THE BMW 3 SERIES SEDAN.
HIGH-PERFORMANCE HERITAGE, REDEFINED.

BMW EfficientDynamics
Less emissions. More driving pleasure.
MOR
E WAYS TO AMAZE.

For more than 35 years it has been a clear champion on the road – as well as the heart and soul of BMW’s high-performance reputation. Now in its sixth generation, the BMW 3 Series Sedan boasts four unique personalities, each designed to highlight its core values in exhilarating ways. In addition to the 3 Series Sedan, BMW offers the Modern Line, the Luxury Line, the Sport Line and the M Sport Line, each displaying a distinctive twist on the 3 Series formula with exclusive upholsteries, trims, wheels and other options designed to enhance the feeling of customization. It’s all combined with the award-winning performance, elegance, convenience and comfort that have landed the 3 Series on critics’ lists and in owners’ driveways for decades. Get ready to experience the 3 Series – now perfectly suited to your own unique style.
The BMW 3 Series Sedan

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Editorial

A CLASSIC SPREADS ITS WINGS.

It has already outrun the competition, become a favorite of drivers around the world, and advanced the luxury performance heritage of BMW. So where does the BMW 3 Series go from here? It branches out.

Not content to simply deliver a fresh twist on a timeless classic, BMW expanded the personality of the 3 Series in a completely different way: with Luxury, Modern, Sport and M Sport Lines. Each represents an opportunity for owners to fill in two with a unique vehicle by choosing the Line they feel best suits their personality. These innovative Lines provide a totally customizable vehicle that’s literally designed to please.

The 3 Series includes inline four-cylinder and six-cylinder TwinPower Turbo engines, as well as the BMW ActiveHybrid 3 Sedan. Products of BMW EfficientDynamics, all three deliver outstanding efficiency with thrilling acceleration. The BMW ActiveHybrid 3 is a full hybrid, combining BMW’s six-cylinder turbocharged engine with a high-performance lithium-ion battery. Torque comes on strong right from the start, for powerful, nearly silent thrust.

Both the 320i xDrive and 335i xDrive offer the optimized traction of BMW’s xDrive intelligent all-wheel drive. However, regardless of the Line, engine size or number of drive wheels, every BMW 3 Series Sedan reaps the same highly prized features: high-performance fuel-efficient engines and transmissions, sporty handling and suspension, and groundbreaking engineering advances, such as extensive lightweight construction and near-perfect 50:50 weight distribution. There are also many exciting features and options to enhance the look, feel, functionality and comfort of the 3 Series.

Trust BMW: good things will always come in 3s.

bmwusa.com/3

Equipment of 3 Series Sedan models shown:

BMW 328i: Modern Line in Majestic Metallic

- Engine: 2.0-liter TwinPower Turbo inline four-cylinder
- Nominal output: 240 hp @ 5,000-6,000 rpm
- Wheels: 16-inch Turbo (Style 493) light alloy
- Upholstery: Dakota Leather with Dark Oyster highlight
- Interior trim: Burl Walnut Wood with wood inlay and Pearl Gloss Chrome highlight

BMW 320i: Sport Line in Imperial Blue Metallic

- Engine: 2.0-liter TwinPower Turbo inline four-cylinder
- Nominal output: 218 hp @ 5,000-6,000 rpm
- Wheels: 18-inch Turbo (Style 493) light alloy
- Upholstery: Dakota Leather with Dark Oyster highlight
- Interior trim: Aluminum with Red highlight

Equipment of 3 Series Sedan models shown:

BMW 320i: Modern Line in Majestic Metallic

- Engine: 2.0-liter TwinPower Turbo inline four-cylinder
- Nominal output: 240 hp @ 5,000-6,000 rpm
- Wheels: 16-inch Turbo (Style 493) light alloy
- Upholstery: Dakota Leather with Dark Oyster highlight
- Interior trim: Burl Walnut Wood with wood inlay and Pearl Gloss Chrome highlight

Equipment of 3 Series Sedan models shown:

BMW 320i: Modern Line in Majestic Metallic

- Engine: 2.0-liter TwinPower Turbo inline four-cylinder
- Nominal output: 240 hp @ 5,000-6,000 rpm
- Wheels: 16-inch Turbo (Style 493) light alloy
- Upholstery: Dakota Leather with Dark Oyster highlight
- Interior trim: Burl Walnut Wood with wood inlay and Pearl Gloss Chrome highlight

Want the inside scoop on BMW? You can find us on Facebook® at facebook.com/bmwusa.
Luxury and performance take center stage in the BMW 3 Series.

This BMW star performer steps out in style with a breath-taking complement of enhancements and styling cues, thanks in part to the distinctive details of the four Lines. There’s that confident stance on the road and aggressive front end, highlighted by a unique “three-dimensional” kidney grille. And in a noteworthy design feature, the front headlights extend into the grille.

Both the front and rear accentuate the vehicle’s muscular silhouette, as does the slight increase in height and length over its predecessor. This translates to a more spacious interior, with more legroom and headroom. Even as it races away from sight, the L-shape taillights remind you this 3 Series Sedan was made to move.

PROGRESS AND POWER TAKE SHAPE.
The BMW Sport Line shows off the athletic persona of the 3 Series with more than just a nod to its track-winning past. Sleek high-gloss black exterior trim and sporty light alloy Double Spoke wheels complement the vehicle’s muscular stance, while the eight black slats of the kidney grille add an aggressive note to the front end.

The BMW Modern Line is an understated yet stunning take on the 3 Series. It starts with eye-catching Turbine style wheels, and continues with satin aluminum trim highlighting the 11-slat kidney grille and air inlet in front, and exhaust tips at the rear.

The BMW Luxury Line reveals the elegant side of the 3 Series. High-gloss chrome accents tastefully highlight the 11-slat kidney grille, air inlets, exhaust pipe tips and sophisticated Multi Spoke wheels.

The BMW 3 Series has always had plenty of personality to go around. Now BMW has enhanced this legendary vehicle’s attitude—and its image. Four captivating, inventive Lines satisfy owners of various stripes by offering exclusive details that instantly identify the vehicle’s “mood.” The Sport Line and M Sport Line adhere to the 3 Series’ winning legacy on the track. The Modern Line is a more understated iteration that still retains the impressive 3 Series character. And, as its name implies, the Luxury Line delivers a wealth of elegance and sophistication inside and out. All four Lines retain, at their core, the winning attributes of the 3 Series Sedan: classic contours, a sporty stance, and that BMW charisma that keeps drivers coming back for more.

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

Each BMW Line’s interior displays the inner workings of a class winner. No matter which Line you choose, the BMW 3 Series shows off its inner beauty to stunning effect. With a single look, you’ll recognize the difference between each personality. Both the M Sport Line and Sport Line show off their natural athleticism in bold trim accent colors and eye-catching stitching. The Luxury Line creates an elegant space using a wealth of rich materials, from supple Dakota Leather upholstery to warm wood trims. And the Modern Line finds harmony among its elements, utilizing neutral hues and unique trims to achieve a calming environment. Each variant has a personalized feel, along with the generous interior space and unparalleled comfort that the 3 Series is known for – it’s today’s way to literally get into your 3 Series vehicle – by discovering which Line speaks to you.

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

Balance and contemporary poise are the rule for the BMW Modern Line. The rich woodgrain of Fineline Anthracite Wood interior trim with Pearl Gloss Chrome highlight is delightfully paired with the Oyster instrument panel and steering wheel. Supple and calming, Dakota Leather upholstery completes the picture.

The design scheme of the BMW Sport Line makes effective use of bold color – as in the red contrast stitching on the sport steering wheel and the red contrasting rings that surround the instrument dials in the dashboard. Red or black highlights accent the trims and upholstery.

The BMW Luxury Line imparts a sense of unparalleled sophistication, from classic upholstery colors and exclusive stitching, to fine wood trims, available with optional inlay.
The BMW 3 Series: engineered to satisfy in every capacity.

Nothing says “BMW” like sporty control on the road – and no BMW model delivers it quite like the 3 Series. It starts with the foundation: the rigid yet lightweight construction of the suspension and the near-perfect 50:50 weight distribution. The 3 Series also features an advanced front apron design that creates an Air Curtain to help reduce turbulence in the wheel arch area. In tandem with the BMW’s signature rear-wheel drive, the 3 Series puts you in total, thrilling command of the road.

This responsive handling is wedded to another cutting-edge engineering advancement: Variable Sport Steering, a variable-ratio steering system option that offers nimble, precise handling at lower speeds and more stable response at higher speeds.

Speaking of road feel, Driving Dynamics Control allows those behind the wheel to customize the driving characteristics of the 3 Series, from accelerator and engine response, to power steering characteristics and Dynamic Stability Control (DSC) thresholds. Those parameters are grouped into four different modes: COMFORT, SPORT, SPORT+ and ECO PRO, each designed to offer a different driving experience. Another button activates Dynamic Traction Control (DTC), for easier starts and stops on loose surfaces or in deep snow.

Now, with the availability of xDrive – BMW’s intelligent all-wheel-drive system – an even greater level of optimized traction is available in the 335i xDrive and 335d xDrive Sedans.

Get the latest information on BMW standard and optional features, packages and technical specifications. Visit bmwusa.com, select the BMW model of your choice, and click on “Features & Specs.”
THE ENGINES OF THE 3 SERIES: MOTORWORKS OF ART.

The BMW 3 Series answers the question: how exciting can efficiency be? Inspiring performance is the hallmark of every BMW 3 Series vehicle. It starts with the engine: the heart of BMW’s reputation and the focal point of many technological innovations over the years. This trend continues with the 3 Series Sedans – especially with the BMW ActiveHybrid 3. All engines incorporate our EfficientDynamics principles for peerless performance, increased efficiency and decreased emissions. All proudly feature BMW’s innovative TwinPower Turbo technology for aggressive, high-revving power with smooth delivery and responsive acceleration.

In both the 335i and 335i xDrive, BMW’s multi-award-winning 3.0-liter inline six-cylinder engine produces 300 hp, 300 lb-ft of torque, and a 5000-rpm redline. It’s this refined power that propels the 335i xDrive from 0-60 in a breathtaking 4.6 seconds.\(^1\)

In the 328i and 328i xDrive, BMW’s masterful inline four-cylinder powerplant generates 240 hp and 255 lb-ft of torque. Peak torque arrives at 1250 rpm and stays strong all the way through to 4800 rpm. It’s enough to rocket the 328i from standstill to 60 in just 5.7 seconds.\(^2\)

The 328i xDrive comes with an 8-speed automatic transmission, while the other three models can be paired with a 6-speed manual or 8-speed automatic transmission. Exclusive to the Sport Line and M Sport Line, an 8-speed Sport Automatic transmission with paddle shifters, a first for the class, delivers smooth shifting and control. Boasting 335 hp and 330 lb-ft of torque, the BMW ActiveHybrid 3 rockets you from 0-60 in a blistering 5.2 seconds.\(^3\) When needed, a temporary 55-hp boost increases dynamic performance without sacrificing outstanding efficiency. A hybrid-specific 8-speed automatic transmission smoothly harnesses that power while reducing background noise at high speeds and lowering fuel consumption.

BMW AG preliminary test results for 335i xDrive with automatic transmission.
BMW AG test results for 328i with manual transmission.
BMW AG preliminary test results.

Please see page 27 for detailed technical data.

BMW urges you to obey all posted speed laws and always wear safety belts.

Get the latest information on BMW standard and optional features, packages and technical specifications. Visit bmwusa.com, select the BMW model of your choice, and click on “Features & Specs.”
They call it a cockpit – and with good reason. The front seats of the 3 Series have the ability to transport you with an exhilarating level of control and comfort. The dash’s driver-centric tilt lets you know that this vehicle caters to those behind the wheel. Start the engine; the available full-color Head-up Display immediately projects a range of crucial driving information within easy sight. The Driving Dynamics Control feature lets you select between COMFORT, SPORT, SPORT+ and an ECO PRO mode that optimizes power usage throughout the vehicle, from engine management to climate control. Enhancing the driving experience further is a growing list of standard features, including the 6.5-inch color monitor. This is upgraded to an 8.8-inch screen in the ActiveHybrid 3 and when equipped with the Navigation system. Sync your 3 Series to your smartphone or media player quickly and easily via Bluetooth® and the iPod® and USB adapter — also standard.

Just as stunning as the technology are the interior’s unmatched elegance and comfort. The look of the supple leather upholstery is elevated by the addition of gorgeous stitching, complementing trims and dashing accents — all exclusive to each Line — for a symphony of colors and textures. Each time you grasp the multi-function steering wheel, you know you’re sitting in command of a vehicle that’s specially made for you.

Get the latest information on BMW standard and optional features, packages and technical specifications. Visit bmwusa.com, select the BMW model of your choice, and click on “Features & Specs.”
Inspired technologies for new possibilities: innovations in the BMW 3 Series.

Not merely a next-generation Ultimate Driving Machine®, today’s 3 Series Sedan is one of the most innovative creations of the BMW brand. To that end, you’ll find driver-centric features, great power and efficiency, advanced driving technologies and incomparable luxury throughout each model. In the 3 Series, BMW has reset the bar for itself — and for the entire industry.

Get the latest information on BMW standard and optional features, packages and technical specifications. Visit bmwusa.com, select the BMW model of your choice, and click on “Features & Specs.”
WE’VE SPENT DECADES ON SAVING GALLONS.

EfficientDynamics: how BMW defines a legacy of power.

Much more than simply a “template” for groundbreaking engineering and design, EfficientDynamics encapsulates everything BMW stands for: maximum high-performance output, with as little waste and emissions as possible. It’s a process that shows up in a variety of forms, including the ECO PRO mode in the 3 Series. Accessible via Driving Dynamics Control, this innovative power management system regulates energy consumption with an unprecedented level of precision—even going so far as to alter the climate control, heated seats and exterior mirrors in order to conserve fuel by as much as 20 percent when operating at optimum efficiency. Then there’s the Auto Start-Stop function, as well as the Hybrid Start/Stop function in the BMW ActiveHybrid 3, both of which automatically switch the engine off during short stops, such as at traffic lights. And the Brake Energy Regeneration system captures unused kinetic energy that’s normally wasted when braking and coasting, and stores it in the battery.

BMW EfficientDynamics also makes its way into the more traditional features of the 3 Series. The engines are paragons of fuel efficiency. For example, the TwinPower Turbo inline four-cylinder in the 328i and 328i xDrive is a lively 2.0-liter powerplant with satisfyingly responsive performance. The BMW ActiveHybrid 3 combines a combustion engine with an electric motor and an 8-speed automatic transmission for quick acceleration and impressive fuel efficiency. And all BMW 3 Series transmissions—whether 6-speed manual, 8-speed STEPTRONIC automatic or 8-speed Sport Automatic—allow faster, smoother shifting, which uses less fuel.

Extensive use of lightweight construction throughout the 3 Series Sedan ensures a lean and muscular vehicle. Even the turbulence-reducing Air Curtain in the front apron has a hand in for warding the EfficientDynamics mandate—proof that the BMW 3 Series is the sum of many intelligently designed components.

Get the latest information on BMW standard and optional features, packages and technical specifications. Visit bmwusa.com/select the BMW model of your choice, and click on “Features & Specs.”
FIND YOURSELF – AND GET WHERE YOU’RE GOING.

From lifestyle to driving style, the technologies in the 3 Series Sedan address myriad wants and needs. The 3 Series is all about capability and convenience. Inside, you’ll find a wealth of features designed to make life easier, whether you’re behind the wheel or a relaxed passenger. BMW’s iDrive Controller is paired with an 8.8-inch screen in the ActiveHybrid 3 and in vehicles equipped with the Navigation system. Like a virtual mobile office, BMW ConnectedDrive allows you to make hands-free calls, store contact information, update your calendar and so much more when you sync your compatible smartphone via Bluetooth® technology. Play songs, browse your music collection and even see cover art on your Drive screen thanks to an iPod® and USB adapter. The available Head-up Display shows critical driving information in a brightly lit projection just above the dashboard. The thumping bass and clear trebles of the 16-speaker Harman Kardon® Surround Sound System give you a great reason to crank up your favorite driving soundtrack. You can even explore BMW Apps, specially designed for BMW owners and vehicles, to do everything from locating a restaurant to connecting to your friends via social media.

The 3 Series also exceeds expectations when it comes to available on-board driving technologies. The Speed Limit Info feature uses cameras to “see” posted speed limit signs, and alerts you if you’ve approached or surpassed those limits. Blind Spot Detection and Lane Departure Warning notify you when you are in danger of changing lanes in hazardous situations, or drifting from your lane. Surround View provides a way of looking at a 360-degree perspective around your vehicle, via a series of mounted cameras; Parking Assistant makes use of those same cameras to help you find and get into a parking spot.

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

Refined comfort has a place in high performance.

At BMW, we realize if power is the key to true performance, then comfort is the key to true luxury. The 3 Series is no exception. Regardless of the Line, every inch of each vehicle is designed to please and inspire. And with more legroom and headroom than its predecessor, it’s already off to a good start. Plush Dakota Leather upholstery finished with Line-specific stitching ranges from subtle to bold contrasting. Likewise, trims vary greatly depending on the Line, ranging from soft-hued Woods to sporty Aluminum to sleek Black High Gloss and beyond. Generous front-door storage compartments can easily fit one-liter water bottles; two cupholders for the driver and front-seat passenger are standard. In the back, the rear split-folding seats provide a range of cargo-carrying options. The 3 Series Sedan also boasts the latest-generation Comfort Access system – so even with your arms full of groceries or luggage, you can simply motion with your foot toward the trunk, and it pops open – as long as you have the key in your pocket or purse. With the 3 Series, relax – we’ve thought of everything.

Get the latest information on BMW standard and optional features, packages and technical specifications. Visit bmwusa.com, select the BMW model of your choice, and click on "Features & Specs."
As the bestselling model, the 3 Series Sedan plays a very important role within the BMW range. What does this special responsibility mean to you, and how is it reflected in the design?

You’re right, the BMW 3 Series Sedan is kind of the core model within the brand, which means it is of outstanding importance – both emotional as well as practical. The BMW 3 Series is the sporty compact sedan that unites all the core values of the brand. So the vehicle has to embody a sporty, elegant and dynamic appeal, while still balancing this perfectly with everyday usability.

Sporty, compact luxury sedans are what has built the BMW brand. This is the sixth-generation BMW 3 Series. What outstanding features do they all have in common?

The BMW 3 Series has always aimed to be the world’s sportiest sedan. And so, each generation 3 Series Sedan has been the benchmark and standard in its segment. Of course, that’s something we want to continue.

If you had to sum up the 3 Series in two concepts, what would they be?

Rooted in history and moving forward in design. The 3 Series has a rich history. With each new generation it receives a fresh and contemporary face that interprets the iconic features of classic BMW design in a new way, moving the design forward.

When an observer approaches today’s 3 Series Sedan, what is the first impression the design should make?

The observer should immediately recognize that the BMW 3 Series Sedan is the iconic sporty compact luxury car. The BMW brand’s core values of sportiness, elegance and dynamism must be apparent at first glance.

The headlights and kidney grille of the BMW 3 Series almost form a single unit, projecting a very focused gaze. Is that an expression of sportiness?

The focused look of the twin headlights with the slightly cut-off top edge is already familiar from other models, and it’s reinforced here by the chamfered bottom edges. The way the headlights and kidney grille coalesce to form one visual unit harks back to the sporting history of the BMW brand.

Driver orientation is a key feature of the BMW 3 Series Sedan interior. How is it expressed?

Driver orientation is a hallmark BMW characteristic that can be found in every model. Of course, it’s of particular importance in the BMW 3 Series Sedan, with its sporty personality. So the instrument panel is clearly angled toward the driver, continuing via the center console into the interior. All relevant controls are ergonomically arranged around the driver, for intuitive operation.

The freestanding flat screen appears light and elegant. The bulk and height of the instrument panel have been reduced. How did this innovation come about?

Thanks to improvements in Display technology, we were now able to implement this design in the BMW 3 Series, as well. The entire interior benefits from this. The vehicle becomes lighter, and gains a more upmarket feel.

Tell us about the “Lines” concept.

In addition to the basic equipment, the BMW 3 Series is available in equipment configurations that clearly differentiate the exterior and interior appearance of the vehicle. The Sport, M Sport, Luxury and Modern Lines each underscore different personality facets of the BMW 3 Series Sedan. In this way, customers can create a vehicle that expresses who they are and conforms to their preferences.

In addition to new colors and shapes, you are now using innovative materials, such as porous wood in the Modern Line. How big a challenge was it to integrate this material into a vehicle?

The porous wood looks and feels very much like untreated wood. The trim elements have a matte finish and a three-dimensional texture that really invites you to touch and experience them.
BMW ConnectedDrive
In touch with your world.

Every day, our world is becoming increasingly networked. Many BMW drivers, however, are better connected than the rest, obtaining information on the road, communicating by phone or email, and always updated on the latest events. BMW ConnectedDrive encompasses all these services, including traffic features that allow BMW vehicles and their occupants to network with the outside world.

bmwusa.com/connecteddrive

BMW ConnectedDrive: Convenience, Infotainment and Safety Technologies Meet in One Suite.

With BMW ConnectedDrive you stay in touch, no matter where you go. Its advanced communications and entertainment features create a network between driver, vehicle and environment, at any time and wherever you are. The following pages present special highlights in the areas of convenience, infotainment and safety. For a comprehensive overview of the BMW ConnectedDrive range, see bmwusa.com/connecteddrive.

Convenience. These fascinating BMW ConnectedDrive innovations offer service-oriented functions, such as Real Time Traffic Information and Parking Assistant. So you can always relax in your BMW.

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.

Park Distance Control (PDC) uses ultrasonic sensors in the front and rear bumpers to help you judge the distance to other cars and unseen objects when parking. The beeping becomes faster as your bumper approaches the object, turning into a constant tone when the distance is less than 12 inches.

Speed Limit Info. This system uses a camera installed close to the rear-view mirror to monitor speed limit signs posted above the road. Together with information supplied by the on-board Navigation system, it displays posted speed limits on the instrument cluster display and in the Head-up Display, if so equipped.

Active Cruise Control (ACC) with Stop & Go, including collision warning with brake activation. This system lets you preset both desired speed and following 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. In critical situations, if necessary, the collision warning with brake activation intervenes.

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

bmwusa.com/futurelab

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

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

BMW Apps lets you access Social Networks, music, Plug-in and Video Playback through your iPhone®, and see them on the Display screen.1 Include your favorite Web radio and search for stations from around the globe by name, location or genre. You can also store your favorite stations, find similar stations, display station information, and change the quality of the audio. Your favorite entries are stored on your iPhone, so you can take them with you from one vehicle to another. Please note: A broadcast data link is required. The scale for the song, data-logging are regulated by the customer agreement with the mobile phone service provider. Not all features available while vehicle is in motion; see dealer for details.

BMW Connected App, a suite of integrated web-connected features, can read aloud your Facebook® and Twitter® feeds, and lets you send prewritten tweets with a single click. Wiki Local, a geographically based feature, finds and reads out Wikipedia® articles relevant to the place you select—while Wiki Tourguide takes you through a list of articles about nearly points of interest, prioritized by distance from your vehicle’s current location. The Last Mile Navigation and Vehicle Finder, also included in the BMW Connected App suite, provides walking directions to your destination after you’ve parked—and directions back to your car later. Please note: Local information may not be available in all areas.

When you select Plug-in 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.

Part of BMW Apps, Pandora® Radio is an innovative streaming audio service that delivers personalized music selections right to your BMW! Create new stations and tailor your listening experience by rating songs with either a thumbs-up or thumbs-down. Even while listening, you can stay in touch; your BMW can still receive calls through Bluetooth® without missing a beat.

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.

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” pinpoints 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.

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

Stay totally in touch wherever you go—With BMW ConnectedDrive.
BMW EfficientDynamics
Less emissions. More driving pleasure.

BMW was one of the first manufacturers to pursue the goal of efficient driving technologies, as part of a multi-award-winning sustainability strategy. BMW EfficientDynamics represents an acclaimed standard package of innovative technologies that reduce fuel consumption and emissions, while simultaneously enhancing dynamic performance. Since 1995 BMW has been able to reduce the CO₂ emissions of its entire fleet by approximately 30 percent and intends to achieve a further 25 percent reduction by 2020.

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

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

- Eco-friendly technology. The development of more efficient vehicles powered by conventional diesel and gasoline engines are continuing challenges. A comprehensive technology directive enables the reduction of fuel consumption and emissions, while at the same time increasing power output and driving enjoyment. These advances are based on innovations such as BMW TwinPower Turbo technology, Brake Energy Regeneration, Air Curtain front apron design, and many others.

- BMW ActiveHybrid. With the BMW ActiveHybrid 7, BMW ActiveHybrid 5 and BMW ActiveHybrid 3, BMW has impressive hybrid production models in its line. All combine outstanding efficiency with superlative dynamic ability.

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

- BMW hydrogen and electric. BMW continues its research into alternative drive concepts for the future, such as hydrogen drive. The BMW i brand launches completely new vehicle concepts for sustainable mobility in an urban environment, such as the BMW i3 and the BMW i8. Key features of these vehicle concepts include the use of lightweight materials such as carbon-fiber-reinforced plastic (CFRP), electric drive systems, powerful battery technology and eco-friendly production methods. BMW EfficientDynamics technologies are also an important part of BMW i vehicles. bmw-i.com

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

Auto Start-Stop function and Hybrid Start-Stop function.
Even when idling, such as at a stop sign, an engine burns fuel. BMW’s Auto Start-Stop function and Hybrid Start-Stop function enhance fuel efficiency by switching off the engine. (The intelligent electronics system first checks the battery charge level and calculates if other electric systems, like the heated rear window, need more energy.) Once the brake pedal is released, the engine starts up again almost instantly. A Start-Stop signal in the Display indicates the function is active.

BMW TwinPower Turbo technology.
This innovative twin-scroll turbocharging technology efficiently reclaims the energy contained in exhaust gases, using a twin-scroll charger with a double-flow exhaust system.

Brake Energy Regeneration.
To supply a battery with electrical energy, the generator (alternator) is usually driven using engine power, which requires fuel. With Brake Energy Regeneration, the alternator generates electricity only when you take your foot off the accelerator. Kinetic energy that was previously unharvested is transformed into electrical energy, which is then fed into the battery. In this way, electricity is generated without consuming fuel.

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.

ECO PRO mode.
Driving in ECO PRO mode helps customers achieve fuel savings of up to 20 percent, depending on their individual style of driving. This mode optimizes accelerator and transmission response as well as shift points, and intelligently adapts the heating/air conditioning strategy. ECO PRO tips help the driver drive even more efficiently. The bonus range shown by the on-board computer indicates how many additional miles the driver has gained thanks to the increased efficiency in ECO PRO mode since the last fill-up.

8-speed Sport Automatic transmission.
The close spacing of gear ratios in the 8-speed Sport Automatic transmission makes maximum use of the optimum rev range, reducing fuel consumption and allowing smoother shifts.

Lightweight construction.
Our engineers use lightweight aluminum throughout our vehicles – in the front section, for example, or for the suspension. BMW’s six-cylinder TwinPower Turbo engine is all aluminum. Taken together, these weight savings lead to lower fuel consumption and better axle load distribution for more agility, especially in curves.

High Precision Direct 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.

Not all BMW EfficientDynamics features are available on all models. Please see your authorized BMW center for details.
TWO ENGINES THAT MAKE ALL THE RIGHT MOVES.

High-revving power and responsiveness are characteristics of every BMW engine. Naturally, the BMW TwinPower Turbo engines available for the BMW 3 Series Sedan follow the BMW EfficientDynamics philosophy: to combine maximum performance with maximum efficiency, minimizing both fuel consumption and CO2 emissions. Whichever engine you choose, maximum driving pleasure combined with superb efficiency is the result.

BMW 328i and 328i xDrive.
Small is now the big idea in engines – namely, BMW’s mighty inline four-cylinder TwinPower Turbo. Displacing just 2.0 liters, this 240-hp marvel generates 255 lb-ft of torque at just 1250 rpm, for potent thrust that kicks in right from the start and continues all the way up to 4800 rpm. Lightweight and smooth-running, this four-cylinder engine is modeled on the current multi-award-winning six-cylinder inline engine with BMW TwinPower Turbo technology, which is the benchmark in its class for dynamic power delivery and impressive efficiency. Its dynamic performance is equalized by spectacular fuel efficiency, taking you further on every gallon of gas than did its six-cylinder predecessor.

BMW 335i and 335i xDrive.
BMW’s universally lauded inline six-cylinder, TwinPower Turbo engine features twin-scroll turbo technology, High Precision Direct Injection and BMW’s variable valve timing technology, which helps the engine “breathe” better. The result: turbo lag is virtually eliminated, while posting one of the most fuel-efficient ratings in its class. In just 5.4 seconds,1 the 335i Sedan is rushing past 60 mph, thanks to a maximum output of 300 hp at 5800 rpm. Adding to the excitement, 300 lb-ft of peak torque begins at just 1200 rpm and doesn’t end until 5000 rpm.

1 BMW AG test results for 335i with manual transmission. See page 77 for detailed technical data. BMW urges you to obey all posted speed laws and always wear safety belts.
THE BMW ACTIVE HYBRID 3:
THE STANDARD FOR SPORTY PERFORMANCE.

The world’s first sports sedan is now the first and most dynamic hybrid in its class. The BMW ActiveHybrid 3 delivers the same thrilling performance as the BMW 335i, but with a dramatic increase in efficiency and a decrease in emissions. It is also the first time that BMW ActiveHybrid technology has been integrated right from the start into the design of a new vehicle. As a result, the component that usually compromises passenger and cargo space in hybrid vehicles – the battery – has now been ingeniously placed under the floor of the trunk. This ensures ample storage space and use of the handy through-loading feature. In the BMW ActiveHybrid 3, there is no sacrifice in comfort or convenience.

BMW TwinPower Turbo inline six-cylinder engine: by combining an electric motor with the 3.0-liter gasoline-powered engine, the BMW ActiveHybrid 3 generates 335 hp and 330 lb-ft of torque to achieve a dynamic 0-60 time of 5.2 seconds.1

High-performance lithium-ion battery: this highly efficient battery supplies the BMW ActiveHybrid 3 with the power needed for electric-only driving for up to 2.5 miles at speeds of up to 47 mph in ECO PRO mode. It also adds a temporary 55-hp boost to the gasoline engine for even greater dynamic performance. Using an advanced form of Brake Energy Recuperation, this storage unit is recharged whenever you lift your foot off the accelerator pedal.

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

Hybrid-specific 8-speed automatic transmission: the tightly spaced 8-speed gear ratios allow the vehicle to make better use of the optimum rev range, enhancing fuel economy and shift comfort. In combination with the Hybrid Start-Stop function, this increases driving comfort while greatly lowering fuel consumption and emissions.

Boost function: when required, energy from the high-performance battery is used to enable a short-term boost of power. A benefit of this technology is strong and immediate power delivery. All-electric driving: the 40 kW (55 hp) output of the electric motor allows all-electric driving over distances of up to 2.5 miles and at speeds of up to 47 mph in ECO PRO mode. After activating the ECO PRO mode via Driving Dynamics Control, the transmission uncouples the engine and shifts off when you take your foot off the accelerator. This feature enables the BMW ActiveHybrid 3 to “sail” downhill almost silently at up to 100 mph. When the ECO PRO mode is deactivated, it is possible to sail at speeds of up to 50 mph.

1 BMW AG test results. BMW urges you to obey all posted speed laws and always wear safety belts.

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

3 Please note: Driving over rough or damaged road surfaces, as well as debris, curbs and other obstacles, can causesheet damage to tires, doors 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.

4 All BMW standard and optional features, packages and technical specifications. Visit bmwusa.com, select the BMW model of your choice, and click on “Features & Specs.”
It is a trait that every BMW embodies without exception: sheer driving dynamics. Incorporated into every BMW is the integration of chassis and suspension that provides for a legendary driving experience. Designed to transfer optimal power to the road, the system also strives to provide and maintain ideal road-holding characteristics in any situation. The net result is a perfect synchronization of numerous innovative components and a near-perfect 50:50 weight distribution. BMW engineers are persistent in their dedication to reinvent and refine signature BMW driving dynamics over and over again. The ultimate goal is to have every BMW chassis convey the passion for a sporty driving feel directly from the vehicle to the driver – and at the same time offer maximum safety and comfort.

THE BEST FOUNDATION FOR DYNAMIC PERFORMANCE: A SUPERIOR CHASSIS.

The BMW 3 Series Sedan can be equipped with a whole host of innovative technologies to help you get the most out of each drive. Many of these systems are intelligently networked with each other, maximizing your active safety quotient – and your driving pleasure.

Adaptive M Suspension. This technologically advanced suspension system incorporates electronically controlled dampers that adapt to the style of the driver and driving conditions. Settings can be designated via the Driving Dynamics Control button. The Adaptive M Suspension also lowers the vehicle approximately 0.4 inch without sacrificing ride comfort. Stiffer, more dynamic system settings can be selected by activating the SPORT or SPORT+ mode.

B8-speed automatic transmissions. The close spacing of gear ratios in the 8-speed Sport Automatic transmission allows maximum use of the optimum rev-range, lowering fuel consumption significantly while enhancing shift comfort. In the BMW 3 Series Sedan, it is combined with an Auto Start-Stop function, the BMW ActiveHybrid 3, an 8-speed automatic transmission is combined with the Hybrid Start-Stop function. You enjoy dynamic performance and greater ride comfort, combined with reduced fuel consumption and emissions.

Variable Sport Steering. This system continuously adjusts steering force and steering ratio – depending on the steering movement – to suit changing driving situations. As a result, you enjoy increased agility on winding roads, more stability at higher speeds, and great flexibility when parking.

BMW xDrive intelligent all-wheel drive. BMW designed xDrive with a rear-wheel bias for surefooted grip on slick roads without sacrificing rear-wheel drive road feel. Within milliseconds of sensing wheelslip, the xDrive all-wheel-drive system can send power to the wheels with the greatest grip, offering maximum available traction and superior handling on all surfaces.

Rear-wheel drive. BMW’s renowned driving technology provides inspired vehicle agility and maneuverability. Rear-wheel drive enables an ideal distribution of weight over the entire chassis suspension, delivering power and traction more precisely onto the pavement.

Driving Dynamics Control including ECO PRO mode. The ability to change driving characteristics in the BMW 3 Series Sedan can be accomplished by pressing the Driving Dynamics Control button. To adjust engine-throttle response, transmission shift characteristics and power-steering assist, choose from three settings: ECO PRO, NORMAL and SPORT.

In addition, the traction control feature can be disengaged when driving on sand, gravel, or deep or packed snow.

Chassis. For the sixth-generation 3 Series Sedan, BMW designers created a passenger compartment that was lighter yet stiffer. Along with highly effective deformation zones in the front and rear, the body absorbs a major part of the impact energy in the event of a collision. This passive safety feature, in addition to offering increased security for all passengers, enhances driving dynamics: a stiffer chassis results in more steering precision and agility.
HIGH-TECH BODYGUARDS: ACTIVE AND PASSIVE SAFETY.

The 3 Series Sedan is designed with BMW’s full range of standard state-of-the-art active and passive safety technologies. Active safety features, such as Xenon Adaptive Headlights, powerful engines and large brakes, help you see and respond to potentially dangerous situations. Should an accident prove unavoidable, passive safety features, such as airbags, are designed to help protect you and your passengers. After a severe impact, a host of features spring into action: the doors automatically unlock, headlights and taillights flash, the starter cable is disconnected from the battery and the fuel supply is cut off. If your vehicle is equipped with BMW Assist™ should any airbags deploy, response specialists are automatically alerted and notified of your location.

Xenon Adaptive Headlights for low- and high-beams enhance illumination of the road ahead at night or in poor visibility: Four LED Corona headlight-surrounds, which can be used as Daytime Running Lights, also serve as parking lights. Adaptive Headlights provide optimum illumination of the road ahead when the car enters a turn. Light distribution is automatically adapted to the road speed and steering angle. Cornering Lights, positioned in the two inner headlights, are automatically activated by using the turn indicator or changing the steering wheel angle, even when the vehicle is at rest.

Dynamic Stability Control (DSC). This system provides remarkable tenacity on slippery road surfaces. If it senses over- or understeer, it modulates engine power and can apply brakes individually to help keep the vehicle under control and going in the intended direction. Start-off Assistant, a feature of DSC, prevents the vehicle from rolling backward on a hill for approximately 2 seconds after taking your foot off the brake. The system also includes Brake Fade Compensation, which lets you use the same amount of pedal force, even when the brakes are heated. Brake Stand-by, which pre-tenses the brakes for quicker action if you suddenly remove your foot from the accelerator pedal, and Brake Drying, which periodically brings the brake pads into contact with the rotors to eliminate accumulated moisture when it rains.

Airbags. In the event of a collision, BMW’s supplemental restraint system (SRS) determines which airbag(s) to deploy for optimal protection. When a safety belt is used, airbags deploy only at a higher crash severity; the force of the deployment depends upon the severity of the impact. Eight airbags offer specific protection front airbags with advanced technology for driver and front passenger; front knee airbags, front-seat-mounted side impact airbags, and HPS (Head Protection System) bags for front and rear.

BMW restraint system for the driver and front passenger combines three-point safety belts, automatic safety-belt pretensioners, seat bolsters that help prevent occupants from sliding forward, and Active Head Restraints. This system helps provide optimum restraint in a collision.

Impact-absorbing bumpers and compressible “crush tubes” front and rear help absorb the force of impact in collisions up to 8 mph, helping to minimize damage to the vehicle’s body and simplifying repairs. Only at higher impact speeds do structural supports begin to deform, dissipating impact energy to help protect occupants.

Body stiffness. The intelligent use of high-strength multi-phase steel and aluminum provides a high degree of body stiffness and crash resistance. Components such as the A-pillars and windshield frame include special reinforcements to provide optimum occupant protection. Door reinforcements are designed to provide additional occupant protection in the event of a side impact. Added protection is provided by diagonal safety bars in the doors. When crash sensors detect a serious impact, interior lights and hazard flashers activate, and the doors automatically unlock to allow access for emergency aid.

Run-flat tires. Thanks to reinforced sidewalls, run-flat tires maintain their shape and rim position even after suffering a complete loss of tire pressure. They allow you to continue driving at a reduced speed until you reach a safe area to change a tire or wait for Roadside Assistance. The Tire Pressure Monitor alerts you when there is a drop in tire pressure; if the loss is severe, an acoustic warning is triggered.

Visit bmwusa.com for the latest information on BMW standard and optional features, packages and technical specifications. Please see Owner’s Manual for more information detailing allotted miles to travel and load weight rules for run-flat tires.

Note: These pictures of airbags are for illustrative purposes only. Depending upon the type of accident, none, some or all airbags may deploy.
The ECO PRO mode in the BMW 3 Series Sedan teaches interested drivers to become fuel-efficiency experts. Depending on individual driving style, it can result in fuel savings of up to 20 percent. To motivate the driver, the additional miles gained are displayed as a bonus range by the on-board computer.

SMOOTH ACCELERATION. The ECO PRO mode shows ECO PRO tips in the Control Display. The display of the bonus range gained by more efficient driving is designed to spark the driver’s ambition. Another helpful tool in building up the bonus range is a BMW EfficientDynamics display shown in the tachometer, available in conjunction with the extended-functions instrument cluster. A blue bar represents optimum efficiency; it shows a range within which there are only minimal variations in fuel consumption. It’s only when the driver applies more pressure to the accelerator pedal and leaves the blue zone that fuel consumption rises disproportionately—and then the color of the bar changes to gray.

ADDED RANGE. In urban traffic, the ECO PRO mode’s savings potential is particularly significant. Anticipatory driving and avoiding abrupt acceleration result in large savings, while costing next to no time. In town, as well as on secondary roads and on the highway, the ECO PRO mode provides the driver with valuable insights for driving more efficiently. When driving uphill, for example, it is best to stay in the higher gear for as long as possible. Doubters will be convinced by a look at their bonus range.

ANTICIPATION. In addition to tips on how to accelerate, the ECO PRO mode also advises the driver on other issues, such as anticipatory driving. The overall display and data concept was developed by Christian Popp. As the engineer describes his intentions, “Saving fuel should be fun. The changed accelerator response and the ECO PRO tips that the driver can select make this child’s play.” Anyone who has traveled a few miles in ECO PRO mode is unlikely to want to switch it off again—because the driver sees the difference between the ECO PRO mode and the other available modes (COMFORT, SPORT and SPORT+, depending on equipment) first and foremost in the fuel consumption history in the Control Display. This shows that the ECO PRO mode leads to a calmer driving style. You accelerate more gently, and drive with better anticipation.

ECO PRO TIPS. We are only at the third traffic light, but we have already racked up the first bonus mile. Next to a small fuel dispenser icon in the display of the BMW 3 Series Sedan, the ECO PRO mode we have activated is adding up the bonus range. This is what the ECO PRO mode does. It’s another element of the comprehensive BMW EfficientDynamics technology package. ECO PRO gives the driver tips on how to drive more economically, and at the same time adjusts the operation of technical systems in the 3 Series Sedan for maximum efficiency.

The implementation of this clever fuel-saving technology is the responsibility of project manager Jürgen Geus. “The ECO PRO mode uses engine management software to adjust the engine’s output characteristics; the automatic transmission upshifts sooner and remains in a higher gear longer. In cars with manual transmission, the gear shift recommendations change accordingly. In addition, if they want to, drivers can reduce the maximum output of the air conditioning and seat heating.” BMW engineers have created all the technical prerequisites for maximum fuel efficiency, but the driver represents another fuel-saving potential.

In the Control Display, drivers can view the fuel consumption history of the last 15 minutes, in the form of a bar chart.
THE 3 SERIES SEDAN.

Welcome to the command center of the 3 Series Sedan. The center console that is tilted slightly toward you hints at BMW’s traditional driver-oriented design. The iDrive Control Display, leather-wrapped steering wheel with multifunction buttons, and full-color Head-up Display help keep your eyes on traffic and hands on the wheel. A functional array of easy-to-read gauges and ergonomically placed controls enhance the driving experience.

Standard front seats offer eight-way power adjustment plus two-way manual adjustment of headrests. The 3 Series Sedan’s interior includes numerous handy storage compartments, including two cupholders in the center console front and back, and in-door compartments with enough room to hold assorted items within easy reach.

Star Spoke (Style 393) 17 x 7.5 light alloy wheels and 225/50 run-flat all-season tires are standard on the 328i and 328i xDrive; Star Spoke (Style 396) 18 x 8.0 light alloy wheels with 225/45 run-flat all-season tires (not shown) are standard on the 335i and 335i xDrive.

1 Run-flat tires do not come equipped with a spare tire and wheel.
2 Driving over rough or damaged road surfaces, as well as debris, curbs and other obstacles, can cause 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.

The BMW 3 Series Sedan shown in Glacier Silver Metallic exterior paint and Star Spoke (Style 393) light alloy wheels.

Design Lines Colors and materials Equipment features and options Accessories/Build Your Own Technical data BMW Services

3 Series Sedan upholstery

LCBW Black Dakota Leather
LCDF Venetian Beige Dakota Leather

3 Series Sedan interior trims

KC alive Black Leatherette
KCDF Venetian Beige Leatherette

Wheel and tire specifications are subject to change. Get the latest information on BMW standard and optional features, packages and technical specifications. Visit bmwusa.com, select the BMW model of your choice, and click on “Features & Specs.”
THE 3 SERIES SEDAN WITH MODERN LINE.

Interior equipment features:
• Door-sill finishers in aluminum with “BMW Modern” lettering
• Oyster Dakota Leather upholstery with Dark Oyster highlight piping.
  Oyster dashboard and leather-wrapped sport steering wheel.
• Black Dakota Leather upholstery with Dark Oyster highlight piping.
  Black upper dashboard and leather-wrapped sport steering wheel.
• Interior trim in Dark Pearl Metallic, Aluminum, Fineline Pure Wood
  or Fineline Anthracite Wood with Pearl Glass Chrome highlight.
• Pearl Glass Chrome trim for air conditioning and radio controls.
• Interior illumination with variable color effects in Orange-Red or White, selected via the iDrive Controller.
• Signature key fob in Oyster with Pearl Glass Chrome trim.

Exterior equipment features:
• Turbine (Style 415) 19 x 8.0 light alloy wheels and 225/45 run-flat all-season tires.
• Optional Double Spoke (Style 401) 19 x 8.0 front, 19 x 5.5 rear light alloy wheels with 225/40 front and 255/35 rear run-flat performance tires.
• Front and rear bumpers and air intakes, kidney grille slats and exhaust pipe tips in exclusive satin aluminum design.

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

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

Modern Line signature key fob in Oyster with Pearl Glass Chrome highlight.

Modular Line requires ordering the Premium Package.

The BMW 328i Sedan featuring Modern Line and Alpine White non-metallic exterior paint and Turbine (Style 415) light alloy wheels.

b mwusa.com/b yo
THE 3 SERIES SEDAN WITH SPORT LINE.

Interior equipment features:
- Door-sill finishers in aluminum with "BMW Sport" lettering
- Leather-wrapped sport steering wheel with red contrast stitching
- Sport seats in Black Leatherette and contrasting Red highlight piping
- Dakota Leather Upholstery with contrast stitching and piping
- Instrument trim in Black High Gloss, Fineline Anthracite Wood with Pearl Gloss Chrome highlight, or Aluminum with Red or Black highlight
- Chrome trim for air conditioning and radio controls
- Instrument cluster with red highlight and red contrasting rings
- Interior illumination with variable color effects in Orange-Red or White, selected via the iDrive Controller
- Available 8-speed Sport Automatic transmission
- Black Dakota Leather upholstery
- Signature key fob with red trim

Exterior equipment features:
- Double Spoke (Style 397) 18 x 8.0 light alloy wheels and 225/45 run-flat performance or all-season tires\(^1\)
- Optional Double Spoke (Style 407) 19 x 8.0 front, 19 x 5.5 rear light alloy wheels with 225/40 front and 255/35 rear run-flat performance tires\(^2\)
- Kidney grille slats, B-pillar, front and rear bumpers and air intakes specially designed in high-gloss black
- Black exterior mirror caps and chrome black exhaust pipe tips
- Sport suspension (320i and 335i)

Run-flat tires do not come equipped with a spare tire and wheel.\(^2\)
Driving over rough or damaged road surfaces, as well as debris, curbs and other obstacles, can cause 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. It’s important to avoid road hazards and reduce your speed, especially if your vehicle is equipped with low-profile tires. Performance tires are not recommended for driving in ice or snow conditions. Wheel and tire specifications subject to change. Get the latest information on BMW standard and optional features, packages and technical specifications. Visit bmwusa.com, select the BMW model of your choice, and click on "Features & Specs."

Three-spoke leather-wrapped multi-function sport steering wheel, unique to the Sport Line, features a grip-enhancing cover with red decorative stitching to match the red contrasting rings surrounding the tachometer and speedometer in the instrument cluster.

Sport Line upholstery

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<tr>
<th>Code</th>
<th>Material Description</th>
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<tr>
<td>KCL3</td>
<td>Black Leatherette with Red highlight</td>
</tr>
<tr>
<td>LCL4</td>
<td>Everest Gray Dakota Leather with Black highlight</td>
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<tr>
<td>LCL5</td>
<td>Coral Red Dakota Leather with Black highlight</td>
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</table>

The BMW 335i Sedan with Sport Line shown in Mineral Gray Metallic exterior paint and 18-inch Double Spoke (Style 397) light alloy wheels.

Front sport seats offer ten-way power adjustment including two-way manual adjustment of headrests. The driver’s seat provides individual adjustments for seat height and backrest, fore and aft position and seat angle.

Three-spoke leather-wrapped multi-function sport steering wheel, unique to the Sport Line, features a grip-enhancing cover with red decorative stitching to match the red contrasting rings surrounding the tachometer and speedometer in the instrument cluster.

Design Lines
- Colors and materials
- Equipment features and options
- Accessories/Build Your Own
- Technical data
- BMW Services

Sport Line interior trims

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<tr>
<th>Code</th>
<th>Material Description</th>
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<td>Black High Gloss with Red highlight</td>
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<tr>
<td>4CM/4FM</td>
<td>Pearl Gloss Chrome highlight</td>
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<tr>
<td>4AD/4DN</td>
<td>Aluminum with Red highlight</td>
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<tr>
<td>4AD/4DL</td>
<td>Aluminum with Black highlight</td>
</tr>
</tbody>
</table>

The BMW 335i Sedan with Sport Line shown in Mineral Gray Metallic exterior paint and 18-inch Double Spoke (Style 397) light alloy wheels.

Door-sill finishers feature exclusive Sport Line design.

Signature key fob features the Sport Line design theme: distinctive black with contrasting red trim.

Double Spoke (Style 397) 18 x 8.0 light alloy wheels and 225/45 run-flat performance or all-season tires\(^1,2\)
THE 3 SERIES SEDAN WITH LUXURY LINE.

Interior equipment features:
• Door sill finishers in aluminum with “BMW Luxury” lettering
• Leather-wrapped sport steering wheel
• Dakota Leather upholstery with exclusive stitching
• Lower dashboard in brown color in combination with Saddle Brown Dakota Leather upholstery with exclusive stitching
• Interior trim in Fineline Anthracite Wood or Burl Walnut Wood with wood inlay and contrasting Pearl Gloss Chrome highlight
• Chrome trim rings for air conditioning and radio controls
• Center console with Luxury Line exclusive Chrome surround
• Interior illumination with variable color effects in Orange-Red or White, selected via the iDrive Controller
• Signature key fob with Pearl Gloss Chrome trim

Exterior equipment features:
• Multi Spoke (Style 416) 18 x 8.0 light alloy wheels and 225/45 run-flat all-season tires
• Optional Double Spoke (Style 401) 19 x 8.0 front, 19 x 8.5 rear light alloy wheels with 225/44R front and 235/35S rear run-flat performance tires
• Front and rear bumpers and air intakes with Chrome accent
• Chrome kidney grille slats
• Chrome exhaust pipe tips
• Chrome window surround

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

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

Luxury Line requires ordering the Premium Package.

Luxury Line signature key fob with Pearl Gloss Chrome highlight trim.

The BMW 335i Sedan featuring Luxury Line and Black Sapphire Metallic exterior paint with 18-inch Multi Spoke (Style 416) light alloy wheels.

Luxury Line requires ordering the Premium Package.

Accessories/Build Your Own

The BMW 335i Sedan featuring Luxury Line and Black Sapphire Metallic exterior paint with 18-inch Multi Spoke (Style 416) light alloy wheels.
THE 3 SERIES SEDAN WITH M SPORT LINE.

**Interior equipment features:**
- Door sill finishers in aluminum with "BMW M" lettering
- Leather-wrapped multi-function M sport steering wheel
- Power sport seats for driver and front passenger
- Aluminum Hexagon interior trim with accent trim in either Matte Estoril Blue or High Gloss Black, or Dark Burl Walnut Wood trim with Pearl Gloss Chrome highlight
- Shortened gear shift lever (with manual transmission) with M logo
- Speedometer and tachometer with red readouts
- Interior illumination with variable color effects in Orange-Red or White, selected via the radio or iDrive Controller
- Anthracite headliner
- M footrest
- Signature M Sport Line key fob with blue trim

**Exterior equipment features:**
- Star Spoke (Style 403M) light alloy wheels, 18 x 8.0 front, 19 x 8.5 rear; 225/45 front and 255/40 rear run-flat performance tires1 or 18 x 8.0 light alloy wheels, 225/45 run-flat all-season tires
- Optional Star Spoke (Style 403M) light alloy wheels, 19 x 8.0 front, 19 x 8.5 rear; 225/40 front and 255/35 rear run-flat performance tires2
- M Aerodynamic package including front and rear bumpers
- Front air dam, rear apron, rear spoiler and side skirts
- Exclusive exterior paint color in Estoril Blue II Metallic
- BMW kidney grills with eight slats in high-gloss black
- High-gloss chrome exhaust pipe tips
- M Sport suspension (228i and 335i)

Wheel and tire specifications are subject to change. Get the latest information on BMW standard and optional features, packages and technical data by visiting bmwusa.com and selecting the "Features & Specs." section.

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1 Run-flat tires do not come equipped with a spare tire and wheel.
2 Driving over rough or damaged road surfaces, as well as debris, curbs and other obstacles, can cause 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. The careful avoidance of road hazards and reduced speed is recommended when driving on roads with low-profile tires. Performance tires are not recommended for driving in ice or snow conditions.

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The BMW 335i Sedan with M Sport Line, shown in Estoril Blue II Metallic exterior paint with 19-inch Double Spoke (Style 403M) light alloy wheels.
The pages in this section of the brochure show available colors and materials for the BMW 3 Series Sedan. 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 authorized BMW center. They will be happy to show you original samples.

**Exterior colors**

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<thead>
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<th>Color Name</th>
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</tr>
<tr>
<td>668</td>
<td>Jet Black (Non-metallic)</td>
</tr>
<tr>
<td>A96</td>
<td>Mineral White Metallic</td>
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<td>A83</td>
<td>Glacier Silver Metallic</td>
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<td>B39</td>
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<td>A75</td>
<td>Melbourne Red Metallic</td>
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<td>B06</td>
<td>Sparkling Bronze Metallic</td>
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<td>A17</td>
<td>Mojave Metallic</td>
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<td>B40</td>
<td>Liquid Blue Metallic</td>
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<td>A89</td>
<td>Imperial Blue Metallic</td>
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<td>475</td>
<td>Black Sapphire Metallic</td>
</tr>
<tr>
<td>B45</td>
<td>Etonal Blue II Metallic</td>
</tr>
<tr>
<td>A32</td>
<td>Orion Silver Metallic</td>
</tr>
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</table>

**Interior colors**

<table>
<thead>
<tr>
<th>Color Code</th>
<th>Color Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td></td>
</tr>
<tr>
<td>LCSW</td>
<td>Black Dakota Leather</td>
</tr>
<tr>
<td>4CG</td>
<td>Satin Silver Matte</td>
</tr>
</tbody>
</table>

**Upholstery colors and materials**

- Venetian Beige Dakota Leather (LCSW)
- Black Leatherette (KCSW)
- Venetian Beige Leatherette (KCDF)
- Dark Burl Walnut Wood with Pearl Gloss Chrome highlight (4AB/4OM)

**Interior trims**

- Dark Burl Walnut Wood with Pearl Gloss Chrome highlight (4AB/4OM)
- Dark Burl Walnut Wood with Pearl Gloss Chrome highlight (4AB/4OM)
- Dark Burl Walnut Wood with Pearl Gloss Chrome highlight (4AB/4OM)
- Dark Burl Walnut Wood with Pearl Gloss Chrome highlight (4AB/4OM)

Leather upholstery: Leather on all seating surfaces; other components may be Leather or Leatherette.

For details on the availability of standard and optional exterior paints and upholstery materials and colors, please visit bmwusa.com/byo.
<table>
<thead>
<tr>
<th>Design Lines</th>
<th>Colors and materials</th>
<th>Equipment features and options</th>
<th>Accessories/Build Your Own</th>
<th>Technical data</th>
<th>BMW Services</th>
</tr>
</thead>
</table>

**Modern Line upholstery**

<table>
<thead>
<tr>
<th>Style Code</th>
<th>Color Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>LCL3</td>
<td>Oyster Dakota Leather with Dark Oyster highlight</td>
</tr>
<tr>
<td>LCL8</td>
<td>Black Dakota Leather with Dark Oyster highlight</td>
</tr>
</tbody>
</table>

**Modern Line interior trims**

<table>
<thead>
<tr>
<th>Style Code</th>
<th>Color Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>4DZ/4DM</td>
<td>Dark Pearl Metallic with Pearl Gloss Chrome highlight</td>
</tr>
<tr>
<td>4AD/4DM</td>
<td>Aluminum with Pearl Gloss Chrome highlight</td>
</tr>
<tr>
<td>4CE/4DM</td>
<td>Fineline Anthracite Wood with Pearl Gloss Chrome highlight</td>
</tr>
<tr>
<td>4DD/4DM</td>
<td>Fineline Pure Wood with Pearl Gloss Chrome highlight</td>
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</table>

**Sport Line upholstery**

<table>
<thead>
<tr>
<th>Style Code</th>
<th>Color Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>LCL3</td>
<td>Black Dakota Leather with Red highlight</td>
</tr>
<tr>
<td>LCL4</td>
<td>Venetian Beige Dakota Leather with Wood Inlay and Pearl Gloss Chrome highlight</td>
</tr>
</tbody>
</table>

**Sport Line interior trims**

<table>
<thead>
<tr>
<th>Style Code</th>
<th>Color Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>LCL3</td>
<td>Black Leatherette with Red highlight</td>
</tr>
<tr>
<td>LCL4</td>
<td>Venetian Beige Leatherette with Exclusive Stitching</td>
</tr>
<tr>
<td>4AD/4DL</td>
<td>Aluminum with Black highlight</td>
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**Luxury Line upholstery**

<table>
<thead>
<tr>
<th>Style Code</th>
<th>Color Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>LCLX</td>
<td>Saddle Brown Dakota Leather with Exclusive stitching</td>
</tr>
<tr>
<td>LCLZ</td>
<td>Black Dakota Leather with Exclusive stitching</td>
</tr>
<tr>
<td>4B6/4DM</td>
<td>Burl Walnut Wood with Wood Inlay and Pearl Gloss Chrome highlight</td>
</tr>
</tbody>
</table>

**Luxury Line interior trims**

<table>
<thead>
<tr>
<th>Style Code</th>
<th>Color Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>LCLX</td>
<td>Black Leatherette with Exclusive stitching</td>
</tr>
<tr>
<td>LCLZ</td>
<td>Venetian Beige Dakota Leather with Exclusive stitching</td>
</tr>
<tr>
<td>4B6/4DM</td>
<td>Burl Walnut Wood with Wood Inlay and Pearl Gloss Chrome highlight</td>
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</table>

**M Sport Line upholstery**

<table>
<thead>
<tr>
<th>Style Code</th>
<th>Color Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>KCSW</td>
<td>Black Leatherette</td>
</tr>
<tr>
<td>KCDF</td>
<td>Venetian Beige Leatherette</td>
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<tr>
<td>LCL5</td>
<td>Coral Red Dakota Leather with Black highlight</td>
</tr>
<tr>
<td>LCL6</td>
<td>Coral Red Dakota Leather with Black highlight</td>
</tr>
<tr>
<td>KCSW</td>
<td>Black Leatherette</td>
</tr>
<tr>
<td>KCDF</td>
<td>Venetian Beige Leatherette</td>
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**M Sport Line interior trims**

<table>
<thead>
<tr>
<th>Style Code</th>
<th>Color Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>KCSW</td>
<td>Black Leatherette with Exclusive Stitching</td>
</tr>
<tr>
<td>KCDF</td>
<td>Venetian Beige Dakota Leather with Exclusive Stitching</td>
</tr>
<tr>
<td>4B6/4DM</td>
<td>Burl Walnut Wood with Wood Inlay and Pearl Gloss Chrome highlight</td>
</tr>
</tbody>
</table>

Leather upholstery: Leather on all seating surfaces; other components may be Leather or Leatherette.

For details on the availability of standard and optional exterior paints and upholstery materials and colors, please visit bmwusa.com/byo.

The pages in this section of the brochure show available colors and materials for the BMW 3 Series Sedan Lines. 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 authorized BMW center. They will be happy to show you original samples.

Please refer to the Recommended color combinations charts on pages 58 and 59 for details on limitations and exclusivity when selecting 3 Series Sedan exterior paint colors, upholstery materials and colors, and interior trims.
### Recommended color combinations.

#### BMW upholstery materials and colors

<table>
<thead>
<tr>
<th>Color</th>
<th>Basic</th>
<th>M-Sport Line</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leather</td>
<td>Dako Leather</td>
<td>Dako Leather</td>
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<tr>
<td>Dako Leather</td>
<td>Dako Leather</td>
<td>Dako Leather</td>
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</tbody>
</table>

#### Interior colors

<table>
<thead>
<tr>
<th>Color</th>
<th>Basic</th>
<th>M-Sport Line</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
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#### BMW exterior colors

<table>
<thead>
<tr>
<th>Color</th>
<th>Basic</th>
<th>M-Sport Line</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arctic White (non-metallic)</td>
<td>Arctic White (non-metallic)</td>
<td>Arctic White (non-metallic)</td>
</tr>
<tr>
<td>Jet Black (non-metallic)</td>
<td>Jet Black (non-metallic)</td>
<td>Jet Black (non-metallic)</td>
</tr>
<tr>
<td>Mineral White Metallic</td>
<td>Mineral White Metallic</td>
<td>Mineral White Metallic</td>
</tr>
<tr>
<td>Mineral Silver Metallic</td>
<td>Mineral Silver Metallic</td>
<td>Mineral Silver Metallic</td>
</tr>
<tr>
<td>Mineral Black Pearl Metallic</td>
<td>Mineral Black Pearl Metallic</td>
<td>Mineral Black Pearl Metallic</td>
</tr>
<tr>
<td>Mineral Blue II Metallic</td>
<td>Mineral Blue II Metallic</td>
<td>Mineral Blue II Metallic</td>
</tr>
<tr>
<td>Sparkling Bronze Metallic</td>
<td>Sparkling Bronze Metallic</td>
<td>Sparkling Bronze Metallic</td>
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<tr>
<td>Sparkling Silver Metallic</td>
<td>Sparkling Silver Metallic</td>
<td>Sparkling Silver Metallic</td>
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<tr>
<td>Maple Metallic</td>
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<td>Maple Metallic</td>
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<tr>
<td>Liquid Blue Metallic</td>
<td>Liquid Blue Metallic</td>
<td>Liquid Blue Metallic</td>
</tr>
<tr>
<td>Imperial Blue Metallic</td>
<td>Imperial Blue Metallic</td>
<td>Imperial Blue Metallic</td>
</tr>
<tr>
<td>Black Sapphire Metallic</td>
<td>Black Sapphire Metallic</td>
<td>Black Sapphire Metallic</td>
</tr>
<tr>
<td>Black Pearl Metallic</td>
<td>Black Pearl Metallic</td>
<td>Black Pearl Metallic</td>
</tr>
<tr>
<td>Black (non-metallic)</td>
<td>Black (non-metallic)</td>
<td>Black (non-metallic)</td>
</tr>
<tr>
<td>Alpine Black</td>
<td>Alpine Black</td>
<td>Alpine Black</td>
</tr>
</tbody>
</table>

#### Leather upholstery

<table>
<thead>
<tr>
<th>Color</th>
<th>Basic</th>
<th>M-Sport Line</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dako Leather</td>
<td>Dako Leather</td>
<td>Dako Leather</td>
</tr>
<tr>
<td>Dako Leather</td>
<td>Dako Leather</td>
<td>Dako Leather</td>
</tr>
</tbody>
</table>

Leather upholstery: Leather on all seating surfaces; other components may be Leather or Leatherette.

For details on the availability of standard and optional exterior paints and upholstery materials and colors, please visit bmwusa.com/bfyco.
Equipment features and options.

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 your 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. An auto-leveling feature adjusts for varying passenger and cargo loads. Corona headlight-surrounds that circle both headlights and high beams also act separately as Daytime Running Lights and parking lights. High-pressure headlight cleaning system helps keep headlights clear of ice, mud, road salt and other coatings, for maximum road illumination and enhanced driving safety. When the headlights are on, they are automatically cleaned along with the windshield.

High-beam assist automatically switches between high and low beams according to oncoming traffic, traffic ahead, and the level of street lighting.

Xenon Adaptive Headlights: Aids in entering a turn or curve, enhancing visibility when driving at night. Sensors monitor the angle of the steering wheel to determine the direction your 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. An auto-leveling feature adjusts for varying passenger and cargo loads. Corona headlight-surrounds, which circle both headlights and high beams, also act separately as Daytime Running Lights and parking lights. High-pressure headlight cleaning system helps keep headlights clear of ice, mud, road salt and other coatings, for maximum road illumination and enhanced driving safety. When the headlights are on, they are automatically cleaned along with the windshield.

High-beam assist: Automatically switches between high and low beams according to oncoming traffic, traffic ahead, and the level of street lighting.

Elements: Power-adjustable, folding exterior side-view mirrors in body color automatically dim when reflecting bright light, helping to eliminate glare when driving at night.

Comfort Access system: Offers convenient keyless access to your vehicle. Carrying the remote key in a pocket or purse allows you to unlock the doors by touching the door handle. The hands-free trunk-opening function automatically unlocks and opens the trunk when you stand behind the vehicle and move your foot under the center of the rear bumper.

Rain sensor: Uses infrared light to measure the amount of rain. When the wipers are in the "Intermittent" mode, the rain sensor automatically adjusts the windshield-wiping interval as needed.

Exhaust tailpipe configuration identifies the 3 Series Sedans. There are two on the left side of the 328i and 328i xDrive; on the 335i, 335i xDrive and the BMW ActiveHybrid 3, there is one tailpipe on the left and one on the right.
Equipment features and options.

Double Spoke (Style 401) 18 x 8.0 light alloy wheels with run-flat \(^1\) performance tires. 2 \(^1\) Run-flat tires do not come equipped with a space tire and wheel. 2 Driving over rough or damaged road surfaces, as well as debris, cuts and other obstacles, can cause serious damage to wheels, tires and suspension parts. This is more likely to occur with low-profile tires. Performance tires are not recommended for driving in ice or snow conditions.

Star Spoke (Style 396) 18 x 8.0 light alloy wheels with 225/45 run-flat \(^1\) all-season tires.

Star Spoke (Style 393) 17 x 7.5 light alloy wheels with 225/40 run-flat \(^1\) all-season tires.

Turbine (Style 415) 18 x 8.0 light alloy wheels with 225/45 run-flat \(^1\) all-season tires.

Modern Line.

Double Spoke (Style 397) 18 x 8.0 light alloy wheels with 225/45 run-flat \(^1\) performance or all-season tires. \(^2\)

Sport Line.

Star Spoke (Style 400M) light alloy wheels and run-flat \(^1\) performance tires. \(^2\) In front: 18 x 8.0 wheels and 225/45 tires; in back: 18 x 8.5 wheels and 255/40 tires. (Also available: 225/45 run-flat \(^1\) all-season tires.)

Luxury Line.

M Sport Line.

Star Spoke (Style 403M) light alloy wheels and run-flat \(^1\) performance tires. \(^2\) In front: 18 x 8.0 wheels and 225/45 tires; in back: 19 x 8.5 wheels and 255/55 tires.

Three-spoke, leather-wrapped multi-function M sport steering wheel provides buttons on the left for operating the cruise control functions; buttons on the right adjust all audio-related functions, including Bluetooth enabled mobile phone.

Three-spoke, leather-wrapped multi-function steering wheel includes a thick, textured rim and thumb indents that are designed for performance driving. Multi-function buttons let you adjust various comfort features while keeping both hands on the wheel.

Three-speaker, leather-wrapped multi-function sport steering wheel with manual telescoping feature lets you keep both hands on the wheel while adjusting both the audio and a Bluetooth enabled mobile phone. Voice command included with Navigation system can be used to change audio selections, Navigation system destinations and telephone entries.

Variable Sport Steering continuously adjusts the steering ratio, reducing the amount of steering wheel movement required in tight turns. This increases comfort when parking and maneuvering, and enhances sporty, agile handling. Servotronic adapts power steering support to the current speed, providing superior comfort by reducing needed steering force.

Instrument panel features a red backlit speedometer and tachometer. Centered between the two easy-to-read analog instruments is the on-board computer with liquid crystal display providing additional important driving information.

Extended instrument cluster, included with the Navigation system, has a high-resolution Info Display showing functions for the Check Control as well as Navigation system prompts and operational feedback. With the ECO PRO mode activated, EfficientDynamics information is displayed in the rev counter.

Dynamic Cruise Control \(^2\) lets you set and keep to a chosen speed above 20 mph, including automatic application of the brakes when driving downhill. It is activated and regulated via controls positioned on the left side of the steering wheel, and deactivated by applying the brakes or switching off the feature.

Auto Start-Stop function – on the BMW ActiveHybrid 3, the Hybrid Start-Stop function – switches off the engine automatically during brief stops, such as at red lights, to reduce fuel consumption. A symbol displayed in the rev counter indicates that the function is active.

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

Driving Dynamics Control with ECO PRO mode lets you change the driving character of the 3 Series Sedan with just the push of a button. The switch customizes accelerator response characteristics, power steering characteristics and Dynamic Stability Control (DSC) thresholds. Choose between ECO PRO, COMFORT, SPORT and SPORT+ modes; each activates different settings for extra sporty, more relaxed or maximized fuel-efficient driving modes.

Storage compartments are found throughout the cabin in the front and rear doors, in a fiddled compartment in the center console, an open compartment under the front and in the rear center armrests, in cupholders front and rear, in a storage tray, and in the glove compartment.

Anthracite headlines, exclusive to the Sport Line and the M Sport Line, trims the A, B and C pillars, sunshades and grab bars in a sophisticated Black finish.

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.

Engine Start/Stop button control the engine. After the electronic identification system recognizes and confirms the correct key code, you can start (or later turn off) the engine by pressing the Start/Stop button. (Foot must be on the brake pedal in order to start.)

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

8-speed SPORTTRONIC automatic transmission with Adaptive Transmission Control (ATC) provides extremely fast synchronized shifting in either the Sport or Manual shift mode. By increasing the number of gears to eight, the transmission provides a more efficient shifting sequence and improved fuel economy.

Head-up Display projects important travel information, such as vehicle speed and Check Control warnings, onto the windshield directly in your field of vision. Data is shown in full color, making information even more precise and easier to process. Additional information, including Lane Departure Warning messages and navigation directional arrows and instructions, can also be displayed.

Active Blind Spot Detection warns if a vehicle is in your blind spot, or if a vehicle is approaching at high speed in the passing lane, by displaying a visual signal in the exterior mirror casing. The system also warns you by making the steering wheel vibrate should you then use the turn-signal indicator before executing a lane change.

Lane Departure Warning uses a camera to recognize when your vehicle is crossing over roadway lane markings or is changing lanes without signaling, and warns you by sending a mild vibration through the steering wheel. The system can be turned on and off via a button by the steering wheel.

Speed Limit Info detects local speed limit signs and shows them in the Info Display and Head-up Display.

Automatic-dimming interior and exterior mirrors sense the bright headlights of vehicles behind you and automatically darken. The exterior power-adjustable side-view mirrors include fold-in function.

BMW Universal garage-door opener takes the place of up to three remote-control devices. It can activate remote functions outside the vehicle, such as garage-door openers or home-lighting systems.

Get the latest information on BMW standard and optional features, packages and technical specifications. Visit bmwusa.com, select the BMW model of your choice, and click on “Features & Specs.”
Surround View displays video images of approaching traffic on the Control Display. Side-view Cameras positioned in the front bumpers show traffic approaching the front of the vehicle from the sides, such as when exiting a garage. The Top-view Camera provides video images of the road alongside the doors, taken by cameras positioned in the exterior mirrors.

Park Distance Control (PDC) uses ultrasonic sensors in the front and rear bumpers to help you judge the distance to other cars and unseen objects when parking. The beeping becomes faster as your bumper approaches the object, turning into a constant tone when the distance is less than 12 inches.

Navigation system offers 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. Features include 3-D daytime and nighttime maps, zoom, travel planner, and an Assistance Window. Additionally the hard drive offers 60 GB of space that can hold up to 2,000 songs. It also provides Real Time Traffic Information on potential traffic problems and solutions.

Integrated Owner’s Manual provides immediate access to all vehicle-specific information. This digital version of the traditional printed manual that is included with your BMW can be accessed via the iDrive and is shown on the Control Display. The system’s user-friendly features include multi-media elements such as animations and dynamic illustrations.

BMW anti-theft AM/FM stereo CD/MP3 audio system offers Radio Data System (RDS), Auto-Store, and 10-channel FM diversity antenna system. Song titles are displayed on the 6.5-inch color monitor (shown), or on the 8.8-inch color monitor included in the BMW ActiveHybrid 3 or in vehicles equipped with the Navigation system.

SiriusXM Satellite Radio lets you enjoy more than 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. “The Best of XM” offers additional premium programs, like Oprah Radio,® 10 channels of XM Play-by-Play sports and more. You can also select Sirius channels through the iDrive system or Voice command, and enter them into the programmable memory buttons.

Sierra™ Satellite Radio lets you enjoy more than 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. “The Best of XM” offers additional premium programs, like Oprah Radio,® 10 channels of XM Play-by-Play sports and more. You can also select Sirius channels through the iDrive system or Voice command, and enter them into the programmable memory buttons.

Harman Kardon® Surround Sound System is a 16-speaker, multi-channel system that outputs reproduction of the surround information contained in the stereo signal in a nine-channel format as well as 5.1 surround sound from a DVD source. Includes a powerful 600-watt digital amplifier with nine channels. The system compensates for driving noise in smooth steps with speed-dependent equalizing.

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High-fidelity speaker system with 205-watt amplifier, vehicle-specific equalizing, and nine speakers for a colorful sound experience.
Equipment features and options.

10-way adjustable front seats offer manual adjustment fore/aft, backrest angle, seat angle, seat height and two-way headrests with Active Head Restraints feature.

Lighting package features vicinity lighting in the outside door handles. Inside, includes Ambiance lighting front and rear, front footwell lights, vanity mirror lighting in front sunshades, and LED lighting in the front door handles, seating lights front and rear, and in the trunk.

12-way power front sport seats make the driving experience more enjoyable with adjustments for fore/aft, seat height, backrest angle, seat angle and thigh support. Side bolsters can be power-adjusted to comfortably fit your back while helping to hold you firmly in place during cornering. Includes two-way headrests with Active Head Restraints feature.

Front cupholders are conveniently integrated into the center console in front of the gear shift lever. A cover provides additional storage space and can be stored in the glove compartment to save space.

Power seat adjustment for driver and front passenger customizes seat height, seat and backrest angle, and fore/aft position. Includes a two-driver memory function for driver's seat and power-folding exterior mirrors.

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

Heated front seats are a welcome feature in cooler weather. By pressing the icon button, the heating surfaces — seat bottom, backrest and sides — are heated to your choice of three settings. Heated rear seats offer multiple settings to warm the seat bottoms and backrests of the left and right seats.

Power sunshade for the rear window can be raised and lowered at the press of a button. Together with manual sunshades for the rear side windows, this feature maintains occupant privacy, helps eliminate glare, and helps lower the cabin temperature by reflecting intense sunlight. (European model shown.)

Rear center armrest includes two cupholders integrated into the front of the armrest. When not in use, they can be stored out of sight by sliding them back into the armrest. The armrest swings up to create a third rear passenger seat.

Rear fold-down seats allow flexible combinations of passengers and cargo. Use the folding 40-20-40 seats with through-loading feature for transporting skis or other long items.

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Rear center armrest includes two cupholders integrated into the front of the armrest. When not in use, they can be stored out of sight by sliding them back into the armrest. The armrest swings up to create a third rear passenger seat.

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

Add to the sporty look with the BMW Roof Box 460 in Black, and 20-inch Double Spoke (Style 361) black light alloy wheels with a red accent ring.

Ski and snowboard bag securely holds snowboards or skis and poles. Select either Sport Line (shown) or Modern Line design.

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

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

Backrest bag allows passengers to bring and store travel necessities. Available in two designs to coordinate with Sport Line (shown) or Modern Line interior.

Handbrake lever handle is specially designed to enhance the Sport Line (shown) or Modern Line interior.

Backrest bag allows passengers to bring and store travel necessities. Available in two designs to coordinate with Sport Line (shown) or Modern Line interior.

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

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328i 328i xDrive 335i 335i xDrive ActiveHybrid 3

**Weight**

- **Weight distribution**: front/rear
- **Manual transmission**: % 45.66%
- **Automatic transmission**: % 20.05%

**Dimensions**

- **Length**: 183.3 inches.
- **Width**: 73.5 inches.
- **Height**: 51.9 inches.

**Fuel consumption**

- **Manual transmission** – City/Highway mpg: 22/33
- **Automatic transmission** – City/Highway mpg: 25/34

**Engine**

- **Engine displacement**: 2.0 liters.
- **Compression ratio**: 10:1.
- **Fuel tank capacity**: 15.8 gallons.

**Transmission**

- **Gear ratio**: 6-speed manual.

**Performance**

- **0-60 mph**: sec 7.7.
- **Braking distance**: 9.9 feet.

**Fuel consumption**

- **Manual transmission** – City/Highway mpg: 23/34
- **Automatic transmission** – City/Highway mpg: 22/33

**Tires and wheels**

- **Tire dimensions**: 225/45 R18.

**Electrical**

- **Battery position**: X1.

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BMW’s unique TeleService, included in the BMW Assist Safety Plan, continually monitors specific parts that are subject to wear and tear—including the engine oil, micro-filter, spark plugs, brake pads, 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 authorized 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 benefit: any needed maintenance service parts will already be on hand, so your BMW’s serviced and returned to you as quickly as possible. And because they use only Original BMW Parts, you can rely on expert fit and long-lasting BMW quality. For more details on TeleService, visit bmwassist.com.

BMW Roadside Assistance is routine maintenance. An another benefit: any needed maintenance service parts will already be on hand, so your BMW’s serviced and returned to you as quickly as possible. And because they use only Original BMW Parts, you can rely on expert fit and long-lasting BMW quality. For more details on TeleService, visit bmwassist.com.
BMW and the environment.

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

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