

The all-new
2012 BMW
3 Series Sedan

328i
335i



The Ultimate
Driving Machine®



THE ALL-NEW BMW 3 SERIES SEDAN.

HIGH-PERFORMANCE HERITAGE, REDEFINED.

BMW EfficientDynamics
Less emissions. More driving pleasure.



THREE NEW WAYS TO AMAZE.

For more than 35 years it has been a clear champion on the road – as well as the heart and soul of BMW's high-performance reputation. Now in its sixth iteration, the all-new 2012 BMW 3 Series Sedan brings something totally different to the table: three unique personalities, each designed to highlight this popular vehicle in exhilarating new ways. For the first time, in addition to the 3 Series Sedan, BMW offers three special ways to experience this legendary vehicle: the Sport Line, the Modern Line, and the Luxury Line – each with a distinctive twist on the 3 Series formula, offering exclusive upholstery, trims, wheels and other options designed to enhance the feeling of customization for owners. It's all combined with the award-winning performance, elegance, convenience and comfort that have landed the 3 Series on critics' lists and in owners' driveways for decades. Get ready to experience the 3 Series like never before.



The all-new BMW 3 Series Sedan

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Editorial

A CLASSIC SPREADS ITS WINGS.

It has already outrun the competition, become a favorite of drivers around the world, and advanced the luxury performance heritage of BMW. So where does the all-new BMW 3 Series go from here? It branches out.

Not content to simply deliver a new twist on a timeless classic, BMW reinvents the personality of the 2012 3 Series in a completely different way: with the Sport, Luxury and Modern Lines. Each represents an opportunity for owners to fall in love with a unique vehicle by choosing the Line they feel best suits their personalities. These three innovative Lines provide a totally new, totally customizable vehicle that's literally designed to please.

In another bold move, BMW returns to four-cylinder power – but this time with the 240-hp TwinPower Turbo inline engine in the 328i. A thrilling example of BMW EfficientDynamics, the 328i delivers potent torque and quick acceleration, along with astounding fuel efficiency.

Regardless of the Line or engine size, every all-new BMW 3 Series Sedan retains many of the same compelling features the model has become known for: high-performance, fuel-efficient engines and transmissions, sporty handling and suspension, and groundbreaking engineering advances, such as extensive lightweight construction and near-perfect 50/50 weight distribution. There are also many new features and options to enhance the look, functionality and comfort of the 3 Series.

What's on the horizon? Several additions to the 3 Series Sedan stable. In the upcoming months, a dynamic M Sport Package will take high-performance attitude to the Mth degree, while the 328xi and 335xi will add the optimized traction of BMW's xDrive intelligent all-wheel drive. And the ActiveHybrid 3 Series vehicle gives sporty performance an eco-friendly update. Trust BMW: good things will always come in 3s.

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Equipment of 328i Sedan models shown: BMW 328i Modern Line in Mojave Metallic

Engine:	2.0-liter TwinPower Turbo inline four-cylinder
Nominal output:	240 hp @ 5000-6000 rpm
Wheels:	18-inch Turbine (Style 415) light alloy
Exterior color:	Mojave Metallic
Upholstery:	Oyster Dakota Leather with Dark Oyster highlight
Interior trim:	Finesline Pure Wood with Pearl Gloss Chrome highlight

BMW 328i Sport Line in Melbourne Red Metallic

Engine:	2.0-liter TwinPower Turbo inline four-cylinder
Nominal output:	240 hp @ 5000-6000 rpm
Wheels:	18-inch Double Spoke (Style 397) light alloy
Exterior color:	Melbourne Red Metallic
Upholstery:	Black Dakota Leather with Red highlight
Interior trim:	Aluminum with Red highlight

BMW 328i Luxury Line in Imperial Blue Metallic

Engine:	2.0-liter TwinPower Turbo inline four-cylinder
Nominal output:	240 hp @ 5000-6000 rpm
Wheels:	18-inch Multi Spoke (Style 416) light alloy
Exterior color:	Imperial Blue Metallic
Upholstery:	Saddle Brown Dakota Leather wexclusive stitching
Interior trim:	Burl Walnut Wood with wood inlay and Pearl Gloss Chrome highlight

For information on vehicle specifications, please see pages 72-73.





A new concept in luxury performance comes to light with the new 2012 3 Series.

The newest BMW star performer steps out in style with a fresh complement of enhancements and styling cues, thanks in part to the distinctive details of the three new Lines. There's a more confident stance on the road and more aggressive front end, highlighted by a unique "three-dimensional" kidney grille. And in a noteworthy design feature, the front headlights now extend into the grille.

Both the front and rear accentuate the vehicle's muscular silhouette, as does the slight increase in height and length – which also translates to a more spacious interior, with more legroom and headroom. Even as it races away from sight, the L-shape taillights remind you: the all-new 3 Series Sedan was made to move.

**PROGRESS AND
POWER TAKE SHAPE.**





The **BMW Sport Line** shows off the athletic persona of the all-new 2012 3 Series with more than just a nod to its track-winning past. Sleek high-gloss black exterior trim and sporty light alloy Double Spoke wheels complement the vehicle's muscular stance, while the eight black slats of the kidney grille add an aggressive note to the front end.

BESPOKE CHARACTER: A BMW CUSTOM.

Personalized personality: the hallmark of the new 3 Series.

The BMW 3 Series has always had plenty of personality to go around; now, for 2012, BMW enhances this legendary vehicle's attitude – and its image. The trio of captivating and inventive Lines satisfies owners of various stripes by offering exclusive details that instantly identify the vehicle's "mood." The Sport Line adheres to the 3 Series' winning legacy on the track. The Modern Line is a more understated iteration that still retains the impressive 3 Series character. And as its name implies, the Luxury Line delivers a wealth of elegance and sophistication inside and out. All three Lines retain, at their core, the winning attributes of the 3 Series Sedan: classic contours, a sporty stance, and that BMW charisma that keeps drivers coming back for more.

Get the latest information on BMW standard and optional features, packages and technical specifications. Visit bmwusa.com, select the BMW model of your choice, and click on "Features & Specs."

08 09 Exterior design



The **BMW Luxury Line** reveals the elegant side of the 2012 3 Series. High-gloss chrome accents tastefully highlight the 11-slat kidney grille, air inlets, exhaust pipe tips and sophisticated Multi Spoke wheels.

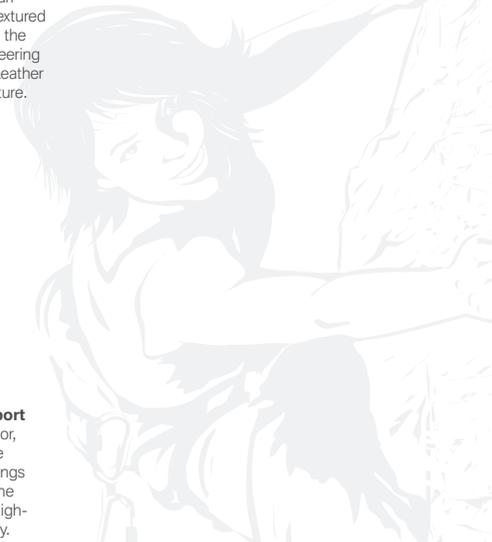


The **BMW Modern Line** is an understated yet stunning take on the 3 Series. It starts with eye-catching Turbine style wheels, and continues with satin aluminum trim highlighting the 11-slat kidney grille and air inlet in front, and exhaust tips at the rear.





Balance and contemporary poise are the rule for the **BMW Modern Line**. Fineline Wood interior trim with a Pearl Gloss Chrome highlight offers rich, textured wood grain – a delightful pairing with the Dark Oyster instrument panel and steering wheel. Supple and calming Dakota Leather upholstery options complete the picture.



The design scheme of the **BMW Sport Line** makes effective use of bold color, as in the red contrast stitching on the steering wheel and red contrasting rings surrounding the instrument dials in the light-color dashboard. Red or black highlights accent the trims and upholstery.



A THREE-WAY TIE FOR FIRST.

Each BMW Line's interior displays the inner workings of a class winner.

No matter which Line you choose, the 2012 BMW 3 Series shows off its inner beauty to incredible effect. With a single look, you'll recognize the difference between the three personalities. The Sport Line shows off its natural athleticism in the bold colors of its trim accents and eye-catching stitching. The Luxury Line creates an elegant space using a wealth of rich materials, from supple Dakota Leather upholstery to warm wood trims. And the Modern Line finds harmony among its elements, utilizing neutral hues and unique trims to achieve a calming environment. Each variant has a more personalized feel, along with the generous interior space and unparalleled comfort that the 3 Series is known for. It's a new way to literally get into your 3 Series vehicle – by discovering which Line speaks to you.

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10 11 Interior design



The **BMW Luxury Line** imparts a sense of unparalleled sophistication, from classic upholstery colors and exclusive stitching, to fine wood trims, available for the first time in this class with an optional inlay.





UNFORGETTABLE DRIVING
STARTS WITH UNMATCHED
TECHNOLOGY.

**The 2012 BMW 3 Series:
engineered to satisfy in every capacity.**

Nothing says "BMW" like sporty control on the road – and no BMW model delivers it quite like the 2012 3 Series. It starts with the foundation: the rigid yet lightweight construction of the suspension and the near-perfect 50/50 weight distribution. Now the all-new 3 Series also features an advanced front apron design that creates an air curtain to help reduce turbulence in the wheel arch area. In tandem with the BMW's signature rear-wheel drive, the 3 Series puts you in total, thrilling command of the road.

This responsive handling is wedded to another cutting-edge engineering advancement: Variable Sport Steering, a variable-ratio steering system option that offers nimble, precise handling at lower speeds and more stable response at higher speeds.

Speaking of road feel, Driving Dynamics Control allows those behind the wheel to customize the driving characteristics of the 3 Series, from accelerator and engine response, to power steering characteristics and Dynamic Stability Control (DSC) thresholds. Those parameters are grouped into four different modes: COMFORT, SPORT, SPORT+ and ECO PRO, each designed to offer a different driving experience. Another button activates Dynamic Traction Control (DTC), for easier starts and stops on loose surfaces or in deep snow.

Soon, with the availability of xDrive – BMW's all-wheel-drive system – an even greater level of optimized traction will be available for both the 335i and the 328i Sedans.

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THE ENGINES OF THE 3 SERIES: MOTORWORKS OF ART.



The 2012 BMW 3 Series answers the question: how exciting can efficiency be?

Inspiring performance: the hallmark of every BMW 3 Series vehicle. It starts with the engine – the heart of BMW's reputation and the focal point of many technological innovations over the years. This trend continues with the all-new BMW 335i and 328i Sedans for 2012. Both incorporate our EfficientDynamics principles, for peerless performance, increased

efficiency and decreased emissions. And both engines proudly feature BMW's innovative TwinPower Turbo technology for aggressive high-revving power with responsive acceleration and smooth delivery.

In the 335i, BMW's multi-award-winning 3.0-liter inline six-cylinder engine produces a whopping 300 horsepower, 300 lb-ft of torque, and a 7000-rpm redline. It's this refined power that propels the vehicle from 0-60 in a breathtaking 5.4 seconds.¹ In the 328i, BMW introduces a masterful inline four-cylinder powerplant that generates 240 horsepower and 255 lb-ft of

torque. Peak torque arrives at 1250 rpm and stays strong all the way through to 4800 rpm. It's enough to rocket the 328i from standstill to 60 in just 5.7 seconds.² Both models can be paired with a standard 6-speed manual transmission, an optional 8-speed STEPTRONIC automatic transmission, or an available 8-speed Sport Automatic with paddle shifters – a first for the class – for amazingly smooth shifting and control.

Get the latest information on BMW standard and optional features, packages and technical specifications. Visit bmwusa.com, select the BMW model of your choice, and click on "Features & Specs."

¹ BMW AG test results. BMW urges you to obey all posted speed laws and always wear safety belts.

² BMW AG test results with manual transmission; 5.9 seconds with automatic transmission. BMW urges you to obey all posted speed laws and always wear safety belts.

They call it a cockpit – and with good reason. The front seats of the all-new 3 Series have the ability to transport you with an exhilarating level of control and comfort. The dash's driver-centric tilt lets you know that this vehicle caters to those behind the wheel. Start the engine; the available Head-up Display immediately projects a range of crucial driving

information within easy sight. The Driving Dynamics Control feature lets you select between COMFORT, SPORT, SPORT+ and a new ECO PRO mode that optimizes power usage throughout the vehicle, from engine management to climate control. Enhancing the driving experience further is a growing list of now-standard features, including an iDrive Controller with a 6.5-inch color monitor. This is upgraded to an 8.8-inch screen when equipped with the Navigation system. Sync your 3 Series to your smartphone or media

player quickly and easily via Bluetooth® and the iPod® and USB adapter – also now standard.

Just as stunning as the technology are the interior's unmatched elegance and comfort. The look of the supple leather upholstery is elevated by the addition of gorgeous stitching, complementary trims and dashing accents – all exclusive to each Line – for a symphony of colors and textures. Each time you grasp the multi-function steering wheel, you know you're sitting in command of a vehicle that's specially made for you.

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PUT YOURSELF BEHIND THE WHEEL, AND YOU'LL GET IT.





**MOVING
FORWARD
IS TRULY
REWARDING.**

**New technologies, new possibilities:
innovations in the all-new 3 Series.**

Not merely a next-generation Ultimate Driving Machine[®], the all-new 3 Series Sedan is one of the latest and most innovative creations of the BMW brand. To that end, you'll find more features, greater power and efficiency, advanced driving technologies and incomparable luxury throughout each model. The 2012 3 Series represents an opportunity for BMW to reset the bar for itself – and for the entire industry.

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BMW EfficientDynamics
Less emissions. More driving pleasure.

WE'VE SPENT DECADES ON SAVING GALLONS.

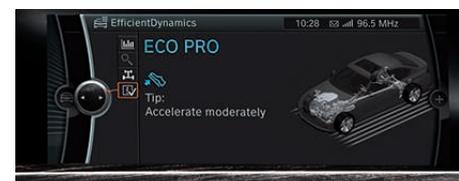
EfficientDynamics: how BMW defines a legacy of power.

Much more than simply a "template" for groundbreaking engineering and design, EfficientDynamics encapsulates everything BMW stands for: maximum high-performance output, with as little waste and emissions as possible. It's a process that shows up in a variety of forms, including the new ECO PRO mode in the 2012 3 Series. Accessible via Driving Dynamics Control, this innovative power management system regulates energy consumption with an unprecedented level of precision – even going so far as to alter the climate control, heated seats and exterior mirrors in order to conserve fuel by as much as 20 percent when operating at optimum efficiency. Then there's the Auto Start-Stop function, which automatically switches the engine off during short stops, like at traffic lights. And the Brake Energy Regeneration system captures unused kinetic energy that's normally wasted when braking and coasting, and stores it in the battery.

BMW EfficientDynamics also makes its way into the more traditional features of the 2012 3 Series. Both engine options, for example, are paragons of fuel efficiency, particularly the new TwinPower Turbo inline four-cylinder in the 328i – a lively 2.0-liter powerplant with

satisfyingly responsive performance. All transmission options – a 6-speed manual, an 8-speed STEPTRONIC automatic, or an 8-speed Sport Automatic – allow faster, smoother shifting, which uses less fuel. And the extensive use of lightweight construction throughout ensures a lean and muscular vehicle. Even the new turbulence-reducing air curtain in the 3 Series' front apron has a hand in forwarding the EfficientDynamics mandate – proof that the 2012 BMW 3 Series is the sum of many intelligently designed components.

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BMW ConnectedDrive
In touch with your world.

FIND YOURSELF – AND GET WHERE YOU'RE GOING.

From lifestyle to driving style, the technologies in the all-new 3 Series address myriad wants and needs.

The 2012 3 Series is all about capability and convenience. Inside, you'll find a wealth of features designed to make life easier, whether you're behind the wheel or a relaxed passenger. BMW's iDrive Controller is paired with an 8.8-inch screen when equipped with the optional navigation system. Like a virtual mobile office, BMW ConnectedDrive allows you to make hands-free calls, store contact information,

update your calendar and so much more when you sync your compatible smartphone via Bluetooth® technology. Play songs, browse your music collection and even see cover art on your iDrive screen thanks to an iPod® and USB adapter. The available Head-up Display shows critical driving information in a brightly lit projection just above the dashboard. The thumping bass and clear trebles of the optional 16-speaker Harman Kardon® Surround Sound System give you a great reason to crank up your favorite driving soundtrack. You can even explore BMW Apps, specially designed for BMW owners and vehicles, to do everything from locating a restaurant to connecting to your friends via social media.

The all-new 3 Series also exceeds expectations when it comes to on-board driving technology options, some of which make their way to the model for the first time. The Speed Limit Information feature uses cameras to "see" posted speed limit signs, and alerts you if you've approached or surpassed those limits. Blind Spot Detection and Lane Departure Warning notify you when you are in danger of changing lanes in hazardous situations, or drifting from your lane. Surround View provides a way of looking at a 360-degree perspective around your vehicle, via a series of mounted cameras; Parking Assistant makes use of those same cameras to help you find and get into a parking spot.

Get the latest information on BMW standard and optional features, packages and technical specifications. Visit bmwusa.com, select the BMW model of your choice, and click on "Features & Specs."





European model shown.

THESE SEATS ARE GOING FAST.

Refined comfort has a place in high performance.

At BMW, we realize if power is the key to true performance, then comfort is the key to true luxury. The all-new 3 Series is no exception. Regardless of the Line, every inch of each vehicle is designed to please and inspire. And with more legroom and headroom than its predecessor, it's already off to a good start. Plush Dakota Leather upholstery finished with Line-specific stitching ranges from subtle to bold contrasting. Likewise, trims vary greatly depending on the Line, ranging from soft-hued Woods to sporty Aluminum to sleek High Gloss Black and beyond. Generous front-door storage compartments can now easily fit one-liter water bottles; two cupholders for the driver and front-seat passenger are standard. In the back, the rear split-folding seats provide a range of cargo-carrying options. Even Comfort Access has been upgraded. Now, with your arms full



of groceries or luggage, you can simply motion with your foot toward the trunk, and it pops open – as long as you have the key in your pocket or purse. The 2012 3 Series: relax, we've thought of everything.

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01

02

03



EVOLUTION OF THE SPECIES.

An interview with Adrian van Hooydonk, Director of Product Design at the BMW Group, Munich, on the new BMW 3 Series Sedan.

As the bestselling model, the 3 Series Sedan plays a very important role within the BMW range. What does this special responsibility mean to you, and how is it reflected in the design?

You're right, the BMW 3 Series Sedan is kind of the core model within the brand, which means it is of outstanding importance – both emotional as well as practical. The BMW 3 Series is the sporty compact Sedan that unites all the core values of the brand. So the vehicle has to exude a sporty, elegant and dynamic appeal, while still balancing this perfectly with everyday usability.

Sporty, compact luxury sedans are what has built the BMW brand. This all-new BMW 3 Series is the sixth generation. What outstanding features do they all have in common?

The BMW 3 Series has always aimed to be the world's sportiest sedan. And so far, each generation 3 Series Sedan has been the benchmark and standard in its segment. Of course, that's something we want to continue.

If you had to sum up the all-new 3 Series in two concepts, what would they be?

Rooted in history and moving forward in design. The 3 Series has a rich history. With each new generation it receives a fresh and contemporary face that interprets the iconic features of classic BMW design in a new way, moving the design forward.

When an observer approaches the all-new BMW 3 Series Sedan, what is the first impression the design should make?

The observer should immediately recognize that the BMW 3 Series Sedan is the iconic sporty compact luxury car. The BMW brand's core values of sportiness, elegance and dynamism must be apparent at first glance.

The headlights and kidney grille of the all-new BMW 3 Series almost form a single unit, projecting a very focused gaze. Is that an expression of sportiness?

The focused look of the twin headlights with the slightly cut-off top edge is already familiar from other models, and it's reinforced here by the chamfered bottom edge. The way the headlights and kidney grille coalesce to form one visual unit harks back to the sporting history of the BMW brand.

Driver orientation is a key feature of the BMW 3 Series Sedan interior. How is it expressed?

Driver orientation is a hallmark BMW characteristic that can be found in every model. Of course, it's of particular importance in the BMW 3 Series Sedan, with its sporty personality. So the instrument panel is clearly angled toward the driver, continuing via the center console into the interior. All relevant controls are ergonomically arranged around the driver, for intuitive operation.

The new freestanding flat screen appears light and elegant. The bulk and height of the instrument panel have been reduced. How did this innovation come about?

Thanks to improvements in Display technology, we were now able to implement this design in the BMW 3 Series, as well. The entire interior benefits from this. The vehicle becomes lighter, and gains a more upmarket feel.

Tell us about the new "Lines" concept.

In addition to the basic equipment, the all-new BMW 3 Series is available in three equipment configurations that clearly differentiate the exterior and interior appearance of the vehicle. The Sport, Luxury and Modern Lines each underscore different personality facets of the all-new 3 Series Sedan. In this way, customers can create a vehicle that expresses who they are and conforms to their preferences.

For the first time, in addition to new colors and shapes, you are also using innovative materials, such as porous wood in the Modern Line. How big a challenge was it to integrate this material into a vehicle?

The new, porous wood looks and feels very much like untreated wood. The trim elements have a matte finish and a three-dimensional texture that really invites you to touch and experience them.



The window areas in the all-new 3 Series appear bigger and lower than in its predecessor. What effect were you aiming for?

We took care to design a greenhouse that felt very light – with thin pillars and lots of window area, for good visibility. The unified window design also elongates the vehicle visually, and makes the BMW 3 Series appear very dynamic and elegant when seen from the side.

Adrian van Hooydonk, thank you very much for this interesting and informative conversation.

"The Sport, Luxury and Modern Lines each underscore different personality facets of the all-new 3 Series Sedan... customers can create a vehicle that expresses who they are and conforms to their preferences."





BMW ConnectedDrive In touch with your world.

Every day, our world is becoming increasingly networked. Many BMW drivers, however, are better connected than the rest, obtaining information on the road, communicating by phone or email, and always updated on the latest events. BMW ConnectedDrive encompasses all these services, including traffic features that allow BMW vehicles and their occupants to network with the outside world.

bmwusa.com/connecteddrive



Enhanced mobile networking. The BMW Vision ConnectedDrive is a visionary Roadster whose amazing design goes far deeper than its dynamic, flowing lines. Three levels in the interior each symbolize a facet of BMW ConnectedDrive – Convenience, Infotainment and Safety; accompanying functions and controls are highlighted with different colored lights that illuminate information. An extraordinary synthesis of exterior and interior style and substance, the BMW Vision ConnectedDrive points the way to a mobile networking future. More information on this concept vehicle and further research projects can be found in the Future Lab.

bmwusa.com/futurelab

BMW CONNECTED DRIVE: CONVENIENCE, INFOTAINMENT AND SAFETY TECHNOLOGIES MEET IN ONE SUITE.

With BMW ConnectedDrive you stay in touch, no matter where you go. Its advanced communications and entertainment features create a network between driver, vehicle and environment, at any time and wherever you are. The following pages present special highlights in the areas of convenience, infotainment and safety. For a comprehensive overview of the BMW ConnectedDrive range, see bmwusa.com/connecteddrive.

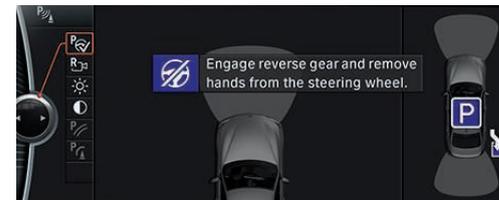
Convenience. These fascinating BMW ConnectedDrive innovations offer service-oriented functions, such as Real Time Traffic Information and Parking Assistant. So you can always relax in your BMW.



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.



Park Distance Control (PDC) uses ultrasonic sensors in the front and rear bumpers to help you judge the distance to other cars and unseen objects when parking. The beeping becomes faster as your bumper approaches the object, turning into a constant tone when the distance is less than 12 inches.



Parking Assistant makes parking a breeze. Using ultrasonic sensors integrated into the side indicators, the system searches for and measures parking spaces. When a space at least four feet longer than your vehicle is spotted, it is shown on your Control Display. Shift into reverse and the system takes control of steering your vehicle into the space.

bmwusa.com/connecteddrive

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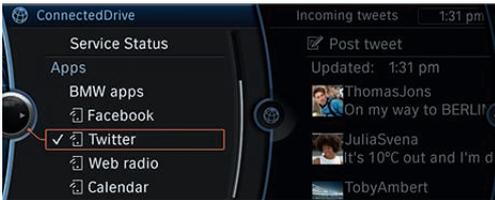
STAY TOTALLY IN TOUCH WHEREVER YOU GO – WITH BMW CONNECTED DRIVE.

Whether you're far from home or just in the next town, BMW Assist™ offers convenience and peace of mind. There are new ConnectedDrive features that extend BMW's leadership in wireless communications. Marvel at an extensive array of new Mobile Office functions. Get a visual image of your callers. With BMW Assist, you enjoy all this – and more.

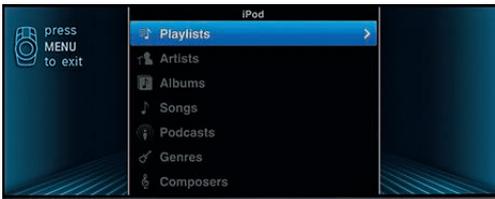


BMW Apps lets you access Social Networks, music PlugIn and Video Playback through your iPhone® and see them on the Display screen.¹ Tune in to **Web radio** and search for stations from around the globe by name, location or genre. You can also store your favorite stations, find similar stations, display station information, and change the quality of the audio. Your favorite entries are stored on your iPhone, so you can take them with you from one vehicle to another.

Please note: • A broadband data link is required. The costs for this (e.g., data roaming) are regulated by the customer agreement with the mobile phone service provider.
 • Not all features available while vehicle is in motion; see dealer for details.
 • Web radio audio quality depends on the bit rate of the station, and data reception depends on your cell service. Data transfer comes over the iPhone.



Access content from your **Twitter™** and **Facebook®** accounts to stay on top of what's happening with friends and family.¹ The system can even read posts aloud, so you can keep your focus on the road. You can quickly post prewritten tweets that are further personalized by your BMW to let everyone know where you are and that you're enjoying the drive.



When you select **PlugIn** from the BMW Apps menu, the iPhone exports a typical iPod® look and control to your BMW through the video connection.¹ You can then search for your favorite music by playlist, artist, album, song, genre or composer, just as you would on your iPhone.

Please note: The BMW Connected App must be installed on your iPhone for the PlugIn to connect.



Part of BMW Apps, **Pandora Radio** is an innovative streaming audio service that delivers personalized music selections right to your BMW.¹ Create new stations and tailor your listening experience by rating songs with either a thumbs-up or thumbs-down. Even while listening, you can stay in touch: your BMW can still receive calls through Bluetooth® without missing a beat.



Enjoy the instant gratification of music on-demand in your BMW, thanks to **MOG** – another part of BMW Apps. Browse, search and play any of 11 million songs in the MOG music library. Subscribing to MOG's **Primo** service allows you to take advantage of the seamless integration of MOG's mobile app.

¹ Requires BMW Apps option and an iPhone.

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Use the time you spend in your vehicle even more effectively with BMW's **Mobile Office** feature.² For example, text messages and emails can be transferred from your Bluetooth paired phone directly to the vehicle's iDrive Display and can be read back to you using Text-to-speech functionality and the vehicle's audio system. Thanks to Bluetooth audio streaming, you can enjoy wireless playback of your music files; your personal audio library can even be accessed via the iDrive Controller.

² Not all mobile phones are compatible with Mobile Office, and some compatible phones support a limited number of Mobile Office functions. For the complete list of compatible mobile phones and the details regarding which Mobile Office functions are supported by each phone, please visit bmwusa.com/bluetooth.



MyInfo allows you to send business locations and street addresses to your BMW from Google Maps.™ Destinations and phone numbers can be accessed and exported to your Navigation system for immediate route guidance.



BMW Online 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; and the powerful reach of the Google Maps database – all delivered on the Control Display inside your vehicle. Access news headlines and have them read aloud via Text-to-speech technology. "Send to Mail" pinpoints your current location and planned destination, and allows you to send the information to any smartphone or email account. Then it's just a quick hyperlink to Google Maps for your friends and family to see where you are and where you're going.



Enhanced functions for the iPod and USB adapter add to the ease and pleasure of using your iPod or iPhone. Want to know which CD that song comes from? The album cover is shown on your Display screen. Don't purchase additional cables – your iPod or iPhone's original USB cable connects to your BMW's USB port. Another rare feature: with BMW Assist and Bluetooth audio streaming, you can wirelessly play music through the BMW audio system from any Bluetooth compatible music player or mobile phone, from anywhere in your vehicle. In fact, the audio library appears on the Display screen, where you can use the iDrive Controller knob to make your selection.



BMW Assist gives you peace of mind knowing that a friendly response specialist is there to help you 24/7, at the touch of a button. The **Safety Plan** includes Automatic Collision Notification, Emergency Request (SOS), TeleService, Enhanced Roadside Assistance, Door Unlock, Stolen Vehicle Recovery, Customer Relations and MyInfo. The **Convenience Plan** adds personalized Directions, Traffic and Weather reports, BMW Online and Concierge services for restaurant and hotel recommendations, with the destination address and phone number sent to your BMW. Make up to four operator-assisted calls per year with Critical Calling if your mobile phone is not available or its battery is discharged.

BMW EfficientDynamics

Less emissions. More driving pleasure.

BMW was one of the first manufacturers to pursue the goal of efficient driving technologies, as part of a multi-award-winning sustainability strategy. BMW EfficientDynamics represents an acclaimed standard package of innovative technologies that reduce fuel consumption and emissions, while simultaneously enhancing dynamic performance. Since 1995 BMW has been able to reduce the CO₂ emissions of its entire fleet by approximately 30 percent. BMW has rolled out more than two million vehicles equipped with EfficientDynamics; 31 models already produce less than 225g of CO₂ per mile, and BMW intends to achieve a further 25 percent reduction by 2020.



BMW EFFICIENT DYNAMICS: MAKING A LITTLE GO A LONG WAY.

Different paths to the same destination: unmistakable BMW driving pleasure. Under the umbrella of the BMW EfficientDynamics project, BMW is continuously developing innovative systems that will bring us closer to the goal of emissions-free mobility in the long term. This BMW program for more driving pleasure is based on several pillars:

Eco-friendly technology. The development of more efficient vehicles powered by conventional diesel and gasoline engines are continuing challenges. A comprehensive technology directive enables the reduction of fuel consumption and emissions, while at the same time increasing power output and driving enjoyment. These advances are based on innovations such as BMW TwinPower Turbo technology, Brake Energy Regeneration, air curtain front apron design, and many others.

BMW ActiveHybrid. With the BMW ActiveHybrid 7, BMW ActiveHybrid X6 and BMW ActiveHybrid 5, BMW has impressive hybrid production models in its line. Soon the BMW ActiveHybrid 3 will be joining the team. All these models combine outstanding efficiency with superlative dynamic ability.

BMW ActiveE. Since 2011, there has been a new form of dynamism on the roads: the all-electric BMW ActiveE. It is manufactured in a small production run, as part of a pilot project. In this way, BMW is preparing the way for the emissions-free mobility of the future.

BMW Hydrogen and Electric. BMW continues its research into alternative drive concepts for the future, such as hydrogen drive. The BMW i brand will launch completely new vehicle concepts for sustainable mobility in an urban environment, such as the BMW i3 and the BMW i8. Key features of these vehicle concepts include the use of lightweight materials such as Carbon Fiber Reinforced Plastic (CFRP), electric drive systems, powerful battery technology and eco-friendly production methods. BMW EfficientDynamics technologies are also an important part of BMW i vehicles.

bmw-i.com

THE ALL-NEW 3 SERIES SEDAN'S EFFICIENT DYNAMICS INITIATIVE AT A GLANCE.

Auto Start-Stop function.

Even when idling, such as at a stop sign, an engine burns fuel. BMW's Auto Start-Stop function enhances fuel efficiency by switching off the engine. (The intelligent electronics system first checks the battery charge level and calculates if other electric systems, like the heated rear window, need more energy.) Once the brake pedal is released, the engine starts up again almost instantly. A Start-Stop signal in the Display indicates the function is active.

BMW TwinPower Turbo technology.

This innovative twin-scroll turbocharging technology efficiently reclaims the energy contained in exhaust gases, using a twin-scroll charger with a double-flow exhaust system.

Brake Energy Regeneration.

To supply a battery with electrical energy, the generator (alternator) is usually driven using engine power, which requires fuel. With Brake Energy Regeneration, the alternator generates electricity only when you take your foot off the accelerator. Kinetic energy that was previously unharnessed is transformed into electrical energy, which is then fed into the battery. In this way, electricity is generated without consuming fuel.

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.

ECO PRO Mode.

Driving in ECO PRO mode helps customers achieve fuel savings of up to 20 percent, depending on their individual style of driving. This mode optimizes accelerator and transmission response as well as shift points, and intelligently adapts the heating/air conditioning strategy. ECO PRO tips help the driver drive even more efficiently. The bonus range shown by the on-board computer indicates how many additional miles the driver has gained thanks to the increased efficiency in ECO PRO mode since the last fill-up.

8-speed Sport Automatic transmission.

The close spacing of gear ratios in the 8-speed Sport Automatic transmission makes maximum use of the optimum rev range, reducing fuel consumption and allowing smoother shifts.

Lightweight construction.

Our engineers use lightweight aluminum throughout our vehicles – in the front section, for example, or for the suspension. BMW's six-cylinder TwinPower Turbo engine is all aluminum. Taken together, these weight savings lead to lower fuel consumption and better axle load distribution for more agility, especially in curves.

High Precision Direct Injection.

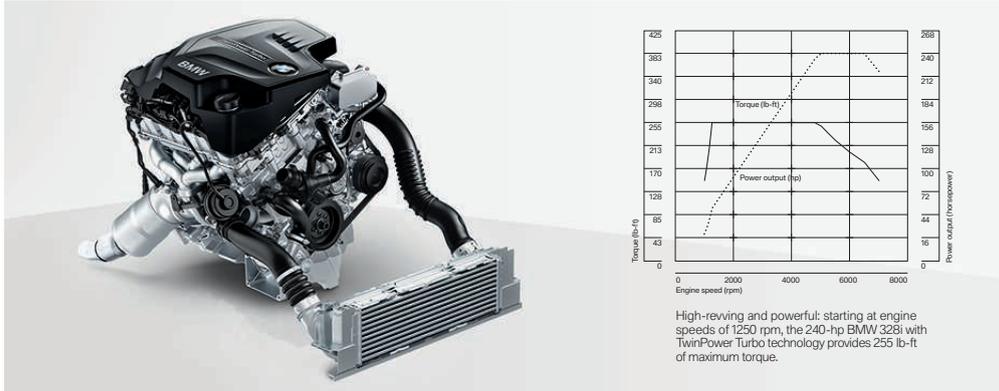
In this latest-generation direct fuel injection system, the piezo injectors are positioned very close to the spark plugs. They inject fuel at high pressure, with extreme precision, for very efficient combustion.

Not all BMW EfficientDynamics features are available on all models. Please see your authorized BMW center for details.

¹ As determined in an internal BMW fuel-consumption study.

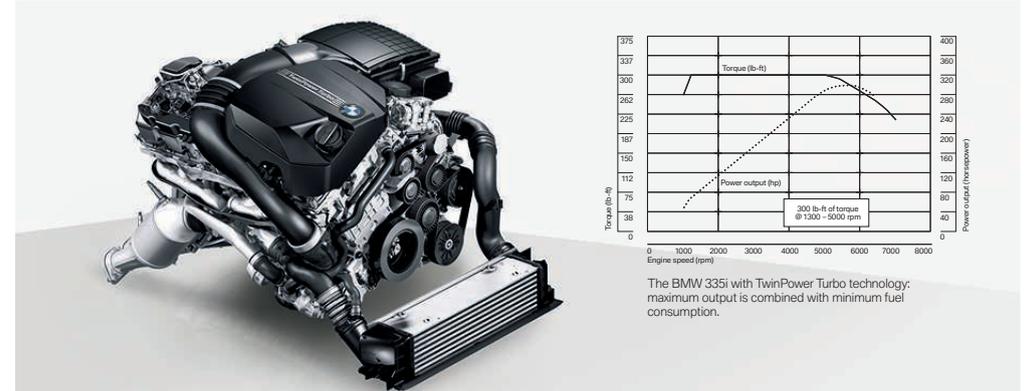
TWO ENGINES THAT MAKE ALL THE RIGHT MOVES.

High-revving power and responsiveness are characteristics of every BMW engine. Naturally, the BMW TwinPower Turbo engines available for the new BMW 3 Series Sedan follow the BMW EfficientDynamics philosophy: to combine maximum performance with maximum efficiency, minimizing both fuel consumption and CO₂ emissions. Whichever engine you choose, maximum driving pleasure combined with superb efficiency is the result.



BMW 328i.

Small is the next big idea in engines – namely, BMW's mighty inline four-cylinder TwinPower Turbo. Displacing just 2.0 liters, this 240-hp marvel generates 255 lb-ft of torque at just 1250 rpm, for potent thrust that kicks in right from the start and continues all the way up to 4800 rpm. Lightweight and smooth-running, this new four-cylinder engine is modeled on the current multi-award-winning six-cylinder inline engine with BMW TwinPower Turbo technology, which is the benchmark in its class for dynamic power delivery and impressive efficiency. Its dynamic performance is equaled by spectacular fuel efficiency, taking you further on every gallon of gas than did its six-cylinder predecessor.



BMW 335i.

BMW's universally lauded inline six-cylinder, TwinPower Turbo engine features twin-scroll turbo technology, High Precision Direct Injection and BMW's Variable Valve Timing technology, which helps the engine "breathe" better. The result: turbo lag is virtually eliminated, while posting one of the most fuel-efficient ratings in its class. In just 5.4 seconds, the 335i Sedan is rushing past 60 mph, thanks to a maximum output of 300 hp at 5800 rpm. Adding to the excitement, 300 lb-ft of peak torque begins at just 1300 rpm and doesn't end until 5000 rpm.

THE BMW ACTIVE HYBRID 3¹ AN ALL-NEW STANDARD FOR SPORTY PERFORMANCE.

BMW EfficientDynamics
Less emissions. More driving pleasure.

The world's first sports sedan is now the first and most dynamic hybrid in its class. The BMW ActiveHybrid 3 delivers the same thrilling performance as the 2012 BMW 335i, but with a dramatic increase in efficiency and a decrease in emissions. It is also the first time that BMW ActiveHybrid technology has been integrated right from the start into the design of a new vehicle. As a result, the component that usually compromises passenger and cargo space in hybrid vehicles – the battery – has now been ingeniously placed under the floor of the trunk. This ensures ample storage space and use of the handy through-loading feature. In the BMW ActiveHybrid 3, there is no sacrifice in comfort or convenience.

BMW TwinPower Turbo inline six-cylinder engine: by combining an electric motor with the 3.0-liter gasoline-powered engine, the BMW ActiveHybrid 3 generates 335 hp and 330 lb-ft of torque, with significantly reduced fuel consumption.



High-performance lithium-ion battery: this highly efficient battery supplies the BMW ActiveHybrid 3 with the power needed for electric-only driving for 2–2.5 miles at speeds of up to 37 mph. It also adds a temporary 55-hp boost to the gasoline engine for increased dynamic performance. Using a more advanced form of Brake Energy Regeneration, this storage unit is recharged whenever you lift your foot off the accelerator pedal.

Auxiliary air conditioning: this enables the BMW ActiveHybrid 3 to be cooled down a few minutes before you enter the vehicle. This function is handled by a battery-powered electric air conditioning compressor and does not require a single drop of fuel. It can be conveniently activated from a distance, using the vehicle's key.

8-speed automatic transmission: the tightly spaced 8-speed gear ratios allow the vehicle to make better use of the optimum rev range, enhancing fuel economy and shift comfort. In combination with the Hybrid Start/Stop function, this increases driving comfort while greatly lowering fuel consumption and emissions.



Streamline (Style 419) 18 x 8.0 light alloy wheels with 225/45 run-flat² all-season tires³. These exclusive, innovative aero rims help lower fuel consumption.



ActiveHybrid 3 badging behind the signature Hofmeister kink, as well as satin aluminum window frames and window recess finishers identify the special vehicle.



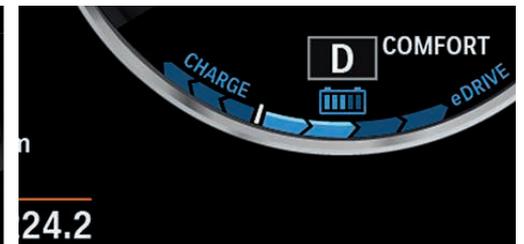
Aluminum door-sill finishers with ActiveHybrid 3 lettering lead driver and passengers into an elegant interior marked by quality workmanship.



8-speed automatic transmission gear selector lever features an aluminum surround with special ActiveHybrid 3 signature.



Boost function: when required, energy from the high-performance battery is used to enable a short-term boost of power. A benefit of this technology is strong and immediate power delivery.



All-electric driving: the 40 kW (55 hp) output of the electric motor allows all-electric driving over longer distances. Using Driving Dynamics Control to activate the ECO PRO mode, the transmission uncouples the engine and shuts it off when you take your foot off the accelerator. This feature enables the BMW ActiveHybrid 3 to "sail" downhill almost silently up to 100 mph. When the ECO PRO mode is deactivated, it is possible to sail at speeds of up to 50 mph.

¹ Available Summer 2012.

² Run-flat tires do not come equipped with a spare tire and wheel.

³ Please note: Driving over rough or damaged road surfaces, as well as debris, curbs and other obstacles, can cause serious damage to wheels, tires and suspension parts. This is more likely to occur with low-profile tires, which provide less cushioning between the wheel and the road. Be careful to avoid road hazards and reduce your speed, especially if your vehicle is equipped with low-profile tires.



It is a trait that every BMW embodies without exception: sheer driving dynamics. Incorporated into every BMW is the integration of chassis and suspension that provides for a legendary driving experience. Designed to transfer optimal power to the road, the system also strives to provide and maintain ideal road-holding characteristics in any situation. The net result is a perfect synchronization of numerous innovative components and a near-perfect 50:50 weight distribution. BMW engineers are persistent in their dedication to reinvent and refine the BMW typical driving dynamics over and over again. The ultimate goal is to have every BMW chassis convey the passion for a sporty driving feel directly from the vehicle to the driver – and at the same time offer maximum safety and comfort.



THE BEST FOUNDATION FOR DYNAMIC PERFORMANCE: A SUPERIOR CHASSIS.

The all-new BMW 3 Series Sedan can be equipped with a whole host of innovative technologies to help you get the most out of each drive. Many of these systems are intelligently networked with each other, maximizing your active safety quotient – and your driving pleasure.



Adaptive Sport Suspension. This technologically advanced suspension system is based on electronically controlled dampers that adapt to the style of the driver and driving conditions. Settings can be designated by using the Driving Dynamics button. The optional adaptive suspension also includes a lowering of the vehicle by approximately 10 mm, without sacrificing the ride comfort of the new BMW 3 Series Sedan. Stiffer, more sporty settings of the system can be selected by activating the SPORT mode or the SPORT + mode, using the Driving Dynamics button.

Variable Sport Steering. This system continuously adjusts the steering ratio and steering force to suit the changing driving situation. The steering ratio is constantly adjusted depending on the steering movement. So you can enjoy increased agility on winding roads, more safety at higher speeds, and great flexibility when parking.

Electric Power Steering. Unlike conventional, hydraulic steering systems, electric power steering only draws power during actual steering movements. While driving on major highways where a minimal amount of steering movement is required, the electric motor remains inactive.

8-speed Sport Automatic transmission. The close spacing of gear ratios in the optional 8-speed Sport Automatic transmission enables maximum use of the optimum rev range, significantly lowering fuel consumption and enhancing shift comfort. In the new BMW 3 Series Sedan, it is combined with an Auto Start-Stop function. In this way, the vehicle provides increased dynamism and ride comfort, combined with reduced fuel consumption and emissions.

Chassis. In the new BMW 3 Series Sedan, a special directive was initiated to construct a lighter passenger compartment, but design it to be as stiff as possible to offer the highest in driving dynamics and safety. The stiffer chassis results in enhanced steering precision and agility, as well as increased security for all passengers. With highly effective deformation zones in the front and rear, the body absorbs a major part of the impact energy in the event of a collision.

Driving Dynamics Control including ECO PRO Mode. The ability to change driving characteristics in the BMW 3 Series Sedan can be accomplished by pressing the Driving Dynamics button. Choose from four settings: ECO PRO, NORMAL, SPORT and SPORT+, to adjust

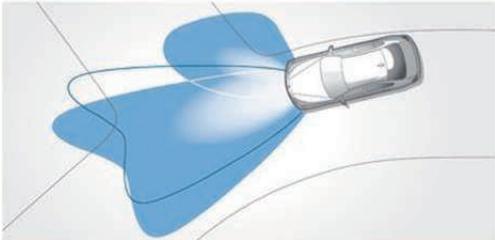
engine-throttle response, transmission shift characteristics and power-steering assist. In addition, the traction control feature can be disengaged when driving on sand, gravel, or deep or packed snow.

Rear-wheel drive. BMW's renowned driving technology that provides inspired vehicle agility and maneuverability. Rear-wheel drive enables an ideal distribution of weight over the entire chassis suspension, delivering power and traction more precisely onto the pavement.

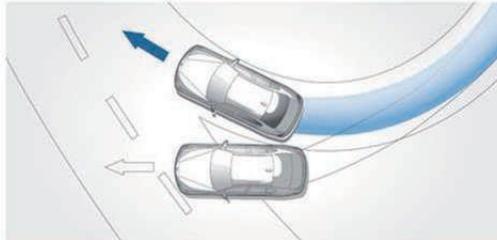
HIGH-TECH BODYGUARDS: ACTIVE AND PASSIVE SAFETY.

The 3 Series Sedan is designed with BMW's full range of standard state-of-the-art active and passive safety technologies. Active safety features, such as Xenon Adaptive Headlights, powerful engines and large brakes, help you see and respond to potentially dangerous situations. Should an accident prove unavoidable, passive safety features, such as airbags, are designed to help protect you and your passengers. After a severe impact, a host of features spring into action: the doors automatically unlock, headlights and taillights flash, the starter cable is disconnected from the battery and the fuel supply is cut off. If vehicle equipment also includes BMW Assist™ and any airbags should deploy, response specialists are automatically alerted and notified of your location.

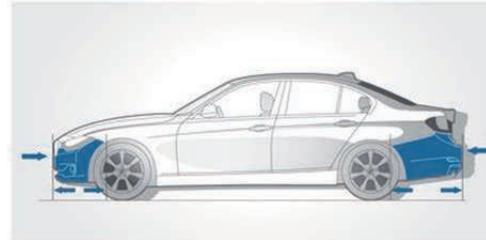
➤ bmwusa.com/allnew3



Xenon Adaptive Headlights for low- and high-beams enhance illumination of the road ahead at night or in poor visibility. Four LED Corona headlight-surrounds, which can be used as Daytime Running Lights, also serve as parking lights. Adaptive Headlights provide optimum illumination of the road ahead when the car enters a turn. Light distribution is automatically adapted to the road speed and steering angle. Cornering Lights, positioned in the two inner headlights, are automatically activated by using the turn indicator or changing the steering wheel angle, even when the vehicle is at rest.



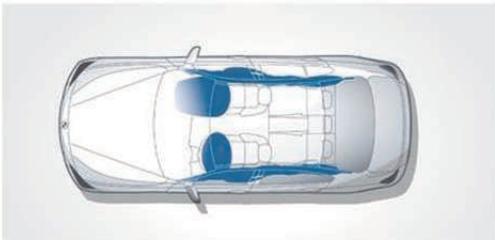
Dynamic Stability Control (DSC). This system provides remarkable tenacity on slippery road surfaces. If it senses over- or understeer, it modulates engine power and can apply brakes individually to help keep the vehicle under control and going in the intended direction. Start-off Assistant, a feature of DSC, prevents the vehicle from rolling backward on a hill for 1.5 seconds after taking your foot off the brake. The system also includes Brake Fade Compensation, which lets you use the same amount of pedal force, even when the brakes are heated; Brake Stand-by, which pre-tenses the brakes for quicker action if you suddenly remove your foot from the accelerator pedal; and Brake Drying, which periodically brings the brake pads into contact with the rotors to eliminate accumulated moisture when it rains.



Impact-absorbing bumpers and compressible "crush tubes" front and rear help absorb the force of impact in collisions up to 9 mph, helping to minimize damage to the vehicle's body and simplifying repairs. Only at higher impact speeds do structural supports begin to deform, dissipating impact energy to help protect occupants.



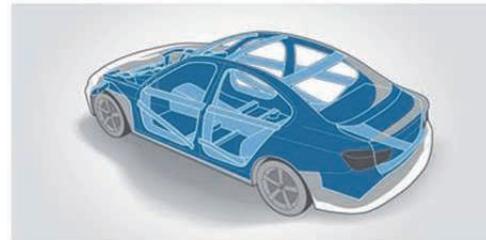
Run-flat tires. Thanks to reinforced sidewalls, run-flat tires maintain their shape and rim position even after suffering a complete loss of tire pressure. They allow you to continue driving at a reduced speed until you reach a safe area to change a tire or wait for Roadside Assistance. The Tire Pressure Monitor alerts you when there is a drop in tire pressure; if the loss is severe, an acoustic warning is triggered.



Airbags. In the event of a collision, BMW's supplemental restraint system (SRS) determines which airbag(s) to deploy for optimal protection. When a safety belt is used, airbags deploy only at a higher crash severity; the force of the deployment depends upon the severity of the impact. Eight airbags offer specific protection: front airbags with advanced technology for driver and front passenger, front knee airbags, front-seat-mounted side-impact airbags, and HPS (Head Protection System) bags for front and rear.



BMW restraint system for the driver and front passenger combines three-point safety belts, automatic safety-belt pretensioners, seat bolsters that help prevent occupants from sliding forward, and Active Head Restraints. This system helps provide optimum restraint in a collision.



Body stiffness. The intelligent use of high-strength multi-phase steel and aluminum provides a high degree of body stiffness and crash resistance. Components such as the A-pillars and windshield frame include special reinforcements to provide optimum occupant protection. **Door reinforcements** are designed to provide additional occupant protection in the event of a side impact. Added protection is provided by diagonal safety bars in the doors. When **crash sensors** detect a serious impact, interior lights and hazard flashers activate, and the doors automatically unlock to allow access for emergency aid.

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

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economically, and at the same time adjusts the operation of technical systems in the all-new BMW 3 Series Sedan for maximum efficiency.

The implementation of this clever fuel-saving technology is the responsibility of project manager Jürgen Geus. "The ECO PRO mode uses engine management software to adjust the engine's output characteristics; the automatic transmission upshifts sooner and remains in a higher gear longer. In cars with manual transmission, the gear shift recommendations change accordingly. In addition, if they want to, drivers can reduce the maximum output of the air conditioning and seat heating." BMW engineers have created all the technical prerequisites for maximum fuel efficiency, but the driver represents another fuel-saving potential.

SMOOTH ACCELERATION.

The ECO PRO mode shows ECO PRO tips in the Control Display. The display of the bonus range gained by more efficient driving is designed to spark the driver's ambition. Another helpful tool in building up the bonus range is a BMW EfficientDynamics display shown in the tachometer, available in conjunction with the extended-functions instrument cluster. A blue bar represents optimum efficiency; it shows

a range within which there are only minimal variations in fuel consumption. It's only when the driver applies more pressure to the accelerator pedal and leaves the blue zone that fuel consumption rises disproportionately – and then the color of the bar changes to gray.

ADDED RANGE.

In urban traffic, the ECO PRO mode's savings potential is particularly significant. Anticipatory driving and avoiding abrupt acceleration result in large savings, while costing next to no time. In town, as well as on secondary roads and on the highway, the ECO PRO mode provides the driver with valuable insights for driving more efficiently. When driving uphill, for example, it is best to stay in the higher gear for as long as possible. Doubters will be convinced by a look at their bonus range.

ANTICIPATION.

In addition to tips on how to accelerate, the ECO PRO mode also advises the driver on other issues, such as anticipatory driving. The overall display and data concept was developed by Christian Popp. As the engineer describes his intentions, "Saving fuel should be fun. The changed accelerator response and the ECO

PRO tips that the driver can select make this child's play." Anyone who has traveled a few miles in ECO PRO mode is unlikely to want to switch it off again – because the driver sees the difference between the ECO PRO mode and the other available modes (COMFORT, SPORT and SPORT+, depending on equipment) first and foremost in the fuel consumption history in the Control Display. This shows that the ECO PRO mode leads to a calmer driving style. You accelerate more gently, and drive with better anticipation.



In the Control Display, drivers can view the fuel consumption history of the last 15 minutes, in the form of a bar chart.

EVERY MILE COUNTS.

The ECO PRO mode in the all-new BMW 3 Series Sedan teaches interested drivers to become fuel-efficiency experts. Depending on individual driving style, it can result in fuel savings of up to 20 percent.¹ To motivate the driver, the additional miles gained are displayed as a bonus range by the on-board computer.

ECO PRO TIPS.

We are only at the third traffic light, but we have already racked up the first bonus mile. Next to a small fuel dispenser icon in the display of the new BMW 3 Series Sedan, the ECO PRO mode we have activated is adding up the bonus range. This is what the ECO PRO mode does. It's another element of the comprehensive BMW EfficientDynamics technology package. ECO PRO gives the driver tips on how to drive more

¹ As determined in an internal BMW study.

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THE ALL-NEW 3 SERIES SEDAN.



Introducing the command center of the all-new 3 Series Sedan. The center console that is tilted slightly toward you hints at BMW's traditional driver-oriented design. The new iDrive Control Display, available leather-wrapped sport

steering wheel with multi-function buttons, and available Head-up Display help keep your eyes on traffic and hands on the wheel. A functional array of easy-to-read gauges and ergonomically placed controls enhance the driving experience.



Standard front seats, shown here with Black Dakota Leather, offer eight-way manual adjustment, including two-way adjustment of headrests. The all-new 3 Series Sedan's interior includes numerous handy storage compartments, including two cup holders in the center console front and back, and in-door compartments with enough room to hold assorted items within easy reach.



Star Spoke (Style 393) 17 x 7.5 light alloy wheels and 225/50 run-flat¹ all-season tires² are standard on the 328i; **Star Spoke (Style 396)** 18 x 8.0 light alloy wheels with 225/45 run-flat¹ all-season tires² (not shown) are standard on the 335i.

¹ Run-flat tires do not come equipped with a spare tire and wheel.

² Driving over rough or damaged road surfaces, as well as debris, curbs and other obstacles, can cause serious damage to wheels, tires and suspension parts. This is more likely to occur with low-profile tires, which provide less cushioning between the wheel and the road. Be careful to avoid road hazards and reduce your speed, especially if your vehicle is equipped with low-profile tires.

3 Series Sedan upholstery



LCSW Black Dakota Leather



KCSW Black Leatherette

3 Series Sedan interior trims



4CG Satin Silver Matte



LCDF Venetian Beige Dakota Leather



KCDF Venetian Beige Leatherette



4AB/4DM Dark Burl Walnut Wood with Chrome High Gloss highlight



The all-new BMW 3 Series Sedan shown in Glacier Silver Metallic exterior paint and Star Spoke (Style 393) light alloy wheels.

bmwusa.com/byo

THE ALL-NEW 3 SERIES SEDAN WITH MODERN LINE.

Interior equipment features:

- Door-sill finishers in aluminum with "BMW Modern" lettering
- Leather-wrapped sport steering wheel in exclusive Oyster color
- Dakota Leather upholstery with contrasting Dark Oyster highlight piping
- Light-color dashboard
- Interior trim in Pearl Metallic, Aluminum, Finesline Pure Wood or Finesline Anthracite Wood with Pearl Gloss Chrome highlight
- Pearl Gloss Chrome trim for air conditioning and radio controls
- Instrument cluster in Oyster
- Interior illumination with variable color effects in Orange-Red or White, selected via the iDrive Controller
- Signature key fob in Oyster with Pearl Gloss Chrome trim

Exterior equipment features:

- Turbine (Style 415) 18 x 8.0 light alloy wheels and 225/45 run-flat¹ all-season tires²
- Front and rear bumpers and air intakes, kidney grille slats and exhaust pipe tips in exclusive satin aluminum design



Three-spoke leather-wrapped multi-function sport steering wheel in elegant Oyster to match the upper portion of the instrument panel is exclusive to the Modern Line.



Power front seats, shown here with Black Dakota Leather with Dark Oyster highlight piping, offer eight-way power adjustment plus two-way manual headrest adjustment. The driver's seat provides individual adjustments for seat height and backrest, fore and aft position and seat angle.



Door-sill finishers feature exclusive Modern Line design.



Modern Line signature key fob in Oyster with Pearl Gloss Chrome highlight.



Turbine (Style 415) 18 x 8.0 light alloy wheels and 225/45 run-flat¹ all-season tires²

¹ Run-flat tires do not come equipped with a spare tire and wheel.

² Driving over rough or damaged road surfaces, as well as debris, curbs and other obstacles, can cause serious damage to wheels, tires and suspension parts. This is more likely to occur with low-profile tires, which provide less cushioning between the wheel and the road. Be careful to avoid road hazards and reduce your speed, especially if your vehicle is equipped with low-profile tires.

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Modern Line upholstery



LCL9 Oyster Dakota Leather with Dark Oyster highlight



LCL8 Black Dakota Leather with Dark Oyster highlight

Modern Line interior trims



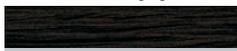
4DT/4DM Pearl Metallic with Pearl Gloss Chrome highlight



4AD/4DM Aluminum with Pearl Gloss Chrome highlight



4DD/4DM Finesline Pure Wood with Pearl Gloss Chrome highlight



4CE/4DM Finesline Anthracite Wood with Pearl Gloss Chrome highlight



The all-new BMW 328i Sedan featuring Modern Line and Alpine White non-metallic exterior paint and Turbine (Style 415) light alloy wheels.

bmwusa.com/byo

THE ALL-NEW 3 SERIES SEDAN WITH SPORT LINE.

Interior equipment features:

- Door-sill finishers in aluminum with "BMW Sport" lettering
- Leather-wrapped sport steering wheel with red contrast stitching
- Sport seats in Black Leatherette and contrasting Red highlight piping
- Dakota Leather Upholstery with contrast stitching and piping
- Interior trim in Black High Gloss, or Aluminum with Red or Black highlight
- Chrome trim for air conditioning and radio controls
- Instrument cluster with red highlight and red contrasting rings
- Interior illumination with variable color effects in Orange-Red or White, selected via the iDrive Controller
- Available 8-speed Sport Automatic transmission
- Anthracite interior headliner
- Signature key fob with red trim

Exterior equipment features:

- Double Spoke (Style 397) 18 x 8.0 light alloy wheels and 225/45 run-flat¹ performance tires²
- Kidney grille slats, B-pillar, front and rear bumpers and air intakes specially designed in high-gloss black
- Black exterior mirror caps and chrome black exhaust pipe tips
- Sport suspension

¹ Run-flat tires do not come equipped with a spare tire and wheel.

² Driving over rough or damaged road surfaces, as well as debris, curbs and other obstacles, can cause serious damage to wheels, tires and suspension parts. This is more likely to occur with low-profile tires, which provide less cushioning between the wheel and the road. Be careful to avoid road hazards and reduce your speed, especially if your vehicle is equipped with low-profile tires. Performance tires are not recommended for driving in ice or snow conditions.

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Three-spoke leather-wrapped multi-function sport steering wheel, unique to the Sport Line, features a grip-enhancing cover with red decorative stitching to match the red contrasting rings surrounding the tachometer and speedometer in the instrument cluster.



Front sport seats, shown here in Black Leatherette with contrasting Red highlight piping, offer ten-way power adjustment including two-way manual adjustment of headrests. The driver's seat provides individual adjustments for seat height and backrest, fore and aft position and seat angle.



Door-sill finishers feature exclusive Sport Line design.



Signature key fob features the Sport Line design theme: distinctive black with contrasting red trim.



Double Spoke (Style 397) 18 x 8.0 light alloy wheels and 225/45 run-flat¹ performance tires².

Sport Line upholstery



LCL3 Black Dakota Leather with Red highlight



KCL3 Black Leatherette with Red highlight



LCL4 Everest Gray Dakota Leather with Black highlight



LCL5 Coral Red Dakota Leather with Black highlight

Sport Line interior trims



4AT/4DN Black High Gloss with Red highlight



4AD/4DN Aluminum with Red highlight



4AD/4DL Aluminum with Black highlight



The all-new BMW 335i Sedan with Sport Line shown in Mineral Gray Metallic exterior paint and 18-inch Double Spoke (Style 397) light alloy wheels.

bmwusa.com/byo

THE ALL-NEW 3 SERIES SEDAN WITH LUXURY LINE.

Interior equipment features:

- Door-sill finishers in aluminum with "BMW Luxury" lettering
- Leather-wrapped sport steering wheel
- Dakota Leather upholstery with exclusive stitching
- Lower dashboard in brown color in combination with Saddle Brown Dakota Leather upholstery with exclusive stitching
- Interior trim in Finition Anthracite Wood or Burl Walnut Wood with wood inlay and contrasting Pearl Gloss Chrome highlight
- Chrome trim rings for air conditioning and radio controls
- Center console with Luxury Line exclusive Chrome surround
- Interior illumination with variable color effects in Orange-Red or White, selected via the iDrive Controller
- Signature key fob with Pearl Gloss Chrome trim

Exterior equipment features:

- Multi Spoke (Style 416) 18 x 8.0 light alloy wheels and 225/45 run-flat¹ all-season tires²
- Front and rear bumpers and air intakes with Chrome design
- Chrome kidney grille slats
- Chrome exhaust pipe tips
- Chrome window surround

¹ Run-flat tires do not come equipped with a spare tire and wheel.

² Driving over rough or damaged road surfaces, as well as debris, curbs and other obstacles, can cause serious damage to wheels, tires and suspension parts. This is more likely to occur with low-profile tires, which provide less cushioning between the wheel and the road. Be careful to avoid road hazards and reduce your speed, especially if your vehicle is equipped with low-profile tires.

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Three-spoke leather-wrapped multi-function sport steering wheel, features a grip-enhancing cover, while the lower dashboard in an exclusive brown finish and complementing Pearl Gloss Chrome highlight trim displayed in the instrument cluster underline the sophisticated Luxury Line cabin interior.



Power front seats, shown here with Venetian Beige Dakota Leather with exclusive stitching, offer eight-way adjustment including two-way adjustment of headrests. The driver's seat provides individual adjustments for seat height and backrest, fore and aft position and seat angle.



Door-sill finishers featuring exclusive Luxury Line design motif.



Luxury Line signature key fob with Pearl Gloss Chrome highlight trim.



Multi Spoke (Style 416) 18 x 8.0 light alloy wheels and 225/45 run-flat¹ all-season tires.²

Luxury Line requires ordering the Premium Package.

Luxury Line upholstery



LCLX Saddle Brown Dakota Leather with exclusive stitching



LCLY Venetian Beige Dakota Leather with exclusive stitching



LCLZ Black Dakota Leather with exclusive stitching

Luxury Line interior trims



4CE/4DM Finition Anthracite Wood with Pearl Gloss Chrome highlight



4BB/4DM Burl Walnut Wood with wood inlay and Pearl Gloss Chrome highlight



The all-new BMW 335i Sedan featuring Luxury Line and Black Sapphire Metallic exterior paint and 18-inch Multi Spoke (Style 416) light alloy wheels.

bmwusa.com/byo

THE ALL-NEW 3 SERIES SEDAN WITH M SPORT PACKAGE¹

Interior equipment features:

- Door-sill finishers in aluminum with "BMW M" lettering
- Leather-wrapped multi-function M sport steering wheel
- Power sport seats for driver and front passenger
- Aluminum Hexagon interior trim with accent trim in either Matte Estoril Blue or High Gloss Black, or Dark Burl Walnut Wood trim with Pearl Gloss Chrome highlight trim
- Shortened gear shift lever (with manual transmission) with M logo
- Speedometer and tachometer with red readouts
- Interior illumination with variable color effects in Orange-Red or White, selected via the radio or iDrive Controller
- Anthracite interior headliner
- M footrest
- Signature M Sport Package key fob with blue trim

Exterior equipment features:

- Double Spoke (Style 400M) light alloy wheels, 18 x 8.0 front, 18 x 8.5 rear; 225/45 front and 255/40 rear run-flat² performance tires³
- Optional Double Spoke (Style 403M) light alloy wheels, 19 x 8.0 front, 19 x 8.5 rear; 225/40 front and 255/35 rear run-flat² performance tires³
- M Aerodynamic package including front and rear bumpers
- Crossbeams front and rear, rear apron, rear spoiler and side skirts and front air dam
- Exclusive exterior paint color in Estoril Blue II Metallic
- BMW kidney grille with eight slats in high-gloss black
- High-gloss chrome exhaust pipe tips
- M Sport suspension

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Leather-wrapped multi-function M sport steering wheel has a smaller diameter and a thicker rim for enhanced grip. The speedometer and tachometer come with a contrasting red surround.

¹ Available July 2012.

² Run-flat tires do not come equipped with a spare tire and wheel.

³ Driving over rough or damaged road surfaces, as well as debris, curbs and other obstacles, can cause serious damage to wheels, tires and suspension parts. This is more likely to occur with low-profile tires, which provide less cushioning between the wheel and the road. Be careful to avoid road hazards and reduce your speed, especially if your vehicle is equipped with low-profile tires. Performance tires are not recommended for driving in ice or snow conditions.



Front sport seats, shown here in available Black Dakota Leather, offer ten-way power adjustment including two-way manual adjustment of headrests. Aluminum Hexagon interior trim with Matte Estoril Blue accent contributes to the interior's powerful looks. Another exclusive feature of the M Sport Package: shift lever and handbrake lever gaiters in supple leather.



Door-sill finishers featuring exclusive M Sport Package badge.



M Sport Package signature key fob with blue trim.



Double Spoke (Style 400M) light alloy wheels, 18 x 8.0 front, 18 x 8.5 rear; 225/45 front and 255/40 rear run-flat² performance tires³



Double Spoke (Style 403M) light alloy wheels, 19 x 8.0 front, 19 x 8.5 rear; 225/40 front and 255/35 rear run-flat² performance tires³

M Sport Package upholstery



KCSW Black Leatherette



LCSW Black Dakota Leather



4MR/4DX Aluminum Hexagon with accent trim in Matte Estoril Blue



KCDF Venetian Beige Leatherette



LCDF Venetian Beige Dakota Leather



4MR/4DL Aluminum Hexagon with accent trim in High Gloss Black



LCL5 Coral Red Dakota Leather with Black highlight



4AB/4DM Dark Burl Walnut Wood with Pearl Gloss Chrome highlight

M Sport Package interior trims

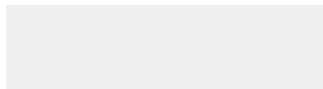


European model shown.

The all-new BMW 335i Sedan with M Sport Package, shown in Estoril Blue II Metallic exterior paint with 19-inch Double Spoke (Style 403M) light alloy wheels.

bmwusa.com/byo

Exterior colors

**300** Alpine White (Non-metallic)**668** Jet Black (Non-metallic)**A96** Mineral White Metallic¹**A83** Glacier Silver Metallic**B39** Mineral Gray Metallic**A75** Melbourne Red Metallic**B06** Sparkling Bronze Metallic¹**A17** Mojave Metallic**B40** Liquid Blue Metallic¹**A89** Imperial Blue Metallic**475** Black Sapphire Metallic**B45** Estoril Blue II Metallic²

Interior colors



Black



Venetian Beige

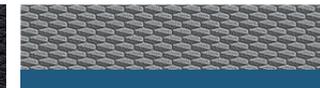
**LCSW** Black Dakota Leather**LCDF** Venetian Beige Dakota Leather**KCSW** Black Leatherette**KCDF** Venetian Beige Leatherette

Interior trims

**4CG** Satin Silver Matte**4AB/4DM** Dark Burl Walnut Wood with
Chrome High Gloss highlight¹ Available March 2012.² Requires M Sport Package; available July 2012.

The pages in this section of the brochure show available colors and materials for the BMW 3 Series Sedan. 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 authorized BMW center. They will be happy to show you original samples.

Please refer to the Recommended color combinations charts on pages 58 and 59 for details on limitations and exclusivity when selecting 3 Series Sedan exterior paint colors, upholstery materials and colors, and interior trims.

**Modern Line
upholstery****LCL9** Oyster Dakota Leather
with Dark Oyster highlight**LCL8** Black Dakota Leather
with Dark Oyster highlight**Modern Line
interior trims****4DT/4DM** Pearl Metallic
with Pearl Gloss Chrome highlight**4AD/4DM** Aluminum
with Pearl Gloss Chrome highlight**4DD/4DM** FINELINE Pure Wood
with Pearl Gloss Chrome highlight**4CE/4DM** FINELINE Anthracite Wood
with Pearl Gloss Chrome highlight**Luxury Line
upholstery****LCLX** Saddle Brown Dakota Leather
with exclusive stitching**LCLY** Venetian Beige Dakota Leather
with exclusive stitching**LCLZ** Black Dakota Leather
with exclusive stitching**Luxury Line
interior trims****4CE/4DM** FINELINE Anthracite Wood
with Pearl Gloss Chrome highlight**4BB/4DM** Burl Walnut Wood with wood inlay
and Pearl Gloss Chrome highlight**Sport Line
upholstery****LCL3** Black Dakota Leather
with Red highlight**LCL4** Everest Gray Dakota Leather
with Black highlight**LCL5** Coral Red Dakota Leather
with Black highlight**KCL3** Black Leatherette
with Red highlight**Sport Line
interior trims****4AT/4DN** Black High Gloss
with Red highlight**4AD/4DN** Aluminum
with Red highlight**4AD/4DL** Aluminum
with Black highlight**M Sport Package¹
upholstery****KCSW** Black Leatherette**KCDF** Venetian Beige Leatherette**LCSW** Black Dakota Leather**LCDF** Venetian Beige Dakota Leather**LCL5** Coral Red Dakota Leather with Black highlight**M Sport Package¹
interior trims****4MR/4DX** Aluminum Hexagon
with accent trim in Matte Estoril Blue**4MR/4DL** Aluminum Hexagon
with accent trim in High Gloss Black**4AB/4DM** Dark Burl Walnut Wood
with Pearl Gloss Chrome highlight¹ Available July 2012.

The pages in this section of the brochure show available colors and materials for the BMW 3 Series Sedan Special Lines. 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 authorized BMW center. They will be happy to show you original samples.

Please refer to the Recommended color combinations charts on pages 58 and 59 for details on limitations and exclusivity when selecting 3 Series Sedan exterior paint colors, upholstery materials and colors, and interior trims.

Recommended color combinations.

	BMW upholstery colors									
	Basic					M Sport Package				
	Leatherette		Dakota Leather			Leatherette		Dakota Leather		
Interior colors										
Upholstery colors	Black	Venetian Beige	Black	Venetian Beige	Black	Venetian Beige	Black	Venetian Beige	Coral Red with Black highlight	
Interior colors	Black	Venetian Beige	Black	Venetian Beige	Black	Venetian Beige	Black	Venetian Beige	Black	
BMW exterior colors										
Alpine White (Non-metallic)	•	•	•	•	•	•	•	•	•	•
Jet Black (Non-metallic)	•	•	•	•	•	•	•	•	•	•
Mineral White Metallic ¹	•	•	•	•	•	•	•	•	•	•
Glacier Silver Metallic	•	•	•	•	•	•	•	•	•	•
Mineral Gray Metallic	•	•	•	•	•	•	•	•	•	•
Melbourne Red Metallic	•	•	•	•	•	•	•	•	•	•
Sparkling Bronze Metallic ¹	•	•	•	•	•	•	•	•	•	•
Mojave Metallic	•	•	•	•	•	•	•	•	•	•
Liquid Blue Metallic ¹	•	•	•	•	•	•	•	•	•	•
Imperial Blue Metallic	•	•	•	•	•	•	•	•	•	•
Black Sapphire Metallic	•	•	•	•	•	•	•	•	•	•
Estoril Blue II Metallic ²	—	—	—	—	•	•	•	•	•	•
BMW interior trims										
Satin Silver Matte	•	•	•	•	—	—	—	—	—	—
Dark Burl Walnut Wood with Chrome High Gloss highlight	•	•	•	•	—	—	—	—	—	—
Interior trims – M Sport Package										
Aluminum Hexagon with accent trim in Matte Estoril Blue	—	—	—	—	•	•	•	•	•	•
Aluminum Hexagon with accent trim in High Gloss Black	—	—	—	—	•	•	•	•	•	•
Dark Burl Walnut Wood with Pearl Gloss Chrome highlight	—	—	—	—	•	•	•	•	•	•

• Recommended color combination — Not available

	BMW upholstery colors									
	Modern Line		Sport Line				Luxury Line			
	Dakota Leather		Leatherette		Dakota Leather		Dakota Leather			
Interior colors										
Upholstery colors	Oyster with Dark Oyster highlight	Black with Dark Oyster highlight	Black with Red highlight							
Interior colors	Oyster	Black	Black	Black	Black	Black	Black	Black	Black	Black
BMW exterior colors										
Alpine White (Non-metallic)	•	•	•	•	•	•	•	•	•	•
Jet Black (Non-metallic)	•	•	•	•	•	•	•	•	•	•
Mineral White Metallic ¹	•	•	•	•	•	•	•	•	•	•
Glacier Silver Metallic	•	•	•	•	•	•	•	•	•	•
Mineral Gray Metallic	•	•	•	•	•	•	•	•	•	•
Melbourne Red Metallic	•	•	•	•	•	•	•	•	•	•
Sparkling Bronze Metallic ¹	•	•	•	•	•	•	•	•	•	•
Mojave Metallic	•	•	•	•	•	•	•	•	•	•
Liquid Blue Metallic ¹	•	•	•	•	•	•	•	•	•	•
Imperial Blue Metallic	•	•	•	•	•	•	•	•	•	•
Black Sapphire Metallic	•	•	•	•	•	•	•	•	•	•
Estoril Blue II Metallic ²	—	—	—	—	—	—	—	—	—	—
Interior trims – Modern Line										
Pearl Metallic with Pearl Gloss Chrome highlight	•	•	—	—	—	—	—	—	—	—
Aluminum with Pearl Gloss Chrome highlight	•	•	—	—	—	—	—	—	—	—
Fineline Pure Wood with Pearl Gloss Chrome highlight	•	•	—	—	—	—	—	—	—	—
Fineline Anthracite Wood with Pearl Gloss Chrome highlight	•	•	—	—	—	—	—	—	—	—
Interior trims – Sport Line										
Black High Gloss with Red highlight	—	—	•	•	•	•	—	—	—	—
Aluminum with Red highlight	—	—	•	•	•	•	—	—	—	—
Aluminum with Black highlight	—	—	•	•	•	•	—	—	—	—
Interior trims – Luxury Line										
Fineline Anthracite Wood with Pearl Gloss Chrome highlight	—	—	—	—	—	—	•	•	•	•
Burl Walnut Wood with wood inlay and Pearl Gloss Chrome highlight	—	—	—	—	—	—	•	•	•	•

• Recommended color combination — Not available

¹ Available March 2012.
² Requires M Sport Package; available July 2012.

Equipment features and options.



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 your 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. An auto-leveling feature adjusts for varying passenger and cargo loads.

Corona headlight-surrounds that circle both headlights and high beams also act separately as Daytime Running Lights and parking lights.

High-pressure headlight cleaning system helps keep headlights clear of ice, mud, road salt and other coatings, for maximum road illumination and enhanced driving safety. When the headlights are on, they are automatically cleaned along with the windshield.

Automatic high beams, included with Xenon Adaptive Headlights, switch automatically between high and low beams according to oncoming traffic, traffic ahead, and the level of street lighting.



Taillight cluster with taillight, brakelight and turn-signal indicators incorporate LED technology for greater visibility.

Adaptive Brakelights warn following vehicles by increasing in brightness when the intensity of your braking action is increased.



Halogen free-form foglights, built into the front air dam, enhance your margin of safety in bad visibility. Ellipsoid free-form technology provides for even light distribution on the road.



Power-adjustable, folding exterior side-view mirrors in body color automatically dim when reflecting bright lights, helping to eliminate glare when driving at night.



Rain sensor uses infrared light to measure the amount of rain. When the wipers are in the "intermittent" mode, the rain sensor automatically adjusts the windshield-wiping interval as needed.



Two-way power glass moonroof with one-touch operation slides backward or tilts up to let in as much fresh air and sky as you like. Includes a sliding interior sunshade.



Comfort Access system offers convenient keyless access to your vehicle. Carrying the remote key in a pocket or purse allows you to unlock the doors by touching the door handle. The new hands-free trunk-lid opening function automatically unlocks and opens the trunk when you stand behind the vehicle and move your foot under the center of the rear bumper.



Exhaust tailpipe configuration identifies the all-new 3 Series Sedans. There are two on the left side of the 326i; on the 335i, there is one tailpipe on the left and one on the right.

Equipment features and options.



Double Spoke (Style 401) light alloy wheels and **run-flat¹ performance² tires³**. In front: 19 x 8.0 wheels and 225/40 tires; in back: 19 x 8.5 wheels and 255/35 tires.



Star Spoke (Style 396) 18 x 8.0 light alloy wheels with 225/45 **run-flat¹ all-season tires³**.



Star Spoke (Style 393) 17 x 7.5 light alloy wheels with 225/50 **run-flat¹ all-season tires³**.

Modern Line.



Turbine (Style 415) 18 x 8.0 light alloy wheels with 225/45 **run-flat¹ all-season tires³**.



Double Spoke (Style 397) 18 x 8.0 light alloy wheels with 225/45 **run-flat¹ performance² tires³**.

Luxury Line.



Multi-Spoke (Style 416) 18 x 8.0 light alloy wheels with 225/45 **run-flat¹ all-season tires³**.



Double Spoke (Style 400M) light alloy wheels and **run-flat¹ performance² tires³**. In front: 18 x 8.0 wheels and 225/45 tires; in back: 18 x 8.5 wheels and 255/40 tires.



Double Spoke (Style 403M) light alloy wheels and **run-flat¹ performance² tires³**. In front: 19 x 8.0 wheels and 225/40 tires; in back: 19 x 8.5 wheels and 255/35 tires.

¹ Run-flat tires do not come equipped with a spare tire and wheel.

² Performance tires are not recommended for driving in snow and ice conditions.

³ Please note: Driving over rough or damaged road surfaces, as well as debris, curbs and other obstacles, can cause serious damage to wheels, tires and suspension parts. This is more likely to occur with low-profile tires, which provide less cushioning between the wheel and the road. Be careful to avoid road hazards and reduce your speed, especially if your vehicle is equipped with low-profile tires.

Get the latest information on BMW standard and optional features, packages and technical specifications. Visit bmwusa.com, select the BMW model of your choice, and click on "Features & Specs."



Three-spoke, leather-wrapped multi-function sport steering wheel with manual tilt/telescoping feature lets you keep both hands on the wheel while adjusting both the audio and a Bluetooth® enabled mobile phone, if so equipped. Voice command (included with Navigation system) can be used to change audio selections, Navigation system destinations and telephone entries.

Variable Sport Steering continuously adjusts the steering ratio, reducing the amount of steering wheel movement required in tight turns. This increases the comfort when parking and maneuvering, and enhances sporty, agile handling. **Servotronic** adapts power steering support to the current speed, providing superior comfort by reducing needed steering force.



Dynamic Cruise Control⁴ lets you set and keep to a chosen speed above 20 mph, including automatic application of the brakes when driving downhill. It is activated and regulated via controls positioned on the left side of the steering wheel, and deactivated by applying the brakes or switching off the feature.

⁴ Cruise 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.



Three-spoke, leather-wrapped multi-function M sport steering wheel includes a thick, textured rim and thumb indents that are designed for performance driving. Multi-function buttons let you adjust various comfort features while keeping both hands on the wheel.



Three-spoke leather-wrapped multi-function steering wheel provides buttons on the left for operating the cruise control functions; buttons on the right adjust all audio-related functions, including Bluetooth enabled mobile phone (if so equipped), the wheel.



Instrument panel features a red backlit speedometer and tachometer. Centered between the two easy-to-read analog instruments is the on-board computer with liquid crystal display providing additional important driving information.

Extended instrument cluster, included with the Navigation system, has a high-resolution Info Display showing functions for the Check Control as well as Navigation system prompts and operational feedback. With the ECO PRO mode activated, EfficientDynamics data are displayed in the rev counter.



Auto Start-Stop function switches off the engine automatically during brief stops, such as at red lights, to reduce fuel consumption. A symbol displayed in the rev counter indicates that the function is active.



On-board computer provides data on exterior temperature, average speed, average and current fuel consumption, and range. With the ECO PRO mode activated, the current bonus range is also displayed.

Equipment features and options.



Driving Dynamics Control with ECO PRO mode lets you change the driving character of the 3 Series Sedan with just the push of a button. The switch customizes accelerator response characteristics, power steering characteristics and Dynamic Stability Control (DSC) thresholds. Choose between ECO PRO, COMFORT, SPORT and SPORT+ modes; each activates different settings for extra sporty, more relaxed or maximized fuel-efficient driving modes.



Storage compartments are found throughout the cabin: in the front and rear doors, in a lidded compartment in the center console, an open compartment under the front and in the rear center armrests, in cupholders front and rear, in a storage tray, and in the glove compartment.



Anthracite headliner, an exclusive Sport Line feature, trims the A, B and C pillars, sunshades and grab bars in a sophisticated Black finish.



8-speed Sport Automatic transmission provides extremely fast synchronized shifting. By increasing the number of gears to eight, the transmission provides a more efficient shifting sequence and improved fuel economy. Includes Adaptive Transmission Control (ATC) with Sport and Manual shift modes and steering wheel-mounted paddle shifters. When in Sport mode, shifts can be generated via the console-mounted shift lever or the paddle shifters.



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.



8-speed STEPTRONIC automatic transmission with Adaptive Transmission Control (ATC) provides extremely fast synchronized shifting in either the Sport or Manual shift mode. By increasing the number of gears to eight, the transmission provides a more efficient shifting sequence and improved fuel economy.



Engine Start/Stop button and Comfort-go key control the engine. After the electronic identification system recognizes and confirms the correct key code, you can start (or later, turn off) the engine by pressing the Start/Stop button. (Foot must be on the brake pedal in order to start.)



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.



Head-up Display projects important travel information, such as vehicle speed and Check Control warnings, onto the windshield directly in your field of vision. Data is shown in full color, making information even more precise and easier to process. Additional information, including Lane Departure Warning messages and Navigation directional arrows and instructions, can also be displayed.



Lane Departure Warning feature¹ uses a camera to recognize when your vehicle is crossing over roadway lane markings or is changing lanes without signaling, and warns you by sending a mild vibration through the steering wheel. The system can be turned on and off via a button by the steering wheel.



Active Blind Spot Detection warns if a vehicle is in your blind spot, or if a vehicle is approaching at high speed in the passing lane, by displaying a visual signal in the exterior mirror casing. The system also warns you by making the steering wheel vibrate should you then use the turn-signal indicator before executing a lane change.



Speed Limit Information detects local speed limit signs and shows them in the Info Display or Head-up Display, if so equipped.



Automatic-dimming interior and exterior mirrors sense the bright headlights of vehicles behind you and automatically darken. The exterior power-adjustable side-view mirrors include fold-in function. **BMW Universal garage-door opener** takes the place of up to three remote-control devices. It can activate remote functions outside the vehicle, such as garage-door openers or home-lighting systems.

¹ Requires clearly definable lane markings that are not obscured by rain, snow, etc. Lane Departure Warning feature is not a substitute for the driver's own responsibility in maintaining safe control of the vehicle.

Equipment features and options.



Rear-view Camera shows on the Control Display the area behind your vehicle. Working with Park Distance Control, interactive guidelines indicate if a parking space can accommodate the vehicle, and display parking trajectories and turn angles. The Rear-view Camera is activated by engaging reverse gear.



Surround View displays video images of approaching traffic on the Control Display. Side-view Cameras positioned in the front bumpers show traffic approaching the front of the vehicle from the sides, such as when exiting a garage. The Top-view Camera provides video images of the road alongside the doors, taken by cameras positioned in the exterior mirrors.



Park Distance Control (PDC) uses ultrasonic sensors in the front and rear bumpers to help you judge the distance to other cars and unseen objects when parking. The beeping becomes faster as your bumper approaches the object, turning into a constant tone when the distance is less than 12 inches.



Parking Assistant makes parking a breeze. Using ultrasonic sensors integrated into the side indicators, the system searches for and measures parking spaces. When a space at least four feet longer than your vehicle is spotted, it is shown on your Control Display. Shift into reverse and the system takes control of steering your vehicle into the space.v



Integrated Owner's Manual provides immediate access to all vehicle-specific information. This digital version of the traditional printed manual that is included with your BMW can be accessed via the iDrive and is shown on the Control Display. The system's user-friendly features include multi-media elements such as animations and dynamic illustrations.



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. Additionally the hard drive offers 12 GB of space that can hold up to 2,000 songs. It also provides Real Time Traffic Information on potential traffic problems and solutions.



SiriusXM™ Satellite Radio lets you enjoy more than 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. "The Best of XM" offers additional premium programs, like Oprah Radio,® 10 channels of XM Play-by-Play sports and more. You can also select Sirius channels through the iDrive system or Voice command, and enter them into the programmable memory buttons.



BMW anti-theft AM/FM stereo CD/MP3 audio system offers Radio Data System (RDS), Auto-Store, and 3-channel FM diversity antenna system. Song titles are displayed on the 6.5-inch color monitor or 8.8-inch Navigation system color monitor, if so equipped.



Harman Kardon® Surround Sound System is a 16-speaker, multi-channel system that outputs reproduction of the surround information contained in the stereo signal in a nine-channel format as well as 5.1 surround sound from a DVD source. Includes a powerful 600-watt digital amplifier with nine channels. The system compensates for driving noise in smooth steps with speed-dependent equalizing.



HiFi speaker system with 205-watt amplifier, vehicle-specific equalizing, and nine speakers for a colorful sound experience.



DVD changer holds six DVDs and supports multi-channel audio DVDs and MP3 playback.

Equipment features and options.



Ten-way adjustable front sport seats make the driving experience more enjoyable with adjustments for fore/aft, seat height, backrest angle, seat angle and thigh support. Side bolsters can be power-adjusted to comfortably fit your back while helping to hold you firmly in place during cornering. Includes two-way headrests with Active Head Restraints feature.



Eight-way adjustable front seats offer manual adjustment fore/aft, backrest angle, seat height and two-way headrests with Active Head Restraints feature.



Lighting package features vicinity lighting in the outside door handles. Inside, includes Ambiance Lighting front and rear, front footwell lights, vanity mirror lighting in front sunshades, and LED lighting in the front door handles, reading lights front and rear, and in the trunk.



Front cupholders are conveniently integrated into the center console in front of the gear shift lever. A cover provides additional storage space and can be stored in the glove compartment to save space.



Power sunshade for the rear window can be raised and lowered at the press of a button. Together with manual sunshades for the rear side windows, this feature maintains occupant privacy, helps eliminate glare, and helps lower the cabin temperature by reflecting intense sunlight. (European model shown.)



Lumbar support for front seats adds four-way adjustable comfort for the lower back. Lumbar support can be adjusted up/down and in/out.



Heated front seats are a welcome feature in cooler weather. By pressing the icon button, the seating surfaces – seat bottom, backrest and sides – are heated to your choice of three settings. **Heated rear seats** offer multiple settings to warm the seat bottoms and backrests of the left and right seats.



Power seat adjustment for driver and front passenger customizes seat height, seat and backrest angle, and fore/aft position. Includes a two-driver memory function for driver's seat and power-folding exterior mirrors.



Rear fold-down seats allow flexible combinations of passengers and cargo. Use the folding 40-20-40 seats with through-loading feature for transporting skis or other long items.



Rear center armrest includes two cupholders integrated into the front of the armrest. When not in use, they can be stored out of sight by sliding them back into the armrest. The armrest swings up to create a third rear passenger seat.

Original BMW Accessories.



Add to the sporty look with the **BMW Roof Box 460 in Black**, and **20-inch Double Spoke (Style 361) black light alloy wheels with a red accent ring**.



Backrest bag allows passengers to bring and store travel necessities. Available in two designs to coordinate with Sport Line (shown) or Modern Line interior.



Ski and snowboard bag securely holds snowboards or skis and poles. Select either Sport Line (shown) or Modern Line design.



Snap-in Adapter with USB interface plays stored music, charges the mobile phone and accesses the car antenna.



Handbrake lever handle is specially designed to enhance the Sport Line (shown) or Modern Line interior.



Velour floor mats with heel pad are a precise fit, dirt-repellent, and water-resistant. Available in different colors.

Driving a BMW is always a special experience. Enhance it further with the wide range of Original BMW Accessories: exterior, interior, mobile communications, transportation and storage.

Choosing a BMW also shows you value dynamic driving, innovative technology and sporty style. Now you can express your passion to the ultimate degree with the BMW Performance line. BMW designers took their inspiration from BMW M – the heart and soul of BMW motorsport – to create this collection of track-bred accessories. From aerodynamic components to carbon-fiber trims, high-performance chassis enhancements to M-style interior appointments, these accessories allow you to individualize the look and performance of your BMW. For more information on Original BMW Accessories and the BMW Performance line, visit us online or see your preferred authorized BMW center.

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At BMW, we want you to create your own Ultimate Driving Machine.® That's why BMW offers one of the widest model ranges of any luxury automotive manufacturer. And each BMW model offers its own universe of personalizing possibilities.

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Then create the exact BMW model that fulfills your needs by clicking on "**Build Your Own**" – or just visit bmwusa.com/byo. Here you'll be able to select from among the many interior and exterior colors and trims, personalizing options and value-added packages. Build a BMW model that reflects your style, then view it in 360° detail. At the press of a button, see payment and financing options, get a same-day quote, download a product brochure and even schedule a test drive. BMW makes it easier than ever to make your ultimate driving dreams come true, at bmwusa.com.

		328i	335i
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Weight

Unladen	lbs	3406 (3461)	3571 (3594)
Weight distribution, front/rear			
Manual transmission	%	49.5/50.5	50.9/49.1
Automatic transmission	%	(50.0/50.0)	(51.5/48.5)

Engine

		TwinPower Turbo /Inline 4 /4	TwinPower Turbo /Inline 6 /4
Type/cylinders/valves per cylinder			
Displacement	cc	1997	2979
Bore/stroke	inch	3.3/3.5	3.3/3.5
Nominal output/rpm	hp	240 /5000-6000	300 /5800
Maximum torque/rpm	lb-ft	260 /1250-4800	300 /1300-5000
Compression ratio	:1	10	10
Fuel tank capacity	gal	15.8	15.8
Fuel grade		unleaded premium gasoline	unleaded premium gasoline

Transmission

Gear ratios – 6-speed manual			
I/II/III	:1	3.68/2.06/1.31	4.11/2.32/1.54
IV/V/VI/R	:1	1.00/0.81/0.68/3.35	1.18/1.00/0.85/3.73
Final drive ratio	:1	3.91	3.23
Gear ratios – 8-speed automatic			
I/II/III	:1	4.71/3.14/2.11	4.71/3.14/2.11
IV/V/VI	:1	1.67/1.29/1.00	1.67/1.29/1.00
VII/VIII/R	:1	0.84/0.67/3.30	0.84/0.67/3.30
Final drive ratio	:1	3.15	3.15

Performance

Acceleration 0-60 mph ¹	sec		
Manual transmission	sec	5.7	5.4
Automatic transmission	sec	5.9	5.4
Top speed ²	mph	130 [155]	130 [155]

Fuel consumption³

Manual transmission – City/Highway	mpg	23 (34)	20 (30)
Automatic transmission – City/Highway	mpg	24 (36)	23 (33)

Figures in () apply to vehicles with 8-speed automatic transmission.
 Figures in [] apply to vehicles with performance tires and increased top-speed limiter.

¹ 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.

² Top speed limited electronically.

³ 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. Preliminary figures shown are subject to revision.

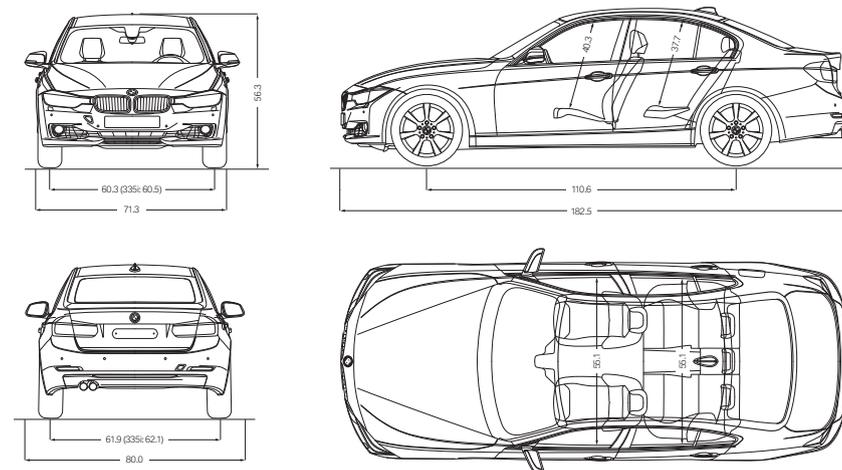
		328i	335i
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Tires and wheels

Tire dimensions		225 /50	225 /45
Wheel dimensions		17 x 7.5	18 x 8.0
Material		light alloy	light alloy

Electrical

Battery / Battery position	Ah	90 /luggage compartment	90 /luggage compartment
Alternator	A/W	170 /2380	210 /2940



All dimensions in the technical drawings are shown in inches for both 3 Series Sedan models; 335i Sedan dimensions are noted in parentheses if different.

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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 new BMW vehicle.

BMW Ultimate Service starts with the **New Vehicle/SAV Limited Warranty**,¹ 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.¹ The **BMW Maintenance Program**² and **BMW Roadside Assistance** also come standard, with **BMW Assist**^{TM3} offered as an option.

GOING BEYOND ENGINEERING: THE HIGH-PERFORMANCE BMW OWNERSHIP EXPERIENCE.

BMW Maintenance Program is one of the most comprehensive maintenance programs in its class. We cover all factory-recommended maintenance during the New Vehicle/SAV 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.² 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.

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

BMW Assist Safety Plan³ is a four-year program that lets you 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. Included in the BMW Assist Safety Plan, MyInfo allows you to send business locations and street addresses with their associated phone numbers from the Google MapsTM website directly to your BMW. The destination can be sent to your Navigation system for turn-by-turn directions. With the BMW Navigation system and your mobile phone linked to your BMW via Bluetooth[®] technology, BMW's Mobile Office feature⁴ transfers text messages and emails to your iDrive Display screen and reads them aloud to you. A Calendar and To-do List can also appear on your Display screen while en route. Running late? Click on the phone number in the Calendar to call your appointment. For a list of tested mobile phones, visit bmwusa.com/bluetooth.

For the ultimate in coverage, add the optional **BMW Assist Convenience Plan**.⁵ 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 Online allows 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 authorized 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. And because they use only Original BMW Parts, you can rely on expert fit and long-lasting BMW quality. For more details on TeleService, visit bmwassist.com.

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.



BMW Virtual Center. If you get the sudden urge to shop for a BMW but your authorized BMW center is closed, there's good news – the BMW Virtual Center is open 24 hours a day! Log on to bmwusa.com/byo, and choose 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.⁶ 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!⁶ 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 Magazine. A fascinating view of the latest events and products in the world of BMW, including travel reviews, personality profiles, and the latest BMW technologies. Sent to new owners and lessees several times a year, you can also read articles from **BMW Magazine** on the BMW website at bmwusa.com under the "Media Gallery & Library" heading, found in the "Experience" section.

BMW Welt: The 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,⁷ 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 See your authorized BMW center for details on these limited warranties.

² 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.

³ BMW Assist with 4 years of Safety Plan services is optional. 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**, or visit bmwassist.com, or visit your BMW center for additional program details. Services are subject to the terms and conditions of your subscriber agreement.

⁴ Not all mobile phones are compatible with Mobile Office, and some compatible phones support a limited number of Mobile Office functions. For the complete list of compatible mobile phones and the details regarding which Mobile Office functions are supported by each phone, please visit bmwusa.com/bluetooth.

⁵ 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.

⁶ Subject to credit approval and other terms and conditions.

⁷ 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 3 SERIES SEDAN.

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.

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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.

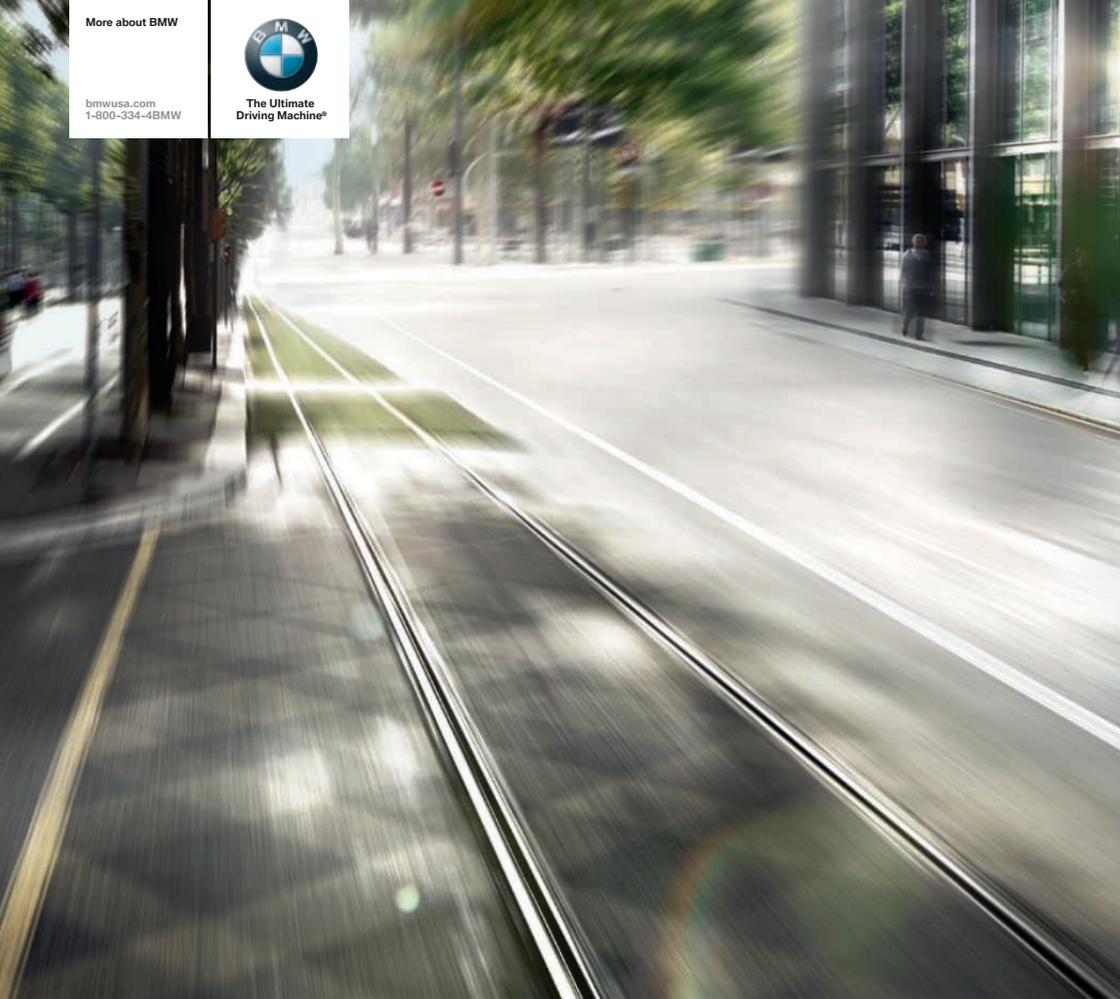
To learn more about the BMW Performance Center, call **1-888-345-4269** or visit bmwusa.com/performancecenter.

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BMW and the environment.

BMW is a strong proponent of the environment and social responsibility. We launched BMW EfficientDynamics back in 2000 – the philosophy of providing greater power with increased efficiency and fewer emissions. This has resulted in significant benefits today – for our customers, the climate and the environment.

That year, ecological sustainability was also declared one of BMW's core strategic principles; it is now firmly anchored in our entire production chain. It starts with the development of fuel-saving and alternative vehicle concepts, continues with environmentally friendly production processes, and ends with innovative recycling methods. This effort has been recognized worldwide; in 1999, BMW AG – the parent company of BMW of North America and BMW Manufacturing Co. in Spartanburg, SC – was the first automotive company to be represented on the Dow Jones Sustainability Group Index. It has remained on the Index ever since; moreover, since 2005, BMW has been voted the world's most sustainable automobile manufacturer. At BMW, we strive for and achieve high performance in all we do.



BMW recommends **EDGE**