

The Next Generation  
BMW 3 Series Sedan

320i  
328i  
335i



The Ultimate  
Driving Experience.®



# THE NEXT GENERATION BMW 3 SERIES SEDAN.

**IMPOSSIBLY BETTER.**

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



Information Provided by  
**DEALER**  
e-PROCESS





## 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 next generation BMW 3 Series Sedan

### PROGRESS AND POWER TAKE SHAPE.

- 06 Exterior design**  
Made to move you.
- 10 Interior design**  
Your inner sanctuary: your true personality.
- 12 Driving Dynamics**  
Harnessing pure power.
- 22 BMW Innovation**  
The future is here today.
- 26 Interview with Adrian van Hooydonk**  
The new sports sedan benchmark.

[bmw.ca/3series](http://bmw.ca/3series)

## Technology

### ENGINEERING INNOVATIONS.

- 28 BMW ConnectedDrive**  
Features that add convenience and peace of mind while you're on the road.
- 32 BMW EfficientDynamics**  
Technology for greater exhilaration while reducing fuel consumption and emissions.
- 34 BMW TwinPower Turbo engines**  
Maximum performance with minimal consumption.
- 36 BMW ActiveHybrid 3**  
Advanced ActiveHybrid technology comes to the 3 Series Sedan.
- 38 Chassis and safety features**  
Systems to enhance driving pleasure, as well as active and passive safety features.
- 44 3 Series Sedan Profile**  
Every kilometre counts. Teaching drivers to become fuel-efficiency experts.

[bmw.ca/innovation](http://bmw.ca/innovation)

## Equipment

### MAKE IT AS INDIVIDUAL AS YOU ARE.

- 46 BMW 3 Series Sedan**
- 48 BMW Modern Line**
- 50 BMW Sport Line**
- 52 BMW Luxury Line**
- 54 M Sport Package**
- 56 Exterior colours**
- 57 Upholstery colours, material and interior trims for the BMW 320i**
- 58 Design Lines upholstery and interior trims**
- 60 Recommended colour combinations**
- 62 Equipment features and options**

[bmw.ca/byo](http://bmw.ca/byo)

## Overviews

### SPECIFICATIONS AND SERVICES.

- 72 Original BMW Accessories**  
World-class, yet personalizing.
- 73 Build Your Own**
- 74 Technical data**
- 76 BMW Service**  
Exclusive offers for BMW customers.

[bmw.ca](http://bmw.ca)



Want the inside scoop on BMW?  
You can find us on Facebook® at  
[facebook.com/bmwcanada](https://www.facebook.com/bmwcanada).

## Editorial

# A CLASSIC SPREADS ITS WINGS.

It has already outrun the competition, become a favourite 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 241hp TwinPower Turbo in-line 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.

[bmw.ca/3series](http://bmw.ca/3series)



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

Engine:	2.0-litre TwinPower Turbo in-line four-cylinder
Nominal output:	241hp @ 5000-6000 rpm
Wheels:	18" Turbine Styling alloy wheels - Style 415
Exterior colour:	Havana Metallic
Upholstery:	Oyster Dakota Leather with Dark Oyster highlight
Interior trim:	Fineline Pure Wood with Pearl Gloss Chrome highlight

#### BMW 328i Sport Line in Melbourne Red Metallic

Engine:	2.0-litre TwinPower Turbo in-line four-cylinder
Nominal output:	241hp @ 5000-6000 rpm
Wheels:	18" Double Spoke alloy wheels - Style 397
Exterior colour:	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-litre TwinPower Turbo in-line four-cylinder
Nominal output:	241hp @ 5000-6000 rpm
Wheels:	18" Multi Spoke alloy wheels - Style 416
Exterior colour:	Imperial Blue Metallic
Upholstery:	Saddle Brown Dakota Leather with exclusive stitching
Interior trim:	Burl Walnut Wood with wood inlay and Pearl Gloss Chrome highlight

For information on vehicle specifications, please see pages 74-75.



**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.

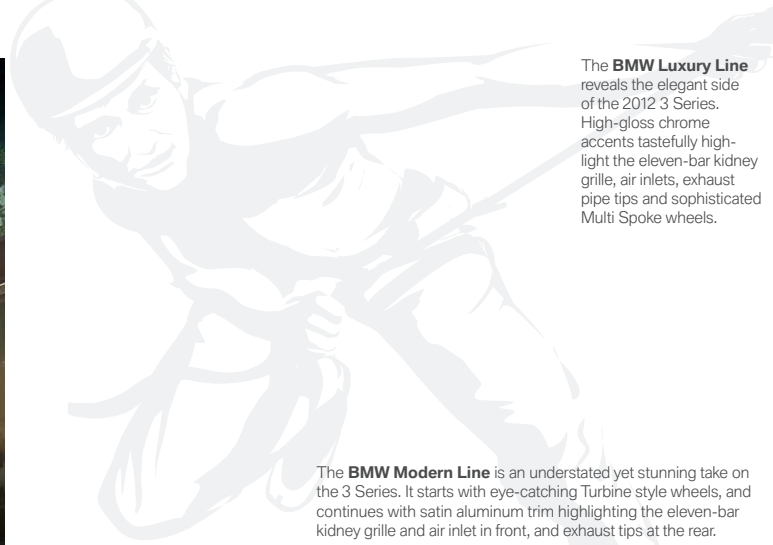
# EVERY GENERATION HAS ITS HEROES.







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 Double Spoke alloy wheels complement the vehicle's muscular stance, while the eight black bars of the kidney grille add an aggressive note to the front end.



The **BMW Luxury Line** reveals the elegant side of the 2012 3 Series. High-gloss chrome accents tastefully highlight the eleven-bar 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 eleven-bar kidney grille and air inlet in front, and exhaust tips at the rear.

# BESPOKE CHARACTER.

## 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 style- and design-focused 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.







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 Oyster Dakota Leather upholstery completes the picture.



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



BMW Online not available in Canada.

## 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 colours 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.



The **BMW Luxury Line** imparts a sense of unparalleled sophistication, from classic upholstery colours 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,<sup>1</sup> 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 Experience 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: ECO PRO, COMFORT, SPORT and SPORT+,<sup>2</sup> 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.

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.

<sup>1</sup> Optional with the 328i and 335i. Not available with the 320i.  
<sup>2</sup> Depending on equipment.







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, 328i and 320i Sedans for 2012. All three incorporate our EfficientDynamics principles, for peerless performance, increased efficiency and decreased emissions. And all three 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-litre in-line 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 0-100 in a breathtaking 5.7 seconds.<sup>1</sup> In the 328i, BMW introduces a masterful in-line four-cylinder powerplant that generates 241 horsepower and 258 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 100 in just 6.1 seconds.<sup>2</sup> In the 320i, BMW uses an in-line four-cylinder engine that gives EfficientDynamics its true meaning. The 184 lb-ft of torque are not only available from as low as

1250 rpm, but matched with the 8-speed automatic transmission, they deliver an impressive fuel consumption of 5.2 L/100km on the highway. All models can be paired with a standard 6-speed manual transmission, an 8-speed STEPTRONIC automatic transmission (optional on the 320i; standard on the 328i), and in the 335i, an 8-speed sport automatic comes standard with paddle shifters – a first for the class – for amazingly smooth shifting and control.

<sup>1</sup> BMW AG test results. BMW urges you to obey all posted speed laws and always wear safety belts.  
<sup>2</sup> BMW AG test results with manual transmission; 6.3 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 Experience 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 colour 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.

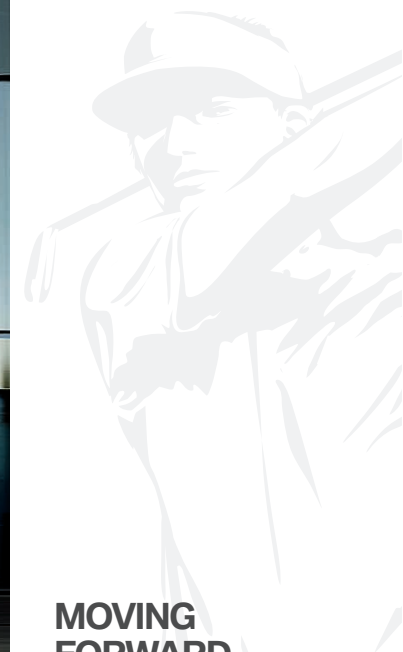
Just as stunning as the technology are the interior's unmatched elegance and comfort. The look of the supple leather upholstery is elevated by the addition of gorgeous stitching, complementary trims and dashing accents – all exclusive to each Line – for a symphony of colours and textures. Each time you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



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







**MOVING  
FORWARD  
IS TRULY  
REWARDING.**

**New technologies, new possibilities:  
innovations in the next generation  
3 Series.**

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.

Information Provided by:





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

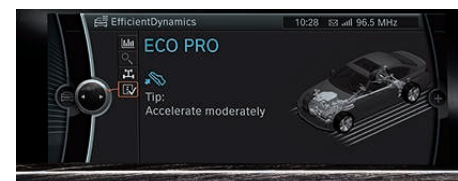
## WE'VE SPENT DECADES ON SAVING LITRES.

### 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 Experience 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% 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. All engine options, for example, are paragons of fuel efficiency, particularly the new TwinPower Turbo in-line four-cylinder in the 328i – a lively 2.0-litre 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 bumper has a hand in forwarding the EfficientDynamics mandate – proof that the 2012 BMW 3 Series is the sum of many intelligently designed components.



Information Provided by





**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 favourite 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. 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.







Electric Rear Sunshade only available through special order.



## 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-litre 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.







# 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 centre 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 colours 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.



**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 coloured 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.

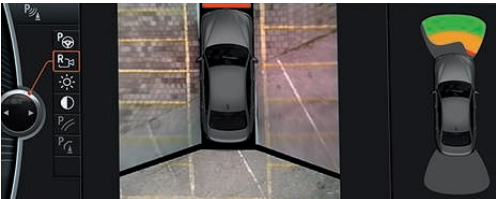
# BMW CONNECTED DRIVE: A MELDING OF IMPRESSIVE IDEAS AND INNOVATIVE TECHNOLOGY.

Wherever the road may take you, you'll always be in touch, thanks to BMW ConnectedDrive. These advanced safety, convenience and infotainment capabilities make any trip easier and more pleasurable than ever before.

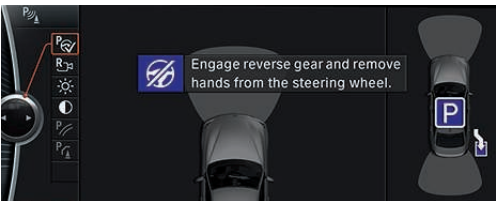
[bmw.ca/innovation](http://bmw.ca/innovation)



**Full-colour BMW Head-Up Display.** A constant view of traffic conditions. An optional feature, the full-colour BMW Head-Up Display projects driving information via a multi-coloured TFT display directly into the driver's field of vision. The BMW Head-Up Display indicates current speed, for example, or displays navigation information. More colours now make it even easier to distinguish between general driving information and urgent warnings en route. With a constant view of the road, driving becomes even safer.



**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 305 mm.



**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 1.2 metres 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.

Information Provided by:



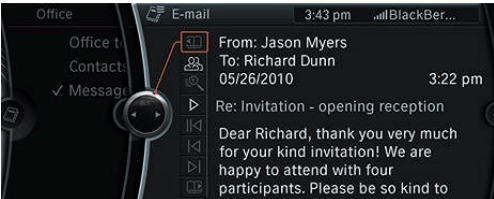


# STAY IN TOUCH WHEREVER YOU GO – WITH BMW CONNECTED DRIVE.



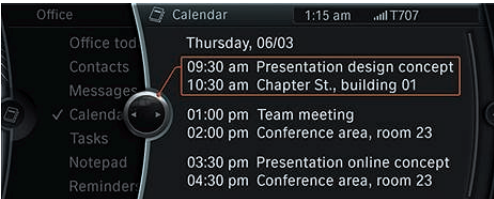
Whether you're far from home or just in the next town, BMW Assist™ offers convenience and peace of mind. There are new ConnectedDrive features that extend BMW's leadership in wireless communications. Marvel at an extensive array of new Mobile Office functions. Get a visual image of your callers. With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

**BMW 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 and Security Plan includes Advanced Automatic Collision Notification, Emergency Request (SOS), TeleService, Enhanced Roadside Assistance, Door Unlock, Stolen Vehicle Recovery, Customer Relations, Concierge and MyInfo.



Use the time you spend in your vehicle even more effectively with BMW's **Mobile Office** feature.<sup>1</sup> For example, when your vehicle is paired with a selected Bluetooth® interface, text messages and emails are transferred to your iDrive Display screen – and our system even reads them aloud to you.

<sup>1</sup> Not all mobile phones are compatible with Mobile Office, and some compatible phones support a limited number of Mobile Office functions. Please contact your local BMW Retailer for details.



What's on today's agenda? Bring up the **Calendar** and **To-do List** on your Display screen while en route, to help you stay on schedule. Need to call your 11 o'clock appointment? Use the iDrive Controller knob to click on the phone number in the Calendar – and it's ringing. Meeting with several people? Conduct conference calls; the Display screen keeps you informed of the status of incoming calls. Who's calling you? If you've uploaded photos to your on-board phonebook, you'll see the caller's picture. Even missed calls are listed on the Display screen. It's never been easier to stay in touch while in transit.



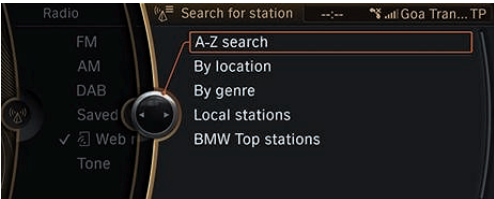
**Enhanced functions** for the iPod® and USB adapter add to the ease and pleasure of using your iPod or iPhone.® Want to know which CD that song comes from? The album cover is shown on your Display screen. Don't purchase additional cables – your iPod or iPhone's original USB cable connects to your BMW's 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.



**MyInfo** allows you to send 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, while you can call the destination with your Bluetooth linked phone.

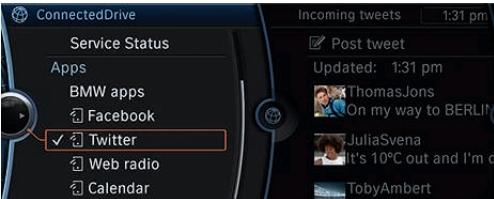


“Whenever I'm far from home, I have peace of mind knowing that BMW Assist is right there, ready to help me should I need it.”



**BMW Apps** lets you access Social Networks, music PlugIn and Video Playback through your iPhone, and see them on the Display screen.<sup>2</sup>

Please note: Not all features available while vehicle is in motion; see retailer for details.



Access content from your **Twitter™** and **Facebook®** accounts to stay on top of what's happening with friends and family.<sup>2</sup> 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.<sup>2</sup> You can then search for your favourite music by playlist, artist, album, song, genre or composer, just as you would on your iPhone.

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

<sup>2</sup> Requires BMW Apps option and an iPhone.



## BMW EfficientDynamics

Less emissions. More driving pleasure.

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, highlighted on the following page.



## BMW EFFICIENT DYNAMICS. VEHICLES THAT REQUIRE LITTLE AND GIVE A LOT.

BMW was one of the first automotive manufacturers to pursue efficient driving technologies – one part of our award-winning sustainability strategy. BMW EfficientDynamics represents the most comprehensive package of innovative technologies currently in production for reducing fuel consumption and emissions. Our commitment to EfficientDynamics means we are continuously developing innovative systems that bring us closer to our long-term goal of emissions-free mobility. Since 1995 BMW has been able to reduce the CO<sub>2</sub> emissions of its entire fleet by approximately 30 percent, and intends to achieve a further 25 percent reduction by 2020. However, we remain committed to driving pleasure, which is being pursued in different ways.

### Eco-friendly technology.

The development of more efficient vehicles powered by conventional diesel and gasoline engines continues. 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, ActiveHybrid 5 and ActiveHybrid 3, BMW has impressive hybrid production models in its line. All combine outstanding efficiency with superlative dynamic ability.

### BMW i.

The BMW i brand will launch two completely new vehicle concepts for sustainable mobility in an urban environment. Key features of the BMW i3 and BMW i8 include the use of lightweight materials such as carbon-fiber-reinforced plastic (CFRP), electric drive systems, powerful battery technology and eco-friendly production methods. Both the BMW i3 and i8 launch in 2014 and are an important part of EfficientDynamics technologies.

➤ [bmw.ca/innovation](http://bmw.ca/innovation)

➤ [bmw-i.ca](http://bmw-i.ca)

## THE NEXT GENERATION 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%, 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<sup>1</sup> 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.

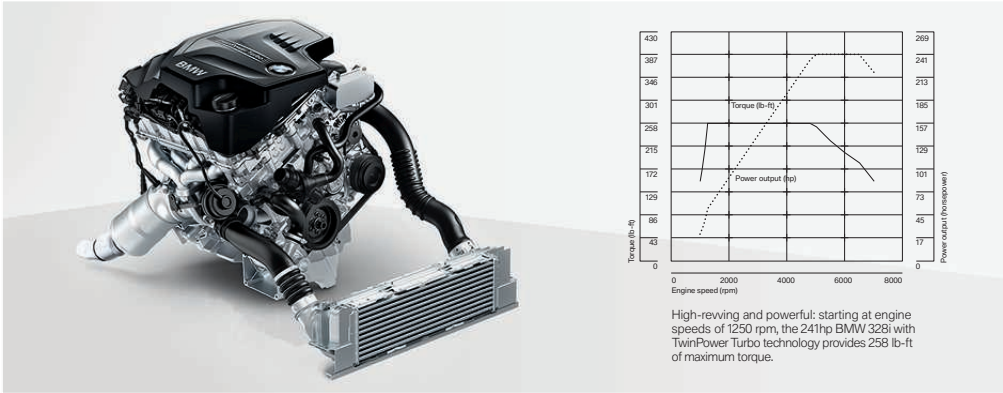
Information Provided by:  
Only with 335i.





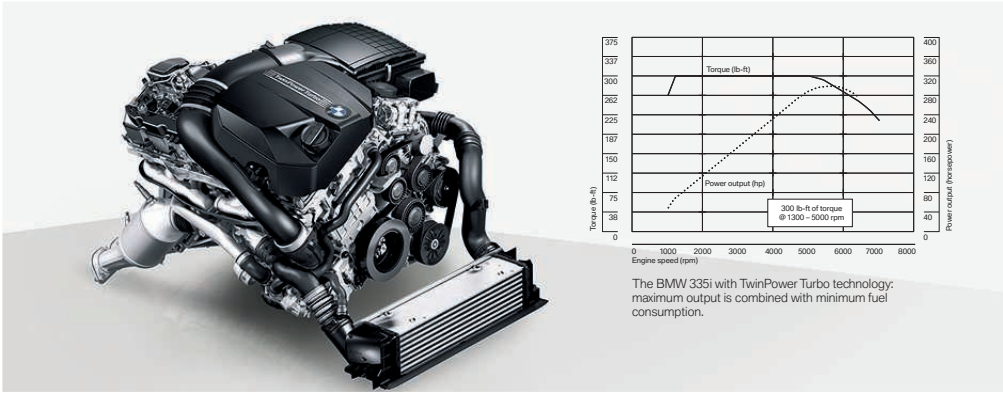
# THREE ENGINES THAT MAKE ALL THE RIGHT MOVES.

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 CO<sub>2</sub> emissions. Whichever engine you choose, maximum driving pleasure combined with superb efficiency is the result.



**BMW 320i.**  
This 2.0-litre BMW TwinPower Turbo four-cylinder gasoline engine combines a twin-scroll turbocharger with Valvetronic, Double-VANOS and High Precision Injection. This makes for powerful engine response combined with outstanding efficiency. Its 181hp output enables a maximum torque of 184 lb-ft, acceleration from 0 to 100 km/h in 7.5 seconds, and a top speed of 210 km/h. Its combined fuel consumption: 7.1 litres per 100 km.

**BMW 328i.**  
Small is the next big idea in engines – namely, BMW's mighty in-line four-cylinder TwinPower Turbo. Displacing just 2.0 litres, this 241hp marvel generates 258 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 in-line 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 litre of gas than did its six-cylinder predecessor.



**BMW 335i.**  
BMW's universally lauded in-line 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 5.7 seconds, the 335i Sedan is rushing past 100 km/h, thanks to a maximum output of 300hp 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 3.<sup>1</sup> 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 in-line six-cylinder engine:** by combining an electric motor with the 3.0-litre gasoline-powered engine, the BMW ActiveHybrid 3 generates 335hp 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 3 to 4 kilometres at speeds of up to 75 km/h. It also adds a temporary 35hp 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.



**18" Streamline alloy wheels - Style 419** with 225/45R-18 run-flat all-season tires. These exclusive, innovative aero rims help lower fuel consumption.



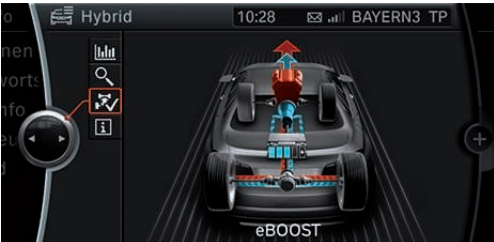
**ActiveHybrid 3 badging** behind the signature Hofmeister kink, as well as satin aluminum window frames and window recess finishers identify the special vehicle.



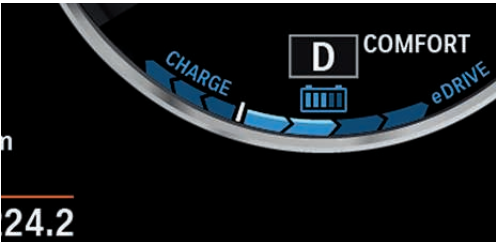
**Aluminum door-sill finishers** with ActiveHybrid 3 lettering lead driver and passengers into an elegant interior marked by quality workmanship.



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



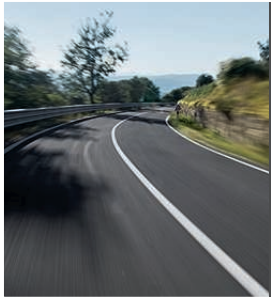
**Boost function:** when required, energy from the high-performance battery is used to enable a short-term boost of power. A benefit of this technology is strong and immediate power delivery.



**All-electric driving:** the 35hp output of the electric motor allows all-electric driving over longer distances. Using Driving Experience 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 160 km/h. When the ECO PRO mode is deactivated, it is possible to sail at speeds of up to 80 km/h.

<sup>1</sup> Available Summer 2012.



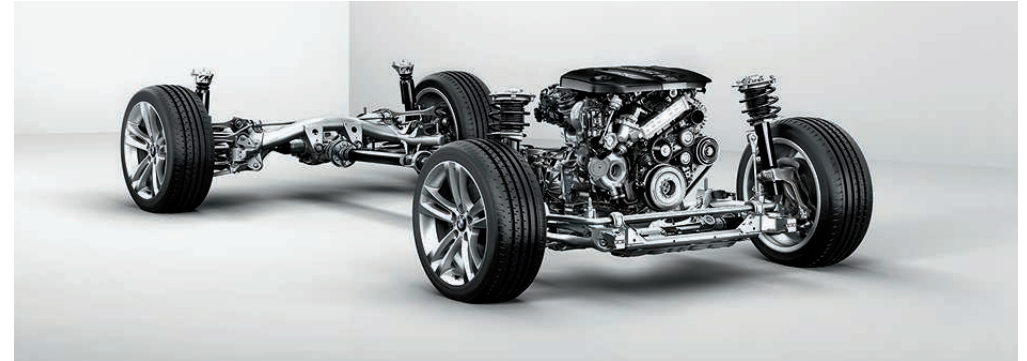


It is a trait that every BMW embodies without exception: sheer driving dynamics. Incorporated into every BMW is the integration of chassis and suspension that provides for a legendary driving experience. Designed to transfer optimal power to the road, the system also strives to provide and maintain ideal 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 Experience 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 Experience 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.<sup>1</sup>

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 Experience Control including ECO PRO mode.

The ability to change driving characteristics in the BMW 3 Series Sedan can be accomplished by pressing the Driving Experience 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 manoeuvrability. Rear-wheel drive enables an ideal distribution of weight over the entire chassis suspension, delivering power and traction more precisely onto the pavement.

Information Provided by:







## xDRIVE ALL-WHEEL DRIVE KEEPS YOU ON TRACK – WHATEVER THE CONDITIONS.

### **xDrive.**

For maximum traction even in difficult road conditions. With the xDrive intelligent All-Wheel Drive system and Dynamic Stability Control (DSC), BMW models remain stable and on track. xDrive monitors data such as steering angle and wheel speeds. As soon as these indicate that the vehicle is at risk of oversteer or understeer, the system responds within fractions of a second, using a controlled clutch to flexibly redistribute drive torque between the vehicle's axles and ensure optimum ground contact. In this way, xDrive combines the advantages of All-Wheel Drive – traction, safety and stability – with the hallmark agility of a BMW.

### **Dynamic Stability Control (DSC).**

Highly sensitive sensors track vehicle status on a permanent basis and optimize directional stability and traction as required, via engine and brake management interventions. This makes it easier to control the vehicle even in poor road conditions, enhancing both safety and driving pleasure. The xDrive models also include Hill Descent Control (HDC), ensuring that the BMW automatically handles steep descents safely, at just a little more than walking speed, without the driver having to use the brakes. (Available on xDrive models.)

### **Passive safety.**

All safety components complement each other perfectly. Eight airbags offer specific protection, while active headrests at the front reduce the risk of whiplash injuries. In addition, the Advanced Automatic Collision Notification<sup>1</sup> feature forwards relevant data such as injury risk and vehicle location to the emergency services. In this way, rescue coordinators can assess likely injuries more quickly and act more effectively.

Information Provided by:



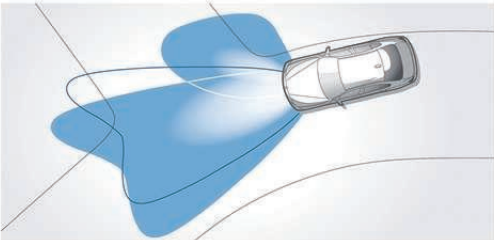
<sup>1</sup> Requires active BMW Assist subscription.



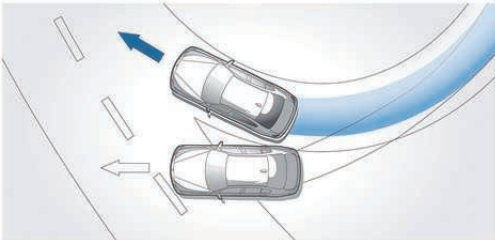
# HIGH-TECH BODYGUARDS: ACTIVE AND PASSIVE SAFETY.

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.

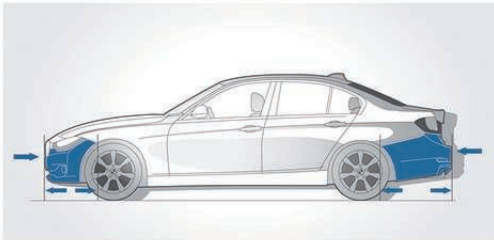
[bmw.ca/3series](http://bmw.ca/3series)



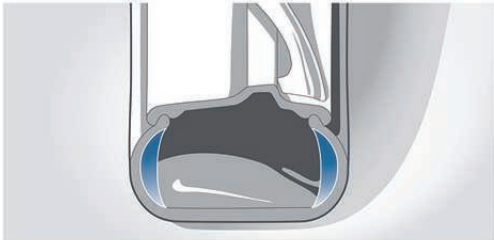
**Xenon Adaptive Headlights** for low- and high-beams enhance illumination of the road ahead at night or in poor visibility. Four LED Corona headlight-surrounds, which can be used as Daytime Running Lights, also serve as parking lights. Adaptive Headlights provide optimum illumination of the road ahead 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.



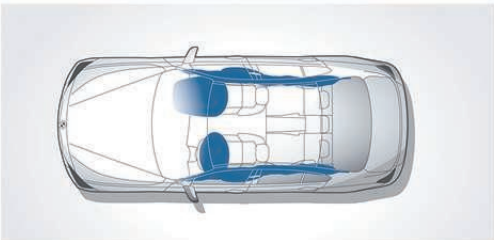
**Dynamic Stability Control (DSC).** This system provides remarkable tenacity on slippery road surfaces. If it senses over- or understeer, it modulates engine power and can apply brakes individually to help keep the vehicle under control and going in the intended direction. Start-off Assistant, a feature 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 14 km/h, 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.

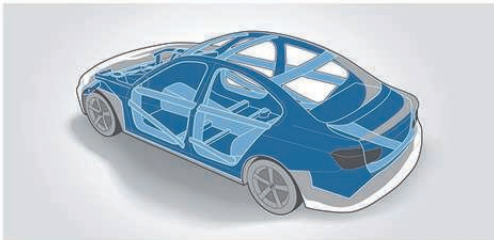


**Airbags.** In the event of a collision, BMW's supplemental restraint system (SRS) determines which airbag(s) to deploy for optimal protection. When a safety belt is used, airbags deploy only at a higher crash severity; the force of the deployment depends upon the severity of the impact. Eight airbags 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.

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



**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.





# EVERY KILOMETRE COUNTS.

The ECO PRO mode in the next generation 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%.<sup>1</sup> To motivate the driver, the additional kilometres 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

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

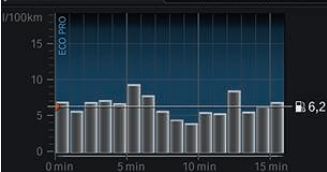
bar represents optimum efficiency; it shows a range within which there are only minimal variations in fuel consumption. It's only when the driver applies more pressure to the accelerator pedal and leaves the blue zone that fuel consumption rises disproportionately – and then the colour of the bar changes to grey.

## 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



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

<sup>1</sup> As determined in an internal BMW study.





INTRODUCING THE ALL-NEW 320i SEDAN.<sup>1</sup>



**Introducing the command centre of the all-new 320i Sedan.** The centre console that is tilted slightly toward you hints at BMW's traditional driver-oriented design. The new iDrive Control Display and 3-spoke leather-wrapped steering

wheel with multi-function buttons 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** 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 centre console front and back, and in-door compartments with enough room to hold assorted items within easy reach.




**17" Star Spoke alloy wheels - Style 394**, with run-flat all-season tires.

NOTE: Cloth upholstery not available in Canada. The BMW 320i available with Leatherette.


3 Series Sedan upholstery




KCSW Black Leatherette



4CG Satin Silver Matte



KCDF Veneto Beige Leatherette



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

<sup>1</sup> Design Lines not available with the 320i.





THE NEXT GENERATION 3 SERIES WITH MODERN LINE.<sup>1</sup>

- Interior equipment features:**
- Door-sill finishers in aluminum with "BMW Modern" lettering
  - Seats with Dakota Leather in Oyster with Oyster dark accents
  - Sport leather steering wheel in Oyster dark
  - Instrument panel top in Oyster dark
  - Instrument cluster in Oyster and with Chrono scales
  - Pearl interior trim with accent trim in Pearl Gloss Chrome
    - Finition Pure textured Wood trim with accent trim in Pearl Gloss Chrome, or
    - Finely Brushed Aluminum interior trim with accent trim in Pearl Gloss Chrome, or
    - Finition Anthracite Wood trim with accent trim in Pearl Gloss Chrome
  - Interior illumination with variable colour effects in Orange-Red or White – selected via the iDrive Controller (with additional light source on the B-pillar)
  - Chrome trim on air conditioning and radio controls
  - Driving Experience Control, with additional SPORT+ mode
  - Vehicle key in Oyster dark with chrome trim
- Exterior equipment features:**
- 18" Turbine Styling alloy wheels - Style 415, with 225/45R-18 run-flat all-season tires
  - Front and rear bumpers with specific features in Aluminum, satinized
  - BMW kidney grille with 11 slats in Aluminum, satinized
  - B-pillar and window uprights in high-gloss black
  - "Modern" lettering along the side
  - Tailpipe in Satin Chrome



**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 Oyster 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.



**18" Turbine Styling alloy wheels - Style 415**, with 225/45R-18 run-flat all-season tires.

Modern Line upholstery



**LCL9** Oyster Dakota Leather with Dark Oyster highlight

Modern Line interior trims



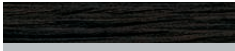
**4DT/4DM** Pearl Metallic with Pearl Gloss Chrome highlight



**4DD/4DM** Finition Pure Wood with Pearl Gloss Chrome highlight



**4AD/4DM** Aluminum with Pearl Gloss Chrome highlight



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



<sup>1</sup> Luxury Line standard, Modern Line no-charge option, Sport Line optional on the BMW 328i and BMW 328i xDrive. Sport Line standard, Modern and Luxury Lines no-charge options on the BMW 335i and 335i xDrive.




THE NEXT GENERATION 3 SERIES WITH SPORT LINE.<sup>1</sup>

**Interior equipment features:**

- Door-sill finishers in aluminum with “BMW Sport” lettering
- Sport seats for driver and front passenger
- Dakota Leather Black, with Red accents, in Dakota Leather Everest Grey, with Black accents, or in Dakota Leather Coral Red, with Black accents
- Sport leather steering wheel with red contrast stitching
- Brushed Aluminum interior trim with accent trim in Coral Red, matte, or Black, high-gloss
  - Black, high-gloss interior trim with accent trim in Coral Red, matte
- Interior illumination with variable colour effects in Orange-Red or White – selected via the iDrive Controller
- Speedometer and rev counter with red Chrono scales and red contrasting ring
- Chrome trim on air conditioning and radio controls
- Driving Experience Control, with additional SPORT+ mode
- Vehicle key with red trim
- Anthracite interior roofliner

**Exterior equipment features:**

- 18" Double Spoke alloy wheels - Style 397, with 225/45R-18 run-flat performance tires
- Front and rear bumpers with specific features in high-gloss black
- BMW kidney grille with 8 slats in high-gloss black
- Exterior mirror caps in vehicle colour or, optionally, in high-gloss black
- B-pillar and window uprights in high-gloss black
- “Sport” lettering along the side
- Tailpipe trim in Black, chrome-plated



**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 Dakota Leather 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.



**18" Double Spoke alloy wheels - Style 397**, with 225/45R-18 run-flat performance tires.

**Sport Line upholstery**



**LCL3** Black Dakota Leather with Red highlight



**LCL4** Everest Grey 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



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

<sup>1</sup> Luxury Line standard, Modern Line no-charge option, Sport Line optional on the BMW 328i and BMW 328i xDrive. Sport Line standard, Modern and Luxury Lines no-charge options on the BMW 335i and 335i xDrive.



THE NEXT GENERATION 3 SERIES WITH LUXURY LINE.<sup>1</sup>

Interior equipment features:

- Door-sill finishers in aluminum with “BMW Luxury” lettering
- Seats in Saddle Brown Dakota Leather with Exclusive stitching (lower half of instrument panel also in Saddle Brown), Veneto Beige Dakota Leather with Exclusive stitching or Black Dakota Leather with Exclusive stitching
- Sport leather steering wheel
- Fineline Anthracite Wood trim with accent trim in Pearl Gloss Chrome, or
  - Burl Walnut Wood trim with inlay and accent trim in Pearl Gloss Chrome
- Interior illumination with variable colour effects in Orange-Red or White – selected via the iDrive Controller (with additional light source on the B-pillar)
- Chrome trim on air conditioning and radio controls and additional exclusive chrome trim on the centre console
- Driving Experience Control, with additional SPORT+ mode
- Vehicle key with Pearl Gloss Chrome trim

Exterior equipment features:

- 18" Multi Spoke alloy wheels - Style 416, with 225/45R-18 run-flat all-season tires
- Front and rear bumpers with specific features in high-gloss chrome
- BMW kidney grille with 11 slats in high-gloss chrome
- Side window frames and window recess finishers in high-gloss chrome
- B-pillar and window uprights in high-gloss black
- “Luxury” lettering along the side
- Tailpipe trim in high-gloss chrome



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 Veneto 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.



18" Multi Spoke alloy wheels - Style 416, with 225/45R-18 run-flat all-season tires.

Luxury Line upholstery



LCLX Saddle Brown Dakota Leather with exclusive stitching



LCLY Veneto Beige Dakota Leather with exclusive stitching

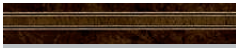


LCLZ Black Dakota Leather with exclusive stitching

Luxury Line interior trims



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



4B8/4DM Burl Walnut Wood with wood inlay and Pearl Gloss Chrome highlight

Luxury Line standard, Modern Line no-charge option, Sport Line optional on the BMW 328i and BMW 328i xDrive.  
Sport Line standard, Modern and Luxury Lines no-charge options on the BMW 335i and 335i xDrive.

■ Standard equipment □ Optional equipment

Information Provided by:



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

bmw.ca/byo



THE ALL-NEW 3 SERIES WITH M SPORT PACKAGE.

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 colour effects in Orange-Red or White, selected via the radio or iDrive Controller
- Anthracite interior roofliner
- M Footrest
- Signature M Sport Package key fob with blue trim

Exterior equipment features:

- 18" Double Spoke alloy wheels - Style 400M, with 225/40R-18 front and 255/40R-18 rear run-flat performance tires
  - 19" Double Spoke alloy wheels - Style 403M, with 225/40R-19 front and 255/35R-19 rear run-flat performance tires
- M Aerodynamic package including front and rear bumpers
- Crossbeams front and rear, rear bumper, rear spoiler and side skirts and front air dam
- Exclusive exterior paint colour in Estoril Blue II Metallic
- BMW kidney grille with seven slats in high-gloss black
- High-gloss chrome exhaust pipe tips
- M Sport suspension
- B-pillar and window uprights in high-gloss black



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.



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.

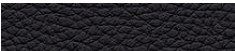


18" M Double Spoke alloy wheels - Style 400M, with 225/45R-18 front and 255/40R-18 rear run-flat performance tires.



19" M Double Spoke alloy wheels - Style 403M, with 225/40R-19 front and 255/35R-19 rear run-flat performance tires.

M Sport Package upholstery



LCL5 Coral Red Dakota Leather with Black highlight



LCL5 Coral Red Dakota Leather with Black highlight

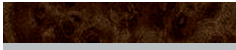
M Sport Package interior trims



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 highlight

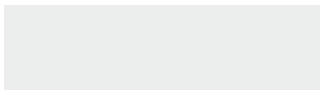


4AD/4DL Aluminum with Black highlight





## Exterior colours

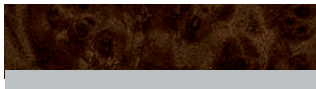
**300** Alpine White (Non-metallic)**668** Jet Black (Non-metallic)**A96** Mineral White Metallic**A83** Glacier Silver Metallic**B39** Mineral Grey Metallic**A75** Melbourne Red Metallic**B06** Sparkling Bronze Metallic**A17** Havanna Metallic**B40** Liquid Blue Metallic**A89** Imperial Blue Metallic**475** Black Sapphire Metallic**B45** Estoril Blue II Metallic¹**A92** Orion Silver Metallic

¹ Requires M Sport Package.

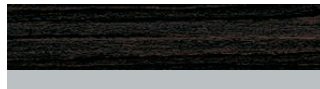
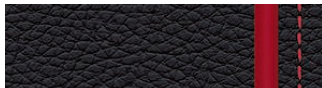
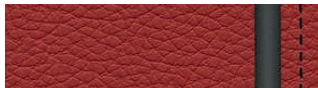
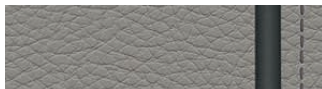
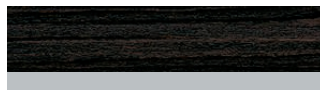
The pages in this section of the brochure show available colours and materials for the BMW 3 Series Sedan. Use these samples to compare paint, upholstery, trim colours and combinations. Please note that these samples are representations; they are not exact reproductions. To see the actual colours, visit your preferred BMW Retailer. They will be happy to show you original samples.

Please refer to the Recommended colour combinations charts on pages 60 and 61 for details on limitations and exclusivity when selecting 3 Series Sedan exterior paint colours, upholstery materials and colours, and interior trims.



**Upholstery for the BMW 320i****KCSW** Black Dakota Leatherette**KCDF** Veneto Beige Leatherette**Interior trims for the BMW 320i****4CG** Satin Silver Matte**4AB/4DM** Dark Burl Walnut Wood with  
Chrome High Gloss highlight



**Modern Line  
upholstery****LCL9** Oyster Dakota Leather  
with Dark Oyster highlight**Modern Line  
interior trims****4DT/4DM** Pearl Metallic  
with Pearl Gloss Chrome highlight**4DD/4DM** Finition Pure Wood  
with Pearl Gloss Chrome highlight**4AD/4DM** Aluminum  
with Pearl Gloss Chrome highlight**4CE/4DM** Finition Anthracite Wood  
with Pearl Gloss Chrome highlight**Sport Line  
upholstery****LCL3** Black Dakota Leather  
with Red highlight**LCL5** Coral Red Dakota Leather  
with Black highlight**LCL4** Everest Grey 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**4CE/4DM** Finition Anthracite Wood  
with Pearl Gloss Chrome highlight

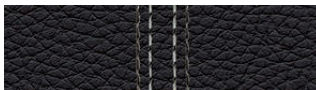
### Luxury Line upholstery



**LCLX** Saddle Brown Dakota Leather  
with exclusive stitching

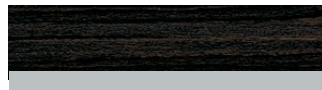


**LCLY** Veneto Beige Dakota Leather  
with exclusive stitching



**LCLZ** Black Dakota Leather  
with exclusive stitching

### Luxury Line interior trims



**4CE/4DM** Fineline Anthracite Wood  
with Pearl Gloss Chrome highlight

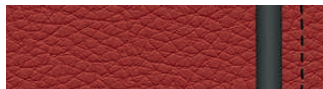


**4B8/4DM** Burl Walnut Wood with wood inlay  
and Pearl Gloss Chrome highlight

### M Sport Package upholstery



**LCSW** Black Dakota Leather

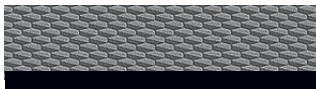


**LCL5** Coral Red Dakota Leather with Black highlight

### M Sport Package 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 highlight






















**4AD/4DL** Aluminum  
with Black highlight

The pages in this section of the brochure show available colours and materials for the BMW 3 Series Sedan Special Lines. Use these samples to compare paint, upholstery, trim colours and combinations. Please note that these samples are representations; they are not exact reproductions. To see the actual colours, visit your preferred BMW Retailer. They will be happy to show you original samples.

Please refer to the Recommended colour combinations charts on pages 60 and 61 for details on limitations and exclusivity when selecting 3 Series Sedan exterior paint colours, upholstery materials and colours, and interior trims.


























# Recommended colour combinations.

	BMW upholstery colours			
	320i		M Sport Package <sup>1</sup>	
<b>Upholstery materials</b>	Leatherette		Dakota Leather	
<b>Upholstery colours</b>	Black	Veneto Beige	Black	Coral Red with Black highlight
<b>Interior colours</b>	Black	Veneto Beige	Black	Black
<b>BMW exterior colours</b>				
Alpine White (Non-metallic)		•	•	•
Jet Black (Non-metallic)		•	•	•
Mineral White Metallic		•	•	•
Glacier Silver Metallic		•	•	•
Mineral Grey Metallic		•	•	•
Melbourne Red Metallic		•	•	•
Sparkling Bronze Metallic		•	•	•
Havana Metallic		•	•	•
Liquid Blue Metallic		•	•	•
Imperial Blue Metallic		•	•	•
Black Sapphire Metallic		•	•	•
Estoril Blue II Metallic <sup>2</sup>		—	—	•
Orion Silver Metallic		•	•	•
<b>BMW interior trims</b>				
Satin Silver Matte		•	•	—
Dark Burl Walnut Wood with Chrome High Gloss highlight		•	•	—
<b>Interior trims - M Sport Package</b>				
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		—	—	•
Aluminum with Black highlight		—	—	•
• Recommended colour combination    — Not available				

<sup>1</sup> M Sport Package only available with 328i and 335i.

<sup>2</sup> Requires M Sport Package.

	BMW upholstery colours						
	Modern Line	Sport Line			Luxury Line		
Upholstery materials	Dakota Leather	Dakota Leather			Dakota Leather		
Upholstery colours	Oyster with Dark Oyster highlight	Black with Red highlight	Everest Grey with Black highlight	Coral Red with Black highlight	Saddle Brown with exclusive stitching	Veretis Beige with exclusive stitching	Black with exclusive stitching
Interior colours	Oyster	Black	Black	Black	Black	Veretis Beige	Black
BMW exterior colours							
Alpine White (Non-metallic)		•	•	•	•	•	•
Jet Black (Non-metallic)		•	•	•	•	•	•
Mineral White Metallic		•	•	•	•	•	•
Glacier Silver Metallic		•	•	•	•	•	•
Mineral Grey Metallic		•	•	•	•	•	•
Melbourne Red Metallic		—	•	•	—	•	•
Sparkling Bronze Metallic		•	—	•	—	•	•
Havana Metallic		•	—	•	—	•	•
Liquid Blue Metallic		•	—	•	—	•	•
Imperial Blue Metallic		•	•	•	•	•	•
Black Sapphire Metallic		•	•	•	•	•	•
Estoril Blue II Metallic		—	—	—	—	—	—
Orion Silver Metallic		•	•	•	•	•	•
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		—	•	•	•		
Fineline Anthracite Wood with Pearl Gloss Chrome 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 colour combination    — Not available							



## 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.

**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 colour 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 centre of the rear bumper.



**Exhaust tailpipe** configuration identifies the all-new 3 Series Sedans. There are two on the left side of the 320i and 328i; on the 335i, there is one tailpipe on the left and one on the right.





## Equipment features and options.



**19" Double Spoke alloy wheels - Style 401, with run-flat performance tires.** In front: 19 x 8.0 wheels and 225/40R-19 tires; in back: 19 x 8.5 wheels and 255/35R-19 tires. (Only available with the 335i.)



**17" Star Spoke alloy wheels - Style 394, with run-flat all-season tires.** (Only available with the 320i.)

## Modern Line.



**18" Turbine Syling alloy wheels - Style 415, with 225/45R-18 run-flat all-season tires.**



**18" Double Spoke alloy wheels - Style 397, with 225/45R-18 run-flat performance tires.**

## Luxury Line.



**18" Multi Spoke alloy wheels - Style 416, with 225/45R-18 run-flat all-season tires.**



**18" Double Spoke alloy wheels - Style 400M, with run-flat performance tires.** In front: 18 x 8.0 wheels and 225/45R-18 tires; in back: 18 x 8.5 wheels and 255/40R-18 tires.



**19" Double Spoke alloy wheels - Style 403M, with run-flat performance tires.** In front: 19 x 8.0 wheels and 225/40R-19 tires; in back: 19 x 8.5 wheels and 255/35R-19 tires.

## M Sport Package.



**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 comfort when parking and manoeuvring, and enhances sporty, agile handling.

**Servotronic** adapts power steering support to the current speed, providing superior comfort by reducing needed steering force.



**Dynamic Cruise Control<sup>1</sup>** lets you set and keep to a chosen speed above 32 km/h, 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.



**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.

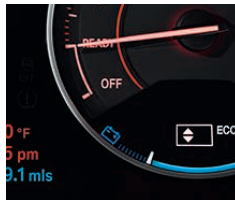


**Three-spoke leather-wrapped multi-function steering wheel** provides buttons on the left for operating the cruise control functions; buttons on the right adjust all audio-related functions, including Bluetooth enabled mobile phone. (Standard on the 320i.)



**Instrument panel** features a red backlit speedometer and tachometer. Centred 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.

<sup>1</sup> Available as of July 2012.





## Equipment features and options.



**Driving Experience 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 centre console, an open compartment under the front and in the rear centre armrests, in cupholders front and rear, in a storage tray, and in the glove compartment.



**Anthracite roofliner**, 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. Only available with 335i (standard).



**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<sup>1</sup>** 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.

<sup>1</sup> Available with 328i and 320i.



**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 colour, 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.

NOTE: Head-up Display not available on the BMW 320i.



**Lane Departure Warning feature** 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.



**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.



## Equipment features and options.



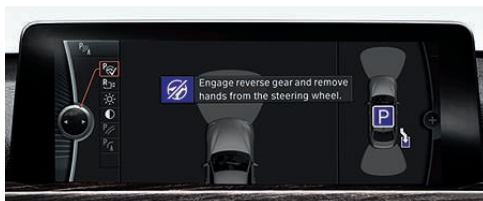
**Rear-view Camera** shows on the Control Display the area behind your vehicle. Working with Park Distance Control, interactive guidelines indicate if a parking space can accommodate the vehicle, and display parking trajectories and turn angles. The Rear-view Camera is activated by engaging reverse gear.



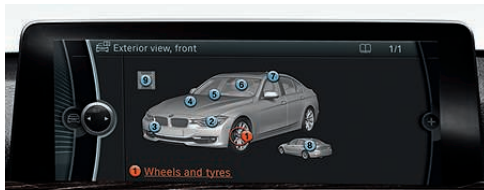
**Surround View** displays video images of approaching traffic on the Control Display. Side-view Cameras positioned in the front bumpers show traffic approaching the front of the vehicle from the sides, such as when exiting a garage. The Top-view Camera provides video images of the road alongside the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



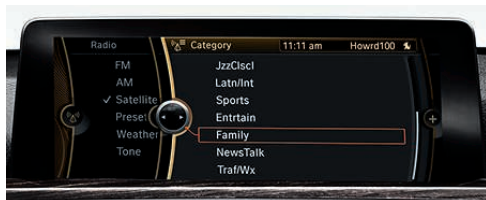
**Parking Assistant** makes parking a breeze. Using ultrasonic sensors integrated into the side indicators, the system searches for and measures parking spaces. When a space at least four feet longer than your vehicle is spotted, it is shown on your Control Display. Shift into reverse and the system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



**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.



**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 colour monitor or 8.8-inch Navigation System colour 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 colourful sound experience.





## 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.



**8-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 centre 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.



**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** (optional) 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.





**Privacy glass** in the rear and rear side windows enhances passenger privacy, while it reduces sun glare and interior heat.

NOTE: Privacy glass not available in Canada.



**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 centre 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" Double Spoke alloy wheels - Style 361**, 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 colours.

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.

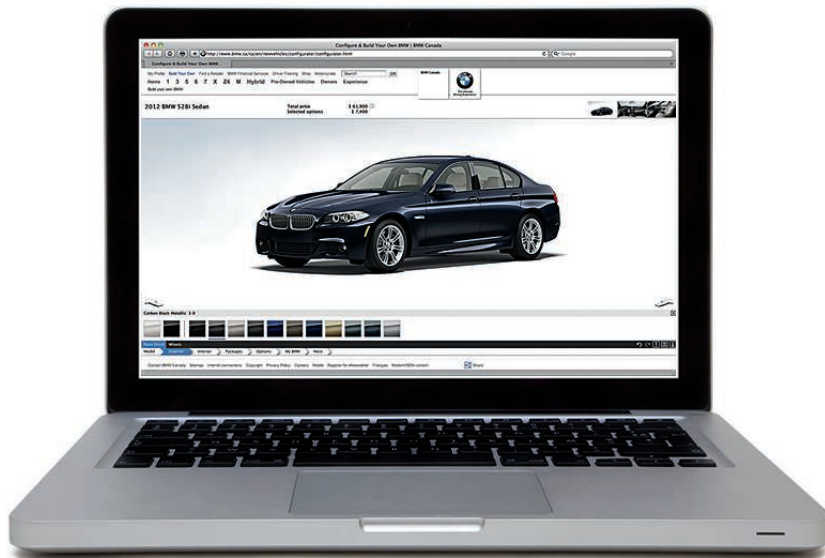
Choosing a BMW also shows you value dynamic driving, innovative technology and sporty style. Now you can express your passion to the ultimate degree with the BMW Performance line. BMW designers took their inspiration from BMW M – the heart and soul of BMW motorsport – to create this collection of track-bred 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 BMW Retailer.

➔ [bmwshop.ca](http://bmwshop.ca)



Information Provided by  
**DEALER**  
E-PROCESS

## BUILD YOUR OWN BMW – AT [BMW.CA/BYO](http://BMW.CA/BYO).



At BMW, we want you to create your own Ultimate Driving Experience.® 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.

It's easy to get the latest information on your favourite BMW model. Simply visit [bmw.ca](http://bmw.ca) and click on the BMW model of your choice. Select **Downloads** to see all the standard features and available options and packages, as well as technical specifications.

Then create the exact BMW model that fulfills your needs by clicking on **"Build Your Own."** Here you'll be able to select from among the many interior and exterior colours 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 [bmw.ca/byo](http://bmw.ca/byo).



		320i	328i	335i

**Weight**

Curb Weight	lbs	3252 (3296)	3406 (3461)	3571 (3594)
Weight distribution, front/rear				
Manual transmission	%	49.5/50.5	49.5/50.5	50.9/49.1
Automatic transmission	%	50.2/49.8	(50.0/50.0)	(51.5/48.5)

**Engine**

Type/cylinders/valves per cylinder		TwinPower Turbo /In-line 4/4	TwinPower Turbo /In-line 4/4	TwinPower Turbo /In-line 6/4
Displacement	cc	1997	1997	2979
Bore/stroke	mm	84/90.1	84/90.1	84/89.6
Nominal output/rpm	hp	181/5000	241/5000-6000	300/5800
Maximum torque/rpm	lb-ft	184/1250-4500	258/1250-4800	300/1300-5000
Compression ratio	:1	10	10	10
Fuel tank capacity	litres	60	60	60
Fuel grade		unleaded premium gasoline	unleaded premium gasoline	unleaded premium gasoline

**Transmission**

Gear ratios – 6-speed manual				
I/II/III	:1	3.50/2.01/1.31	3.68/2.06/1.31	4.11/2.32/1.54
IV/V/VI/R	:1	1.00/0.81/0.70/3.12	1.00/0.81/0.68/3.35	1.18/1.00/0.85/3.73
Final drive ratio	:1	3.08	3.91	3.23
Gear ratios – 8-speed automatic				
I/II/III	:1	4.71/3.14/2.12	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	1.67/1.29/1.00
VII/VIII/R	:1	0.84/0.67/3.23	0.84/0.67/3.30	0.84/0.67/3.30
Final drive ratio	:1	3.15	3.15	3.15

**Performance**

Acceleration 0-100 km/h				
Manual transmission	sec	7.5	6.1	5.7
Automatic transmission	sec	7.1	6.1	5.4
Top speed <sup>1</sup>	km/h	210	210 [250]	210 [250]

**Fuel consumption**

Manual transmission – City/Highway	L/100km	8.9/5.5	9/5.6	10/6.4
Automatic transmission – City/Highway	L/100km	8.6/5.2	8.6/5.5	9.1/5.9

Figures in ( ) apply to vehicles with 8-speed automatic transmission.

Figures in [ ] apply to vehicles with performance tires and increased top-speed limiter.

<sup>1</sup> Top speed limited electronically.

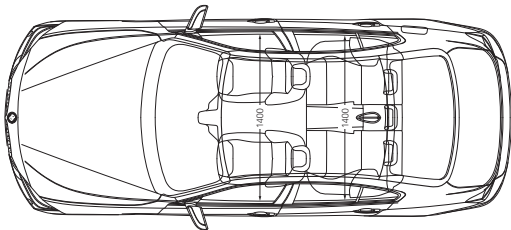
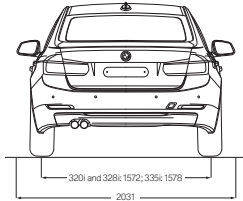
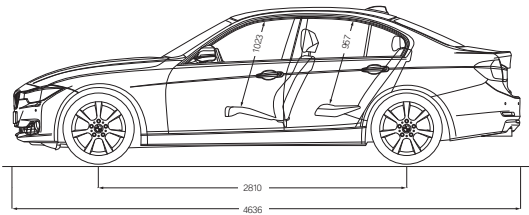
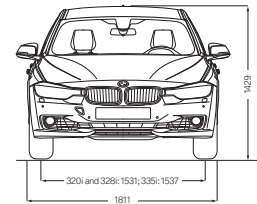
	320i	328i	335i

Tires and wheels

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

Electrical

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



All dimensions in the technical drawings are shown in millimetres for all 3 Series Sedan models.



**BMW Welt.** Taking delivery of a new vehicle is a proud moment for every automotive enthusiast. Make it an even more unforgettable experience by visiting the BMW Welt, a state-of-the-art brand experience and delivery centre in Munich. Spend the day marvelling at historic BMWs on display in the Museum, learn about our engineers' newest innovations in the

Technology and Design Studio, and take a tour of our plant to experience with your own eyes the exacting methods used to create every BMW. Then get behind the wheel of your new BMW, where the fascination continues for years to come. To learn more, visit the BMW World online at [www.bmw.ca/europeandelivery](http://www.bmw.ca/europeandelivery).

## JOY IS THE FEELING OF BEING LOOKED AFTER BY THE BEST.



**Service.** When you buy a BMW, you can look forward to superb service and comprehensive customer care. 2012 model year BMW vehicles purchased from an authorized BMW Retailer in Canada are covered by No-Charge Scheduled Maintenance for four years or 80,000 kilometres, whichever occurs first. Depending on the model you choose, your car informs you of its service requirement via the Service Interval Indicator or CBS (Condition Based Service). Then simply get in touch with your BMW Service Retailer, who will provide expert care for you and your car. Staffed by highly trained personnel, your BMW Service Retailer is also equipped with the latest computer-aided information and diagnostic tools. Important data such as V.I.N. number, mileage, and current service requirements are all stored on your car key, ensuring quick assessment of your vehicle's status. This means that staff have more time to help you. All in all, quality and safety are the watchwords of BMW Service.



### **BMW Roadside Assistance.**

One of the most extensive roadside assistance programs in Canada. As a holder of the BMW Service Card, you and any additional drivers of your registered BMW will be entitled to an extensive range of services and benefits, including

- Emergency Service Calls
- Towing, in case of Mechanical Breakdown
- Winching
- Trip Interruption Benefits
- Traffic Accident Services
- Emergency Message Service
- Emergency Cash
- Travel Planning Services

For complete details and conditions, please refer to your BMW Warranty and Service Guide.



**BMW.ca.** Offering the ultimate online experience, our website is designed to offer you access to a wealth of information on BMW Service and BMW Financial Services, in an easy-to-explore format. When you visit our website, you will discover in-depth information on BMW Service, including details on the BMW Service Card, scheduled maintenance, warranty coverage, value service packages, and BMW SPA® services. Always up to date, our easy-to-navigate website allows you to quickly and easily find the information you require on your vehicle's servicing needs.



## SHAPING THE FUTURE – RESPONSIBLY.

The BMW Group has been ranked the most sustainable automotive company worldwide in the Dow Jones Sustainability Index for the seventh time in a row. Sustainability is an integral part of our value chain – it encompasses every stage from the development of fuel-saving and alternative vehicle concepts to environmentally friendly production processes and recycling. Our research and development philosophy BMW EfficientDynamics delivers tangible benefits to customers, our climate, and the environment. This is reflected in the reduction of CO<sub>2</sub> emissions by nearly 30% across our fleet of new cars since 1995.



## JOY COMES IN MANY FORMS.



### BMW Financial Services.

BMW Financial Services offers a comprehensive portfolio of leasing and financing solutions, designed to make your transition from showroom to highway hassle-free. For information on how you can benefit from the flexibility, convenience, and expertise that only BMW Financial Services can offer, contact your local BMW Retailer or visit [www.BMWfinance.ca](http://www.BMWfinance.ca). Our comprehensive website allows you to learn about the vast financing and leasing opportunities available. Interactive tools, including an advanced model selector/payment calculator, downloadable guides, and an online credit application, make it easy for you to interact with BMW Financial Services.



**Magazine:** How do the designers at BMW come up with the next generation of industry-leading vehicles? Who are the people behind the brand and the product? Read about this and much more in BMW Magazine, the official publication from BMW. Not available on newsstands, BMW Magazine is just another exclusive benefit of owning a BMW.



**BMW Assist.** Providing you with a suite of services that add confidence and convenience to your driving experience. You are just a push of a button away from emergency help, roadside assistance, and much more. When you have the BMW Assist Safety Plan, you enjoy peace of mind whenever you're behind the wheel. Speak to your preferred BMW Retailer or visit [www.BMW.ca/assist](http://www.BMW.ca/assist) for more information.

Car manufacturing requires a great deal of water, which is why we've developed an intelligent circulatory system for our factories that ensures water is reused as often as possible. The dream of a manufacturing process that does not produce any wastewater has already been made a reality at our engine plant in Steyr. In 2008, 733,500 engines were manufactured without producing a single drop of wastewater.

Sustainability is taken very seriously at the BMW Group. For this reason, we prioritize environmentally friendly methods of transport such as rail and shipping and work towards capacity optimization. Each year, we cover around 15.8 billion

tonne-kilometres transporting materials and new vehicles. Of this, 79% of the total transported volume is delivered by sea – which benefits both road traffic and the environment.

The BMW Group has their sights set on tomorrow. Your BMW is part of a comprehensive recycling concept. Every single vehicle can be easily and economically recycled. Please contact your BMW Retailer on all matters regarding the return of your end-of-life vehicle. For more information, visit

➔ [www.bmwgroup.com/responsibility](http://www.bmwgroup.com/responsibility)



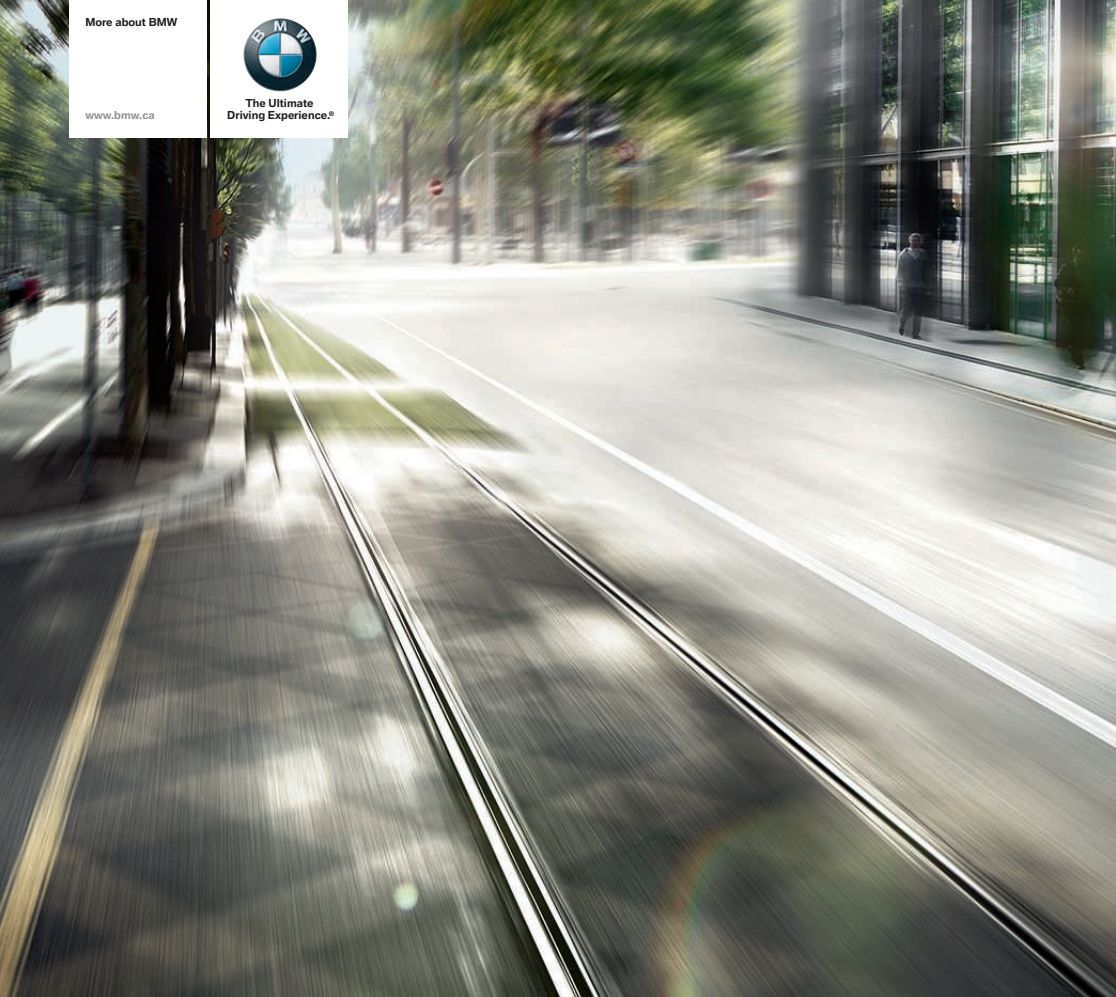


More about BMW

[www.bmw.ca](http://www.bmw.ca)



The Ultimate  
Driving Experience®



All specifications, standard features, accessories, equipment, options, fabrics, and colours are based on product information available at the time of printing. BMW reserves the right to revise specifications at any time, without notice. Illustrations are representative only. BMW may determine the Model Year designation of its vehicles. Models may be shown with features, accessories, equipment, options, fabrics, and/or colours not available in Canada, or available only at extra cost, or available only on particular models. While BMW takes care to ensure that the information contained in this brochure is accurate, it cannot guarantee complete accuracy. BMW is not responsible for errors or omissions contained in this brochure. Further information about the products shown in this brochure can be obtained from your authorized BMW Retailer and at [www.bmw.ca](http://www.bmw.ca). Printed 2012.

© 2012 BMW Canada Inc. "BMW", the BMW logo, BMW model designations and all other BMW related marks, images and symbols are the exclusive properties and/or trademarks of BMW AG, used under licence.



Information  
DE  
SE - P A C I F I C

BMW recommends

Castrol

EDGE