THE BMW 3 SERIES CONVERTIBLE.
THE PERFECT LINK BETWEEN SKY AND ROAD.
Any convertible can deliver the sun. But the pleasures of the BMW 3 Series Convertible start from the ground up. Blending legendary power, handling and control with a retractable hardtop and other innovative concepts, the 3 Series Convertible is a breath of fresh air – and a liberating idea.

At BMW, we believe that ideas are everything. Because we are an independent company, we have the freedom to make sure that great ideas live on to become Ultimate Driving Machines.

www.bmwusa.com

For details on Standard and Optional equipment, please refer to Equipment charts pages 58 – 62.

2010 BMW 3 Series Convertible
64 | 17 Exterior / Driving experience
18 | 23 Interior

24 | 25 Exterior
18 | 23 Driving experience
24 | 25 Interior

24 | 25 Technology
26 | 27 BMW EfficientDynamics
28 | 29 Engines
30 | 31 Retractable hardtop
32 | 33 Transmissions
34 | 35 Active Cruise Control
36 | 37 Safety
38 | 41 BMW ConnectedDrive
42 | 45 Equipment
46 | 55 Paints | Upholsteries | Interior trims | Combinations
56 | 57 Standard equipment | Optional equipment
58 | 62 Standard safety features and technology illustrations
63 | 64 Equipment charts
65 | 66 Technical data
67 | 68 BMW Accessories
69 | 70 BMW Services

BMW 335i Convertible

For details on Standard and Optional equipment, please refer to Equipment charts pages 58 – 62.

To build a great convertible, you don’t start with the top.

BMW EfficientDynamics
Less emissions, More driving pleasure.
A BMW that's open to the air – and to innovative engineering.
Push its Start button, and it will push yours.

The 3 Series Convertible was designed to please. It’s hard not to smile when you’re comfortably seated in a cabin so luxurious, it could double as a private club for four. Touch the Start button and jab the accelerator; the powerful engine roars its enthusiasm. Even on the most familiar roads, the 3 Series Convertible takes you someplace completely special. While you’re trying out sporty performance maneuvers, unleash the sound system – preferably enhanced with the CD-quality sound, free “multicast” FM stations and innovative data services of HD Radio™.
Raises the roof – and the standard for all-around performance.

Inspiring. Compelling. Perfect adjectives to describe the way the 3 Series Convertible performs, as much as the way it looks. In the 335i, BMW’s 300-horsepower direct-injected Advanced Turbo inline six delivers a jaw-dropping 0-60 time of 5.5 seconds. 1 Put this power to the test with the 6-speed automatic transmission with steering wheel-mounted, F1-inspired paddle shifters. 2 The 328i unleashes the power of 230 horses and 200 lb-ft of torque by way of a lightweight composite magnesium/aluminum inline six. The 3 Series Convertible’s extra-stiff bodyshell and fine-tuned suspension let you navigate gracefully through every corner and bend. Once you’re underway, you’ll hardly need to stop – this is one of the most fuel-efficient vehicles in its class. And should you have a significant loss of tire pressure, you can still travel from 30 to 150 miles at 50 mph, thanks to its standard run-flat tires. 3

1 Manual transmission: 5.7 seconds; automatic: BMW AG test results; obey local speed laws and always wear safety belts.
2 Steering wheel-mounted paddle shifters are automatically included when STEPTRONIC automatic transmission and Sport Package or M Sport Package are ordered.
3 Run-flat tires do not come equipped with a spare. Please see the Owner’s Manual for more information detailing allotted miles to travel and load weight rules for run-flat tires.
The engineers at BMW went out of their way to create an innovative new roof design, so you won't have to go out of your way to enjoy open-air driving. At the push of a button, the hardtop retracts and slides into the trunk in just 22 seconds. And even with the top down, the sun's rays won't heat up the Dakota Leather-upholstered interior, thanks to BMW's exclusive Sun-Reflective Technology. Trust BMW to keep you cool while enjoying fun in the sun.

For details on the availability of standard and optional features, please refer to the Standard equipment / Optional equipment charts at the back of this brochure.
To onlookers, the 3 Series Convertible radiates the joy and freedom of open-air driving. But it communicates even more to those behind the wheel. Lightweight materials and advanced construction techniques help maintain the Convertible’s balanced weight distribution and remarkably responsive, sporty handling. Active Steering adjusts the amount of steering input needed to change direction, resulting in greater agility at lower speeds, and improved stability at higher speeds. The Dynamic Stability Control (DSC) system includes four braking enhancements, including Brake Drying and Brake Stand-by, that add to its active safety quotient. And in the unlikely event of a rollover with the top down, the rollover feature helps guard the driver and passengers. In the 3 Series Convertible, performance and protection go hand in hand.

For details on the availability of standard and optional features, please refer to the Standard equipment/Optional equipment charts at the back of this brochure.

Get your love of driving out in the open.
Even with an abundance of fresh air, you'll still be left breathless.
Bright ideas to light up the night.

When the temperature goes down, the hardtop goes up, keeping the interior of the 3 Series Convertible comfortably conditioned and remarkably quiet, 365 days a year. And after the sun has set, Xenon Adaptive Headlights not only brilliantly illuminate what's directly ahead, but turn when you do, lighting up the road around bends. Inside, exquisite Ambiance lighting discreetly bathes the sides of the cabin with a soft, red glow. And even in the darkest night, you'll find your way to virtually any destination with ease – while avoiding traffic jams – courtesy of the Navigation system with Real Time Traffic Information.

For details on the availability of standard and optional features, please refer to the Standard equipment / Optional equipment charts at the back of this brochure.
The 3 Series Convertible: It's time to open up.
You’re looking at the most inspiring view of the 3 Series Convertible: the one from behind the driver’s seat. Because for all its sun-bathed sensuality, the 3 Series Convertible is first and foremost an Ultimate Driving Machine.® Settle into the ergonomic cockpit. Grab hold of the leather-clad, multi-function sport steering wheel, with paddle shifters that let you switch gears in a fraction of a second without using a clutch. Each piece of equipment works together to offer the most natural connection between you and the road. Take the central instrument panel. It is from here that you’ll plan your greatest trips. For example, the optional Navigation system with Real Time Traffic Information keeps you abreast of traffic jams and provides alternate routes around them. At just an arm’s-length away are six programmable memory buttons for quick retrieval of your favorite Drive settings. And by using the Drive Controller, situated just in front of the armrest, you’ll be able to adjust most comfort features. The center console also houses the control that raises and lowers the top so when the mood strikes, open air is just a touch away.

The luxurious and inviting interior, easy-to-reach dash controls, and flowing cabin lines remind you that every trip should feel like your favorite. In fact, the 10-way power front sport seats, upholstered in sumptuous Dakota Leather with Sun-Reflective Technology, will quickly become your favorite chairs anywhere. Their form-fitting, adjustable side bolsters, thigh and lumbar support, and other settings will comfortably support both you and your front passenger better than anything at home. With HD Radio™, you’ll also have access to static-free (and fee-free) digital AM/FM broadcasts, multicast FM stations, and innovative data services. And enjoy your favorite soundtracks to the fullest, courtesy of the advanced Logic7 Surround Sound audio system and the 3 Series Convertible’s best-in-class quiet cabin.

For details on the availability of standard and optional features, please refer to the Standard equipment / Optional equipment charts at the back of this brochure.

The road ahead. The skies above. And the perfect connection between the two.
The 3 Series Convertible’s rear cabin comfortably accommodates two adults with ample seating and legroom, plenty of headroom, and a wide-open feeling — and that’s with the top up. Front seats are designed with integrated safety belts and a power tilt/sliding feature to allow rear-seat passengers quick and easy entry and exit. There’s also a center storage console/armrest for added comfort.

When there are no rear-seat passengers, fold down the rear seatbacks for added cargo-carrying space. There are even two convenience hooks to hold shopping bags upright. When the hardtop is up, its storage area can be flattened to enlarge the trunk’s capacity; when the top is down, the Comfort Access system with Comfort Opening and Loading feature moves the hardtop temporarily out of the way, making it easier to stow cargo.

For details on the availability of standard and optional features, please refer to the Standard equipment | Optional equipment charts at the back of this brochure.

The large rear-view mirror affords excellent rearward peripheral vision. With the Premium Package, it automatically dims the reflected glare of bright headlights, and includes a digital compass and three-button Universal garage-door opener.

When there are no rear-seat occupants, the seatback can be folded down to create added storage space. Two handy convenience hooks hold shopping bags upright.

A generously sized pass-through with cargo bag securely holds skis, snowboards, golf clubs and other long items, while protecting the interior.

The roof can be raised or lowered but the rear-cabin comfort level stays high.
This is how much has gone in.

At BMW, we create dynamic vehicles that thrill you with quick acceleration, predictable handling and unshakable control. We are also busy finding ways to sustain this level of performance while incorporating innovative fuels and technologies to help preserve the environment. This is what we refer to as EfficientDynamics. This goal has led to the visionary CleanEnergy hydrogen-powered engine, which is currently used in the BMW Hydrogen 7 Sedan. BMW Advanced Diesel with BluePerformance, which offers diesel power with quick acceleration, increased fuel efficiency and reduced emissions, was introduced to the U.S. in select models in 2009. In fact, every BMW on the road today comes standard with technology that boosts performance while simultaneously reducing fuel consumption and CO2 emissions.

Efficient transmissions
The 3 Series Convertible offers a choice of two 6-speed transmissions: a smooth-shifting manual, and an equally fuel-efficient STEPTRONIC automatic transmission.

Lightweight construction
Our engineers use lightweight aluminum throughout our vehicles—in the front section, for example, or for the suspension. BMW’s inline six-cylinder Advanced Turbo engine is all aluminum; the naturally aspirated inline six is an aluminum/magnesium composite—the lightest in its class. Taken together, these weight savings lead to lower fuel consumption and better axle load distribution for more agility, especially in curves.

Valvetronic
Instead of using a traditional throttle, Valvetronic technology in the 328i lets the engine breathe more easily by varying the lift height of the valves to regulate air intake. The result: improved cold starts, smoother running, and a significant drop in fuel consumption. Using revolutionary technology such as this, BMW has improved its overall average fuel economy more than any other manufacturer.

Aerodynamics
The more smoothly that air flows over a vehicle, the more efficiently it can operate. All BMWs are designed for a low coefficient of aerodynamic drag, which translates into quicker acceleration, more stable handling, quieter operation and greater fuel efficiency. A BMW’s integrated front spoilers reduce the amount of air flowing underneath, minimizing front-end lift. This allows a BMW to hug the road at higher speeds for excellent stability.

Double-VANOS
VANOS is BMW’s valve timing system that can steplessly vary the points in the combustion cycle when valves open and close. Double-VANOS refers to the fact that it operates on both the intake and exhaust camshafts. Electronically controlled in response to engine speed, load and temperature, VANOS reduces emissions, and enhances low- to medium-speed torque, as well as fuel efficiency.

Advanced Turbo engine
Benefiting from BMW’s Advanced Turbo technology, the 300-hp 335i delivers quick acceleration while virtually eliminating turbo lag. Fuel economy is strong, as well, thanks to precise piezo direct fuel injection.

And this is what comes out.

BMW models have low CO2 emissions today. But that’s just for starters. We’re carrying on our research in the quest to bring you greater driving pleasure, with fewer emissions and decreased fuel consumption.
Portrait of an engineering masterpiece: the 335i’s Advanced Turbo engine produces 300 horsepower at 5800 rpm, and quickly develops 300 lb-ft of torque at 1400 rpm, which continues without fading through to the 5000 rpm range. With such a broad range of powerful torque, you can enjoy smooth, robust acceleration in any gear, at any speed.

Beneath the long hoods of the 3 Series Convertibles lie two of the world’s most sophisticated inline six-cylinders. The innovative powerplant in the 335i generates 300 horsepower and 300 lb-ft of torque, accelerating with a force that reaches 60 mph in just 5.5 seconds.\(^1\) Turbo lag has been virtually eliminated, thanks to Double-VANOS ºsteplesslyº variable valve timing, direct fuel injection, and BMW’s inspired use of the latest turbo technology. By using direct fuel injection ± a high-precision fuel injection system ± our engineers have overcome the traditionally poor gas mileage of turbocharging. Every ounce of fuel is maximized, making the Advanced Turbo engine more efficient than a naturally aspirated engine of equal power.

A lightweight aluminum engine block, extra-light camshafts, and BMW’s Double-VANOS technology further enhance its smooth power delivery, fuel efficiency, and lowered emissions.

Hit the accelerator of the 328i, and in 6.7 seconds\(^2\) you’re sailing past 60 mph, thanks to its 230-horsepower engine. Advanced Valvetronic technology lets this powerplant ºbreatheº better than its predecessor, resulting in greater power, higher torque, quicker engine response, a smoother idle, and enhanced fuel efficiency. The lightweight composite magnesium/aluminum engine block adds to the 328i’s spirited acceleration and nimble handling. With 200 lb-ft of torque, the power pours on early and strong, and continues throughout the powerband.

\(^1\)BMW AG test results: with manual transmission; 5.7 seconds with STEPTRONIC automatic.

\(^2\)BMW AG test results: with manual transmission; 7.2 seconds with STEPTRONIC automatic.

BMW urges you to obey all posted speed laws and always wear safety belts.
The BMW 3 Series Convertible, featuring the world’s most beautiful, versatile and intelligent convertible hardtop.

The 3 Series Convertible is truly a 365-day-a-year car. The hardtop folds into the trunk in 22 seconds but should the weather take a turn for the worse, it takes just 23 seconds to raise it back up. This not only gives the Convertible a sleek, aerodynamic silhouette, it also improves the vehicle’s torsional stiffness, making an already solid ride that much better. And thanks to rear-side windows that are 30 percent larger than the last-generation 3 Series, and an expanded rear window, you enjoy class-leading all-around visibility.

The hardtop headliner is designed to insulate the cabin from outside noise, while keeping the interior comfortably warmed or cooled. Another plus: when the hardtop is up, the variable partition that separates its storage compartment from the trunk can be moved, creating more usable trunk space. And in a bow to tradition, with the top up, the 3 Series Convertible sports a design feature usually seen only on hardtop models: BMW’s signature Hofmeister kink in the rear pillar.

When BMW decided to create a retractable hardtop for the 3 Series Convertible, the thinking went beyond simply making a steel version of a softtop. This innovative, new design separates the roof into three parts that stack one atop the other, then disappear neatly into a special compartment in the trunk. Like the softtop before, the hardtop opens and closes via a conveniently placed control in the cockpit. And now, the Comfort Opening and Loading feature, which is included with Comfort Access, lets you use the remote key to raise or lower the roof.

Should you want to stow large packages in the trunk when the top is down, a touch of the remote button raises the stacked roof up and conveniently out of the way, letting you access more trunk space; another press lowers it back down. All of which makes the 3 Series Convertible hardtop not just one of the sleekest, most beautiful convertible hardtops on the road today, but the smartest, as well.

For details on the availability of standard and optional features, please refer to the Standard equipment | Optional equipment charts at the back of this brochure.

You can enjoy it up, down or somewhere in between.

1. With the hardtop up, the silhouette is sleek and aerodynamic; the interior ambiance, comfortable and quiet.

2. With the vehicle stopped, holding down a button on the console or on the key fob, with Comfort Opening and Loading, operates the motor that electrohydraulically unlocks and separates the three-part roof. As a safety measure, once the button is released, the motion stops.

3. The three parts of the roof smoothly move towards the rear and stack, one above the other, while the trunk lid unlocks at the front and swings up.

4. The stacked roof lowers into its special storage compartment, and then the trunk lid closes.

5. Total time from top-up to top-down: 22 seconds. The sporty, elegant Convertible emerges. The trunk can now be opened from the back, and gently closed using the soft-close feature.
The 3 Series Convertible’s manual and STEPTRONIC automatic transmissions both offer six forward gears for more dynamic and efficient driving.

Do you like the sporty, hands-on control of a manual gearshift? The ease of STEPTRONIC automatic? Or perhaps the excitement of racing-inspired steering-wheel-mounted paddle shifters? Whatever your style, you can indulge it in the 3 Series Convertible.

All models come with a 6-speed transmission. The addition of a sixth forward gear gives you sportier acceleration, smoother cruising and better fuel efficiency. The gear ratios are spaced closer together than with a 5-speed, so the transmission has the right ratio for virtually every situation.

In addition to a silky-smooth, performance-oriented manual transmission, you also have the choice of a STEPTRONIC automatic, which offers Adaptive Transmission Control that “learns” your driving style and shifts accordingly, and a Sport mode for more dynamic shifts. You can also change gears manually: simply select STEPTRONIC mode, then tap the gear lever back to shift up, or forward to shift down, for a more sporting driving experience.

The 3 Series Convertible, when equipped with STEPTRONIC automatic transmission and Sport Package or M Sport Package, automatically comes with steering-wheel-mounted paddle shifters. These allow you to upshift and downshift quickly without using a clutch, for racing-inspired fun whenever the mood strikes.

For details on the availability of standard and optional features, please refer to the Standard equipment / Optional equipment charts at the back of this brochure.

How do you like your power?
Choose a transmission to suit your style.

Do you like the sporty, hands-on control of a manual gearshift? The ease of STEPTRONIC automatic? Or perhaps the excitement of racing-inspired steering-wheel-mounted paddle shifters? Whatever your style, you can indulge it in the 3 Series Convertible.

All models come with a 6-speed transmission. The addition of a sixth forward gear gives you sportier acceleration, smoother cruising and better fuel efficiency. The gear ratios are spaced closer together than with a 5-speed, so the transmission has the right ratio for virtually every situation.

In addition to a silky-smooth, performance-oriented manual transmission, you also have the choice of a STEPTRONIC automatic, which offers Adaptive Transmission Control that “learns” your driving style and shifts accordingly, and a Sport mode for more dynamic shifts. You can also change gears manually: simply select STEPTRONIC mode, then tap the gear lever back to shift up, or forward to shift down, for a more sporting driving experience.

The 3 Series Convertible, when equipped with STEPTRONIC automatic transmission and Sport Package or M Sport Package, automatically comes with steering-wheel-mounted paddle shifters. These allow you to upshift and downshift quickly without using a clutch, for racing-inspired fun whenever the mood strikes.

For details on the availability of standard and optional features, please refer to the Standard equipment / Optional equipment charts at the back of this brochure.
The Active Cruise Control system uses radar sensors in front to gauge the distance and speed of vehicles ahead of you.

Active Cruise Control: another name for highway stress control.

BMW gives you many ways to enjoy driving. First, you can keep your right foot firmly in control, alternating between the accelerator and the brake pedal. Second, on long stretches of highway with light traffic, you can give your right foot a rest by activating standard Dynamic Cruise Control. It keeps you at your desired preset speed, not only on level stretches, but by accelerating uphill and braking downhill.

Then there’s driving in traffic. Here’s where your BMW can actually help relieve stress – that is, if it’s equipped with Active Cruise Control. This feature adjusts your speed automatically, decelerating when you approach a slower vehicle, and then accelerating back up to your preset speed when the coast is clear.

Using radar sensors that scan the area in front of the vehicle, Active Cruise Control gauges the speed of vehicles traveling ahead of you. As you get closer, a ‘vehicle ahead’ icon lights up. Your BMW then automatically adjusts its speed, even braking when necessary, in order to maintain the safe following distance you’ve preselected. When the slower traffic ahead clears, it automatically resumes your previously set cruising speed. It’s one more way BMW helps maintain the joy of driving even in traffic.

1 Active Cruise Control is not a substitute for the driver’s own responsibility in adjusting speed and otherwise controlling the vehicle. After evaluating road, traffic and visibility conditions, the driver decides whether and how the system is used.
When BMW engineers developed the 3 Series Convertible, their concern was equally on safety as it was on fun. This safety engineering starts with the body: because a convertible does not have the added support of a roof, it requires added body stiffeners. BMW added reinforcements in the underfloor and door areas, to give the 3 Series Convertible an extraordinary degree of flexural and torsional stiffness.

At the front, the strengthened windshield, featuring reinforcements in the front A-pillars and cowl top panel, acts as an integrated rollover bar. Thanks to BMW’s innovative production process, this design achieves a degree of stability that is on a par with that of a sedan.

In addition to large front airbags for the driver and front passenger, front seat-integrated airbags help provide optimum protection in the event of a side impact. These side airbags are designed to always be in an ideal location, no matter where the seat is positioned. In the event of a frontal collision, the pedals are moved away from the driver, further helping to minimize injuries.

The three-point seat-integrated safety belt system offers excellent protection, with optimum belt geometry at all four seats.

In a side impact, large seat-integrated side airbags are designed to provide head protection.

Although you can’t see them, you can rely on BMW’s state-of-the-art safety systems in the 3 Series Convertible. Highly accurate sensors react immediately to parameters such as vehicle angle, longitudinal and lateral acceleration, or loss of ground contact. This data is evaluated by high-speed electronic processors, which can then deploy air bags and/or rollover bars from behind the rear-seat headrests within fractions of a second. Together with the reinforced windshield, door reinforcing bars and the remarkably strong body, they combine to form an occupant safety zone. And in case of a severe collision, headlights flash, interior lights come on and the doors automatically unlock to assist emergency aid. In addition, the battery safety terminal disconnects the starter cable from the battery in milliseconds, reducing the risk of an electrical fire.

Rollover bars are integrated behind the rear headrests, but they are invisible under normal conditions.

In the event of a rollover, sensors ensure that the rollover bars are deployed within fractions of a second.
Find many more ways how BMW Assist makes every trip you take more enjoyable.

When an upcoming service need is detected, your BMW automatically transmits all relevant information to your BMW Service Advisor, who then contacts you to arrange an appointment.

Select not only the fastest, but also the most interesting roads to reach your destination.

All drivers sometimes need to stop and refuel. Let a BMW Assist™ Concierge locate and send the address of your preferred gas station and the best local restaurant to your BMW.

Real Time Traffic Information lets you know in advance and recommends an alternative route.

Get into a serious accident? Your BMW automatically calls for help and communicates all relevant information.

Heading for a traffic jam? Real Time Traffic Information lets you know in advance and recommends an alternative route.

Find many more ways how BMW Assist makes every trip you take more enjoyable.

In most large cities, Real Time Traffic Information makes you aware of traffic congestion before you encounter it. This feature displays and describes current local traffic information on your control display; in case of congestion, it suggests alternate routes.

MyInfo allows you to send business locations and street addresses to your BMW from your computer. Destinations and phone numbers can be accessed and exported to your Navigation system for immediate routing, while you can call the destination with your Bluetooth® (bluetooth) phone.

BMW Search allows online access to up-to-date fuel prices, the latest weather forecasts, Bloomberg stock indices and the powerful reach of the Google Maps database delivered on your control display inside your vehicle.

BMW is the first automobile manufacturer to offer BMW Trips, giving you the opportunity to directly transfer personally planned trips from the Internet to your Navigation system via a USB memory stick.

Two for the road: Navigation and BMW Assist

When you're far from home or just in the next town it's easy to find your way with confidence and peace of mind with the convenient features and services available on your BMW.

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

This BMW Assist Convenience Plan adds personalized Directions, Traffic and Weather reports, BMW Search and Concierge services to not only recommend restaurants and hotels, but then also send the destination address and phone number right to your BMW. You can make up to four operator-assisted calls per year with Critical Calling if your cell phone is not available or its battery is discharged.

In most large cities, Real Time Traffic Information makes you aware of traffic congestion before you encounter it. This feature displays and describes current local traffic information on your control display; in case of congestion, it suggests alternate routes.

MyInfo allows you to send business locations and street addresses to your BMW from your computer. Destinations and phone numbers can be accessed and exported to your Navigation system for immediate routing, while you can call the destination with your Bluetooth® (bluetooth) phone.

BMW Search allows online access to up-to-date fuel prices, the latest weather forecasts, Bloomberg stock indices and the powerful reach of the Google Maps database delivered on your control display inside your vehicle.

In most large cities, Real Time Traffic Information makes you aware of traffic congestion before you encounter it. This feature displays and describes current local traffic information on your control display; in case of congestion, it suggests alternate routes.

MyInfo allows you to send business locations and street addresses to your BMW from your computer. Destinations and phone numbers can be accessed and exported to your Navigation system for immediate routing, while you can call the destination with your Bluetooth® (bluetooth) phone.

BMW Search allows online access to up-to-date fuel prices, the latest weather forecasts, Bloomberg stock indices and the powerful reach of the Google Maps database delivered on your control display inside your vehicle.

BMW is the first automobile manufacturer to offer BMW Trips, giving you the opportunity to directly transfer personally planned trips from the Internet to your Navigation system via a USB memory stick.

For details on the availability of standard and optional features, please refer to the Standard equipment | Optional equipment charts at the back of this brochure.
The pages in this section show available colors and materials for the BMW 3 Series Convertible. Use these samples to compare paint, upholstery, trim colors and combinations. Please note that these samples are representations; they are not exact reproductions. To see the actual colors, visit your local BMW center or bmwusa.com/byo.

### Exterior paints

- **300 Alpine White Non-metallic**
- **668 Jet Black Non-metallic**
- **354 Titanium Silver Metallic**
- **896 Blue Water Metallic**
- **A61 Crimson Red Non-metallic**
- **A52 Space Gray Metallic**
- **A53 Platinum Bronze Metallic**
- **A35 Monaco Blue Metallic**
- **A17 Mojave Metallic**
- **A13 Atlantic Blue Metallic**
- **354 Titanium Silver Metallic**
- **A81 Tasman Green Metallic**
- **A80 T asman Green Metallic**
- **A93 Black Sapphire Metallic**
- **A77 Space Gray Metallic**
- **A53 Platinum Bronze Metallic**
- **A39 Barbera Red Metallic**
- **A13 Atlantic Blue Metallic**
- **381 Le Mans Blue Metallic (requires M Sport Package)**
- **475 Black Sapphire Metallic**
- **A81 Tasman Green Metallic**
- **475 Black Sapphire Metallic**
- **KAGE Cream Beige Leatherette\(^1\)**
- **KASW Black Leatherette\(^1\)**
- **LCGE Cream Beige Dakota Leather\(^2\)**
- **LCAD Gray Dakota Leather\(^2\)**
- **LCD1 Coral Red/Black Dakota Leather\(^2\)**
- **LCD3 Saddle Brown/Black Dakota Leather\(^2\)**
- **LCSW Black Dakota Leather\(^2\)**

\(^1\) Leatherette standard in 320i; not available in 335i.
\(^2\) Dakota Leather standard in 335i; optional and included in 320i Premium Package.

Dakota Leather upholstery includes Sun-Reflective Technology.
Please refer to the Recommended color combinations chart on the facing page for details on limitations and exclusivity when selecting 3 Series Convertible interior trims.

Interior trims

| 4AB Dark Burl Walnut Wood | 4A3 Light Burl Walnut Wood |
| ▲ 4A5 Gray Poplar Wood | ▲ 4B9 Aluminum |
| ▲ 4MG Glacier Silver Aluminum (requires M Sport Package) |

### Recommended color combinations

<table>
<thead>
<tr>
<th>Materials</th>
<th>Leatherette&lt;sup&gt;1&lt;/sup&gt;</th>
<th>Dakota Leather with Sun-Reflective Technology&lt;sup&gt;2&lt;/sup&gt;</th>
</tr>
</thead>
<tbody>
<tr>
<td>Upholstery colors</td>
<td>Cream Beige</td>
<td>Black</td>
</tr>
<tr>
<td>Exterior colors</td>
<td></td>
<td></td>
</tr>
<tr>
<td>399 Alpine White</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>A61 Jasmine Beige</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>4A1 Black</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>4A3 Red</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>354 Titanium Silver</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>A33 Dakota Gray</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>395 Black</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>A32 Gray</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>A17 Majestic Brown</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>A12 Atlantic Blue</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>A51 Montego Blue</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>A36 Monaco Blue</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>381 Le Mans Blue</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>A39 Sahara Blue</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>A91 Super Green</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>479 Blue Sapphire</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Interior trims</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4AB Dark Burl Walnut Wood&lt;sup&gt;3&lt;/sup&gt;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4A3 Light Burl Walnut Wood&lt;sup&gt;3&lt;/sup&gt;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4A5 Gray Poplar Wood&lt;sup&gt;3&lt;/sup&gt;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4B9 Aluminum&lt;sup&gt;3&lt;/sup&gt;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4MG Glacier Silver Aluminum&lt;sup&gt;3&lt;/sup&gt;</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

1 Standard in 320i, not available in 335i.  
2 Standard in 335i; optional and included in 328i Premium Package.  
3 Standard.  
4 Not available with M Sport Package.  
5 Optional.  
6 Requires M Sport Package.  
7 No-cost option.  
8 No-cost option requires M Sport Package.
Create an interior that reflects your own sophistication.

Sporting class: an interior that pairs attention-getting Saddle Brown and Black Dakota Leather upholstery with a gleaming Tasman Green Metallic exterior.

Gray Poplar Wood trim is lavished throughout the elegant interior of the BMW 3 Series Convertible.

Open to the skies and for all to see, nothing identifies your inner spirit like a convertible. What better way to declare your true nature—subtle, sophisticated, playful, elegant, athletic—than by your choice of interior and exterior colors, materials and trims. This Tasman Green Metallic Convertible makes a strong personal statement when filled with the rich, warm hue of supple Saddle Brown Dakota Leather, and strikingly accented with Black Dakota Leather and Gray Poplar Wood trim.

Selection examples

328i Convertible shown with the following equipment:

**Exterior color:** Tasman Green Metallic

**Upholstery:** Saddle Brown/Black Dakota Leather

**Interior trim:** Gray Poplar Wood
The driver-oriented cabin invites you to take the wheel and take off.

If a cool blue convertible is your fantasy freedom machine, take it to the limit with a Blue Water Metallic 3 Series Convertible. A Cream Beige Dakota Leather interior intensifies the excitement of open-sky freedom.

The pleasing curves of the interior design are enhanced by the elegance of Dakota Leather upholstery, trimmed in Dark Burl Walnut Wood.

Indulge your fantasies.
<table>
<thead>
<tr>
<th>Standard equipment</th>
<th>Optional equipment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adaptive Brake Lights help other drivers recognize the intensity of your braking actions. In emergency braking, the illuminated area of the brake lights increases, alerting drivers behind you to brake quickly.</td>
<td>Adaptive Brake Lights help other drivers recognize the intensity of your braking actions. In emergency braking, the illuminated area of the brake lights increases, alerting drivers behind you to brake quickly.</td>
</tr>
<tr>
<td>BMW’s distinctive front kidney-shaped grille features a chrome surround and vertical slats on all 3 Series Convertibles.</td>
<td>BMW’s distinctive front kidney-shaped grille features a chrome surround and vertical slats on all 3 Series Convertibles.</td>
</tr>
<tr>
<td>Xenon Adaptive Headlights provide brilliant clarity of the road ahead and to the side at night and in conditions with poor visibility. The dynamic auto-leveling feature adjusts for varying passenger and cargo loads, helping to keep headlight glare out of the eyes of oncoming drivers. BMW Adaptive Headlights provide optimum road illumination around corners, thanks to an electromechanical control system that directs the headlights into and around the bend as soon as the vehicle begins cornering. The Corona headlight-rings that circle both headlights and high beams also act separately as Daytime Running Lights and parking lights.</td>
<td>Xenon Adaptive Headlights provide brilliant clarity of the road ahead and to the side at night and in conditions with poor visibility. The dynamic auto-leveling feature adjusts for varying passenger and cargo loads, helping to keep headlight glare out of the eyes of oncoming drivers. BMW Adaptive Headlights provide optimum road illumination around corners, thanks to an electromechanical control system that directs the headlights into and around the bend as soon as the vehicle begins cornering. The Corona headlight-rings that circle both headlights and high beams also act separately as Daytime Running Lights and parking lights.</td>
</tr>
<tr>
<td>Halogen free-form foglights, integrated into the deep front spoiler, enhance your margin of safety in bad visibility. Ellipsoid free-form technology ensures even light distribution on the road.</td>
<td>Halogen free-form foglights, integrated into the deep front spoiler, enhance your margin of safety in bad visibility. Ellipsoid free-form technology ensures even light distribution on the road.</td>
</tr>
<tr>
<td>Star Spoke (Style 157) 17 x 8.0 light alloy wheels with 225/45 run-flat all-season tires. (Standard on 328i.)</td>
<td>Star Spoke (Style 157) 17 x 8.0 light alloy wheels with 225/45 run-flat all-season tires. (Standard on 328i.)</td>
</tr>
<tr>
<td>Star Spoke (Style 185) 17 x 8.0 light alloy wheels with 225/45 run-flat all-season tires. (Optional on 335i.)</td>
<td>Star Spoke (Style 185) 17 x 8.0 light alloy wheels with 225/45 run-flat all-season tires. (Optional on 335i.)</td>
</tr>
<tr>
<td>Cross Spoke (Style 197) light alloy wheels with run-flat performance tires. In front: 18 x 8.0 wheels with 225/40 tires; in back: 18 x 8.5 wheels with 255/35 tires. (Included in 328i Sport Package.)</td>
<td>Cross Spoke (Style 197) light alloy wheels with run-flat performance tires. In front: 18 x 8.0 wheels with 225/40 tires; in back: 18 x 8.5 wheels with 255/35 tires. (Included in 328i Sport Package.)</td>
</tr>
<tr>
<td>Star Spoke (Style 189) light alloy wheels with run-flat performance tires. In front: 18 x 8.0 wheels with 225/40 tires; in back: 18 x 8.5 wheels with 255/35 tires. (Included in 335i Sport Package.)</td>
<td>Star Spoke (Style 189) light alloy wheels with run-flat performance tires. In front: 18 x 8.0 wheels with 225/40 tires; in back: 18 x 8.5 wheels with 255/35 tires. (Included in 335i Sport Package.)</td>
</tr>
<tr>
<td>Star Spoke (Style 230) 17 x 8.0 light alloy wheels with run-flat performance tires. In front: 19 x 8.0 wheels with 225/35 tires; in back: 19 x 8.5 wheels with 255/30 tires. (Optional on 335i, requires optional Sport Package.)</td>
<td>Star Spoke (Style 230) 17 x 8.0 light alloy wheels with run-flat performance tires. In front: 19 x 8.0 wheels with 225/35 tires; in back: 19 x 8.5 wheels with 255/30 tires. (Optional on 335i, requires optional Sport Package.)</td>
</tr>
</tbody>
</table>

1 Run-flat tires do not come equipped with a spare tire.
2 Performance tires not recommended for driving in ice and snow. Due to low-profile tires, please note: wheels, tires and suspension parts are more susceptible to road hazard and consequential damages.
6-speed manual transmission delivers a precise, athletic feel. Its responsiveness is due, in part, to the enhanced synchronization of shifts from neutral to each gear. A shortened shift lever and throw add to the sporty feel of the gearbox. The sixth gear drops revs at highway speeds for smooth cruising.

Storage compartments are integrated into both doors. A flip-out-bin below the armrest offers different compartments in which to tuck away sunglasses, change and other small items; a convenient open storage space for maps and larger items; a convenient open armrest offers different compartments in which to tuck away sunglasses, change and other small items; a convenient open storage space for maps and larger items; a convenient open rear-console provides rear-seat occupants with ample storage, both open and covered, and rear-cabin climate controls.

BMW Ambiance lighting adds a touch of elegance to cabin lighting. In addition to soft, white light, turn the headlamps on to enjoy the drama of a warm reddish light that runs from front to rear, and other small items; a convenient open storage space for maps and larger items; an additional open storage space.

Seat-integrated front safety belts help keep occupants firmly and comfortably in place. The seat-integrated design also helps ease entry and exit for rear-seat passengers.

Beneath the inner door ledge.

6-speed STEPTRONIC automatic transmission provides a choice of three modes: Drive, with Adaptive Transmission Control; a more dynamic: Sport; mode; and STEPTRONIC automatic, for the hands-on control of a manual without a clutch.

If you must use a brake, and with manual transmission must also depress the clutch, in order to start. You can then start by applying the brake pedal. In automatic transmission, the engine is activated via the left-hand steering column switch and deactivated by applying the brakes or via the switch.

Engine Start/Stop button and remote key control the engine. First, insert the remote key into the starter switch slot. After the electronic identification system confirms that it is the correct remote key, you can start (or later, turn off) the engine by pressing the Start/Stop button.

If you decide whether and how the system is used. Due to road, traffic and visibility conditions, the driver decides whether and how the system is used in conjunction with data stored on an internal hard drive, a choice of detailed maps show and tell the directions to your desired destination. In many areas, it also provides Real Time Traffic Information on potential traffic problems along your route, and can even plan a detour around them.

With the Navigation system, you can program up to six easy-access memory buttons with your most frequently used functions. At a touch, call up your favorite radio stations, Navigation system addresses, phone numbers, and more.

Smoker’s Package/ashtray (shown) not available.

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

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

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

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

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

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

For details on the availability of standard and optional features, please refer to the charts at the back of this brochure.
**Park Distance Control** uses ultrasonic sensors in the rear bumper to help you judge the distance to other cars and unseen objects when parking. The beeping becomes faster as your bumper approaches the object, turning into a constant tone when the distance is less than 12 inches.

**Active Cruise Control** system uses radar measurements to automatically maintain a preset speed and distance between your vehicle and the one ahead in highway driving.1

**Comfort Access system** offers keyless access to your car. By carrying the remote key in a pocket or purse, you can unlock the doors by touching the door handle, and turn the engine on or off by pressing the Start/Stop button. This option also includes the Comfort Opening and Loading feature.

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

**BMW Assist™** and Bluetooth® system offers hands-free calling through your BMW-approved Bluetooth® phone. The BMW Assist Safety Plan is included for four years, providing Automatic Collision Notification, (Optional and included in Cold Weather Packages.)

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

**BMW Assist™** and Bluetooth system offers hands-free calling through your BMW-approved Bluetooth® phone. The BMW Assist Safety Plan is included for four years, providing Automatic Collision Notification, Emergency and Roadside Assistance, Door Unlock, Stolen Vehicle Recovery, Tire/Service and more.

**Critical Calling and Concierge services**.

The optional Convenience Plan offers Directions, Traffic, Weather, Critical Calling and Concorso services. See page 66 for detailed information on standard and optional services.

**Dakota Leather upholstery** cradles driver and passengers in softly gathered comfort. Durable and easy to maintain, a leather interior adds elegance and refinement. In the Convertible, Dakota Leather upholstery includes BMW’s exclusive Sun-Reflective Technology, which helps keep seats and other upholstered surfaces cooler to the touch, even when the top is left down. Ten-way power-adjustable front seats offer customized comfort and the convenience of seat and exterior mirror memory.

**Premium Package:** Add more luxury, practicality and security to the 3 Series Convertible with the Premium Package. You’ll enjoy the beauty and comfort of supple Dakota Leather upholstery,* with Sun-Reflective Technology, and front-seat four-way adjustable lumbar support. Automatic-dimming mirrors enhance nighttime visibility; the exterior side-view mirrors are power-adjustable inside, the rear-view mirror includes a handy digital compass. Both exterior mirrors have a power-foldable feature, and the right side-view mirror automatically tilts down when the vehicle is shifted into reverse gear. The Premium Package also includes an integrated three-button Universal garage-door opener; BMW Assist for roadgoing peace of mind, and Bluetooth wireless technology to let you make and receive calls without taking your eyes from the road.2

1 Dakota Leather upholstery standard in 335i.
2 Requires BMW-approved Bluetooth-enabled phone.

**Active Cruise Control is not a substitute for the driver’s own responsibility in adjusting speed and otherwise controlling the vehicle. Due to the road, traffic and visibility conditions, the driver decides whether and how the system is used.**

**Premium Package:** Add more luxury, practicality and security to the 3 Series Convertible with the Premium Package. You’ll enjoy the beauty and comfort of supple Dakota Leather upholstery,* with Sun-Reflective Technology, and front-seat four-way adjustable lumbar support. Automatic-dimming mirrors enhance nighttime visibility; the exterior side-view mirrors are power-adjustable inside, the rear-view mirror includes a handy digital compass. Both exterior mirrors have a power-foldable feature, and the right side-view mirror automatically tilts down when the vehicle is shifted into reverse gear. The Premium Package also includes an integrated three-button Universal garage-door opener; BMW Assist for roadgoing peace of mind, and Bluetooth wireless technology to let you make and receive calls without taking your eyes from the road.2

1 Dakota Leather upholstery standard in 335i.
2 Requires BMW-approved Bluetooth-enabled phone.

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

**BMW Assist™** and Bluetooth system offers hands-free calling through your BMW-approved Bluetooth® phone. The BMW Assist Safety Plan is included for four years, providing Automatic Collision Notification, Emergency and Roadside Assistance, Door Unlock, Stolen Vehicle Recovery, Tire/Service and more.

**Critical Calling and Concierge services**.

The optional Convenience Plan offers Directions, Traffic, Weather, Critical Calling and Concorso services. See page 66 for detailed information on standard and optional services.

**Dakota Leather upholstery** cradles driver and passengers in softly gathered comfort. Durable and easy to maintain, a leather interior adds elegance and refinement. In the Convertible, Dakota Leather upholstery includes BMW’s exclusive Sun-Reflective Technology, which helps keep seats and other upholstered surfaces cooler to the touch, even when the top is left down. Ten-way power-adjustable front seats offer customized comfort and the convenience of seat and exterior mirror memory.

**Premium Package:** Add more luxury, practicality and security to the 3 Series Convertible with the Premium Package. You’ll enjoy the beauty and comfort of supple Dakota Leather upholstery,* with Sun-Reflective Technology, and front-seat four-way adjustable lumbar support. Automatic-dimming mirrors enhance nighttime visibility; the exterior side-view mirrors are power-adjustable inside, the rear-view mirror includes a handy digital compass. Both exterior mirrors have a power-foldable feature, and the right side-view mirror automatically tilts down when the vehicle is shifted into reverse gear. The Premium Package also includes an integrated three-button Universal garage-door opener; BMW Assist for roadgoing peace of mind, and Bluetooth wireless technology to let you make and receive calls without taking your eyes from the road.2

1 Dakota Leather upholstery standard in 335i.
2 Requires BMW-approved Bluetooth-enabled phone.

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

**BMW Assist™** and Bluetooth system offers hands-free calling through your BMW-approved Bluetooth® phone. The BMW Assist Safety Plan is included for four years, providing Automatic Collision Notification, Emergency and Roadside Assistance, Door Unlock, Stolen Vehicle Recovery, Tire/Service and more.

**Critical Calling and Concierge services**.

The optional Convenience Plan offers Directions, Traffic, Weather, Critical Calling and Concorso services. See page 66 for detailed information on standard and optional services.
Cold Weather Package: Enjoy winter to the fullest with the Cold Weather Package. There’s nothing like the feeling of quick-warming heated front seats and a heated steering wheel on a chilly morning or the reassurance of clean, bright headlights on a stormy night. And for transporting long objects, such as skis and snowboards, the through-loading rear seats offer a convenient solution for those en route to the slopes. A cargo bag is also included to protect the items you are transporting, as well as the interior cabin and trunk surfaces.

Retractable high-intensity headlight washers help keep lights clean of ice, mud, road salt and other coatings, for maximum road lighting and enhanced driving safety.

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

Through-loading hatch opening is almost 16 inches wide. With the backrest folded down, skis, snowboards, and other long items can be transported even with the top down. Two fastener hooks conveniently transport items, such as grocery bags, in an upright position.

Sport Package: The Sport Package is larger wheels and run-flat performance tires add to the excitement of the 3 Series Convertible, while sport suspension calibration adds to cornering stability. Adjustable side bolsters in the 10-way power front sport seats hold you firmly in place during sporty driving maneuvers and cradle you comfortably over long distances. When equipped with the Sport Package and optional steptronic automatic transmission, the Convertible comes with steering wheel-mounted paddle shifters.

10-way power adjustable front sport seats with two-way manual headrests and thigh support make the driving experience more enjoyable. Side bolsters can be power-adjusted to fit your back comfortably while helping to hold you firmly in place during cornering. Shown with Coral Red/Black Dakota Leather upholstery and Aluminum interior trim.

Optional equipment packages

<table>
<thead>
<tr>
<th>Optional equipment packages</th>
</tr>
</thead>
<tbody>
<tr>
<td>10-way power adjustable front sport seats with two-way manual headrests and thigh support. Side bolsters can be power-adjusted to fit your back comfortably while helping to hold you firmly in place during cornering. Shown with Coral Red/Black Dakota Leather upholstery and Aluminum interior trim.</td>
</tr>
</tbody>
</table>

Sport Package:

<table>
<thead>
<tr>
<th>Sport Package</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Sport Package’s larger wheels and run-flat performance tires add to the excitement of the 3 Series Convertible, while sport suspension calibration adds to cornering stability. Adjustable side bolsters in the 10-way power front sport seats hold you firmly in place during sporty driving maneuvers and cradle you comfortably over long distances. When equipped with the Sport Package and optional steptronic automatic transmission, the Convertible comes with steering wheel-mounted paddle shifters.</td>
</tr>
</tbody>
</table>

Heated steering wheel is a feature that, like heated seats, becomes a “must-have” once it is experienced. The heating switch is conveniently located on the steering column.

Cross Spoke (Style 197) light alloy wheels with run-flat1 performance tires.
In front: 18 x 8.0 wheels with 225/40 tires; in back: 18 x 8.5 wheels with 255/35 tires. (328i Sport Package)

Star Spoke (Style 189) light alloy wheels with run-flat1 performance tires.
In front: 18 x 8.0 wheels with 225/40 tires; in back: 18 x 8.5 wheels with 255/35 tires. (330i Sport Package)

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

Smoker’s Package/ashtray (shown) not available.

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

For details on the availability of standard and optional features, please refer to the Standard equipment | Optional equipment charts at the back of this brochure.
M Sport Package: An Aerodynamic kit and increased top-speed limiter hint at the package’s performance-oriented attitude. Exclusive to the M Sport Package is the choice of Le Mans Blue Metallic paint. The interior boasts sport seats and a leather-wrapped multi-function M sport steering wheel; M door sills and an M footrest add an expressive visual touch. The M-tuned sport suspension is complemented by glancing Star Spoke (Style 193M) 18" M light alloy wheels with mixed-size performance tires; the 325i Convertible also offers the choice of 19" Double Spoke (Style 225M) M light alloy wheels with 225/35 front, 255/30 rear performance tires.

Star Spoke (Style 193M) M light alloy wheels with performance tires
- In front: 18 x 8.0 wheels with 225/40 tires
- In back: 18 x 8.5 wheels with 255/35 tires

Rear apron not only adds to the sporty look of the 3 Series Convertible, it helps reduce drag at higher speeds.

Three-spoke, leather-wrapped multi-function M sport steering wheel includes a thick, textured rim and thumb indents that are designed for performance driving. The integrated multi-function buttons can be used to operate the radio, CD player and telephone (if installed), while keeping both hands on the wheel. When STEPTRONIC automatic transmission is included, steering-wheel-mounted paddle shifters offer race-inspired clutch-free manual shifting.

M entry door sills with chrome inserts and the M logo perfectly complement the M Sport Package.

M rear apron not only adds to the sporty look of the 3 Series Convertible, it helps reduce drag at higher speeds.

The Aerodynamic kit includes a front air dam with generous air intakes, dynamic side skirts and an athletic rear spoiler. The M Sport chassis is lowered for tighter handling when cornering and a more aggressive look.

For details on the availability of standard and optional features, please refer to the Standard equipment | Optional equipment charts at the back of this brochure.

Optional equipment packages $4155

Run-flat tires do not come equipped with a spare tire. Due to low-profile tires, please note: wheels, tires and suspension parts are more susceptible to road hazard and consequential damages. Performance tires not recommended for driving in ice and snow.
In the event of a collision, BMW’s supplemental restraint system (SRS) with advanced technology for the driver and passenger front airbags determines which airbags to deploy for optimal protection. The system also includes front seat-mounted side-impact airbags and Active Knee Protection airbags (not shown).

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

Dynamic Stability Control (DSC) with Dynamic Traction Control (DTC) features Brake Drying, Brake Stand-by, Brake Fade Compensation and Start-off Assistant. DSC is a braking control system that, when it senses an impending skid, helps to stabilize the 3 Series Convertible in just milliseconds. If the system senses over- or understeer, it modulates engine power and can apply brakes individually to help keep the vehicle under control and going in the intended direction. For sportier driving or in deep snow, the DTC system allows increased wheelslip.

Cornering Brake Control increases vehicle stability by proportioning the braking force while turning. When you brake in a turn, the pressure comes off the rear wheels, which causes the vehicle to swerve inward (oversteer) (1) Cornering Brake Control counteracts this action by asymmetrically adjusting brake pressure (2), creating stabilizing counter-torque (3), independently of the ABS system.

Xenon Adaptive Headlights illuminate the road ahead and to the side with brilliant clarity; Xenon headlight also have a dynamic auto-leveling feature. BMW Adaptive Headlights illuminate the road around corners by directing the headlights into and through the bend, as soon as the vehicle begins cornering.

In the event of a collision, BMW’s supplemental restraint system (SRS) with advanced technology for the driver and passenger front airbags determines which airbags to deploy for optimal protection. The system also includes front seat-mounted side-impact airbags and Active Knee Protection airbags (not shown). Please note: These pictures of airbags are for illustrative purposes only. Depending upon the type of accident, none, some or all airbags may deploy.

Run-flat tires allow speeds of up to 50 mph and travel from 30 to 150 miles after a loss of air pressure, depending on the passenger load and weight of articles being transported. In situations that would normally result in a flat tire, reinforced sidewalls help prevent the tires from collapsing or loosening from the rim. In the event of a decline in tire pressure, the driver is warned by the Tire Pressure Monitor.

BMW’s door-anchoring system includes a reinforcing bar with a hook-like member within each door. In a severe side impact, the reinforcing bar hooks the door to the body, locking them together to make a more rigid passenger cell. When the pressure is released, the anchoring system is designed to snap back so that the doors can open.

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

BMW Adaptive Headlights illuminate the road around corners by directing the headlights into and through the bend, as soon as the vehicle begins cornering.

Innovative chassis is constructed using the latest technology in steel production. Using a stronger steel for the chassis results in a smoother ride, remarkable handling and enhanced margin of active and passive safety.

Active Cruise Control (optional) uses radar measurements to automatically maintain a preset speed and distance between your vehicle and the one ahead in both heavy traffic and highway driving.

1 Please see the Owner’s Manual for more information detailing allotted miles to travel and load weight rules.

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

328i 335i

1-3.0-liter dual overhead cam (DOHC), 24-valve inline 6-cylinder engine with composite magnesium/carbon fiber engine block, Valvetronic, and Double VANOS steplessly variable valve timing

1-3.0-liter dual overhead cam (DOHC), 24-valve inline turbocharged 6-cylinder engine with Valvetronic Turbo technology and Double VANOS steplessly variable valve timing

Electronic Throttle Control

6-speed manual transmission

6-speed STEPTRONIC automatic transmission with Adaptive Transmission Control

Sliding金融期 permitted paddle shifters (automatically included when STEPTRONIC automatic transmission and Sport Package or M Sport Package are ordered)


Handling, ride, and braking

Dynamic Stability Control (DSC), including Brake-force Distribution, Start-assist, Brake Drying, and Brake Stand-by features, with Dynamic Traction Control (DTC)

Extensive aluminum componentry, including front suspension components

Double joint type front and live rear suspension

Front and rear anti-roll (stabilizer) bars

Sport-tuned suspension shock absorbers

Sport suspension calibration

4-wheel ventilated anti-lock disc brakes with Dynamic Brake Control (DBC)

Engine speed-variable, variable-assist power steering

Active Steer System with Servotronic power assist

Innentirenaug speed limiter

Exterior

Star Spoke (Style 17) light alloy wheels, 17 x 8.0; 225/45 run-flat all-season tires

Star Spoke (Style 18) light alloy wheels, 17 x 8.0; 225/45 run-flat all-season tires

Cross Spoke (Style 17) light alloy wheels, 18 x 8.0; 225/40 run-flat performance tires

Star Spoke (Style 18) light alloy wheels, 18 x 8.0; 225/40 run-flat performance tires

Star Spoke (Style 256) light alloy wheels, 18 x 8.0; front, 18 x 9.0; rear; 255/30 run-flat performance tires

Star Spoke (Style 174) light alloy wheels, 18 x 8.0; front, 18 x 9.0; rear; 255/30 run-flat performance tires

Double Spoke (Style 225M) light alloy wheels, 19 x 8.0; front, 19 x 9.0; rear; 225/35 run-flat performance tires

Double Spoke (Style 225M) light alloy wheels, 19 x 8.0; front, 19 x 9.0; rear; 225/35 run-flat performance tires


Exterior seating and trim

10-way power-adjustable front seats with driver memory with 3 pre-setter seats and exterior mirror positions

10-way power-adjustable front seats with driver memory with 3 pre-setter seats and exterior mirror positions (requires Dakota Leather upholstery or Premium Package in 328i)

4-way adjustable power-bure aud support for headrests

Heated leather steering wheel

Stealth Leather upholstery with Sun-Retrofit Technology

Soft Top Water Repellency

Light Bird Walnut wood

Gray Pepper flower tint

Aluminum trim

Glimmer Silver Aluminate and trim (requires M Sport Package)

7-stage headlight front face

Heated (heatersphere)

Heat retention feature

Split fold-down rear seats

Fold-down rear seats with hock convenience hooks

Through-loading rear seats

Comfort and convenience

Engine Start/Stop button

Comfort seats with memory and Z-sport power lumbar/side support

Automatic climate control – includes micro-filter, automatic air recirculation, left/right temperature control, maximum air conditioning, heat at rest, and recall of individual user settings

Door storage pockets with covers

Front seat center armrest

Front cupholders

Front-seat center armrest

Door storage pockets with covers

Glove compartment

Tilt/slip-adjustable steering wheel column

Park Distance Control (PDC) (rear only)

Foglights (includes dynamic driving functions, intermittent-wipe mirror with automatic-dimming function and high beam)

Power windows with one-touch up/down operation

Steering-wheel mounted power button

Active Cruise Control

Activate Cruise control

Automatic high beams

Automatic headlight wiper system

Parking Aid (includes reverse-angle, side-view, and panoramic view)

Crowning lights include: daytime running, puddle lights from remote, automatic switch-on when engine is turned on, separately controlled (bright front reading lights, and front footwell lighting)

Ground lights located in bottom of exterior door handles

Locking grilles

Electric interior trunk release

Sun-roof ⇒ removable sunroof Express and Automatic headlight control

Integrated 3,600-watt (6-channel) garage-door opener


<table>
<thead>
<tr>
<th>Standard</th>
<th>Optional</th>
<th>Included in Sport Package</th>
<th>Included in M Sport Package</th>
<th>Included in Premium Package</th>
<th>Included in Cold Weather Package</th>
<th>No-cost option</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
</tbody>
</table>

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

2) Performance tires are not recommended for driving in snow and ice. Due to low-profile tires, please note: wheels, tires, and suspension parts are more susceptible to road hazard and individual road degradation.
## Audio system

<table>
<thead>
<tr>
<th>328i</th>
<th>335i</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audio system 328i 335i player audio system with Radio Data System (RDS)</td>
<td>● ●</td>
</tr>
<tr>
<td>Logi7 Surround Sound 328i 335i player audio system with Digital Signal Processing (DSP), Radio Data System (RDS), Auto-Stereo and 2-channel FM diversity antenna, displays MP3 song title and artist</td>
<td>○ ○</td>
</tr>
<tr>
<td>Audible sound signature for premium audio players, located in the center console</td>
<td>● ●</td>
</tr>
<tr>
<td>Sirius Satellite Radio with one-year subscription</td>
<td>○ ○</td>
</tr>
<tr>
<td>iPod® and USB adapter (includes cable connection)</td>
<td>○ ○</td>
</tr>
<tr>
<td>Smartphone Integration (requires iPod® and USB adapter and Premium Package or BMW Assist™)</td>
<td>○ ○</td>
</tr>
<tr>
<td>HD Radio™ with multiband tuning technology</td>
<td>● ●</td>
</tr>
</tbody>
</table>

## Instrumentation and controls

<table>
<thead>
<tr>
<th>328i</th>
<th>335i</th>
</tr>
</thead>
<tbody>
<tr>
<td>3-spoke leather-wrapped multifunction sport steering wheel with audio and hands-free phone controls</td>
<td>● ●</td>
</tr>
<tr>
<td>3-spoke leather-wrapped multifunction sport steering wheel with audio and hands-free phone controls</td>
<td>● ●</td>
</tr>
<tr>
<td>Service Interval Indicator with tire pressure monitoring system</td>
<td>● ●</td>
</tr>
<tr>
<td>Check Control</td>
<td>● ●</td>
</tr>
<tr>
<td>On-board computer with Check Control</td>
<td>● ●</td>
</tr>
<tr>
<td>BMW Navigation system with 16:9 high-resolution, 3-D screen, Voice Command system, and Real Time Traffic Information; Drive systems with high function on-board computer, Control Center, and programmable memory factory and 12 GB storage for audio files</td>
<td>○ ○</td>
</tr>
</tbody>
</table>

## Safety and security

<table>
<thead>
<tr>
<th>328i</th>
<th>335i</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anti-lock braking system (ABS)</td>
<td>● ●</td>
</tr>
<tr>
<td>Adaptive Brake Lights</td>
<td>● ●</td>
</tr>
<tr>
<td>Airbag Protection System</td>
<td>● ●</td>
</tr>
<tr>
<td>Seat-integrated front safety belts</td>
<td>● ●</td>
</tr>
<tr>
<td>Automatic safety belt pretensioners at front seating positions</td>
<td>● ●</td>
</tr>
<tr>
<td>Driver Assistance System</td>
<td>● ●</td>
</tr>
<tr>
<td>Driver-assistance supplemental restraint system (DSRS) with advanced technology, dual-threshold, dual-stage deployment, and front-passenger-seat sensors designed to prevent unnecessary airbag deployment</td>
<td>● ●</td>
</tr>
<tr>
<td>Sealed-mounted front-side impact airbags</td>
<td>● ●</td>
</tr>
<tr>
<td>Driver and front passenger Active Knee Protection</td>
<td>● ●</td>
</tr>
<tr>
<td>Interlocking door system to help protect against door intrusion at side impacts</td>
<td>● ●</td>
</tr>
<tr>
<td>Central locking system with console control switch (gas filler door unlinked), dual-lock feature and 2-stage unlocking</td>
<td>● ●</td>
</tr>
<tr>
<td>Central Glassbreak Protection</td>
<td>● ●</td>
</tr>
<tr>
<td>Automatic folding mirrors (328i) on all passenger-seat safety belts for installation of child-restraint seat</td>
<td>● ●</td>
</tr>
<tr>
<td>LATCH attachments on child restraint safety harness installation</td>
<td>● ●</td>
</tr>
<tr>
<td>Crash sensor that automatically turns on hazard lights and interior lights, active doors, and disconnects battery terminal</td>
<td>● ●</td>
</tr>
<tr>
<td>Programmable Exterior Lighting</td>
<td>● ●</td>
</tr>
<tr>
<td>BMW Assist with Bluetooth® wireless technology for hands-free calling with Bluetooth-enabled mobile phones; with phonebook downloading and speech recognition capabilities (please visit your authorized BMW center for details on standard equipment and optional packages and a list of BMW-approved Bluetooth technology enabled mobile phones; includes Online Information Services when equipped with BMW Navigation system)</td>
<td>○ ○</td>
</tr>
</tbody>
</table>

## BMW Services

<table>
<thead>
<tr>
<th>328i</th>
<th>335i</th>
</tr>
</thead>
<tbody>
<tr>
<td>BMW Ultimate Service™ (for complete details on BMW Ultimate Service, visit bmwusa.com/ultimateservice)</td>
<td>● ●</td>
</tr>
</tbody>
</table>

## Premium Package

<table>
<thead>
<tr>
<th>328i</th>
<th>335i</th>
</tr>
</thead>
<tbody>
<tr>
<td>4-way adjustable power lumbar support for front seats</td>
<td>○ ○</td>
</tr>
<tr>
<td>Heated Leather upholstery</td>
<td>○ ○</td>
</tr>
<tr>
<td>Interior and power-adjustable folding interior mirrors with automatically dimming function; digital interior mirror compass</td>
<td>○ ○</td>
</tr>
<tr>
<td>Integrated 2-door Universal garage-door opener</td>
<td>● ●</td>
</tr>
<tr>
<td>BMW Assist with Bluetooth wireless technology for hands-free calling with Bluetooth-enabled mobile phones; with phonebook downloading, and speech recognition capabilities (please visit your authorized BMW center for details on standard equipment and optional packages and a list of BMW-approved Bluetooth technology enabled mobile phones; includes Online Information Services when equipped with BMW Navigation system)</td>
<td>○ ○</td>
</tr>
</tbody>
</table>

## Sport Package (not available with M Sport Package)

<table>
<thead>
<tr>
<th>328i</th>
<th>335i</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cross Spoke (Style 169) alloy wheels, 18 x 8.0 front, 18 x 9.0 rear; 225/45 front, 255/35 rear flat performance tires</td>
<td>○ ○</td>
</tr>
<tr>
<td>Star Spoke (Style 166) alloy wheels, 18 x 8.0 front, 18 x 8.5 rear; 225/40 front, 255/35 rear flat performance tires</td>
<td>○ ○</td>
</tr>
<tr>
<td>Star Spoke (Style 171) alloy wheels, 18 x 8.0 front, 18 x 8.5 rear; 225/40 front, 255/35 rear flat performance tires</td>
<td>○ ○</td>
</tr>
<tr>
<td>10-way power-adjustable front sport seats with adjustable side bolsters, manual thigh support; driver memory for seat and exterior mirror positions (requires Deluxe Leather upholstery or Premium Package in 328i)</td>
<td>○ ○</td>
</tr>
<tr>
<td>Sport suspension calibration</td>
<td>○ ○</td>
</tr>
<tr>
<td>Increased top-speed limiter</td>
<td>○ ○</td>
</tr>
<tr>
<td>Steering wheel mounted paddle shifters (automatically included when STEPTRONIC automatic transmission and Sport Package are ordered)</td>
<td>○ ○</td>
</tr>
</tbody>
</table>

## M Sport Package (not available with Sport Package)

<table>
<thead>
<tr>
<th>328i</th>
<th>335i</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cross Spoke (Style 169) alloy wheels, 18 x 8.0 front, 18 x 9.0 rear; 225/45 front, 255/35 rear flat performance tires</td>
<td>○ ○</td>
</tr>
<tr>
<td>Double Spoke (Style 246) lightweight alloy wheels, 18 x 8.0 front, 18 x 8.5 rear; 225/45 front, 255/35 rear flat performance tires (requires M Sport Package)</td>
<td>○ ○</td>
</tr>
<tr>
<td>10-way power-adjustable front sport seats with adjustable side bolsters, manual thigh support; driver memory for seat and exterior mirror positions (requires Deluxe Leather upholstery or Premium Package in 328i)</td>
<td>○ ○</td>
</tr>
<tr>
<td>Sport suspension calibration</td>
<td>○ ○</td>
</tr>
<tr>
<td>Increased top-speed limiter</td>
<td>○ ○</td>
</tr>
<tr>
<td>Automatic liftgate</td>
<td>○ ○</td>
</tr>
<tr>
<td>Steering wheel mounted paddle shifters (automatically included when STEPTRONIC automatic transmission and Sport Package are ordered)</td>
<td>○ ○</td>
</tr>
</tbody>
</table>

## Cold Weather Package

<table>
<thead>
<tr>
<th>328i</th>
<th>335i</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retractable, high-intensity headlight washers</td>
<td>● ●</td>
</tr>
<tr>
<td>Heated windshield and steering wheel</td>
<td>● ●</td>
</tr>
<tr>
<td>Through-loading rear seats</td>
<td>○ ● ○ ●</td>
</tr>
</tbody>
</table>

### Notes
1. Run-flat tires do not come equipped with space tire and wheel.
2. Performance tires are not recommended for driving in snow or inclement conditions. Due to lower profile tires, please note, vehicles, tires, and suspension parts are more susceptible to curb damage and consequential damages.
Stand-alone optional equipment

- Steering wheel-mounted paddle shifters (automatically included when STEPTRONIC automatic transmission and Sport Package or M Sport Package are ordered)
- Dakota Leather upholstery with Sun-Reflective Technology
- Metallic paint
- Light Burl Walnut Wood interior trim
- Gray/ Pepper Wood interior trim
- Glacier Silver Aluminum trim (requires M Sport Package)
- 6-speed STEPTRONIC automatic transmission
- Active Steering with Servotronic power assist
- Comfort Access keyless entry
- Through-loading rear seats
- 3-stage heated front seats
- Park Distance Control (PDC) (new only)
- Active Cruise Control
- BMW Navigation system with 16:9 high-resolution, 3-D screen, Voice Command system, and Real Time Traffic Information; blueooth technology for hands-free calling; with phonebook downloading and speech recognition capability; also includes Online Information Services when equipped with BMW Assist
- BMW Assist with blueooth wireless technology for hands-free calling (with blueooth-enabled mobile phone), with phonebook downloading and speech recognition capabilities; also includes Online Information Services when equipped with BMW Navigation system
- SIRIUS Satellite Radio with one-year subscription
- Logic7 Surround Sound audio system
- Automatic high beams
- iPod® and USB adaptor (includes cable connector)
- Anti-theft alarm system

Weight

- Unladen lbs: 3792 (3858) 3946 (3957)
- Weight distribution, front/rear:
  - Manual transmission (%): 46.8/53.2 47.5/52.5
  - Automatic transmission (%): 47.1/52.9 47.6/52.4

Engine

- Liter/type/valves per cylinder: 3.0/inline 6/4 turbocharged 3.0/inline 6/4
- Bore/stroke inch: 3.35/3.46 3.31/3.53
- Nominal output/rpm hp: 230/6500 300/5800
- Maximum torque/rpm lb-ft: 200/2750 300/1400-5000
- Compression ratio: 12.7:1 18.2:1

Transmission

- Manual gear ratios:
  - 1st/2nd/3rd/4th/5th/6th: 4.32/2.46 4.06/2.40
  - 1st/2nd/3rd/4th/5th/6th: 1.66/1.23 1.58/1.19
  - 1st/2nd/3rd/4th/5th/6th: 1.00/0.85/3.94 1.00/0.87/3.68

- Automatic gear ratios:
  - 1st/2nd/3rd/4th/5th/6th: 4.07/2.37 4.17/2.34
  - 1st/2nd/3rd/4th/5th/6th: 1.55/1.16 1.52/1.14
  - 1st/2nd/3rd/4th/5th/6th: 0.85/0.67/3.20 0.87/0.69/3.40

Performance

- Drag coefficient: 0.30
- Top speed1: 130 [150] mph
- Acceleration 0-60 mph: 6.7
- Automatic transmission: 6.7
- Manual transmission: 5.5

Figures in [ ] apply to vehicles with automatic transmission.
Figures in ( ) apply to vehicles with Sport Package or M Sport Package.

1. Top speed limited electronically.
2. 0-60 mph test results. Actual acceleration results may vary, depending on specification of vehicle, road and environmental conditions, testing procedures and driving style. These results should be used for comparison only and verification should not be attempted on public roads. BMW urges you to obey all posted speed limits and always wear safety belts.
Fuel consumption\textsuperscript{3}

<table>
<thead>
<tr>
<th></th>
<th>328i</th>
<th>335i</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manual transmission</td>
<td>mpg</td>
<td></td>
</tr>
<tr>
<td>city/highway</td>
<td>17/27</td>
<td>17/26</td>
</tr>
<tr>
<td>Automatic transmission</td>
<td>mpg</td>
<td></td>
</tr>
<tr>
<td>city/highway</td>
<td>19/27</td>
<td>17/26</td>
</tr>
</tbody>
</table>

Tires and wheels

<table>
<thead>
<tr>
<th></th>
<th>standard</th>
<th>standard</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tire dimensions</td>
<td>225/45</td>
<td>225/45</td>
</tr>
<tr>
<td>Wheel dimensions</td>
<td>17 x 8.0</td>
<td>17 x 8.0</td>
</tr>
<tr>
<td>Material</td>
<td>light alloy</td>
<td>light alloy</td>
</tr>
</tbody>
</table>

Brakes

<table>
<thead>
<tr>
<th></th>
<th>inch</th>
<th>inch</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front – diameter</td>
<td>12.9</td>
<td>13.7</td>
</tr>
<tr>
<td>Rear – diameter</td>
<td>11.6</td>
<td>13.2</td>
</tr>
</tbody>
</table>

All dimensions in inches.

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

Driving a BMW is always a special experience, which can be enhanced even further with Original BMW Accessories. Benefit from innovative solutions combining unique ideas, stunning design and supreme functionality. Discover the wide range of Original BMW Accessories available to you, enhancing such vehicle aspects as the exterior, interior, technology, transporters, protection and details to customize your vehicle. The aerodynamic BMW Accessory Wind Deflector, for example, will help deflect wind turbulence and reduce wind noise, increasing your overall comfort when driving with the top down.

For additional information on BMW Accessories, please visit your authorized BMW center or online at accessories.bmwusa.com.

Aerodynamic kit, Wind Deflector with design print, Star Spoke (Style 199) 19" cast alloy wheels.

Lockable rear carrier securely holds up to three bicycles.

Luggage set to fit the rear seat includes two rolling suitcases and two attache cases.

Snap-in adapter plays stored music, charges the phone and accesses the car antenna.

Equipped with the best ideas.
Original BMW Accessories.
BMW European Delivery: Save money and drive your new BMW on the roads it was designed for.

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

BMW Ultimate Service.™

At BMW, we believe that a premium ownership experience should feature performance and luxury, as well as safety and convenience. We believe you should be able to drive a BMW to its potential, while enjoying peace of mind and reduced cost of ownership. That's the idea behind BMW Ultimate Service: a suite of comprehensive programs and services that are included in every 2009 and later model year vehicle. The New Vehicle Limited Warranty, the BMW Maintenance Program, and Roadside Assistance come standard, with BMW Assist™ offered as an option. BMW Ultimate Service starts with the New Vehicle Limited Warranty, providing you with coverage for the first four years or 50,000 miles, whichever comes first. Additionally, you have 12-year, unlimited-mileage warranty protection against corrosion and rust perforation.² BMW Maintenance Program is one of the most comprehensive maintenance programs in its class. We cover all factory-recommended maintenance during the New Vehicle Limited Warranty coverage period. This includes scheduled oil services and inspections. Also covered is the replacement of items that are subject to normal wear and tear, such as brake pads, wiper blade inserts and engine drive belts.² And, thanks to BMW's advanced engineering, most owners enjoy a well-balanced maintenance schedule, with flexible routine service intervals that can save you time. When your vehicle requires attention, your authorized BMW or BMW SAV® center ensures that it receives only genuine BMW parts—your assurance of exacting quality standards.

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

The BMW Assist Safety Plan³ is an optional four-year program. You'll enjoy peace of mind knowing that a friendly response specialist is there to help you, 24/7, at just the push of a button. The Safety Plan includes Automatic Collision Notification, Emergency Request, Enhanced Roadside Assistance, Door Unlock, Stolen Vehicle Recovery and Customer Relations. MyInfo allows you to send business locations and street addresses with their associated phone numbers from the Google Maps™ website directly to your BMW. The destination is there to help you, 24/7, at just the push of a button. The Safety Plan includes Automatic Collision Notification, Emergency Request, Enhanced Roadside Assistance, Door Unlock, Stolen Vehicle Recovery and Customer Relations. MyInfo allows you to send business locations and street addresses with their associated phone numbers from the Google Maps™ website directly to your BMW. The destination is included in scheduled oil services and inspections. Also covered is the replacement of items that are subject to normal wear and tear, such as brake pads, wiper blade inserts and engine drive belts.² And, thanks to BMW's advanced engineering, most owners enjoy a well-balanced maintenance schedule, with flexible routine service intervals that can save you time. When your vehicle requires attention, your authorized BMW or BMW SAV® center ensures that it receives only genuine BMW parts—your assurance of exacting quality standards.

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

BMW Virtual Center. If you get the sudden urge to shop for a BMW but your BMW center is closed, there's a good news: the BMW Virtual Center is open 24 hours a day! Log on to bmwusa.com, then click on the model series you are interested in. After selecting the BMW that interests you, click on Build Your Own. Configure the BMW of your dreams, and see what the monthly payments would be. You can even send the specifications to your authorized BMW center, apply for financing, or request a test drive—all online!²

BMW Financial Services.

Arranging to buy or lease a BMW is easier than you may think. Your authorized BMW SAV® center offers leasing and financing to suit your personal needs through BMW Financial Services.³ Start the process at our website, where you can build your dream vehicle, get an estimate on a monthly lease or financing payment, submit a credit application to BMW Financial Services and get approval all online!² To find out how BMW Financial Services can help you put you behind the wheel of your favorite BMW model, log on to bmwusa.com/fs or call, toll-free, 1-800-578-5000.

BMW Publications and Media Gallery.

Sent to new owners and lessees several times a year, BMW Magazine is a fascinating view of the latest events and products in the world of BMW, including personality profiles, travel reviews, and the latest BMW technologies. You can read articles from BMW Magazine, as well as Mdrive and Inside Track, on the BMW website at bmwusa.com in the Media Gallery/News Feed, found in the Experience section. Here you can also view featured videos and images, read recent news articles, and download BMW wallpapers. For more information, call Customer Assistance at 1-800-333–4BMW (4269) or visit BMW online at bmwusa.com.

1 Not all models available for BMW European Delivery Program. Please go to bmwusa.com or visit your authorized BMW center for details.
2 See your authorized BMW center for details on these limited warranties.
3 The BMW Maintenance Program covers factory-recommended maintenance services as determined by the Service Interval Indicator for all new eligible MY 2004 and later model year vehicles. The BMW Maintenance Program terms and conditions are subject to change. The maximum coverage period is for the first 4 years or 50,000 miles, whichever comes first. Exclusions from coverage include: gasoline, gasoline additives, windshield washer fluid and additives, tires, wheel alignment and balancing. All work must be performed by an authorized BMW center. The Service and Warranty Information booklet for specific terms, conditions and limitations. Further information can also be obtained from your authorized BMW center.
4 The BMW Assist and BlueTooth Hands-Free Calling system with 4 years of Safety Plan services is optional or included in the Premium Package. In order to receive BMW Assist services, a subscriber agreement must be completed and transferred to the BMW Assist Response Center. GPS and underlying wireless services must be available and functioning; vehicle ignition must be turned on (except for Door Unlock and Stolen Vehicle recovery), battery charged and connected and vehicle electrical system operational; services may be limited to certain geographic areas. Call toll-free 1-888-333-6118, log on to bmwassist.com, or visit your BMW center for additional program details. Services are subject to the terms and conditions of your subscriber agreement.
5 Requires BMW Assist Safety Plan subscription. Services are subject to the terms and conditions of your subscriber agreement. Please go to bmwassist.com for additional details on the optional Conveniences Plan.
6 Subject to credit approval and other terms and conditions.

² Requires BMW Assist Safety Plan subscription. Services are subject to the terms and conditions of your subscriber agreement. Please go to bmwassist.com for additional details on the optional Conveniences Plan.
³ See your authorized BMW center for details on these limited warranties.

BMW and the environment.

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

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

At BMW, we strive for high performance in everything we do.