THE NEW BMW 3 SERIES CONVERTIBLE.

JOY KNOWS NO SEASON.

BMW EfficientDynamics
Weniger Verbrauch. Mehr Fahrfreude.
JOY IS 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 new 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 optional 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.
The new BMW
3 Series Convertible

JOY OPENS NEW HORIZONS.

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bmwusa.com

bmwusa.com/technology

Fresh styling. Fresh engine concepts. A fresh High Performance model. All these ideas and more: now opening on the 2011 BMW 3 Series Convertible. This sleek sun-lover sports refined styling and gorgeous new lighting, front and rear. Under the longer hood, new 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 new 33is High Performance, which features a race-inspired Aerodynamic kit, a 300 hp dual-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 driving joy 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 the newest member of the iconic BMW 3 Series, selected as one of "Car and Driver’s" “10Best” Cars for a record 19 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.


Editorial

OPEN TO FRESH IDEAS.

For information on specifications please see page 62-63.
Joy is best served al fresco. That’s where the 2011 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 longer hood, new 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 new LED-powered Corona headlight-rings. If ever there was a car that radiates the free spirit of the convertible, you’ve found it.
Joy 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 fuel 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 new 7-speed sport automatic Double Clutch Transmission. Drive smart.

For details on the availability of standard and optional features, please refer to the Equipment charts section at the back of this brochure.
WITH AMUSEMENT LIKE THIS YOU’LL NEVER WANT TO PARK.

Joy wants to play. The BMW 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.

For details on the availability of standard and optional features, please refer to the Equipment charts section at the back of this brochure.
Joy doesn’t compromise. The powerful engine, fade-resistant brakes and agile handling that make driving fun 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. With BMW Assist™ response specialists offer professional assistance around the clock. Our Convertible is built for driving Joy. Rest assured advanced safety technology is built in, too.

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

SURROUND YOURSELF WITH ADVANCED SAFETY TECHNOLOGY.
Joy beautifies 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.

Visit your BMW authorized center to conduct your own top-down – and top-up – design review.

TIMELESS BEAUTY THAT’S ALWAYS IN SEASON.
Joy is brilliant. Consider the new lighting for the 2011 3 Series Convertible. At the front, circling the daylight-bright Xenon headlights are four Corona headlight-rings, now 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 new light trim bar gives the 3 Series Convertible a focused look. Moving to the rear, new 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 BMW 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. 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.
Joy stays in touch. While you’re enjoying the scenery, finding out where you are and where you’re going is just a flick of the iDrive Controller away. 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. iDrive 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 SIRIUS/XM 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.

For details on the availability of standard and optional features, please refer to the Equipment charts section at the back of this brochure.
Joy delights to the touch. 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% cooler in direct sunlight than conventional leather. If you think that’s cool, add the Sport Package and enjoy 10-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 concentrate on the road ahead, not knobs below. Come, sit, buckle up and wrap your fingers around the leather-wrapped sport steering wheel. In an instant you’ll know you’re about to experience something special: the Joy of The Ultimate Driving Machine®.

For details on the availability of standard and optional features, please refer to the Equipment charts section at the back of this brochure.
Joy is always good to go. The 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. Take a closer look at your BMW center. Rain or shine.

For details on the availability of standard and optional features, please refer to the Equipment charts section at the back of this brochure.
BMW EFFICIENT DYNAMICS: GREEN – EVEN AT GREEN LIGHTS.

Imagine fuel-efficient vehicles that accelerate from 0-60 mph in a mere 4.8 seconds. Fuel-efficient vehicles that are extremely aerodynamic. Fuel-efficient vehicles that cause excitement even when parked. Sports cars that use only one gallon of diesel fuel per 52 miles. Sports cars that are fueled from a wall socket.

Fuel-efficient vehicles and sports cars like the BMW Vision EfficientDynamics concept car make the impossible possible. And demonstrate that a combination of highly efficient transportation and pure emotion can soon become a reality.

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

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.

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

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.

BMW Advanced Diesel with BluePerformance Technology. Cleaner, quicker and far more efficient than previous generation diesel, BMW Advanced Diesel with BluePerformance Technology vehicles achieve up to 38 mpg, for a range of 698 miles per tank. They emit 20 percent less CO₂ than conventional vehicles, while posting powerful 0-60 mph numbers. It’s diesel reinvented.

Brake Energy Regeneration. In vehicles with Brake Energy Regeneration, the alternator normally generates electricity only when the driver takes his or her foot off the accelerator or brake pedal. Kinetic energy that was previously unharnessed is transformed into electrical energy, then fed into the battery. In this way, electricity is generated without consuming fuel.

BMW ActiveHybrid technology. By integrating a TwinPower Turbo V-8 engine with electric motors, high performance batteries and the most efficient hybrid components, BMW has created the “Best of Hybrid.” Both the ActiveHybrid X6 and the ActiveHybrid 7 – the world’s fastest hybrid vehicle – deliver high levels of efficiency coupled with thrilling dynamics.

Auto Start/Stop function. Engines in BMW ActiveHybrid vehicles automatically shut down when the vehicle comes to a stop. As soon as the accelerator pedal is pushed, the engine restarts. This innovation significantly reduces fuel consumption, especially in urban traffic.

BMW is passionate about researching and developing innovations that ensure advanced and efficient driving. This is why every new BMW – like the new 3 Series Convertible – comes with comprehensive, multi-award-winning BMW EfficientDynamics technology. All of BMW’s EfficientDynamics features are perfectly matched to reduce fuel consumption and CO₂ emissions while maximizing engine output and dynamic performance. Less emissions, more driving pleasure: a contradiction that BMW has resolved once and for all. It makes for joyful drivers while benefiting the environment.

bmwusa.com/efficientdynamics

Not all BMW EfficientDynamics features are available on all models. Please see your authorized BMW center for details.
EVERYTHING REVOLVES AROUND JOY. SEVERAL THOUSAND TIMES PER MINUTE.

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 new 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.

BMW 335i TwinPower Turbo. This unique new engine combines a twin-scroll TwinPower Turbo, High Precision direct fuel injection, and – in a first for turbocharged engines – BMW’s Valvetronic variable intake technology that helps the engine “breath” 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 306 lb-ft kicks in almost immediately at 1200 rpm. It continues to push you back in your seat all the way to 5800 rpm. In just 5.5 seconds you’re easily passing 60 mph – and just as easily surpassing all expectations.

BMW 328i. BMW’s engine-building heritage is masterfully realized in the 328i. This naturally aspirated 230-hp unit uses a composite magnesium/aluminum engine block, whose lighter weight allows agile handling and a 0-60 time of 6.7 seconds. BMW’s advanced Valvetronic technology and Double-VANOS “steplessly” variable valve timing deliver quick and potent engine response, a smooth idle, and enhanced fuel efficiency. Drawing on 255 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 32 more horsepower, 32 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 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 Sport Package or M Sport Package for race-inspired steering wheel-mounted paddle shifters. In the new 335is High Performance, a 7-speed sport automatic Double Clutch Transmission (DCT) effortlessly channels its 335 horses to the road with lightning speed.

1 BMW AG preliminary test results, manual transmission; 5.7 seconds, STEPTRONIC automatic. BMW urges you to obey all posted speed laws and always wear safety belts.
2 BMW AG test results, manual transmission; 7.3 seconds, STEPTRONIC automatic. BMW urges you to obey all posted speed laws and always wear safety belts.
The new 3 Series Convertible 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 335i High Performance, this new 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 gearshifts with maximum precision, for acceleration without interruption of power. When you prefer hands-on control, both the racing-inspired steering wheel-mounted paddle shifters and the gearshift 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.

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 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, where highly accurate 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 withstand rollover forces.

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.

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

For details on the availability of standard and optional features, please refer to the Equipment charts section at the back of this brochure.
Every minute, it seems, technological advances allow greater connectivity and interactivity between vehicles, consumer electronics, the internet and the driver.

At BMW, electronic systems will never replace the joy of driving – but they do enhance the driving experience. Take, for example, Automatic high beams that optimize nighttime visibility while making sure oncoming traffic isn’t dazzled. A Navigation system that helps you plan your route and avoid traffic jams, and stores your favorite music. TeleService, which is included with BMW Assist™, checks your BMW’s operating fluids and wear items – and when they need replacing, it automatically notifies your BMW center. Not to mention a staff of response specialists and Concierges, there at the touch of a button, dedicated to assisting you every moment you’re on the road. No matter where you go, in a BMW, you’re connected with the world.

STAY CONNECTED WITH BMW’S INTELLIGENT NETWORK OF DRIVER, CAR AND ENVIRONMENT.

Automatic high beams let you enjoy the convenience of switching between high and low beams automatically. When the Automatic high beams system is activated, an image sensor at the back of the rear-view mirror monitors oncoming traffic and lighting conditions. Based on this data, the system decides whether or not the high beams should be switched on. When it detects vehicles ahead, or the sensor dictates that ambient light is sufficient, the high beams are automatically switched off.

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 16:9 high-resolution screen. Enhancements 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 – such as MyInfo and BMW Search™ – are included when your vehicle is equipped with BMW Assist.

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.
BMW Assist™ – Information.

"With BMW Search™ I get online directions and maps, can check the weather, and even see how my stocks are doing."

BMW Search 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, updated by Bloomberg; and the powerful reach of the Google Maps™ database – all delivered on the control display inside your vehicle.

MyInfo allows you to send business locations and street addresses to your BMW from Google Maps on your computer. 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 TeleService monitors the status of many of your vehicle’s fluids and parts that are subject to wear and tear and automatically transmits the data to your BMW center. Should your vehicle require service, your BMW center will contact you to schedule an appointment. Any needed parts will be ready, so your BMW will be serviced and returned to you as quickly as possible.

BMW Assist – Safety.

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

TWO FOR THE ROAD: BMW ASSIST SAFETY PLAN AND BMW ASSIST CONVENIENCE PLAN.

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. 3 Series Convertibles equipped with BMW Assist provide 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.

The BMW Assist Convenience Plan, available exclusively to BMW Assist Safety Plan subscribers, adds personalized Directions, Traffic and Weather reports, BMW Search and Concierge services. With Critical Calling, you can make five-minute, operator-assisted calls up to four times per year if your cell phone is not available or if its battery is discharged.

Concierge Services can help you make reservations at that popular new restaurant, when you simply don’t have the time. Need to know the location of a challenging golf course or the nearest post office? Talk to a friendly representative who can get the address and phone number of any desired destination. If your BMW is equipped with the Navigation system, the Concierge can also send this information to your vehicle. Then, at the push of a button, you can start route guidance.
Lighting innovations, including Adaptive Headlights, LED technology and Dynamic Brake Lights, 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, avoiding 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 head lights, drivers can see up to 50 percent more in corners.

**Glowing L-shape light rods.** The taillights of the new 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, exuding a subtle glow. In this way, the new 3 Series Convertible can always be recognized as a BMW, even from behind.

**Dynamic Brakelights.** To warn vehicles following behind, the brake lights of the new 3 Series Convertible become brighter when the car is braking hard within the ABS control range.
Serious performance spoken here.

White-hot on the outside, intense black on the inside, and outfitted with the M Sport Package; this 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 18” Star Spoke (Style 191) M light alloy wheels with run-flat performance tires, as well as a multi-function M sport steering wheel, highly supportive front sport seats and exclusive Dark Glacier Aluminum trim.

Elegance under the sun.

The 328i Convertible interior makes a dramatic statement when upholstered in Oyster/Black Dakota Leather, trimmed in elegant Dark Burl Walnut Wood. Outside, striking Mojave Metallic paint is set off by 18” Star Spoke (Style 191) light alloy wheels, included in the Sport Package. Together with the run-flat performance tires, they lend the new BMW 3 Series Convertible an athletic look while providing outstanding traction. The 328i Convertible’s sporty handling is enhanced by the standard 6-speed manual transmission and leather-wrapped sport steering wheel. The Navigation system and iDrive system add a host of desirable convenience features.

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

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

Please refer to the Recommended color combinations chart on page 49 for details on limitations and exclusivity when selecting 3 Series Convertible exterior paint colors and upholstery materials and colors.
Recommended color combinations.

### Interior trims.
- 4B9 Aluminum trim
- 4WA Dark Glacier Aluminum trim
- 4AB Dark Burl Walnut Wood trim
- 4A3 Light Burl Walnut Wood trim
- 4BY Bamboo Anthracite Wood trim

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.

### Upholstery materials and colors

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<th>Dakota Leather&lt;sup&gt;2&lt;/sup&gt;</th>
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<td>Coral Red/Black</td>
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### Exterior colors

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### Equipment charts

#### Technical data

BMW Services

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<sup>1</sup> Standard in 328i.
<sup>2</sup> Standard in 335i and 335is; optional and included in 328i Premium Package.
<sup>3</sup> Standard.
<sup>4</sup> Standard; not available with M Sport Package.
<sup>5</sup> Optional; not available in 335is or with M Sport Package.
<sup>6</sup> Optional.
<sup>7</sup> Not available in 335is.
<sup>8</sup> Optional (requires M Sport Package in all models except 335is).
<sup>9</sup> Not available in 335is.
<sup>10</sup> Standard in 335is; optional in 328i and 328i (requires M Sport Package).
Standard/Optional equipment.

- 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 nearly 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-shaped grille features a chrome surround and vertical slats on 328i and 335i 3 Series Convertibles. The 335is slats are black chrome-plated with a blacked-out kidney grill surround.

- Xenon Adaptive Headlights optimize road illumination when entering a turn or curve, 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-leveling feature adjusts for varying passenger and cargo loads. The LED Corona headlight-rings that circle both headlights and high beams also act as Daytime Running Lights.

- 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 improving the Convertible’s torsional stiffness. The chrome-line exterior trim adds a bright, aluminum gleam to the side window surrounds and window recess finishers.
Standard/Optional equipment.

- V Spoke (Style 338) 17 x 8.0 light alloy wheels with 225/50 all-season tires. (Standard on 328i.)
- Star Spoke (Style 339) 17 x 8.0 light alloy wheels with 225/45 all-season tires. (Standard on 335i.)
- Star Spoke (Style 189) light alloy wheels with run-flat performance tires. In front: 19 x 8.0 wheels with 225/40 tires; in back: 18 x 8.5 wheels with 255/35 tires. (Optional on 335i, requires Sport Package or M Sport Package.)
- Double Spoke (Style 313) 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. (Optional on 335i.)
- Double Spoke (Style 313) 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 and 335i M Sport Package.)
- V Spoke (Style 342) light alloy wheels with run-flat performance tires. In front: 19 x 8.0 wheels with 225/40 tires; in back: 18 x 8.5 wheels with 255/35 tires. (Included in 335i Sport Package.)
- Star Spoke (Style 193M) M 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 255/30 tires. (Included in 328i and 335i M Sport Package.)

- Comfort Access system offers convenient keyless access to your vehicle. Simply carrying the remote key in a pocket or purse allows you to unlock the doors by touching the door handle. You can also turn the engine on or off by pressing the Start/Stop button without inserting the remote key.
- Engine Start/Stop button® and remote key control the engine. Upon inserting the remote key into the starter switch slot, and the electronic identification system confirming that it is the correct remote key, the engine can be started (or later, shut off) by pressing the Start/Stop button.
- Automatic-dimming interior and exterior mirrors respond to the brightness of following headlights to minimize glare. A digital compass is integrated into the interior mirror. Both exterior mirrors are power-adjustable, with a fold-in function; the passenger-side mirror folds down to reveal the curb when in reverse gear.
- Armrest in the center console is at an excellent height and proximity to the driver and front passenger to provide a comfortable resting position. The lid folds up, exposing the integrated storage compartment.
- Smartphone Integration offers convenient keyless access to your vehicle. Simply carrying the remote key in a pocket or purse allows you to unlock the doors by touching the door handle. You can also turn the engine on or off by pressing the Start/Stop button without inserting the remote key.
- Engine Start/Stop button® and remote key control the engine. Upon inserting the remote key into the starter switch slot, and the electronic identification system confirming that it is the correct remote key, the engine can be started (or later, shut off) by pressing the Start/Stop button.
- 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.
- 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.

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

Standard/Optional equipment

- Standard
- Optional or included in optional package

Equipment charts Technical data BMW Services
Equipment

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

- Memory buttons provide access to the most frequently used functions of the Drive system. The six convenient buttons above the driver and front passenger to store and maintain a chosen speed according to your presets.

- Sonar sensors in the front and rear bumpers to help you judge the distance to other vehicles and unseen objects when parking. While parking, the image on the screen visually changes and deactivates by applying the brakes or above 70 mph. It is activated via the “multicast” FM stations, as well as a variety of innovative data services. HD Radio™ can be ordered with optional Harman Kardon Surround Sound Audio System.

- 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(s), change, as well as other detailed information, such as spark plug and microfilter status. It also provides travel information: travel range on remaining fuel, external temperature and more.

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

- Dynamic Cruise Control™ into your 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 presets.

- Navigation system features a high-resolution, glare-free monitor. Using GPS satellites in conjunction with data stored on an internal hard drive, a choice of detailed maps show – and tell – the directions to your desired destination. Enhancements include 3-D daytime and nighttime maps, zoom, travel planner and an Assistance Window. 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. The Voice command feature can be used to change radio stations and audio selection, Navigation system destinations, and (accessory) telephone entries.

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

- SIRIUS Satellite Radio delivers 130 channels of the most innovative satellite radio music, news, sports, talk, comedy and entertainment. All 69 music channels are commercial-free – and it’s delivered coast-to-coast in crystal clear digital sound, 24 hours a day. Add “The Best of XM” to enjoy additional premium programs, like Oprah Radio™, XM Public Radio™, The Virus® and top-notch sports actions, plus 10 channels of XM Play-by-Play sports. If your BMW is equipped with Drive, you can also select SIRIUS XM channels through your vehicle’s Drive system or Voice command, and enter them into the programmable memory buttons.

- When activated, Automatic high beams switch high-beam headlights to low-beams automatically whenever there is oncoming traffic or another car just ahead, or when the road is sufficiently illuminated. Then, when the sensor detects decreased illumination, the low beams are automatically switched back to high beams.

- BMW Services

- Auxiliary input port lets you connect an external audio source, such as an iPod® or MP3 player.

- iPod and USB adapter lets you scroll through and select the music you want by using the car’s radio controls, the multi-function sport steering wheel buttons or Drive Controller. Music titles are displayed on the radio or Navigation screen.

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

- Standard/Optional equipment.

- Standard

- Optional or included in optional package

- Equipment charts

- Technical data

- Colors

- 50 51 Standard/Optional equipment

- 52 Equipment

- 53 Colors

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- 55 Technical data

- 56 BMW Services

- 57 Colors

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- 59 Technical data

- 60 BMW Services

- 61 Colors
Standard/Optional equipment.

- Power-adjustable front seats and backrests, two-way manual headrests, adjustable thigh support, and driver memory with two presets for exterior mirror and seat positions.

- Automatic safety-belt assistant for the two front seats makes buckling up easier by bringing the belt forward whenever you get into the vehicle. As soon as the safety belt is clicked, the arm retracts into its housing. (If the safety belt for an occupied seat isn’t used, the arm retracts after one minute or as soon as the vehicle reaches a speed of about 4 mph.)

- 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.

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

Original BMW Accessories.

If driving a BMW adds to the quality of life, Original BMW Accessories personifies the pleasure. Want to set your BMW apart? Add unique wheels, sporty aerodynamic components, or even an elegant wood gearshift 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.

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

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

- 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.
New for 2011: the 335is -- a High Performance Convertible with performance features as impressive as its looks. The 335is starts with the M Sport Package features, then kicks performance up a notch by increasing horsepower to 335 and torque to 332 lb-ft -- with a boost to 355 lb-ft. With all this power on tap, oil and water coolers have been added to provide increased cooling capacity. Those who demand hands-on control will delight in the 6-speed manual transmission’s M sport short gearshift knob. A lightning-quick 7-speed sport automatic Double Clutch Transmission with paddle shifters is also available. Additional interior features include high-quality steel pedal pads, Dark Glacier Aluminum trim, an instrument cluster with a colored dial, and special 335is badging. A sport exhaust system with black chrome-plated tailpipes finishes the rear diffuser of the M sport rear bumper.

The 335is High Performance’s design, complemented by powerful performance enhancements, promises to make 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 331) 18” wheels and distinctive 335is badging behind the front wheels enhance the aggressive look of this exquisite automobile.

The 335is interior makes the driving experience even more enjoyable. Ten-way power adjustable front seat sports feature adjustable 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 manual headrests and adjustable thigh support. The Dark Glacier Aluminum trim and instrument cluster with colored dials and 335is badge at the right, as well as the M sport steering wheel, are distinctive elements found in the 335is.

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 335is equipped with 7-speed Double Clutch Transmission.

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

- **328i**
  - 2.0-liter four-cylinder direct-injected engine: 240 horsepower, 290 Nm torque
  - 8-speed automatic transmission
  - Double-pivot type front suspension and five-link rear suspension

- **335i**
  - 3.0-liter six-cylinder engine: 335 horsepower, 330 Nm torque
  - 8-speed automatic transmission

- **335is**
  - 3.0-liter six-cylinder engine: 335 horsepower, 330 Nm torque
  - 6-speed manual transmission

*Optional*: 6-speed manual transmission

*Standard*: 8-speed automatic transmission

**Exterior**

- **528i**
  - LED headlights with adaptive high-beam assist and foglights
  - 18” x 8” Light alloy wheels

- **535i**
  - 19” x 8.5” Light alloy wheels

*Optional*: 20” x 9” Light alloy wheels

- **Performance tires**: Suitable for dry driving, not recommended for wet conditions.

- **Run-flat tires**: Recommended for city driving, not recommended for high-speed driving.

**Handling, ride and braking**

- **Active Steering with Servotronic**
  - Engine-speed-sensitive, variable-assist power steering

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

- **Twin-tube gas-pressure shock absorbers**

- **Front and rear anti-roll (stabilizer) bars**

- **Double-pivot type front suspension and five-link rear suspension**

**Audio system**

- **Harman Kardon® surround sound audio system**: 12-speaker system with subwoofer

**Exterior seating and trim**

- **M door sills and M footrest**

- **Through-loading rear seats**

- **M door sills and M footrest**

**Technical data**

- **Engine**
  - 2.0-liter four-cylinder direct-injected engine: 240 horsepower, 290 Nm torque
  - 8-speed automatic transmission

- **Engine**
  - 3.0-liter six-cylinder engine: 335 horsepower, 330 Nm torque
  - 8-speed automatic transmission

**Combination examples**

- **Standard**: Included in Premium Package
  - Included in Cold Weather Package
  - Included in M Sport Package
  - Included in Sport Package

- **Optional**: Included in Premium Package
  - Included in Sport Package
  - Included in Cold Weather Package

- **Included in**
  - Premium Package
  - Cold Weather Package
  - M Sport Package
  - Sport Package

- **Required and included with either Sport Package or M Sport Package and STEPTRONIC transmission**
  - Steering wheel-mounted paddle shifters
  - Additional oil cooler and water coolant for increased cooling performance

- **Included with**
  - 11-speed Double Clutch Transmission (DCT)
  - 7-speed dual-clutch transmission
  - Four-wheel independent suspension

- **Included in**
  - Premium Package
  - Cold Weather Package
  - M Sport Package
  - Sport Package

- **Included with**
  - M Sport Package
  - Sport Package

- **Optional**: M door sills and M footrest
Comfort and convenience

<table>
<thead>
<tr>
<th>Feature</th>
<th>328i</th>
<th>330i</th>
<th>335i</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engine Start/Stop button</td>
<td>☐</td>
<td>☐</td>
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<tr>
<td>Comfort Access keys only with multi-function remote control</td>
<td>☐</td>
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<td>☐</td>
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<tr>
<td>Automatic climate control – includes micro-filters, automatic reactivation, light/temperature control, temperature and volume-controlled interior outlets, automatic防尘/ moisurizing air, maximum air conditioning, heat at rest, and recall of individual user settings</td>
<td>☐</td>
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<tr>
<td>Rear view mirror(s)</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Front seat center armrest with storage compartment</td>
<td>☐</td>
<td>☐</td>
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<tr>
<td>Rear cupholders</td>
<td>☐</td>
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<tr>
<td>Real seat with fold-down center armrest with dual cupholders, and storage bin with retractable cover</td>
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<tr>
<td>Tire pressure monitoring system</td>
<td>☐</td>
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<tr>
<td>Park Distance Control (PDC) (front and rear)</td>
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<tr>
<td>Interior and power-adjustable folding exterior mirrors with automatic-dimming function; digital interior mirror compass</td>
<td>☐</td>
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<tr>
<td>Power front windows with “one-touch” up/down operation</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
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<tr>
<td>Dynamic Cruise Control</td>
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<tr>
<td>Active Cruise Control</td>
<td>☐</td>
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<tr>
<td>Automatic high-beam lights (requires Premium Package)</td>
<td>☐</td>
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<tr>
<td>BMW Assurance lighting</td>
<td>☐</td>
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<tr>
<td>Courtesy lights – include fade-in/fade-out, activation from remote, automatic switch-on when engine is turned off, separately controlled high beams, daytime running lights, fog front/rear, and illuminated vanity mirrors</td>
<td>☐</td>
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<tr>
<td>Automatic safety-belt assistant</td>
<td>☐</td>
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<tr>
<td>Door storage pockets</td>
<td>☐</td>
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<tr>
<td>Integrated 3-button Universal garage-door opener</td>
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<tr>
<td>Engine Start/Stop button</td>
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</tbody>
</table>

Instrumentation and controls

<table>
<thead>
<tr>
<th>Feature</th>
<th>328i</th>
<th>330i</th>
<th>335i</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service Interval Indicator with miles-to-service readout</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>3-spoke leather-wrapped multifunction sport steering wheel with audio and hands-free phone controls</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>3-spoke leather-wrapped multifunction sport steering wheel with audio and hands-free phone controls</td>
<td>☐</td>
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</tr>
<tr>
<td>BMW Navigation system with 3-D high-resolution, 3-D screen, Voice control system, and Real Time Traffic Information. Other system with high-functional on-board computer, Control Command and Controls, touch-screen display, comfort and memory functions, and 12 GB storage for audio files (also includes BMW Information Services when equipped with BMW Assist™)</td>
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</tbody>
</table>

Safety and security

<table>
<thead>
<tr>
<th>Feature</th>
<th>328i</th>
<th>330i</th>
<th>335i</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anti-lock braking system (ABS)</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Adaptive Brakes Lights</td>
<td>☐</td>
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</tr>
<tr>
<td>BMW’s Advanced Safety System for integrated deployment of passive and active safety features</td>
<td>☐</td>
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<tr>
<td>Front and rear seat Protection System (FRPS)</td>
<td>☐</td>
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<td>☐</td>
</tr>
<tr>
<td>Frontal airbags</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Dynamic Brake Lights</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Automatic safety-belt pretensioners at front seating positions</td>
<td>☐</td>
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<td>☐</td>
</tr>
<tr>
<td>Driver- and passenger-front seat supplementary restraint system (SRS) with advanced technology: dual-threshold, dual-stage deployment; and front passenger seat sensors designed to prevent unnecessary airbag deployment</td>
<td>☐</td>
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<tr>
<td>Seat-mounted front side-impact airbags</td>
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<tr>
<td>Front-seat and rear-seat seatbelt reminder with Passenger’s Airbag Off indicator</td>
<td>☐</td>
<td>☐</td>
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</tr>
<tr>
<td>Interlocking door opening system to help prevent accidental door inflation in side impacts</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Central locking system with panic-panic switch (passive gas filler door unlocked), double lock feature and 2-stop unlocking</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Coated Chrome Exterior Mirrors</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Anti-theft alarm system</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>LED/CDT attachments on child-restraint safety installation</td>
<td>☐</td>
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</tr>
<tr>
<td>Cruise Control is not a substitute for the driver’s own responsibility in adjusting speed and otherwise controlling the vehicle. After evaluating the road, traffic and visibility conditions, the driver must decide whether and how the system is used.</td>
<td>☐</td>
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</tbody>
</table>

BMW Services

<table>
<thead>
<tr>
<th>Feature</th>
<th>328i</th>
<th>330i</th>
<th>335i</th>
</tr>
</thead>
<tbody>
<tr>
<td>BMW Assist with Bluetooth® wireless technology for hands-free calling with Bluetooth-enabled mobile phone, with phonebook downloading and speech recognition capabilities (please visit your authorized BMW center for details on standard and optional services and list of BMW-approved Bluetooth technology enabled mobile phones; also includes Online Information Services when equipped with BMW Navigation system)</td>
<td>☐</td>
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</tr>
</tbody>
</table>

Combination examples

- Standard
- Optional
- Included in Convenience Package
- Included in Premium Package
- Included in M Sport Package
- Included in Cold Weather Package

Colors

- Included in Cold Weather Package

Technical data

- BMW's Advanced Safety System for integrated deployment of passive and active safety features
- Front and rear seat Protection System (FRPS)
- Frontal airbags
- Dynamic Brake Lights
- Automatic safety-belt pretensioners at front seating positions
- Driver- and passenger-front seat supplementary restraint system (SRS) with advanced technology: dual-threshold, dual-stage deployment; and front passenger seat sensors designed to prevent unnecessary airbag deployment
- Seat-mounted front side-impact airbags
- Front-seat and rear-seat seatbelt reminder with Passenger’s Airbag Off indicator
- Interlocking door opening system to help prevent accidental door inflation in side impacts
- Central locking system with panic-panic switch (passive gas filler door unlocked), double lock feature and 2-stop unlocking
- Coated Chrome Exterior Mirrors
- Anti-theft alarm system
- LED/CDT attachments on child-restraint safety installation
- Cruise Control is not a substitute for the driver’s own responsibility in adjusting speed and otherwise controlling the vehicle. After evaluating the road, traffic and visibility conditions, the driver must decide whether and how the system is used.
### Equipment Charts

#### BMW Services

**Stand-alone optional equipment**

<table>
<thead>
<tr>
<th></th>
<th>328i</th>
<th>335i</th>
<th>335is</th>
</tr>
</thead>
<tbody>
<tr>
<td>6-speed DCT/FWD automatic transmission with Adaptive Transmission Control</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
</tr>
<tr>
<td>7-speed sport automatic Dual Clutch Transmission (DCT) includes shifting lever mounted paddle shifters</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
</tr>
<tr>
<td>Active Steering with ServoControl power assist</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
</tr>
<tr>
<td>Steering wheel-mounted paddle shifters provided with 7-speed Dual Clutch Transmission</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
</tr>
<tr>
<td>Park Distance Control (PDC) (front and rear)</td>
<td>☑/☐</td>
<td>☑/☐</td>
<td>☑/☐</td>
</tr>
<tr>
<td>Comfort Access keyless entry with multi-function remote control</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
</tr>
<tr>
<td>Sport suspension calibration</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
</tr>
<tr>
<td>3-stage heated front seats</td>
<td>☑/☐</td>
<td>☑/☐</td>
<td>☑/☐</td>
</tr>
<tr>
<td>V Spoke (Style 371) light alloy wheels, 19 x 8.5J front, 19 x 9.5J rear; 225/55 run-flat performance tires (requires Sport Package)</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
</tr>
<tr>
<td>Harman Kardon® Surround Sound Audio System with vehicle-specific equalizing and powerful 320W amplifier; the 11-speaker system includes four tweeters, two midrange speakers integrated into the door panels and one midrange center channel speaker located in the dashboard</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
</tr>
<tr>
<td>Automatic high beams (requires Premium Package)</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
</tr>
<tr>
<td>16-spoke light alloy wheels (no-cost option)</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
</tr>
<tr>
<td>Bamboo Anthracite Wood trim (no-cost option)</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
</tr>
<tr>
<td>Starbucks Bluetooth® audio files (no-cost option)</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
</tr>
<tr>
<td>Smartphone Integration (requires iPod and USB adapter, and either Premium Package or BMW Assist™)</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
</tr>
<tr>
<td>Smartphone Integration (includes Bluetooth® adapter)</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
</tr>
<tr>
<td>Comfort Access keyless entry with multi-function remote control</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
</tr>
<tr>
<td>Bluetooth® wireless technology for hands-free calling (with Bluetooth enabled mobile phone), with phonebook downloading and speech recognition capabilities (please visit your authorized BMW center for details on standard and optional services and a list of BMW-approved Bluetooth technology enabled mobile phones) also includes Online Information Services when equipped with BMW Assist™</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
</tr>
<tr>
<td>Anti-theft alarm system</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
</tr>
<tr>
<td>BMW Assist with Bluetooth® wireless technology for hands-free calling with Bluetooth® enabled mobile phone, with phonebook downloading and speech recognition capabilities (please visit your authorized BMW center for details on standard and optional services and a list of BMW-approved Bluetooth technology enabled mobile phones) also includes Online Information Services when equipped with BMW Assist™</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
</tr>
</tbody>
</table>

**Equipment**

<table>
<thead>
<tr>
<th></th>
<th>328i</th>
<th>335i</th>
<th>335is</th>
</tr>
</thead>
<tbody>
<tr>
<td>Antitheft alarm system</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
</tr>
<tr>
<td>Cruise Control is not a substitute for the driver’s own responsibility in adjusting speed and otherwise controlling the vehicle. After evaluating the road, traffic and visibility conditions, the driver must decide whether and how the system is used.</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
</tr>
<tr>
<td>Run-flat tires do not come equipped with a spare tire and wheel. Due to low-profile tires, please note wheels, tires and suspension parts are more susceptible to road hazard and consequential damage. Performance tires are not recommended for driving in snow and ice.</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
</tr>
</tbody>
</table>

### Technical Data

#### BMW Services

- **Technical data BMW Services**
- **Combination examples Colors Equipment**
- **Standard**
- **Included in M Sport Package**
- **Included in Cold Weather Package**
- **Included in Convenience Package**
- **Included in Premium Package**

#### BMW Services

- **Equipment charts**
- **60 61 Equipment charts**
- **Colors**
- **Equipment**
- **Technical data BMW Services**

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

- Steering wheel-mounted paddle shifters (included with 7-speed Dual Clutch Transmission; inquire and are automatically added with M Sport Package and 7DCT/FWD transmission)
- M door sills and M footrest
- Aerodynamic kit
- Increased top-speed limiter
- Dark Glacier Aluminum trim (328i and 335i require M Sport Package)
- 3-stage heated front seats
- V Spoke (Style 371) light alloy wheels, 19 x 8.5J front, 19 x 9.5J rear; 225/55 run-flat performance tires (requires Sport Package or M Sport Package) and are automatically added with either Sport Package or M Sport Package and 7DCT/FWD transmission)
- Steering wheel-mounted paddle shifters (included with 7-speed Dual Clutch Transmission; inquire and are automatically added with either Sport Package or M Sport Package and 7DCT/FWD transmission)

**Convenience Package**

- Anti-theft alarm system
- Comfort Access keyless entry with multi-function remote control
- Park Distance Control (PDC) (front and rear)
- BMW Assist with Bluetooth® wireless technology for hands-free calling with Bluetooth® enabled mobile phone, with phonebook downloading and speech recognition capabilities (please visit your authorized BMW center for details on standard and optional services and a list of BMW-approved Bluetooth technology enabled mobile phones) also includes Online Information Services when equipped with BMW Assist™ area.
### Weight

<table>
<thead>
<tr>
<th></th>
<th>328i</th>
<th>335i</th>
<th>335is</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unladen lbs</td>
<td>3,629</td>
<td>3,979</td>
<td>4,056</td>
</tr>
<tr>
<td>Weight, front/h</td>
<td>6,129</td>
<td>6,479</td>
<td>6,576</td>
</tr>
<tr>
<td>Manual transmission %</td>
<td>47.5/52.5</td>
<td>47.3/52.7</td>
<td>47.5/52.5</td>
</tr>
<tr>
<td>Automatic transmission %</td>
<td>46.9/53.1</td>
<td>47.1/52.9</td>
<td>47.5/52.5</td>
</tr>
</tbody>
</table>

### Engine

<table>
<thead>
<tr>
<th>Specification</th>
<th>328i</th>
<th>335i</th>
<th>335is</th>
</tr>
</thead>
<tbody>
<tr>
<td>Liter/type/valves per cylinder</td>
<td>3.0L/inline 6/3.0L/inline 6/3.0L/inline 6/</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bore/stroke inch</td>
<td>3.56/2.95</td>
<td>3.56/2.95</td>
<td>3.56/2.95</td>
</tr>
<tr>
<td>Nominal output/rpm</td>
<td>240/175</td>
<td>300/190</td>
<td>300/190</td>
</tr>
<tr>
<td>Maximum torque/rpm</td>
<td>255/190</td>
<td>300/207</td>
<td>300/207</td>
</tr>
<tr>
<td>Compression ratio</td>
<td>11.7</td>
<td>11.2</td>
<td>10.2</td>
</tr>
<tr>
<td>Fuel grade</td>
<td>premium</td>
<td>premium</td>
<td>premium</td>
</tr>
</tbody>
</table>

### Transmission

#### Manual transmission

<table>
<thead>
<tr>
<th>Gear Ratio</th>
<th>1/4</th>
<th>I/II</th>
<th>III/IV</th>
<th>V/VI/R</th>
<th>Final drive</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>4.75:1</td>
<td>3.42:1</td>
<td>2.59:1</td>
<td>2.30:1</td>
<td>1.43:1</td>
</tr>
<tr>
<td>B/S</td>
<td>1.80:1</td>
<td>1.51:1</td>
<td>1.29:1</td>
<td>1.13:1</td>
<td>1.00:1</td>
</tr>
<tr>
<td>V/S/V8</td>
<td>1.06:1</td>
<td>1.00:1</td>
<td>0.96:1</td>
<td>0.90:1</td>
<td>0.85:1</td>
</tr>
<tr>
<td>Final drive</td>
<td>3.38</td>
<td>3.75</td>
<td>3.39</td>
<td>3.39</td>
<td>3.39</td>
</tr>
</tbody>
</table>

#### Automatic transmission

<table>
<thead>
<tr>
<th>Gear Ratio</th>
<th>I/II</th>
<th>III/IV</th>
<th>V/VI/R</th>
<th>Final drive</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>4.70:1</td>
<td>3.47:1</td>
<td>2.59:1</td>
<td>1.44:1</td>
</tr>
<tr>
<td>B/S</td>
<td>1.55:1</td>
<td>1.20:1</td>
<td>1.13:1</td>
<td>1.00:1</td>
</tr>
<tr>
<td>V/S/V8</td>
<td>0.95:1</td>
<td>0.90:1</td>
<td>0.86:1</td>
<td>0.85:1</td>
</tr>
<tr>
<td>Final drive</td>
<td>3.38</td>
<td>3.40</td>
<td>2.98</td>
<td>2.98</td>
</tr>
</tbody>
</table>

### Performance

<table>
<thead>
<tr>
<th>Specification</th>
<th>328i</th>
<th>335i</th>
<th>335is</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drag coefficient C_d</td>
<td>0.30</td>
<td>0.31</td>
<td>0.32</td>
</tr>
<tr>
<td>Top speed mph</td>
<td>130 (209)</td>
<td>155 (250)</td>
<td>155 (250)</td>
</tr>
<tr>
<td>Acceleration 0-60 mph</td>
<td>13.0</td>
<td>11.7</td>
<td>11.7</td>
</tr>
<tr>
<td>Manual transmission</td>
<td>sec</td>
<td>sec</td>
<td>sec</td>
</tr>
<tr>
<td>Automatic transmission</td>
<td>sec</td>
<td>sec</td>
<td>sec</td>
</tr>
<tr>
<td></td>
<td>0.7</td>
<td>0.7</td>
<td>0.7</td>
</tr>
</tbody>
</table>

### Fuel consumption

<table>
<thead>
<tr>
<th>Transmission – City/highway</th>
<th>328i</th>
<th>335i</th>
<th>335is</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manual transmission</td>
<td>mpg</td>
<td>25</td>
<td>16</td>
</tr>
<tr>
<td>Automatic transmission – City/highway</td>
<td>mpg</td>
<td>22</td>
<td>14</td>
</tr>
<tr>
<td>Manual transmission</td>
<td>mpg</td>
<td>31</td>
<td>24</td>
</tr>
<tr>
<td>Automatic transmission – City/highway</td>
<td>mpg</td>
<td>23</td>
<td>15</td>
</tr>
</tbody>
</table>

---

1 An additional 38 lb-ft of temporary torque is delivered with the standard turbo boost function.

2 Top speed limited electronically.

3 BMW All-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.

4 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.

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