engine with up to 370 lb-ft of torque, and more fun than anyone really deserves to have in a car. (Except you.)

All this driving joy is combined with a level of everyday practicality you wouldn't expect in a sporting vehicle: a fold-down rear seat cargo area, accessible trunk storage – even with the roof stowed – door storage compartments and more. It's all in the newest member of the iconic BMW 3 Series, selected as one of **Car and Driver's** "10Best" Cars for a record 19 years in a row.¹ Want details? You'll discover a wealth of them in these pages. And what this can't answer, your friends at the nearest BMW center can.

¹ Car and Driver, "10Best" Cars, January 1992-2010.





SEIZE THE DAY. AND NIGHT.

Joy is best served al fresco. That's where the 2011 BMW 3 Series Convertible shines, unencumbered by a roof overhead. Its styling, a modern expression of classic BMW design, makes hearts beat faster. Note the longer hood, new side skirts and low shoulder line, all flowing into a tail section that accentuates the horizontal. Even when the sun is low on the horizon, you still cut a dazzling figure, courtesy of new LED-powered Corona headlight-rings. If ever there was a car that radiates the free spirit of the convertible, you've found it.





TOP-DOWN EFFICIENCY – THE BETTER TO SEE THE ENVIRONMENT YOU LOVE.

Joy is thirsty for fun, not fuel. In BMW's EfficientDynamics philosophy, planet-friendly fuel efficiency and low emissions coexist with world-class performance. Our award-winning engines achieve impressive power through intelligent fuel-distribution technologies. High Precision direct fuel injection in our TwinPower Turbo engines, and Valvetronic adaptive engine "breathing" are just two examples. All this power is efficiently transmitted to the wheels through either a standard 6-speed manual, a 6-speed STEPTRONIC automatic, or an innovative new 7-speed sport automatic Double Clutch Transmission. Drive smart.

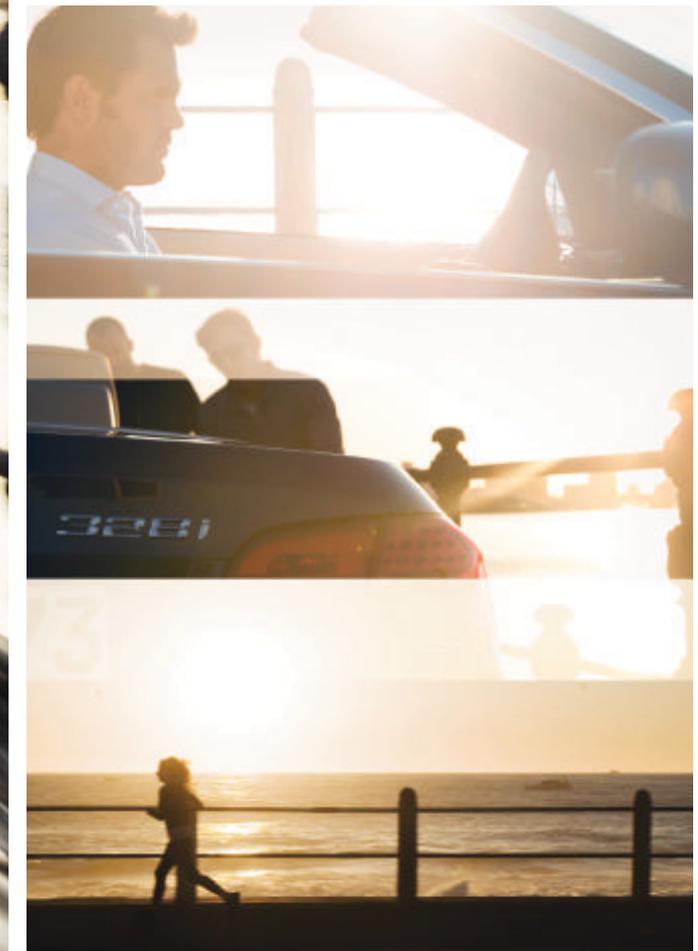
For details on the availability of standard and optional features, please refer to the **Equipment charts** section at the back of this brochure.

bmwusa.com/efficientdynamics

WITH AMUSEMENT LIKE THIS YOU'LL NEVER WANT TO PARK.

Joy wants to play. The BMW 3 Series Convertible offers roadholding thrills that rival a roller coaster on a summer day. Near-perfect weight distribution front to rear provides exceptional balance. Its taut suspension inspires cornering confidence, blended with a ride that is smooth while providing the road feel required for precise driving. Active Steering makes it easier to carve tight turns or park in tight spaces, while providing greater stability at higher speeds. You can even add steering wheel-mounted paddle shifters to pop off gear changes just like a racecar driver. All the while, Dynamic Stability Control and Dynamic Traction Control help you take performance to the max without breaking the envelope. Please keep hands inside the cockpit until car comes to a complete stop.

For details on the availability of standard and optional features, please refer to the **Equipment charts** section at the back of this brochure.



Joy doesn't compromise. The powerful engine, fade-resistant brakes and agile handling that make driving fun also serve to help you avoid potentially dangerous situations. But should an accident prove unavoidable, BMW's array of state-of-the-art passive safety systems stand ready to help protect you. Three-point safety belts, a telescoping steering wheel, and steel-reinforced windshield and body help shield you from impact forces. The split second they are needed, rollover bars deploy from behind the rear seats, and airbags cushion blows from the front and sides. With BMW Assist,[™] response specialists offer professional assistance around the clock. Our Convertible is built for driving Joy. Rest assured advanced safety technology is built in, too.

For details on the availability of standard and optional features, please refer to the [Equipment charts](#) section at the back of this brochure.



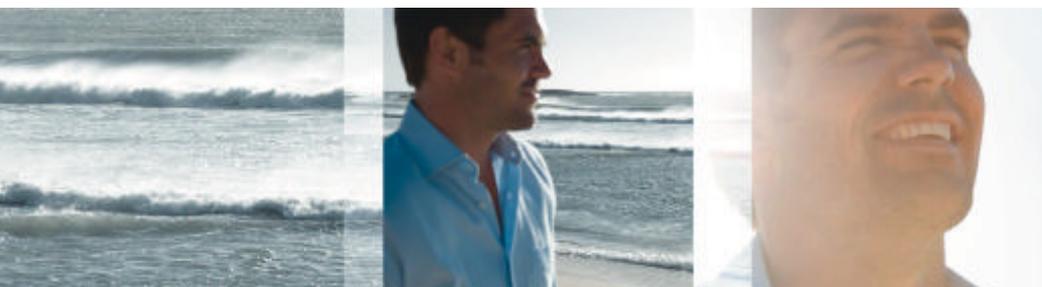
SURROUND YOURSELF WITH ADVANCED SAFETY TECHNOLOGY.





TIMELESS BEAUTY THAT'S ALWAYS IN SEASON.

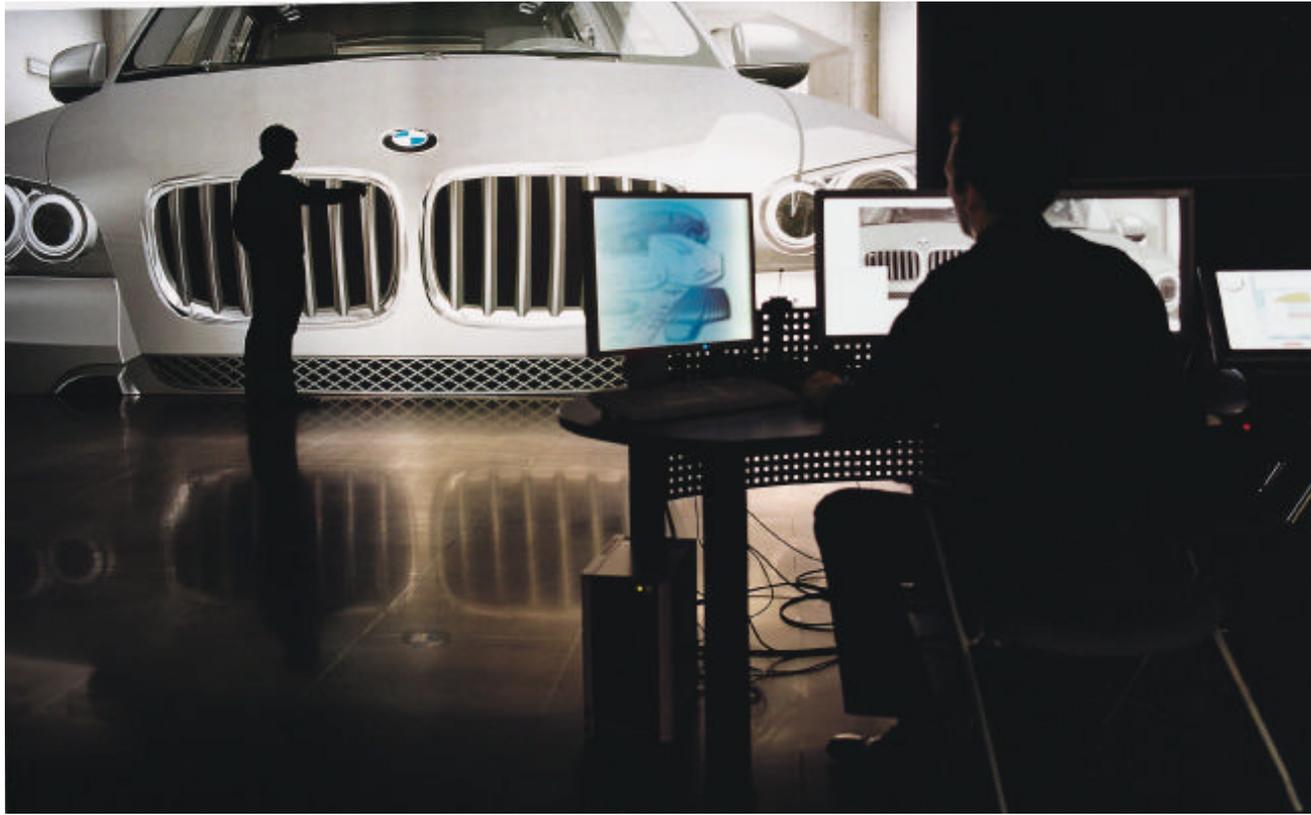
Joy beautifies the winter, summer, spring and fall. Top-down or top-up, the 3 Series Convertible expresses vitality and movement in any weather. Beyond the long hood and raked windshield, three sporty design lines – shoulder, character and lower sill – run the length of the body, drawing the eye swiftly back. With the hardtop closed to the elements, its sleek shape smoothly flows down to the rear deck, creating its own form of dynamic sculpture. Visit your BMW authorized center to conduct your own top-down – and top-up – design review.





A GALAXY OF FRESH LIGHTING IDEAS.

Joy is brilliant. Consider the new lighting for the 2011 3 Series Convertible. At the front, circling the daylight-bright Xenon headlights are four Corona headlight-rings, now powered by bright LED lights. Also used as Daytime Running Lights, the headlight-rings' distinctive look announces your presence to other drivers. The far edge of each headlight fixture is illuminated with a daring LED "string" array; above, a new light trim bar gives the 3 Series Convertible a focused look. Moving to the rear, new long-lasting LED tail- and brakelights are arrayed in horizontal tubes that illuminate simultaneously, creating a unique, eye-catching design with depth and dimension. And inside the cabin, the drama of warm Ambiance interior lighting, streaming down from under the ledge on the door and side panels, puts you and your passengers at ease. It's easy to see: your BMW 3 Series Convertible will own the night.



In addition, VR enables the early assessment of design alternatives. Each design can be visually represented, evaluated and compared. A 3-D model is generated based on the design. To do this, the computer subdivides the vehicle into tiny triangles, or polygons, placing over the design a virtual grid that describes the vehicle's geometry.

In this virtual world, designers and engineers can view the future vehicle and even move around in it. In the so-called CAVE (Cave Automated Virtual Environment), the observer, sitting in a car seat, is surrounded by walls that have real-time moving images projected onto them. In this way, the viewer gains the realistic impression of a cockpit with all its switches, displays and a natural landscape surrounding the vehicle. A radio signal provided by special 3-D glasses tells the computers what the "driver" is currently looking at, and a data glove enables him or her to operate the vehicle's controls. This allows verification of the cockpit's layout and ergonomics. The software is so clever that it displays light reflections in the vehicle's windows, and even shows the quality of the materials. In this way, designers can enjoy their first "test drive" before the first prototype is built.

Despite its amazing degree of realism, virtual reality is only one tool in the design and development of a new vehicle. It is no substitute for creativity, experience and intuition. Even today, every vehicle design begins with a sketch – still the quickest way to visualize an idea. And of course, the designer also has to be able to see and work on a full-scale clay model, to get a sense for the feel of the design, and to be able to develop and perfect the unmistakable character of every new BMW.

The computer has simplified and accelerated much in the design process. But for a final understanding, designers still need to be able to touch and feel the actual design in the form of a physical model.



How to turn the two dimensions of a screen display into 3-D: in the CAVE (below), the driver feels as though he or she were actually sitting in a car and driving through a landscape. In this way, features and characteristics, such as cockpit ergonomics, can be tested.



The projection screen (top) shows, with minute precision, what a future vehicle will look like. Details can be enlarged to any desired magnification.

EXPERIENCE TOMORROW, TODAY.

To create the perfect vehicle, BMW designers and engineers do much of their work in a computer-generated virtual reality. This enables early design verification, shortening development cycles and saving resources.

The future vehicle can be viewed from any perspective. You can zoom in and out, and turn it in any direction. You can open the doors, or look under the hood. You can even get in and take a seat. But this vehicle, as convincing as it may look, is not made of metal and plastic. It consists of data – an unimaginably huge amount of data, converted into spatial images by high-performance computers. The images feel as real as reality, even though they are only a simulation. Virtual Reality (VR) is the watchword of today's automotive engineers. In the past, it was necessary to create several prototypes in order to test various modules. Today, designers, developers and product engineers in the BMW Research and Innovation Center work on a single digital model that they optimize on screen. This protects the environment, lowers costs and shortens the development cycle.



STAY CONNECTED WITH YOUR WORLD.



Joy stays in touch. While you're enjoying the scenery, finding out where you are and where you're going is just a flick of the iDrive Controller away. Included with the on-board Navigation system, this intuitive fingertip interface gives you command over a world of information, including navigation, comfort and entertainment settings. iDrive also connects you to friends and associates via a mobile phone interface. Want to add music to your beautiful day? iDrive makes it a joy to access and play music in Harman Kardon® Surround Sound – off a CD, from your iPod® with a USB adapter, or via SIRIUS/XM Satellite Radio. Six programmable buttons let you store your favorite radio stations, phone numbers and more. The MyInfo feature is included when you combine iDrive and BMW Assist,™ letting you send business addresses and phone numbers directly to your vehicle from your computer. You can then access driving directions and even initiate phone calls. BMW Assist also offers Automatic Collision Notification, Enhanced Roadside Assistance, Stolen Vehicle Recovery, Door Unlock and more. So no matter where your 3 Series Convertible takes you, you're never alone.

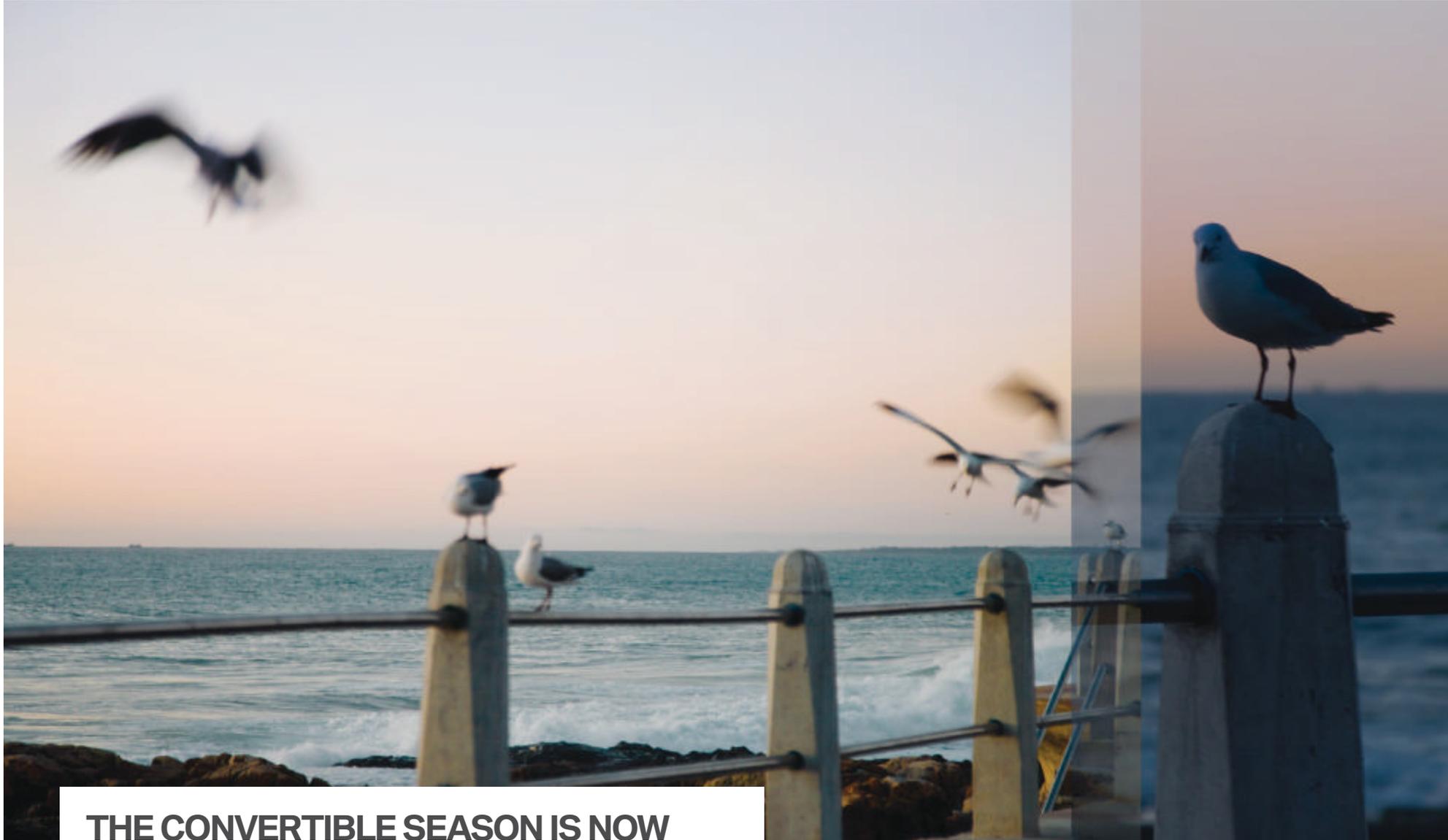
For details on the availability of standard and optional features, please refer to the **Equipment charts** section at the back of this brochure.

Joy delights to the touch. When that touch happens to be on a hot, sunny day with your top down, you'll feel the comfort of cooler seats. Thanks to innovative Sun-Reflective Technology, the Dakota Leather-upholstered seats stay up to 20% cooler in direct sunlight than conventional leather. If you think that's cool, add the Sport Package and enjoy 10-way power front sport seats with adjustable side bolsters and thigh support to hold you and your passenger firmly in place while cornering. All the while, you're surrounded by quality materials, crafted with skill and care. All controls are designed and precisely positioned for intuitive ergonomics, so you concentrate on the road ahead, not knobs below. Come, sit, buckle up and wrap your fingers around the leather-wrapped sport steering wheel. In an instant you'll know you're about to experience something special: the Joy of The Ultimate Driving Machine.®

For details on the availability of standard and optional features, please refer to the Equipment charts section at the back of this brochure.

FEEL THE MATERIAL DIFFERENCE.





THE CONVERTIBLE SEASON IS NOW LIMITED: JANUARY 1 TO DECEMBER 31.

Joy is always good to go. The 3 Series Convertible is a year-round performer, thanks to a power retractable hardtop that raises and lowers in just 22 seconds via a switch on the center console or remote control. This may give rise to a few questions – such as, “How is visibility when the top is up?” Generous side and rear windows make it easier to see all around, while available Park Distance Control warns you of anything hidden behind your rear bumper. “What if the top is down and I want to put things in the trunk?” A Comfort Access option partially raises the hardtop up and out of the trunk, making it easier to stow your cargo. We’ve also heard, “Don’t convertible bodies flex more?” Not this one. Our innovative lightweight hardtop is torsionally rigid, as is the reinforced body and windshield. Or, “What happens to water on the roof while it’s being retracted?” It’s intelligently routed away, leaving the trunk high and dry. The 3 Series Convertible is now in season. Take a closer look at your BMW center. Rain or shine.

For details on the availability of standard and optional features, please refer to the **Equipment charts** section at the back of this brochure.



BMW EFFICIENT DYNAMICS: GREEN – EVEN AT GREEN LIGHTS.

BMW EfficientDynamics 
Less emissions. More driving pleasure.

Imagine fuel-efficient vehicles that accelerate from 0-62 mph in a mere 4.8 seconds.
Fuel-efficient vehicles that are extremely aerodynamic.
Fuel-efficient vehicles that cause excitement even when parked.

Sports cars that use only one gallon of diesel fuel per 62 miles.
Sports cars that are fueled from a wall socket.

Fuel-efficient vehicles and sports cars like the **BMW Vision EfficientDynamics concept car** make the impossible possible. And demonstrate that a combination of highly efficient transportation and pure emotion can soon become a reality.



BMW is passionate about researching and developing innovations that ensure advanced and efficient driving. This is why every new BMW – like the new 3 Series Convertible – comes with comprehensive, multi-award-winning BMW EfficientDynamics technology. All of BMW's EfficientDynamics features are perfectly matched to reduce fuel consumption and CO₂ emissions while maximizing engine output and dynamic performance. Less emissions, more driving pleasure: a contradiction that BMW has resolved once and for all. It makes for joyful drivers while benefiting the environment.

High Precision direct fuel injection.

In this latest-generation direct fuel injection system, the piezo injectors are positioned very close to the spark plugs. They inject fuel at high pressure, with extreme precision, for very efficient combustion.

Valvetronic.

BMW's Valvetronic valve control system improves engine response and refinement, while also helping to reduce fuel consumption. The system helps the engine "breathe" better by providing fully variable lift adjustment of the inlet valves.

7-speed sport automatic Double Clutch Transmission.

This transmission enables lightning-fast gearshifts without interruption of power. In automatic mode, it provides considerable fuel savings by selecting the ideal gear for every situation with speed and precision.

Electric Power Steering.

Unlike conventional, hydraulic steering systems, electric power steering draws power only during actual steering movements. When the steering wheel position is constant, the electric motor is inactive.

BMW Advanced Diesel with BluePerformance Technology.

Cleaner, quicker and far more efficient than previous generation diesel, BMW Advanced Diesel with BluePerformance Technology vehicles achieve up to 36 mpg, for a range of 580 miles per tank. They emit 20 percent less CO₂ than conventional vehicles, while posting powerful 0-60 mph numbers. It's diesel reinvented.

Brake Energy Regeneration.

In vehicles with Brake Energy Regeneration, the alternator normally generates electricity only when the driver takes his or her foot off the accelerator or brake pedal. Kinetic energy that was previously unharnessed is transformed into electrical energy, then fed into the battery. In this way, electricity is generated without consuming fuel.

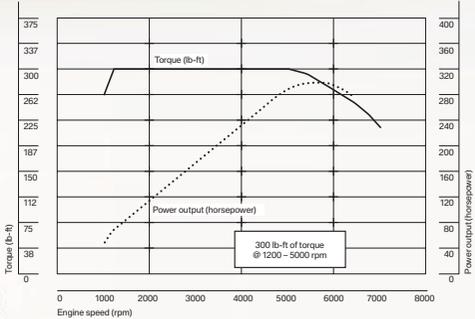
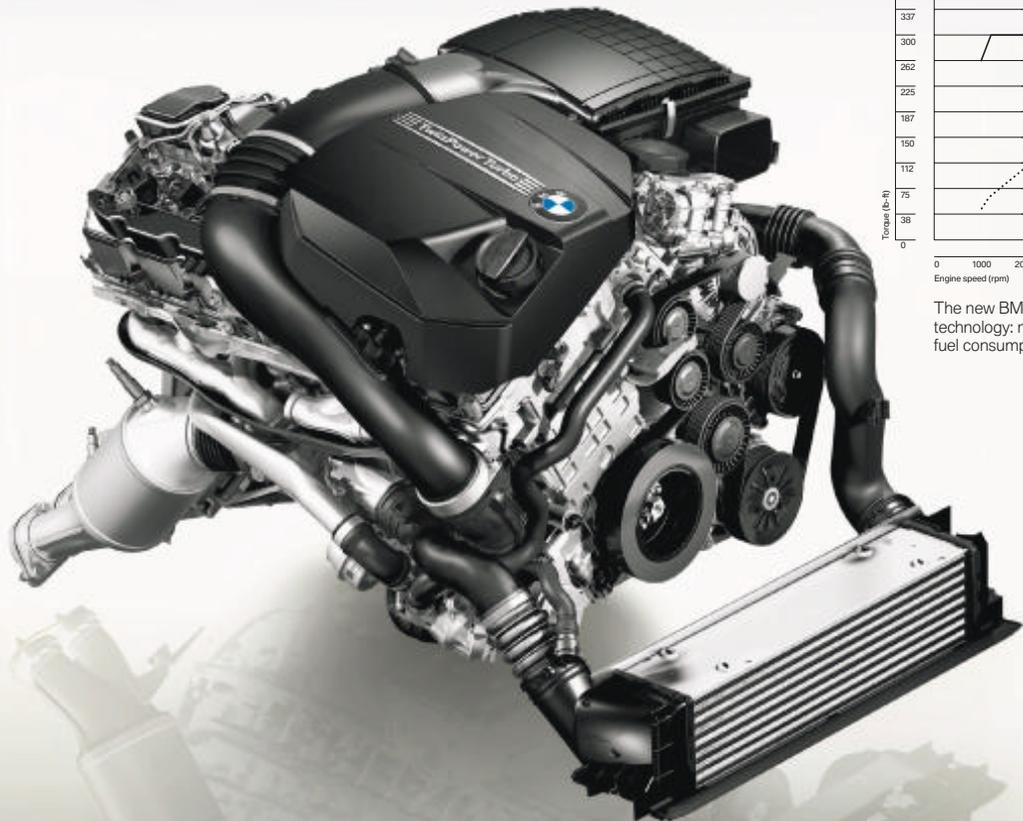
BMW ActiveHybrid technology.

By integrating a TwinPower Turbo V-8 engine with electric motors, high-performance batteries and the most efficient hybrid components, BMW has created the "Best of Hybrid." Both the ActiveHybrid X6 and the ActiveHybrid 7 – the world's fastest hybrid vehicle – deliver high levels of efficiency coupled with thrilling dynamics.

Auto Start/Stop function.

Engines in BMW ActiveHybrid vehicles automatically shut down when the vehicle comes to a stop. As soon as the accelerator pedal is pushed, the engine restarts. This innovation significantly reduces fuel consumption, especially in urban traffic.

**EVERYTHING REVOLVES AROUND JOY.
SEVERAL THOUSAND TIMES PER MINUTE.**



The new BMW Convertible 335i with TwinPower Turbo technology: maximum output combined with minimum fuel consumption.

Engines that power innovation. Year after year, numerous BMW engines have garnered accolades for their output, refinement and high-revving ability. Among this pantheon of powerplants, the most frequently honored has been the inline six-cylinder. It is only natural, then, that BMW has poured its expertise into providing three exceptional inline six-cylinder engines for the new 3 Series Convertible. All are designed to deliver on BMW's EfficientDynamics philosophy: increased power with decreased fuel consumption and emissions. Whichever engine you select, you'll enjoy the thrill of BMW performance while helping to protect the environment every day.

BMW 335i TwinPower Turbo. This unique new engine combines a twin-scroll TwinPower Turbo, High Precision direct fuel injection, and – in a first for turbocharged engines – BMW's Valvetronic variable intake technology that helps the engine “breathe” better. The result: turbo lag is virtually eliminated, while posting one of the most fuel-efficient ratings in its class. The 335i TwinPower Turbo develops maximum output of 300 hp at 5800 rpm, redlining at 7000 rpm. Peak torque of 300 lb-ft kicks in almost immediately at 1200 rpm. It continues to push you back in your seat all the way to 5000 rpm. In just 5.5 seconds you're easily passing 60 mph¹ – and just as easily surpassing all expectations.

BMW 328i. BMW's engine-building heritage is masterfully realized in the 328i. This naturally aspirated 230-hp unit uses a composite magnesium/aluminum engine block, whose lighter weight allows agile handling and a 0-60 time of 6.7 seconds.² BMW's advanced Valvetronic technology and Double-VANOS “steplessly” variable valve timing deliver quick and potent engine response, a smooth idle, and enhanced fuel efficiency. Drawing on 200 lb-ft of torque, the power pours on early and strong, and continues throughout the powerband.

BMW 335is High Performance. To create the 335is engine, BMW gave its multi-award-winning turbocharged inline six 20 more horsepower, 32 more lb-ft of torque – and an additional 38 lb-ft of temporary torque boost for adrenaline-producing bursts of acceleration. Of course, BMW EfficientDynamics ensures that every ounce of fuel is optimized during the performance.

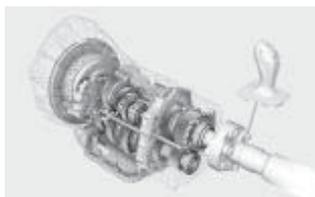
Power to the pavement. As befits The Ultimate Driving Machine,[®] the 3 Series Convertible comes with a smooth-shifting 6-speed manual transmission as standard. For those who want both automatic and clutchless manual transmissions, a remarkably smooth 6-speed STEPTRONIC automatic is available in the 335i and 328i; add the Sport Package or M Sport Package for race-inspired steering wheel-mounted paddle shifters. In the new 335is High Performance, a 7-speed sport automatic Double Clutch Transmission (DCT) effortlessly channels its 320 horses to the road with lightning speed.

¹ BMW AG preliminary test results, manual transmission; 5.7 seconds, STEPTRONIC automatic. BMW urges you to obey all posted speed laws and always wear safety belts.
² BMW AG test results, manual transmission; 7.2 seconds, STEPTRONIC automatic. BMW urges you to obey all posted speed laws and always wear safety belts.

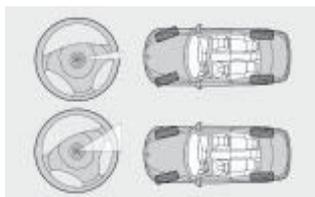


The new 3 Series Convertible offers a host of innovative performance-enhancing technologies as well as active and passive safety features that help you get the most pleasure out of every drive.

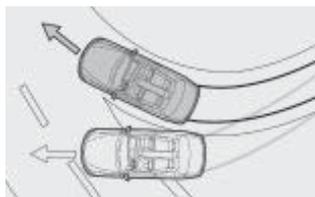
IF THE 3 SERIES CONVERTIBLE IS BEAUTIFUL TO LOOK AT, WHAT'S INSIDE IS POSITIVELY STUNNING.



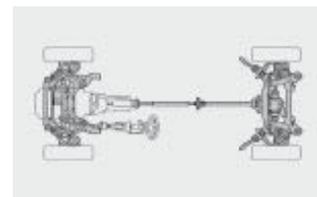
7-speed sport automatic Double Clutch Transmission. Available in the 335is High Performance, this new transmission features two separate clutches for the odd and even gears. When one gear is disengaging, the next one is already engaged. You experience lightning-quick gearshifts with maximum precision, for acceleration without interruption of power. When you prefer hands-on control, both the racing-inspired steering wheel-mounted paddle shifters and the gearshift lever allow clutchless shifting.



Active Steering. The Active Steering system adjusts both steering ratio and steering force in relation to driving speed. At low to medium speeds, a small turn of the steering wheel translates into a big turn of the front wheels. You enjoy more agility in city driving, quicker turns on twisting roads, and easier parking maneuvers. At higher speeds, a larger turn of the steering wheel is needed to turn the front wheels, resulting in greater straight-line stability.



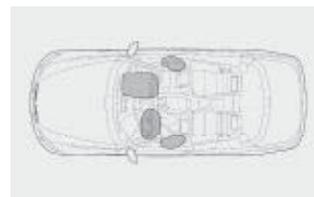
Dynamic Stability Control (DSC). DSC helps to stabilize the 3 Series Convertible in just milliseconds when it senses an impending skid. Whenever the system senses over- or understeer, it modulates engine power and can apply brakes individually to each wheel to help keep the vehicle under control and going in the intended direction. For sportier driving or in deep snow, **Dynamic Traction Control (DTC)** allows increased wheelslip.



Lightweight chassis. Lightweight construction is used throughout the 3 Series Convertible. In the front section, for example, aluminum is used extensively for suspension components and in the steering rack. This enhances the Convertible's agile performance while ensuring superb ride comfort. BMW's six-cylinder TwinPower Turbo engines are all aluminum, and the naturally aspirated inline six is an aluminum/magnesium composite – the lightest in its class.



Rollover Protection System. The 3 Series Convertible is built with a reinforced windshield frame and A-pillars, as well as a sturdy retractable hardtop. It also includes BMW's Rollover Protection System, where highly accurate sensors continually monitor vehicle angle, longitudinal and lateral acceleration, and amount of ground contact. When data indicates a rollover is imminent, rollover bars integrated behind the rear-seat headrests are deployed. Within fractions of a second they spring up and lock into place, helping to withstand rollover forces.



Airbags. In the event of a collision, BMW's supplemental restraint system (SRS) determines which of six airbags to deploy for optimal protection. This includes front airbags with advanced technology for driver and front passenger; front-seat-mounted side-impact airbags; and BMW's Head Protection System (HPS), which is designed to help protect passengers in both front and rear compartments.

Note: These pictures of airbags are for illustrative purposes only. Depending upon the type of accident, none, some or all airbags may deploy.



Occupant cell. An extremely rigid steel "safety cage" surrounds the occupant compartment, with deformable crush tubes front and rear. In a severe crash, impact energy is routed around the passenger cabin and absorbed by the safety cage. In a severe side impact, a reinforcing bar hooks the door to the body, locking them together to make a more rigid passenger cell. When the pressure is released, the system is designed to snap back so that the doors can open.

STAY CONNECTED WITH BMW'S INTELLIGENT NETWORK OF DRIVER, CAR AND ENVIRONMENT.

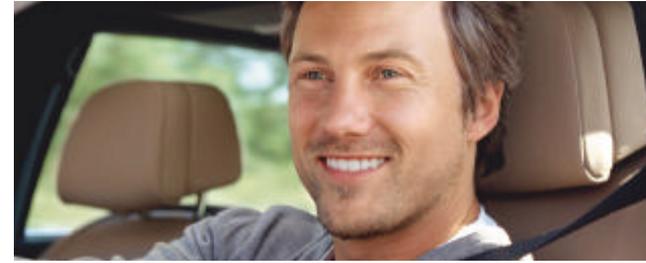


Every minute, it seems, technological advances allow greater connectivity and interactivity between vehicles, consumer electronics, the internet and the driver.

At BMW, electronic systems will never replace the joy of driving – but they do enhance the driving experience. Take, for example, Automatic high beams that optimize nighttime visibility while making sure oncoming traffic isn't dazzled. A Navigation system that helps you plan

your route and avoid traffic jams, and stores your favorite music. TeleService, which is included with BMW Assist,™ checks your BMW's operating fluids and wear items – and when they need replacing, it automatically notifies your BMW center. Not to mention a staff of response specialists and Concierges, there at the touch of a button, dedicated to assisting you every moment you're on the road. No matter where you go, in a BMW, you're connected with the world.

Convenience.



"In dark, unlit areas, Automatic high beams give me all the light I need without dazzling oncoming drivers."



Automatic high beams let you enjoy the convenience of switching between high and low beams automatically. When the Automatic high beams system is activated, an image sensor at the back of the rear-view mirror monitors oncoming traffic and lighting conditions. Based on this data, the system decides whether or not the high beams should be switched on. When it detects vehicles ahead, or the sensor dictates that ambient light is sufficient, the high beams are automatically switched off.



BMW's on-board **Navigation system** uses Global Positioning System (GPS) satellites and data stored on an internal hard drive to guide you to your destination, which is displayed on a 16:9 high-resolution screen. Enhancements include 3-D daytime and nighttime maps, zoom, travel planner, and an Assistance Window. The system also offers Voice command for convenient, hands-free operation, and 12 GB of storage for your favorite media files. Online Information Services – such as MyInfo and BMW Search™ – are included when your vehicle is equipped with BMW Assist.



Real Time Traffic Information is a valuable feature, included with the Navigation system, that makes you aware of traffic congestion in most large cities before you encounter it. This feature displays and describes current local traffic information on your control display; in case of delays greater than five minutes, it suggests alternate routes.

BMW Assist™ – Information.



“With BMW Search™ I get online directions and maps, can check the weather, and even see how my stocks are doing.”



BMW Search allows online access to up-to-date fuel prices and gas station locations; the latest weather forecasts, advisories and warnings; Dow Jones, S&P 500 and NASDAQ indices, updated by Bloomberg; and the powerful reach of the Google Maps™ database – all delivered on the control display inside your vehicle.



MyInfo allows you to send business locations and street addresses to your BMW from Google Maps on your computer. Destinations and phone numbers can be accessed and exported to your Navigation system for immediate route guidance, while you can call the destination with your Bluetooth® linked phone.



BMW TeleService monitors the status of many of your vehicle's fluids and parts that are subject to wear and tear and automatically transmits the data to your BMW center. Should your vehicle require service, your BMW center will contact you to schedule an appointment. Any needed parts will be ready, so your BMW will be serviced and returned to you as quickly as possible.

BMW Assist – Safety.



“Whenever I'm far from home, I have peace of mind knowing that BMW Assist is right there, ready to help me should I need it.”



TWO FOR THE ROAD: BMW ASSIST SAFETY PLAN AND BMW ASSIST CONVENIENCE PLAN.

BMW Assist Safety Plan gives you peace of mind knowing that a friendly response specialist is there to help you 24/7, at the touch of a button. 3 Series Convertibles equipped with BMW Assist provide four years of a wide range of services at no additional charge. The Safety Plan includes Automatic Collision Notification, Emergency Request (SOS), TeleService, Enhanced Roadside Assistance, Door Unlock, Stolen Vehicle Recovery, Customer Relations and MyInfo.

The BMW Assist Convenience Plan, available exclusively to BMW Assist Safety Plan subscribers, adds personalized Directions, Traffic and Weather reports, BMW Search and Concierge services. With Critical Calling, you can make five-minute, operator-assisted calls up to four times per year if your cell phone is not available or if its battery is discharged.



Concierge Services can help you make reservations at that popular new restaurant, when you simply don't have the time. Need to know the location of a challenging golf course or the nearest post office? Talk to a friendly representative who can get the address and phone number of any desired destination. If your BMW is equipped with the Navigation system, the Concierge can also send this information to your vehicle. Then, at the push of a button, you can start route guidance.

Corona headlight-rings.
The light rings surrounding the headlights of the new 3 Series Convertible create the familiar BMW face. The rings are used as Daytime Running Lights. With the LED elements, the rings emit an arresting white light sometimes referred to as "Angel Eyes."

Accent lights.
With the LED light elements, the two headlights also include a matte light strip near the top. As in the BMW 7 Series, this is lit by LEDs, creating an "eyebrow" effect in the dark. This lends the BMW face a more distinctive look.



Glowing L-shape light rods.
The taillights of the new 3 Series Convertible feature the typical BMW L-shape. Two LED light strips extend from the car's side all the way into the trunk lid. Even with the lights switched off, they remain visible, exuding a subtle glow. In this way, the new 3 Series Convertible can always be recognized as a BMW, even from behind.

Dynamic Brakelights.
To warn vehicles following behind, the brake lights of the new 3 Series Convertible become brighter when the car is braking hard within the ABS control range.

Adaptive Headlights.
The headlights' dynamic swiveling technology ensures that they always follow the layout of the road ahead. Cornering Lights integrated in the main headlights illuminate tight corners and hairpin turns. Compared to conventional, fixed headlights, drivers can see up to 90 percent more in corners.

ATTRACTING ATTENTION.

Lighting innovations, including Adaptive Headlights, LED technology and Dynamic Brake Lights, help drivers see and be seen. This advanced lighting technology at both front and rear also creates a striking BMW nighttime signature.

Serious performance spoken here.



White-hot on the outside, intense black on the inside, and outfitted with the M Sport Package: this 335i Convertible means business. If the look of no-nonsense performance is your style, opt for the Alpine White exterior paint and Black Dakota Leather interior. The M Sport Package is

your ticket to a stiffer M sport suspension and 18" Star Spoke (Style 193M) M light alloy wheels with run-flat performance tires,¹ as well as a multi-function M sport steering wheel, highly supportive front sport seats and exclusive Dark Glacier Aluminum trim.

Elegance under the sun.

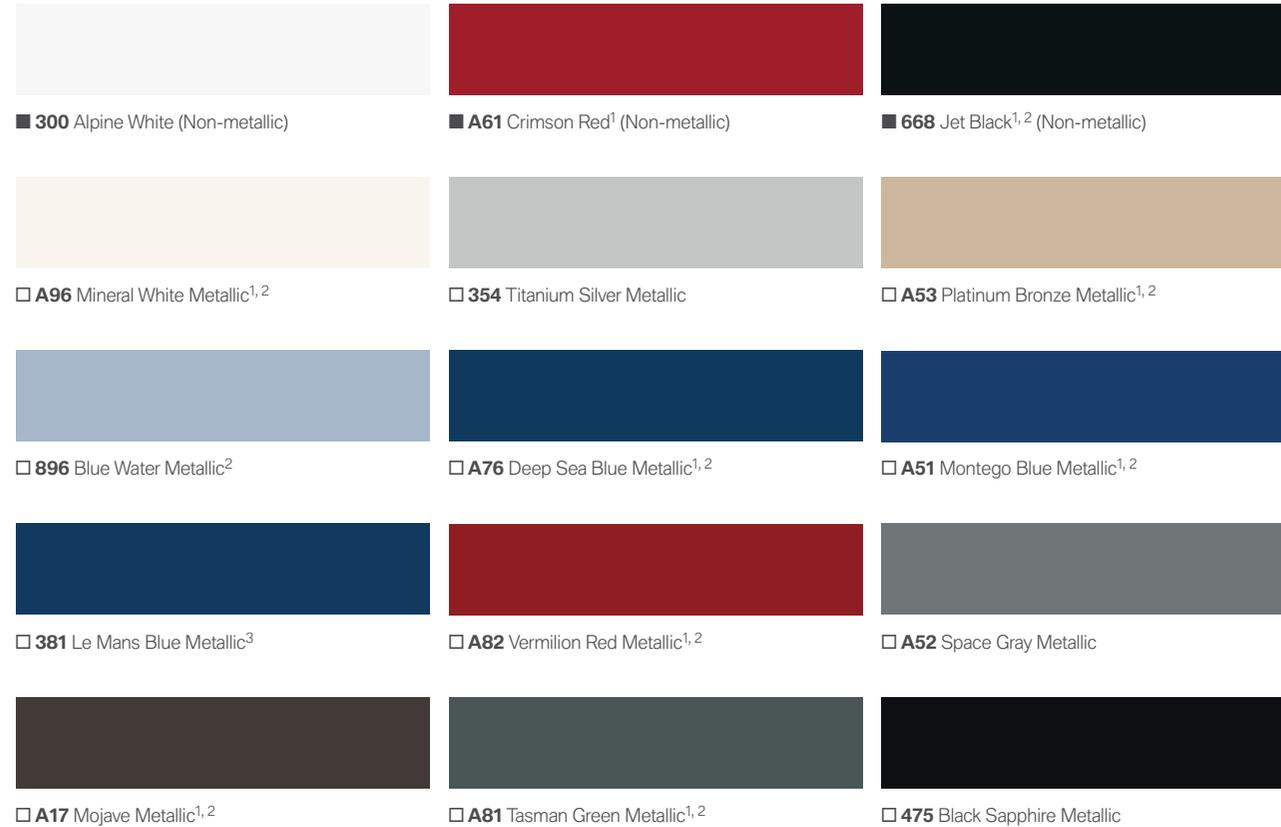


The 328i Convertible interior makes a dramatic statement when upholstered in Oyster/Black Dakota Leather, trimmed in elegant Dark Burl Walnut Wood. Outside, striking Mojave Metallic paint is set off by 18" Star Spoke (Style 189) light alloy wheels, included in the Sport Package. Together with the run-flat performance tires,¹ they lend the new BMW 3 Series Convertible an athletic look

while providing outstanding traction. The 328i Convertible's sporty handling is enhanced by the standard 6-speed manual transmission and leather-wrapped sport steering wheel. The Navigation system and iDrive system add a host of desirable convenience features.



Exterior colors.

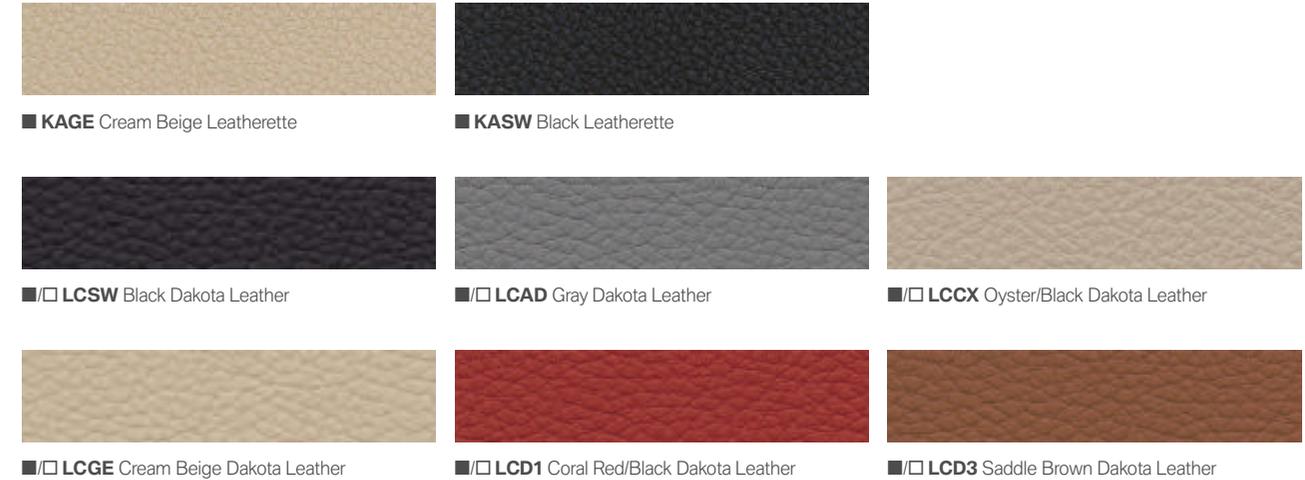


¹ Not available with M Sport Package.

² Not available in 335is.

³ Requires M Sport Package in all models except 335is.

Upholstery materials and colors.



Please refer to the Recommended color combinations chart on page 45 for details on limitations and exclusivity when selecting 3 Series Convertible exterior paint colors and upholstery materials and colors.

The pages in this section show available colors and materials for the BMW 3 Series Convertible. Use these samples to compare paint, upholstery, trim colors and combinations. Please note that these samples are representations; they are not exact reproductions. To see the actual colors, visit your local BMW center or

bmwusa.com/byo

Interior trims.



4B9 Aluminum trim



4WA Dark Glacier Aluminum trim



4AB Dark Burl Walnut Wood trim



4A3 Light Burl Walnut Wood trim



4BY Bamboo Anthracite Wood trim

Please refer to the Recommended color combinations chart on the facing page for details on limitations and exclusivity when selecting 3 Series Convertible interior trims.

Recommended color combinations.

Upholstery material	Upholstery materials and colors							
	Leatherette ¹		Dakota Leather ²					
	Cream Beige	Black	Black	Gray	Oyster/Black	Cream Beige	Coral Red/Black	Saddle Brown
Upholstery colors								
Exterior colors								
Alpine White ³ (Non-metallic)	•	•	•	•	•	•	•	•
Crimson Red ⁴ (Non-metallic)	•	•	•	•	•	•	•	•
Jet Black ^{4, 7} (Non-metallic)	•	•	•	•	•	•	•	•
Mineral White Metallic ⁵ (Delayed availability)	•	•	•	•	•	•	•	•
Titanium Silver Metallic ⁵	•	•	•	•	•	•	•	•
Platinum Bronze Metallic ⁵	•	•	•	•	•	•	•	•
Blue Water Metallic ^{6, 7}	•	•	•	•	•	•	•	•
Deep Sea Blue Metallic ⁵	•	•	•	•	•	•	•	•
Montego Blue Metallic ⁵	•	•	•	•	•	•	•	•
Le Mans Blue Metallic ⁸	•	•	•	•	•	•	•	•
Vermilion Red Metallic ⁵	•	•	•	•	•	•	•	•
Space Gray Metallic ⁶	•	•	•	•	•	•	•	•
Mojave Metallic ⁵	•	•	•	•	•	•	•	•
Tasman Green Metallic ⁵	•	•	•	•	•	•	•	•
Black Sapphire Metallic ⁵	•	•	•	•	•	•	•	•
Interior trims								
Aluminium trim ⁹	•	•	•	•	•	•	•	•
Dark Glacier Aluminum trim ¹⁰	•	•	•	•	•	•	•	•
Dark Burl Walnut Wood trim ^{3, 7}	•	•	•	•	•	•	•	•
Light Burl Walnut Wood trim ⁹	•	•	•	•	•	•	•	•
Bamboo Anthracite Wood trim ⁹	•	•	•	•	•	•	•	•

¹ Standard in 328i.
² Standard in 335i and 335is; optional and included in 328i Premium Package.
³ Standard.
⁴ Standard; not available with M Sport Package.
⁵ Optional; not available in 335is or with M Sport Package.
⁶ Optional.
⁷ Not available in 335is.
⁸ Optional (requires M Sport Package in all models except 335is).
⁹ Not available in 335is.
¹⁰ Standard in 335is; optional in 328i and 335i (requires M Sport Package).

Standard/Optional equipment.



□ **Convenience Opening and Loading** feature (included with Comfort Access) offers a quick, easy way to stow and remove luggage or large packages from the trunk when the top is down. Simply press a button on the remote key to raise the hardtop up and out of the trunk and “freeze” it in position; another press neatly lowers the hardtop back into the trunk.



■ **Xenon Adaptive Headlights** optimize road illumination when entering a turn or corner, helping to enhance visibility when driving at night. Sensors continuously monitor the angle of the steering wheel to determine the direction in which the vehicle is heading. The outer headlights swivel accordingly, up to 15 degrees left or right. **Xenon low- and high-beam headlights** illuminate the road ahead and to the side with brilliant clarity. An auto-leveling feature adjusts for varying passenger and cargo loads. The **LED Corona headlight-rings** that circle both headlights and high beams also act separately as Daytime Running Lights.



■ **Rear center console** provides rear-seat occupants with the convenience of ample storage, both open and covered, as well as two cupholders.



□ **Through-loading system with transport bag** hatch opening is almost 16 inches wide. With the backrest folded down, the transport bag protects the cabin interior, as well as skis, snowboards and other long items that can be placed into the bag. Two fastener hooks are provided to stabilize items, such as grocery bags, by keeping them in an upright position.



■ BMW's **distinctive front kidney-shaped grille** features a chrome surround and vertical slats on 328i and 335i 3 Series Convertibles. The 335i's slats are black chrome-plated with a blacked-out kidney grill surround.



■ **Retractable hardtop** automatically lowers, along with the windows, in just 22 seconds. When raised, the metal top provides a sleek, aerodynamic silhouette, as well as improving the Convertible's torsional stiffness. The chrome line exterior trim adds a bright, aluminum gleam to the side window surrounds and window recess finishers.

Standard/Optional equipment.



□ **Star Spoke (Style 230)** light alloy wheels with **run-flat¹ performance tires.²** In front: 19 x 8.0 wheels with 225/35 tires; in back: 19 x 9.0 wheels with 255/30 tires.³ (Optional on 335i, requires Sport Package or M Sport Package.)



■ **V Spoke (Style 338)** 17 x 8.0 light alloy wheels with 225/45 **run-flat¹ all-season tires.³** (Standard on 328i.)



■ **Star Spoke (Style 339)** 17 x 8.0 light alloy wheels with 225/45 **run-flat¹ all-season tires.³** (Standard on 335i.)



□ **Star Spoke (Style 189)** light alloy wheels with **run-flat¹ performance tires.²** In front: 18 x 8.0 wheels with 225/40 tires; in back: 18 x 8.5 wheels with 255/35 tires.³ (Included in 328i Sport Package.)



□ **V Spoke (Style 342)** light alloy wheels with **run-flat¹ performance tires.²** In front: 18 x 8.0 wheels with 225/40 tires; in back: 18 x 8.5 wheels with 255/35 tires.³ (Included in 335i Sport Package.)



□ **Star Spoke (Style 193M)** M light alloy wheels with **run-flat¹ performance tires.²** In front: 18 x 8.0 wheels with 225/40 tires; in back: 18 x 8.5 wheels with 255/35 tires.³ (Included in 328i and 335i M Sport Package.)



□ **Double Spoke (Style 313)** light alloy wheels with **run-flat¹ performance tires.²** In front: 19 x 8.0 wheels with 225/35 tires; in back: 19 x 9.0 wheels with 255/30 tires.³ (Optional on 335is.)



■ **Double Spoke (Style 313)** light alloy wheels with **run-flat¹ performance tires.²** In front: 18 x 8.0 wheels with 225/40 tires; in back: 18 x 8.5 wheels with 255/35 tires.³ (Standard on 335is.)



□ **6-speed STEPTRONIC automatic transmission** provides a choice of three modes: "Drive" with Adaptive Transmission Control, "Sport" and STEPTRONIC automatic, for manual control without a clutch. Steering wheel-mounted paddle shifters are automatically added when ordered with Sport or M Sport Package.



■ **6-speed manual transmission** delivers a precise, athletic feel. Its responsiveness is due, in part, to the enhanced synchronization of shifts from neutral to each gear. A shortened shift lever and "throw" add to the sporty feel of the gearbox. The sixth gear drops revs at highway speeds for smooth cruising.



□ **7-speed sport automatic Double Clutch Transmission (DCT)** provides smooth, lightning-quick gear changes and enhanced fuel efficiency by automatically shifting between two transmission structures. While one gear is disengaging, the next is already in position. Shift gears manually without a clutch by using steering wheel-mounted paddle shifters or the gear selector. (Available in 335is.)



□ **Comfort Access system** offers convenient keyless access to your vehicle. Simply carrying the remote key in a pocket or purse allows you to unlock the doors by touching the door handle. You can also turn the engine on or off by pressing the Start/Stop button⁴ without inserting the remote key.



■ **Engine Start/Stop button⁴** and remote key control the engine. Upon inserting the remote key into the starter switch slot, and the electronic identification system confirming that it is the correct remote key, the engine can be started (or later, shut off) by pressing the Start/Stop button.



□ **Automatic-dimming interior and exterior mirrors** respond to the brightness of following headlights to minimize glare. A digital compass is integrated into the interior mirror. Both exterior mirrors are power-adjustable, with a fold-in function; the passenger-side mirror folds down to reveal the curb when in reverse gear.



■ **Armrest** in the center console is at an excellent height and proximity to the driver and front passenger to provide a comfortable resting position. The lid folds up, exposing the integrated storage compartment.



□ **Smartphone Integration** for iPhone[®] and similar devices allows access to stored music, can improve signal reception and recharges the battery. See your authorized BMW center for phone models compatible with this option.

For details on the availability of standard and optional features, please refer to the **Equipment charts** section at the back of this brochure.

¹Run-flat tires do not come equipped with a spare tire and wheel.
²Performance tires not recommended for driving in ice and snow.
³Due to low-profile tires, please note: wheels, tires and suspension parts are more susceptible to road hazard and consequential damages.
⁴Foot must be on brake, and with manual transmission must also depress the clutch, in order to start.

Standard/Optional equipment.



■ **Three-spoke leather-wrapped multi-function sport steering wheel** lets you keep both hands on the wheel while adjusting various comfort functions, such as changing the radio, CD selections and volume.



■/□ **Three-spoke, leather-wrapped multi-function M sport steering wheel**, included in the M Sport Package and 335is, provides excellent grip, with its thicker, leather-wrapped rim and pronounced thumb profile.



□ **Memory buttons** provide access to the most frequently used functions of the iDrive system. The six convenient buttons allow the driver and front passenger to store and then easily access any functions of the Navigation system; the audio system – including specific radio stations or CD tracks; and the Bluetooth® enabled mobile phone (if so equipped).



■ **Automatic climate control system** allows occupants to select a specific cabin temperature and choice of fan speeds, as well as automatic or manual airflow and recirculation. The automatic recirculation control activates whenever certain air pollutants are detected. The system also includes defrost/demist and MAX A/C functions.



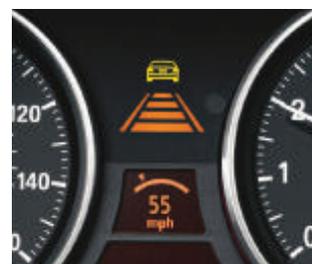
□ When activated, **Automatic high beams** switch high-beam headlights to low beams automatically when there is oncoming traffic or another car just ahead, or when the road is sufficiently illuminated. Then, when the sensor detects decreased illumination, the low beams are automatically switched back to high beams.



■ **Rain sensor** uses infrared light to measure the amount of falling rain and spray from other vehicles. When the wipers are in the “intermittent” mode, the rain sensor automatically adjusts the windshield wiping interval as needed. **Automatic headlight control** activates headlights by means of a sensor that responds to darkness.



■ **Dynamic Cruise Control¹** lets you store and maintain a chosen speed above 20 mph. It is activated via the left-hand steering column switch, and deactivated by applying the brakes or via the switch.



□ **Active Cruise Control (ACC) with Stop & Go¹** allows the driver to preset both a desired speed and distance. When ACC recognizes slower vehicles ahead, it reduces your speed to maintain the preset distance. Stop & Go can bring you to a complete stop if traffic calls for it. When you press the accelerator, ACC resumes your speed according to your presets.



■ **BMW anti-theft AM/FM stereo CD/MP3 player audio system** includes Radio Data System (RDS), Auto-Store, and 3-channel FM diversity antenna, as well as reads and displays song titles and other information.

■ **HD Radio™** receives free, digital AM/FM broadcasts across the U.S. in clear, static-free quality sound – AM sounds like FM; FM sounds like CD. Also enjoy “multicast” FM stations, as well as a variety of innovative data services. HD Radio can be ordered with optional Harman Kardon Surround Sound Audio System.

For more information on HD Radio receivers and to find HD Radio AM/FM stations near you, visit HDRadio.com.



□ **Harman Kardon® Surround Sound Audio System** with vehicle-specific equalizing and powerful 340W amplifier. The 11-speaker system includes four tweeters, two midrange speakers located in the door panels and two midrange speakers located under the rear shelf space, two bass speakers located under the front seats and one midrange center channel speaker located in the dashboard.



■ The **on-board computer** with Check Control provides valuable feedback on the vehicle's operating status: oil level indicator and distance to next service appointment/oil change, as well as other detailed information, such as spark plug and micro-filter status. It also provides travel information: travel range on remaining fuel, external temperature and more.



□ **Park Distance Control** uses ultrasonic sensors in the front and rear bumpers to help you judge the distance to other vehicles and unseen objects when parking. While parking, the image on the screen visually changes and warning beeps come faster as your bumper approaches a stationary object, turning into a constant tone when the distance is less than 12 inches.



□ **Navigation system** features a high-resolution, glare-free monitor. Using GPS satellites in conjunction with data stored on an internal hard drive, a choice of detailed maps show – and tell – the directions to your desired destination. Enhancements include 3-D daytime and nighttime maps, zoom, travel planner and an Assistance Window. In many areas, it also provides Real Time Traffic Information on potential traffic problems along your route, and can even plan a detour around them. The Voice command feature can be used to change radio stations and audio selection, Navigation system destinations, and (accessory) telephone entries.



□ **SIRIUS Satellite Radio** delivers 130 channels of the most innovative satellite radio music, news, sports, talk, comedy and entertainment. All 69 music channels are commercial-free – and it's delivered coast-to-coast in crystal-clear digital sound, 24 hours a day. Add “The Best of XM” to enjoy additional premium programs, like Oprah Radio,® XM Public Radio,® The Virus,® and top-notch sports action, plus 10 channels of XM Play-by-Play sports. If your BMW is equipped with iDrive, you can also select SIRIUS XM channels through your vehicle's iDrive system or Voice command, and enter them into the programmable memory buttons.



■ **Auxiliary input port** lets you connect an external audio source, such as an iPod® or MP3 player.

□ **iPod and USB adapter** lets you scroll through and select the music you want by using the car's radio controls, the multi-function sport steering wheel buttons or iDrive Controller. Music titles are displayed on the radio or Navigation screen.

For details on the availability of standard and optional features, please refer to the **Equipment charts** section at the back of this brochure.

¹Cruise Control is not a substitute for the driver's own responsibility in adjusting speed and otherwise controlling the vehicle. After evaluating the road, traffic and visibility conditions, the driver must decide whether and how the system is used.

Standard/Optional equipment.



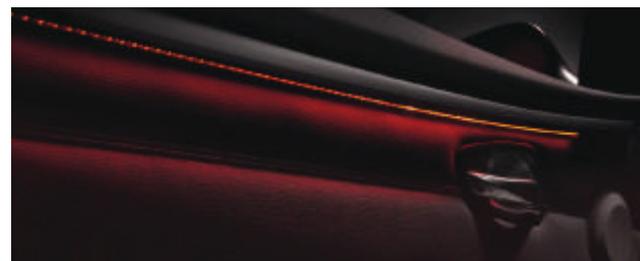
■ **Power-adjustable front seats** in the 328i and 335i include two-way manual headrests, and can be adjusted for fore and aft position, seat height, seat angle and backrest angle. Includes two presets for driver's seat and exterior mirror positions.

■ **Power seat adjustments** for 10-way power front seats provide customized comfort and convenience. The two-setting memory system automatically adjusts the driver's seat and side-view mirror positions, with individual preferences available at your fingertips.



■ / □ **10-way power-adjustable front sport seats** include adjustable side bolsters, two-way manual headrests with BMW's Active Head Restraints feature, adjustable thigh support, and driver memory with two presets for exterior mirror and seat positions.

■ **Automatic safety-belt assistant** for the two front seats makes buckling up easier by bringing the belt forward whenever you get into the vehicle. As soon as the safety belt is clicked, the arm retracts into its housing. (If the safety belt for an occupied seat isn't used, the arm retracts after one minute or as soon as the vehicle reaches a speed of about 4 mph.)



□ **Heated front seats** are a welcome feature for driver and front passenger in cooler weather. With the touch of a button, seat surface and backrest are heated and quickly radiate comfortable warmth in your choice of three settings.

■ **BMW Ambient lighting** adds a touch of elegance to cabin lighting. In addition to soft, white light, turn the headlights on to enjoy the drama of a warm reddish light that runs from front to rear beneath the inner door ledge.

□ **Lumbar support** for front seats adds four-way adjustable comfort for the lower back. The up/down and in/out lumbar support positioning is electrically adjustable.

Original BMW Accessories.

If driving a BMW adds to the quality of life, Original BMW Accessories personalize the pleasure. Want to set your BMW apart? Add unique wheels, sporty aerodynamic components, or even an elegant wood gearshift knob. Do you lead an active life? BMW carriers let you easily transport bikes and more. From start (Advanced Battery Charging System) to finish (BMW Car Care Products), Original BMW Accessories turn your BMW into a sporty, practical and even luxurious reflection of yourself.

For detailed information on ordering Original BMW Accessories, please contact your authorized BMW center. Some details shown in photographs may not be available in the United States.



■ **Rear-mounted bicycle carrier** allows the safe transportation of up to two bicycles. The lockable carrier conveniently attaches to the rear of the Convertible and provides easy access for loading and unloading.



■ **Rear Deck Spoiler** in body color intensifies the look of power and performance.



■ **19-inch Star Spoke (Style 311) Chrome wheels** are available individually or as a complete set of four with tires. Complete set includes 19 x 8.0 front, 19 x 9.0 rear wheels, with 225/35 front, 255/30 rear Bridgestone run-flat tires.



■ **Snap-in Adapter** plays stored music, charges the phone and accesses the car antenna.



■ **BMW suitcase set** is specially designed to fit in the area created by folding down the 3 Series Convertible rear seatbacks, maximizing available storage space.



■ **Wind deflector** provides a more serene open-air driving experience without the noise or buffeting of the wind. Its two-part folding construction both protects and allows easy access to items stowed in the rear seat area. When not needed, it can be easily removed, placed in its protective case, and stored in the trunk.



335is High Performance model.

New for 2011: the 335is – a High Performance Convertible with performance features as impressive as its looks. The 335is starts with the M Sport Package features, then kicks performance up a notch by increasing horsepower to 320 and torque to 332 lb-ft – with a boost to 370 lb-ft. With all this power on tap, oil and water coolers have been added to provide increased cooling capacity. Those who demand hands-on control will delight in the 6-speed manual

transmission's M sport short gearshift knob. A lightning-quick 7-speed sport automatic Double Clutch Transmission with paddle shifters is also available. Additional interior features include high-quality steel pedal pads, Dark Glacier Aluminum trim, an instrument cluster with a colored dial, and special 335is badging. A sport exhaust system with black chrome-plated tailpipes finishes the rear diffuser of the M sport rear bumper.



The 335is High Performance's design, complemented by powerful performance enhancements, promises to make it an unmistakable yardstick whenever luxury-performance convertibles are compared. The black chrome air intake grills with blacked-out kidney surround and black side-view mirror caps provide a dramatic contrast to the Le Mans Blue Metallic paint. Large Double Spoke (Style 313) 18" wheels and distinctive 335is badging behind the front wheels enhance the aggressive look of this exquisite automobile.



Three-spoke, leather-wrapped multi-function M sport steering wheel, included in the 335is, provides excellent grip, with its thicker, leather-wrapped rim and pronounced thumb profile.

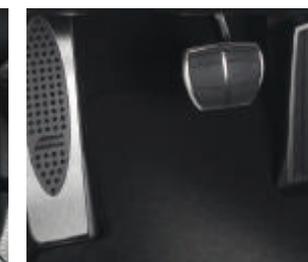


7-speed sport automatic Double Clutch Transmission is available in the 335is. You'll enjoy exceptionally fast, smooth shifting whether in full automatic mode, or when clutchlessly shifting by using the gearshift knob or steering wheel-mounted paddle shifters.

The **335is interior** makes the driving experience even more enjoyable. Ten-way power adjustable front sport seats feature adjustable side bolsters that can be power-adjusted to fit your back comfortably while helping to hold you firmly in place during cornering. Included are two-way manual headrests and adjustable thigh support. The Dark Glacier Aluminum trim and instrument cluster with colored dials and 335is badge at the right, as well as the M sport steering wheel, are distinctive elements found in the 335is.



Instrument cluster with colored dials is unique to the 335is.



Foot pedals are not only attractive but highly functional. Made of high-quality steel with rubber inserts, they provide a non-slip surface for enhanced control. Shown: the pedal configuration for 335is equipped with 7-speed Double Clutch Transmission.



18-inch Double Spoke (Style 313) light alloy wheels with run-flat performance tires.¹ In front: 18 x 8.0 wheels with 225/40 tires; in back: 18 x 8.5 wheels with 255/35 tires. (Standard.) **19-inch Double Spoke (Style 313)** light alloy wheels with run-flat performance tires.¹ In front: 19 x 8.0 wheels with 225/35 tires; in back: 19 x 9.0 wheels with 255/30 tires. (Optional.)

¹ Run-flat tires do not come equipped with a spare tire and wheel. Due to low-profile tires, please note: wheels, tires and suspension parts are more susceptible to road hazard and consequential damages. Performance tires not recommended for driving in ice and snow.

Performance and efficiency	328i	335i	335is
3.0-liter dual overhead cam (DOHC), 24-valve inline 230-horsepower 6-cylinder engine with composite magnesium/aluminum engine block, Valvetronic, and Double-VANOS steplessly variable valve timing	●		
3.0-liter dual overhead cam (DOHC), 24-valve inline turbocharged 300-horsepower 6-cylinder engine with TwinPower Turbo technology, Valvetronic, and Double-VANOS steplessly variable valve timing		●	
3.0-liter dual overhead cam (DOHC), 24-valve inline turbocharged 320-horsepower 6-cylinder engine with TwinPower Turbo technology and Double-VANOS steplessly variable valve timing			●
Electronic throttle control	●	●	●
6-speed manual transmission	●	●	●
6-speed STEPTRONIC automatic transmission with Adaptive Transmission Control	○	○	
7-speed sport automatic Double Clutch Transmission (DCT); includes steering wheel-mounted paddle shifters			○
Steering wheel-mounted paddle shifters (included with 7-speed Double Clutch Transmission; require and are automatically added with either Sport Package or M Sport Package and STEPTRONIC transmission)	○	○	○
Additional oil cooler and water cooler for increased cooling performance			●
Sport exhaust system			●

Handling, ride and braking	328i	335i	335is
Dynamic Stability Control (DSC), including Brake Fade Compensation, Start-off Assistant, Brake Drying, and Brake Stand-by features, with Dynamic Traction Control (DTC)	●	●	●
Extensive aluminum componentry, including front suspension components (forged-aluminum lower arms, steering knuckle); subframe; steering rack; and brake components	●	●	●
Double-pivot type front and five-link rear suspension	●	●	●
Front and rear anti-roll (stabilizer) bars	●	●	●
Twin-tube gas-pressure shock absorbers	●	●	●
4-wheel ventilated anti-lock disc brakes with Dynamic Brake Control (DBC)	●	●	●
Engine-speed-sensitive, variable-assist power steering	●	●	●
Active Steering with Servotronic power assist		○	○
Sport suspension calibration	□/■	□/■	●
Increased top-speed limiter	□/■	□/■	●

Exterior	328i	335i	335is
V Spoke (Style 338) 17 x 8.0 light alloy wheels, 225/45 run-flat ¹ all-season tires ²	●		
Star Spoke (Style 339) 17 x 8.0 light alloy wheels, 225/45 run-flat ¹ all-season tires ²		●	
Double Spoke (Style 313) light alloy wheels, 18 x 8.0 front, 18 x 8.5 rear; 225/40 front, 255/35 rear run-flat ¹ performance tires ^{2, 3}			●
Star Spoke (Style 189) light alloy wheels, 18 x 8.0 front, 18 x 8.5 rear; 225/40 front, 255/35 rear run-flat ¹ performance tires ^{2, 3}	□		
V Spoke (Style 342) light alloy wheels, 18 x 8.0 front, 18 x 8.5 rear; 225/40 front, 255/35 rear run-flat ¹ performance tires ^{2, 3}		□	
Star Spoke (Style 193M) M light alloy wheels, 18 x 8.0 front, 18 x 8.5 rear; 225/40 front, 255/35 rear run-flat ¹ performance tires ^{2, 3}	■	■	
Star Spoke (Style 230) light alloy wheels, 19 x 8.0 front, 19 x 9.0 rear; 225/35 front, 255/30 rear run-flat ¹ performance tires ^{2, 3} (requires Sport Package or M Sport Package)		○	
Double Spoke (Style 313) light alloy wheels, 19 x 8.0 front, 19 x 9.0 rear; 225/35 front, 255/30 rear run-flat ¹ performance tires ^{2, 3}			○
Tire Pressure Monitor	●	●	●

- Standard
- Optional
- Included in Sport Package
- Included in M Sport Package
- ◇ Included in Premium Package
- ★ Included in Cold Weather Package

¹Run-flat tires do not come equipped with a spare tire and wheel.
²Due to low-profile tires, please note: wheels, tires and suspension parts are more susceptible to road hazard and consequential damages.
³Performance tires are not recommended for driving in snow and ice.

Exterior (Continued)	328i	335i	335is
Power-folding retractable hardtop with integrated window defroster	●	●	●
Xenon Adaptive Headlights with dynamic auto-leveling and Corona headlight-rings	●	●	●
Halogen free-form front foglights	●	●	●
Retractable, high-intensity headlight washers	★	★	★
Heated dual power mirrors and heated windshield washer jets	●	●	●
Chrome-plated exhaust tips	●	●	
Black chrome-plated exhaust tips			●
Aerodynamic kit	■	■	●
Distinctive interior and exterior 335is badging			●
Chrome kidney grilles with blacked-out kidney grille surround			●
Metallic paint	○	○	○

Interior seating and trim	328i	335i	335is
10-way power front seats with 2-way manual headrests and driver memory with 2 presets for seat and exterior mirror positions	●	●	
10-way power front sport seats with adjustable side bolsters, 2-way manual headrests with Active Head Restraints feature, and thigh support; driver memory for exterior mirror and seat positions	□/■	□/■	●
4-way adjustable power lumbar support for front seats	◇	◇	◇
Leatherette upholstery	●		
Dakota Leather upholstery	○/◇	●	●
3-stage heated front seats	○/★	○/★	○/★
Dark Burl Walnut Wood trim	●	●	
Light Burl Walnut Wood trim	○	○	
Bamboo Anthracite Wood trim	○	○	
Aluminum trim	○	○	
Dark Glacier Aluminum trim (328i and 335i requires M Sport Package)	○	○	●
Seatback easy-entry feature	●	●	●
Split fold-down rear seats with convenience hooks	●	●	●
Through-loading rear seats	○/★	○/★	○/★
M door sills and M footrest	■	■	●

Audio system	328i	335i	335is
Anti-theft AM/FM stereo CD/MP3 player audio system with Radio Data System (RDS)	●	●	●
Harman Kardon® Surround Sound Audio System with vehicle-specific equalizing and powerful 340W amplifier; the 11-speaker system includes four tweeters, two midrange speakers integrated into the door panels and two midrange speakers located under the rear shelf space, two bass speakers located under the front seats and one midrange center channel speaker located in the dashboard	○	○	○
Auxiliary audio input for portable music players located in the center armrest	●	●	●
SIRIUS Satellite Radio with one-year subscription	○	○	○
iPod® and USB adapter (includes cable connector)	○	○	○
Smartphone Integration (requires iPod and USB adapter, and either Premium Package or BMW Assist™)	○	○	○
HD Radio™ with "multicast" FM station reception	●	●	●

Comfort and convenience	328i	335i	335is
Engine Start/Stop button	●	●	●
Comfort Access keyless entry with multi-function remote control	○/△	○/△	○/△
Automatic climate control – includes micro-filter, automatic air recirculation, left/right temperature control, temperature- and volume-controlled rear outlets, windshield misting sensor, maximum air conditioning, heat at rest, and recall of individual user settings	●	●	●
Door storage pockets	●	●	●
Front-seat center armrest with storage compartment	●	●	●
Front cupholders	●	●	●
Rear seat with fold-down center armrest with dual cupholders, and storage bin with retractable cover	●	●	●
Tilt/telescopic steering wheel column	●	●	●
Park Distance Control (PDC) (front and rear)	○/△	○/△	○/△
Interior and power-adjustable folding exterior mirrors with automatic-dimming function; digital interior mirror compass	◇	◇	◇
Power front windows with “one-touch” up/down operation	●	●	●
Dynamic Cruise Control ⁴	●	●	●
Active Cruise Control ⁴	○	○	○
Automatic high beams (requires Premium Package)	○	○	○
BMW Ambiance lighting	●	●	●
Courtesy lights – include fade in/fade out, actuation from remote, automatic switch-on when engine is turned off, separately controlled left/right front and rear reading lights, front footwell lighting, and illuminated vanity mirrors	●	●	●
Ground lighting located in bottom of exterior door handles	●	●	●
Automatic safety-belt assistant	●	●	●
Locking glovebox	●	●	●
Electric interior trunk release	●	●	●
Rain-sensing windshield wipers and Automatic headlight control	●	●	●
Integrated 3-button Universal garage-door opener	◇	◇	◇
Heated steering wheel (not available with M Sport Package)	○/★	○/★	

Instrumentation and controls	328i	335i	335is
Service Interval Indicator with miles-to-service readout	●	●	●
3-spoke leather-wrapped multi-function sport steering wheel with audio and hands-free phone controls	●	●	
3-spoke leather-wrapped multi-function M sport steering wheel with audio and hands-free phone controls	■	■	●
On-board computer with Check Control – provides feedback on the vehicle’s operating status: oil level indicator and distance to next service appointment/oil change, as well as other detailed information, such as spark plug and micro-filter status. It also provides travel information – travel range on remaining fuel, external temperature and more	●	●	●
BMW Navigation system with 16:9 high-resolution, 3-D screen, Voice command system, and Real Time Traffic Information; iDrive system with high-function on-board computer, Controller, and 6 programmable memory buttons; and 12 GB storage for audio files (also includes Online Information Services when equipped with BMW Assist™)	○	○	○

- Standard
- Optional
- △ Included in Convenience Package
- ◇ Included in Premium Package
- Included in M Sport Package
- ★ Included in Cold Weather Package

⁴Cruise Control is not a substitute for the driver’s own responsibility in adjusting speed and otherwise controlling the vehicle. After evaluating the road, traffic and visibility conditions, the driver must decide whether and how the system is used.

Safety and security	328i	335i	335is
Anti-lock braking system (ABS)	●	●	●
Adaptive Brake Lights	●	●	●
BMW’s Advanced Safety System for integrated deployment of passive and active safety features	●	●	●
Front and rear Head Protection System (HPS)	●	●	●
Rollover Protection System	●	●	●
Dynamic Brake Lights	●	●	●
Automatic safety-belt pretensioners at front seating positions	●	●	●
Driver’s and passenger’s front airbag supplemental restraint system (SRS) with advanced technology: dual-threshold, dual-stage deployment; and front-passenger seat sensors designed to prevent unnecessary airbag deployment	●	●	●
Seat-mounted front side-impact airbags	●	●	●
Front passenger seat-occupation recognition with Passenger’s Airbag Off indicator	●	●	●
Interlocking door anchoring system to help protect against door intrusion in side impacts	●	●	●
Central locking system with center console switch (leaves gas filler door unlocked), double-lock feature and 2-step unlocking	●	●	●
Coded Driveaway Protection	●	●	●
Anti-theft alarm system	○/△	○/△	○/△
LATCH attachments on child-restraint safety installation	●	●	●
Crash sensor that activates Battery Safety Terminal disconnect of alternator, fuel pump and starter from battery; automatically unlocks doors, and turns on hazard and interior lights	●	●	●
Programmable Daytime Running Lights	●	●	●
BMW Assist with Bluetooth® wireless technology for hands-free calling (with Bluetooth enabled mobile phone), with phonebook downloading and speech recognition capabilities (please visit your authorized BMW center for details on standard and optional services and a list of BMW-approved Bluetooth technology enabled mobile phones; also includes Online Information Services when equipped with BMW Navigation system)	○/◇	○/◇	○/◇

BMW Services	328i	335i	335is
BMW Ultimate Service™ (for complete details on BMW Ultimate Service, visit bmwusa.com/ultimateservice)	●	●	●

Premium Package	328i	335i	335is
4-way adjustable power lumbar support for front seats	◇	◇	◇
Dakota Leather upholstery	○/◇	●	●
Interior and power-adjustable folding exterior mirrors with automatic-dimming function; digital interior mirror compass	◇	◇	◇
Integrated 3-button Universal garage-door opener	◇	◇	◇
BMW Assist with Bluetooth wireless technology for hands-free calling (with Bluetooth enabled mobile phone), with phonebook downloading and speech recognition capabilities (please visit your authorized BMW center for details on standard and optional services and a list of BMW-approved Bluetooth technology enabled mobile phones; also includes Online Information Services when equipped with BMW Navigation system)	○/◇	○/◇	○/◇

Cold Weather Package	328i	335i	335is
Retractable, high-intensity headlight washers	★	★	★
3-stage heated front seats	○/★	○/★	○/★
Through-loading system	○/★	○/★	○/★

Sport Package (not available with M Sport Package)	328i	335i	335is
Steering wheel-mounted paddle shifters (included with 7-speed Double Clutch Transmission; require and are automatically added with Sport Package and STEPTRONIC transmission)	○	○	
Star Spoke (Style 189) light alloy wheels, 18 x 8.0 front, 18 x 8.5 rear; 225/40 front, 255/35 rear run-flat performance tires ⁵	□		
V Spoke (Style 342) light alloy wheels, 18 x 8.0 front, 18 x 8.5 rear; 225/40 front, 255/35 rear run-flat performance tires ⁵		□	
Star Spoke (Style 230) light alloy wheels, 19 x 8.0 front, 19 x 9.0 rear; 225/35 front, 255/30 rear run-flat performance tires ⁵ (requires Sport Package)		○	
10-way power front sport seats with adjustable side bolsters, 2-way manual headrests with Active Head Restraints feature, and thigh support; driver memory for exterior mirror and seat positions	□	□	●
Sport suspension calibration	□	□	●
Increased top-speed limiter	□	□	●

M Sport Package (not available with Sport Package)			
Steering wheel-mounted paddle shifters (included with 7-speed Double Clutch Transmission; require and are automatically added with M Sport Package and STEPTRONIC transmission)	○	○	
Star Spoke (Style 193M) M light alloy wheels, 18 x 8.0 front, 18 x 8.5 rear; 225/40 front, 255/35 rear run-flat performance tires ⁵	■	■	
Double Spoke (Style 230) light alloy wheels, 19 x 8.0 front, 19 x 9.0 rear; 225/35 front, 255/30 rear run-flat performance tires ⁵ (requires M Sport Package)		○	
10-way power front sport seats with adjustable side bolsters, 2-way manual headrests with Active Head Restraints feature, and thigh support; driver memory for exterior mirror and seat positions	■	■	●
3-spoke leather-wrapped multi-function M sport steering wheel with audio and Bluetooth® phone controls (if so equipped)	■	■	●
Dark Glacier Aluminum trim (328i and 335i require M Sport Package)	○	○	●
Sport suspension calibration	■	■	●
Increased top-speed limiter	■	■	●
Aerodynamic kit	■	■	●
M door sills and M footrest	■	■	●

Convenience Package			
Anti-theft alarm system	○/△	○/△	○/△
Comfort Access keyless entry with multi-function remote control	○/△	○/△	○/△
Park Distance Control (PDC) (front and rear)	○/△	○/△	○/△

- Standard
- Optional
- Included in Sport Package
- Included in M Sport Package
- ★ Included in Cold Weather Package
- △ Included in Convenience Package
- ◇ Included in Premium Package

⁵Run-flat tires do not come equipped with a spare tire and wheel. Due to low-profile tires, please note: wheels, tires and suspension parts are more susceptible to road hazard and consequential damages. Performance tires are not recommended for driving in snow and ice.

⁶Cruise Control is not a substitute for the driver's own responsibility in adjusting speed and otherwise controlling the vehicle. After evaluating the road, traffic and visibility conditions, the driver must decide whether and how the system is used.

Stand-alone optional equipment	328i	335i	335is
6-speed STEPTRONIC automatic transmission with Adaptive Transmission Control	○	○	
7-speed sport automatic Double Clutch Transmission (DCT); includes steering wheel-mounted paddle shifters			○
Active Steering with Servotronic power assist		○	○
Steering wheel-mounted paddle shifters (included with 7-speed Double Clutch Transmission; require and are automatically added with either Sport Package or M Sport Package and STEPTRONIC transmission)	○	○	○
Star Spoke (Style 230) light alloy wheels, 19 x 8.0 front, 19 x 9.0 rear; 225/35 front, 255/30 rear run-flat performance tires ⁵ (requires Sport Package or M Sport Package)		○	
Double Spoke (Style 313) light alloy wheels, 19 x 8.0 front, 19 x 9.0 rear; 225/35 front, 255/30 rear run-flat performance tires ⁵			○
Metallic paint	○	○	○
Light Burl Walnut Wood trim (no-cost option)	○	○	
Bamboo Anthracite Wood trim (no-cost option)	○	○	
Aluminum trim (no-cost option)	○	○	
Dark Glacier Aluminum trim (328i and 335i require M Sport Package)	○	○	●
3-stage heated front seats	○/★	○/★	○/★
Harman Kardon® Surround Sound Audio System with vehicle-specific equalizing and powerful 340W amplifier; the 11-speaker system includes four tweeters, two midrange speakers integrated into the door panels and two midrange speakers located under the rear shelf space, two bass speakers located under the front seats and one midrange center channel speaker located in the dashboard	○	○	○
SIRIUS Satellite Radio with one-year subscription	○	○	○
iPod® and USB adapter (includes cable connector)	○	○	○
Smartphone Integration (requires iPod and USB adapter, and either Premium Package or BMW Assist™)	○	○	○
Comfort Access keyless entry with multi-function remote control	○/△	○/△	○/△
Park Distance Control (PDC) (front and rear)	○/△	○/△	○/△
Active Cruise Control ⁶	○	○	
Automatic high beams (requires Premium Package)	○	○	○
BMW Navigation system with 16:9 high-resolution, 3-D screen, Voice command system, and Real Time Traffic Information; iDrive system with high-function on-board computer, Controller, and 6 programmable memory buttons; and 12 GB storage for audio files (also includes Online Information Services when equipped with BMW Assist)	○	○	○
Anti-theft alarm system	○/△	○/△	○/△
BMW Assist with Bluetooth wireless technology for hands-free calling (with Bluetooth enabled mobile phone), with phonebook downloading and speech recognition capabilities (please visit your authorized BMW center for details on standard and optional services and a list of BMW-approved Bluetooth technology enabled mobile phones; also includes Online Information Services when equipped with BMW Navigation system)	○/◇	○/◇	○/◇

Weight		328i	335i	335is
Unladen	lbs	3825 (3891)	3979 (4001)	4001 (4034)
Weight distribution, front/rear				
Manual transmission	%	45.8/54.2	47.1/52.9	47.1/52.9
Automatic transmission	%	46.5/53.5	47.7/52.3	47.5/52.5

Engine		328i	335i	335is
Liter/type/valves per cylinder		3.0/inline 6/4	TwinPower Turbo 3.0/inline 6/4	TwinPower Turbo 3.0/inline 6/4
Bore/stroke	inch	3.35/3.46	3.31/3.53	3.31/3.53
Nominal output/rpm	hp	230/6500	300/5800	320/5900
Maximum torque/rpm	lb-ft	200/2750	300/1200-5000	332/1500 ¹
Compression ratio	:1	10.7	10.2	10.2
Fuel grade		unleaded premium	unleaded premium	unleaded premium

Transmission		328i	335i	335is
Manual gear ratios				
I/II	:1	4.32/2.46	4.11/2.32	4.06/2.40
III/IV	:1	1.66/1.23	1.54/1.18	1.58/1.19
V/VI/R	:1	1.00/0.85/3.94	1.00/0.85/3.73	1.00/0.87/3.68
Final drive ratio	:1	3.38	3.15	3.08
Automatic gear ratios				
I/II	:1	4.07/2.37	4.17/2.34	4.78/3.06
III/IV	:1	1.55/1.20	1.52/1.14	2.15/1.68
V/VI/VII/R	:1	0.85/0.67/—/3.20	0.87/0.69/—/3.40	1.39/1.20/1.00/4.45
Final drive ratio	:1	3.91	3.46	2.56

Performance		328i	335i	335is
Drag coefficient	C _d	0.30	0.31	0.31
Top speed ²	mph	130 [150]	130 [150]	[150]
Acceleration 0-60 mph ³				
Manual transmission	sec	6.7	5.5	5.2
Automatic transmission	sec	(7.2)	(5.7)	(5.2)

Fuel consumption ⁴		328i	335i	335is
Manual transmission – City/Highway	mpg	17/26	19/28	18/26
Automatic transmission – City/Highway	mpg	18/27	TBD/TBD	17/24

Figures in () apply to vehicles with automatic transmission.

Figures in [] apply to 328i and 335i with Sport Package; all models with M Sport Package and 335is.

¹ An additional 38 lb-ft of temporary torque is delivered with the standard turbo boost function.

² Top speed limited electronically.

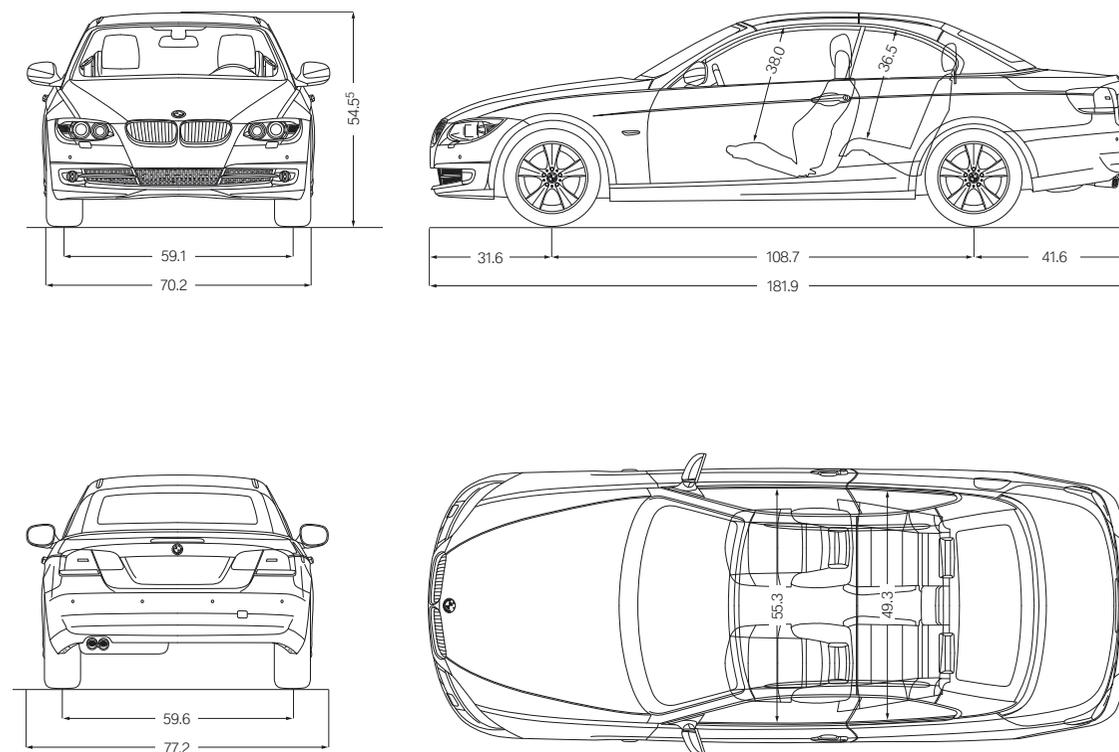
³ BMW AG test results. Actual acceleration results may vary, depending on specification of vehicle; road and environmental conditions; testing procedures and driving style. These results should be used for comparison only and verification should not be attempted on public roads. BMW urges you to obey all posted speed laws and always wear safety belts.

⁴ EPA-estimated figures are for comparison purposes only. Your actual mileage will vary, depending on speed, driving habits, trip length and driving conditions; actual mileage may be lower.

⁵ 335is height is 54.0 inches.

Tires and wheels		328i	335i	335is
Tire dimensions	standard	225/45	225/45	225/40 front – 255/35 rear
Wheel dimensions	standard	17 x 8.0	17 x 8.0	18 x 8.0 front – 18 x 8.5 rear
Material	standard	light alloy	light alloy	light alloy

Brakes		328i	335i	335is
Front – diameter	inch	12.3	13.7	13.7
Rear – diameter	inch	11.8	13.2	13.2



Illustrations above: all dimensions in inches.

U.S. Importer: BMW of North America, LLC, Woodcliff Lake, NJ 07677. All illustrations and specifications contained in this brochure are based on the latest product information available at the time of printing. BMW reserves the right to make changes at any time, without notice, in colors, materials, equipment, specifications and models. BMW may, subject to legal requirements, determine the Model Year designation of its vehicles. The Model Year designation on any particular model may be longer or shorter than 12 months. Some vehicles pictured may contain non-U.S. equipment. Some models may be shown with optional equipment. While BMW NA makes all reasonable efforts to provide accurate information in this brochure, there is no guarantee or warranty of accuracy. Furthermore, we do not assume any liability for the accuracy or completeness of information presented. This brochure shall not be used or relied upon as a substitute for information that is available from your BMW center. Further information can be obtained from your authorized BMW center or bmwusa.com.

©2010 BMW of North America, LLC. Not to be reproduced wholly or in part without written permission of BMW NA. The BMW name, logo, model names and SAV are registered trademarks.

The Bluetooth word mark and logos are owned by the Bluetooth SIG, Inc. and any use of such marks by BMW is under license. iPhone and iPod are registered trademarks of Apple Inc. Other trademarks and trade names are the property of their respective owners.

We constantly monitor your BMW's needs – so you don't have to.

Tackling mountain switchbacks, the last thing you should be thinking about is the state of your brake pads. Thanks to BMW's integrated on-board diagnostics system, you will always know exactly when the next service is due, and what work will be required.

Condition-Based Service (CBS) measures the condition of key parts that are subject to wear and tear. It also tracks fluid levels and monitors your BMW's time- and mileage-dependent service requirements. Using this data, the Info

Display in the cockpit automatically alerts you in advance whenever any part of your vehicle will require servicing. You can also use the optional iDrive Control Display to find out which components will need to be serviced, and when.

When combined with TeleService – the innovative telematics service included with the optional BMW Assist™ Safety Plan¹ – the CBS-collected data is automatically transmitted to your BMW center, which then contacts you to set up a service appointment. And because they use only **Original BMW Parts**, you can rely on expert fit and long-lasting BMW quality.

JOY IS THE FEELING OF BEING LOOKED AFTER BY THE BEST. BMW SERVICE FOR YOUR BMW.

BMW Ultimate Service.™ At BMW, we believe that a premium ownership experience should feature performance and luxury, as well as safety and convenience. We believe you should be able to drive a BMW to its potential, while enjoying peace of mind and reduced cost of ownership. That's the idea behind BMW Ultimate Service: a suite of comprehensive programs and services that are included in every 2009 and later model year vehicle. The New Vehicle Limited Warranty, the BMW Maintenance Program, and Roadside Assistance come standard, with BMW Assist offered as an option. BMW Ultimate Service starts with the **New Vehicle Limited Warranty**, providing you with coverage for the first four years or 50,000 miles, whichever comes first. Additionally, you have 12-year, unlimited-mileage warranty protection against corrosion and rust perforation.² **BMW Maintenance Program** is one of the most comprehensive maintenance programs in its class. We cover all factory-recommended maintenance during the New Vehicle Limited Warranty coverage period. This includes scheduled oil services and inspections. Also covered is the replacement of items that are subject to normal wear and tear, such as brake pads, wiper

blade inserts and engine drive belts.³ And, thanks to BMW's advanced engineering, most owners enjoy a well-balanced maintenance schedule, with flexible routine service intervals that can save you time. When your vehicle requires attention, your authorized BMW center ensures that it receives only genuine BMW parts – your assurance of exacting quality standards.

BMW Roadside Assistance is provided free of charge for the first four years – with no mileage limit. Call **1-800-332-4BMW (4269)** for friendly on-the-road help, 24/7, anywhere in the United States, Canada and Puerto Rico. This includes everything from flat-tire changes, emergency gasoline and lock-out service, to towing, alternative transportation and even trip-interruption benefits. This service also provides valuable trip-routing advice.

The **BMW Assist** Safety Plan is an optional four-year program. You'll enjoy peace of mind knowing that a friendly response specialist is there to help you, 24/7, at just the push of a button. The Safety Plan includes Automatic Collision Notification, Emergency Request, Enhanced Roadside Assistance, Door Unlock, Stolen Vehicle Recovery and Customer Relations. MyInfo allows you to send business locations and street addresses with their associated phone numbers from the Google Maps™ website directly to your BMW. The destination can be sent to your Navigation system for turn-by-turn directions, and you can call the destination via your Bluetooth® linked cell phone. And for the ultimate in coverage, add the optional **Convenience Plan**.⁴ You'll enjoy unlimited access to personalized Directions, Traffic and Weather reports, as well as our Concierge feature, which can send a destination address and phone number, such as a restaurant or hotel, right to your BMW. You can make up to four operator-assisted calls per year with Critical Calling if your cell phone is not available, or if its battery is discharged. BMW Search™ allows online access to up-to-date fuel prices and the latest weather forecasts, as well as Bloomberg's stock indices and the

powerful reach of the Google Maps database – delivered to the iDrive display right inside your vehicle.

BMW's unique **TeleService**, included in the BMW Assist Safety Plan, continually monitors specific parts that are subject to wear and tear – including the engine oil, micro-filter, spark plugs, brake linings and various fluids – as well as services that require attention at regular intervals, such as vehicle service inspections. This data is automatically transmitted to your BMW center, which will then call you to schedule a service appointment. You don't have to keep track of when your vehicle requires routine maintenance. An added benefit: any needed maintenance service parts will already be on hand, so your BMW is serviced and returned to you as quickly as possible.

For more details on BMW Ultimate Service, visit your authorized BMW center or log on to **bmwusa.com/ultimateservice**.



JOY COMES IN MANY FORMS.

BMW Virtual Center.

If you get the sudden urge to shop for a BMW but your BMW center is closed, there's good news – the BMW Virtual Center is open 24 hours a day! Log on to **bmwusa.com**, and in the top navigation bar, choose "Build Your Own," and then the model that interests you. Configure the BMW of your dreams, and see what the monthly payments would be. You can even send the specifications to your authorized BMW center, apply for financing, or request a test drive – all online!

BMW Financial Services.

Arranging to buy or lease a BMW is easier than you may think. Your authorized BMW center offers leasing and financing to suit your personal needs through BMW Financial Services.⁵ Start the process at our website, where you can build your "dream vehicle," get an estimate on a monthly lease or financing payment, submit a credit application to BMW Financial Services – and get approval – all online!⁵ To find out how BMW Financial Services can help put you behind the wheel of your favorite BMW model, log on to **bmwusa.com/fs** or call, toll-free, **1-800-578-5000**.

BMW Publications in "Media Gallery & Library."

Sent to new owners and lessees several times a year, **BMW Magazine** is a fascinating view of the latest events and products in the world of BMW, including personality profiles, travel reviews, and the latest BMW technologies. You can read articles from **BMW Magazine** on the BMW website at **bmwusa.com** under the "Media Gallery & Library" heading, found in the "Experience" section. Here, you can also view featured videos and images, read recent news articles, and download BMW wallpapers. While you're there, check out the "News Feed" area to enjoy articles from **Inside Track**. For more information, call Customer Assistance at **1-800-334-4BMW (4269)** or visit BMW online at **bmwusa.com**.

The new **BMW Welt** ("BMW World") delivery and brand-experience center in Munich is bold proof of BMW's passion for design. When you take advantage of the BMW European Delivery Program,⁶ this is where you will meet your new BMW – in a personalized process that is highly dramatic and totally unforgettable. (You might also realize substantial savings that just may pay for your trip.) While you're there, marvel at the historic BMWs in the Museum; learn about our engineers' newest innovations in the Technology and Design Atelier; and take a tour of the plant to experience firsthand the state-of-the-art methods used to create a BMW. Then comes the unique experience of driving your new BMW on the roads it was designed for. To learn more, visit **bmwusa.com/europeandelivery**.

¹ The BMW Assist and Bluetooth Hands-free Calling system with 4 years of Safety Plan services is optional or included in the Premium Package. In order to receive BMW Assist services, a subscriber agreement must be completed and transferred to the BMW Assist Response Center. GPS and underlying wireless services must be available and functioning; vehicle ignition must be turned on (except for Door Unlock and Stolen Vehicle Recovery), battery charged and connected and vehicle's electrical system operational; services may be limited to certain geographic areas. Call toll-free **1-888-333-6118**, go to **bmwassist.com**, or visit your BMW center for additional program details. Services are subject to the terms and conditions of your subscriber agreement.

² See your authorized BMW center for details on these limited warranties.

³ The BMW Maintenance Program covers factory-recommended maintenance services as determined by the Service Interval Indicator for all new eligible MY 2004 and later BMW vehicles. Specific additional items that need replacement due to normal wear and tear are also covered. The maintenance coverage period is for the first 4 years or 50,000 miles, whichever comes first. Exclusions from coverage include: gasoline, gasoline additives, windshield washer fluid and additives, battery, tires, wheels, wheel alignment and tire balancing. All work must be performed by an authorized BMW center. See the Service and Warranty Information booklet for specific terms, conditions and limitations. Further information can also be obtained from your authorized BMW center.

⁴ Requires BMW Assist Safety Plan subscription. Services are subject to the terms and conditions of your subscriber agreement. Please go to **bmwassist.com** for additional details on the optional Convenience Plan.

⁵ Subject to credit approval and other terms and conditions.

⁶ Not all models available for BMW European Delivery Program. Please go to **bmwusa.com** or visit your authorized BMW center for details.

THE MOST EXCITING PLACE IN AMERICA TO DRIVE THE NEW 3 SERIES CONVERTIBLE.

The BMW Performance Center in Spartanburg, SC.

Just beyond the foothills of the Carolinas' Blue Ridge Mountains lies the \$12 million BMW Performance Center. This sprawling, modern complex houses the world-famous BMW Performance Driving School, as well as the Zentrum Museum, BMW Boutique, BMW Delivery Center, and a Corporate Conference Center. Nearby is BMW's only manufacturing facility in the U.S., where models, such as the SAV,[®] are built for export worldwide. It's a unique place where BMW enthusiasts can spend days – or, in the surrounding area, an entire vacation.

BMW Performance Driving School.

Whether you've been driving for decades or just got your learner's permit, we can help take your driving skills to the next level. Behind the wheel of our new BMWs and under the expert guidance of professional driving instructors, you'll hone your driving skills on a versatile driving course – 1.7 miles of asphalt that can be configured in a multitude of ways. In One- and Two-Day Schools you can tackle the skid pad, slalom course and water walls. The BMW Performance Driving School is about control and pushing a BMW to its limits – and yours.

BMW Performance Center Delivery.

You'll always remember the fun of taking delivery of your new BMW – with BMW Performance Center Delivery. After enjoying dinner and an overnight stay at a first-class hotel, we'll take you and your companion to the Performance Center where a Product Specialist will give you an in-depth introduction to your new BMW. Then at the Performance Driving School, you'll get tips from a professional driving instructor as you explore the dynamic capabilities of a similar model. It's exciting, it's enlightening – and it's all compliments of BMW with your new vehicle.

To learn more about the BMW Performance Center, call 888-345-4269 or visit bmwusa.com/performancecenter.

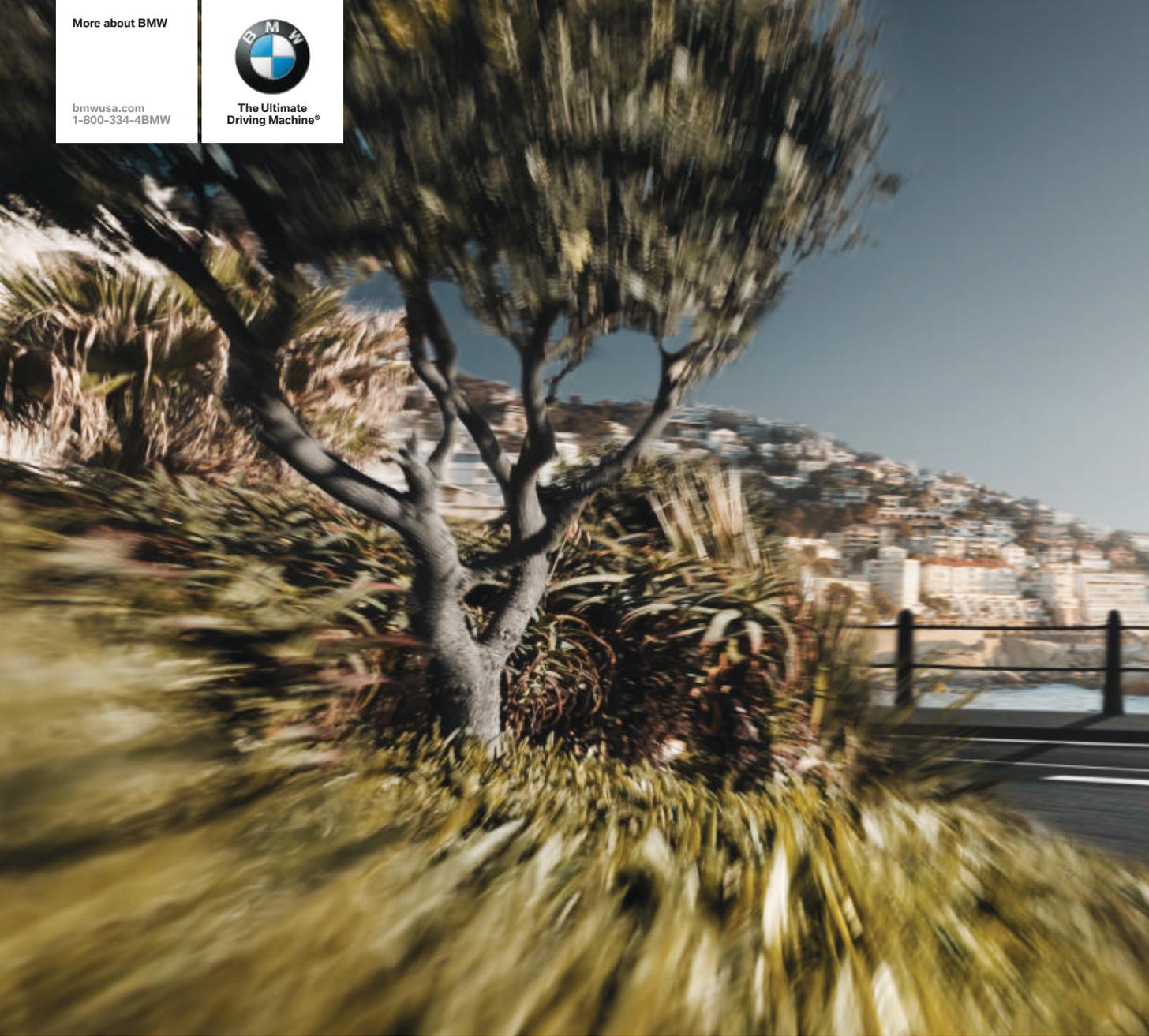


More about BMW



The Ultimate Driving Machine®

bmwusa.com
1-800-334-4BMW



BMW and the environment.

BMW is a strong proponent of the environment and social responsibility. It is important to manage the earth's resources responsibly, and not jeopardize the needs of future generations. That is why BMW makes vehicles that minimize adverse environmental impact, from production (pollution prevention and waste minimization at the plant) through owner use (low emissions) to eventual disposal (easy drainability of all fluid-related components and easy neutralization of all pyrotechnic devices).

This effort has been recognized worldwide and, as a result, we are pleased to have received numerous environmental honors. In the U.S., for example, the Environmental Protection Agency accepted BMW's Spartanburg, SC production and manufacturing facility as a charter member of the agency's National Environmental Performance Track. Internationally, BMW AG – the parent company of both BMW of North America and BMW Manufacturing Co., Spartanburg, SC – was the first automotive company to be represented on the Dow Jones Sustainability Group Index, and has remained on the Index ever since. At BMW, we strive for high performance in everything we do.

BMW recommends 