THE BMW 3 SERIES CONVERTIBLE.

BRIGHTEN YOUR DAY – FAST.

BMW EfficientDynamics
Less emissions. More driving pleasure.
BECOME A SUN WORSHIPPER.

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

THE BM|W SERIES CONVERTIBLE

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WANT THE INSIDE SCOOP ON BMW?
You can find us on Facebook® at facebook.com/bmwusa.

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FRESH IDEAS.

Editorial

Fresh styling. Fresh engine concepts. A fresh High Performance model. All these ideas and more: now opening on the 3 Series Convertible. This sleek sun-lover sports refined styling and gorgeous lighting features, front and rear. Under the long hood, high-efficiency, TwinPower Turbo engines breathe fire while sipping gasoline. A quick-shifting 7-speed sport automatic Double Clutch Transmission (DCT) is available in the 335is High Performance, which features a race-inspired AeroDynamic kit, a 300-hp twin-scroll TwinPower Turbo engine with up to 370 lb-ft of torque, and more fun than anyone really deserves to have in a car (except you).

All this is combined with a level of everyday practicality you wouldn’t expect in a sporting vehicle: a fold-down rear seat cargo area, accessible trunk storage – even with the roof stowed – door storage compartments and more. It’s all in this ever-popular member of the iconic BMW 3 Series, selected as one of Car and Driver’s “10Best” Cars for a record 20 years in a row. Want details? You’ll discover a wealth of them in these pages. And what this can’t answer, your friends at the nearest BMW center can.


Open to

bmwusa.com/technology

Equipment

Equipment of model shown: BMW 335i Convertible

Engine: 24-valve, 3.0-liter inline six-cylinder
Nominal output: 300 hp @ 6600 rpm
Wheels: 18-inch double-spoke (Style 335i)
Exterior color: Storm Bay Metallic
Interior color: Dakota Black/Dakota White
Interior trim: Bamboo Anthracite Wood trim

bmwusa.com/byo

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Life is best served al fresco. That’s where the BMW 3 Series Convertible shines, unencumbered by a roof overhead. Its styling, a modern expression of classic BMW design, makes hearts beat faster. Note the long hood, side skirts and low shoulder line, all flowing into a tail section that accentuates the horizontal. Even when the sun is low on the horizon, you still cut a dazzling figure, courtesy of LED-powered Corona headlight rings. If ever there was a car that radiates the free spirit of the convertible, you’ve found it.
The BMW 3 Series Convertible is thirsty for fun, not fuel. In BMW’s EfficientDynamics philosophy, planet-friendly fuel efficiency and low emissions coexist with world-class performance. Our award-winning engines achieve impressive power through intelligent fuel-distribution technologies. High Precision Direct Injection in our TwinPower Turbo engines, and Valvetronic adaptive engine “breathing” are just two examples. All this power is efficiently transmitted to the wheels through either a standard 6-speed manual, a 6-speed STEPTRONIC automatic, or an innovative 7-speed sport automatic Double Clutch Transmission. Drive smart.

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

Get the latest information on BMW standard and optional features, packages and technical specifications. Visit bmwusa.com, select the BMW model of your choice, and click on “Features & Specs.”
WITH AMUSEMENT LIKE THIS YOU’LL NEVER WANT TO PARK.

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

Get the latest information on BMW standard and optional features, packages and technical specifications. Visit bmwusa.com, select the BMW model of your choice, and click on “Features & Specs.”
Active safety features and driving fun happily coexist in the BMW 3 Series Convertible. The powerful engine, fade-resistant brakes and agile handling that make driving a BMW so enjoyable also serve to help you avoid potentially dangerous situations. But should an accident prove unavoidable, BMW’s array of state-of-the-art passive safety systems stand ready to help protect you. Three-point safety belts, a telescoping steering wheel, and steel-reinforced windshield and body help shield you from impact forces. The split second they are needed, rollover bars deploy from behind the rear seats, and airbags cushion blows from the front and sides – and in vehicles equipped with BMW Assist™ response specialists are automatically notified, so you enjoy professional assistance around the clock.

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SURROUND YOURSELF WITH ADVANCED SAFETY TECHNOLOGY.
TIMELESS BEAUTY
THAT’S ALWAYS IN SEASON.

Beautify the winter, summer, spring and fall. Top-down or top-up, the 3 Series Convertible expresses vitality and movement in any weather. Beyond the long hood and raked windshield, three sporty design lines – shoulder, character and lower sill – run the length of the body, drawing the eye swiftly back. With the hardtop closed to the elements, its sleek shape smoothly flows down to the rear deck, creating its own form of dynamic sculpture.
Consider this brilliant idea: the lighting for the 3 Series Convertible. At the front, circling the daylight-bright Xenon headlights are four Corona headlight-rings, powered by bright LED lights. Also used as Daytime Running Lights, the headlight-rings’ distinctive look announces your presence to other drivers. The far edge of each headlight fixture is illuminated with a daring LED “string” array; above, a light trim bar gives the 3 Series Convertible a focused look. Moving to the rear, long-lasting LED tail- and brakelights are arrayed in horizontal tubes that illuminate simultaneously, creating a unique, eye-catching design with depth and dimension. And inside the cabin, the drama of warm Ambiance interior lighting, streaming down from under the ledge on the door and side panels, puts you and your passengers at ease. It’s easy to see: your 3 Series Convertible will own the night.

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

EXPERIENCE TOMORROW, TODAY.

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

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

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

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

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

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

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

Get the latest information on BMW standard and optional features, packages and technical specifications. Visit bmwusa.com, select the BMW model of your choice, and click on “Features & Specs.”
A BMW’s interior delights the sense of touch. And when that touch happens to be on a hot, sunny day with your top down, you’ll feel the comfort of cooler seats. Thanks to innovative Sun-Reflective Technology, the Dakota Leather-upholstered seats stay up to 20 percent cooler in direct sunlight than conventional leather. If you think that’s cool, the M Sport Package adds 12-way power front sport seats, with adjustable side bolsters and thigh support, to hold you and your passenger firmly in place while cornering. All the while, you’re surrounded by quality materials crafted with skill and care. All controls are designed and precisely positioned for intuitive ergonomics, so you can concentrate on the road ahead, not knobs below. Come, sit, buckle up and wrap your fingers around the leather-wrapped M Sport steering wheel. In an instant you’ll know you’re about to experience something special: the pleasure of The Ultimate Driving Machine®.

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

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

BMW was one of the first automotive manufacturers to pursue efficient driving technologies – one part of our award-winning sustainability strategy. Our commitment to EfficientDynamics means we are continuously developing innovative systems that bring us closer to our long-term goal of emissions-free mobility. However, we remain equally committed to driving pleasure, which is being pursued in different ways. First, there is the continuing optimization of conventional diesel- and gasoline-powered models. Second, BMW hybrid vehicles are already on the road. Third, the first 100% electrically powered BMW – the BMW ActiveE – is being distributed in a field trial to customers. And fourth, the fleet of BMW Hydrogen 7 vehicles impressively demonstrated the potential for combining hydrogen drive with a combustion engine.

Since 1995 BMW has been able to reduce the CO₂ emissions of its entire fleet by approximately 30 percent. BMW has rolled out more than two million vehicles equipped with EfficientDynamics: 31 models already produce less than 225g of CO₂ per mile, and BMW intends to achieve a further 25 percent reduction by 2020. BMW EfficientDynamics represents the most comprehensive package of innovative technologies currently in production, for reducing fuel consumption and emissions while simultaneously creating The Ultimate Driving Machine®.

Different paths to the same destination: unmistakable BMW driving pleasure.

In early 2010 BMW launched its first production models with hybrid drive: the BMW ActiveHybrid 7 and the BMW ActiveHybrid X6. Both models offer an unparalleled combination of increased fuel efficiency, reduced emissions and thrilling performance. The BMW ActiveE, with its innovative 100% electric drive system, introduces a whole new form of dynamic performance, paving the way for the future of emissions-free mobility. Finally, a completely new vehicle concept targeted at meeting the need for sustainable mobility in fast-growing metropolitan areas will soon become reality: the BMW i3.

THE BMW 3 SERIES CONVERTIBLE'S EFFICIENT DYNAMICS INITIATIVE AT A GLANCE.

BMW Vision EfficientDynamics: Vision becomes reality.

In 2014, BMW plans to debut the BMW Vision EfficientDynamics test model – a 2+2 sports car featuring groundbreaking plug-in hybrid technology that combines sports-car performance with compact-class consumption. Powered by the latest generation full-hybrid system, the vehicle – in concept form – generates a total of 326 hp through a 160-hp, three-cylinder turbo diesel engine with 254 lb-ft of torque, as well as a hybrid synchronous engine on the front axle and fully hybrid drive system on the rear axle. With a range of up to 435 miles, its ratio of performance to fuel consumption is without equal, positioning BMW as the world’s leading manufacturer of exceptionally efficient, sporty vehicles.

bmwusa.com/efficientdynamics

BMW TwinPower Turbo technology.

This innovative twin-scroll turbcharging technology efficiently reclaims the energy contained in exhaust gases (335i, 335is).

High Precision Direct Injection.

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

7-speed sport automatic Double Clutch Transmission.

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

Valvetronic.

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

Electric Power Steering.

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

Not all BMW EfficientDynamics features are available on all models. Please see your authorized BMW center for details.
Engines that power innovation. Year after year, numerous BMW engines have garnered accolades for their output, refinement and high-revving ability. Among this pantheon of powerplants, the most frequently honored has been the inline six-cylinder. It is only natural, then, that BMW has poured its expertise into providing three exceptional inline six-cylinder engines for the 3 Series Convertible. All are designed to deliver on BMW’s EfficientDynamics philosophy: increased power with decreased fuel consumption and emissions. Whichever engine you select, you’ll enjoy the thrill of BMW performance while helping to protect the environment every day.

SATISFYING POWER SERVED UP IN THREE EXCITING FLAVORS.

BMW 335i TwinPower Turbo. This unique engine combines a twin-scroll TwinPower Turbo, High Precision Direct Injection, and – in a first for turbocharged engines – BMW’s Valvetronic variable intake technology that helps the engine “breathe” better. The result: turbo lag is virtually eliminated, while posting one of the most fuel-efficient ratings in its class. The 335i TwinPower Turbo develops maximum output of 300 hp at 5800 rpm, redlining at 7000 rpm. Peak torque of 300 lb-ft kicks in almost immediately at 1300 rpm. It continues to push you back in your seat all the way to 4400 rpm. In just 5.5 seconds you’re easily passing 60 mph1 – and just as easily surpassing all expectations.

BMW 328i. BMW’s engine-building heritage is masterfully realized in the 328i. This naturally aspirated 231-hp unit uses a composite magnesium/aluminum engine block, whose lighter weight allows agile handling and a 0-60 time of 6.7 seconds.2 BMW’s advanced Valvetronic technology and Double-VANOS “steplessly” variable valve timing deliver quick and potent engine responses, a smooth idle, and enhanced fuel efficiency. Drawing on 221 lb-ft of torque, the power pours on early and strong, and continues throughout the powerband.

BMW 335is High Performance. To create the 335is engine, BMW gave its multi-award-winning turbocharged inline six 20 more horsepower, 31 more lb-ft of torque – and an additional 38 lb-ft of temporary torque boost for adrenaline-producing bursts of acceleration. Of course, BMW EfficientDynamics ensures that every ounce of fuel is optimized during the performance.

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

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

1 BMW AG test results, manual transmission, 5.7 seconds, 6.8l/100km; automatic. BMW urges you to obey all posted speed laws and always wear safety belts.
2 BMW AG test results, manual transmission, 7.2 seconds, 6.8l/100km; automatic. BMW urges you to obey all posted speed laws and always wear safety belts.
The BMW 3 SeriesConvertible offers a host of innovative performance-enhancing technologies as well as active and passive safety features that help you get the most pleasure out of every drive.

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

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

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

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

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

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

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

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

bmwusa.com/technology bmwusa.com/safety
Today's technology allows greater interactivity between vehicles, consumer electronics, the internet, and the driver. In a BMW, this is called ConnectedDrive.

BMW ConnectedDrive offers innovations in the areas of Convenience, Safety and Infotainment. Although these electronic systems will never replace the joy of driving, they do enhance the driving experience. Take, for example, Automatic high beams that optimize nighttime visibility while making sure oncoming traffic isn’t dazzled. Or BMW’s on-board Navigation system, which helps you plan your route; its hard drive even has room to store your favorite music. The Navigation system also includes Real Time Traffic Information, which helps you avoid traffic jams. No matter where you go, in a BMW, you’re connected with the world.

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

BMW’s on-board Navigation system uses Global Positioning System (GPS) satellites and data stored on an internal hard drive to guide you to your destination, which is displayed on a high-resolution screen. Features include 3-D daytime and nighttime maps, zoom, travel planner, and an Assistance Window. The system also offers Voice command for convenient, hands-free operation, and 12 GB of storage for your favorite media files. Online Information Services include MyInfo, which allows Google Maps destinations to be sent to your vehicle, as well as BMW Online when your vehicle is also equipped with BMW Assist Convenience Services.

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

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

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

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

Use the time you spend in your vehicle even more effectively with BMW’s Mobile Office feature. For example, when your vehicle is paired with a selected Bluetooth® interface, text messages and emails are transferred to your Drive Display screen — and our system even reads them aloud to you. Thanks to Bluetooth audio streaming, you can enjoy wireless playback of your music files; your personal audio library can even be accessed via the iDrive Controller. Note: all mobile phones are compatible with Mobile Office, and some compatible phones support a limited number of Mobile Office functions. For the complete list of compatible mobile phones and the details regarding which Mobile Office functions are supported by each phone, please visit bmwusa.com/bluetooth.

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

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

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

BMW Online allows online access to up-to-date fuel prices and gas station locations; the latest weather forecasts, advisories and warnings; Dow Jones, S&P 500 and NASDAQ indices; and the powerful reach of the Google Maps database — all delivered on the Control Display inside your vehicle. Access news headlines and have them read aloud via Text-to-speech technology. "Send to Mail" pinspoints your current location and planned destination, and allows you to send the information to any smartphone or email account. Then it’s just a quick hyperlink to Google Maps for your friends and family to see where you are and where you’re going.

BMW Apps lets you access Social Networks, music PlugIn and Video Playback through your iPhone, and see them on the Display screen. Tune in to Web radio and search for stations from around the globe by name, location or genre. You can also store your favorite stations, find similar stations, display station information, and change the quality of the audio. Your favorite entries are stored on your iPhone, so you can take them with you from one vehicle to another. Please note: • Available in models manufactured as of April 2011. • Not all features available while vehicle is in motion; see dealer for details. • Web radio audio quality depends on the bit rate of the station, and data reception depends on your service. Data transfer comes over the iPhone.

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

When you select PlugIn from the BMW Apps menu, the iPhone exports a typical iPod look and control to your BMW through the video connection. You can then search for your favorite music by playlist, artist, album, song, genre or composer, just as you would on your iPhone. Please note: This BMW App must be installed on your iPhone for the PlugIn to connect.

You can find the latest information on BMW’s standard and optional features, build options and technical specifications. Visit bmwusa.com, select the BMW model of your choice, and click on "Features & Specs."
Lighting innovations, including Adaptive Headlights, LED technology and Dynamic Brakelights, help drivers see and be seen. This advanced lighting technology at both front and rear also creates a striking BMW nighttime signature.

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

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

Accent lights.
With the LED light elements, the two headlights also include a matte light trim near the top. As in the BMW 7 Series, the LED rings, creating an “eyebrow” effect in the dark. This lends the BMW face a more distinctive look.

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

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

ATTRACTING ATTENTION.
Serious performance spoken here.

White-hot on the outside, intense black on the inside, and outfitted with the M Sport Package: this BMW 335i Convertible means business. If the look of no-nonsense performance is your style, opt for the Alpine White exterior paint and Black Dakota Leather interior. The M Sport Package is your ticket to a stiffer M sport suspension and 19-inch Star Spoke (Style 193M) light alloy wheels with run-flat performance tires, as well as highly supportive front sport seats, exclusive Dark Glacier Aluminum trim and a multi-function M sport steering wheel that includes paddle-shifters when combined with the STEPTRONIC automatic transmission.

Elegance under the sun.

The 328i Convertible interior makes a sophisticated statement in Oyster/Black Dakota Leather with elegant Dark Burl Walnut Wood trim. Outside, the Liquid Blue Metallic paint is set off by 17-inch V Spoke (Style 192) light alloy wheels. Together with the run-flat all-season tires, they lend the 3 Series Convertible an athletic look while providing outstanding traction. The leather wrapped sport steering wheel and smooth-shifting NuR6PTT-speed STEPTRONIC automatic transmission add to the sporty handling, while the Navigation system and iDrive system provide a host of desirable convenience features.

---

1. Run-flat tires do not come equipped with a spare tire and wheel.
2. Driving over rough or damaged road surfaces, as well as debris, curbs and other obstacles, can cause structural damage to wheels, tires and suspension parts. This is more likely to occur with low-profile tires, which provide less cushioning between the wheel and the road. Be careful to avoid road hazards and reduce your speed, especially if your vehicle is equipped with low-profile tires. Performance tires not recommended for driving in ice and snow.
BMW 335is High Performance model.

A Convertible with performance features as impressive as its looks, the BMW 335is High Performance starts with the M Sport Package features, then kicks performance up a notch by increasing horsepower to 424 hp and torque to 332 lb-ft – with a temporary boost up to 370 lb-ft. With all this power on tap, oil and water coolers have been added for increased cooling capacity. Those who demand hands-on control will delight in the 6-speed manual transmission’s M sport short gear shift knobs. Also available: a lightning-quick 7-speed sport automatic Double Clutch Transmission with paddle shifters. Additional features that set the BMW 335is High Performance interior apart: high-quality steel pedal pads, Dark Glacier Aluminum trim, an instrument cluster with colored dials, and special 335is badging. A sport exhaust system with black chrome-plated tailpipes finishes the rear diffuser of the M sport rear bumper.

The BMW 335is High Performance’s design, complemented by powerful performance enhancements, makes it an unmistakable yardstick whenever luxury-performance convertibles are compared. The black chrome air intake grills with blacked-out kidney surround and black side-view mirror caps provide a dramatic contrast to the Le Mans Blue Metallic paint. Large Double Spoke (Style 319) 19-inch wheels and distinctive 335is badging behind the front wheels enhance the aggressive look of this exquisite automobile.

The BMW 335is interior makes the driving experience even more enjoyable. Twelve-way power-adjustable front sport seats have side bolsters that can be power-adjusted to fit your back comfortably while helping to hold you firmly in place during cornering. Included are two-way electrically adjustable headrests and adjustable high support. Distinctive 335is elements include the Dark Glacier Aluminum trim and instrument cluster with colored dials, the M sport steering wheel and a special 335is badge on the dash above the glovebox.

Instruments cluster with colored dials is unique to the 335is. The design offers quicker legibility during performance driving maneuvers.

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

Instrument cluster with colored dials is unique to the 335is. The design offers quicker legibility during performance driving maneuvers.

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

Equipment features and options

Combination examples

Colors and materials

Technical data

BMW Services

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

1 Run-flat tires do not come equipped with a spare tire and wheel, performance tires are not recommended for driving in ice and snow. Driving over rough or damaged road surfaces, as well as debris, potholes and other obstacles, can cause serious damage to wheels, tires and suspension parts. This is more likely to occur with low-profile tires, which provide less cushioning between the wheel and the road. Be sure to avoid road hazards and reduce your speed, especially if your vehicle is equipped with low-profile tires.

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

19-inch Double Spoke (Style 313) light alloy wheels with run-flat performance tires. In front: 19 x 8.0 wheels with 255/35 tires; in back: 19 x 8.5 wheels with 255/35 tires.
Exterior colors.

<table>
<thead>
<tr>
<th>Color Code</th>
<th>Color Name</th>
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<tbody>
<tr>
<td>300</td>
<td>Alpine White (Non-metallic)</td>
</tr>
<tr>
<td>A96</td>
<td>Mineral White Metallic</td>
</tr>
<tr>
<td>B40</td>
<td>Liquid Blue Metallic</td>
</tr>
<tr>
<td>A82</td>
<td>Vermilion Red Metallic</td>
</tr>
<tr>
<td>A61</td>
<td>Crimson Red (Non-metallic)</td>
</tr>
<tr>
<td>354</td>
<td>Titanium Silver Metallic</td>
</tr>
<tr>
<td>A92</td>
<td>Orion Silver Metallic</td>
</tr>
<tr>
<td>668</td>
<td>Jet Black (Non-metallic)</td>
</tr>
<tr>
<td>A1</td>
<td>Crimson Red Metallic</td>
</tr>
<tr>
<td>A2</td>
<td>Space Gray Metallic</td>
</tr>
<tr>
<td>475</td>
<td>Black Sapphire Metallic</td>
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Upholstery materials and colors.

<table>
<thead>
<tr>
<th>Material Code</th>
<th>Material Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>KAGE</td>
<td>Cream Beige Leatherette</td>
</tr>
<tr>
<td>KA1W</td>
<td>Black Leatherette</td>
</tr>
<tr>
<td>LCSW</td>
<td>Black Dakota Leather</td>
</tr>
<tr>
<td>LCAD</td>
<td>Gray Dakota Leather</td>
</tr>
<tr>
<td>LCXX</td>
<td>Oyster/Black Dakota Leather</td>
</tr>
<tr>
<td>LC1R</td>
<td>Coral Red/Black Dakota Leather</td>
</tr>
<tr>
<td>LCD3</td>
<td>Saddle Brown Dakota Leather</td>
</tr>
</tbody>
</table>

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.

Please refer to the Recommended color combinations chart on page 47 for details on limitations and exclusivity when selecting BMW 3 Series Convertible exterior paint colors and upholstery materials and colors.
Interior trims.

- 4B9 Aluminum
- 4WA Dark Glacier Aluminum
- 4AB Dark Burl Walnut Wood
- 4A3 Light Burl Walnut Wood
- 4BY Bamboo Anthracite Wood

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

Recommended color combinations.

<table>
<thead>
<tr>
<th>BMW Upholstery colors</th>
<th>Upholstery materials</th>
<th>Leatherette¹</th>
<th>Dakota Leather²</th>
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<tr>
<td>Upholstery colors</td>
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<td>Black</td>
</tr>
<tr>
<td>BMW exterior colors</td>
<td>300 Alpine White (Non-metallic)</td>
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<td>*</td>
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<tr>
<td></td>
<td>323 Crimson Red (Non-metallic)</td>
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<td></td>
<td>350 Jet Black (Non-metallic)</td>
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<tr>
<td></td>
<td>452 Mineral White Metallic</td>
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<td></td>
<td>454 Titanium Silver Metallic</td>
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<tr>
<td></td>
<td>455 Ghost Silver Metallic</td>
<td>*</td>
<td>*</td>
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<tr>
<td></td>
<td>456 Liquid Blue Metallic</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td></td>
<td>457 Deep Sea Blue Metallic</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td></td>
<td>461 Antique Brown Metallic</td>
<td>*</td>
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<tr>
<td></td>
<td>462 Vermillion Red Metallic</td>
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<td>*</td>
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<tr>
<td></td>
<td>463 “Space Grey Metallic”</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td></td>
<td>475 Black Sapphire Metallic</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>BMW interior trims</td>
<td>4B9 Aluminum trim</td>
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</tr>
<tr>
<td></td>
<td>4WA Dark Glacier Aluminum</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td></td>
<td>4AB Dark Burl Walnut Wood</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td></td>
<td>4A3 Light Burl Walnut Wood</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td></td>
<td>4BY Bamboo Anthracite Wood</td>
<td>*</td>
<td>*</td>
</tr>
</tbody>
</table>

¹ Standard in 328i.
² Standard in 335i and 335is; optional and included in 328i Premium Package.
³ Standard.
⁴ Standard; not available in M Sport Package.
⁵ Optional; not available in 335i or with M Sport Package.
⁶ Standard.
⁷ Not available in 335is.
⁸ Optional (requires M Sport Package in all models except 335is).
⁹ Standard in 335is; optional in 328i and 335i (requires M Sport Package).
Convenience Opening and Loading feature (included with Comfort Access) offers a quick, easy way to stow and remove luggage or large packages from the trunk when the top is down. Simply press a button on the remote key to raise the hardtop up and out of the trunk and “freeze” it in position; another press neatly lowers the hardtop back into the trunk.

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

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

BMW’s distinctive front kidney-shape grille features a chrome surround and vertical slats on 328i and 335i Convertibles. The slats on the 335is are black chrome-plated with a blacked-out kidney grill surround.

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

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

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Equipment features and options.

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

Get the latest information on BMW standard and optional features, packages and technical specifications. Visit bmwusa.com, select the BMW model of your choice, and click on “Features & Specs.”
Performance tires are not recommended for driving in ice and snow conditions. Be careful to avoid road hazards and reduce your speed, especially if your vehicle is equipped with low-profile tires.

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

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

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

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

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

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

HD Radio® broadcasts free, digital AM/FM broadcasts across the U.S. in clear, static-free quality sound – AM sounds like FM, FM sounds like CD. Also enjoy “multicast” FM stations, as well as a variety of innovative data services.

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

AUX-IN port connects external audio sources, such as an iPod® or MP3 player. iPod and USB adapter lets you scroll through and select the music you want to play via the iDrive® system. AUX-IN port is equipped with a 3.5 mm input jack.

Sirius Satellite Radio delivers 130 channels of the most innovative satellite radio music, news, sports, talk, comedy and entertainment. A769 music channels are commercial-free – delivered coast-to-coast in crystal-clear digital sound. 24 hours a day. Add “The Best of XM” to enjoy additional premium programs, like Oprah Radio®, XM Public Radio®, The Virus® and top-notch sports action, plus 10 channels of XM Play-by-Play sports.

If your BMW is equipped with iDrive, you can also select Sirius XM channels through your vehicle’s iDrive system or Voice command, and enter them into the programmable memory buttons.

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

Voice command feature can be used to change radio stations, audio selection, Navigation system destinations, and (accessory) telephone entries.

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

Combination examples BMW 335is High Performance Colors and materials Equipment features and options Technical data BMW Services
Equipment features and options.

12-way power-adjustable front sport seats include adjustable side bolsters, electrically adjustable headrests with BMW’s Active Head Restraints feature, adjustable thigh support, and driver memory with two presets for exterior mirror and seat positions.

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

Power front seat adjustments provide customized comfort and convenience. A two-setting memory system automatically adjusts the driver’s seat and side-view mirror positions, with individual preferences available at your fingertips.

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

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

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

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

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

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

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

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

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

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

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

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

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

It’s easy to get the latest information on your favorite BMW model. Simply visit bmwusa.com and click on the BMW model of your choice. Select “Features & Specs” to see all the standard features and available options and packages, as well as technical specifications.

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### Technical data

#### Equipment features and options

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<thead>
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<th>Feature</th>
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<th>335i</th>
<th>335is</th>
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<tbody>
<tr>
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<td>Yes</td>
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<tr>
<td>Head-up display</td>
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<tr>
<td>Blind spot warning</td>
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<td>Parking assist</td>
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<td>Night vision</td>
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<td>Driving assistance</td>
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<td>Lane departure warning</td>
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<td>Adaptive cruise control</td>
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<td>Navigation</td>
<td>Yes</td>
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<tr>
<td>Center console</td>
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<tr>
<td>In-dash navigation</td>
<td>Yes</td>
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<td>Voice-activated command</td>
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<td>Vehicle-to-vehicle communication</td>
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<td>BMW CIC</td>
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#### Tires and wheels

<table>
<thead>
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<th>335i</th>
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<tbody>
<tr>
<td>Tire dimensions standard</td>
<td>225/40 R18</td>
<td>245/40 R18</td>
<td>225/40 R18</td>
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<tr>
<td>Wheel dimensions standard</td>
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<td>17 x 7.5</td>
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<td>Rear – diameter</td>
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#### Brakes

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<tbody>
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<tr>
<td>Rear – diameter</td>
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#### Fuel consumption

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<tbody>
<tr>
<td>Manual transmission, City/Highway</td>
<td>19/26</td>
<td>22/30</td>
<td>18/26</td>
</tr>
<tr>
<td>Automatic transmission, City/Highway</td>
<td>(59/27)</td>
<td>(60/28)</td>
<td>(71/24)</td>
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#### Performance

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<thead>
<tr>
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<th>Cw</th>
<th>Top speed (mph)</th>
<th>Acceleration 0-60 mph²</th>
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<tbody>
<tr>
<td></td>
<td>0.30</td>
<td>130 (100)</td>
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<tr>
<td>Manual transmission</td>
<td>0.31</td>
<td>130 (101)</td>
<td>10.1</td>
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<tr>
<td>Automatic transmission</td>
<td>0.37</td>
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#### Fuel consumption

<table>
<thead>
<tr>
<th>Feature</th>
<th>mpg</th>
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<tbody>
<tr>
<td>Manual transmission, City/Highway</td>
<td>22/30</td>
</tr>
<tr>
<td>Automatic transmission, City/Highway</td>
<td>(71/24)</td>
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#### Illustrations

Illustrations above all dimensions in inches.

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

BMW Maintenance Program is one of the most comprehensive maintenance programs in its class. We cover all factory-recommended maintenance during the New Vehicle/SAV Limited Warranty 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. And, thanks to BMW’s advanced engineering, most owners enjoy a well-balanced mainte-
nance schedule, with flexible service intervals that can save you time. When your vehicle requires attention, your authorized BMW center ensures that it receives only genuine BMW parts — your assurance of exacting quality standards. For more details on BMW Ultimate Service and the BMW Maintenance Program, visit your authorized BMW center or log on to bmwsusa.com/ultimatevisit.

BMW Virtual Center. If you get the sudden urge to shop for a BMW but your authorized BMW center is closed, there’s good news — the BMW Virtual Center is open 24 hours a day! Log on to bmw.com/lyfe and choose the model that interests you. Configure the BMW of your dreams, and see what the monthly payments would be. You can even send the specifications to your authorized BMW center, apply for financing, or request a test drive — all online!

BMW Financial Services. Arranging the latest assets and products in the world of BMW, including travel reviews, personality profiles, and the latest BMW technologies. Send to new owners and owners several times a year you can also read articles from BMW Magazine or the BMW website at bmwusa.com under the “Media Gallery & Library” heading, found in the “Experience” section.

BMW Welt: The BMW Welt (“BMW World”) delivery and brand-experience center in Munich is both proof of a 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 dynamic and totally unforgettable. You might also notice substantial savings that just may pay for your trip! (You’ll be there, marvel at the historic BMWs in the Museum, learn about our engi-
ners’ 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 experiences of driving your new BMW on the roads it was designed for. To learn more, visit bmwsusa.com/ europedelivery.

THE MOST EXCITING PLACE IN AMERICA TO DRIVE THE BMW 3 SERIES.

The BMW Performance Center in Spartanburg, SC, just beyond the foothills of the Carolinas’ Blue Ridge Mountains lies the $12 million BMW Performance Center. This sprawling, modern complex houses the world-famous BMW Performance Driving School, as well as the Zenith Museum, BMW Store, BMW Delivery Center, and a Corporate Conference Center. Native to BMW’s only manufacturing facility in the U.S., where models such as the 3 Series are built for export worldwide, it’s a unique place where BMW enthusiasts can spend days — or, in the surrounding area, an entire vacation.

BMW Performance Driving School. Whether you’ve been driving for decades or just got your learner’s permit, we can help take your driving skills to the next level. Behind the wheel of our BMWs and under the expert guidance of professional driving instructors, you’ll hone your driving skills on a variety driving course — 1/2 miles of asphalt that can be configured in a multitude of ways — and experience turns, twists, drifts, straight course and water walls. The BMW Performance Driving School is about control and pushing a BMW to its limits — and yours.

BMW Performance Center Delivery. You’ll always remember the fun of taking delivery of your new BMW — with BMW Performance Center Delivery. After enjoying dinner and an overnight stay at a first-class hotel, you’ll take your vehicle to the Performance Center where a Product Specialist will give you an in-depth introduction to your new BMW. Then at the Performance Center you’ll experience the thrill of driving a BMW — as you explore the dynamic capabilities of a similar model. It’s exciting, it’s enlightening — and it’s all complimentary of BMW with your new vehicle.

To learn more about the BMW Performance Center, call 888-345-4265 or visit bmwusa.com/performancecenter.
BMW and the environment.

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

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