THE BMW 3 SERIES COUPE.

JOY TURNS DRIVEWAYS INTO FINISH LINES.

BMW EfficientDynamics
Less emissions. More driving pleasure.
What elicits joy in driving? At BMW, it’s about raising bars – as we have with the 3 Series Coupe for 2011. Its bold styling turns heads; a choice of two advanced, fast-response TwinPower Turbo engines deliver push-you-back-in-the-seat thrills. And to our acclaimed 6-speed manual and 7-speed automatic transmissions, we’ve added a 7-speed, paddle-shifting Double Clutch Transmission that changes gears in a flash, with no interruption in power. Why all these enhancements to a car that has been selected among Car and Driver’s “10Best” Cars for a record 20 years running? Our joy – and yours – is born of striving for perfection. Not resting on laurels.

JOY RAISES THE BAR.
The BMW 3 Series Coupe

Joy raises the bar.

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The essence of athletic performance.

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Advanced design – perfected in Virtual Reality, yet finalized by human hand.

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Tactile, spacious and comfortable – with the ambiance of quality.

bmwusa.com/3seriescoupe

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Want the inside scoop on BMW? You can find us on Facebook® at facebook.com/bmwusa. You’ll automatically get the latest BMW news, learn about new models and concept vehicles, meet other enthusiasts, share your photos and stories, and get invited to BMW events.

bmwusa.com/byo

For information on specifications please see page 64-65.

Editorial

A Breed Apart.

Is it surprising that we sell a lot of manual transmissions to 3 Series Coupe drivers? For them, it isn’t about Point A to Point B. Pavement is their playground. It’s not uncommon for a Coupe driver to hop in and just…drive.

These enthusiast drivers keep our engineers up at night, creating innovations to satisfy virtually insatiable driving appetites. It’s for this breed of driver that we created the 335is High Performance model, boasting a 330-hp turbocharged engine with 330 lb-ft of torque that boosts to 370 lb-ft of track-worthy acceleration. Of course, it’s available with a 7-speed, sport automatic Double Clutch Transmission with steering-wheel-mounted paddle shifters. After all, to a Coupe driver, joy is always a hands-on experience.

There are also not one, but two dynamic TwinPower Turbo inline six 3.0-liter engines with High Precision fuel injection. Both give Coupe drivers what they crave: more power with increased fuel efficiency and virtually no fun-eroding “turbo lag.” And, of course, for all 3 Series Coupe models, we offer an array of performance-enhancing technologies to keep “euphoria” ringing from ear to ear.

This spirit also infuses our styling for the 2011 3 Series Coupes: the long hood and bold accents that flow into the Coupes’ low-slung roofline. Brilliant lighting designs front and rear. For the 335is and M Sport Package, wind-tunnel-tested front and rear air dams are sprouting up, too. As usual, all this technology and style is integrated into what could very well be the sweetest handling sports coupes on the road.

It’s just one more of the 3 Series Coupes’ many qualities that make a big difference for drivers who are just a bit different from the rest.
Joy is beautiful. Step closer to the 2011 BMW 3 Series Coupe and you’ll discover that its wide signature kidney grille is surrounded with tantalizing styling cues and accents. Performance-bred front and rear air dams and side skirts express the muscular attributes of the M Sport Package and 335is High Performance Coupe. And here’s a bright idea: LED exterior lighting that exudes the fun you’re having behind the wheel. Yet even with these bold strokes, one glance and you know this is unmistakably a BMW – The Ultimate Driving Machine®. Approach. Anticipate. Open. Enjoy.

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

YOUR PULSE QUICKENS
BEFORE YOU OPEN THE DOOR.
Joy loves the environment. That’s the idea behind BMW EfficientDynamics: more driving pleasure with minimized fuel consumption and less emissions. On the outside, all BMWs are wind-tunnel tested to optimize a body shape that minimizes fuel-wasting aerodynamic drag. Under the hood, BMW engines continue to win awards for ever-more powerful output along with advanced fuel-extending technologies, such as the unique Valvetronic engine breathing technology and High Precision injection. Do you love both sporty driving and our planet? Your Coupe is waiting. Please obey all posted speed limits on your way to your BMW center.

bmwusa.com/efficientdynamics
Joy is brilliant. Consider the lighting for the 2011 3 Series Coupe. 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 Coupe 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 BMW 3 Series Coupe will own the night.
Joy is confident — whether you’re turning into a tight country-road bend, accelerating onto the busy Interstate, or twisting through hectic city streets. The 2011 BMW 3 Series Coupe puts you in firm command with intelligent vehicle technology like Active Steering, which matches steering response and feel to your driving demands. For instance, at low speeds the steering wheel needs only two turns lock-to-lock, making parking gymnastics a breeze. As you accelerate, it actively adapts the steering ratio to maintain a consistent, razor-sharp feel. Meanwhile, Dynamic Stability Control and Dynamic Traction Control help prevent driving problems before you notice them. And, of course, like all BMWs, the 3 Series Coupe is balanced with near-perfect 50/50 weight distribution and a race-proven suspension, engineered to provide the pinnacle of driving performance — all of which can be experienced on a stretch of blacktop near your BMW center.

NO MATTER WHERE, THE BLACKTOP BELONGS TO YOU.
Joy is timeless. That’s why BMWs produced 10, 20 or even 30 years ago still look current. This is not by chance. Our spirited designers ceaselessly innovate to advance the BMW look into one that is of its time – yet timeless. The 2011 BMW 3 Series Coupe is no exception. Its iconic BMW kidney grille is wider and integrated into its athletic shape, with an eager stance and long, sleek hood. These work in perfect harmony with the sporty low roofline, distinctive shoulder line, crisp hood creases and the tail’s elegant short overhang. Even the sleek side-view mirrors were created to blend effortlessly into this powerfully sculpted design. It’s the latest expression of the classic BMW 3 Series allure.
CLOSE THE DOOR.
RELAX – YOU’RE PROTECTED.

Joy gives you peace of mind. That’s because every BMW bristles with active and passive safety features. In addition to quick acceleration, powerful fade-resistant brakes and agile handling, the 3 Series Coupe’s active safety features include daylight-quality Xenon Adaptive Headlights that automatically level and illuminate around corners, and Dynamic Stability Control (DSC) and Dynamic Traction Control (DTC), which help keep you coolly in command when wheelspin threatens. Passive features, which become very much active when required, include advanced front- and side-impact airbags; a reinforced door-anchoring system that, in a side impact, hooks a reinforcing bar between the door and the body to create a rigid passenger cell; and an ultra-stiff body made of advanced steel. There is also optional BMW Assist™, which automatically calls for help immediately after airbags deploy, locates your vehicle if it’s stolen, and offers a host of other reassuring features. Active or passive, BMW safety technologies are always working to care for you and your passengers.

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

How to turn the two dimensions of a screen display into 3-D: in the CAVE (below), the driver feels as though he or she were actually sitting in a car and driving through a landscape. In this way, features and characteristics, such as cockpit ergonomics, can be felt.
Joy is tactile. Come, sit and feel the difference. It’s in the premium materials we use throughout the cabin, and the expert care with which they are crafted. The surfaces of the comfortable, ergonomically designed seats are wrapped in supple yet durable Dakota Leather. The steering wheel and shift lever are covered in hand-stitched leather, ready for action with a racing-inspired feel. Instrument rings, interior door handles and more are finished in a pearl-gray brushed metal with a satiny feel. All other surfaces are invitingly soft, yet firm, to the touch. Please visit your BMW center for a test touch.

For details on the availability of standard and optional features, please refer to the Equipment charts section at the back of this brochure.
Joy enlightens. Imagine you’re driving down the road in your 3 Series Coupe in the middle of East Nowhere, en route to West Whoknows. You’ll stay connected when your BMW is equipped with on-board Navigation. Select “Navigation” from the four iDrive buttons and the monitor lights up. Now you’re on the right track, following directions on the 3-D map. Press the “Telephone” button and up pops your “Contacts” screen. Select the phone number and you’re connected. Now you have company. All the while enjoying peace of mind knowing that Automatic Collision Notification, Emergency Request, Enhanced Roadside Assistance, Door Unlock, Stolen Vehicle Recovery and more are just a push of a button away, thanks to BMW Assist.™ Simply put, you can fit a world of information inside your BMW 3 Series Coupe. How’s that for roomy?

bmwusa.com/iDrive

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

PUT THE WORLD AT YOUR FINGERTIPS.
Joy welcomes rear-seat passengers. In the 3 Series Coupe, the front seats slide forward quickly and easily, and the retracting front safety belts means your guests won’t have to be contortionists to get in. Once comfortably seated, your guests will appreciate the convenient center console rear armrest with individual storage boxes, air outlet vents, footwell lights and convenient cupholders. When you visit your BMW center to inspect the 3 Series Coupe, we suggest you test the rear seats, too. It’s surprising how hospitable and spacious a sports coupe can be.

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

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 328 hp through a 161-hp three-cylinder turbo diesel engine with 274 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 415 miles, its ratio of performance to fuel consumption is without equal, positioning BMW as the world’s leading manufacturer of exceptionally efficient, sporty vehicles.

Not all BMW EfficientDynamics features are available on all models. Please see your authorized BMW center for details.

THE BMW 3 SERIES COUPE’S EFFICIENT DYNAMICS INITIATIVE AT A GLANCE.

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 adjustments of the inlet valves.

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.

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 TwinPower Turbo technology.
This innovative twin-scroll turbocharging technology efficiently recovers the energy contained in exhaust gases (335i, 335i xDrive, 335is).

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 unharvested is transformed into electrical energy, then fed into the battery. In this way, electricity is generated without consuming fuel.

For more information, visit bmwusa.com/EfficientDynamics.
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 3 Series Coupe. 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 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 “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 5000 rpm. In just 5.3 seconds you’re exceeding 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 6.2 seconds. BMW’s advanced Valvetronic technology and Double-VANOS “stoplessly” variable valve timing deliver quick and potent engine responses, a smooth idle, and enhanced fuel efficiency. Drawing on 200 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, 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 Coupe 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/335is xDrive and 128i/135i xDrive; 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.

$^{1}$ BMW AG preliminary test results, manual transmissions: 5.5 seconds, 6.1/6.8/6.9/7.0 seconds automatic; $^{2}$ BMW AG test results, manual transmissions: 6.8 seconds, 5.8/6.9/7.0 seconds automatic. BMW urges you to obey all posted speed laws and always wear safety belts.

<table>
<thead>
<tr>
<th>Performance Data</th>
<th>335i TwinPower Turbo</th>
<th>328i</th>
<th>335is High Performance</th>
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<tbody>
<tr>
<td>Power (horsepower)</td>
<td>300</td>
<td>230</td>
<td>320</td>
</tr>
<tr>
<td>Peak torque (lb-ft)</td>
<td>300</td>
<td>200</td>
<td>238</td>
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<td>0-60 mph</td>
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<tr>
<td>Engine type</td>
<td>TwinPower Turbo</td>
<td>TwinPower Turbo</td>
<td>TwinPower Turbo</td>
</tr>
</tbody>
</table>

The BMW 335i with TwinPower Turbo technology: maximum output combined with minimum fuel consumption.
The 3 Series Coupe 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.

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 into a big turn of the front wheels. It turns of the steering wheel translates to low to medium speeds, a small force in relation to driving speed.

A f t h e r e s u l t , t h e Active Steering system adjusts the steering ratio and steering force in relation to driving speed. A t l o w t o m e d i u m s p e e d s , a s m a l l t u r n o f t h e s t e e r i n g w h e e l t r a n s l a t e s i n t o a b i g t u r n o f t h e f r o n t w e e l s. Y o u e n j o y m o r e a g i l i t y i n c i t y d r i v i n g , q u i c k e r t u r n s o n t w i s t i n g r o a d s , a n d e a s i e r p a r k i n g m a n e u v e r s . A t h i g h e r s p e e d s , a l a r g e r t u r n o f t h e s t e e r i n g w h e e l i s n e e d e d t o t u r n t h e f r o n t w h e e l s.

7-speed sport automatic Double Clutch Transmission. Available in the 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 racking-inspired steering wheel-mounted paddle shifters and the gear shift lever allow clutchless shifting.

xDrive all-wheel drive.
BMW’s xDrive intelligent all-wheel-drive system takes all-road traction to new heights. On smooth, dry roads, the 328i xDrive and 335i xDrive have a rear-wheel-drive feel. But hit a wet uphill curve, for instance, or wet leaves, water or snow, and even before wheelspin can occur, the system immediately recognizes any need for a change in power distribution. It can send more torque to the front axle to achieve better traction. As speed increases, xDrive allows increased wheel spin, so you can concentrate on steering. At the same time, the brakeights are automatically activated to warn other drivers to slow down.

Hill Descent Control (HDC).
When driving down steep hills, Hill Descent Control automatically keeps the 328i xDrive and 335i xDrive models to a low speed without having to “hold the brakes,” so you can concentrate on steering. At the same time, the brakeights are automatically activated to warn other drivers to slow down. HDC is especially useful when driving downhill on slippery surfaces, such as gravel, snow or grass.

Dynamic Stability Control (DSC).
DSC helps to stabilize the 3 Series Coupe in just milliseconds when it senses an impending skid. When 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 spin.

Lightweight chassis.
Lightweight construction is used throughout the 3 Series Coupe. In the front section, for example, aluminum is used extensively for suspension components and in the steering rack. This enhances the Coupe’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.

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 (HPIS), 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, 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.

W H A T ’ S I N S I D E I S P O S I T I V E L Y S T U N N I N G .

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.
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 BMW. 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.

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? Conducting a conference call; 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 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 Drive 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.

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

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” pins 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.

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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 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.

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 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 Drive 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.
Loved, hated, feared – the Nürburgring Nordschleife (“Northern Loop”) never fails to elicit a response. We joined touring car champion Andy Priaulx for a drive on this legendary track in the BMW 3 Series Coupe.

Despite his three World Touring Car Championship (WTCC) titles, Andy Priaulx approaches the Nordschleife with a lot of respect. Jackie Stewart once referred to it as “The Green Hell,” the trees along its track coalescing to form a continuous green blur. In 2005, Priaulx won the 24-hour race in the BMW M3 GTR, as part of a team of four. “Each time I am here, the Nordschleife presents a different aspect: hot, wet, foggy or snowy – but never boring. Winning here really means something.”

Not having any racing experience, sitting next to Andy Priaulx in a 3 Series Coupe feels like sitting in a real racecar. During the twisting Hatzenbach descent, the British driver speaks of the special virtues that each BMW possesses. “Driving any BMW is a very special feeling. The balanced weight distribution makes the vehicle very poised, and the steering tells me exactly what the car is doing at any given time.” Even sitting in the passenger seat, you can tell that Andy Priaulx and the 3 Series Coupe feel very much at home here. It has the Nürburgring in its genes, so to speak: since the mid-1960s, BMW engineers have tested every new model here prior to the start of production. The challenging racetrack reveals both the sporting prowess and the durability of many parts. BMW was the first manufacturer to establish its own test center here in 1992.

Although Andy Priaulx usually drives a touring car powered by a high-revving four-cylinder racing engine, he clearly enjoys the BMW six-cylinder TwinPower Turbo in the 335i Coupe. “On the long ascent to the Bergwerk section and then on to the Hohe Acht, you need every one of the 335 hp. No matter which BMW engine you prefer, its combination of power and efficiency ensures driving pleasure without a guilty conscience.” Although the turbocharged inline six-cylinder engine has the same power output as its predecessor, the BMW engineers managed to lower its average fuel consumption. In the twisting bends around the famous Karussell, Priaulx praises the feeling of security and confidence that the BMW 3 Series Coupe evokes in the driver. “This applies to the slower technical passages as much as for the top-speed sections, such as the long finishing straight at Döttinger Höhe.”

The BMW 3 Series Coupe and its driver would clearly like to add another lap, but as a passenger, you quickly reach your limit at this kind of speed. However, Priaulx’s enthusiasm for the BMW 3 Series Coupe and the Nordschleife is infectious. For a small fee, anyone can do a lap here.

The British racing driver Andy Priaulx won the 2005, 2006 and 2007 World Touring Car Championships with BMW Team UK.

“EFFICIENT ENGINES ARE A KEY FACTOR IN RACING. BEING ABLE TO REFUEL LATER OR CARRY LESS FUEL IS A HUGE STRATEGIC ADVANTAGE!”

ANDY PRIAULX
Enhanced performance

*Enhanced performance*

**M Sport Package:** An aerodynamic kit and increased top-speed limiter hint at the M Sport Package’s performance-oriented attitude. The 335i below is shown in exclusive Le Mans Blue Metallic paint set off by shadowline exterior trim, and features available Star Spoke (Style 236) 19” light alloy wheels with 225/35 front, 255/30 rear run-flat performance tires. 1 The high-performance look continues inside with highly bolstered sport seats and a leather-wrapped multi-function M sport steering wheel. Dark Glacial Aluminum trim, an Anthracite headliner, M door sills and an M footrest complete the expressive visual touches. (M Sport Package not available in 335is High Performance.)

Door sills with the instantly identifiable M logo announce that this is a special breed of coupe as soon as a door is opened.

**Star Spoke (Style 193M)** light alloy wheels with run-flat performance tires. 1 In front: 19 x 8.0 wheels with 225/40 tires; in back: 19 x 8.5 wheels with 255/35 tires.

**Star Spoke (Style 230)** light alloy wheels with run-flat performance tires. 1 In front: 19 x 8.0 wheels with 225/35 tires; in back: 19 x 9.0 wheels with 255/30 tires.

**Star Spoke (Style 340)** 17 x 8.0 light alloy wheels with 225/40 run-flat all-season tires.

**Star Spoke (Style 344)** 17 x 8.0 light alloy wheels with 225/40 run-flat all-season tires.

**Star Spoke (Style 345)** 17 x 8.0 light alloy wheels with 225/40 run-flat all-season tires.

**V Spoke (Style 194M)** 17 x 8.0 light alloy wheels with 225/40 run-flat all-season tires.

**V Spoke (Style 152)** light alloy wheels with run-flat performance tires. 1 In front: 18 x 8.0 wheels with 225/40 tires; in back: 18 x 8.5 wheels with 255/35 tires.

Please note: Driving over rough or damaged road surfaces, as well as debris, curbs 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 careful to avoid road hazards and reduce your speed, especially if your vehicle is equipped with low-profile tires.

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

2 Performance tires not recommended for driving in ice and snow.

3 wheel-mounted paddle shifters are automatically added.
The 335is is a High Performance Coupe with performance features as impressive as its looks. It starts with all the features of the M Sport Package, then boosts performance up a notch by increasing horsepower to 335i and torque to 332 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 gear shift knob. A lightning-quick sport automatic 7-speed 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 badge. A sport exhaust system with black chromed tailpipes finishes the rear diffuser of the M sport rear bumper.

The 335is High Performance’s refreshing design, complemented by powerful performance enhancements, promise to make it an unmistakable yardstick whenever luxury/performance coupes are compared. The black chrome air intake grills with blacked-out kidney surround, black side-view mirror caps, and shadowline trim framing the windows, provide a dramatic contrast to the crimson red paint. Large Double Spoke (Style 313) light alloy wheels and distinctive 335is badging behind the front wheels enhance the aggressive look of this exquisite automobile.

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.

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

Please note: Driving over rough or damaged road surfaces, as well as debris, curbs and other obstacles, can cause serious damage to wheels, tires and suspension parts. It is also wise to park your vehicle on a level and sturdy surface to avoid shifting the vehicle unintentionally. Be careful to avoid road hazards and reduce your speed, especially if your vehicle is equipped with low-profile tires.

7-Speed Double Clutch Transmission is available in the 335is. You’ll enjoy exceptionally fast, smooth shifting whether in full automatic mode, or when clutchlessly shifting by using the gear shift knob or steering wheel-mounted paddle shifters.

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.

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: 19 x 8.5 wheels with 255/35 tires. (Available as an option: Double Spoke (Style 313M) light alloy wheels with run-flat performance tires. In front: 19 x 8.0 wheels with 225/35 tires; in back: 19 x 9.0 wheels with 255/30 tires.)
### Exterior colors.

<table>
<thead>
<tr>
<th>Color Code</th>
<th>Color Name</th>
</tr>
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<tbody>
<tr>
<td>300</td>
<td>Alpine White (Non-metallic)</td>
</tr>
<tr>
<td>355</td>
<td>Black Dakota Leather</td>
</tr>
<tr>
<td>356</td>
<td>Coral Red/Black Dakota Leather</td>
</tr>
<tr>
<td>357</td>
<td>Gray Dakota Leather</td>
</tr>
<tr>
<td>358</td>
<td>Cream Beige Dakota Leather</td>
</tr>
<tr>
<td>359</td>
<td>Saddle Brown Dakota Leather</td>
</tr>
</tbody>
</table>

Additional options:
- **Alpine White (Non-metallic)**
- **Crimson Red (Non-metallic)**
- **Jet Black (Non-metallic)**
- **Titanium Silver Metallic**
- **Deep Sea Blue Metallic**
- **Montego Blue Metallic**
- **Tasman Green Metallic**
- **Black Sapphire Metallic**
- **Space Gray Metallic**
- **Mineral White Metallic**
- **Platinum Bronze Metallic**
- **Mojave Metallic**
- **Le Mans Blue Metallic**
- **Vermilion Red Metallic**
- **Blue Water Metallic**

**Not available with M Sport Package.**

### Upholstery colors and materials.

<table>
<thead>
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<th>Color Code</th>
<th>Color Name</th>
</tr>
</thead>
<tbody>
<tr>
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<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>LCCX</td>
<td>Oyster/Black Dakota Leather</td>
</tr>
<tr>
<td>LCGE</td>
<td>Cream Beige Dakota Leather</td>
</tr>
<tr>
<td>LCOE</td>
<td>Coral Red/Black Dakota Leather</td>
</tr>
<tr>
<td>LCD3</td>
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</table>

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

The pages in this section show available colors and materials for the BMW 3 Series Coupe. 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
Interior trims.

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

Recommended color combinations.

<table>
<thead>
<tr>
<th>BMW Upholstery colors</th>
<th>Leatherette 1</th>
<th>Dakota Leather 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Upholstery material</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Upholstery colors</td>
<td>Drum Beige</td>
<td>Black</td>
</tr>
<tr>
<td>BMW exterior colors</td>
<td>Black</td>
<td>Black</td>
</tr>
<tr>
<td></td>
<td>Light Gray</td>
<td>Oyster/Black</td>
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<tr>
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<td>Cream Beige</td>
<td>Coral Red/Black</td>
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<td>Saddle Brown</td>
<td>Navy Blue</td>
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<td></td>
<td>Blue Water</td>
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<td></td>
<td>Montego Blue</td>
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<td>Mojave Metallic</td>
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<td>Lepica Metallic</td>
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<td></td>
<td>Samurai Green</td>
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<td></td>
<td>Bush Supplies</td>
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<tr>
<td>BMW interior trims</td>
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<td></td>
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<tr>
<td>Aluminum trim</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dark Glacier Aluminum</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Light Burl Walnut Wood</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bamboo Anthracite Wood</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1 Standard.
2 Optional and included with Premium Package.
3 Not available with M Sport Package.
4 Not available in 335is or with M Sport Package.
5 Optional.
6 Not available in 335is.
7 Optional (requires M Sport Package in all models except 335is).
8 Standard in 335is; optional and requires M Sport Package in all other models.

Please refer to the Recommended color combinations chart on the facing page for details on limitations and exclusivity when selecting 3 Series Coupe interior trim.
Standard/optional equipment.

- BMW’s distinctive front kidney-shaped grille features a chrome surround and vertical slats on 328i and 335i 3 Series Coupes. The 335is grille is chrome-plated with a blacked-out kidney grill surround.

- Xenon Adaptive Headlights optimize road illumination when entering a turn or coming to a halt by regulating which headlight beam is in use. Sensors continuously monitor the angle of the steering wheel to determine the direction in which the vehicle is heading. The outer headlights swivel accordingly until there is no oncoming traffic or another vehicle in close proximity. When the wipers are in the “intermittent” mode, the sensor automatically adjusts the windshield wiper interval as needed. Automatic headlight control activates headlights by means of a sensor that responds to darkness.

- Shadowline trim replaces the front and rear side-window chrome frames and door sill trim strips with the more rugged, sporting look of a black finish.

- Automatic dimming interior and exterior mirrors respond to the brightness of following headlights to minimize their reflection in the eyes of the driver. The automatic anti-glare function improves safety and comfort when driving at night by helping to eliminate the eye strain from excess glare. The digital compass, integrated into the mirror, is a convenient way to constantly monitor the angle of the steering wheel to determine the direction in which the vehicle is heading. The outer headlights swivel accordingly until there is no oncoming traffic or another vehicle in close proximity. When the wipers are in the “intermittent” mode, the sensor automatically adjusts the windshield wiper interval as needed. Automatic headlight control activates headlights by means of a sensor that responds to darkness.

- When activated, Automatic high beams switch high-beam headlights to low beams automatically when 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.

- Rain sensor uses infrared light to measure the amount of falling rain and relay this information to the electrical system. When the windshield wipers operate in the “intermittent” mode, the sensor automatically adjusts the windshield wiper interval as needed. Automatic headlight control activates headlights by means of a sensor that responds to darkness.

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Enhanced performance: Engine Start/Stop button and key fob control the engine. Upon inserting the key fob into the starter switch slot, and the electronic identification system confirms that it is the correct key fob, the engine can be started (or later, shut off) by pressing the Start/Stop button.

Colors: BMW Services

Equipment: 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 plug and micro-filter status. It also provides travel information: travel range on remaining fuel, external temperature and more.

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 day/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.

Sirius Satellite Radio offers 100 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 Opus 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 DIVs, you can also select SIRIUS XM channels through your vehicle’s DIVs system or Voice command, and enter them into the programmable memory buttons.

Automatic climate control system allows occupants to select a specific cabin temperature and choice of fanspeeds, as well as automatic or manual airflow and recirculation. The automatic recirculation control activates whenever certain air pollutants are detected. The system also includes defrost/defog and MAX AC functions.

Steering wheel-mounted paddle shifters provide sportier manual gear shifts without the use of a clutch. When equipped with a six-speed manual transmission and the M Sport Package, paddle shifters are automatically added. In the 335is, paddle shifters are included with the 7-speed Double Clutch Transmission.

Automatic Park Distance Control uses ultra sonic sensors in the front and rear bumpers to help you judge the distance to other vehicles and unseen objects when parking. While engaged in a parking maneuver, the image on the screen visually changes and warning beeps come faster as your bumper approaches a stationary object. The system also displays the distance to the unseen objects.
Harman Kardon Surround Sound Audio System with vehicle-specific equalizing and powerful 1000W amplifier. The 11-speaker system includes four tweeters, two midrange speakers located in the door panels and two midrange speakers located under the rear shelf space, two bass speakers located under the front seats and one midrange center channel speaker located in the dashboard.

Storage compartments are integrated into both doors. A tilt-out bin below the armrest offers different compartments in which to tuck away sunglasses, change and other small items; a convenient open storage space for maps and larger items is just behind it.

Cupholders integrated into the dashboard are located within convenient reach of the driver and front passenger. The driver's cupholder is located to the right of the radio, and the passenger's cupholder is located above the glove compartment. Both cupholders fold out as shown above, and can be conveniently closed back into the dash when not in use.

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.

Power seat adjustments included with eight-way power front seats allow customized comfort and convenience for driver and front passenger. The two-setting memory system automatically adjusts the driver's seat and side-view mirror positions, with individual preferences available at your fingertips.

Harmonic input port lets you connect an external audio source, such as an iPod®, or NFM 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 steering wheel buttons or Drive Controller. Music titles are displayed on the radio or Navigation screen.

6-speed STEPTRONIC automatic transmission provides a choice of three modes: “Drive” with Adaptive Transmission Control; a more dynamic “Sport” mode; and STEPTRONIC automatic, for the hands-on control of a manual without a clutch. (When STEPTRONIC automatic transmission and M Sport Package are ordered, steering-wheel-mounted paddle shifters are automatically added.)

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.

7-speed Double Clutch Transmission (DCT) provides smooth, lightning-quick gear changes and enhanced fuel efficiency by automatically shifting between two transmission structures. While one gear is disengaging, the next is already in position. Shift gears manually without a clutch by using paddle shifters or the gear selector (available in 335is).

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

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

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

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.

Standard seats in the 328i and 328i xDrive are eight-way adjustable for the driver and six-way adjustable for the front passenger. Both seats also include a two-way headrest. The driver's seat provides individual adjustments for seat height and backrest, fore and aft position and seat angle.

Two-way power front sport seats include adjustable side bolsters, two-way manual headrests with BMW's Active Head Restraints feature, thigh support, and driver memory 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.

Rear fold-down seats allow you to load long objects in the trunk by folding down one or both rear seats, as needed.

Standard/optional equipment.

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

□ Heated front seats □ Automatic safety-belt assistant □ Armrest □ Two-way power front sport seats □ Rear fold-down seats □ Standard seats □ Automatic safety-belt assistant □ Armrest □ Standard seats □ Two-way power front sport seats □ Rear fold-down seats

□ Power sunshade for the rear window □ Comfort Access system □ Power sunshade for the rear window □ Comfort Access system □ Power sunshade for the rear window □ Comfort Access system

□ Two-way power glass moonroof with remotes, expanded one-touch operation, slides backward or tilts up to let in as much fresh air and sky as you like. Includes a sliding interior sunshade.

□ Sunroof for the rear window □ Comfort Access system □ Sunroof for the rear window □ Comfort Access system □ Sunroof for the rear window □ Comfort Access system

□ Anti-theft alarm system □ Ski bag □ Anti-theft alarm system □ Ski bag □ Anti-theft alarm system □ Ski bag

Rear fold-down seats allow you to load long objects in the trunk by folding down one or both rear seats, as needed. 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.

Ski bag allows clean and secure transport of up to four pairs of skis and ski poles. When the ski bag is not extended, the center armrest can be left down for use or folded up.
Original BMW Accessories.

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

19" Star Spoke (Style 311) Chrome Wheels reflect the Coupe’s sporty style and dynamic performance. Corrosion-fighting coatings help keep them looking new.

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

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 roof rack systems let you easily transport bikes, skis, snowboards and more. From start (Advanced Battery Charging System) to finish (STEPTRONIC automatic transmission), Original BMW Accessories turn your BMW into a reflection of yourself.

Performance and efficiency

<table>
<thead>
<tr>
<th></th>
<th>335i</th>
<th>335i xDrive</th>
<th>335is xDrive</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.0-liter dual overhead cam (DOHC) 6-cylinder engine with composite high-output aluminum block, Valvetronic, and Double-VANOS steplessly variable valve timing</td>
<td>●</td>
<td>●</td>
<td>●</td>
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<tr>
<td>3.0-liter dual overhead cam (DOHC) 6-cylinder engine with TwinPower Turbo technology, Valvetronic, and Double-VANOS steplessly variable valve timing</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Electronic throttle control</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>6-speed manual transmission</td>
<td>○</td>
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<tr>
<td>6-speed Steptronic automatic transmission with Adaptive Transmission Control</td>
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<tr>
<td>7-speed sport automatic Double Clutch Transmission (DCT)</td>
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<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Steering wheel mounted paddle shifters (included with 7-speed Double Clutch Transmission, require and are automatically added with the M Sport Package and 8-speed sport automatic transmission)</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Additional oil cooler and water cooler for increased cooling performance</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Sports exhaust system</td>
<td>●</td>
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</table>

Handling, ride and braking

Dynamic Stability Control (DSC), including Brake Pads Compensation, Start-Off Assistant, Brake Drying, and Brake Assist by features, with Dynamic Traction Control (DTC) | ●          | ●          | ●          |

Technical Data

<table>
<thead>
<tr>
<th></th>
<th>328i</th>
<th>335i</th>
<th>335is xDrive</th>
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<tbody>
<tr>
<td>M Sport Package</td>
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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.
**Exterior**

<table>
<thead>
<tr>
<th>Exterior</th>
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<th>328i/328i-xDrive</th>
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<tbody>
<tr>
<td>v-Spoke (Style 371) 17 x 8.5 light alloy wheels, 225/45 run-flat all-season tires</td>
<td>![ ]</td>
<td>![ ]</td>
<td>![ ]</td>
<td>![ ]</td>
<td>![ ]</td>
</tr>
<tr>
<td>Star Spoke (Style 339) 17 x 8.5 light alloy wheels, 225/45 run-flat all-season tires</td>
<td>![ ]</td>
<td>![ ]</td>
<td>![ ]</td>
<td>![ ]</td>
<td>![ ]</td>
</tr>
<tr>
<td>Star Spoke (Style 340) 17 x 8.5 light alloy wheels, 225/45 run-flat all-season tires</td>
<td>![ ]</td>
<td>![ ]</td>
<td>![ ]</td>
<td>![ ]</td>
<td>![ ]</td>
</tr>
<tr>
<td>v-Spoke (Style 715M) 17 x 8.0 light alloy wheels, 225/45 run-flat all-season tires</td>
<td>![ ]</td>
<td>![ ]</td>
<td>![ ]</td>
<td>![ ]</td>
<td>![ ]</td>
</tr>
<tr>
<td>v-Spoke (Style 719) 19 x 8.0 light alloy wheels, 255/35 run-flat (performance tires 225/35 require M Sport Package)</td>
<td>![ ]</td>
<td>![ ]</td>
<td>![ ]</td>
<td>![ ]</td>
<td>![ ]</td>
</tr>
<tr>
<td>Star Spoke (Style 719) 19 x 8.0 light alloy wheels, 225/35 run-flat (performance tires 225/35 require M Sport Package)</td>
<td>![ ]</td>
<td>![ ]</td>
<td>![ ]</td>
<td>![ ]</td>
<td>![ ]</td>
</tr>
<tr>
<td>v-Spoke (Style 371) 19 x 8.0 light alloy wheels, 245/35 run-flat all-season tires</td>
<td>![ ]</td>
<td>![ ]</td>
<td>![ ]</td>
<td>![ ]</td>
<td>![ ]</td>
</tr>
<tr>
<td>Star Spoke (Style 341) 19 x 8.0 light alloy wheels, 255/35 run-flat all-season tires</td>
<td>![ ]</td>
<td>![ ]</td>
<td>![ ]</td>
<td>![ ]</td>
<td>![ ]</td>
</tr>
</tbody>
</table>

**Interior seating and trim**

**Interior seating and trim** (Continued)

<table>
<thead>
<tr>
<th>Interior seating and trim</th>
<th>328i</th>
<th>328i/328i-xDrive</th>
<th>335i</th>
<th>335i/335i-xDrive</th>
<th>335is</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-stage heated front seats</td>
<td>![ ]</td>
<td>![ ]</td>
<td>![ ]</td>
<td>![ ]</td>
<td>![ ]</td>
</tr>
</tbody>
</table>

**Interior seating and trim**

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

Please note: Driving over rough or damaged road surfaces, as well as debris, cuts and other objects, 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 careful to avoid road hazards and reduce your speeds, especially if your vehicle is equipped with low-profile tires.

1Run flat tires do not come equipped with spare tire and wheel. Performance tires are not recommended for driving in snow and ice.

2Chase Control is not a substitute for the driver’s own responsibility in adjusting speed and other parameters of the vehicle. After evaluating the road, traffic and visibility conditions, the driver must decide whether and how the system is used.
### Equipment charts

#### Audio system

<table>
<thead>
<tr>
<th>Feature</th>
<th>328i</th>
<th>328i xDrive</th>
<th>335i</th>
<th>335i xDrive</th>
<th>335is xDrive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anti-theft AM/FM stereo (CS5P) Fever audio system with Real Time Traffic Information</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Harmon Kardon Surround Sound Audio System with vehicle-specific equalization and powerful 420W amplifier</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>11-speaker leather-covered multi-function sport steering wheel with audio and handle-free phone controls</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>6-speaker leather-covered multi-function M sport steering wheel with audio and handle-free phone controls</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>On-board computer with Check Control – provides feedback on the vehicle's operating status at low indicator and distances to next service appointment, change, as well as other detailed information such as micro-fuel status. It also provides travel information – travel range on remaining fuel, external temperature, and more</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>BMW Navigation system with 10.25&quot; high-resolution, 3-D screen, Voice command system, and either Time Traffic Information; Live system with high function on-board computer, Connected, and 6 programmable memory buttons; and 12 GB storage for audio files (also includes Online Information Services when equipped with BMW Assist)</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>BMW Apps with Smartphone Integration (requires iPod and USB adapter)</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>BMW Navigation system and either Premium Package or BMW Assist</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
</tbody>
</table>

#### Safety and security

<table>
<thead>
<tr>
<th>Feature</th>
<th>328i</th>
<th>328i xDrive</th>
<th>335i</th>
<th>335i xDrive</th>
<th>335is xDrive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anti-lock braking system (ABS)</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Adaptive Brakes</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>BMW's Advanced Safety System for integrated deployment of passive and active safety features</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Front and rear head Protection System (FRP)</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Automatic safety-belt pretensioners at front seating positions</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Driver's and passenger's front airbag supplemental restraint system (SPRS) with advanced technology: dual-threshold, dual-stage deployment, and front passenger seat sensors designed to prevent unnecessary deployment</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Seat-mounted front-side-impact airbags</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Front passenger seat-occupation recognition with Passenger's Airbag Off indicator</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Interlocking door-latching systems to protect against door intrusion in side impacts</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Central locking system with center console switch, door locks, gas-filler door unlocks, double-lock feature and 2-step unlocking</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Childproof Security Protection</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Anti-theft alarm system</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Automatic locking retraction (ALR) on all passenger-seat safety belts for installation of child restraint seat</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>LATCH attachments for child restraint safety installation</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Crash sensor that activates Battery Safety, Terminal disconnect of alternator, fuel pumps, and starter from battery, automatically unlocks doors, and turns on hazard and interior lights</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Programmable Daytime Running Lights</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>BMW Assist™ Safety Plan with Bluetooth® wireless technology: Includes four years of Automatic Collision Notification, Emergency Request, Enhanced Roadside Assistance, Door Unlock, Stolen Vehicle Recovery, Customer Relations, TeleServices Mobile Office features; MyLife lets you send business locations and credit addresses directly to your BMW and Navigation system (for complete details, visit beawis.de)</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
</tbody>
</table>

#### BMW Services

<table>
<thead>
<tr>
<th>Feature</th>
<th>328i</th>
<th>328i xDrive</th>
<th>335i</th>
<th>335i xDrive</th>
<th>335is xDrive</th>
</tr>
</thead>
<tbody>
<tr>
<td>BMW Ultimate Service® for complete details on BMW’s Climate Service, and BMW Assist</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
</tbody>
</table>

#### Premium Package

- Keyless power-folding seats with 2-way manual headrests and driver memory with 2 pre-setts for seat and exterior rearview mirror positions (335i has power front seats) | ●    | ●          | ●    | ●           | ●            |
- 2-way power glass moonroof with “one-touch” operation and sliding interior sunshade | ●    | ●          | ●    | ●           | ●            |
- 4-way adjustable power lumbar support for front seats | ●    | ●          | ●    | ●           | ●            |
- High-beam LED headlight indicator | ●    | ●          | ●    | ●           | ●            |
- Rotating LED taillights | ●    | ●          | ●    | ●           | ●            |
- Interior and exterior LED lighting with automatic-dimming function; digital interior mirror compass | ●    | ●          | ●    | ●           | ●            |
- Integrated 2-Stage Universal Garage-door opener | ●    | ●          | ●    | ●           | ●            |
- BMW Assist Safety Plan with Bluetooth® wireless technology: Includes four years of Automatic Collision Notification, Emergency Request, Enhanced Roadside Assistance, Door Unlock, Stolen Vehicle Recovery, Customer Relations, TeleServices Mobile Office features; MyLife lets you send business locations and credit addresses directly to your BMW and Navigation system (for complete details, visit beawis.de) | ●    | ●          | ●    | ●           | ●            |

#### Cold Weather Package

- Heated windshield (not available with M Sport Package) | ●    | ●          | ●    | ●           | ●            |
Enhanced performance

Aerodynamic kit

Increased top-speed limiter

Sport seats (requires M Sport Package)

Light Glacier White/Natural leather

Alcantara (requires Individual Upholstery)

M door sill and M floor mats

Stand-alone optional equipment

 Dakota Leather upholstery

 iDrive® Navigation system and either Premium Package or BMW Assist™

 All-season tires

 Standard with 7-speed Double Clutch Transmission

 Comfort Access keyless entry

 Dakota Glacier Aluminum trim (requires M Sport Package in all models except 335is)

 iDrive® Phone Application (Step-1 recalls)

 Cruise Control is not a substitute for the driver's own responsibility in adjusting speed

 Optional colors

 Automatic high beams (requires Premium Package)

 xDrive® requires M Sport Package

 Rear parking assist with rear view camera

 Anti-theft alarm system

 BMW Assist® Safety Plan with Bluetooth®, T eleService; Mobile Phone features; Automatic Collision Notification, Emergency Request, Enhanced Roadside Assistance,

 BMW Apps with Smartphone Integration (requires iDrive® and USB connectivity, BMW Navigation system and either Premium Package or BMW Assist®)

 BMW Services
Enhanced performance
Colors
Equipment
Equipment charts
Technical data
BMW Services

### Weight

| Model        | curb weight | trailer 
|--------------|-------------|------
| 328        | 3,392/3,428 | 3,392/3,428 |
| 328i xDrive | 3,552/3,582 | 3,552/3,582 |
| 335i xDrive | 3,602/3,632 | 3,602/3,632 |

#### Manual transmission

| Model        | curb weight | trailer 
|--------------|-------------|------
| 328        | 3,392/3,428 | 3,392/3,428 |
| 328i xDrive | 3,552/3,582 | 3,552/3,582 |
| 335i xDrive | 3,602/3,632 | 3,602/3,632 |

### Engine

<table>
<thead>
<tr>
<th>Model</th>
<th>Liter/type/akas 1/8 cly</th>
<th>TwinPower Turbo 3.0L/6 cyl</th>
<th>TwinPower Turbo 3.0L/6 cyl</th>
<th>TwinPower Turbo 3.0L/6 cyl</th>
<th>TwinPower Turbo 3.0L/6 cyl</th>
</tr>
</thead>
<tbody>
<tr>
<td>328</td>
<td>2.0L/200/770</td>
<td>240/180/247</td>
<td>240/180/247</td>
<td>240/180/247</td>
<td>240/180/247</td>
</tr>
<tr>
<td>328i xDrive</td>
<td>2.0L/200/770</td>
<td>240/180/247</td>
<td>240/180/247</td>
<td>240/180/247</td>
<td>240/180/247</td>
</tr>
<tr>
<td>335i xDrive</td>
<td>2.0L/200/770</td>
<td>240/180/247</td>
<td>240/180/247</td>
<td>240/180/247</td>
<td>240/180/247</td>
</tr>
</tbody>
</table>

#### Transmission

<table>
<thead>
<tr>
<th>Model</th>
<th>Manual gear ratios</th>
<th>Automatic transmission</th>
</tr>
</thead>
<tbody>
<tr>
<td>328</td>
<td>6-speed</td>
<td>8-speed</td>
</tr>
<tr>
<td>328i xDrive</td>
<td>6-speed</td>
<td>8-speed</td>
</tr>
<tr>
<td>335i xDrive</td>
<td>6-speed</td>
<td>8-speed</td>
</tr>
</tbody>
</table>

#### Performance

<table>
<thead>
<tr>
<th>Model</th>
<th>Drag coefficient</th>
<th>Top speed</th>
<th>Acceleration 0-60 mph 1/8</th>
</tr>
</thead>
<tbody>
<tr>
<td>328</td>
<td>0.32</td>
<td>151/170</td>
<td>120/120/160</td>
</tr>
<tr>
<td>328i xDrive</td>
<td>0.32</td>
<td>151/170</td>
<td>120/120/160</td>
</tr>
<tr>
<td>335i xDrive</td>
<td>0.32</td>
<td>151/170</td>
<td>120/120/160</td>
</tr>
</tbody>
</table>

### Fuel consumption

<table>
<thead>
<tr>
<th>Model</th>
<th>Manual transmission - City/Highway</th>
<th>Automatic transmission - City/Highway</th>
</tr>
</thead>
<tbody>
<tr>
<td>328</td>
<td>21/32 (20/28)</td>
<td>21/32 (20/28)</td>
</tr>
<tr>
<td>328i xDrive</td>
<td>21/32 (20/28)</td>
<td>21/32 (20/28)</td>
</tr>
<tr>
<td>335i xDrive</td>
<td>21/32 (20/28)</td>
<td>21/32 (20/28)</td>
</tr>
</tbody>
</table>

#### Brakes

<table>
<thead>
<tr>
<th>Model</th>
<th>Front - diameter</th>
<th>Rear - diameter</th>
</tr>
</thead>
<tbody>
<tr>
<td>328</td>
<td>13.3</td>
<td>13.7</td>
</tr>
<tr>
<td>328i xDrive</td>
<td>13.3</td>
<td>13.7</td>
</tr>
<tr>
<td>335i xDrive</td>
<td>13.3</td>
<td>13.7</td>
</tr>
</tbody>
</table>

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1/8 Additional 38 lb-ft of torque is delivered with the standard turbo boost function.
2/8 Top speed limited electronically. HRI/NI AC 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 will not reflect actual results. BMW can not test all prototype speed loss and always vary weather. Testing.
3/8 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.
4/8 Figures apply to 7-speed Double Clutch Transmission (DCT).
5/8 Figures apply to vehicles with automatic transmission. Figures in ( ) apply to 335i and models with M Sport Package.
6/8 Bluetooth wordmark and logos are owned by the Bluetooth SIG, Inc. and any use of such marks by BMW is under license. iPhone and iPod are registered trademarks of Apple Inc.
The BMW Assist and Bluetooth Hands-free Calling system with 4 years of Safety Plan services is optional or included in the Premium Package. In order to receive BMW Assist services, a subscriber agreement must be completed and transferred to the BMW Assist Response Center. GPS and underlying wireless services must be available and functioning; vehicle ignition must be turned on (even if vehicle is parked or the emergency stop button is pushed). For more details, visit bmwusa.com or call, toll-free, 1-800-778-5700.

BMW Financial Services. Arranging to buy or lease a BMW is easier than you may think. Your authorized BMW center offers leasing and financing to suit your personal needs through BMW Financial Services. Start the process at our website, where you can build your “dream vehicle,” get an estimate on a monthly lease or financing payment, submit a credit application to BMW Financial Services – and get approved – all online! To find out more, visit bmwusa.com or call, toll-free, 1-800-333-4869 (BMW2).

See your authorized BMW center for details on these limited warranties.

In order to receive BMW Assist services, a subscriber agreement must be completed and transferred to the BMW Assist Response Center. See your authorized BMW center for details on these limited warranties.

The BMW Maintenance Program covers factory-recommended maintenance services as determined by the Service Interval Indicator for all new-eligible MY 2014 and later BMW vehicles. Specific additional items that need replacement in normal wear and tear are also covered. The maintenance coverage period is for the first 6 years or 50,000 miles, whichever comes first. Exclusions from coverage include gasoline, gasoline additives, windshield washer fluid and additives, battery, tires, wheel alignment and tire balancing. All work must be performed by an authorized BMW center. See the Service and Warranty Information booklet for specific terms, conditions and limitations. Further information can also be obtained from your authorized BMW center.

Requires BMW Assist Plan subscription. Services are subject to the terms and conditions of your subscriber agreement. Please go to bmwusa.com for additional details on the optional Conveniences Package.

Subject to credit approval and other terms and conditions.

For more details on BMW Ultimate Service, visit your authorized BMW center or log on to bmwusa.com/ultimateservice.

The Ultimate Warranty is an option on new BMWs. It’s your peace of mind knowing that a friendly person is here to help you, 24/7, at the push of a button. The Service Plan includes Automatic Collision Notification, Emergency Requested, Enhanced Roadside Assistance, Door Unlock, Stolen Vehicle Recovery and Customer Relations. Included with the BMW Safety Plan, MyInfo allows you to send business locations and street addresses with their associated phone numbers from the Google Maps™ website directly to your BMW. The information can be sent to your Navigation system for turn-by-turn directions. With the BMW Navigation system and certain Blackberry smartphones linked to your BMW via Bluetooth® technology, BMW’s MyInfo service enables you to send text messages and emails to your iDrive screen and read them on the display using Bluetooth. The To Do List can also appear on your Display screen while in route. Running late? Click on the phone number in the Calendar to call your appointment. For the ultimate in convenience, add the optional Convenience Plan! You’ll enjoy unlimited access to personalized Directions, Traffic and Weather reports, as well as our Concierge feature, which can send a destination address and phone number, such as a restaurant or hotel, right to your BMW. You can make up to four sporation-assisted calls per year with Critical Calling if your cell phone is not available, or if its battery is low. BMW Online allows online access to up-to-date fuel prices and the engine oil, microfilter, spark plugs, brake linings and various fluids – as well as services that require attention at regular intervals, such as vehicle service inspections. This data is automatically transmitted to your BMW center, which will then call you to schedule a service appointment. You don’t have to keep track of when your vehicle requires routine maintenance. An added benefit: any needed mainten ance service parts will already be on hand, so your BMW is serviced and returned to you as quickly as possible.

For more details on BMW Ultimate Service, visit your authorized BMW center or log on to bmwusa.com/ultimateservice.

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

For more details on BMW Ultimate Service, visit your authorized BMW center or log on to bmwusa.com/ultimateservice.

BMW Ultimate Service® at BMW, we believe that a premium ownership experience should feature performance, prestige, and unparalleled service and convenience. We believe you should be able to drive a BMW at its potential, while enjoying peace of mind and reduced cost of ownership. That’s the idea behind BMW Ultimate Service: a suite of comprehensive programs and services that are included with every new vehicle. The New Vehicle Limited Warranty, the BMW Maintenance Program, and Roadside Assistance come standard, with BMW Assist offered as an option. BMW Ultimate Service starts with the New Vehicle Limited Warranty, providing you with coverage for the first four years or 50,000 miles, whichever comes first. If your BMW requires routine maintenance. The BMW Assist and Bluetooth Hands-free Calling system with 4 years of Safety Plan services is optional or included in the Premium Package. In order to receive BMW Assist services, a subscriber agreement must be completed and transferred to the BMW Assist Response Center. Required or recommended in the Maintenance Plan.

The BMW Maintenance Program covers factory-recommended maintenance services as determined by the Service Interval Indicator for all new-eligible MY 2014 and later BMW vehicles. Specific additional items that need replacement in normal wear and tear are also covered. The maintenance coverage period is for the first 6 years or 50,000 miles, whichever comes first. Exclusions from coverage include gasoline, gasoline additives, windshield washer fluid and additives, battery, tires, wheel alignment and tire balancing. All work must be performed by an authorized BMW center. See the Service and Warranty Information booklet for specific terms, conditions and limitations. Further information can also be obtained from your authorized BMW center.

Requires BMW Assist Plan subscription. Services are subject to the terms and conditions of your subscriber agreement. Please go to bmwusa.com for additional details on the optional Conveniences Package.

Subject to credit approval and other terms and conditions.

For more details on BMW Ultimate Service, visit your authorized BMW center or log on to bmwusa.com/ultimateservice.

The BMW Ultimate Safety Plan is an option on new BMWs. It’s your peace of mind knowing that a friendly person is here to help you, 24/7, at the push of a button. The Safety Plan includes Automatic Collision Notification, Emergency Requested, Enhanced Roadside Assistance, Door Unlock, Stolen Vehicle Recovery and Customer Relations. Included with the BMW Safety Plan, MyInfo allows you to send business locations and street addresses with their associated phone numbers from the Google Maps™ website directly to your BMW. The information can be sent to your Navigation system for turn-by-turn directions. With the BMW Navigation system and certain Blackberry smartphones linked to your BMW via Bluetooth® technology, BMW’s MyInfo service enables you to send text messages and emails to your iDrive screen and read them on the display using Bluetooth. The To Do List can also appear on your Display screen while in route. Running late? Click on the phone number in the Calendar to call your appointment.
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, for the last six years, BMW has been voted the world’s most sustainable automobile manufacturer. At BMW, we strive for and achieve high performance in all we do.