



BMW 3 Series
Saloon



Sheer
Driving Pleasure

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THE NEW BMW 3 SERIES SALOON.

PASSION WINS.

BMW EfficientDynamics

Less emissions. More driving pleasure.

International version. Please contact your local dealer for country specific information.



STYLE VS. STANDARD.

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



The new BMW 3 Series Saloon

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Editorial

A MODEL ATHLETE.

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

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

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

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Equipment of models shown: BMW 328i with Modern Line in Havanna metallic.

Engine: BMW TwinPower Turbo 4-cylinder petrol engine
Max. output: 180 kW (245 hp)
Wheels: 18" light alloy-wheels, turbine styling 415
Exterior colour: Havanna metallic
Upholstery: Dakota leather Oyster, Oyster dark accents
Interior trim: Fineline Pure wood trim with Pearl Gloss Chrome accents

BMW 328i with Sport Line in Melbourne Red metallic.

Engine: BMW TwinPower Turbo 4-cylinder petrol engine
Max. output: 180 kW (245 hp)
Wheels: 18" light-alloy wheels, double-spoke styling 397
Exterior colour: Melbourne Red metallic
Upholstery: Dakota leather Black, Red accents
Interior trim: Finely Brushed Aluminium with Coral Red matt accents

BMW 328i with Luxury Line in Imperial Blue Brilliant Effect metallic.

Engine: BMW TwinPower Turbo 4-cylinder petrol engine
Max. output: 180 kW (245 hp)
Wheels: 18" light-alloy wheels, multi-spoke styling 416
Exterior colour: Imperial Blue Brilliant Effect metallic
Upholstery: Dakota leather Saddle Brown with Exclusive stitching
Interior trim: Burled Walnut wood trim with inlay and Pearl Gloss Chrome accents

For information on fuel consumption and CO₂ emissions please see p. 76/77.





The first thing you notice about it is its athleticism: the design of the new BMW 3 Series Saloon.

One thing about the new BMW 3 Series Saloon that immediately captivates the observer's attention is its low, sporty front. The new link between the round twin headlights, cut off at the top, and the broad BMW kidney grille lends the new BMW 3 Series a distinctive personality.

But it is the sum of all the details – the short overhangs, the long wheelbase, the coupé-like roof line and the distinctive side creases – that creates this car's quintessential sporting appeal. Decide for yourself what you like most about the design of the new BMW 3 Series – just follow your eyes.



THE POWER OF THE MOMENT.





The **BMW Sport Line** enhances the dynamic appeal of the new BMW 3 Series Saloon: it is distinguished by design elements in high-gloss Black, for example on the air inlets, the exterior mirror caps (optional) and the double kidney grille with eight wide slats on each side. The horizontal aluminium-look inserts in the front apron are particularly eye-catching. Light-alloy wheels with double-spoke styling complete the sporty impression.

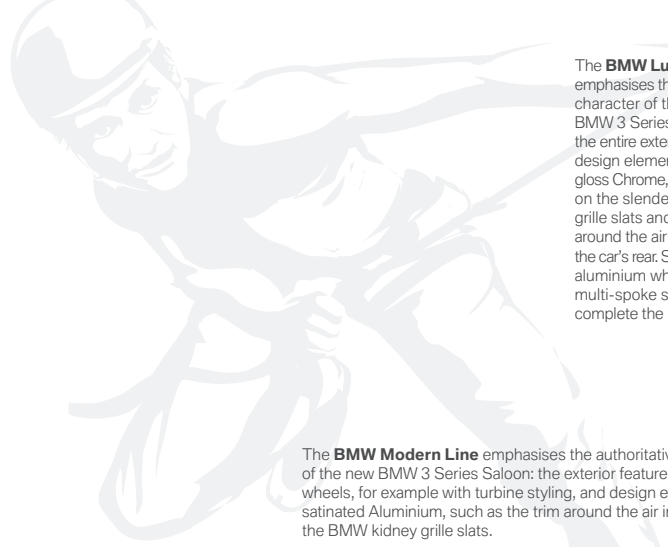
EACH CHOICE GIVES YOU AN ADVANTAGE.

Personality: the exterior of the new BMW Lines*.

Everything in your life is an expression of who you are. That includes the car you drive each day. This is why the new generation of the BMW 3 Series Saloon adapts its design features to your individual style, even on the exterior. With the BMW Lines Modern, Sport and Luxury, you can choose from three additional design schemes focused on emphasising one particular attribute of the new BMW 3 Series. Would you like to underscore the modern, sporty or classic character of your vehicle? All three BMW Lines are favourites in this race, with the winner selected by your personal sense of style.

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

08 09 Design



The **BMW Luxury Line** emphasises the elegant character of the new BMW 3 Series Saloon: the entire exterior features design elements in high-gloss Chrome, for example on the slender kidney grille slats and the trim around the air inlets and the car's rear. Sophisticated aluminium wheels with multi-spoke styling complete the picture.

The **BMW Modern Line** emphasises the authoritative design of the new BMW 3 Series Saloon: the exterior features exclusive wheels, for example with turbine styling, and design elements in satinated Aluminium, such as the trim around the air inlets and the BMW kidney grille slats.





Balance and contemporary poise are the distinctive hallmarks of the **BMW Modern Line**. These characteristics are reflected in features such as the porous, textured wood of the Finesse Pure interior trim, which establishes a fascinating new trend with its unique look and feel. The instrument panel and steering wheel come in Oyster dark. The available upholstery and interior trim choices perfectly complement this timeless, contemporary design.¹



The design scheme of the **BMW Sport Line** underscores the saloon's sporting character. In the interior, features such as red contrasting seams on the sport leather steering wheel and the exclusive design of the instrument dials with red contrasting rings and red scales add visual appeal. Red, grey or black accents are found both on the upholstery, and on the interior trims and accent trims.¹

* May not be available in all countries. Please consult your BMW partner.
¹ See pages 46–51 for all the equipment details of the BMW Lines.



FREEDOM IN DETAIL.

Fascination times three: the interior of the new BMW Lines*.

The design of the BMW 3 Series has always epitomised athleticism, modernity and elegance. These three personality traits can also be found in the interior of the new BMW 3 Series Saloon. Choose between three BMW Lines and thus between three different design schemes: Modern, Sport and Luxury. In the interior, which always harmonises perfectly with the exterior, colours and materials are used to create the specific character of each BMW Line. This is complemented by a choice of exclusive, perfectly matched upholstery and interior trim variants. In this way, drivers can individualise the design according to their personal preferences. Whichever design scheme you choose, the interior is always marked by pleasing lines and high-quality, innovative materials. The cabin design also picks up on the sporting appeal of the exterior – with clear driver orientation and exceptional ergonomics.



The **BMW Luxury Line** creates a luxurious, timeless look. Classic colours and optional leather seats with Exclusive stitching demonstrate a love of detail. Fine-wood trims – optionally with inlay, a first in this class – further add to the exclusive appeal.¹



8 GEARS – FOR LIVE TRANSMISSION TO THE ROAD.



The new 8-speed automatic transmission (optional) performs smooth, almost imperceptible gear shifts. The gear ratios are so tightly spaced that only a glance at the rev counter reveals just how fast and silky the gear changes really are. At any time, in every gear, the transmission collaborates perfectly with the engine, enabling it to develop its full power and efficiency. The eighth gear, with its particularly long transmission ratio, lowers fuel consumption at high speed. This transmission maximises the sum of ride comfort and dynamic ability.

The unique marriage of outstanding power delivery and superlative efficiency is also the strength of the petrol engines with BMW TwinPower Turbo technology. This combines a TwinScroll turbocharger with Valvetronic, Double-VANOS and High Precision Injection. An innovative package which, for example, makes the BMW 328i TwinPower Turbo 4-cylinder petrol engine the best in its class – with a fuel consumption of just 6.3 litres per 100 kilometres in conjunction with automatic transmission, and an output of 180 kW (245 hp). Be there live when the exceptional dynamic performance of the new BMW 3 Series Saloon turns every drive into a first-class sporting event.

Acceleration and stamina: engine and transmission technology.

An athletic design, new powerful engines and impressive efficiency – the new BMW 3 Series is a real thoroughbred. Its sporting genes are apparent on every road, every mile of the way. The fact that it is also very fuel-efficient makes the new BMW 3 Series an outstanding vehicle and, in terms of performance/fuel consumption ratio, the best in its class.





THE FAVOURITE ON EVERY ROAD.

A question of technology: chassis and steering.

An athlete in top condition, always ready to deliver a first-class performance. One press on the Start button in the new BMW 3 Series is enough, and this Saloon's ability becomes apparent.

A big factor contributing to the outstanding dynamic ability of the new BMW 3 Series Saloon is its typical BMW rear-wheel drive. It's this that enables the car's ideal, 50/50 front-rear weight distribution.

The optional Adaptive Suspension with Dynamic Damper Control makes for an even sportier set-up. It is lowered by 10 mm, for maximum agility. And Driving Experience Control enables you to decide just how sporty the suspension should be. You won't have to do without ride comfort, either, thanks to sensors which control the damper valves on each individual wheel.

The steering systems in the new BMW 3 Series Saloon do an equally good job of combining dynamic performance with superior handling.

The champion here is the optional Variable Sport Steering including Servotronic. It reduces steering wheel movements by up to 25 per cent. This makes for safe and sporty cornering and enhances comfort when parking or turning into a side street. In addition, the variable steering ratio enhances directional stability on long straights. It's time to take the wheel of the new BMW 3 Series Saloon yourself, and to turn its power into a unique driving experience.



Everything in reach: driver orientation.

As soon as you sit down in the Saloon's cockpit, you instinctively know: everything here is in the right place. Everything serves the needs of the driver, for optimal ergonomics and intuitive operation.

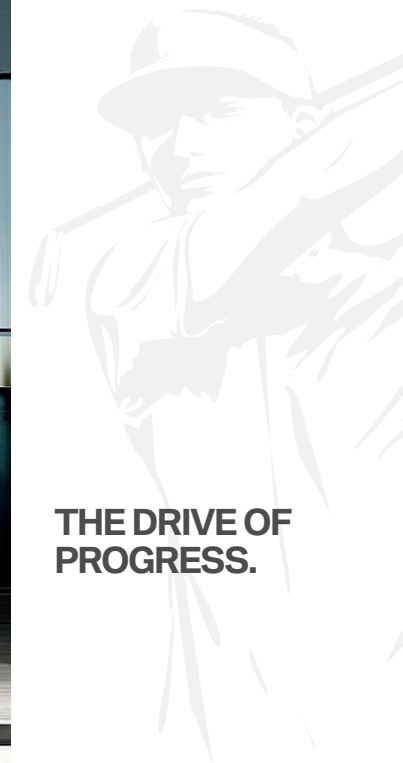
Every lever, every button, every display. The result is a very special interior design that exudes sporting appeal and unrestricted comfort. This impression is confirmed as soon as you set off. One function that plays a particularly important role here is Driving Experience Control incl. ECO PRO. Its name is a promise that the new BMW 3 Series Saloon is always happy to deliver. Choose between the modes ECO PRO, Comfort, Sport and Sport+ and decide for yourself whether you would like the vehicle to excel in sportiness, comfort or efficiency.

The Sport+ mode with additional sport display is for particularly sporty driving. It is available in conjunction with the sport automatic transmission, the Variable Sport Steering, the Adaptive Suspension or the Sport Line. It literally increases dynamic ability: the chassis, suspension and accelerator response acquire an even sportier edge, and the steering becomes more direct. For the sort of dynamic performance that makes you want to choose a slightly longer route to your destination.



TAKE POLE POSITION.





THE DRIVE OF PROGRESS.

**New technology, new possibilities:
innovations in the new BMW 3 Series
Saloon.**

The new BMW 3 Series Saloon is the class leader in many disciplines. A key part of this is innovative technologies that make your drive more entertaining, efficient and safe. This is what the two technology packages BMW ConnectedDrive and BMW EfficientDynamics are all about. Two terms that have long become synonymous with the power of BMW innovation.

109 g CO₂/km.

AT THE TOP OF THE LEADER BOARD –
THE BMW 320d EFFICIENT DYNAMICS EDITION.

Two goals, one path: BMW EfficientDynamics.

It takes outstanding performance to be recognised as an exceptional talent, but the new BMW 3 Series will even exceed your expectations. BMW EfficientDynamics is the key: all new BMW 3 Series Saloon models impress with their exceptional fuel economy. What makes this possible is BMW TwinPower Turbo technology, intelligent lightweight design, Brake Energy Regeneration and the Auto Start/Stop function, included as standard. Another highlight is Driving Experience Control incl. **ECO PRO**. This enables a reduction in fuel consumption by up to 20 per cent¹, by giving the driver feedback and recommendations on their style of driving via ECO PRO tips [01]. This mode displays the so-called bonus range. It tells the driver how many kilometres they've gained by driving more efficiently. In combination with the extended instrument cluster (optional), the rev counter also includes a **BMW EfficientDynamics display** [02]. This shows the available accelerator pedal range for efficient acceleration. The optimised aerodynamics of the BMW 3 Series Saloon are represented by the **Air Curtain** [03]: small openings in the front apron direct air towards the front wheel arches, forming a curtain-like air stream that reduces drag.

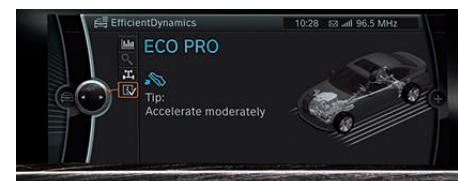
The **BMW 320d EfficientDynamics Edition** plays an exemplary role in terms of fuel economy and dynamic ability. With a CO₂ output of just 109 g/km and a fuel consumption of 4.1 litres per 100 kilometres, this model is the efficiency champion within the BMW 3 Series. The secret of its success: a re-tuned engine, an adjusted Optimum Shift Indicator, special aerodynamically optimised wheels, tyres with reduced rolling resistance and a lowered suspension to minimise drag. Yet it still carries the same sporting DNA as all other BMW 3 Series models.

Another favourite in the efficiency race is the **BMW ActiveHybrid 3²**. Thanks to its intelligent energy management, this full hybrid for everyday use is the most efficient way of driving a vehicle that offers 250 kW (340 hp) of power – with an average fuel consumption of less than 6.4 litres per 100 kilometres, and CO₂ emissions below 149 g/km.³ It's another important milestone in the BMW EfficientDynamics strategy, which achieves new heights in every new BMW 3 Series Saloon.

¹ Depending on individual driving style; determined as part of an internal BMW fuel consumption study.

² Due to become available from 09/2012.

³ Preliminary values based on the ECE test cycle, still awaiting official confirmation.



FOCUS ON YOUR
DESTINATION
AND THE ROAD
AHEAD.

Perfect interaction:
BMW ConnectedDrive* and the
BMW Head-up Display.
The most important thing about a good team is that it collaborates well, and makes full use of individual members' strengths. This is also the principle of BMW ConnectedDrive. Whichever component you choose, it is always optimally integrated into your BMW 3 Series Saloon. After all, these innovations are all about networking – connecting the driver and vehicle with

their environment. An ideal example of what BMW ConnectedDrive offers is the optional full-colour **BMW Head-up Display** [02], which projects all relevant driving information into the driver's immediate field of vision. The benefit: you can fully concentrate on the road ahead, and arrive safely and relaxed. This innovation is not just available for the first time in the BMW 3 Series Saloon, it is also unique in this vehicle segment.

Safety and convenience are two important pillars within BMW ConnectedDrive. This includes outstanding optional features such as Active Cruise Control with Stop&Go function¹, Speed Limit Info including No Passing Info and numerous innovative safety functions included in Active Protection. The optional Real-Time Traffic Information (RTTI) by BMW Assist reliably ensures that your journey time is never longer than it need be. Using Internet and mobile radio data, this feature reports traffic conditions, even on B-roads, as reliably and precisely as never before.

Infotainment is the third pillar of BMW ConnectedDrive, ensuring that your drive is as entertaining as it can be. For example through features such as **BMW Apps** [01], which provides live in-car access to web radio stations or social networking sites like Facebook and Twitter. These functions are shown on the freestanding, anti-glare flatscreen Control Display. The optional Harman Kardon Surround Sound System with 16 loudspeakers provides the right acoustic environment. Look forward to a unique driving experience – there is no shortage of entertainment.

* May not be available in all countries. Please consult your BMW partner.
¹ Due to become available from 07/2012.





A WINNER ON EVERY SEAT.

Fit for every day: versatility and usability.

The word saloon represents superior comfort, while the BMW 3 Series is synonymous with sportiness. The new BMW 3 Series Saloon combines both. It is not just driver orientation that is important – rear-seat passengers too enjoy superior comfort with more leg and knee room. The rear illustrates another strength of this saloon. The **rear seat bench** [01] optionally comes with a 40/20/40 split. This allows you to transport all your luggage plus a golf bag, for example, while still having enough room for four people. The optional comfort access system ensures that the doors of the new BMW 3 Series Saloon unlock by themselves, without your having to use a key. It also enables hands-free opening of the boot lid: a foot movement below the rear apron causes the boot lid to open automatically, so

you can put in your luggage with ease. In addition, the new BMW 3 Series offers numerous **storage compartments** [02], including door pockets large enough to take one-litre bottles. **Two cup holders** [03] in the centre console turn longer journeys into comfortable travel. One thing is certain: every one of your passengers will have a first-class seat.



01



02



03





EVOLUTION.

An interview with Adrian van Hooydonk, Director of BMW Group Design, on the new BMW 3 Series Saloon.

The BMW 3 Series Saloon plays a very important role within the BMW range. It's the best-selling model. What does this special responsibility mean to you, and how is it reflected in the design?
You're right, the BMW 3 Series Saloon is kind of the core model within the brand, which means it's of outstanding emotional as well as business importance. The BMW 3 Series is the sporty compact executive saloon 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 executive saloons are what has built the BMW brand. This BMW 3 Series is already the sixth generation. What are the outstanding features that they all have in common?
The BMW 3 Series Saloon has always aimed to be the world's sportiest saloon. And so far, each BMW 3 Series generation 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 new 3 Series Saloon in a few words, what would they be?
Rooted in history, moving forward in design – the BMW 3 Series has a rich history, and 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 new BMW 3 Series, what is the first impression the design should make on them?
The observer should immediately recognise that the BMW 3 Series Saloon is the iconic sporty compact executive. The BMW brand's core values of sportiness, elegance and dynamism must be apparent at first sight.

The headlights and kidney grille of the BMW 3 Series almost form a single unit, and project 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 again 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 Saloon interior. How is it expressed?
Driver orientation is a hallmark BMW characteristic that can be experienced in every BMW. In the BMW 3 Series, with its sporty personality, it's of course of particular importance. So the instrument panel is clearly angled towards 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 flatscreen 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.

The new BMW Lines enable buyers of the new BMW 3 Series to personalise their car more than ever before. Which character types do you think are best suited to the Modern, Sport and Luxury Lines?
In addition to the basic equipment, the new BMW 3 Series is available in three equipment lines which clearly differentiate the exterior and interior appearance of the vehicle. The BMW Lines Sport, Luxury and Modern Lines each underscore different personality facets of the new BMW 3 Series Saloon. In this way, customers can create a vehicle that expresses who they are and conforms to their preferences.

In addition to new colours and shapes you are also for the first time using innovative materials such as porous wood. How big a challenge was it to integrate this material in an automobile?
The new, porous wood looks and feels very much like untreated wood. The trim elements have a matt finish and a three-dimensional texture that really invites you to touch and experience them.



The window areas in the new BMW 3 Series appear bigger and lower than in the predecessor. What effect were you aiming for?
We took care to design a greenhouse that would feel very light – with thin pillars and lots of window area, for good visibility. But the unified window design elongates the vehicle visually, and makes the BMW 3 Series appear very dynamic and elegant when seen from the side.

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





BMW ConnectedDrive In touch with your world.

The IT revolution has changed the way we live. For BMW drivers, it has become normal to view their vehicle as another networked component of their lives – they expect to be able to access information on the go, communicate via phone or e-mail, and keep up with the latest news. The term BMW ConnectedDrive therefore comprises all packages and innovative technologies that enable the networking of BMW vehicles and their occupants with the outside world, including the immediate traffic environment.



A new era of mobile networking. The BMW Vision ConnectedDrive is a visionary roadster distinguished by an eye-catching, stunning design. Its dynamic, flowing lines lead the eye from the distinctive front and along the elongated bonnet to a unique composition: a synthesis of exterior and interior. Each of the three layers in the interior symbolises one aspect of BMW ConnectedDrive – convenience, infotainment and safety. Related functions and controls are identified by optical wave guides in different colours. Their pulsating light represents the flow of information. For more information on this concept vehicle and other research projects see the new Future Lab.

➔ www.bmw.com/futurelab

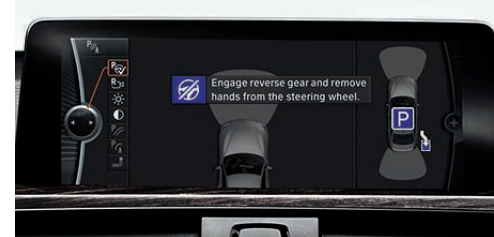
BMW CONNECTED DRIVE* – FOR MORE CONVENIENCE, INFOTAINMENT AND SAFETY.

Wherever you go, with BMW ConnectedDrive you remain in touch. Its innovative optional functions ensure perfect networking between driver, vehicle and environment, at any time and wherever you are. The following pages present special highlights in the areas of convenience, infotainment and safety. For a comprehensive overview of the BMW ConnectedDrive range see www.bmw.com/ConnectedDrive

Convenience. These fascinating BMW ConnectedDrive innovations offer service-oriented functions such as the Park Assistant. So you can always relax in your BMW.



Rear view camera. An image of the area behind your vehicle shown in the Control Display enables secure orientation when reverse parking at speeds of up to 20 km/h. Parking guidelines and obstacle markings are also shown.



Park Assistant. This optional driver assistance system makes parallel parking easier. When travelling at speeds below 35 km/h, the system measures any parking gaps the vehicle passes. When a large enough gap has been found, the Park Assistant will do the steering, while the driver continues to operate the accelerator and brake pedals – supported by acoustic signals and instructions in the Control Display.



Active Cruise Control with Stop&Go function, incl. collision warning with brake activation. Optional, for added convenience and active safety in stop-and-go traffic. The system measures the gap to the vehicle ahead on an ongoing basis and automatically maintains an appropriate distance. Once the lane ahead is clear, the system accelerates again up to the desired speed. In critical situations, the collision warning with brake activation intervenes if necessary, enhancing safety.



Hands-free opening of tailgate. The BMW ConnectedDrive Comfort Access option, in conjunction with automatic operation of the luggage compartment lid, is a highly practical innovation that allows contact-free opening of the boot for increased operating and loading comfort. Say, for instance, you are carrying shopping or luggage and don't have a free hand. With this innovative optional feature, you are spared the inconvenience of having to put your bags down because all it takes is a small movement of your foot beneath the rear bumper and sensors will trigger the opening of the boot lid. For the system to work, you simply need to have the remote control (car keys) with you.

➔ www.bmw.com/ConnectedDrive

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

Infotainment. These features offer you technology- and media-based services, such as the Bluetooth interface, which enable you to enjoy a level of information and entertainment in your vehicle that is on a par with what you are used to at home or in the office.



Always well informed with BMW Live: via internet-based mobile services and service features. The latest news (RSS feeds), weather reports and additional information are transmitted directly to your car. All you need is an active Bluetooth data connection from the mobile phone in your car. Even more functions will be available on the Applications menu in future. You can also personally configure which services you want to use.¹



Bluetooth interface with added functionality (Bluetooth Office). Use the time you spend on the road even more effectively! Thanks to the optional mobile phone preparation with Bluetooth interface in conjunction with a navigation system and the intelligent integration of selected business mobile phones¹, you can use the Bluetooth connection to show Office functions such as e-mails, dates, tasks or SMS messages on the Control Display while on the move, or have them read out aloud to you via the audio speakers, using the text-to-speech function. And thanks to Bluetooth Audio Streaming, wireless playback of music via selected Bluetooth-enabled devices¹ is not a problem.



BMW Connected App. For the first time, you can now use apps in your BMW. With the Apps option, an iPhone and the free BMW Connected App from the Apple App Store, you're no longer limited to just listening to local radio, your calendar is with you all the time and you're always in contact with your friends. Using the iDrive system, you can easily select web radio stations from around the world. You can also call up the latest status reports from your Facebook or Twitter accounts and view upcoming appointments on the Control Display, or even have them read to you through the audio system's speakers. And that's just the beginning, more functions and apps will follow in the future.



Internet. Whether you need to check the balance in your bank account, place a bid on eBay or look something up in Wikipedia, the BMW ConnectedDrive Internet option ensures that you can do whatever you need to do online. To enable you to surf to your heart's content, the iDrive Controller in the centre console doubles as a computer mouse.

¹ Information on compatible devices can be found at www.bmw.com/bluetooth

Safety. The BMW ConnectedDrive functions in this core area comprise safety-focused features which significantly reduce road traffic risks for drivers and their passengers – such as the optional full-colour BMW Head-up Display.



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 such as speed limits and urgent warnings en route, including "Pedestrian in your path" (optional with BMW Night Vision). With a constant view of the road, driving becomes even safer.



Anti-dazzle high-beam assistant. The optional high-beam assistant, available in conjunction with Adaptive Headlights, controls the high beam in line with traffic conditions, for more relaxed driving and optimum illumination of the road ahead. When the system is active, an image sensor monitors lighting conditions and vehicles in the lane ahead up to a distance of 400 metres, performing infinitely variable adjustments of the high beam. Oncoming traffic is detected at a distance of around 1,000 metres, reliably preventing the risk of dazzling oncoming drivers.



Speed Limit Info incl. No Passing Info. This driver assistance system, available on request, shows the current speed limit and information on no-overtaking zones in the instrument cluster. A special camera registers relevant traffic signs and the information is processed via a control unit along with data from the navigation system. Features including the rain sensor are also incorporated, so situations such as variable speed limits in, for example, wet conditions are also registered. In this way, the driver is appropriately informed of the situation ahead.



Lane Departure Warning incl. collision warning and Lane Change Warning. At speeds above around 70 km/h, the optional Lane Departure Warning incl. collision warning registers lane markings ahead, up to a distance of 50 metres. If the vehicle threatens to swerve out of its lane, the system warns the driver by making the steering wheel vibrate. If the driver has activated the indicator – meaning that the lane change is intentional – no warning is given. The collision warning detects vehicles ahead and warns the driver when the distance is too low or a collision is imminent. The optional Lane Change Warning warns the driver by means of a visual signal integrated into the exterior mirror if there is a vehicle located in the driver's blind spot or approaching fast from behind.

BMW EfficientDynamics

Less emissions. More driving pleasure.

BMW was one of the first manufacturers to pursue the goal of efficient drive technologies, as part of a multi-award-winning sustainability strategy. BMW EfficientDynamics represents an acclaimed standard package of innovative technologies that reduce fuel consumption and emissions, while simultaneously enhancing dynamic performance. It has enabled the BMW Group to lower the CO₂ emissions of its European new-vehicle fleet by around 30 per cent since 1995. 39 BMW models¹ currently emit less than 140 g of CO₂ per km. The BMW Group intends to achieve a further 25 per cent reduction in CO₂ emissions by 2020.



BEST-IN-CLASS WITH 109 g CO₂/km.

BMW 320d EfficientDynamics Edition. This outstandingly efficient vehicle has an average fuel consumption of just 4.1 litres² per 100 km, with **CO₂ emissions of 109 gram per kilometre**, regardless of which type of transmission is installed. Many special features make this model the efficiency champion of the series. A longer final drive ratio combined with an adjusted Optimum Shift Indicator reduces engine speeds – travelling at 100 km/h in 6th gear, the engine does just 1,600 rpm. The car's aerodynamics, the tyres' rolling resistance and the entire powertrain benefit from fine-tuning as well. The suspension has been lowered by 10 millimetres, aerodynamically optimised rims reduce air turbulence, and the engine output has been adapted. But in addition to its outstanding fuel economy, the BMW 320d EfficientDynamics Edition offers lots of sporting DNA – because a pure fuel-saver model without driving pleasure is unthinkable for BMW.

➔ www.bmw.com/320d

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

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

Technology package. The optimisation of vehicles powered by conventional diesel and petrol engines continues apace. A comprehensive technology package 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, the Auto Start/Stop function, Brake Energy Regeneration, and many others.

BMW ActiveHybrid. With the new BMW ActiveHybrid 3³ and BMW ActiveHybrid 5 models and the BMW ActiveHybrid 7, BMW has impressive hybrid volume models in its range. All these models combine outstanding efficiency with superlative dynamic ability.

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

BMW Hydrogen. BMW continues its research into alternative drive concepts for the future, such as hydrogen drive.

BMW i. In line with the BMW EfficientDynamics vision, BMW i develops pioneering new vehicle concepts such as the BMW i3 (Megacity Vehicle) and the BMW i8. These vehicles use existing BMW EfficientDynamics technologies as well as new lightweight materials such as CFRP, and electric drive systems with powerful battery technology such as the eDrive technology. With its focus on sustainability across the entire value-added chain and a series of complementary mobility services, BMW i redefines individual mobility. For further information see www.bmw-i.com

THE BMW EFFICIENT DYNAMICS MEASURES IN THE NEW BMW 3 SERIES SALOON AT A GLANCE.

Auto Start/Stop function (for 6-speed manual and all automatic transmissions). During brief stops, for example at a red light, the Auto Start/Stop function automatically shuts down the engine to reduce fuel consumption. A display in the instrument cluster indicates that the function is active. The interior temperature remains constant even with the engine switched off, ensuring that comfortable conditions are maintained during longer stops.

BMW TwinPower Turbo technology. In petrol engines, this innovations package combines a TwinScroll turbocharger with Valvetronic, Double-VANOS and High Precision Injection. In diesel engines, it combines Common Rail direct injection and a turbocharger with variable turbine geometry. In this way, BMW TwinPower Turbo significantly reduces the fuel consumption of petrol and diesel engines – while at the same time raising power output across a wide range of engine speeds.

Brake Energy Regeneration. Brake Energy Regeneration means that the alternator normally only generates electricity when the driver takes his foot off the accelerator or brakes – making productive use of excess kinetic energy to feed the battery.

Aerodynamics. Thanks to wide-ranging and detailed aerodynamics optimisation, the new BMW 3 Series Saloon has an outstanding drag coefficient. This includes measures such as large-scale underfloor panelling and the Air Curtains in the front apron, which significantly reduce turbulence around the front wheels.

Electric Power Steering. Unlike conventional, hydraulic steering systems, electric power steering only draws power during actual steering movements. While driving straight ahead, the electric motor remains inactive.

ECO PRO mode. Driving in ECO PRO mode helps customers achieve fuel savings of up to 20 per cent, depending on their individual style of driving.⁴ This mode optimises 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 kilometres the driver has gained by driving more efficiently since last filling up the tank.

Optimum Shift Indicator. Shifting gears at the right time is one of the easiest and most effective ways to save fuel. This is where the Optimum Shift Indicator used in conjunction with the 6-speed manual gearbox comes in. It shows the driver which gear to change to in order to save fuel.

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

¹ Status 10/2011.

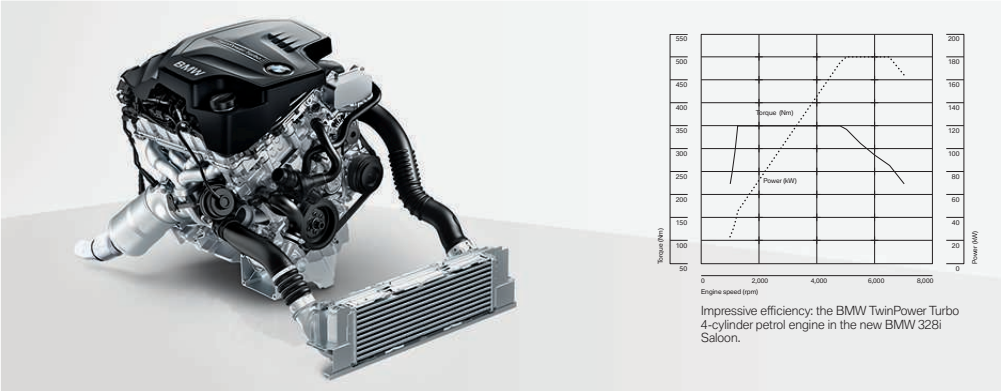
² For information on fuel consumption, CO₂ emissions and efficiency ratings please see p. 76/77.

³ Due to become available from 09/2012.

⁴ Determined in an internal BMW fuel consumption study.

ENGINES WITH THE RIGHT VALUES. BOTH FOR ACCELERATION AND FUEL CONSUMPTION.

The petrol engines. Power, responsiveness and revving ability characterise every BMW engine. Naturally, all the BMW TwinPower Turbo engines available for the new BMW 3 Series Saloon follow the BMW EfficientDynamics philosophy, aiming to combine maximum performance with maximum efficiency, minimising both fuel consumption and CO₂ emissions. Whichever engine you choose, you can be certain that you will enjoy maximum driving pleasure combined with superb efficiency.

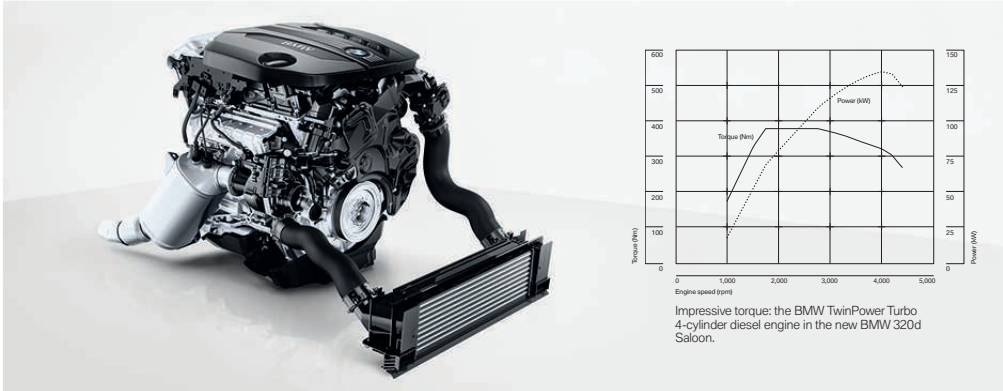


BMW 335i. This 3.0-litre BMW TwinPower Turbo 6-cylinder in-line petrol engine combines a TwinScroll turbocharger with Valvetronic, Double-VANOS and High Precision Injection. In conjunction with automatic transmission, this intelligent package of innovations lowers average fuel consumption to just 7.2 litres per 100 km (manual gearbox: 7.9 l) while enabling impressive performance: 225 kW (306 hp)¹, a maximum torque of 400 Nm and acceleration from 0 to 100 km/h in just 5.5 seconds, with an electronically limited top speed of 250 km/h.

BMW 328i. This BMW TwinPower Turbo 4-cylinder petrol engine delivers its maximum torque of 350 Nm at just 1,250 rpm. Thanks to BMW TwinPower Turbo technology combining a TwinScroll turbocharger with Valvetronic, Double-VANOS and High Precision Injection, this 180 kW (245 hp)¹ powerplant accelerates the car from 0 to 100 km/h in just 5.9 seconds. Top speed is 250 km/h, while average fuel consumption is 6.4 litres per 100 km. Values for automatic transmission: 6.1 seconds from 0 to 100 km/h, 6.3 litres per 100 km.

BMW 320i.² This 2.0-litre BMW TwinPower Turbo 4-cylinder petrol engine combines a TwinScroll turbocharger with Valvetronic, Double-VANOS and High Precision Injection. This makes for powerful engine response combined with outstanding efficiency. 135 kW (184 hp)¹ of power enable a maximum torque of 270 Nm, acceleration from 0 to 100 km/h in 7.3 seconds, and a top speed of 235 km/h. Its average fuel consumption: 6.2–6.3² litres per 100 km.

The diesel engines. The four diesel engines in the new BMW 3 Series Saloon also feature BMW TwinPower Turbo technology, combining advanced injection technologies and fully variable output control with innovative turbocharger technology, for enhanced efficiency and dynamic performance. All available units have a lightweight aluminium design and come with a maintenance-free particle filter as standard.



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

BMW 320d EfficientDynamics Edition. This BMW TwinPower Turbo 4-cylinder diesel engine, which produces an output of 120 kW (163 hp)¹ along with 380 Nm of torque, represents a milestone in fuel economy and emissions control. Thanks to a package of finely co-ordinated technological enhancements, like a modified engine set-up and a specially adapted Optimum Shift Indicator, this powerplant averages just 4.1 litres of diesel per 100 kilometres, along with CO₂ emissions of just 109 g/km.

BMW 318d.² This 2.0-litre BMW TwinPower Turbo 4-cylinder diesel engine produces an output of 105 kW (143 hp)¹ and a maximum torque of 320 Nm. Its elastic power delivery is based on Common Rail direct injection and a turbocharger with variable turbine geometry. This enables acceleration from 0 to 100 km/h in 9.1 seconds and a top speed of 210 km/h. The fuel consumption of this efficient engine is just 4.4–4.5² litres per 100 km.

BMW 316d.² The BMW TwinPower Turbo 4-cylinder diesel engine in the BMW 316d offers a power output of 85 kW (116 hp)¹, accelerating the BMW from 0 to 100 km/h in 10.9 seconds, and up to a top speed of 202 km/h. The 260 Nm maximum torque is available from 1,750 to 2,500 rpm, thanks to Common Rail direct injection and a turbocharger with variable turbine geometry. Average fuel consumption of this engine is just 4.4–4.5² litres per 100 km.

¹ Fuel consumption, CO₂ emissions and energy efficiency rating are dependent on the selected wheel and tyre size. For further information see p. 76/77 or contact your BMW partner.
² Due to become available from 03/2012. Preliminary values (based on the ECE test cycle).

A NEW KIND OF SPORTINESS. THE BMW ACTIVE HYBRID 3.

The first hybrid in the BMW 3 Series is the most efficient way of driving a car with 250 kW (340 hp) of power – and at the same time the only full hybrid in its class. The BMW ActiveHybrid 3¹ combines superior agility and a unique design with pioneering efficiency, with a fuel consumption of less than 6.4 litres per 100 km, and CO₂ emissions below 149 g/km.² Its intelligent energy management, with functions such as all-electric driving at speeds up to 60 km/h over distances of up to three or four kilometres, “sailing” at speeds up to 160 km/h with the internal combustion engine shut off, and even more powerful bursts of acceleration using the boost function, complements this sustainable vehicle concept. Technologies that do not just lower fuel consumption, but also increase driving pleasure.

Performance hybrid. The BMW TwinPower Turbo 6-cylinder in-line petrol engine in the BMW ActiveHybrid 3, operating in tandem with the electric motor, makes for significantly reduced fuel consumption and maximum dynamic performance.



High-performance lithium-ion battery. The highly efficient battery supplies the BMW ActiveHybrid 3 with the required power to enable all-electric driving. The innovative storage unit is recharged while driving, using Energy Regeneration whenever you lift your foot off the accelerator pedal or apply the brakes. Optimal positioning of the battery ensures that you have ample luggage capacity and can still use the handy through-loading facility.

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

8-speed automatic transmission. The more tightly spaced gear ratios enable the vehicle to make better use of the optimum rev range, enhancing fuel economy and shift comfort. In combination with the electric driving functions, this increases driving comfort while significantly lowering fuel consumption and emissions.



□ **18" light-alloy wheels**
Streamline 419, 8 J x 18, with 225/45 R 18 tyres. These innovative and exclusive hybrid rims are aerodynamically optimised (17" light-alloy wheels V-spoke 413 come as standard).



■ **"Active Hybrid 3"** lettering behind the Hofmeister kink identifies the model on the exterior. The **Aluminium satinated Exterior Line** (standard) includes the side window frames and window recess finishers.



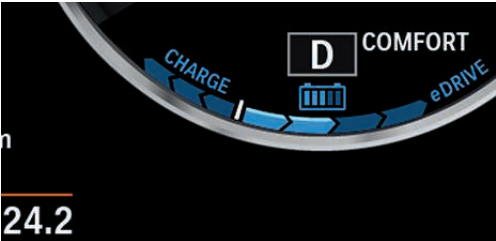
■ **Full-size luggage compartment:** the space-saving high-performance battery integrated below the boot leaves sufficient room for luggage transportation, as in a conventional BMW 3 Series Saloon.



■ The gear selector lever of the 8-speed automatic transmission has an **aluminium surround** with "ActiveHybrid 3" lettering.

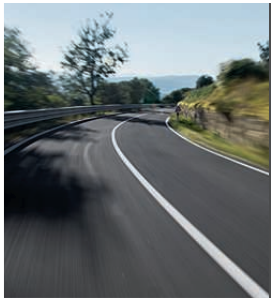


■ **Boost function.** When required, energy from the high-performance battery is used to enable a short-term boost of power. A benefit of this feature is strong and immediate power delivery.



■ **All-electric driving.** The 40 kW output of the electric motor enables all-electric driving over distances of up to three or four kilometres. It's activated by **Driving Experience Control incl. ECO PRO**. When you take your foot off the accelerator in ECO PRO mode, the transmission uncouples the engine and shuts it off, enabling the BMW to coast almost silently at speeds of up to 160 km/h without producing local emissions.

¹ Due to become available from 09/2012.
² Preliminary values based on the ECE test cycle, still awaiting official confirmation.

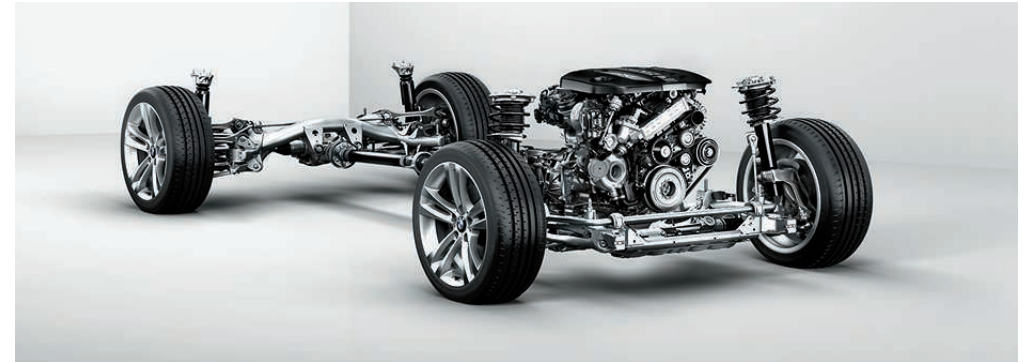


It's a quality that each and every BMW embodies: pure dynamic ability. The technical foundation of this exhilarating driving experience is the chassis. It ensures optimum road contact and ideal handling in every situation. It's the result of innovative, perfectly matched components and a 50/50 front-rear weight distribution. At the same time, BMW engineers continuously reinvent and refine the typical BMW driving dynamics. Every BMW chassis has the effect of transmitting a passion for sporty driving from the vehicle to the driver – while also offering maximum safety and comfort.



THE IDEAL BASIS FOR DYNAMIC PERFORMANCE. AN EXCELLENT CHASSIS.

The new BMW 3 Series Saloon offers a whole host of innovative technologies to help you get the most out of each drive. Many of these systems are intelligently linked with each other. Their interaction ensures that you can enjoy maximum driving pleasure, in maximum safety – on every straight, in every corner, every second of your drive.



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

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

Rear-wheel drive. This is at the basis of the hallmark BMW agility and manoeuvrability. At the same time, this drive configuration enables an ideal weight distribution across the entire chassis. This makes for perfect transmission of power and traction to the road.

Steering. Torque steer is completely alien to the new BMW 3 Series Saloon. With rear-wheel

drive, the drive wheels are not the ones steering the car, so the power applied to them can never affect the steering. The steering is evenly weighted and does not harden, and steering angles are small. The result is that you can literally feel cornering speed and road surface condition. **Servotronic** (standard on 328i and 335i) is available as an option and offers optimal power steering support at any speed, significantly reducing steering effort when parking for example. In addition, the Electric Power Steering helps keep fuel consumption low.

xDrive.¹ The intelligent all-wheel drive system adapts perfectly to even the most challenging road surface conditions, always offering maximum traction. xDrive flexibly distributes drive power to the front and rear wheels, performing lightning-fast adjustments to ensure optimum ground contact at all times. In this way, xDrive combines the advantages of all-wheel drive – traction, directional stability and safety – with hallmark BMW 3 Series agility.

8-speed sport automatic transmission. This optional transmission adjusts to your style of driving – from comfortable cruising to a very dynamic experience indeed. To change gears, you can either use the shortened selector lever or the gearshift paddles on the sport leather steering wheel. In Sport mode, gearshifts are optimised for maximum performance. The close spacing of the eight gears optimises

acceleration, while also maximising efficiency and shift comfort.

Body. The new BMW 3 Series Saloon, up to 45 kg lighter than the predecessor model, has been designed for maximum rigidity, to enable outstanding dynamic performance. This ensures steering precision and agility, while also benefiting occupant safety. The front and rear sections include highly effective deformation zones. Should the car ever be involved in a collision, the body converts a large part of the impact energy into deformation.

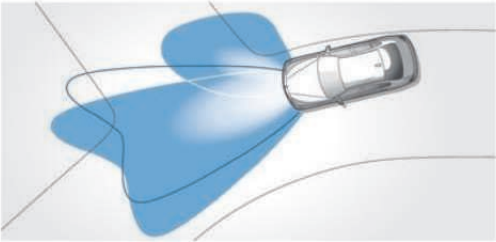
Driving Experience Control incl. ECO PRO. This enables an individual adaptation of powertrain and chassis components, for example the steering, by selecting either Comfort, Sport or Sport+ mode (available in conjunction with sport automatic transmission, Variable Sport Steering and Sport Line). The ECO PRO mode helps to minimise fuel consumption and displays the number of kilometres gained through more economical driving as a bonus range in the instrument cluster.

¹ Due to become available for the BMW 320i, 328i, 335i and 320d from 07/2012.

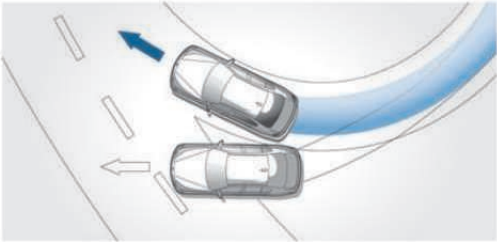
MORE SAFETY, MORE DRIVING PLEASURE.

The new BMW 3 Series Saloon features advanced technologies on which you can always rely. Superior driving characteristics and innovative equipment come as standard in this car. As a driver, you will be supported by state-of-the-art technology able to give you maximum support in any situation, making you feel safe no matter what condition the roads are in.

www.bmw.com/3series



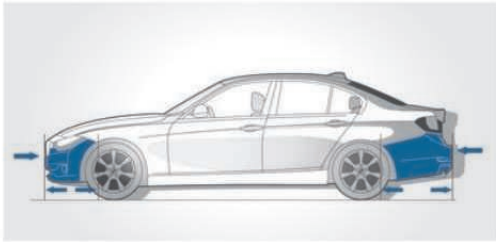
□ **Adaptive Headlights with variable light distribution**, including cornering lights and high-beam assistant to prevent dazzling other drivers, ensure optimum illumination of the road ahead when cornering, thanks to swivelling headlights that follow the driver's steering wheel movements. The cornering lights integrated in the fog lights become active automatically, even when the car is standing, as soon as the indicator is activated or the steering wheel turned.



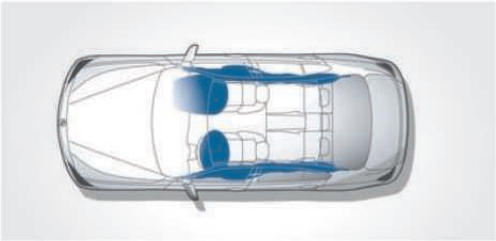
■ **Dynamic Stability Control (DSC)**, incl. Cornering Brake Control (CBC), hill-start and braking assistant, brake drying and brake stand-by. DSC recognises the risk of skidding from the start and stabilises the car within milliseconds. Traction Mode (DTC) is a subsidiary function of DSC and permits increased wheel slip, in order to maximise propulsion in specific situations and enable a sportier driving style.



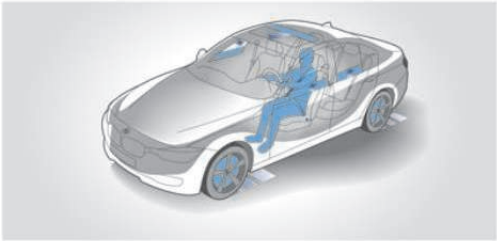
■ **BMW restraint system** for driver and front passenger: this combination of three-point seatbelt, belt tensioner and belt force limiter enables optimised restraint in the event of a collision. To ensure correct belt application on the rear seats, the belt latches are coded.



■ **Bumper system** at the front and rear includes replaceable deformation elements capable of absorbing impact forces in collisions up to a speed of 15 km/h.



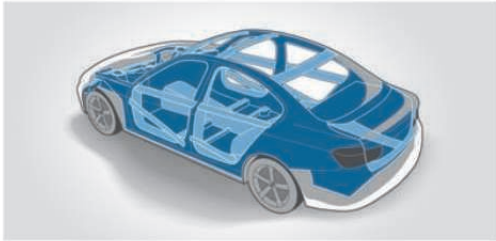
■ **Airbags** are part of the safety equipment in a BMW, all components of which are designed to complement each other perfectly. Six airbags offer specific protection: the driver and front passenger airbags, the front-to-rear (curtain) head airbags, and the side airbags integrated in the front seat backrests.



□ **Active Protection** means that all safety components in the new BMW 3 Series Saloon are designed to complement each other perfectly. In a critical situation for example, Active Protection tightens the front seatbelts and automatically closes open windows and the optional sunroof. Post-Crash iBrake is able to stop the vehicle automatically after a collision, thus mitigating or preventing follow-on collisions.



□ **Runflat tyres** feature reinforced side walls allowing them to maintain their shape and rim position even after loss of pressure (standard for 17" light-alloy wheels and above). This means that you can safely reach the nearest garage.
■ **Runflat indicator** alerts the driver when a tyre failure has occurred. A lamp in the instrument panel indicates any drop in tyre pressure. If the pressure loss is severe, an acoustic warning is triggered.



■ **Occupant cell**: thanks to special support paths, node connections and the deliberate use of high-strength materials, the functional body design ensures a maximum of passive safety in the event of a front, side or tail-end collision. Defined deformation zones ensure that the body structure can absorb impact forces, thus protecting the occupants.



EVERY KILOMETRE COUNTS.

The ECO PRO mode in the new BMW 3 Series Saloon teaches interested drivers to become fuel efficiency experts. Depending on individual driving style, it can result in fuel savings of up to 20 per cent.¹ 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 kilometre. Next to a small fuel dispenser icon in the display of the new BMW 3 Series Saloon, the ECO PRO mode we have activated adds 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 new BMW 3 Series Saloon 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 shifts up sooner, and remains in a higher gear for longer. In cars with a manual gearbox, the gearshift recommendations change accordingly. In addition, drivers can – if they want to – 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 arouse the driver's ambition. Another helpful tool in building up the bonus range is a BMW EfficientDynamics display shown in the rev counter, available in conjunction with the optional instrument cluster with extended functions. 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, leaving 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 B-roads and on the motorway, 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. The engineer describes his intentions as follows: "Saving fuel should be fun. The changed accelerator response and the ECO PRO tips the driver can select make this child's play." Anyone who has travelled a few kilometres in ECO PRO mode is unlikely to want to switch it off again. Because the driver sees the difference between

the ECO PRO mode and the other available modes (Comfort, Sport, Sport+, depending on equipment) first and foremost in the fuel consumption history in the Control Display. This shows that the ECO PRO mode leads to a calmer driving style. You accelerate more gently, and drive with better anticipation.



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

¹ Determined in an internal BMW study.

THE NEW BMW 3 SERIES SALOON.



The cockpit with its centre console inclined towards the driver communicates typical BMW driver orientation. The standard leather steering wheel with multifunction buttons (standard for 318d and above) provides excellent grip.

The optional automatic air conditioning with 2-zone control and superb workmanship maximise the feel-good factor in the interior.



The interior shown here features the standard Move upholstery in Anthracite and Satin Silver matt interior trim. Numerous handy storage compartments, two cup holders in the centre console, and door compartments with enough room to hold 1-litre bottles are also included as standard in the new BMW 3 Series.



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

Upholstery colours.



■ Move cloth BDAT Anthracite



□ Dakota leather LCSW Black



■ 4CG Satin Silver, matt



□ Dakota leather LCDF Veneto Beige



□ 4AB/4DM Burl Walnut wood trim with accent trim in Pearl Gloss Chrome



□ 4AD/4DL Finely Brushed Aluminium with accent trim in Black, high gloss

Interior trims.



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

THE NEW BMW 3 SERIES SALOON WITH MODERN LINE.

Interior equipment features:

- Door sill finishers in aluminium with "BMW Modern" lettering
- Seats with Breeze cloth/leather upholstery in Oyster or Anthracite or
 - in Dakota leather in Oyster or Black
- 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
- FineLine Pure textured wood trim with accent trim in Pearl Gloss Chrome
- Finely Brushed Aluminium interior trim with accent trim in Pearl Gloss Chrome
- FineLine 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 for automatic air conditioning and radio controls
- Car key in Oyster dark with chrome trim

Exterior equipment features:

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



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



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



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



■ Car key in Oyster dark with Pearl Gloss Chrome trim.



■ 17" light-alloy wheels with V-spoke styling 413 and runflat tyres, 7.5 J x 17, 225/50 R 17 tyres.

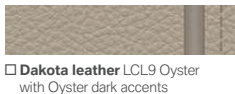


□ 18" light-alloy wheels with turbine styling 415 and runflat tyres, 8 J x 18, 225/45 R 18 tyres (standard on 328i and 335i).

Upholstery colours. Modern Line.



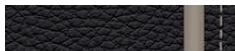
■ **Breeze cloth/leather combination**
CB0H Oyster



□ **Dakota leather** LCL9 Oyster
with Oyster dark accents



■ **Breeze cloth/leather combination**
CBAT Anthracite



□ **Dakota leather** LCL8 Black
with Oyster dark accents

Interior trims. Modern Line.



■ **4DT/4DM Pearl** with accent trim in
Pearl Gloss Chrome



□ **4DD/4DM FineLine Pure** textured
wood trim with accent trim in Pearl
Gloss Chrome



□ **4AD/4DM Finely Brushed**
Aluminium with accent trim in Pearl
Gloss Chrome



□ **4CE/4DM FineLine Anthracite**
wood trim with accent trim in Pearl
Gloss Chrome



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

THE NEW BMW 3 SERIES SALOON WITH SPORT LINE.

Interior equipment features:

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

Exterior equipment features:

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



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



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



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



■ Car key with Red trim.



■ 17" light-alloy wheels double-spoke 392 with runflat tyres, 7.5 J x 17, 225/50 R 17 tyres.

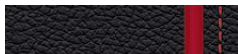


□ 18" light-alloy wheels double-spoke 397 in bi-colour Ferric Grey, highly polished, with runflat tyres, 8 J x 18, 225/45 R 18 tyres (standard on 328i and 335i).

Upholstery colours. Sport Line.



■ Track cloth BEL2 Anthracite with Red accents



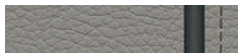
□ Dakota leather LCL3 Black with Red accents



■ 4AT/4DN Black, high-gloss with accent trim in Coral Red, matt



■ Track cloth BEL1 Anthracite with Grey accents



□ Dakota leather LCL4 Everest Grey with Black accents



□ 4AD/4DN Finely Brushed Aluminium with accent trim in Coral Red, matt



□ Dakota leather LCL5 Coral Red with Black accents



□ 4AD/4DL Finely Brushed Aluminium with accent trim in Black, high gloss



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

THE NEW BMW 3 SERIES SALOON WITH LUXURY LINE.

Interior equipment features:

- Door sill finishers in aluminium with "BMW Luxury" lettering
- Seats in Move cloth Amber or
- in Dakota leather Saddle Brown with Exclusive stitching (lower half of instrument panel also in Saddle Brown), Veneto Beige with Exclusive stitching or Black with Exclusive stitching
- Sport leather steering wheel
- Finesline 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 for automatic air conditioning and radio controls and additional exclusive chrome trim for the centre console
- Car key with Pearl Gloss Chrome trim

Exterior equipment features:

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



■ The sport leather steering wheel provides excellent grip. The controls for the radio and the automatic air conditioning feature chrome surrounds, and the Finesline Anthracite wood trim adds further luxurious accents. (Picture shows optional automatic air conditioning with 2-zone control.)



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



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



■ Car key with Pearl Gloss Chrome trim.



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



□ 18" light-alloy wheels multi-spoke 416, highly polished, with runflat tyres, 8 J x 18, 225/45 R 18 tyres (standard on 328i and 335i).

Upholstery colours.
Luxury Line.



■ Move cloth BDLI Amber



□ Dakota leather LCLX Saddle Brown with Exclusive stitching

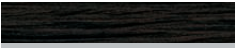


□ Dakota leather LCLY Veneto Beige with Exclusive stitching

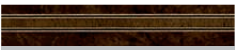


□ Dakota leather LCLZ Black with Exclusive stitching

Interior trims.
Luxury Line.



■ 4CE/4DM Finesline Anthracite wood trim with accent trim in Pearl Gloss Chrome



□ 4B8/4DM Burl Walnut wood trim with inlay and accent trim in Pearl Gloss Chrome



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

THE NEW BMW 3 SERIES SALOON

Interior equipment features:

- Door sill finishers in aluminium with "M" lettering
- M leather steering wheel with multifunction buttons
- Sport seats for driver and front passenger
 - in exclusive M-style Hexagon cloth/Alcantara combination, or
 - in Dakota leather Black, Veneto Beige, or Coral Red with Black accents
- Aluminium Hexagon interior trim with accent trim in Estoril Blue, matt, or Black, high-gloss
- Burlled Walnut wood trim with accent trim in Pearl Gloss Chrome
- Finely Brushed Aluminium interior trim with accent trim in Black, high-gloss
- M footrest
- Shortened gearshift lever (only in conjunction with 6-speed manual transmission) with M logo, shift lever and handbrake lever gaiters in Walknappa leather
- Interior illumination with variable colour effects in Orange-Red or White
- Speedometer and rev counter with red Chrono scales and red contrasting ring
- Chrome trim for automatic air conditioning and radio controls
- Driving Experience Control, with additional Sport+ mode
- BMW Individual headliner in Anthracite
- Car key with blue trim

Exterior equipment features:

- 18" M light-alloy wheels double-spoke 400 M with mixed tyres, or
- 19" M light-alloy wheels double-spoke 403 M in bi-colour Ferric Grey, highly polished, with mixed tyres
- M Aerodynamics package (front apron with larger air inlets, side sills with additional crease, rear apron with diffuser insert in Dark Shadow metallic)
- BMW Individual high-gloss Shadow Line
- BMW kidney grille with 8 slats in high-gloss Black
- Tailpipe trim in chrome
- M Sport suspension
- M Sport brake, fixed-caliper brake, front/rear in dark blue, larger brake disc and coloured M logo
- Exclusive paint finish in Estoril Blue II metallic



■ The M leather steering wheel comes with multifunction buttons and gearshift paddles and has a smaller diameter and a thicker rim for enhanced grip (shown here in conjunction with optional 8-speed sport automatic transmission). The speedometer and rev counter come with Chrono scales and a red contrasting ring.

WITH M SPORT PACKAGE.¹



■ The sport seats in the Hexagon cloth/Alcantara combination with M piping and contrast stitching in Royal Blue contribute to the interior's powerful looks. Shown here with the optional 8-speed sport automatic transmission.



■ Sporting appeal: door sill finishers in aluminium with "M" lettering.



■ Car key with Blue trim.



■ 18" M light-alloy wheels double-spoke 400 M with mixed runflat tyres, 8 J x 18, 225/45 R 18 tyres at the front, 8.5 J x 18, 255/40 R 18 tyres at the rear.



□ 19" M light-alloy wheels double-spoke 403 M in bi-colour Ferric Grey, highly polished, with mixed runflat tyres, 8 J x 19, 225/40 R 19 tyres at the front, 8.5 J x 19, 255/35 R 19 tyres at the rear.

Upholstery colours. M Sport package.



■ **Hexagon cloth/Alcantara combination** HAAT Anthracite with M piping and contrast stitching in Royal Blue



□ **Dakota leather** LCSW Black



□ **Dakota leather** LCDF Veneto Beige



□ **Dakota leather** LCL5 Coral Red with Black accents

Interior trims. M Sport package.



■ **4MR/4DX Aluminium Hexagon** with accent trim in Estoril Blue, matt



□ **4MR/4DL Aluminium Hexagon** with accent trim in Black, high gloss



□ **4AD/4DL Finely Brushed Aluminium** with accent trim in Black, high gloss



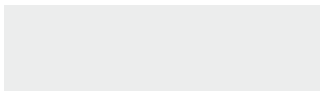











□ **4AB/4DM Burlled Walnut wood trim** with accent trim in Pearl Gloss Chrome

¹ Due to become available from 07/2012.



The new BMW 3 Series Saloon with M Sport package and the optional exclusive Estoril Blue II metallic paint finish.

Exterior colours.

		
■ Non-metallic 300 Alpine White	□ Metallic B06 Sparkling Bronze ¹	□ Metallic B39 Mineral Grey
		
■ Non-metallic 668 Black ¹	□ Metallic A75 Melbourne Red	□ Metallic A89 Imperial Blue Brilliant Effect
		
□ Metallic A96 Mineral White ¹	□ Metallic A17 Havanna	□ Metallic B40 Liquid Blue ¹
		
□ Metallic 475 Black Sapphire	□ Metallic A83 Glacier Silver	□ Metallic B45 Estoril Blue II ¹

These pages show the colours and materials available for the new BMW 3 Series Saloon. Use them to identify your favourite colours, or compare various combinations. These colour samples are meant to give you a first impression of paints and materials. Experience has shown, however, that printed versions of paint, upholstery, and interior trim colours cannot always faithfully reproduce the colour appearance of the originals. We recommend therefore that you consult your BMW dealer who will be happy to show you original samples and assist with special requests.

Interior colours.



Black



Veneto Beige

Oyster³

Upholstery colours.

■ **Move cloth** BDAT Anthracite□ **Dakota leather** LCSW Black□ **Dakota leather** LCDF Veneto Beige

Interior trims.



■ 4CG Satin Silver, matt

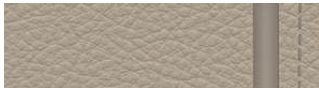
□ 4AB/4DM Burled Walnut wood trim
with accent trim in Pearl Gloss Chrome□ 4AD/4DL Finely Brushed Aluminium
with accent trim in Black, high gloss¹ Due to become available from 03/2012.² Available in conjunction with the M Sport package, from 07/2012.³ Only in conjunction with Modern Line.

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

Upholstery colours. Modern Line.



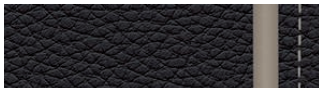
■ **Breeze cloth/leather combination**
CBDH Oyster



□ **Dakota leather** LCL9 Oyster,
with Oyster dark accents



■ **Breeze cloth/leather combination**
CBAT Anthracite



□ **Dakota leather** LCL8 Black,
with Oyster dark accents

Interior trims. Modern Line.



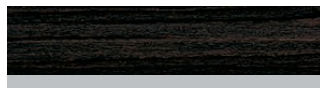
■ 4DT/4DM Pearl
with accent trim in Pearl Gloss Chrome



□ 4AD/4DM Finely Brushed Aluminium
with accent trim in Pearl Gloss Chrome



□ 4DD/4DM Finline Pure textured wood trim
with accent trim in Pearl Gloss Chrome

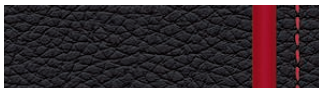


□ 4CE/4DM Finline Anthracite wood trim
with accent trim in Pearl Gloss Chrome

Upholstery colours. Sport Line.



■ **Track cloth** BEL2 Anthracite with Red accents



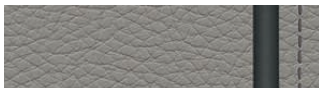
□ **Dakota leather** LCL3 Black with Red accents



■ 4AT/4DN Black, high-gloss,
with accent trim in Coral Red, matt



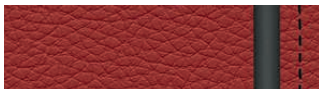
■ **Track cloth** BEL1 Anthracite with Grey accents



□ **Dakota leather** LCL4
Everest Grey with Black accents



□ 4AD/4DN Finely Brushed Aluminium
with accent trim in Coral Red, matt

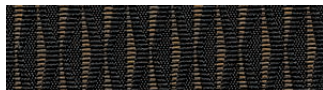


□ **Dakota leather** LCL5
Coral Red with Black accents



□ 4AD/4DL Finely Brushed Aluminium
with accent trim in Black, high gloss

Upholstery colours. Luxury Line.



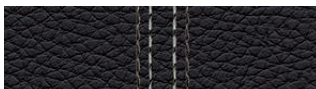
■ **Move cloth** BDLI Amber



□ **Dakota leather** LCLX Saddle Brown
with Exclusive stitching



□ **Dakota leather** LCLY Veneto Beige
with Exclusive stitching

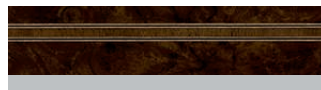


□ **Dakota leather** LCLZ Black
with Exclusive stitching

Interior trims. Luxury Line.

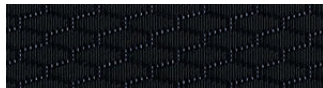


■ **4CE/4DM** Finesline Anthracite wood trim
with accent trim in Pearl Gloss Chrome



□ **4B8/4DM** Burled Walnut wood trim
with inlay and accent trim in Pearl Gloss Chrome

Upholstery colours. M Sport package.¹



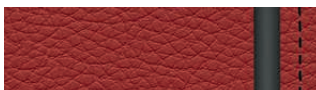
■ **Hexagon cloth/Alcantara combination** HAAT
Anthracite with M piping and contrast stitching in
Royal Blue



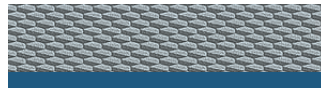
□ **Dakota leather** LCSW Black



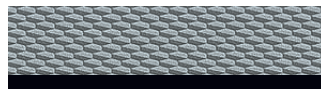
□ **Dakota leather** LCDF Veneto Beige



□ **Dakota leather** LCL5 Coral Red
with Black accents



■ **4MR/4DX** Aluminium Hexagon
with accent trim in Estoril Blue, matt



□ **4MR/4DL** Aluminium Hexagon
with accent trim in Black, high gloss



□ **4AD/4DL** Finely Brushed Aluminium
with accent trim in Black, high gloss



□ **4AB/4DM** Burled Walnut wood trim
with accent trim in Pearl Gloss Chrome

¹ Due to become available from 07/2012.

Combinations.

	BMW upholstery colours						
	Basic			Modern Line			
Interior colours	Move cloth	Dakota leather		Breeze cloth/leather combination		Dakota leather	
Standard seats	•	•	•	•	•	•	•
Sport seats	•	•	•	•	•	•	•
Upholstery colours	Anthraxite	Black	Veneto Beige	Oyster	Anthraxite	Oyster with Oyster dark accents	Black with Oyster dark accents
Interior colours	Black	Black	Veneto Beige	Oyster ¹	Black ²	Oyster ¹	Black ³
BMW exterior colours							
Alpine White non-metallic		•	•	•	•	•	•
Black ¹ non-metallic		•	•	•	•	•	•
Mineral White ¹ metallic		•	•	•	•	•	•
Black Sapphire metallic		•	•	•	•	•	•
Sparkling Bronze ¹ metallic		•	•	•	•	•	•
Melbourne Red metallic		•	•	•			
Havanna metallic		•	•	•	•	•	•
Glacier Silver metallic		•	•	•	•	•	•
Mineral Grey metallic		•	•	•	•	•	•
Imperial Blue metallic		•	•	•	•	•	•
Liquid Blue ¹ metallic		•	•	•	•	•	•
Estoril Blue II ¹ metallic		—	—	—	—	—	—
BMW interior trims							
Satin Silver, matt		•	•	•	—	—	—
Burled Walnut wood trim with accent trim in Pearl Gloss Chrome		•	•	•	—	—	—
Finely Brushed Aluminium with accent trim in Black, high gloss		•	•	•	—	—	—
Interior trims Modern Line							
Pearl with accent trim in Pearl Gloss Chrome		—	—	—	•	•	•
Finely Brushed Aluminium with accent trim in Pearl Gloss Chrome		—	—	—	•	•	•
Fineline Pure textured wood trim with accent trim in Pearl Gloss Chrome		—	—	—	•	•	•
Fineline Anthracite wood trim with accent trim in Pearl Gloss Chrome		—	—	—	•	•	•

Standard equipment
 Optional equipment
 • Recommended colour combination
 — Not available

¹ Due to become available from 03/2012.

² Due to become available from 07/2012.

³ Instrument panel top and steering wheel in Oyster dark.

⁴ Instrument panel bottom in Saddle Brown.

	BMW upholstery colours												
	Sport Line					Luxury Line				M Sport package ²			
Interior colours	Track cloth		Dakota leather			Move cloth	Dakota leather			Hexagon cloth/ Alcantara combination	Dakota leather		
Standard seats	—	—	—	—	—	•	•	•	•	—	—	—	—
Sport seats	•	•	•	•	•	•	•	•	•	•	•	•	•
Upholstery colours	Anthraxite with Red accents	Anthraxite with Grey accents	Black with Red accents	Everest Grey with Black accents	Coral Red with Black accents	Amber	Brown with Exclusive stitching	Beige with Exclusive stitching	Black with Exclusive stitching	Anthraxite	Black	Veneto Beige	Coral Red with Black accents
Interior colours	Black	Black	Black	Black	Black	Black	Black ¹	Veneto Beige	Black	Black	Black	Veneto Beige	Black
BMW exterior colours													
Alpine White non-metallic		•	•	•	•	•	•	•	•	•	•	•	•
Black ¹ non-metallic		•	•	•	•	•	•	•	•	—	—	—	—
Mineral White ¹ metallic		•	•	•	•	•	•	•	•	—	—	—	—
Black Sapphire metallic		•	•	•	•	•	•	•	•	•	•	•	•
Sparkling Bronze ² metallic		•	•	•	•	•	•	•	•	—	—	—	—
Melbourne Red metallic		•	•	•	•	•	•	•	•	•	•	•	•
Havana metallic		•	•	•	•	•	•	•	•	—	—	—	—
Glacier Silver metallic		•	•	•	•	•	•	•	•	•	•	•	•
Mineral Grey metallic		•	•	•	•	•	•	•	•	•	•	•	•
Imperial Blue metallic		•	•	•	•	•	•	•	•	—	—	—	—
Liquid Blue ² metallic		•	•	•	•	•	•	•	•	—	—	—	—
Estoril Blue II ² metallic		—	—	—	—	—	—	—	•	•	•	•	•
Interior trims Sport Line													
Black, high-gloss, with accent trim in Coral Red, matt		•	•	•	•	•	—	—	—	—	—	—	—
Finely Brushed Aluminium with accent trim in Coral Red, matt		•	•	•	•	•	—	—	—	—	—	—	—
Finely Brushed Aluminium with accent trim in Black, high gloss		•	•	•	•	•	—	—	—	—	—	—	—
Interior trims Luxury Line													
Fineline Anthracite wood trim with accent trim in Pearl Gloss Chrome		—	—	—	—	—	•	•	•	•	—	—	—
Burled Walnut wood trim with inlay and accent trim in Pearl Gloss Chrome		—	—	—	—	—	•	•	•	•	—	—	—
Interior trims M Sport package²													
Aluminium Hexagon with accent trim in Estoril Blue, matt		—	—	—	—	—	—	—	—	•	•	•	•
Aluminium Hexagon with accent trim in Black, high gloss		—	—	—	—	—	—	—	—	•	•	•	•
Finely Brushed Aluminium with accent trim in Black, high gloss		—	—	—	—	—	—	—	—	•	•	•	•
Burled Walnut wood trim with accent trim in Pearl Gloss Chrome		—	—	—	—	—	—	—	—	•	•	•	•

Standard equipment
 Optional equipment
 • Recommended colour combination
 — Not available

Standard/optional equipment.



☐ **Xenon Headlights** for low and high beam, with automatic headlight range control and headlight washing system, LED accent lights provide much better illumination of the road ahead at night or in poor visibility. The four LED light rings, cut off at the top and bottom, are used as daytime running lights.

☐ **Adaptive Headlights with variable light distribution**, incl. cornering lights and anti-dazzle high-beam assistant, illuminate the road ahead when the car enters a bend. The **anti-dazzle high-beam assistant** performs infinitely variable control of the high beam in line with the traffic situation, for optimum illumination of the road ahead. It reliably prevents dazzling other drivers, for more relaxed driving.

☐ **High-beam assistant**, two levels, supports the driver at night by automatically switching to low beam when there is oncoming traffic or another car ahead, or when the road is sufficiently illuminated.

☐ **Headlight washing system** ensures optimum headlight brightness in all kinds of weather. When the lights are on, the headlights are automatically cleaned in parallel with the windscreen.



■ **Dynamic Braking Lights** with flashing function help traffic travelling behind tell the difference between a light tap on the brake pedal and a hard stop – for increased driving safety.



■ **Fog lights**, including heated exterior mirrors and heated screenwasher nozzles, positioned in the front apron to increase safety in bad visibility.



□ **BMW Individual high-gloss Shadow Line** comprises features such as the front and rear side window frames, the B-pillar trim, the rear side window uprights, the exterior mirror frames and the mirror triangle (equipment included in M Sport package).



■ **Exterior mirrors**, painted in body colour, electrically adjustable, aspheric on the driver's side, with additional integrated LED indicator.



□ **Rain sensor** with automatic driving lights control, automatically switches on the windscreen wipers when it begins to rain, adjusting the wiper frequency in line with rainfall intensity. The integrated automatic driving lights control will switch on the low beam automatically in the rain, at dusk and in tunnels (image includes other optional equipment).



□ **Glass sliding/vent roof, electric**, with comfort opening and closing via the car's remote control unit and fingertip control. Ensures optimal air circulation and a light-flooded interior.



□ **Comfort access system**, keyless vehicle access (driver's door, front passenger door, and luggage compartment lid) incl. vicinity lighting integrated into the front and rear exterior door handles. Also includes hands-free opening of the tailgate – a quick deliberate foot movement under the rear bumper is enough for a sensor to trigger the opening of the boot lid.



■ **Exhaust tailpipes with chrome finish:** The 320i, 316d, 318d, 320d EfficientDynamics Edition, and 320d models feature a visible single tailpipe on the left (328i: twin tailpipe). The 335i comes with two single tailpipes, one on the left and one on the right.



□ **Trailer tow hitch** incl. trailer stability control, can be folded away electrically under the rear apron. For tow loads of up to 1,800 kg.

Standard/optional equipment.



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



☐ **18" light-alloy wheels V-spoke 398** with mixed tyres, 8 J x 18, 225/45 R 18 tyres at the front, 8.5 J x 18, 255/40 R 18 tyres at the rear.



☐ **18" light-alloy wheels star spoke 396**, 8 J x 18, 225/45 R 18 tyres.



☐ **17" light-alloy wheels V-spoke 395** with mixed tyres, 7.5 J x 17, 225/50 R 17 tyres at the front, 8.5 J x 17, 255/45 R 17 tyres at the rear.



☐ **17" light-alloy wheels star spoke 394**, 7.5 J x 17, 225/50 R 17 tyres (standard on 328i and 335i).



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



☐ **16" light-alloy wheels star spoke 391**, 7.5 J x 16, 225/55 R 16 tyres.



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



☒ **16" steel wheels with full wheel covers**, 7 J x 16, 205/60 R 16 tyres (standard on 316d and 318d).
☐ **Runflat tyres** (standard for 17" light-alloy wheels and above).

Modern Line.



■ **17" light-alloy wheels V-spoke 413**, 7.5 J x 17, 225/50 R 17 tyres (available only in conjunction with the Modern Line).



□ **18" light-alloy wheels with turbine styling 415**, 8 J x 18, 225/45 R 18 tyres (available only in conjunction with the Modern Line, standard on 328i and 335i).

Sport Line.



■ **17" light-alloy wheels double-spoke 392**, 7.5 J x 17, 225/50 R 17 tyres (available only in conjunction with the Sport Line).



□ **18" light-alloy wheels double-spoke 397**, in bi-colour Ferric Grey, highly polished, 8 J x 18, 225/45 R 18 tyres (available only in conjunction with the Sport Line, standard on 328i and 335i).



■ **17" light-alloy wheels multi-spoke 414**, 7.5 J x 17, 225/50 R 17 tyres (available only in conjunction with the Luxury Line).



□ **18" light-alloy wheels multi-spoke 416**, highly polished, 8 J x 18, 225/45 R 18 tyres (available only in conjunction with the Luxury Line, standard on 328i and 335i).

M Sport package.¹



■ **18" M light-alloy wheels double-spoke 400 M** with mixed tyres, 8 J x 18, 225/45 R 18 tyres at the front, 8.5 J x 18, 255/40 R 18 tyres at the rear (only available in conjunction with M Sport package).



□ **19" M light-alloy wheels double-spoke 403 M** in bi-colour Ferric Grey, highly polished, with mixed tyres, 8 J x 19, 225/40 R 19 tyres at the front, 8.5 J x 19, 255/35 R 19 tyres at the rear (only available in conjunction with M Sport package).
□ **M Sport brake,²** fixed-caliper brake, front/rear in dark blue, larger brake disc and coloured M logo (only available in conjunction with M Sport package).

¹ Due to become available from 07/2012.

² Also available without M Sport package for the 335i with wheel sizes of 18" or above.

Standard/optional equipment.



□ **M leather steering wheel:**¹ the new design with multifunction buttons has more pronounced thumb rests and a thicker rim for enhanced grip.

□ **Steering wheel heating:** just press a button to warm up the steering wheel in no time.

■ **Leather steering wheel** (375 mm diameter), three spokes, incl. shift lever handle and handbrake lever handle with leather finish.

■ **Multifunction buttons** for operating the telephone, voice and audio functions as well as the cruise control, incl. Speed Limit Info (optional for 316d).



■ **Instrument cluster** with four analogue displays – speedometer, rev counter, fuel gauge, oil temperature, and Info Display. The latter shows data such as exterior temperature and on-board computer functions.

□ **Instrument cluster, extended,** includes a high-resolution Info Display showing functions for the Check Control as well as navigation prompts and operational feedback. With the ECO PRO mode activated, BMW EfficientDynamics data are displayed in the rev counter (standard in conjunction with Active Cruise Control,¹ BMW Head-Up Display, and navigation system Professional).

□ **Sport leather steering wheel** with multifunction buttons³ for remote operation of radio/telephone (optional), three spokes, shift lever handle and handbrake lever handle with leather finish.

□ **Variable Sport Steering,** incl. Servotronic and Sport+ mode, reduces the steering wheel movement required to achieve a particular tight steering angle. This enhances sporting agility in tight corners, as well as comfort when parking and manoeuvring.

□ **Servotronic** adapts the power steering support to the current speed and provides superior comfort by reducing the required steering effort (standard on 328i and 335i).



□ **Cruise control with braking function** stores any desired speed upwards of approx. 30 km/h and maintains it even when driving downhill. Includes multifunction buttons for the steering wheel; without Speed Limit Info.

□ **Active Cruise Control with Stop&Go function incl. collision warning and brake activation,**¹ for enhanced comfort in stop-and-go traffic. Combines speed control with active distance control, slowing the car down to a stop if needed, and starting it up again in standard stop-and-go situations.

■ **Auto Start/Stop function** automatically switches off the engine during brief stops, for example at a red light, to reduce fuel consumption. A symbol displayed in the rev counter indicates that the function is active.

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

¹ Due to become available from 07/2012.



■ **Driving Experience Control incl. ECO PRO⁴** enables drivers to choose between ECO PRO, Comfort, Sport, or Sport+ mode at the touch of a button (Sport+ mode only in conjunction with Sport Line, sport automatic transmission, Adaptive Suspension or Variable Sport Steering). Also included: the ECO PRO mode, which promotes especially fuel-efficient driving.

□ **Adaptive Suspension²** lowered by 10 mm, with dynamic damper control. The Driving Experience Control can be used to choose a comfortable or sporty chassis set-up.

■ **Optimum Shift Indicator** tells you when shifting to another gear would save fuel. The system indicates whether you should shift up or down and adapts its recommendations to your driving style (in conjunction with 6-speed manual transmission).

□ **M Sport suspension**, lowered by 10 mm, with sporty chassis set-up.



■ **6-speed manual transmission** for a very sporty drive. Smooth, with perfect ratios and precise, short-throw gearshifts. The tight spacing of gear ratios means that you can make even more individual use of the engine's power.

□ **8-speed automatic transmission** with electronic gear selection and adaptive transmission management for relaxed and efficient driving.



□ **8-speed sport automatic transmission**, incl. a sportier gear selector lever and Sport+ mode. Sport mode for fast and absolutely flawless gear changes ensuring optimal dynamism – supported by the shift paddles on the sport leather steering wheel.

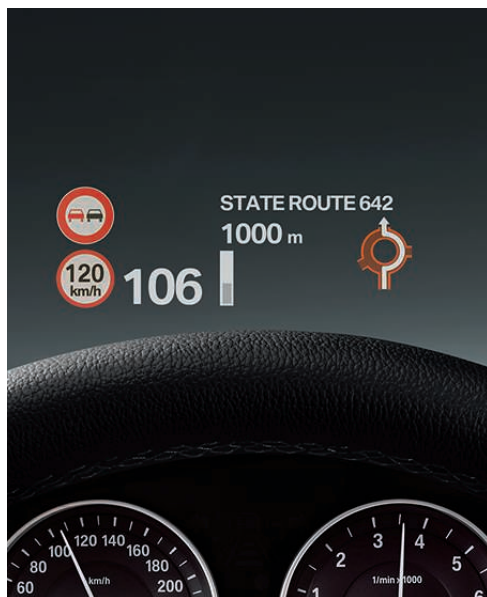
■ **Cup holders**, two, ergonomically positioned in front of the selector lever. The cover for the cup holders provides additional storage space and can be stored in the glove compartment to save space.

² Not in conjunction with M Sport suspension.

³ Image shows optional cruise control with braking function.

⁴ Image shows BMW Modern Line.

Standard/optional equipment.



□ **BMW Head-up Display**, full-colour, incl. instrument cluster with extended functions, projects relevant data, such as the current road speed, directly into the driver's field of vision. For the first time, all BMW Head-up Display data are shown in full colour, making information even more precise and easier to process. Navigation instructions, Lane Departure Warning messages, Speed Limit Info, and Check Control can also be displayed (not in conjunction with windscreen with grey shade band).



□ **Lane Departure Warning** incl. collision warning uses a camera to recognise whether the vehicle is in danger of swerving out of its lane, and alerts the driver immediately by making the steering wheel vibrate.



□ **Lane Change Warning** detects vehicles in the driver's blind spot and vehicles approaching at speed in the adjacent lane when the driver has activated the indicator in order to change lanes. The system alerts the driver by making the steering wheel vibrate and by displaying a visual warning on the exterior mirror.



□ **Speed Limit Info incl. No Passing Info** detects current speed limits and no-overtaking signs and shows them to the driver in the Info Display or the optional BMW Head-up Display (only in conjunction with BMW navigation systems and instrument panel with extended functions).



□ **Interior mirror with automatic anti-glare function**, large surface area. The dazzle from following vehicles is automatically reduced when the amount of incident light exceeds a defined limit.

□ **Interior and exterior mirrors with automatic anti-glare function** and electric fold-in function for exterior mirrors.

□ **Alarm system** with radio remote control and anti-theft device for effective protection. In the event of an attempted break-in or unauthorised transport of the vehicle, the alarm system emits acoustic signals and simultaneously switches on the hazard warning lights.



■ **Automatic air conditioning with single-zone control**, incl. microfilter.
□ **Automatic air conditioning with two-zone control**, fully automatic, separate temperature and air volume control for driver and front passenger, rear air vent, automatic air recirculation, microfilter, fogging and solar sensor, and Max Cool button.



■ **Integrated Owner's Manual** for quick and immediate access to all vehicle-specific information. The owner's manual can be navigated via the iDrive Controller and is shown on the Control Display. Depending on equipment, topics are presented using multimedia elements such as animations and dynamic illustrations.

¹ For further information (legal note, compatibility) see www.bmw.com/bluetooth



□ **Internet***, shows any desired website on the Control Display.
 □ **Apps***, for the integration of iPhone applications, including the BMW Connected app with Facebook, Twitter, and Internet radio stations.



□ **TV function.** The Control Display can be used as a television set when the vehicle is stationary, with the system providing access to both analogue and digital television (DVB-T) channels (only in conjunction with navigation system Professional).



□ **Rear view camera** shows a clear image of the area behind the vehicle on the Control Display. The rear view camera enhances visibility when reversing at speeds below 20 km/h, for example when parking. For models with trailer tow hitch, the rear view camera comes with an extended zoom function (available in conjunction with Park Distance Control).



□ **Surround View** offers the driver a good view of the area directly around the vehicle when manoeuvring. The BMW is represented as seen from above on the Control Display. Side view enhances visibility when joining a road from a side street or exit (available in conjunction with rear view camera).



□ **Park Assistant** makes parallel parking easier. When travelling at speeds below 35 km/h, the system measures any parking gaps the vehicle passes. When a suitable space has been found, the Park Assistant will do the steering, while the driver continues to operate the accelerator and brake pedals.



□ **Park Distance Control (PDC)**, front and rear or rear only, facilitates the process of parking and manoeuvring in confined spaces, giving you an acoustic signal and a visual indication in the Control Display for the distance between your car and an obstacle.



□ **Navigation system Business**, incl. hands-free system with USB port, radio Professional, CD drive, iDrive Controller, functional bookmarks, fixed 6.5" black-panel colour display, 2D map or combined arrow and map display.



□ **Navigation system Professional**, incl. hands-free system with USB port, instrument cluster with extended functions, radio Professional with DVD drive, iDrive Controller, integrated hard drive (12 GB), Real-Time Traffic Information in conjunction with BMW Assist*, fixed 8.8" black panel colour display, 3D map display, birds-eye view mode.



□ **Real-Time Traffic Information* (RTTI)** by BMW Assist monitors traffic data on motorways and main roads as well as on local routes and numerous urban roads in real time. In addition to congestion warnings, the system also provides precise traffic data for suggested alternative routes (available in conjunction with BMW Assist*).



□ **BMW Assist*** supports the driver with services including an automatic and manual emergency call function where the position of the vehicle is determined to the metre via GPS. Other features include extended Real-Time Traffic Information (RTTI), Google Send to Car, and a personal information service.



□ **BMW Online*** provides access to online services (e-mail, customised portals for news, weather etc., and Google Maps).
 □ **BMW Live** enables access to selected online content via the active Bluetooth® data connection to your mobile phone.

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

Standard/optional equipment.



- **AUX-IN port** for an external audio device such as an MP3 player.
- **Hands-free system with USB interface** for wireless in-vehicle connection of suitable Bluetooth mobiles. Audio devices such as an MP3 player, iPod, or USB stick can be connected via the integrated USB interface.



- **Radio Professional**, incl. 6.5" colour display, iDrive Controller with direct menu control buttons, CD drive, MP3 decoder, and DVD changer connection.
- **DAB tuner** offers a large selection of digital radio stations; reception in perfect sound quality across the entire broadcast area, supports DAB+.



- **Harman Kardon Surround Sound System** with powerful 600W digital amplifier, equalizer, central speaker and 16 loudspeakers for truly outstanding sound quality. With premium wordmark trim made of anodised aluminium in the mirror triangles.



- **HiFi loudspeaker system** with 205 Watt amplifier, vehicle-specific equalizing, and 9 loudspeakers for a brilliant sound experience.



- **DVD changer**, for six DVDs, supports multichannel audio DVDs and MP3 playback. Additional video function in conjunction with navigation system Professional.



- **Mobile phone preparation with integration of Bluetooth and USB devices**, incl. BMW Assist¹, enables wireless in-vehicle connection of compatible mobile phones, incl. hands-free system (special charging tray available from BMW Original Accessories²). Operation via iDrive Controller, functional bookmarks or voice control.
- **Smartphone music interface** conveniently integrates your iPhone via a separate snap-in adapter (from Original BMW Accessories³).

¹ Standard on 329i and 335i.

² Image shows BMW Sport Line.

³ May not be available in all countries. Please consult your BMW partner.



☐ **Sport seats²** for driver and front passenger; electric backrest width adjustment for optimum lateral support. Seat length, seat height, backrest angle and seat angle as well as thigh support are manually adjustable.



■ **Standard seats** with manual adjustment of fore/aft position, backrest angle, and headrest height, incl. seat height adjustment for driver and front passenger seats.



☐ **Lights package** includes the following LED lights: reading lights front and rear,¹ vanity mirror illumination,¹ ambient light front and rear,¹ front footwell lights,¹ luggage compartment light, ambient light in the front and rear door panels, exit lights as well as vicinity lighting in the door handles.



■ **Storage compartments** in the front and rear doors, lidded storage compartment in the centre console at the front, open compartment under the front centre armrest and in the rear centre console, two cup holders, storage tray, and glove compartment.



☐ **BMW Individual headliner Anthracite**, with A-, B-, and C-pillar trims, sunblinds and roof grab handles in a sophisticated Black finish (included with the M Sport package).



☐ **Seat heating** for driver and front passenger with multiple settings: seat surface, backrest, and sides are heated.

☐ **Seat heating for rear seats** with multiple settings: the seat surfaces and backrests of the two outer seats are heated (only in conjunction with leather upholstery).



☐ **Seat adjustment, electric**, for seat height, seat and backrest angle plus fore/aft adjustment. Memory function for driver's seat and exterior mirrors (incl. automatic parking function).

☐ **Lumbar support** for driver and front passenger seat, electrically adjustable horizontally and vertically, for an ergonomically perfect seat position.



■ **Armrest at the front**, fixed.

☐ **Armrest at the front**, adjustable, with integrated storage compartment.



☐ **Rear centre armrest**, incl. through-loading function and two cup holders (standard for 328i and 335i and in conjunction with leather equipment).

¹ May not be available in all countries. Please consult your BMW partner.

Standard/optional equipment.



■ **Rear headrests**, three, height-adjustable.



- **Roller sunblinds** for the rear side windows, mechanical.
- **Roller sunblind for the rear window**, electric, deflects intense sunlight and provides effective protection from prying eyes.
- **Rear headrests, folding**. With this option, all three rear headrests can be folded down for enhanced visibility.



□ **Windscreen with grey shade band** prevents drivers from being dazzled by the sun.



□ **Sun protection glazing** reduces the degree to which the interior heats up in the sunshine, ensuring a pleasant temperature. The darker tint for the windows behind the B-pillar has stronger absorbent qualities.



- **Through-loading system** with asymmetric 40/20/40-split folding backrest, rear centre armrest with two cup holders. A matching ski and snowboard bag is available from Original BMW Accessories.
- **ISOFIX child seat fastening system, rear**. Fitted on the two outer rear seats, this system enables safe child seat fastening using a snap-in mechanism. It also has additional upper fastening points.
- **Passenger airbag deactivation** via key switch on the passenger side.



□ **Storage compartment package** with nets on the front seatbacks, rear door storage pockets, two 12 V sockets, storage net on the left and elastic strap on the right side of the luggage compartment, additional net, e.g. for the luggage compartment floor, two bag holders, and a segmentable underfloor storage bin.



■ **Personal Profile**. Depending on your equipment selection, your individual settings for temperature and air distribution of the automatic air conditioning, seat and exterior mirror positions, are saved by the vehicle and will activate when you open the central locking with your personal key.



□ **BMW Welt**. Taking delivery of a car has always ranked among the best moments for any driver. Now that moment can become a truly unforgettable day – at BMW Welt, the experience and delivery centre in Munich, Germany. Experience more online at www.bmw-welt.com

Original BMW Accessories*.



Roof box 460, black; 20" light-alloy wheels double-spoke 361, black with red ring.



Backrest bag, available in two versions for the Sport Line and for the Modern Line (not shown).



Ski and snowboard bag, two versions, available for the Sport Line and for the Modern Line (not pictured).



BMW bracket for Apple iPad, attaches to the front seat headrest supports.



Media snap-in adapter to attach a mobile phone or music player.



Handbrake lever handle, available in two versions for the Sport Line and for the Modern Line (not shown).



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

A BMW always delivers a special drive – and Original BMW Accessories make the experience better still. Combining great ideas, immaculate design and sheer practicality to create innovative solutions, Original BMW Accessories are available in many categories: exterior, interior, communications & information and transport & luggage compartment solutions. Your BMW Service Partner will be pleased to advise you on the complete range of Original BMW Accessories and provide you with a special catalogue. For further information, please visit

➔ www.bmw.com/accessories

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

	320i ¹	328i	335i	316d ¹	318d ¹	320d	320d ED ⁴
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Safety							
Active Protection (reversible active belt tensioner for the front seats, closing function for windows and glass roof, Post-Crash Brake)	□	□	□	□	□	□	□
Airbags:							
– Driver and front passenger airbags	■	■	■	■	■	■	■
– Curtain head airbags front and rear, with splinter protection	■	■	■	■	■	■	■
– Side airbags for driver and front passenger, integrated in seat backrests	■	■	■	■	■	■	■
Central locking with electronic immobiliser and crash sensor; fuel tank filler flap integrated in central locking	■	■	■	■	■	■	■
Centre lock switch	■	■	■	■	■	■	■
Disc brakes at the front and rear, inner-vented	■	■	■	■	■	■	■
Dynamic Braking Lights , flashing	■	■	■	■	■	■	■
Dynamic Stability Control (DSC) incl. traction mode (DTC), anti-lock braking system (ABS), Cornering Brake Control (CBC), Hill-start Assistant, Brake Stand-by, Brake Drying, and Fading Compensation)	■	■	■	■	■	■	■
Headrests , for all seats	■	■	■	■	■	■	■
ISOFIX child seat fastening system , for the two outer rear seats	■	■	■	■	■	■	■
M Sport brake , fixed-caliper brake, front/rear in dark blue, larger brake disc and coloured M logo (only available in conjunction with M Sport package; also available without M Sport package for 335i with wheel sizes of 18" or above)	□	□	□	□	□	□	–
Safety bodyshell:							
– Bumper system with deformation elements at the front and rear, designed to be reversible after impacts at speeds up to 15 km/h	■	■	■	■	■	■	■
– Integrated side impact protection in the doors	■	■	■	■	■	■	■
Seatbelts:							
– Ergonomic belt system at the rear, with three-point seatbelts for all seats	■	■	■	■	■	■	■
– Inertia-reel seatbelts at the front, with belt latch tensioner and belt force limiter	■	■	■	■	■	■	■

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

BMW Lines and M Sport package*							
Modern Line includes, among others, 17" or 18" light-alloy wheels, exclusive design features in satinated Aluminium at the front and rear, BMW kidney grille with 11 slats in satinated Aluminium, tailpipe trim in satinated Aluminium, entry sills with Lines wordmark, sport leather steering wheel in Oyster dark, speedometer and rev counter with Chrono scales and Oyster dark background, seats covered in the Breeze cloth/leather combination, Pearl interior trim with accent trim in Pearl Gloss Chrome, interior illumination with adjustable colour and additional light sources on the B-pillars, chrome trim on the automatic air conditioning and in-car radio controls, car key in Oyster dark with Pearl Gloss Chrome trim	□	□	□	□	□	□	□ [†]
Sport Line includes, among others, 17" or 18" light-alloy wheels, exclusive design features in high-gloss Black at the front and rear, BMW kidney grille with 8 slats in high-gloss Black, exterior mirror caps in optional high-gloss Black, entry sills with Lines wordmark, tailpipe trim in Black, Chrome, sport leather steering wheel with contrasting red stitching, sport seats for driver and front passenger covered in Track cloth, high-gloss Black interior trim with accent trim in matt Coral Red, speedometer and rev counter with red Chrono scales, interior illumination with adjustable colour, chrome trim on the automatic air conditioning and in-car radio controls, car key with Red trim	□	□	□	□	□	□	□ [†]
Luxury Line includes, among others, 17" or 18" light-alloy wheels, exclusive design features in Chrome at the front and rear, BMW kidney grille with 11 slats in Chrome, side window frames and tailpipe trim in Chrome, entry sills with Lines wordmark, sport leather steering wheel, seats covered in Move cloth, FineLine Anthracite interior trim with accent trim in Pearl Gloss Chrome, interior illumination with adjustable colour and additional light sources on the B-pillars, exclusive Chrome trim in the area of the centre console, on the automatic air conditioning and in-car radio controls, as well as car key with trim in Pearl-Gloss Chrome	□	□	□	□	□	□	□ [†]
M Sport package includes 18" or 19" light-alloy wheels with mixed tyres, exclusive M Aerodynamics package with front, rear and side aprons, BMW kidney grille with 8 slats in Black, high-gloss, entry sills with M logo, chrome tailpipe trim, M leather steering wheel with multifunction buttons, speedometer and rev counter with red Chrono scales and red contrasting ring, sport seats for driver and front passenger in Hexagon cloth/Alcantara combination, Aluminium Hexagon interior trim with accent trim in Estoril Blue, matt, interior lighting with variable colour effects, chrome trim on automatic air conditioning and radio controls, and car key with blue trim	□	□	□	□	□	□	–

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

[†] Due to become available from 03/2012.

² Fuel consumption, CO₂ emissions and efficiency rating are dependent on the selected wheel and tyre size.

³ Runfl at tyres.

⁴ 320d EfficientDynamics Edition; for further information please see p. 32.

⁵ BMW Lines for 320d EfficientDynamics Edition with 16" light-alloy wheels Streamline 306.

	320i ¹	328i	335i	316d ¹	318d ¹	320d	320 ED ¹
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Equipment packages*

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

Wheels and tyres²

– 16" steel wheels with full wheel covers, 7 J x 16, 205/60 R 16 tyres	–	–	–	■	–	–	–
– 16" light-alloy wheels V-spoke 390, 7 J x 16, 205/60 R 16 tyres	■	–	–	□	□	■	□
– 16" light-alloy wheels Streamline 306, 7 J x 16, 205/60 R 16 tyres	–	–	–	–	–	–	■
– 16" light-alloy wheels star-spoke 391, 7.5 J x 16, 225/65 R 16 tyres	□	–	–	□	□	□	–
– 17" light-alloy wheels star-spoke 394, 7.5 J x 17, 225/50 R 17 tyres ³	□	■	■	□	□	□	–
– 17" light-alloy wheels star-spoke 393, 7.5 J x 17, 225/50 R 17 tyres ³	□	□	□	□	□	□	–
– 17" light-alloy wheels V-spoke 395 with mixed tyres, 7.5 J x 17, 225/50 R 17 tyres at the front, 8.5 J x 17, 255/45 R 17 tyres at the rear ³	□	□	□	□	□	□	–
– 17" light-alloy wheels double-spoke 392, 7.5 J x 17, 225/50 R 17 tyres ³ , only in conjunction with Sport Line	■	–	–	■	■	■	–
– 18" light-alloy wheels double-spoke 397, 8 J x 18, 225/45 R 18 tyres ³ , only in conjunction with Sport Line	□	■	■	□	□	□	–
– 17" light-alloy wheels V-spoke 413, 7.5 J x 17, 225/50 R 17 tyres ³ , only in conjunction with Modern Line	■	–	–	■	■	■	–
– 18" light-alloy wheels turbine styling 415, 8 J x 18, 225/45 R 18 tyres ³ , only in conjunction with Modern Line	□	■	■	□	□	□	–
– 17" light-alloy wheels multi-spoke 414, 7.5 J x 17, 225/50 R 17 tyres ³ , only in conjunction with Luxury Line	■	–	–	■	■	■	–
– 18" light-alloy wheels multi-spoke 416, 8 J x 18, 225/45 R 18 tyres ³ , only in conjunction with Luxury Line	□	■	■	□	□	□	–
– 18" light-alloy wheels star-spoke 396, 8 J x 18, 225/45 R 18 tyres ³	□	□	□	□	□	□	–
– 18" light-alloy wheels V-spoke 398 with mixed tyres, 8 J x 18, 225/45 R 18 tyres at the front, 8.5 J x 18, 255/40 R 18 tyres at the rear ³	□	□	□	□	□	□	–
– 19" light-alloy wheels double-spoke 401 with mixed tyres, 8 J x 19, 225/40 R 19 tyres at the front, 8.5 J x 19, 255/35 R 19 tyres at the rear ³	□	□	□	□	□	□	–
– 18" M light-alloy wheels double-spoke 400 M with mixed tyres, 8 J x 18, 225/45 R 18 tyres at the front, 8.5 J x 18, 255/40 R 18 tyres at the rear, ² only in conjunction with M Sport package	■	■	■	■	■	■	–
– 19" M light-alloy wheels double-spoke 403 M with mixed tyres, 8 J x 19, 225/40 R 19 tyres at the front, 8.5 J x 19, 255/35 R 19 tyres at the rear, ² only in conjunction with M Sport package	□	□	□	□	□	□	–
Wheels with BMW Mobility Set*	■	–	–	■	■	■	■
Runflat tyres	□	■	■	□	□	□	□

Interior design

BMW Individual headliner Anthracite	□	□	□	□	□	□	□
Instrument cluster with circular dials	■	■	■	■	■	■	■
Instrument cluster with extended functions (standard with navigation system Professional)	□	□	□	□	□	□	□

Transmission and technology

6-speed manual transmission	■	■	■	■	■	■	■
8-speed automatic transmission	□	□	□	□	□	□	□
8-speed sport automatic transmission with paddles on the sport leather steering wheel, electronic sport gear selector, and Quick Shift	□	□	□	–	–	□	□
Adaptive Suspension , lowered by 10 mm	□	□	□	□	□	□	□
Auto Start/Stop function , in conjunction with manual and automatic transmissions	■	■	■	■	■	■	■
Brake Energy Regeneration	■	■	■	■	■	■	■
BMW TwinPower Turbo 4-cylinder petrol engine	■	■	■	–	–	–	–
BMW TwinPower Turbo 6-cylinder in-line petrol engine	–	–	■	–	–	–	–
BMW TwinPower Turbo 4-cylinder diesel engine	–	–	–	■	■	■	■
Diesel particle filter	–	–	–	■	■	■	■
Driving Experience Control incl. ECO PRO , with ECO PRO mode, Comfort mode, Sport mode, and – depending on the equipment installed – Sport+ mode	■	■	■	■	■	■	■
Electronic locking differential , active in DSC-Off mode	■	■	■	■	■	■	■
M Sport suspension	□	□	□	□	□	□	–
Optimum Shift Indicator , only in conjunction with manual transmission	■	■	■	■	■	■	■

	320i ¹	328i	335i	316d ¹	318d ¹	320d	320 ED ²
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Transmission and technology

Power steering	■	■	■	■	■	■	■
Servotronic	□	■	■	□	□	□	□
Variable Sport Steering , including Servotronic	□	□	□	□	□	□	□

Driver assistance

Active Cruise Control with Stop&Go function , incl. collision warning and brake activation ⁴	□	□	□	—	—	□	□
Anti-dazzle high-beam assistant , infinitely variable (only in conjunction with Adaptive Headlights)	□	□	□	□	□	□	□
BMW Head-up Display , full-colour	□	□	□	□	□	□	□
Cruise control with braking function (without Speed Limit Info)	□	□	□	□	□	□	□
High-beam assistant , two levels	□	□	□	□	□	□	□
Lane Change Warning	□	□	□	□	□	□	□
Lane Departure Warning , incl. collision warning	□	□	□	□	□	□	□
Park Assistant	□	□	□	□	□	□	□
Park Distance Control (PDC) , rear only	□	□	□	□	□	□	□
Park Distance Control (PDC) , front and rear	□	□	□	□	□	□	□
Rear view camera (in conjunction with PDC)	□	□	□	□	□	□	□
Speed Limit Info incl. No Passing Info , detection of speed limits and no-overtaking zones (in conjunction with navigation system)	□	□	□	□	□	□	□
Surround View incl. Side View (in conjunction with rear view camera)	□	□	□	□	□	□	□

Light and sight

Adaptive Headlights with variable light distribution, incl. cornering lights and anti-dazzle high-beam assistant, infinitely variable	□	□	□	□	□	□	□
Fog lights , including heated exterior mirrors and heated screenwasher nozzles	■	■	■	■	■	■	■
Heat/sun protection glazing	■	■	■	■	■	■	■
Interior and exterior mirrors with automatic anti-glare function ; aspheric exterior mirror on the front passenger side, incl. exterior mirrors package	□	□	□	□	□	□	□
Interior mirror with automatic anti-glare function	□	□	□	□	□	□	□
Lights package incl. ambient light front and rear and in the door inserts, vicinity lighting, exit lights, LED vanity mirrors, LED reading lights, and LED luggage compartment light	□	□	□	□	□	□	□
Rain sensor , including automatic driving lights control	□	□	□	□	□	□	□
Roller sunblind:							
– for the rear window, electric	□	□	□	□	□	□	□
– for the rear side windows, mechanical	□	□	□	□	□	□	□
Xenon headlights for low and high beam, including headlight washing system as well as four LED light rings (parking lights and daytime running lights) and automatic headlight range control	□	□	□	□	□	□	□

Interior

Automatic air conditioning with single-zone control , incl. microfilter	■	■	■	■	■	■	■
Automatic air conditioning with two-zone control and separate temperature controls for driver and front passenger, including automatic air recirculation, microfilter, fogging and solar sensors, Max Cool button and rear air vent	□	□	□	□	□	□	□
Seats/seat comfort:							
– Lumbar support for driver and front passenger seats, electric	□	□	□	□	□	□	□
– Rear headrests, three, folding	□	□	□	□	□	□	□
– Rear seat backrest with through-loading system, 40/20/40 split, centre armrest incl. cup holders	□	□	□	□	□	□	□
– Seat adjustment, electric, with Memory function for driver's seat	□	□	□	□	□	□	□
– Seat heating for driver and front passenger	□	□	□	□	□	□	□
– Seat heating for rear seats	□	□	□	□	□	□	□
– Sport seats for driver and front passenger, with electric backrest width adjustment	□	□	□	□	□	□	□
– Standard seats, manual seat adjustment including seat height adjustment for driver and front passenger seats	■	■	■	■	■	■	■
Steering wheels:							
– Leather steering wheel	■	■	■	■	■	■	■
– M leather steering wheel ⁴	□	□	□	□	□	□	□
– Multifunction buttons for leather steering wheel, incl. Speed Limit Info	■	■	■	■	■	■	■
– Steering wheel heating	□	□	□	□	□	□	□
– Sport leather steering wheel, included in Modern Line/Luxury Line/Sport Line (Sport Line with contrasting stitching in red)	□	□	□	□	□	□	□

	320i ¹	328i	335i	316d ¹	318d ¹	320d	320 ED ²
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Comfort and interior equipment

Alarm system with radio remote control	□	□	□	□	□	□	□
Armrest at the front, fixed	■	■	■	■	■	■	■
Armrest at the front, with individual adjustment	□	□	□	□	□	□	□
Comfort access system incl. vicinity lighting in the exterior door handles and hands-free tailgate opening	□	□	□	□	□	□	□
Cup holders at the front (two), ergonomically positioned in front of the selector lever	■	■	■	■	■	■	■
Door compartments , front/rear, front ones take bottles up to 1 litre	■	■	■	■	■	■	■
Glass sliding/vent roof , electric, with comfort opening via car key	□	□	□	□	□	□	□
Personal Profile , personalisation of important operating functions	■	■	■	■	■	■	■
Radio remote control for central locking	■	■	■	■	■	■	■
Rear centre armrest , incl. two cup holders	□	■	■	□	□	□	□
Start/Stop button for keyless starting of the engine	■	■	■	■	■	■	■
Storage compartment package with nets on the front seat backrests, door compartments in the rear doors, two 12 V sockets, storage net on the right side of the luggage compartment, net usable for the luggage compartment floor for example, two bag hooks and a segmentable storage bin under the luggage compartment floor	□	□	□	□	□	□	□
Window lifts , electric, with pull-press switch, trap release, and open/close toll-booth function	■	■	■	■	■	■	■
Windscreen with grey shade band	□	□	□	□	□	□	□

Entertainment, communication and information

BMW ConnectedDrive* – Telematics Services*:							
– Apps, e.g. to receive worldwide web radio stations (in conjunction with BMW Connected App and iPhone)	□	□	□	□	□	□	□
– BMW Assist, incl. Real-Time Traffic Information (RTTI)	□	□	□	□	□	□	□
– BMW Live ³	□	□	□	□	□	□	□
– BMW Online	□	□	□	□	□	□	□
– Internet	□	□	□	□	□	□	□
Navigation system Business , incl. radio Professional with CD drive, hands-free system with USB interface, 6.5" black panel colour display, functional bookmarks, integrated navigation data storage, 2D map or combined arrow and map display	□	□	□	□	□	□	□
Navigation system Professional , incl. radio Professional with CD drive, hands-free system with USB interface, with high-resolution 8.8" black panel colour display, DVD drive, functional bookmarks, 3D maps, satellite pictures, and arrow display, RTTI in conjunction with BMW Assist, integrated 12 GB hard drive for maps and audio files, as well as an extended instrument cluster	□	□	□	□	□	□	□
On-board computer (including Check Control)	■	■	■	■	■	■	■
Radio/Audio:							
– AUX-IN connection, incl. a 12 V socket in the centre console	■	■	■	■	■	■	■
– DVD changer for 6 DVDs, located in the luggage compartment	□	□	□	□	□	□	□
– Harman Kardon Surround Sound System, 16 loudspeakers	□	□	□	□	□	□	□
– HiFi loudspeaker system, 9 loudspeakers	□	□	□	□	□	□	□
– Radio Professional, incl. 6.5" colour monitor, iDrive Controller with direct menu control buttons, CD drive, MP3 decoder	■	■	■	■	■	■	■
– Smartphone music interface	□	□	□	□	□	□	□
Telephone:							
– Mobile phone preparation with integration of Bluetooth and USB devices incl. BMW Assist ⁴	□	□	□	□	□	□	□
– Hands-free system with USB interface	□	□	□	□	□	□	□
TV function for analogue and digital reception (DVB-T)	□	□	□	□	□	□	□

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

¹ Due to become available from 03/2012.

² 320d EfficientDynamics Edition; for further information please see p. 32.

³ For further information (legal note, compatibility) see www.bmw.com/bluetooth

⁴ Due to become available from 07/2012.

		320i ¹	328i	335i	316d ¹	318d ¹	320d	320 ED ⁹
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Weight								
Unladen, EU ²	kg	1490 [1500]	1505 [1530]	1585 [1595]	1495 [1505]	1495 [1505]	1495 [1505]	1490 [1500]
Max. permissible	kg	1965 [1975]	1980 [2005]	2060 [2070]	1970 [1980]	1970 [1980]	1970 [1980]	1965 [1975]
Permitted load	kg	550	550	550	550	550	550	550
Permitted axle load, front/rear	kg	905/1125	920/1140	965/1145	905/1130	905/1130	905/1120	905/1120
Permitted roof load	kg	75	75	75	75	75	75	75
Permitted trailer load, unbraked ³	kg	695	745	750	745	745	745	–
Permitted trailer load, braked, max. 12% gradient ³	kg	1400 [1500]	1600	1700	1600	1600	1600	–
Permitted trailer load, braked, max. 8% gradient ³	kg	1600	1700	1800	1700	1700	1800	–
Permitted towbar download	kg	75	75	75	75	75	75	–

Engine^{4, 5}								
Cylinders/valves		4/4	4/4	6/4	4/4	4/4	4/4	4/4
Capacity	cc	1997	1997	2979	1995	1995	1995	1995
Stroke/bore	mm	90.1/84.0	90.1/84.0	89.6/84.0	90.0/84.0	90.0/84.0	90.0/84.0	90.0/84.0
Max. output	kW/rpm	135/ 5000	180/ 5000–6500	225/ 5800–6000	85/ 4000	105/ 4000	135/ 4000	120/ 4000
	(hp/rpm)	(184/ 5000)	(245/ 5000–6500)	(306/ 5800–6000)	(116/ 4000)	(143/ 4000)	(184/ 4000)	(163/ 4000)
Max. torque	Nm/rpm	270/ 1250–4500	350/ 1250–4800	400/ 1200–5000	260/ 1750–2500	320/ 1750–2500	380/ 1750–2750	380/ 1750–2750
Compression ratio	:1	11.0	10.0	10.2	16.5	16.5	16.5	16.5

Transmission								
Standard transmission ratios	III :1	3.50/2.01	3.68/2.06	4.11/2.32	4/2.11	4/2.11	4.11/2.25	4.11/2.25
	III/IV :1	1.31/1.0	1.31/1.0	1.54/1.18	1.38/1.0	1.38/1.0	1.40/1.0	1.40/1.0
	V/VI/R :1	0.81/0.70/3.19	0.81/0.68/3.35	1.00.85/3.73	0.78/0.65/3.65	0.78/0.65/3.65	0.80/0.66/3.73	0.80/0.66/3.73
Final drive ratio	:1	3.08	3.91	3.23	3.23	3.23	3.23	2.93

Performance								
Top speed	km/h	235 [233]	250 ⁶ [250 ⁶]	250 ⁶ [250 ⁶]	202 [202]	210 [210]	235 [230]	230 [225]
Acceleration 0–100 km/h	sec	7.3 [7.6]	5.9 [6.1]	5.5 [5.5]	10.9 [11.3]	9.1 [9.3]	7.5 [7.6]	8.0 [8.1]
Acceleration 80–120 km/h in 4 th /5 th gear (with standard transmission)	sec	– ¹⁰	5.4/6.9	5.2/6.1	– ¹⁰	– ¹⁰	5.9/7.5	6.7/9.1

Fuel consumption^{4, 5, 7}								
Urban	l/100 km	– ¹⁰	8.5 [8.2]	11.1 [10.2]	– ¹⁰	– ¹⁰	5.8 [5.4]	5.2 [5.0]
Extra-urban	l/100 km	– ¹⁰	5.2 [5.2]	6.1 [5.5]	– ¹⁰	– ¹⁰	3.8 [3.9]	3.5 [3.6]
Combined	l/100 km	6.2–6.3 ¹⁰ [6.0–6.2] ¹⁰	6.4 [6.3]	7.9 [7.2]	4.4–4.5 ¹⁰ [4.4] ¹⁰	4.4–4.5 ¹⁰ [4.4–4.5] ¹⁰	4.5–4.6 [4.4–4.5]	4.1 [4.1]
CO ₂ emissions	g/km	144–147 ¹⁰ [139–144] ¹⁰	149 [147]	186 [169]	115–119 ¹⁰ [116–117] ¹⁰	117–119 ¹⁰ [117–118] ¹⁰	119–120 [117–118]	109 [109]
Energy efficiency rating		– ¹⁰	C [C]	E [D]	A [A] ¹⁰	A [A] ¹⁰	A [A]	A [A]
Tank capacity, approx.	l	60	60	60	57	57	57	57

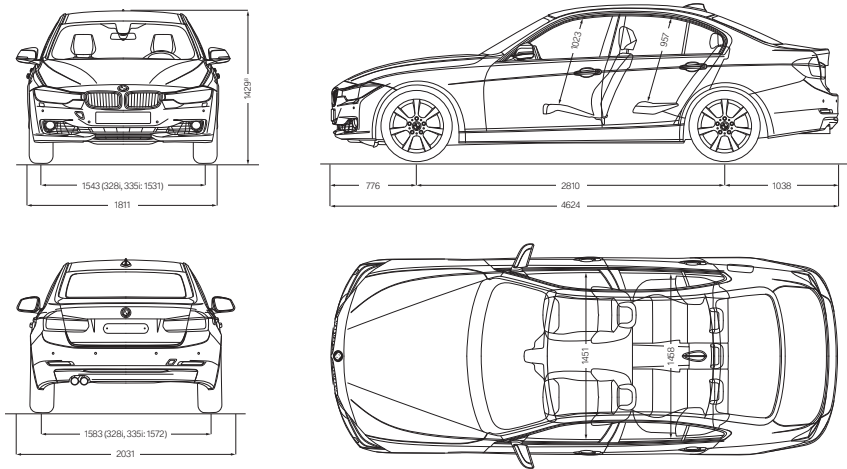
	320i ¹	328i	335i	316d ¹	318d ¹	320d	320 ED ⁹
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Wheels

Tyre dimensions	205/60 R 16 V	225/50 R 17 W	225/50 R17 W	205/60 R 16 V	205/60 R 16 V	205/60 R 16 V	205/60 R 16 V
Wheel dimensions	7 J x 16	7.5 J x 17	7.5 J x 17	7 J x 16	7 J x 16	7 J x 16	7 J x 16
Material	light-alloy	light-alloy	light-alloy	steel	steel	light-alloy	light-alloy

Electrical system

Battery capacity	Ah	90	90	90	90	90	90
Alternator output	A	170	170	210	180	180	180
	W	2380	2380	2940	2520	2520	2520



All dimensions in the technical drawings are given in millimetres. Luggage compartment capacity approx. 480 litres.

¹ Due to become available from 03/2012.
² The figure quoted includes a 90 per cent tank filling, 68 kg for the driver and 7 kg for luggage. Unladen weight applies to vehicles with standard equipment. Optional equipment may increase this figure.
³ The overall weight of the trailer must not exceed the maximum permissible trailer load plus the maximum permissible towbar download.
⁴ BMW recommends the use of 95 RON super unleaded petrol. Unleaded RON 91 and higher with a maximum ethanol content of 10% may also be used. Output and fuel consumption figures apply to RON 98 fuel.
⁵ All engines comply with the EU5 emissions standard. Fuel consumption is determined in accordance with the ECE driving cycle made up of approximately one-third urban traffic and two-thirds extra-urban driving (based on the distance covered). CO₂ emissions are measured in addition to fuel consumption.
⁶ Electronically limited.
⁷ Fuel consumption, CO₂ emissions and energy efficiency rating are dependent on the selected wheel and tyre size. Please consult your BMW partner for in-depth information.
⁸ Height with roof aerial is 1,441 mm.
⁹ 320d EfficientDynamics Edition; for further information please see p. 32.
¹⁰ Preliminary values based on the ECE test cycle; missing values were not available at the time of going to press.
Figures in [] refer to vehicles with eight-speed automatic transmission.

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

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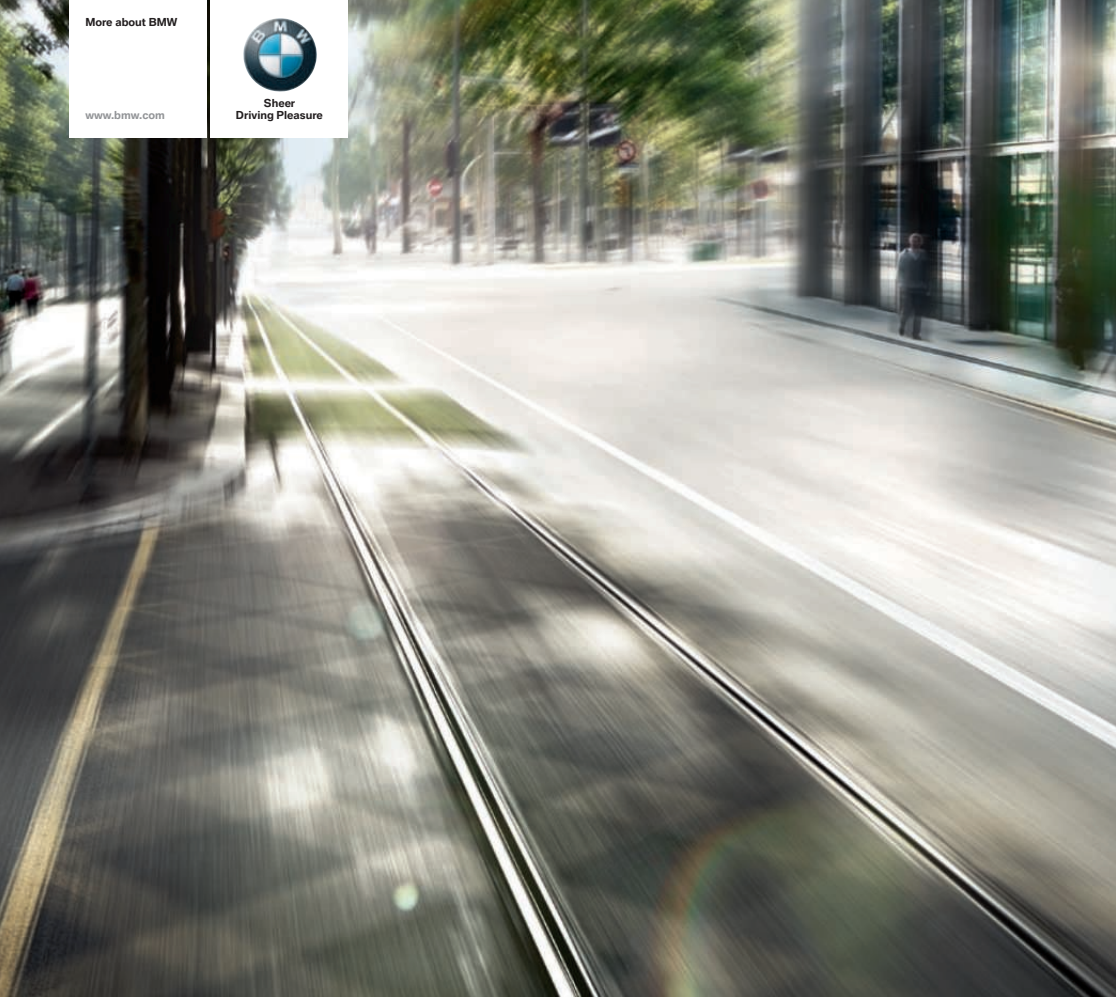
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