

Product Selling Points

October 2011
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BMW 3 Series
Saloon / Sedan

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THE NEW BMW 3 SERIES SALOON. WINNING DYNAMICS.

**ELEGANT SPORTINESS, VISIONARY
AESTHETICS, PIONEERING TECHNOLOGY.**

**ATHLETIC DESIGN WITH AN INDEPENDENT
CHARACTER.**

**MORE ROOM FOR INDIVIDUALITY.
THE BMW LINES.**

**MORE EFFICIENCY AND DYNAMICS.
BMW TWIN POWER TURBO TECHNOLOGY.**

**MORE SAFETY, MORE PLEASURE.
THE UNIQUE BMW HEAD-UP DISPLAY.**

**A NEW KIND OF SPORTINESS. THE BMW ACTIVE
HYBRID 3.**

**SYNONYMOUS WITH DRIVING PLEASURE.
THE NEW BMW 3 SERIES.**

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DESIGN

HIGHLIGHTS**THE FIRST THING YOU NOTICE ABOUT IT IS ITS ATHLETICISM.**

The design of the new sport saloon combines a powerful, progressive appearance with the agility and elegance of the BMW 3 Series.

Dynamic, even at a standstill – thanks to the long bonnet, short overhangs, long wheelbase, swept-back greenhouse and coupé-like roof line.

A more determined look – through dedicated development of earlier BMW models. The wide kidney grille and the double round headlights with accents above and below create a stunning visual whole.

Charismatic design worlds for more individuality – available for the very first time with the BMW 3 Series: the Modern Line, Sport Line and Luxury Line.

Ready to race – the athletically defined contours and wide track enhance the vehicle's excellent road holding and the typical BMW dynamics.

DESIGN

INTERIOR

BMW LINES

BMW EFFICIENT DYNAMICS

DRIVING DYNAMICS

BMW CONNECTED DRIVE

SAFETY

DESIGN

FACTS ▶ EXTERIOR ▶ FRONT

**DYNAMIC AS EVER. POWERFUL AS NEVER BEFORE.**

The striking front proudly follows the design tradition of the BMW 3 Series, radiating typical BMW dynamism even at a standstill.

An instantly recognisable BMW 3 Series – with its dynamically flat-shaped front, the BMW 3 Series Saloon is instantly eye-catching. The new combination of the wide BMW kidney grille and the double round headlights with accents above and below is instantly recognisable and makes the BMW 3 Series unmistakable.

A powerful appearance – striking curves run across the long, contoured bonnet to the wide kidney grille and towards the road ahead, and together with two outer air vents, these serve to underline the dynamism, power and width of the new BMW 3 Series.

The look of determination – the classic BMW double round headlights are topped off by 'eyebrows' to form the 'face' of the new BMW 3 Series, which is just as distinct in the dark. The new lower accent on the corona rings provides additional emphasis to the characteristic look.

1 An alluring presence with striking curves and a forward-slanting kidney grille. Pictured: Modern Line.

DESIGN

FACTS ▶ EXTERIOR ▶ SIDE

**ATHLETIC PROPORTIONS.**

In spite of its increased size, the sportiest saloon in the mid-range car class takes to the streets with perfectly tailored proportions.

Coupé-like contours – short bodywork overhangs, a long wheelbase, the long, upward-sloping bonnet and the swept-back greenhouse give the new BMW 3 Series additional length, while its forward-looking 'shark nose' emphasises the vehicle's dynamics and forward thrust.

Distinctive double side character lines – emphasise the striking and dynamic overall impression.

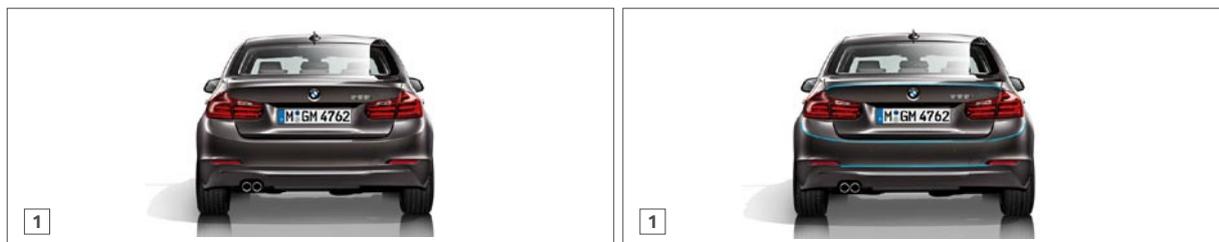
Excellent all-round vision – thanks to large glass panels and a low centre line.

A more spacious interior – the new BMW 3 Series is 93 mm longer than its predecessor, which is great news for all passengers.

1 Powerful contours make the vehicle appear longer. Pictured: Modern Line.

DESIGN

FACTS ▶ EXTERIOR ▶ REAR



UNMISTAKABLY BMW 3 SERIES. THE REAR.

The rear of the new BMW 3 Series visually emphasises the vehicle's wide track and its confident stance on the road. This dynamically elegant sport saloon thus makes an even more striking impression than its predecessor.

Confident look – the horizontal contours make the rear appear wider and flatter.

Distinctly sporty – in combination with the widened track (rear axle: +48 mm compared to the E90, front axle: +37 mm), the width of the wheel arches accentuate the vehicle's sporty and dynamic character.

Instantly recognisable as a BMW, even at night – the rear lights feature the typical L-shaped BMW design and are located close to the outer edges of the vehicle. Together with the two LED light clusters they give the vehicle a pronounced appearance, even in the dark.

More storage space – for greater functionality, the volume of the luggage compartment has been increased by 20 litres to a total of 480 litres.

¹ Classic BMW design: the rear is visually defined by a few precise lines. Pictured: Modern Line.

DESIGN

THE COMPETITION ▶ BMW 3 Series



BMW 3 Series.

Confident and stylish: the new BMW 3 Series combines typical BMW dynamic proportions (long bonnet, short overhangs, long wheelbase and swept-back greenhouse) with a pronounced and self-confident appearance.

High-quality design and perfection in every detail.

A high degree of design independence within the BMW product range: "distinctly BMW, unmistakably BMW 3 Series".

Luggage compartment capacity corresponds exactly to that of the current Audi A4 (480 litres) and is 5 litres larger than the current C-Class.

Striking double headlights with corona rings (with Xenon headlights) and the upper LED accent lights (the 'eyebrows') accentuate the typically determined BMW look.

The wheelbase of the new BMW 3 Series surpasses the Audi A4 by 2 mm and the Mercedes-Benz C-Class by 50 mm.

Powerful appearance: the track of the new BMW 3 Series Saloon is significantly wider, beating the Audi A4 by 31 mm and the MB C-Class by 32 mm.

Compared to its competitors, the new BMW 3 Series uses space much more efficiently, delivering the same amount of space with more compact external dimensions (79 mm less than the Audi A4).

Three new equipment lines – Sport, Luxury and Modern – each with its own individual look.

DESIGN

THE COMPETITION ▶ AUDI A4



AUDI A4.

Parallel to the launch of the new BMW 3 Series, the Audi A4 will receive a small facelift in early 2012 with slightly modified front and rear lights as well as a more angular radiator; a completely redesigned Audi A4 (B9) will not be launched until the third quarter of 2014.

Cold design: body shape borrows significantly from the design of the Audi A5.

Unlike the BMW 3 Series and 5 Series, the static and scarcely individual design is hardly differentiated from the other Audi models: the Audi front with single-frame radiator looks the same on all models.

Typical front-wheel drive layout, in spite of the front axle being placed further forward.

Not particularly dynamic for a classic notchback saloon.

More dynamic look only possible with optional equipment packages such as the "S line Exterior package".

Polarised LED daytime running lights and LED reversing lights.

DESIGN

THE COMPETITION ▶ MERCEDES-BENZ C-CLASS



MERCEDES-BENZ C-CLASS.

In early 2011, the C-Class was redesigned with a new bonnet, bumpers and headlights, making it slightly more dynamic, while maintaining its focus on elegance and comfort. The new C-Class is not due to be launched before 2014.

In terms of form, the front was made even more angular and the new aluminium bonnet further emphasises this "arrow effect" – in line with Mercedes' new design concept.

Classic notchback saloon with a dignified look, typical for Mercedes-Benz. Only with optional AMG styling is the vehicle afforded some degree of sportiness.

Two individual radiator varieties for different equipment lines.

Press reviews:

"While Audi and BMW have developed quite a definite sense of style (although Audi's is slightly monotonous), Mercedes-Benz is still looking for a definitive design identity. This is why the designers in Sindelfingen continually resort to using ornamental and decorative fillers (lights, wings, side contours, grille variations) that attempt to conceal the architects' lack of conceptual clarity." (Auto-Bild on the C-Class facelift, 27/09/2010)

"The clearly rising window line is a distinct part of the profile design. But don't let this give you the wrong impression: this Benz is no sports car. Heightened driving comfort is the true strength of this successful, yet not particularly dynamic, Mercedes-Benz." (BildSportscars, 25/11/2010)

DESIGN

THE COMPETITION ▶ LEXUS IS

**LEXUS IS.**

In 2011 Lexus failed to make any elegant improvements to the design of the IS: the redesigned radiator grille is flanked by modified headlights with tinted clear glass and emphasised by the new front apron with integrated fog lights. When looking at the side profile and the rear view, the redesigned light alloy wheels and the new look of the rear lights with red-coloured indicators is striking; according to Lexus, both are supposed to underline the dynamic and high-quality performance of the IS. The new Lexus IS will arrive on the market in November 2012.

A pleasing, but scarcely unique design that fluctuates between American and Japanese styles.

The design is not particularly dynamic or elegant.

Coherent proportions, but a high rear and a front with little charisma.

Typical dimensions for its class.

Not very easily recognisable, because the brand is not known well enough (in Europe).

The "F Sport" equipment line offers a significantly more dynamic look with its front and rear spoilers and modified radiator grille.

Press reviews:

"This car is a stranger on German streets – and an inconspicuous one at that. The design of the Lexus IS does not distinguish it from other mid-range saloons and the car's appearance is incredibly discreet." (DER SPIEGEL, 02/09/2010)

DESIGN

THE COMPETITION ▶ INFINITI G 37



INFINITI G 37.

Some people enjoy the straightforward contours of the Infiniti, others find them too old-fashioned. The new edition is set to appear in September 2012.

A classic notchback saloon with a pleasing but also somewhat arbitrary look.

Slightly stumpy rear.

Obtrusive radiator grille.

Weak "image", not particularly prestigious; it has no real presence on the road, so it's hardly recognisable as a premium brand.

Press reviews:

"The Infiniti plays the role of a reserved gentleman. Few actually notice this unknown Japanese brand out on the streets. This 4.8-metre saloon is simply swallowed up by the masses of other cars on the road." (AutoScout24)

"But parking this car is harder than you would imagine. While the long wheelbase of 2.85 metres provides plenty of space in the rear for long legs, it makes it all the more laborious to manoeuvre this vehicle." (Kfz-Auskunft.de, 26/02/2011)

DESIGN

THE COMPETITION ▶ DATA & FIGURES

| Dimensions and weights | BMW 320i | BMW 328i | BMW 320d |
|-------------------------------------|----------------|----------------|----------------|
| Length (mm) | 4,624 | 4,624 | 4,624 |
| Width (mm) | 1,811 | 1,811 | 1,811 |
| Height (mm) | 1,429 (1,441*) | 1,429 (1,441*) | 1,429 (1,441*) |
| Wheelbase (mm) | 2,810 | 2,810 | 2,810 |
| Turning circle (m) | 11.3 | 11.3 | 11.3 |
| Track width front/rear (mm) | 1,543/1,583 | 1,531/1,572 | 1,543/1,583 |
| Unladen weight according to EG (kg) | 1,490 (1,500) | 1,505 (1,530) | 1,495 (1,505) |
| Permitted load (kg) | 550 [475] | 550 [475] | 550 [475] |
| Permitted max. weight (kg) | 1,965 (1,975) | 1,980 (2,005) | 1,970 (1,980) |
| Roof load (kg) | 75 | 75 | 75 |
| Tank capacity (approx. l) | 60 | 60 | 57 |
| Luggage compartment capacity (l) | 480 | 480 | 480 |

| Dimensions and weights | MB C 200 BlueEFFICIENCY | MB C 250 BlueEFFICIENCY | MB C 220 CDI |
|-------------------------------------|----------------------------|----------------------------|----------------|
| Length (mm) | 4,591 | 4,591 | 4,591 |
| Width (mm) | 1,770 | 1,770 | 1,770 |
| Height (mm) | 1,447* (1,425) | 1,447* (1,425) | 1,447* (1,425) |
| Wheelbase (mm) | 2,760 | 2760 | 2,760 |
| Turning circle (m) | 10.84 | 10.84 | 10.84 |
| Track width front/rear (mm) | 1,549/1,552 | 1,549/1,552 | 1,549/1,552 |
| Unladen weight according to EG (kg) | 1,500 | 1,505 | 1,600 |
| Permitted load (kg) | 590 [515] | 590 [515] | 590 [515] |
| permitted. Max. weight (kg) | 2,015 (2,020) | – (2,020) | 2,115 (2,125) |
| Roof load (kg) | 100 | 100 | 100 |
| Tank capacity (approx. l) | 59 | 59 | 59 |
| Luggage compartment capacity (l) | 475 | 475 | 475 |

Values in () refer to vehicles with an automatic transmission.

Values in [] refer to the permitted load according to DIN.

* including roof aerial.

DESIGN

THE COMPETITION ▶ DATA & FIGURES

| Dimensions and weights | Audi A4 2.0 TSFI (132 kW) | Audi A4 2.0 TSFI (155 kW) | Audi A4 2.0 TDI (125 kW) |
|-------------------------------------|------------------------------|------------------------------|-----------------------------|
| Length (mm) | 4,703 | 4,703 | 4,703 |
| Width (mm) | 1,826 | 1,826 | 1,826 |
| Height (mm) | 1,427 | 1,427 | 1,427 |
| Wheelbase (mm) | 2,808 | 2,808 | 2,808 |
| Turning circle (m) | 11.5 | 11.5 | 11.5 |
| Track width front/rear (mm) | 1,564/1,551 | 1,564/1,551 | 1,564/1,551 |
| Unladen weight according to EG (kg) | 1,505 | 1,520 | 1,540 |
| Permitted load (kg) | 550 [475] | 550 [475] | 550 [475] |
| Permitted max. weight (kg) | 1,980 (2,015) | 1,985 (2,025) | 2,010 |
| Roof load (kg) | 90 | 90 | 90 |
| Tank capacity (approx. l) | 65 | 65 | 65 |
| Luggage compartment capacity (l) | 480 | 480 | 480 |

Values in () refer to vehicles with an automatic transmission.

Values in [] refer to the permitted load according to DIN.

* including roof aerial.

DESIGN

DATA & FIGURES

| Dimensions and weights | BMW 320i | BMW 328i | BMW 335i | BMW 316d | BMW 318d | BMW 320d |
|-------------------------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| Length (mm) | 4,624 | 4,624 | 4,624 | 4,624 | 4,624 | 4,624 |
| Width (mm) | 1,811 | 1,811 | 1,811 | 1,411 | 1,811 | 1,811 |
| Height (mm) | 1,429 (1,441*) | 1,429 (1,441*) | 1,429 (1,441*) | 1,429 (1,441*) | 1,429 (1,441*) | 1,429 (1,441*) |
| Wheelbase (mm) | 2,810 | 2,810 | 2,810 | 2,810 | 2,810 | 2,810 |
| Turning circle (m) | 11.3 | 11.3 | 11.3 | 11.3 | 11.3 | 11.3 |
| Track width front/rear (mm) | 1,543/1,583 | 1,531/1,572 | 1,531/1,572 | 1,543/1,583 | 1,543/1,583 | 1,543/1,583 |
| Unladen weight according to EG (kg) | 1,490 (1,500) | 1,505 (1,530) | 1,585 (1,595) | 1,495 (1,505) | 1,495 (1,505) | 1,495 (1,505) |
| Permitted load (kg) | 550 [475] | 550 [475] | 550 [475] | 550 [475] | 550 [475] | 550 [475] |
| Permitted max. weight (kg) | 1,965 (1,975) | 1,980 (2,005) | 2,060 (2,070) | 1,970 (1,980) | 1,970 (1,980) | 1,970 (1,980) |
| Roof load (kg) | 75 | 75 | 75 | 75 | 75 | 75 |
| Tank capacity (approx. l) | 60 | 60 | 60 | 57 | 57 | 57 |
| Luggage compartment capacity (l) | 480 | 480 | 480 | 480 | 480 | 480 |

Values in () refer to vehicles with an automatic transmission.

Values in [] refer to the permitted load according to DIN.

* including roof aerial.

INTERIOR HIGHLIGHTS



MODERN DESIGN FOR DISCERNING DRIVERS.

The classic BMW driver-oriented cockpit and the interior's precise balance of elegance, comfort and sportiness ensure that all passengers will feel at ease in the new BMW 3 Series Saloon.

Fits like a glove – the centre console is ergonomically designed to suit the needs of the driver, as is the entire cockpit.

Elegant details – the free-standing, high-resolution flatscreen Control Display underlines the high-quality feel of the interior and creates a unique sense of space.

Clear overview – four easy-to-read dials featuring BMW's classic sporty design immediately make the driver feel safe and in control.

Countless equipment options – BMW Lines are now available with the BMW 3 Series for the very first time. They emphasise the saloon's characteristics with specific materials and designs.

Optional equipment packages – these packages feature perfectly matching product combinations that are unparalleled in this segment and they make it easier for customers to select optional equipment. Moreover, it is less expensive for customers to buy a package than to purchase equipment items individually.

INTERIOR

FACTS ▶ INTERIOR ▶ Interior space

**MORE SPACIOUS INTERIOR.**

Noticeably more comfortable – thanks to the increased exterior dimensions of the new BMW 3 Series Saloon (length: +93 mm, wheelbase: +50 mm), passengers will immediately notice the extra 18 mm of legroom in the rear. Behind the ergonomically shaped front seats, there's an extra 15 mm of legroom and an additional 8 mm in height to ensure even greater comfort.

- 1 Rear passengers will benefit from the significant increase in space. Pictured: Modern Line.
- 2 Passengers in the rear enjoy more legroom as well as more space between the outer seats and the centre seat. Pictured: Luxury Line.

INTERIOR

FACTS ▶ INTERIOR ▶ FLEXIBILITY



INTELLIGENT SOLUTIONS FOR DIFFERENT LOADING SCENARIOS.

The new BMW 3 Series Saloon is surprisingly versatile with a variety of loading options and a large amount of storage space.

More storage space – for greater functionality, the volume of the luggage compartment has been increased by 20 litres to a total of 480 litres. Seven standard-sized water crates, three golf bags or one pram can be neatly stowed away over the low loading sill (just 66 cm high). Standard fastening points secure the load, while a storage tray under the boot floor and a deep storage compartment on the left side can be used to hold small objects.

More flexibility – whether transporting five people or bulky objects, you can create the perfect configuration with just a few simple steps. The rear seat backrest (OE) folds down in a 40:20:40 split. When the centre section is folded down, there's still plenty of space for four people as well as long luggage items such as skis. The ski bag from Original BMW Accessories.

- 1 20 percent of the rear seat backrest folded down: two complete rear seats with through-loading space for bulky items.
- 2 60 percent of the rear seat backrest folded down: still room for one person.
- 3 100 percent of the rear seat backrest folded down.
- 4 The ski bag from Original BMW Accessories.

INTERIOR

FACTS ▶ INTERIOR ▶ COMFORT



VERY SPACIOUS, VERY CONVENIENT.

Drinks always close at hand, but never in the way – the new BMW 3 Series is the only vehicle in its segment that features two integrated cup holders in front of the gear lever in the centre console as standard. A further 0.5 to 1L bottle can be stowed in the ergonomically designed door pockets.

Pleasant temperature as standard – even in the basic version, the new BMW 3 Series features a 1-zone automatic air conditioning system.

Easy access to the engine compartment – using the two-stage lock, the bonnet can be fully unlocked from within the vehicle. The first pull of the lever unlocks the locks, and the second one opens them.

- 1 Two large cup holders are located in front of the gear lever.
- 2 The door pockets offer storage space for drink bottles with a volume of up to one litre.
- 3 1-zone automatic air conditioning.

INTERIOR

FACTS ▶ INTERIOR ▶ INSTRUMENT PANEL

**AN EYE ON EVERYTHING.**

Instrument panel – with four analogue dials showing speed, rpm and fuel level as well as the Info Display. It is also used to display information such as oil temperature, outside temperature and on-board computer functions.

Instrument panel with extended functionality – includes a high-resolution Info Display for showing Check Control functions, navigation directions and other data. When the ECO PRO mode is activated, the BMW EfficientDynamics display appears in the rev counter (standard in conjunction with Active Cruise Control (planned availability as OE: July 2012), BMW Head-Up Display and Navigation System Professional).

1 Instrument panel with extended functionality.

INTERIOR

FACTS ▶ EQUIPMENT PACKAGES ▶ DRIVING COMFORT PACKAGE



DRIVING COMFORT PACKAGE.

The package that makes driving easier, safer and even more comfortable.

Cruise control with braking function – stores and maintains any selected speed above approx. 30 km/h, even when going downhill. Includes multifunction buttons on the steering wheel.

Servotronic – adjusts the steering power to suit the current speed and offers direct and precise steering with the highest level of comfort by reducing the amount of effort required to turn the wheel (standard for 328i and 335i).

Hands-free kit with USB interface – enables a wireless Bluetooth connection between Bluetooth-capable mobile phones and the vehicle. The integrated USB interface can be used to connect audio sources such as MP3 players, iPods or USB sticks.

Front armrest – foldable, with storage compartment.

1 Hands-free kit with USB interface.

2 Front armrest.

INTERIOR

FACTS ▶ EQUIPMENT PACKAGES ▶ **COMFORT PACKAGE****COMFORT PACKAGE.**

The most essential comfort features for a relaxing and even more enjoyable trip for all passengers.

2-zone automatic air conditioning – with extended functionality, including separate air flow controls for driver and front passenger, rear ventilation with temperature control, solar and fogging sensor, ALL button, Automatic Air Recirculation (AAC) and microfilter.

Lights package – elements with LED technology: reading lights in the front and rear, illuminated vanity mirror and luggage compartment lights. Additional front and rear ambient lighting, footwell and exit lights and vicinity lighting in the door handles.

Storage package – with nets on the back of the front seats, rear door pockets, two 12 V sockets, storage net on the right side of the luggage compartment, net (e.g. for luggage compartment floor), two bag hooks and a segmented storage compartment under the floor of the luggage compartment.

Rear headrests – foldable, for improved all-round visibility.

- 1 2-zone automatic air conditioning.
- 2 Front ambient lighting.
- 3 Nets on the back of the front seats.

INTERIOR

FACTS ▶ EQUIPMENT PACKAGES ▶ **VISIBILITY PACKAGE****VISIBILITY PACKAGE.**

The visibility package ensures that the driver always has a perfect view of the road, even in adverse weather conditions.

Xenon Headlights for high and low beam – including automatic headlight range control, headlight washer system and daytime running lights with LED light rings.

Adaptive Headlights – with variable light distribution. The headlights automatically adapt to the speed and steering angle, for optimal illumination of greater distances compared to conventional systems. The integrated cornering lights provide an additional improvement to visibility when turning. The High-Beam Assistant helps the driver by automatically controlling the high-beam lights.

Anti-glare High-Beam Assistant – helps the driver at night by automatically switching between high and low beam depending on the presence of vehicles in front or oncoming traffic.

Rain sensor – incl. automatic headlight activation. The rain sensor automatically turns on the windscreen wipers when it begins to rain, adjusting the wiper frequency in line with rainfall intensity.

Interior mirror with automatic anti-glare function – the glare from following cars is automatically reduced when the amount of incident light exceeds a defined limit.

- 1** Xenon Headlights for high and low beam.
- 2** Anti-glare High-Beam Assistant.
- 3** Interior mirror with automatic anti-glare function.

INTERIOR

FACTS ▶ EQUIPMENT PACKAGES ▶ PARKING ASSISTENT PACKAGE



PARKING ASSISTENT PACKAGE.

This package makes parking and manoeuvring simpler and safer.

Parking Assistant – makes it easier to parallel park in roadside spaces. This parking system not only searches for suitable parking spaces, it even takes control of the steering when parking. The driver simply has to operate the accelerator and brake – without having to bend their head backwards uncomfortably. The Parking Assistant is available for the very first time with the BMW 3 Series.

Rear view camera – clearly shows the area behind the vehicle on the Control Display. This system provides a better view when reverse parking. The rear view camera is available for the very first time with the BMW 3 Series.

Park Distance Control (PDC), front and rear – makes parking and manoeuvring in tight spaces much easier; the proximity of obstacles is indicated acoustically (and visually in the Control Display if the necessary optional equipment is present).

1 Rear view camera.

2 Park Distance Control (PDC), front and rear.

INTERIOR

FACTS ▶ EQUIPMENT PACKAGES ▶ HEATING COMFORT PACKAGE



HEATING COMFORT PACKAGE.

The ideal package for the chilly winter months.

Seat heating for driver and front passenger – seat surface and backrest can be heated to one of three heating levels.

Seat heating in the rear – both outer seats feature multi-stage heating.

Steering wheel heating – at the push of a button, the steering wheel rim heats up in a short space of time – particularly pleasant in winter.

- 1 Seat heating for driver and front passenger.
- 2 Seat heating in the rear.

INTERIOR

THE COMPETITION ▶ BMW 3 Series

**BMW 3 Series.**

High degree of individualisation thanks to the three new BMW Lines with individual features.

Highly driver-orientated cockpit with optimally placed instruments that can be operated intuitively.

Premium craftsmanship and innovative materials.

Unrivalled functionality: two cup holders in front of the gear lever and countless storage options.

A seatback that can be folded down in a 40:20:40 split (OE) and a luggage compartment with 20 litres more space (480 litres).

The quality design is accentuated by elegant details such as the standard free-standing flatscreen Control Display and the “four-eyed” instrument panel.

Harmonious sense of space, contemporary ambience.

An ergonomically perfect and generous interior space for up to five passengers.

Easier to get in and out.

Unique iDrive system as standard.

INTERIOR

THE COMPETITION ▶ AUDI A4

**AUDI A4.**

Good cockpit design with a few aluminium trim elements, but only appears homely and stylish with the addition of lots of optional equipment.

Good craftsmanship and pleasantly textured surfaces; a few instances of poor design in relation to the operating knobs and buttons.

Low 6.5" monitor as standard, even without a navigation system.

Rear backrest dividable in a 1/3 to 2/3 split; additional ski bag opening.

480 litre luggage compartment capacity.

Driver and front passenger areas are visually intense and not distinguished from one another in a harmonious way.

Press reviews:

"The Audi makes a small quality faux pas with its wobbly hard-plastic air conditioner knobs, in an interior that is otherwise, as usual, designed with a love of details. The buttons of the MMI system also require more distracting glances than those of competitors. Nevertheless, its stylish interior is most impressive: pragmatic drivers will be drawn to the comfortable sport seats (Ambition series) in the front, the most comfortable rear seats, the airy and spacious feeling and the largest storage capacity."

(Auto Motor und Sport, 31/10/2008)

INTERIOR

THE COMPETITION ▶ MERCEDES-BENZ C-CLASS



MERCEDES-BENZ C-CLASS.

In spite of its clear structure, it requires a degree of getting used to before the ensemble of buttons on the centre console can be operated with confidence.

Good cockpit design, but lacking in sporty flair.

Small ergonomic flaws, e.g. air conditioning controls.

Good quality craftsmanship.

Three classic dials; 5.8" monitor as standard, even without a navigation system.

Rear backrest dividable in a 1/3 to 2/3 split.

475 litre luggage compartment capacity, additional through-loading storage option for bulky items.

Press reviews:

“The Mercedes-Benz C-Class features some unexpected flaws, even in relation to the classic controls: the air conditioning controls are placed too low and require too much button-pushing to manually select the air distribution. Old-time radio fans will enjoy the traditional design of the favourite radio stations list, but power users will be annoyed by the cumbersome operation.” (Auto Motor und Sport, 27/06/2011)

INTERIOR

THE COMPETITION ▶ LEXUS IS

**LEXUS IS.**

Fairly dispassionate cockpit design with a somewhat unimaginative grey style.

Good standard equipment.

Good selection of materials, but still not on par with BMW.

Cockpit not focused on the driver; comfortable front seats. While the touch screen is easy to use, it is highly prone to accumulating dust and fingerprints.

Luggage compartment is very small with a volume of just 398 litres; rear seat backrest cannot be folded down; only a small opening for through-loading bulky objects.

Press reviews:

"But it must be said that in spite of the many electronic gadgets and the well thought-out details, its look and feel falls behind that of its competitors in the premium segment. Whether it's the surfaces in the interior, the knobs or the steering-column stalks – Lexus could have designed it all with a bit more style and elegance than they did in the IS model.

(DER SPIEGEL, 04/01/2010)

INTERIOR

THE COMPETITION ▶ INFINITI G 37



INFINITI G 37.

Stylish but emotionless ambience with small ergonomic flaws. The furnishings inside the G 37 provide comfortable seating – but little lateral support.

Low-positioned navigation monitor, clear instruments with two large dials.

With a wheelbase of 2.85 m and a total length of 4.78 m, the interior does not feel tight or narrow, even in the rear. Nevertheless, its exceptionally wide transmission tunnel limits its capacity as a five-seater. Several other practical considerations were sidelined during the development of the G 37. For example, the rear backrest cannot be folded down to increase the luggage compartment volume of 450 litres.

The cockpit of the Infiniti is well crafted and clearly designed. The navigation system's controls make a bad impression – instead of one single controller in the centre console (as is common in comparable models), the driver has to stretch their arm out to access the overloaded control panel directly under the monitor.

Average luggage compartment volume of 450 litres.

Rear backrest cannot be folded down.

INTERIOR

THE COMPETITION ▶ DATA & FIGURES

| Interior dimensions | BMW 3 Series Saloon / Sedan | Audi A4 | MB C-Class | Lexus IS |
|----------------------------------|-----------------------------|---------|------------|----------|
| Headroom front (mm) ¹ | 1,023 | 1,015 | 984 (993*) | 964 |
| Headroom rear (mm) ¹ | 957 | 952 | 942 (938*) | 911 |
| Kneeroom rear (mm) | 62 | 38 | 33* | - 54 |
| Effective legroom rear (mm) | 892 | 895 | 848 | 806 |
| Foot entry space front (mm) | 471 | 440 | 405 | 438 |
| Foot entry space rear (mm) | 276 | 303 | 279 | 250 |

¹ Values for normal roof.

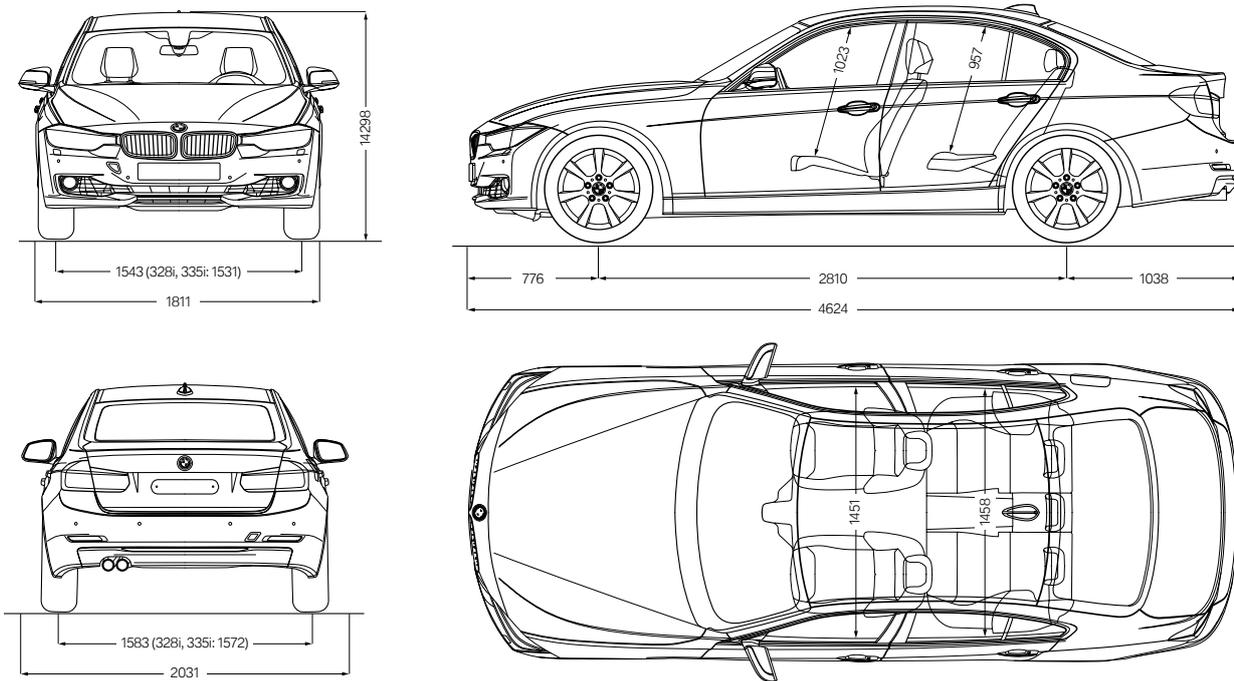
* MXX dimensions compared to F30 OTD.

INTERIOR
DATA & FIGURES

| Interior dimensions | BMW 3 Series Saloon |
|----------------------------------|---------------------|
| Headroom front (mm) ¹ | 1,023 |
| Headroom rear (mm) ¹ | 957 |
| Kneeroom rear (mm) | 62 |
| Effective legroom rear (mm) | 892 |
| Foot entry space front (mm) | 471 |
| Foot entry space rear (mm) | 276 |

¹ Values for normal roof.

* MXX dimensions compared to F30 OTD.



BMW LINES HIGHLIGHTS



EVEN MORE ROOM FOR INDIVIDUALITY.

In addition to the basic equipment, the new BMW Lines offer a choice of three unique design worlds. The design of the BMW 3 Series has always embodied athleticism, modernity and elegance. In the new generation of the BMW 3 Series Saloon, these three characteristics can be intensified on demand.

Independent character – just like the standard vehicle, the three BMW Lines feature outstanding comfort and impressive dynamics but are also aesthetically unique.

Distinguishing features – in relation to the exterior, the BMW Lines offer particularly unique versions of the double kidney grille, as well as special details on the front and rear aprons, wheels and design strips.

Perfectly matched – every BMW Line features its own design world with an exclusive selection of materials and colours for both the interior and the exterior.

Improved dynamism – an M Sport package with special exterior and interior features is currently being developed for release in mid-2012.

BMW LINES

FACTS ▶ BMW MODERN LINE ▶ EXTERIOR

**THE MODERN LINE. PROGRESSIVE CHARACTER.**

The high-quality design elements of the Modern Line all feature satin-finish aluminium, which emphasises the Line's contemporary look.

Cutting-edge aesthetics in the front – BMW kidney grille with eleven slats in satin-finish aluminium and twin bars on the air vents, also in satin-finish aluminium.

Perfect harmony – the high-gloss black B pillar and the window trim complement the satin-finish aluminium decor elements in the front and rear of the Modern Line.

Exclusive tyres – 17" or 18" light alloy wheels in Turbine-spoke style emphasise the futuristic design of this equipment line.

- 1 The new BMW 328i Saloon in non-metallic Alpine White with Modern Line optional equipment.
- 2 BMW kidney grille with eleven lateral slats in satin-finish aluminium.
- 3 Front bumper with striking air vents.
- 4 17" light alloy wheels V-spoke 413, 7.5 J x 17 with 225/50 R 17 runflat tyres.
- 5 OE: 18" light alloy wheels Turbine-spoke style 415, 8 J x 18 with 225/45 R 18 runflat tyres (standard with the BMW 328i and upwards).

BMW LINES

FACTS ▶ BMW MODERN LINE ▶ INTERIOR



THE MODERN LINE. THE INTERIOR.

A modern, confident sensibility and balanced look are the defining characteristics of the BMW Modern Line.

A whole new ambience – the top and bottom of the dashboard and the steering wheel feature a Dark Oyster trim, for a harmonious interior without stark contrasts.

Attractive contrasting materials – leather upholstery or cloth/leather upholstery in Oyster or Black, as well as a choice of three decorative trims with Pearl-gloss Chrome accent lines.

New decorative trims – featuring fashionable open-pored wood with a three-dimensional surface structure.

Ambient lighting – orange/red or white variable interior lighting controlled via the iDrive Controller (with additional lighting on the B pillar)

Distinguishing feature of the Modern Line – ignition key (ID transmitter) in Oyster with matt silver detailing.

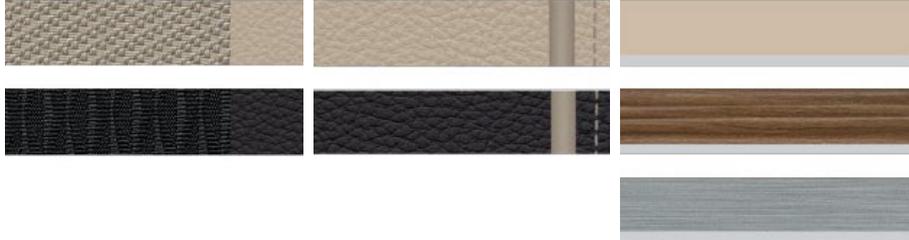
Exclusive details – instrument panel in Oyster with chronoscales and chrome surrounds on the air conditioning and radio controls.

A striking statement – door sill finishers in aluminium with the 'BMW Modern' logo.

- 1 The Modern Line's exterior highlights.
- 2 Harmonious interior: Dark Oyster instrument panel.
- 3 Perfection: Dark Oyster sport leather steering wheel.
- 4 Quality upholstery: Breeze cloth/leather upholstery.
- 5 Three-dimensional surface structure: interior trims in open-pored wood.
- 6 An elegant statement: door sill finishers in aluminium with the 'BMW Modern' logo.
- 7 Distinctly Modern Line: car key in Oyster with matt silver detailing.

BMW LINES

FACTS ▶ BMW MODERN LINE ▶ UPHOLSTERY AND INTERIOR TRIMS



UPHOLSTERY AND INTERIOR TRIMS.

- 1 – Breeze cloth/leather upholstery CBDH Oyster
- 2 – Breeze cloth/leather upholstery CBAT Anthracite

- 3 – OE: Dakota leather LCL9 Oyster, with Dark Oyster highlights
- 4 – OE: Dakota leather LCL8 Black, with Dark Oyster highlights

- 5 – 4DT/4DM Pearl with Pearl-Gloss Chrome accent lines
- 6 – OE: 4AD/4DM Fine Brushed Aluminium with Pearl-Gloss Chrome accent lines
- 7 – OE: 4DD/4DM fine-wood trim Fineline Pure, textured, with Pearl-Gloss Chrome accent lines

BMW LINES

FACTS ▶ BMW SPORT LINE ▶ EXTERIOR

**THE SPORT LINE. A DYNAMIC PRESENCE.**

This design world further enhances the sporty character of the saloon.

With its striking exterior features in high-gloss Black, the Sport Line accentuates the vehicle's dynamic appearance.

The sporty and confident character of the front – eight strongly defined high-gloss Black kidney slats in a chrome-coloured frame.

Dynamic impression – the black inserts in the front apron visually magnify the air vents while gesturing towards the muscular wheel arches. Depending on the selected engine, these elements are complemented by 17" or 18" light alloy wheels in a Double-spoke design (18" in bi-colour) for a highly athletic appearance.

Details in high-gloss – the optional high-gloss Black exterior mirrors and standard high-gloss Black B pillars and window trim give the side profile dynamic flair.

Visual width – a black decorative strip on the lower character line on the tail emphasises the muscular design of the rear.

Tailpipe trim in black – rounds off the dynamic character of the exterior.

- 1 The new BMW 328i Saloon with Sport Line and optional exterior colour Mineral Grey metallic.
- 2 BMW kidney grille with 8 lateral slats in high-gloss Black.
- 3 Front bumper in high-gloss Black with striking air vents.
- 4 17" light alloy wheels, Double-spoke styling Sport 392 with runflat tyres.
- 5 17" light alloy wheels, Double-spoke styling Sport 397 in bi-colour Ferric Grey, gloss-lathed (standard with the BMW 328i and upwards).

BMW LINES

FACTS ▶ BMW SPORT LINE ▶ INTERIOR



THE SPORT LINE. THE INTERIOR.

The dynamic and exclusive flair in the interior is expressed by contrasting red and black accents.

Dynamic accents in the cockpit – red decorative rings and red chronoscales on the dials, red decorative stitching on the sport steering wheel and the standard decorative trim in high-gloss Black with Coral Red accent lines.

Standard sport seats – available in three varieties of upholstery and four different colours.

Distinguishing feature of the Sport Line – black car key with red detailing.

Ambient lighting – orange/red or white variable interior lighting controlled via the iDrive Controller (with additional lighting on the B pillars).

Practical detail – front centre armrest with sliding adjustment.

Noticeable increase in sportiness – Driving Experience Control with the additional Sport+ mode.

A striking statement – door sill finishers in aluminium with the 'BMW Sport' logo.

- 1 Sport seats for driver and front passenger.
- 2 The interior highlights of the Sport Line.
- 3 Perfection: sport leather steering wheel with red contrast stitching.
- 4 Control Display featuring sport display.
- 5 Interior trim in high-gloss Black with Coral Red accent lines.
- 6 An elegant statement: door sill finishers in aluminium with the 'BMW Sport' logo
- 7 Distinctly Sport Line: black car key with red detailing.

BMW LINES

FACTS ▶ BMW SPORT LINE ▶ UPHOLSTERY AND INTERIOR TRIMS



UPHOLSTERY AND INTERIOR TRIMS.

- 1 – Track cloth BEL2 Anthracite with red highlights
- 2 – Track cloth BEL1 Anthracite with grey highlights

- 3 – OE: – Dakota leather LCL3 Black with red highlights
- 4 – OE: – Dakota leather LCL4 Everest Grey with black highlights
- 5 – OE: Dakota leather LCL5 Coral Red with black highlights

- 6 – 4AT/4DN Black, high-gloss with matt Coral Red accent lines
- 7 – OE: – 4AD/4DN Fine Brushed Aluminium with matt Coral Red accent lines
- 8 – OE: – 4AD/4DL Fine Brushed Aluminium with high-gloss Black accent lines

BMW LINES

FACTS ▶ BMW LUXURY LINE ▶ EXTERIOR



THE LUXURY LINE. DISTINCTLY ELEGANT.

Discreet features in high-gloss chrome furnish the exterior of the BMW 3 Series Saloon with an exceptionally elegant and exclusive character.

A striking appearance from the front – BMW kidney grille with eleven delicate chrome-plated slats, two slightly offset chrome strips in the air vents of the front apron and an additional high-gloss horizontal chrome strip above the air vents.

Elegant details – just like in the Sport Line, the B pillars and window channels are in high-gloss Black and the window frames and well covers are in chrome.

Pure extravagance – special 17" or 18" light alloy wheels, Multi-spoke style.

Chrome elements on the rear – from the rear, the new Luxury Line can be identified by the elegant high-gloss chrome strip that runs across the entire width of the rear apron, as well as its chrome-plated tailpipes.

- 1 The new BMW 328i Saloon with Luxury Line and optional exterior colour Sapphire Black metallic.
- 2 BMW kidney grille with eleven lateral slats in high-gloss chrome.
- 3 Front bumper with high-gloss chrome trim and striking air vents.
- 4 17" light alloy wheels Multi-spoke 414 with runflat tyres.
- 5 Optional: 18" light alloy wheels Multi-spoke 416 with runflat tyres (standard with the BMW 328i and upwards).

BMW LINES

FACTS ▶ BMW LUXURY LINE ▶ INTERIOR



THE LUXURY LINE. THE INTERIOR.

The BMW Luxury Line features a luxurious and timeless design. Just like the exterior, the chrome features of the interior are instantly eye-catching.

High-gloss elements in the cockpit – the only line to feature radio and air conditioning controls framed with a chrome trim.

An invitingly exclusive atmosphere – high-gloss wood panels, also available with elegant inlays; seats with individual seam designs and a selection of two upholsteries in four elegant, classic colours.

Distinguishing feature of the Luxury Line – black car key (ID transmitter) with chrome detailing.

Ambient lighting – orange/red or white variable interior lighting controlled via the iDrive Controller (with additional lighting on the B pillars).

Tangible luxury – the sport leather steering wheel comes as standard. The vehicle's exclusivity is further emphasised by the chrome surrounds on the air conditioning and radio controls as well as the additional chrome trim in the centre console.

A striking statement – door sill finishers in aluminium with the 'BMW Luxury' logo.

- 1 The interior highlights of the Luxury Line.
- 2 Luxurious: interior trim in fine-wood Burr Walnut with Pearl-Gloss Chrome accent lines.
- 3 Precisely crafted: seats with an individual seam design.
- 4 Perfect: inner door surface with Dakota leather upholstery.
- 5 An elegant statement: door sill finishers in aluminium with the 'BMW Luxury' logo.
- 6 Distinctly Luxury Line: black car key with chrome detailing.

BMW LINES

FACTS ▶ BMW LUXURY LINE ▶ UPHOLSTERY AND INTERIOR TRIMS



UPHOLSTERY AND INTERIOR TRIMS.

1 – Move cloth BDLI Amber

2 – **OE:** Dakota leather LCLX Saddle Brown with exclusive stitching

3 – **OE:** Dakota leather LCLY Veneto Beige with exclusive stitching

4 – **OE:** Dakota leather LCLZ Black with exclusive stitching

5 – 4CE/4DM fine-wood trim Finline, Anthracite, with Pearl-Gloss Chrome accent lines

6 – **OE:** 4B8/4DM fine-wood trim Burr Walnut with inlays, Pearl-Gloss Chrome accent lines

BMW LINES

FACTS ▶ BMW M SPORT PACKAGE ▶ EXTERIOR



THE M SPORT PACKAGE. MAXIMUM SPORTINESS.

The M Sport package affords the BMW 3 Series maximum sportiness.

Incredibly eye-catching – the appearance of the exterior is shaped by a completely redesigned aerodynamics package that gives the BMW 3 Series a unique character that differs from both the basic and Line versions.

Typical M appearance – 18" and optional 19" light alloy wheels in M Design, M Sport suspension, black kidney grille and BMW Individual high-gloss Shadow Line.

Dynamic character – thanks to the optional exclusive M paint finish and optional M Sport brakes in a contrasting blue finish.

- 1 The new BMW 3 Series with M Sport package.
- 2 Black front ornamental grille with eight kidney grille slats in high-gloss Black.
- 3 Black air vents in the front apron.
- 4 18" M light alloy wheels Double-spoke 400M with mixed tyres.
- 5 OE: 19" M light alloy wheels Double-spoke 403M with mixed tyres.

DESIGN

INTERIOR

BMW LINES

BMW EFFICIENT DYNAMICS

DRIVING DYNAMICS

BMW CONNECTED DRIVE

SAFETY

BMW LINES

FACTS ▶ BMW M SPORT PACKAGE ▶ INTERIOR



THE M SPORT PACKAGE. INTERIOR.

The outstandingly dynamic character of the M Sport package is enhanced by sport seats with classic cloth/Alcantara upholstery, decorative surfaces with blue accent lines, the shortened M gear lever (with manual transmissions), M door sill finishers, the M footrest and the new M leather steering wheel.

- 1 Dynamic character: sport seats with cloth/Alcantara upholstery including M piping and contrast stitching.
- 2 Sporty interior: decorative surfaces with blue accent lines and the shortened M gear lever (with manual transmissions).
- 3 An elegant statement: door sill finishers in aluminium with the M emblem.
- 4 Unmistakably BMW M: black car key with blue detailing.

BMW LINES

FACTS ▶ BMW M SPORT PACKAGE ▶ UPHOLSTERY AND INTERIOR TRIMS



UPHOLSTERY AND INTERIOR TRIMS.

1 – Hexagon cloth/Alcantara upholstery HAAT Anthracite with M piping and contrast stitching in Royal Blue

2 – OE: Dakota leather LCSW Black

3 – OE: Dakota leather LCDF Veneto Beige

4 – OE: Dakota leather LCL5 Coral Red

5 – 4MR/4DX Aluminium Hexagon with Estoril Blue accent lines

6 – 4MR/4DL Aluminium Hexagon with high-gloss Black accent lines

7 – OE: 4MR/4DM Aluminium Hexagon with Pearl-Gloss Chrome accent lines

8 – OE: 4AB fine-wood trim Burr Walnut

BMW LINES

THE COMPETITION ▶ BMW 3 Series**BMW 3 Series.**

The design of the BMW 3 Series has always embodied athleticism, modernity and elegance. In the new generation of the BMW 3 Series Saloon, these three characteristics can be intensified on demand. In addition to the basic equipment, the BMW 3 Series saloon is now available for the very first time with three equipment lines and the M Sport package.

The unique Sport, Luxury and Modern Lines design worlds emphasise different aspects of the new BMW 3 Series Saloon.

Individual character thanks to immediately recognisable exterior and interior design and equipment features.

Harmoniously matching design worlds with countless details that distinctly differ from the standard equipment: kidney grille, air vents, front bar, rear bar, tailpipe, mirror caps, door sill finishers, chrome surrounds, key, interior lighting, colour switch, decorative trims, upholstery, Line badges and wheels.

In terms of quality, design coherence and power of expression, the new BMW Lines easily outdo all the earlier premium class design packages.

BMW LINES

THE COMPETITION ▶ AUDI A4

**AUDI A4.**

Three lines of equipment: Attraction = basic equipment; Ambition = additional dynamic features; Ambience = additional comfort features.

Minimal changes to the exterior aesthetics; slight change in vehicle height and modifications to wheel size and design.

The car's appearance only becomes significantly more athletic with the S line exterior package. This package is available in conjunction with all three basic equipment lines.

No distinctive character, unlike the BMW Lines.

BMW LINES

THE COMPETITION ▶ MERCEDES-BENZ C-CLASS

**MERCEDES-BENZ C-CLASS.**

Two optionally available equipment lines, "Elegance" and "Avant Garde".

Only small modifications to the look (wheels, radiator grille, rear bumper).

The car only takes on a more dynamic look in conjunction with the AMG sports package, which is available with all equipment lines.

No distinctive character, unlike the BMW Lines.

BMW LINES

THE COMPETITION ▶ LEXUS IS



LEXUS IS.

Two optionally available equipment lines, "Executive Line" and "Luxury Line".

Only small modifications to the look, but significant improvements to comfort and technology.

The F Sport package creates a more dynamic look and also includes several additional comfort and technology features.

No distinctive character, unlike the BMW Lines.

BMW LINES

THE COMPETITION ▶ INFINITI G 37

**INFINITI G 37.**

The equipment lines (GT Basic, GT Premium, S Premium) only refer to the respective technological features.

No changes to the look, except for a sport suspension and modified wheel design.

No distinctive character, unlike the BMW Lines.

BMW EFFICIENT DYNAMICS HIGHLIGHTS



MAKING A LITTLE GO A LONG WAY.

The new BMW 3 Series Saloon is once again the most efficient vehicle in its class. BMW engineers have refined countless details and developed many more.

CO₂ champion with only 109 grams CO₂/100 km – the BMW 320d EfficientDynamics Edition is an efficiency ace. With an eight-speed automatic or manual transmission it has an average fuel consumption rate of only 4.1 litres per 100 km.

Top grade technology – BMW TwinPower Turbo engines combine the latest injection technologies for enhanced efficiency, with fully variable Performance Control featuring innovative turbo-charging technology for a more dynamic ride.

Great efficiency, best dynamics – based on the BMW 3 Series, this full hybrid with 250 kW (340 hp) and intelligent energy management makes two-digit savings in fuel consumption and CO₂ emissions compared to the BMW 3 Series Saloon with a combustion engine (BMW 335i), while still delivering powerful acceleration thanks to the boost function.

Fast and effortless gear changes – just like in the luxury class, the BMW 3 Series can be optionally fitted with an eight-speed automatic transmission including the Auto Start/Stop function. The fine increments between the eight gears increase comfort and decrease fuel consumption.

Fuel efficiency made fun – the ECO PRO mode is one of the most impressive BMW EfficientDynamics innovations in the new BMW 3 Series. Once activated via the Driving Experience Control, the ECO PRO mode helps the driver to save fuel with useful information and intelligent technology. The extra distance gained through more efficient driving is displayed as bonus mileage.

BMW EFFICIENT DYNAMICS

FACTS ▶ DRIVE ▶ **PETROL ENGINES****PERFORMANCE, POWER DELIVERY AND HIGH REVVING.**

All BMW TwinPower Turbo engines available with the new BMW 3 Series Saloon turn maximum performance into pure propulsion, while simultaneously reducing fuel consumption and CO₂ emissions to a minimum.

BMW 335i – this BMW TwinPower Turbo 6-cylinder in-line petrol engine with a 3.0 litre capacity combines a TwinScroll turbocharger with Valvetronic, Double-VANOS and High Precision Injection. In conjunction with an automatic transmission, this package of intelligent innovations reduces fuel consumption to only 7.2 l per 100 km while delivering exceptional performance figures: 225 kW (306 hp)¹, a max. torque of 400 Nm and powerful acceleration from 0 to 100 km/h in just 5.5 seconds. Its top speed is 250 km/h (limited).

BMW 328i – this BMW TwinPower Turbo 4-cylinder petrol engine delivers a max. torque of 350 Nm even at the extremely low engine speed of 1250 rpm. Thanks to BMW TwinPower Turbo Technology, which combines a TwinScroll turbocharger with Valvetronic, Double-VANOS and High Precision Injection, this 4-cylinder engine accelerates from 0 to 100 km/h in 5.9 seconds with an output of 180 kW (245 hp)¹. Its maximum speed is 250 km/h (limited) and its average fuel consumption rate is 6.4 l per 100 km.

BMW 320i – this BMW TwinPower Turbo 4-cylinder petrol engine with a 2.0 litre capacity combines a TwinScroll turbocharger with Valvetronic, Double-VANOS and High Precision Injection. The result is an impressive fusion of efficiency and power. An output of 135 kW (184 hp)¹ delivers a max. torque of 270 Nm, which propels the BMW from 0 to 100 km/h in just 7.3 seconds. Its top speed is 235 km/h. Average fuel consumption: 6.2–6.32 l per 100 km.

¹Fuel consumption and CO₂ emissions are affected by the selected wheel and tyre sizes.

¹ The BMW TwinPower Turbo 4-cylinder petrol engine.

BMW EFFICIENT DYNAMICS

FACTS ▶ DRIVE ▶ **DIESEL ENGINES****SMOOTH RUNNING AND PLENTY OF TORQUE.**

The diesel engines available for the new BMW 3 Series also feature BMW TwinPower Turbo technology, which combines the latest injection technologies and fully variable Performance Control with innovative turbocharger technology for greater dynamics.

BMW 320d – this BMW TwinPower Turbo 4-cylinder diesel engine produces an exceptional 135 kW (184 hp)¹ performance from its 2.0 litre capacity. Its combination of common rail direct injection and a turbocharger with variable turbine geometry yields a top speed of 235 km/h and propels the BMW from 0 to 100 km/h in 7.5 seconds with a torque of 380 Nm at 1750 to 2750 rpm. It is also incredibly fuel efficient, with an average fuel consumption of 4.5-4.6 l per 100 km.

BMW 320d EfficientDynamics Edition: – this BMW TwinPower Turbo 4-cylinder diesel engine with an output of 120 kW (163 hp) and a torque of 380 Nm is a milestone innovation in the reduction of fuel consumption and emissions. With a CO₂ emissions output of 109 g/km and fuel consumption of 4.1 litres per 100 kilometres, the BMW 320d EfficientDynamics Edition is the champion of the BMW 3 Series models when it comes to efficiency. The secret of its success: a redesigned engine, the Optimum Shift Indicator, aerodynamic 5-spoke wheels, tyres with reduced rolling-resistance and a lowered suspension for reduced air resistance. Yet it still has the same dynamic genes as every other BMW 3 Series model.

BMW 318d – this BMW TwinPower Turbo 4-cylinder diesel engine with a 2.0 litre capacity accelerates powerfully and flexibly with an output of 105 kW (143 hp)¹ and a maximum torque of 320 Nm. It owes its success to the common rail direct injection and a turbocharger with variable turbine geometry. From a standstill it reaches 100 km/h in 9.0 seconds and has a top speed of 210 km/h. What's more, on average this highly efficient engine consumes just 4.4–4.5 l per 100 km.

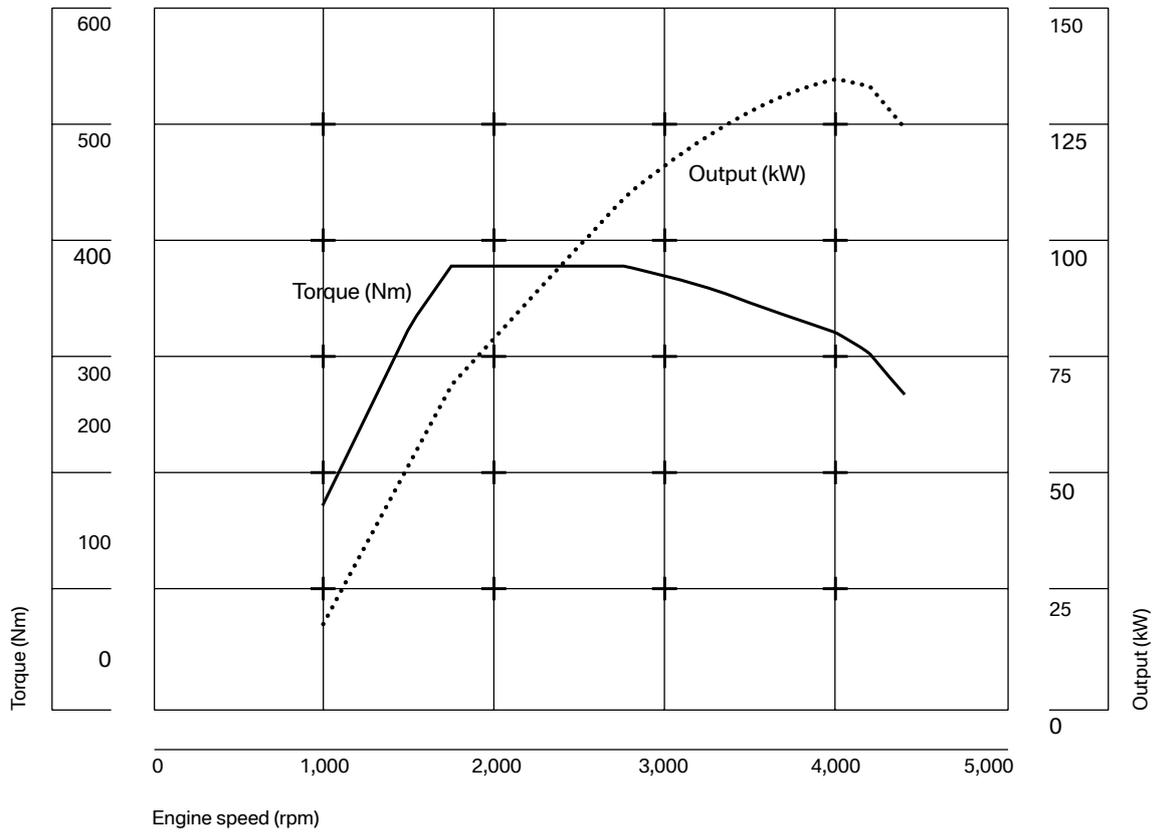
BMW 316d – this BMW TwinPower Turbo 4-cylinder diesel engine produces an exceptional 85 kW (115 hp)¹, accelerates from 0 to 100 km/h in 11.0 seconds and reaches a top speed of 202 km/h. Thanks to the common rail direct injection and a turbocharger with variable turbine geometry, the max. torque of 260 Nm is reached within a range of 1,750 and 2,500 rpm. Average fuel consumption: just 4.4–4.5 litres per 100 kilometres.

¹ Fuel consumption and CO₂ emissions are affected by the selected wheel and tyre sizes.

¹ The BMW TwinPower Turbo 4-cylinder diesel engine.

BMW EFFICIENT DYNAMICS

FACTS ▶ DRIVE ▶ **DIESEL ENGINES**



BMW EFFICIENT DYNAMICS

FACTS ▶ DRIVE ▶ **BMW 320D EFFICIENT DYNAMICS EDITION****AT THE TOP OF THE LEADER BOARD – WITH 109g CO₂/km.**

The BMW 320d EfficientDynamics Edition has made the new sport saloon the most efficient vehicle in its class.

Sporty dynamics, superb efficiency – just like its predecessor, the BMW TwinPower Turbo 4-cylinder diesel engine is designed for exceptional efficiency. It represents the most sweeping implementation yet of the BMW development strategy for the reduction of fuel consumption and emissions in the dynamic BMW 3 Series.

The 2.0 litre capacity 4-cylinder model originates from the same engine family as the BMW 320d and likewise features a crankcase constructed completely from aluminium, a turbocharger with variable turbine geometry and the latest generation of common rail direct injection.

Extremely low CO₂ emissions output – additional measures, such as a drivetrain designed to reduce engine speed and friction and an optimised aerodynamics package, mean that the BMW EfficientDynamics Edition of the new BMW 3 Series has one of the lowest CO₂ emissions outputs (109 g per kilometre) among the competition.

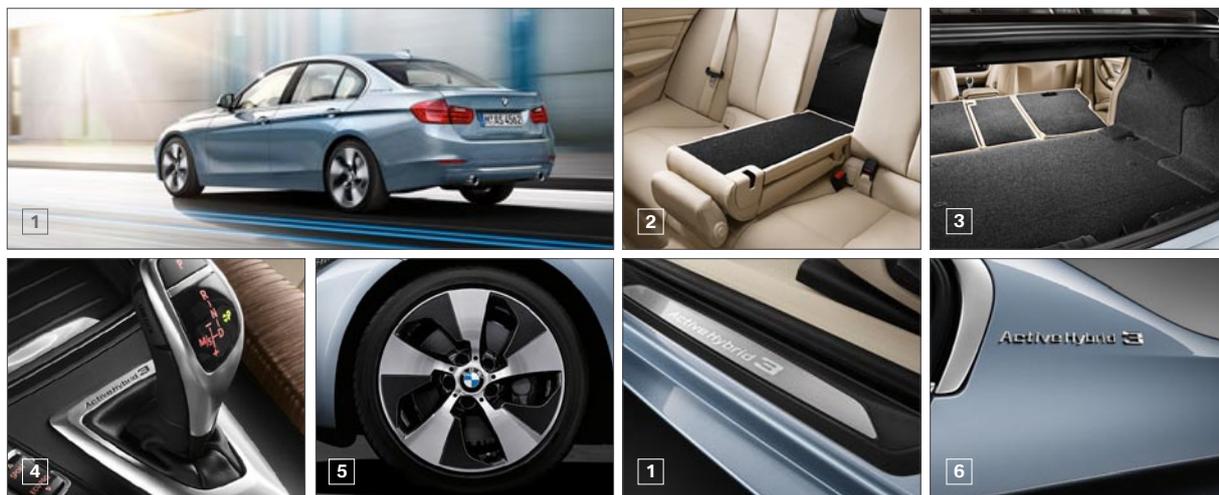
Role model in its segment – the new BMW 320d EfficientDynamics Edition delivers a maximum output of 120 kW/163 hp at 4000 rpm and a maximum torque of 380 Nm between 1750 and 2750 rpm. From a standstill this saloon reaches 100 km/h in only 8.0 seconds and its top speed is 230 km/h. No less impressive is the low average fuel consumption achieved by this dynamic diesel engine in the EU test cycle. With 4.1 litres per 100 kilometres and a correspondingly low CO₂ emission rate of 109 g per kilometre, this engine delivers the most efficient and environmentally-friendly performance in its segment.

Convenient without compromise – this champion of low CO₂ emissions offers new prospects, even for drivers who prefer an automatic transmission. Because now, for the very first time, the new BMW 320d EfficientDynamics Edition can be combined with a state-of-the-art eight-speed automatic transmission. However the driver doesn't need to pay for this extra convenience with higher fuel consumption figures. Thanks to high-performance electronics and low-friction components, the drivetrain is just as efficient as a standard manual transmission.

¹ The BMW 320d EfficientDynamics Edition.

BMW EFFICIENT DYNAMICS

FACTS ▶ DRIVETRAIN ▶ HYBRID DRIVE



A NEW KIND OF SPORTINESS.

The first full hybrid in the BMW 3 Series¹ is the most efficient way to drive a vehicle with an output of 250 kW (340 hp)¹ – and it's also the only full hybrid in its class.

Superior technology, perfectly combined – the electric motor and combustion engine in the BMW ActiveHybrid 3 make an unbeatable team that deliver significantly reduced fuel consumption and maximum dynamics. Together they propel the BMW from 0 to 100 km/h in 5.8 seconds. The average fuel consumption is less than 6.4 l² per 100 km with a CO₂ emissions output of less than 149 g² CO₂.¹

Driving without fuel – the electric motor has an output of 40 kW and enables purely electrical driving over distances of 3-4 km at max. 60 km/h. The ECO PRO mode is activated via the Driver Experience Control incl. ECO PRO. Whenever the driver takes their foot off the accelerator in this mode, the transmission disconnects the power to the engine and switches it off – the BMW glides almost soundlessly over the road at up to 160 km/h with the engine idling. If the ECO PRO mode is deactivated, the car can coast at speeds of up to 80 km/h.

Accelerates the acceleration – the electric motor features a boost function, allowing it to support the combustion engine with energy from the lithium-ion high-performance battery for extra thrust during acceleration, thus briefly increasing the total output.

Optimally integrated – the extremely efficient lithium-ion high-performance battery provides the required energy to drive the BMW ActiveHybrid 3 purely on electrical power. This innovative battery is recharged every time the car is driven, i.e. through Brake Energy Regeneration.

Perfect temperature – using the stationary cooling function, you can cool down or warm up the BMW ActiveHybrid 3 a few minutes before you get in. This task is performed by the electrical air conditioning compressor, so not a single drop of fuel is consumed. The stationary cooling function can be activated easily using the remote control.

BMW EFFICIENT DYNAMICS

FACTS ▶ DRIVE ▶ HYBRID DRIVE

Unlimited versatility – compared to the conventional BMW 3 Series Saloon with a combustion engine, the storage capacity is only reduced by 90 litres to 390 litres. The rear seat backrest can be optionally folded down in a 40/20/40 split. The enlarged through-loading opening enables you to transport bulky objects, while retaining four comfortable, complete seats.

Subtle differences, major impact – the BMW ActiveHybrid 3 is visually differentiated from the conventional BMW 3 Series in a number of ways: the 'ActiveHybrid 3' logo behind the Hofmeister kink, the standard Exterior Line in satin-finish aluminium (side window frames and window recess finishers) and the 18" light alloy wheels Streamline 419 (8 J x 18 with 225/45 R 18 tyres). The innovative and exclusive aerodynamic wheel rims help reduce fuel consumption (standard 17" light alloy wheels V-spoke 413). The interior of the BMW ActiveHybrid 3 is distinguished by aluminium door sill finishers with the 'ActiveHybrid 3' logo and an aluminium inlay surrounding the gear lever of the eight-speed automatic transmission panel, which also features the 'ActiveHybrid 3' logo.

¹Planned availability: September 2012.

²Preliminary figures that have not yet been officially confirmed and were determined based on the ECE test cycle. Fuel consumption and CO₂ emissions are affected by the selected wheel and tyre sizes.

- 1** Subtle differences, major impact – the full hybrid BMW ActiveHybrid 3.
- 2** The optimally integrated batteries ensure a generous luggage compartment capacity and do not restrict the practical through-loading function.
- 3** The high-voltage battery is integrated underneath the luggage compartment floor. The through-loading function is unaffected.
- 4** The gear lever is surrounded by an aluminium inlay with the 'ActiveHybrid 3' logo.
- 5** The aerodynamic 18" light alloy wheels Streamline style 419 (8 J x 18; 225/45 R 18) help reduce fuel consumption.
- 6** The 'ActiveHybrid 3' logo also appears behind the Hofmeister kink.

BMW EFFICIENT DYNAMICS

FACTS ▶ DRIVE ▶ TRANSMISSION



SMOOTHER GEARSHIFTS, GREATER FUEL EFFICIENCY.

The new eight-speed automatic transmission (OE) changes gears smoothly and almost imperceptibly. The individual gears are so finely graduated that you'll only be able to determine how fast the gear changes are by looking at the rev counter.

Fast and convenient – the new eight-speed automatic transmission enables the engine to deliver optimal power development and efficiency, at all times and in every gear. With its particularly long gear ratio, the eighth gear decreases engine noise and fuel consumption even at high speeds. Meanwhile, this increases driving comfort and dynamics.

Zero emissions when the vehicle is idle – the Auto Start/Stop function switches off the engine when the vehicle comes to a temporary standstill (e.g. at traffic lights) to further reduce overall fuel consumption. A display in the rev counter indicates that the function is active. And even when the engine is switched off the system still maintains the desired interior temperature, for continued comfort despite prolonged waits.

Sportiness and efficiency – the optional eight-speed sport automatic transmission features a shorter gear lever and adapts to suit every driving style. It is perfect for everything from comfortable coasting to a very dynamic driving style. The driver can change gears using the gear lever or the paddles on the sport leather steering wheel. In Sport mode, the gear shifts are configured for maximum performance. The modified clutch setting enables very fast changes of engine speed and thus minimal shifting times. The particularly fine graduation of the eight gears optimises the acceleration process while also providing maximum efficiency and the smoothest gearshifts.

1 Fast and convenient. Pictured: Modern Line.

2 Zero emissions when the engine is switched off. Pictured: Modern Line.

BMW EFFICIENT DYNAMICS

FACTS ▶ EFFICIENCY ▶ ECO PRO MODE



SAVE FUEL, MILE AFTER MILE.

All models of the new BMW 3 Series Saloon feature the new ECO PRO mode as standard. This mode actively supports efficient driving and enables fuel consumption to be reduced by up to 20%* depending on your individual driving style.

*According to an internal BMW fuel consumption study.

Small adjustment, major impact – drivers can select the ECO PRO mode via the Driving Experience Control button including ECO PRO in the centre console. When the driver switches to the ECO PRO mode, the maximum output of the air conditioning system is reduced and the sensitivity of the accelerator is adjusted.

Driving efficiently – in ECO PRO mode, the driver is provided with information on how to drive even more efficiently. For example, via the Optimum Shift Indicator or with tips about fuel-saving acceleration.

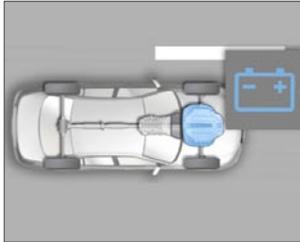
The thrill of saving fuel – the on-board computer displays the bonus mileage, showing drivers how many additional kilometres they will be able to drive after they last refuelled. The EfficientDynamics display in the rev counter (only in conjunction with the instrument panel with extra features; standard in conjunction with the Navigation system Professional) indicates whether they are currently driving efficiently (blue) or less efficiently (grey).

Ongoing monitoring of fuel consumption – the fuel consumption history can be found in the Control Display. Drivers can see when and in which mode they managed to drive with a below-average fuel consumption and when they needed significantly more fuel. This feedback can help them to further optimise their driving.

Additional ECO PRO tips – the system provides the driver with additional information related to the current driving conditions that can further improve efficiency, such as moderate acceleration, maintaining a constant speed or the optimal gear selection.

- 1 The system continually assists the driver with helpful tips.
- 2 The fuel consumption history can be found in the Control Display.
- 3 The on-board computer displays the bonus mileage.

BMW EFFICIENT DYNAMICS

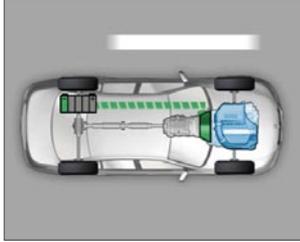
FACTS ▶ EFFICIENCY ▶ **AUTO START/STOP FUNCTION****AUTO START/STOP FUNCTION.**

The Auto Start/Stop function makes sure that fuel is only used when the vehicle is actually driving.

Zero emissions when the vehicle is idle – whilst waiting at traffic lights or in stop-and-go traffic, the Auto Start/Stop function takes advantage of these kinds of situations by switching off the engine as soon as the vehicle is idling and the driver has taken their foot off the clutch (manual transmission), or with an automatic transmission when the driver brakes and brings the vehicle to a standstill. A signal in the display indicates that the Auto Stop/Start function is active. If the vehicle is shifted into gear or the driver takes their foot off the brake (automatic transmission), the engine switches itself back on in a split second so that driving can be resumed without delay. The Auto Start/Stop function never compromises driving comfort and safety, as it remains inactive if the engine has not reached its ideal running temperature, the interior has not yet been sufficiently heated/cooled, if the battery level is too low or if the driver is using the steering wheel. On the contrary: a central control unit combines all the relevant sensors with the starter motor and restarts the engine if required, even when the vehicle is at a standstill. For example, if the vehicle starts to roll forward, if the windscreen becomes foggy or if the battery level is too low. The push of a button is all it takes to deactivate the Auto Start/Stop function. All the vehicle components that are used more frequently due to the Auto Start/Stop function are designed for heavier usage.

Now also available with automatic transmissions – the Auto Start/Stop function is used with all engine versions – even the BMW six-cylinder engines, the optional eight-speed sport automatic transmission and the optional eight-speed automatic transmission.

BMW EFFICIENT DYNAMICS

FACTS ▶ EFFICIENCY ▶ BRAKE ENERGY REGENERATION**BRAKE ENERGY REGENERATION.**

As soon as the driver brakes or stops accelerating, kinetic energy is recaptured and fed into the battery. However when the vehicle accelerates, all systems that are consuming energy unnecessarily are disconnected from the drive train.

Use thrust, save energy – the many comfort and safety features included in modern vehicles need to be supplied with a great deal of electrical energy. This energy is produced by a generator that is driven by the engine and charges the battery. While conventional vehicles constantly run the generator to charge the battery, in a BMW with Brake Energy Regeneration the generator is only connected to the engine when the driver brakes or stops accelerating, i.e. when the movement of the vehicle makes excess energy available. This not only delivers a fuel saving of up to three per cent but also makes for a more enjoyable ride, because when the driver accelerates the engine is relieved of the task of charging the battery so its entire force can be dedicated to acceleration. Only in exceptional cases when the battery has fallen below a certain charge level does the system switch to permanent charging, to ensure that battery power never gets too low.

BMW EFFICIENT DYNAMICS

FACTS ▶ EFFICIENCY ▶ OPTIMUM SHIFT INDICATOR**OPTIMUM SHIFT INDICATOR.**

Optimal, perfectly-timed gear changes can help save fuel, particularly in urban traffic and over long distances.

Optimum gear changes, reduced consumption – the engine's electronics system identifies the most efficient gear, based on road conditions and engine speed. An arrow lights up in the Info Display to indicate to the driver when it would be more efficient to shift into a higher gear. The system also recognises when the vehicle is accelerating fast, and will delay its recommendation accordingly until the engine speed is back up. Comparative tests have shown that vehicles with the Optimum Shift Indicator achieve fuel savings of around four percent.

BMW EFFICIENT DYNAMICS

FACTS ▶ EFFICIENCY ▶ **AERODYNAMICS****AERODYNAMICS.**

Invisible and highly efficient – the Air Curtain. Air streams through narrow vents in the front apron, is accelerated and forced out at high speed across the front wheels. There the air covers the outer faces of the wheels like a curtain, thus effectively reducing air turbulence around the wheels and wheel arches. This innovation reduces air resistance, which in turn leads to an improvement in stability as well as a reduction in fuel consumption.

An added bonus is that the intakes lend the car's front apron an even sportier note.

1 The Air Curtain in the front apron reduces air resistance.

BMW EFFICIENT DYNAMICS

**FACTS ▶ EFFICIENCY ▶ INTELLIGENT LIGHTWEIGHT
CONSTRUCTION****INTELLIGENT LIGHTWEIGHT CONSTRUCTION.**

Reduces fuel consumption and CO₂ emissions – the lightweight materials significantly reduce the weight of the vehicle and make an important contribution to the high safety level of the passenger cell by considerably increasing its rigidity. These measures also facilitate excellent driving dynamics. Intelligent lightweight construction is used in all areas of BMW vehicle development, encompassing all components from the bodywork to the engine production and the suspension technology. Cutting-edge composite materials are also used alongside high-strength and maximum-strength steel, and hot-formed B-pillars and plastics. Finally, the increased use of aluminium and magnesium components in engine and suspension construction has also reduced the weight of the corresponding assemblies.

BMW EFFICIENT DYNAMICS

THE COMPETITION ▶ BMW 3 Series**BMW 3 Series.**

New 4-cylinder turbo petrol engine with TwinScroll technology (N20); 328i with 245 hp and 6.4 litre consumption/100 km.

In general only turbo engines.

Eight-speed automatic transmission.

Auto Start/Stop function for all engines – even with eight-speed automatic transmission.

Brake Energy Regeneration, Optimum Shift Indicator.

BMW 320d EfficientDynamics Edition model (4.1 l/100 km; 109 g CO₂/km).

Driving Experience Control, incl. ECO PRO mode.

BMW ActiveHybrid 3 with hybrid drive should be available as of March 2012.

BMW EFFICIENT DYNAMICS

THE COMPETITION ▶ AUDI A4**AUDI A4.**

No comprehensive package of measures aimed at reducing fuel consumption and emissions for all versions.

The only economy model – the Audi A4 2.0 TDI – delivers a much lower output (100 kW/136 hp), and with an average fuel consumption of 4.4. l/100 km it is not as economical as the BMW 320d Efficient-Dynamics Edition.

Start-stop system, shift indicator and Brake Energy Regeneration with only a few engines, and not in combination with an automatic transmission.

Large range of engines, all direct injectors with turbocharging (apart from V6 petrol engines), relatively low average fuel consumption, but generally not lower than the BMW 3 Series.

Five petrol engines, six diesel (plus S4 with 245 kW/333 hp), 132 kW/180 hp petrol engine, also available with FlexiFuel (E85).

All engines very economical – even among the competition.

More powerful engines mandatorily combined with automatic transmission and/or quattro four-wheel drive.

Confusing automatic transmission selection: double clutch transmission.

BMW EFFICIENT DYNAMICS

THE COMPETITION ▶ MERCEDES-BENZ C-CLASS



MERCEDES-BENZ C-CLASS.

Mercedes-Benz BlueEfficiency technology standard for all engine versions.

BlueEfficiency comprises: engine-based measures, tyres with reduced rolling-resistance, improved aerodynamics and shift indicator in the instrument panel.

Start/stop function available or standard for many but not all engines, sometimes also with automatic transmission.

Four petrol engines, six diesel; plus C 63 AMG model with 336 kW/457 hp.

Six-speed manual transmission for the less powerful engines.

Seven-speed automatic transmission available for all engines, standard for the more powerful engines.

Four-cylinder engines somewhat less smooth and sometimes low in torque.

Press reviews:

"Simply turning the ignition key of the Mercedes-Benz C 220 CDI Elegance makes it obvious that the 170 hp saloon is one of the more brash candidates in this comparative test. A beefy humming and light vibrations clearly announce the four-cylinder as a compression-ignition engine, immediately giving you a kind of taxi feeling." (Auto Motor und Sport, 15/07/2011)

"This engine doesn't really have much get up and go." (Auto Motor und Sport, 27/06/2011, Test 250 CGI)

BMW EFFICIENT DYNAMICS

THE COMPETITION ▶ LEXUS IS

**LEXUS IS.**

Only three engines; two diesel and one petrol.

Only a limited performance spectrum is covered (110 kW/150 hp to 152 kW/208 hp); plus the Lexus IS F sports model with 311 kW/423 hp.

No comprehensive package of measures aimed at reducing fuel consumption and emissions.

V6 engine only available with six-speed automatic transmission; both diesel engines only available with six-speed manual transmission.

Low-torque V6 (only 252 Nm) that feels like less than 208 hp; petrol direct injection; variable valve control; high fuel consumption; mediocre acceleration.

The two four-cylinder diesel engines have relatively low average fuel consumption (5.1 and 5.5 l/100 km) but are not more efficient than the BMW 3 Series.

Press reviews:

“Gratifying: Even when travelling at over 150 km/h, it still has enough power to overtake swiftly. The six-speed transmission suits this engine really well, although the gear shifting in our test car felt quite rough. A firm suspension also enables the IS 200d to move dynamically. For our first test round, the on-board computer indicated a fuel consumption rate of 7.7 l/100 km.”

“The direct-injection engine boasts 208 hp, but subjectively its output is at least 30 hp below this because the car has a weight problem. A bulky 1620 kilograms and a lean torque of just 252 Nm (at 4800 rpm) can’t manage to make this saloon a really sporty drive. Compared to the BMW engine, with its additional 10 hp, the Lexus engine seems feeble.”
(Auto Bild Online, 13/01/2006)

BMW EFFICIENT DYNAMICS

THE COMPETITION ▶ INFINITI G 37

**INFINITI G 37.**

Only one engine available.

3.7 litre V6 engine with 235 kW/320 hp; aluminium block and variable valve control.

No efficiency measures available.

High fuel consumption; good driving performance and acceleration, but feels less than 320 hp.

Seven-speed automatic transmission as standard.

Engine with low torque.

Automatic transmission with slightly rough gear shifting.

Press reviews:

"We found the gearbox to be smart about selecting gears under normal driving conditions, but when pushed, it can slur shifts a bit and is slow to grab demanded ratios, but we're really splitting hairs here." (Car and Driver October 2009, Infiniti G 37 Cabrio road test)

"Doesn't like minor bumps, no fuel-saving technology available, tiny luggage compartment with top down." (Auto Bild 41/2009, Infiniti G 37 Cabrio road test)

"The engine: a depthless V6 with 320 hp that's extremely slow to get going." (Auto Bild 41/2009, Infiniti G 37 Cabrio road test)

"There's only one engine available, which powers either the rear wheels or all four. In the rear-wheel drive variant, the gears can be changed manually or automatically, while the four-wheel version only has the automatic option. However, this seven-speed transmission is an adequate choice, and is only very rarely overtaxed when sorting the gears. The gear changes are sometimes hard and abrupt, but this actually suits the dynamic character of this Japanese car.

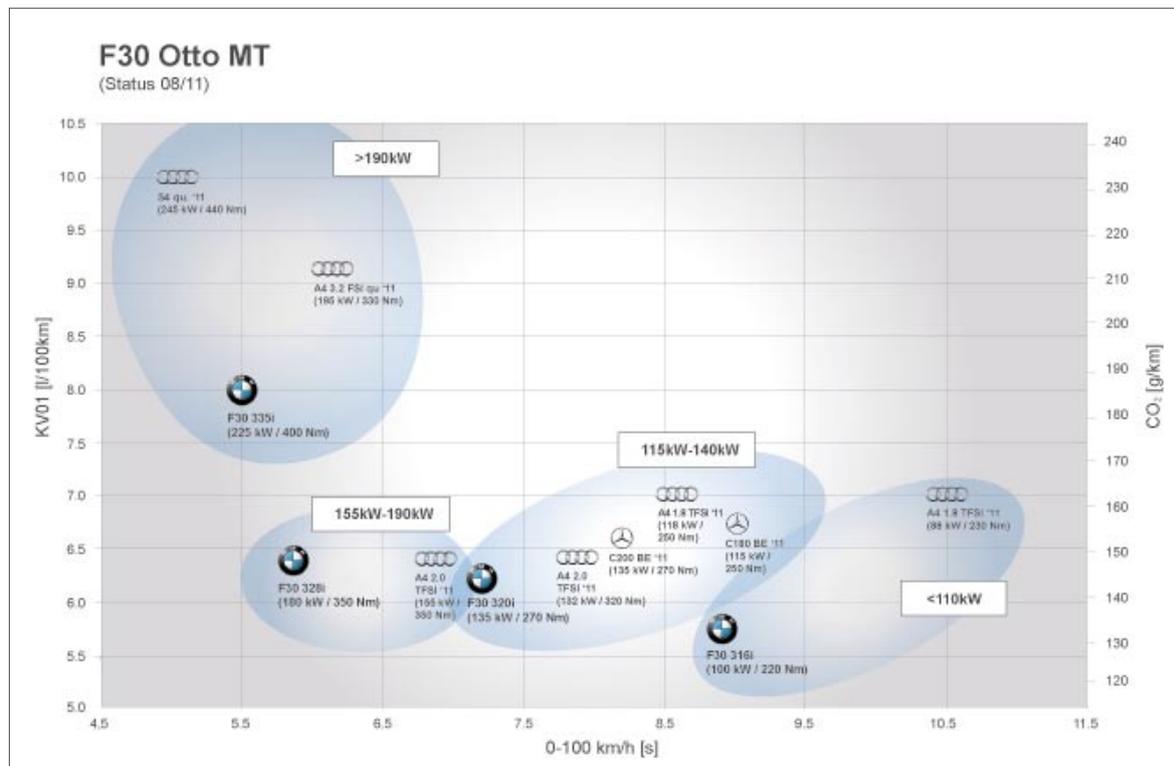
The same applies to the 235 kW/320 hp V6 engine: an old acquaintance from the 370Z produced by the parent company Nissan, it seems a little tamer at first in the G model, but then unleashes its rugged charm when the accelerator is pressed a little harder. A real sports engine that only delivers maximum torque and top-class performance at higher speeds, mastering the entire sound spectrum from sophisticated purring to a growling uproar. Just under six seconds are required to sprint from 0 to 100, while the top speed is 250 km/h." (Focus Online, 12/11/2010)

BMW EFFICIENT DYNAMICS

THE COMPETITION ▶ COMPARATIVE CHARTS

THE BMW 3 SERIES SALOON BEATS THE COMPETITION.

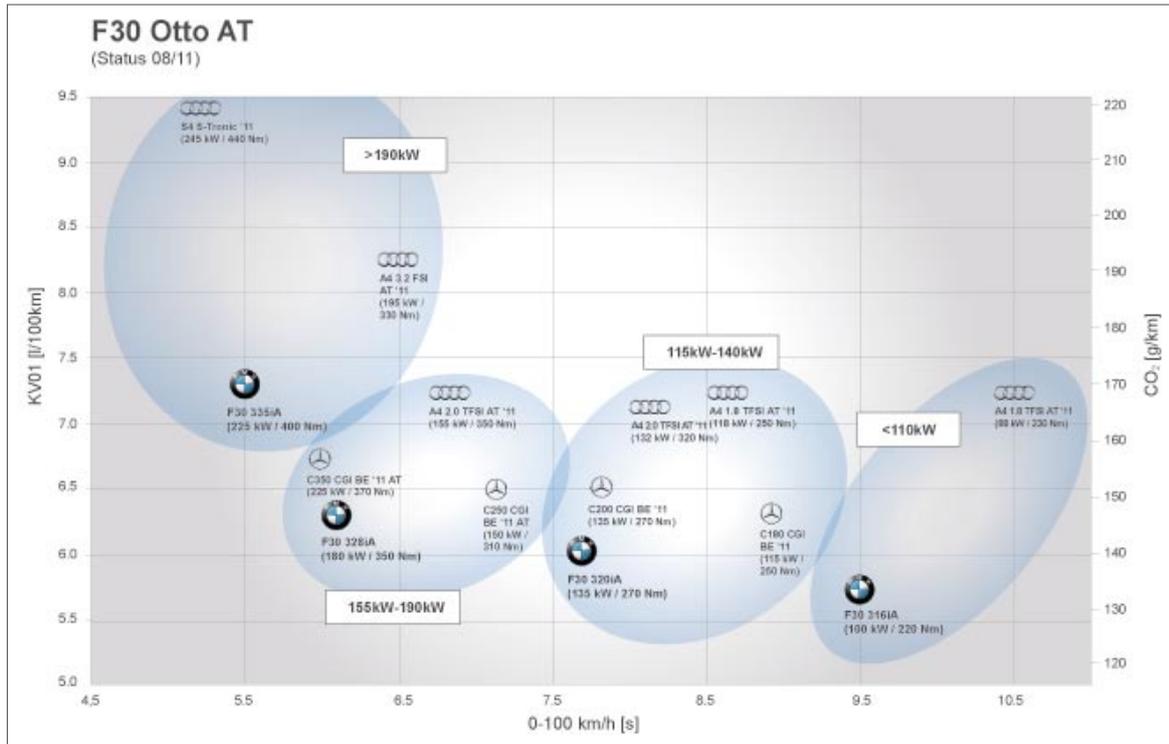
Less emissions, more driving pleasure – with its comprehensive BMW EfficientDynamics measures, the new BMW 3 Series Saloon is excellently positioned within its class with regard to the relationship between acceleration and fuel consumption and CO₂ emissions. This is clearly illustrated by the visual comparison of the manufacturer data.



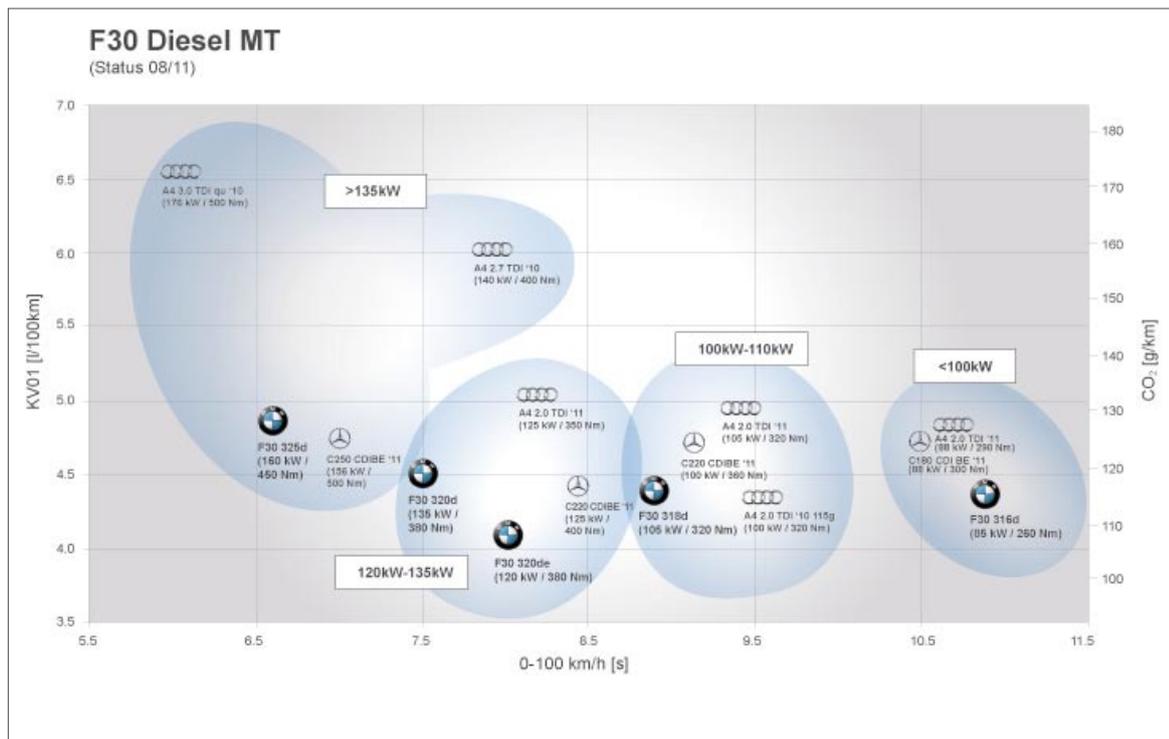
Petrol engines with manual transmission – the BMW 3 Series Saloon leads the field.

BMW EFFICIENT DYNAMICS

THE COMPETITION ▶ COMPARATIVE CHARTS

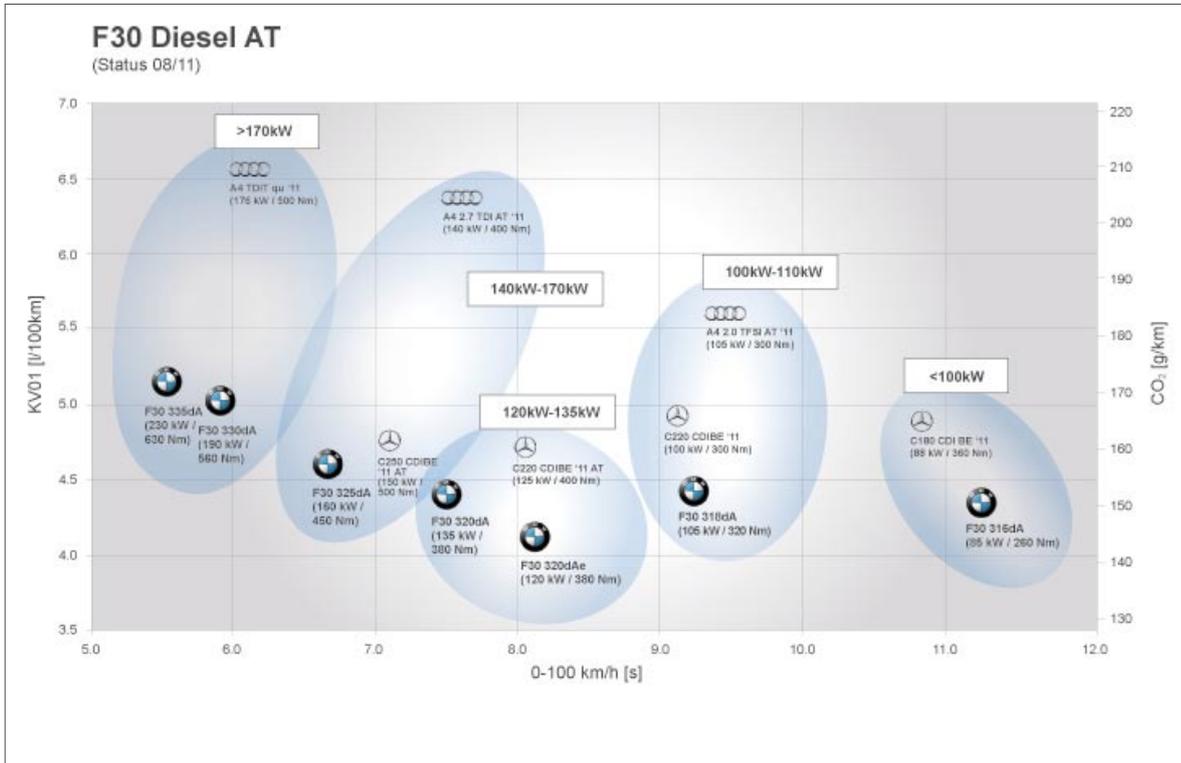


Petrol engines with automatic transmission – the BMW 3 Series Saloon leads the field.



Diesel engines with manual transmission – the BMW 3 Series Saloon leads the field.

BMW EFFICIENT DYNAMICS
THE COMPETITION ▶ COMPARATIVE CHARTS



Diesel engines with automatic transmission – the BMW 3 Series Saloon leads the field.

BMW EFFICIENT DYNAMICS

THE COMPETITION ▶ DATA & FIGURES

| Engine, performance and fuel consumption | BMW 320i | BMW 328i | BMW 320d |
|--|-----------------------------|-----------------------------|-----------------------------|
| Model/no. of cylinders | R/4 | R/4 | R/4 |
| Capacity (cm ³) | 1,997 | 1,997 | 1,995 |
| Bore/stroke (mm) | 84.0/90.1 | 84.0/90.1 | 84.0/90.0 |
| Compression ratio (:1)/fuel grade | 11.0/RON91-98 | 10.0/RON91-98 | 16.5/Diesel |
| Transmission | 6-speed manual transmission | 6-speed manual transmission | 6-speed manual transmission |
| Drive | Rear wheel | Rear wheel | Rear wheel |
| Max. output/engine speed (kW (hp)/rpm) | 135 (184)/5,000-6,250 | 180 (245)/5,000-6,500 | 135 (184)/4,000 |
| Torque/engine speed (Nm/rpm) | 270/1,250-4,500 | 350/1,250-4,800 | 380/1,750-2,750 |
| Acceleration 0-100 km/h (s) | 7.3 | 5.9 | 7.5 |
| Top speed (km/h) | 235 | 250 | 235 |
| Fuel consumption EU urban (l/100 km) | – * | 8.5 | 5.8 |
| Fuel consumption EU extra-urban (l/100 km) | – * | 5.2 | 3.8 |
| Fuel consumption EU combined (l/100 km) | 6.2-6.3 | 6.4 | 4.5-4.6 |
| CO ₂ emissions (g/km) | 144-147 | 149 | 119-120 |
| Emissions standard | EU5 | EU5 | EU5 |

* Missing values not available at the time of publication.

BMW EFFICIENT DYNAMICS

THE COMPETITION ▶ DATA & FIGURES

| Engine, performance and fuel consumption | MB C 200 BlueEFFICIENCY | MB C 250 BlueEFFICIENCY | MB C 220 CDI |
|--|-----------------------------|--------------------------------|-----------------------------|
| Model/no. of cylinders | R/4 | R/4 | R/4 |
| Capacity (cm ³) | 1,796 | 1,796 | 2,143 |
| Bore/stroke (mm) | _** | _** | _** |
| Compression ratio (:1)/fuel grade | 9.3/RON91-98 | 9.3/RON91-98 | 16.2/Diesel |
| Transmission | 6-speed manual transmission | 7-speed automatic transmission | 6-speed manual transmission |
| Drive | Rear wheel | Rear wheel | Rear wheel |
| Max. output/engine speed (kW (hp)/rpm) | 135 (184)/5,250 | 150 (204)/5,500 | 125 (170)/3,000-4,200 |
| Torque/engine speed (Nm/rpm) | 270/1,800-4,600 | 310/2,000-4,300 | 400/1,400-2,800 |
| Acceleration 0-100 km/h (s) | 8.2 | 7.2 | 8.4 |
| Top speed (km/h) | 237 | 240 | 232 |
| Fuel consumption EU urban (l/100 km) | 9.3-9.8 | 8.7-9.0 | 5.9-6.3 |
| Fuel consumption EU extra-urban (l/100 km) | 5.2-5.8 | 5.1-5.6 | 3.7-4.3 |
| Fuel consumption EU combined (l/100 km) | 6.6-7.2 | 6.4-6.9 | 4.4-5.1 |
| CO ₂ emissions (g/km) | 154-168 | 150-161 | 117-133 |
| Emissions standard | EU5 | EU5 | EU5 |

* Electronically limited.

** Missing values not available at the time of publication.

BMW EFFICIENT DYNAMICS

THE COMPETITION ▶ DATA & FIGURES

| Engine, performance and fuel consumption | Audi A4 2.0 TSFI (132 kW) | Audi A4 2.0 TSFI (155 kW) | Audi A4 2.0 TDI (125 kW) |
|--|-----------------------------|-----------------------------|-----------------------------|
| Model/no. of cylinders | R/4 | R/4 | R/4 |
| Capacity (cm ³) | 1,984 | 1,984 | 1,968 |
| Bore/stroke (mm) | _** | _** | _** |
| Compression ratio (:1)/fuel grade | -/RON95 | -/RON95 | -/Diesel |
| Transmission | 6-speed manual transmission | 6-speed manual transmission | 6-speed manual transmission |
| Drive | Front-wheel | Front-wheel | Front-wheel |
| Max. output/engine speed (kW (hp)/rpm) | 132 (180)/4,000-6,000 | 155 (211)/4,300-6,000 | 125 (170)/4,200 |
| Torque/engine speed (Nm/rpm) | 320/1,500-3,900 | 350/1,500-4,200 | 320/1,750-2,500 |
| Acceleration 0-100 km/h (s) | 7.9 | 6.9 | 8.4 |
| Top speed (km/h) | 236 | 250* | 230 |
| Fuel consumption EU urban (l/100 km) | 8.3 | 8.3 | 6.2 |
| Fuel consumption EU extra-urban (l/100 km) | 5.3 | 5.3 | 4.4 |
| Fuel consumption EU combined (l/100 km) | 6.4 | 6.4 | 5.1 |
| CO ₂ emissions (g/km) | 149 | 149 | 134 |
| Emissions standard | EU5 | EU5 | EU5 |

* Electronically limited.

** Missing values not available at the time of publication.

BMW EFFICIENT DYNAMICS

DATA & FIGURES

| Engine, performance and fuel consumption | BMW 320i | BMW 328i | BMW 335i | BMW 316d | BMW 318d | BMW 320d |
|---|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|
| Model/no. of cylinders | R/4 | R4 | R/6 | R/4 | R/4 | R/4 |
| Capacity (cm ³) | 1,997 | 1,997 | 2,979 | 1,995 | 1,995 | 1,995 |
| Bore/stroke (mm) | 84.0 x 90.1 | 84.0 x 90.1 | 84.0 x 89.6 | 84.0 x 90.0 | 84.0 x 90.0 | 84.0 x 90.0 |
| Compression ratio (:1)/fuel grade | 11.0/RON91-98 | 10.0/RON91-98 | 10.2/RON91-98 | 16.5/Diesel | 16.5/Diesel | 16.5/Diesel |
| Transmission | 6-speed manual transmission | 6-speed manual transmission | 6-speed manual transmission | 6-speed manual transmission | 6-speed manual transmission | 6-speed manual transmission |
| Drive | Rear wheel |
| Max. output/engine speed (kW (hp)/rpm) | 135 (184)/5,000 | 180 (245)/5,000 | 225 (306)/5,800 | 85 (116)/4,000 | 105 (143)/4,000 | 135 (184)/4,000 |
| Torque/engine speed (Nm/rpm) | 270/1,250-4,500 | 350/1,250-4,800 | 400/1,200-5,000 | 260/1,750-2,500 | 320/1,750-2,500 | 380/1,750-2,750 |
| Acceleration 0-100 km/h (s) | 7.3 | 5.9 | 5.5 | 10.9 | 9.1 | 7.5 |
| Top speed (km/h) | 235 | 250 | 250* | 202 | 210 | 235 |
| Fuel consumption EU urban (l/100 km) | -** | 8.5 | 11.1 | -** | -** | 5.8 |
| Fuel consumption EU extra-urban (l/100 km) | -** | 5.2 | 6.1 | -** | -** | 3.8 |
| Fuel consumption EU combined (l/100 km) | 6.2-6.3 | 6.4 | 7.9 | 4.4-4.5 | 4.4-4.5 | 4.5-4.6 |
| CO ₂ emissions (g/km) | 144-147 | 149 | 186 | 115-119 | 117-119 | 119-120 |
| Emissions standard | EU5 | EU5 | EU5 | EU5 | EU5 | EU5 |

* Electronically limited

** Missing values not available at the time of publication.

DRIVING DYNAMICS HIGHLIGHTS



EXTREMELY SPORTY, INCREDIBLY COMFORTABLE.

The suspension qualities of the BMW 3 Series are specially developed to deliver an exhilaratingly dynamic drive as well as ultimate comfort.

More driving comfort – the combination of a rear-wheel drive, double-joint trailing-arm front axle, five-link rear axle, broader wheelbase and a perfect axle load distribution of almost 50:50 ensure a level of agility and dynamism that is unique in its class.

Perfect steering angle – regardless of the speed, the variable sport steering (OE) employs different steering ratios depending on the steering wheel angle. This takes the stress out of parking and also ensures excellent directional stability.

Improved agility – the electronically controlled dampers in the adaptive suspension (OE) adapt to suit the current driving style and road conditions. You can modify the damper characteristics via the Driving Experience Control switch.

DRIVING DYNAMICS

FACTS ▶ TECHNOLOGY ▶ ROAD HOLDING



SPORTY HANDLING, GREAT AGILITY AND ENHANCED COMFORT.

Sophisticated suspension technology plays a huge role in ensuring the outstanding quality of the BMW sport saloon. This technology perfectly complements the longitudinally installed engine, rear-wheel drive, a balanced axle load distribution and a chassis with high torsional strength.

Supreme driving dynamics – with a wheelbase of 2,810 millimetres (+ 50 mm) and a track width of 1,543 millimetres at the front (+ 37 mm) and 1,583 millimetres at the rear (+ 48 mm), the new BMW 3 Series Saloon has an even broader stance than its predecessor. The vehicle has a perfect axle load distribution of 50:50 thanks to its weight-optimised drivetrain and lightweight chassis concept, all of which results in supreme driving dynamics and stability.

Maximum rigidity, minimum weight – the front axle in the new BMW sport saloon was produced using a proven and innovative construction technique and delivers both outstanding driving dynamics and driving comfort. The suspension combines maximum rigidity with minimum weight. The trailing arm, wishbone and swivel bearing are all made of aluminium and therefore considerably reduce the unsprung bodyweight. Furthermore, since torque steering does not have to be taken into account, the double-joint axle kinematics can be optimally calibrated for excellent agility and driving dynamics. This also benefits the electro-mechanical steering system in the new BMW 3 Series, which requires less energy, weighs less and is just as meticulously designed as the suspension, damping and elasto-kinematics.

Unique axle concept – the significantly enhanced five-link rear axle in the new BMW 3 Series plays a decisive role in improving both driving dynamics and driving comfort. Its space-saving construction is based on the proven five-link concept of its predecessor and features elasto-kinematics specially designed to suit the new sport saloon and a large spring deflection area – all of which guarantees extremely precise wheel control in all driving situations. Furthermore, an extra-large support base for improved track and camber on the wheel mounts, the extremely rigid control arms, the stiff cross member, as well as thrust rods connecting the suspension to the body of the car ensure that the new BMW 3 Series Saloon delivers an agile yet comfortable ride. The large support base on the rear axle doesn't just affect the driving characteristics – it's also important for the acoustic insulation between the drive and suspension. This applies particularly to cars featuring powerful, high-torque engines. The new rear-axle provides first-rate comfort in relation to acoustics and cushioning, by effectively "decoupling" the vehicle from the road surface.

DRIVING DYNAMICS

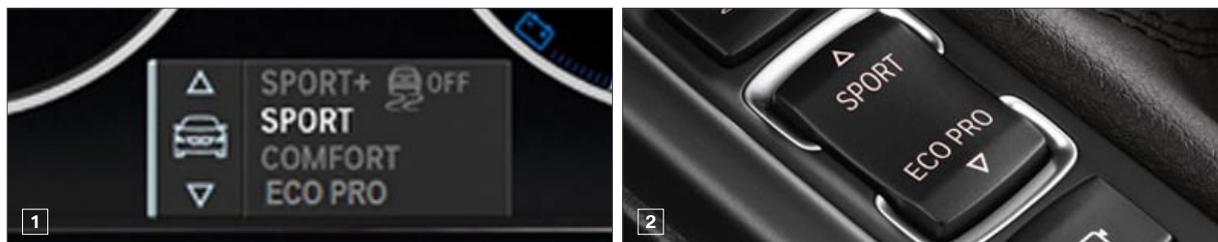
FACTS ▶ TECHNOLOGY ▶ ROAD HOLDING

Electro-mechanical steering boosts agility and comfort – the new BMW 3 Series features EPS (Electronic Power Steering), which is powered by an electric motor. It does not interfere at all with the sporty steering characteristics for which the saloon is renowned. EPS is only activated when power steering is actually required. Consequently, no electrical energy is consumed when driving straight ahead or on bends with a constant steering angle. In addition to its excellent efficiency and low weight, the system also features a high level of steering precision and responsiveness, as well as a comfortable setting that minimises body roll. Both the BMW 335i and 328i feature the Servotronic function as standard, which ensures speed-dependent power steering.

1 Pure driving dynamics. Pictured: Modern Line.

DRIVING DYNAMICS

FACTS ▶ TECHNOLOGY ▶ DRIVING EXPERIENCE CONTROL WITH ECO PRO MODE



GREATER COMFORT, SPORTY HANDLING.

The Driving Experience Control, incl. ECO PRO mode, allows the level of sportiness and comfort to be adjusted at the push of a button to suit the current driving conditions.

SPORT+ mode – the ultimate sport suspension setting with delayed intervention in driving stability. It activates the Dynamic Traction Control, allowing slight drifting in bends. It also provides highly responsive acceleration and the eight-speed automatic transmission shifts gears at higher rpm levels (only in conjunction with Sport Line, sport automatic transmission, adaptive suspension or variable sport steering).

SPORT mode – the accelerator becomes more responsive. The optional Servotronic increases the level of steering power, the optional adaptive suspension switches to a sportier setting and the optional sport automatic transmission selects a more dynamic shift programme.

COMFORT mode – the balanced suspension settings for which BMW is renowned, coupled with maximum vehicle stability.

ECO PRO mode – the optimal configuration for efficient driving. The accelerator pedal sensitivity is changed to ensure more moderate and efficient acceleration, however the engine's full power can also be tapped into when necessary.

1 Driving Experience Control, incl. ECO PRO mode, offers four drive programmes.

2 The Driving Experience Control comes standard and is located in the centre console.

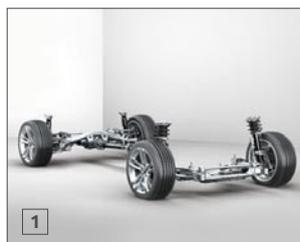
DRIVING DYNAMICS

FACTS ▶ TECHNOLOGY ▶ **VARIABLE SPORT STEERING****VARIABLE SPORT STEERING.**

Improved handling – regardless of the speed, the variable sport steering (OE) employs different steering ratios depending on the steering wheel angle. It includes the Servotronic function and reduces the steering movement required to turn the wheels. This greatly improves agility, particularly when driving dynamically around tight bends and curves, and makes parking or manoeuvring much easier. When the steering wheel angle is small, the steering delivers steady directional stability and precision on straights.

1 Variable sport steering – improved handling. Pictured: Sport Line.

DRIVING DYNAMICS

FACTS ▶ TECHNOLOGY ▶ **ADAPTIVE SUSPENSION****ADAPTIVE SUSPENSION.**

Optimal road holding – the electronically controlled dampers in the adaptive suspension (OE) adapt to suit the current driving style and road conditions. You can modify the damper characteristics via the Driving Experience Control switch. The adaptive suspension includes a chassis that has been lowered by 10 millimetres, but which has no impact on the comfort offered by the new BMW 3 Series Saloon. A noticeably firmer damper setting is activated when the Sport or Sport+ mode is selected via Driving Experience Control switch.

1 Adaptive suspension – optimal road holding.

DRIVING DYNAMICS

FACTS ▶ TECHNOLOGY ▶ **DISPLAYS****ADDITIONAL INFORMATION FOR SPORTY DRIVERS.**

Additional information on the Control Display – in conjunction with Navigation Professional (OE), both the current output and torque are displayed whenever Sport mode is selected.

1 Additional information on the Control Display.

DRIVING DYNAMICS

THE COMPETITION ▶ BMW 3 Series

**BMW 3 Series.**

Best driving experience and agility in its class, with 50:50 axle load distribution, rear-wheel drive, intelligent lightweight construction, evenly distributed steering power and unique BMW TwinPower Turbo technology.

A whole range of optional innovative technologies, such as variable sport steering (OE) and the adaptive suspension (OE), ensures that the driver enjoys ultimate safety as well as maximum driving pleasure.

Driving Experience Control, incl. ECO PRO mode: this allows drive and suspension components to be individually adapted via the ECO PRO, Comfort, Sport and Sport+ modes.

xDrive four-wheel drive (optional from July 2012).

DRIVING DYNAMICS

THE COMPETITION ▶ **AUDI A4****AUDI A4.**

Relatively firm suspension settings throughout – these are intended to highlight Audi's sporting ambitions.

Front-wheel drive has a negative impact on traction and impairs the vehicle's agility. Furthermore, it doesn't have an optimal 50:50 weight distribution.

The tail-heavy quattro four-wheel drive is optionally available with some engine versions.

Stronger engine version only available with four-wheel drive, leading to increased weight and greater fuel consumption.

Precise steering; optional dynamic steering.

Option of two different sport suspensions or an electronically-controlled suspension with three modes – comfort, auto and dynamic.

Press reviews:

"However the vehicle still offers responsive steering and a smooth six-speed transmission, and there's a gear-shift display to promote more efficient driving. With regard to the suspension setting, agile handling still takes precedence over comfort – the firm standard suspension means that passengers have to be willing to compromise their comfort even at moderate speeds." (Auto Motor und Sport, 28/07/2008)

DRIVING DYNAMICS

THE COMPETITION ▶ MERCEDES-BENZ C-CLASS



MERCEDES-BENZ C-CLASS.

The chassis design is geared towards both comfort and safety, but noticeably lacks dynamism.

Electronic chassis control as standard (Agility Control); the tuning varies depending on the selected equipment options.

A sport suspension lowered by 15 mm is optionally available.

Comfortable steering design, but not particularly precise or responsive.

Less dynamic handling and less agile than the BMW 3 Series.

Rear-wheel drive.

The "4MATIC" electronically controlled four-wheel drive is optionally available with some engine versions.

Electromechanical parameter steering as standard; sport parameter steering optionally available.

Press reviews:

"Even on rough uneven surfaces, the car body quickly and calmly retains its poise. With their adaptive dampers, the spring elements react subtly to minor bumps in the road. The Mercedes-Benz simply radiates calm and sits comfortably on hilly terrain with only a slight lateral tilt. Nevertheless, its primary focus is safety and it quickly imposes an even wheelslip limit across all wheels when cornering." (Auto Zeitung, Issue 11, 2011)

DRIVING DYNAMICS

THE COMPETITION ▶ LEXUS IS

**LEXUS IS.**

Driving characteristics geared towards comfort and safety.

Lacking in agility due to sluggish handling.

Offers good comfort on long trips, but minor bumps are badly dampened.

Conventional steel chassis without active dampers; VDIM (Vehicle Dynamics Integrated Management) as standard.

Sport suspension significantly compromises passenger comfort.

Rear-wheel drive.

Press reviews:

"The Japanese premium division of the Toyota Group markets the IS as a sport saloon, but it hasn't been well received. In the car-making industry, a firm suspension setting is regarded as synonymous with sportiness, which in this instance means that passengers feel every single bump in the road. While this car is extraordinarily quiet, unfortunately it also delivers quite a rough ride and one is left longing for a freshly tarred road." (DER SPIEGEL, 04/01/2010)

DRIVING DYNAMICS

THE COMPETITION ▶ **INFINITI G 37****INFINITI G 37.**

Conventional steel chassis with no active damping control system.

Sporty driving characteristics.

Slightly rougher ride due to 18" wheels.

Imprecise steering.

Choice between rear-wheel and four-wheel drive.

Modest braking power.

Minor traction problems with the rear-wheel drive.

The "S" model (rear-wheel drive) features active four-wheel steering (4WAS = 4 Wheel Active Steering; unique selling point) and viscous differential lock (LSD) as standard.

Press reviews:

"Even the chassis design is flawless. Despite its sporty setting, it doesn't bump the passengers around too much. In fact, it exhibits a keen feel for the road, behaves more or less neutrally on bends and provides great directional stability on motorways. It does tend to rumble a little when it encounters big bumps, but this is bearable due to its surprising sense of balance." (Focus Online, 12/11/2010)

"The G 37 isn't very fast in bends, but is relatively comfortable. It would be the perfect companion on long trips, if only its directional stability was more accurate. Requires constant steering adjustment and its rather imprecise line on quick bends is annoying." (AutoScout24, 07.05.2010)

DRIVING DYNAMICS

THE COMPETITION ► DATA & FIGURES

| Suspension and wheels | BMW 320i | BMW 328i | BMW 320d |
|-----------------------|--------------------------------|--------------------------------|--------------------------------|
| Front axle | Double-joint trailing-arm axle | Double-joint trailing-arm axle | Double-joint trailing-arm axle |
| Rear axle | Five-link | Five-link | Five-link |
| Tyres front/rear | 205/60 R16 | 225/50 R17 | 205/60 R16 |
| Wheels front/rear | 7J x 16 LM | 7.5J x 17 LM | 7J x 16 LM |
| Steering | Rack and pinion steering (ESP) | Rack and pinion steering (ESP) | Rack and pinion steering (ESP) |

| Suspension and wheels | MB C 200 CDI BlueEFFICIENCY | MB C 220 CDI BlueEFFICIENCY | MB C 220 CDI |
|-----------------------|--|--|--|
| Front axle | Multi-link | Multi-link | Multi-link |
| Rear axle | Multi-link | Multi-link | Multi-link |
| Tyres front/rear | 195/60 R16 | 205/55 R16 | 205/55 R16 |
| Wheels front/rear | -* | -* | -* |
| Steering | Rack and pinion steering with steering assistance control, hydraulic | Rack and pinion steering with steering assistance control, hydraulic | Rack and pinion steering with steering assistance control, hydraulic |

| Suspension and wheels | Audi A4 2.0 TSFI (132 kW) | Audi A4 2.0 TSFI (155 kW) | Audi A4 2.0 TDI (125 kW) |
|-----------------------|--|--|--|
| Front axle | Five-link | Five-link | Five-link |
| Rear axle | Trapezoidal-link | Trapezoidal-link | Trapezoidal-link |
| Tyres front/rear | 225/55 R16 | 225/55 R16 | 225/55 R16 |
| Wheels front/rear | 7.5J x 16 LM | 7.5J x 16 LM | 7.5J x 16 LM |
| Steering | Rack and pinion steering, servo-assisted | Rack and pinion steering, servo-assisted | Rack and pinion steering, servo-assisted |

* Missing values not available at the time of publication.

DRIVING DYNAMICS

DATA & FIGURES

| Suspension and wheels | BMW 320i | BMW 328i | BMW 335i | BMW 316d | BMW 318d | BMW 320d |
|------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|
| Front axle | Double-joint trailing-arm axle | Double-joint trailing-arm axle | Double-joint trailing-arm axle | Double-joint trailing-arm axle | Double-joint trailing-arm axle | Double-joint trailing-arm axle |
| Rear axle | Five-link | Five-link | Five-link | Five-link | Five-link | Five-link |
| Tyres front/rear | 205/60 R16 | 225/50 R17 | 225/50 R17 | 205/60 R16 | 205/60 R16 | 205/60 R16 |
| Wheels front/rear | 7J x 16 LM | 7.5J x 17 LM | 7.5J x 17 LM | 7J x 16 St | 7J x 16 St | 7J x 16 LM |
| Steering | Rack and pinion steering (ESP) |

BMW CONNECTED DRIVE

HIGHLIGHTS



THE NEW BENCHMARK FOR CONVENIENCE, INFOTAINMENT AND SAFETY.

The new BMW 3 Series perfectly networks the driver, vehicle and the outside world. For the first time ever it features assistance systems which up until now were the exclusive preserve of the luxury class and have yet to appear in any other vehicle in its segment.

Your gaze never leaves the road – the full-colour BMW Head-Up Display (OE) projects relevant driving information straight into the driver's field of vision.

Outsmart traffic jams – Real-Time Traffic Information (OE) not only monitors conditions on motorways and dual carriageways, but also on country roads and numerous inner-city routes – all in real time.

Goodbye boredom – the BMW Connected App (OE) in conjunction with the iDrive system allows you to tune in to international online radio stations or view your friends' latest Facebook and Twitter status updates, as well as upcoming appointments, on the Control Display.

Keep an eye on everything – the optional Park Distance Control, Surround View and rear view camera systems offer drivers an overview of their surrounds while manoeuvring the vehicle.

Optimal visibility – the anti-glare High-Beam Assistant (included in the OE Adaptive Headlights with variable light distribution) automatically operates the high-beam lights when there's oncoming traffic or vehicles in front.

Extensive connection options – thanks to its enhanced Bluetooth and USB functions (OE), BMW ConnectedDrive supports the optimal integration of mobile devices (such as mobile phones and music players) into the vehicle's own operating system.

Practical everyday assistance – the Comfort Access system (OE) enables the tailgate to be opened remotely whenever the driver has their hands full.

BMW CONNECTED DRIVE

HIGHLIGHTS

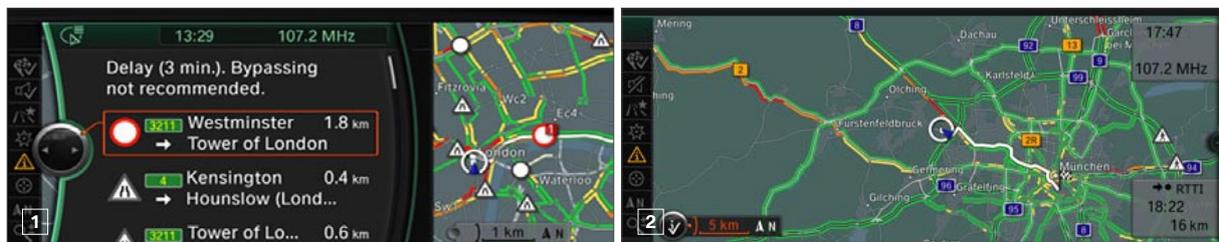
Stay on track – the Lane Departure Warning system (OE) can detect unintentional lane deviations and warn the driver.

Safe overtaking – when the driver is about to change lanes, the Lane Change Warning system (OE) emits a warning if there is another vehicle approaching at a higher speed or hidden in their "blind spot".

Fast assistance – in the event of an accident, BMW Assist (OE) immediately issues an Advanced Emergency Call to the relevant emergency services.

BMW CONNECTED DRIVE

FACTS ▶ CONVENIENCE ▶ REAL-TIME TRAFFIC INFORMATION



OUTSMARTS EVERY TRAFFIC JAM.

Real-Time Traffic Information – Real-Time Traffic Information (OE) from BMW Assist is available to drivers with a BMW ConnectedDrive contract. It gives them 24/7 access to the latest traffic data. The new system not only monitors conditions on motorways and dual carriageways, but also on country roads and numerous inner-city routes – all in real time. When assessing the traffic situation, this system analyses much more data than the radio-based Traffic Message Channel (TMC) system. In addition to traffic jam warnings, the driver is also privy to precise information regarding the traffic conditions on potential detour routes. To access Real-Time Traffic Information, the vehicle must be equipped with the Navigation system Professional, the mobile phone preparation with Bluetooth interface and BMW Assist.

- 1 RTTI – Real-Time Traffic Information.
- 2 View can be enlarged to make it easier to read.

BMW CONNECTED DRIVE

FACTS ▶ CONVENIENCE ▶ CAMERA SYSTEMS



PARK DISTANCE CONTROL, SURROUND VIEW AND THE REAR VIEW CAMERA.

Improved visibility – the optional camera systems Park Distance Control, Surround View and the rear view camera offer drivers an overview of their surrounds while manoeuvring the vehicle. When calculating the vehicle's precise position, Surround View uses images from the rear view camera and two other cameras in the side mirrors. A 270-degree bird's-eye view of the immediate vicinity to the sides and rear of the vehicle is then displayed on the Control Display.

With Surround View, drivers can also access the sub-function Side View. Side View uses two cameras integrated into the front bumper to monitor traffic approaching from the side. These images are also transmitted to the Control Display. This system not only makes it easier to manoeuvre in tight spaces – it also gives drivers an early indication of the traffic situation on both sides of the vehicle, which is particularly useful when exiting a blind driveway or multi-storey car park.

- 1 Park Distance Control – improved visibility.
- 2 Surround View – provides a 270-degree image of the vehicle's surrounds.

BMW CONNECTED DRIVE

FACTS ▶ CONVENIENCE ▶ BMW ASSIST INFORMATION SERVICE**PERSONALISED ASSISTANCE FROM THE BMW ASSIST INFORMATION SERVICE.**

Free 24-hour service – with the BMW Assist telephone information service (OE), your own personal assistant is just a call away – at any time and in many countries. The staff at our BMW call centre can help and advise, no matter whether you are looking for a restaurant, hotel, the nearest cash machine, what's on at the cinema or where to find an open chemist. The address of your destination is then sent straight to the car's navigation system. To access the BMW Assist information service, the vehicle must be equipped with the Navigation system Professional, the mobile phone preparation with Bluetooth interface and BMW Assist.

1 Information service – free 24-hour service.

BMW CONNECTED DRIVE

FACTS ▶ CONVENIENCE ▶ COMFORT ACCESS**COMFORT ACCESS INCL. REMOTE OPENING OF THE TAILGATE.**

Innovative and easy to operate – Comfort Access (OE), including remote opening of the tailgate, allows the driver to open the doors of their vehicle and start the engine without having to use the car key. The key, which may be in a trouser pocket or briefcase, is automatically recognised as soon as the driver approaches the vehicle. Once the door has been automatically unlocked, the driver can get in and start the engine by pressing the Start/Stop button.

The remote opening of the tailgate is a first in this class of vehicle. A short wave of the foot just below the middle of the rear bumper triggers an impulse that activates the remote unlocking of the luggage compartment. The spring force tailgate then swings open automatically. Sensors installed at different heights on the rear bumper's covering are used to detect the person trying to open the luggage compartment.

Access authorisation is only granted when the system detects the presence of a person, as well as a signal indicating that they have the Comfort Access key on them. Once this has been established, the luggage compartment unlocks automatically and the tailgate swings open without even being touched. Functional reliability is guaranteed thanks to the key authentication. Objects lying under the vehicle – or even animals wandering about under the bumper – cannot interfere with the system.

1 Comfort Access – innovative and easy to operate.

BMW CONNECTED DRIVE

FACTS ▶ CONVENIENCE ▶ **BMW TELE SERVICES****BMW TELE SERVICES.**

BMW TeleServices – service-related data is automatically transmitted to the BMW Service partner, who is then able to prepare for the customer's next routine service in advance. This minimises the amount of time their BMW spends at the garage. In some cases, malfunctions can also be analysed remotely – and maybe even rectified – without the customer even having to visit the garage. To access BMW TeleServices, the vehicle must be equipped with the optional BMW Bluetooth interface.

- 1** BMW TeleServices – transmits data automatically.
- 2** Errors can also be analysed remotely.

BMW CONNECTED DRIVE

FACTS ▶ CONVENIENCE ▶ REMOTE FUNCTIONS



REMOTE FUNCTIONS.

Never be locked out again – the innovative BMW Assist (OE) remote functions enable customers to easily access individualised assistance, where previously they would have had to call a breakdown service. If, for example, the vehicle is inadvertently locked – and the key is in the luggage compartment – all they have to do is call the BMW Assist Call Center. Once the driver's identity has been verified by answering two personally defined security questions, the command to unlock the vehicle is sent from the Call Center via the telephone connection. And if the driver parks their car in a hurry, the same procedure can be used to verify whether they did in fact remember to lock the vehicle. The remote functions can also be used to activate the auxiliary heating and cooling system via the BMW Call Center. To access these remote functions, the customer first needs to activate them online. Owners of an Apple iPhone can use the "My BMW Remote App" to access these functions (available free of charge from the Apple AppStore and designed exclusively for customers with an active BMW Assist contract).

In addition to locking/unlocking the vehicle and climate control, the "My BMW Remote App" also gives the driver access to the "Flashlight" and "Blowhorn" functions which indicate the vehicle's location both visually and acoustically. If the vehicle is parked both out of sight and out of earshot, it can be located up to a range of 1500 metres via the "Vehicle Finder". The extensive functionality offered by the "My BMW Remote App" is rounded off with the "Local Search" function. This allows users to search for specific points of interest (POIs), display them on a map and transmit them to the vehicle – via the Google Local Search interface. The selected POIs can then be directly loaded as destinations in the navigation system.

To access the remote functions, the vehicle must be equipped with the optional Bluetooth connection and USB/audio interface, or a Bluetooth connection incl. BMW Assist and USB/audio interface.

1 Remote functions – never be locked out again.

BMW CONNECTED DRIVE

FACTS ▶ CONVENIENCE ▶ ACTIVE CRUISE CONTROL WITH STOP & GO FUNCTION



ACTIVE CRUISE CONTROL WITH STOP & GO FUNCTION.

Helps to avoid accidents – the Active Cruise Control with Stop & Go function (OE) ensures that there is always a fixed distance between you and the vehicle ahead. When a traffic jam starts, Active Cruise Control with Stop & Go function applies the brakes until the vehicle comes to a standstill and automatically moves it forward as appropriate. If the vehicle in front brakes in an unexpectedly sudden manner, or when the system detects a dangerous situation, an acoustic and visual signal prompts the driver to take action. This makes driving in heavy traffic noticeably easier and enables the driver to maintain a high level of concentration, even in tedious situations like traffic jams. Planned availability: July 2012.

1 Active Cruise Control with Stop & Go function.

BMW CONNECTED DRIVE

FACTS ▶ COMFORT ▶ **SPEED LIMIT INFO WITH NO PASSING INFO****SPEED LIMIT INFO WITH NO PASSING INFO.**

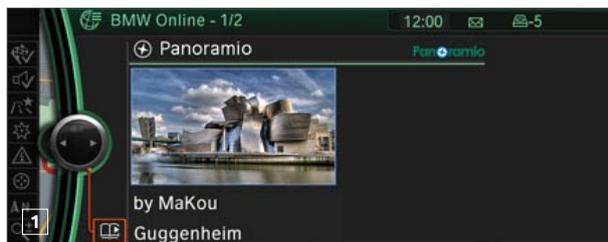
Informs the driver of speed restrictions and no overtaking zones – Speed Limit Info (OE) with No Passing Info is a driver assistance system that informs the driver of speed restrictions and no overtaking zones on the road they are currently driving along. The respective road sign is displayed as a symbol in the instrument panel, or on the optional full-colour BMW Head-Up Display. The system determines this information via a front camera that is installed in the windscreen behind the interior mirror. The camera monitors traffic signs at the edge of the road, as well as variable overhead signs on motorway bridges.

This means that supplementary road signs, such as those that appear when the road is wet, and temporary restrictions, such as those next to road works, are also recorded by the system. The data collected by the front camera is synchronised with the data stored in the navigation system and with other in-car information (such as the rain sensor). To access the BMW Speed Limit Info, the vehicle must be equipped with the instrument panel with extended functionality.

- 1** Speed Limit Info – alerts the driver to speed restrictions.
- 2** Data is collected via a camera in the interior mirror.

BMW CONNECTED DRIVE

FACTS ▶ CONVENIENCE ▶ NETWORKED NAVIGATION – GOOGLE™ SERVICES ON BOARD



NETWORKED NAVIGATION – GOOGLE™ SERVICES ON BOARD.

Stay in the know, no matter where you are – with the Google™ Send to Car function, an option available with BMW Assist (OE), you can easily transfer addresses and the routes that you have planned in Google™ Maps to your vehicle, where they can be sent to the navigation system at the touch of a button. Furthermore, you can use Google™ Local Search (Google™ Maps) from BMW Online to search for special destinations from inside the vehicle. When route guidance is activated, you can even view images of your destination using the Google™ Panoramio photo sharing site – or explore your surroundings using Google™ Street View.

To access Google™ Send to Car, the vehicle must be equipped with the optional Bluetooth connection and USB/audio interface, or the Bluetooth connection incl. BMW Assist and USB/audio interface.

¹ Google™ Services – stay in the know, no matter where you are.

BMW CONNECTED DRIVE

FACTS ▶ INFOTAINMENT ▶ **BLUETOOTH INTERFACE WITH EXTENDED FUNCTIONALITY (OFFICE)**



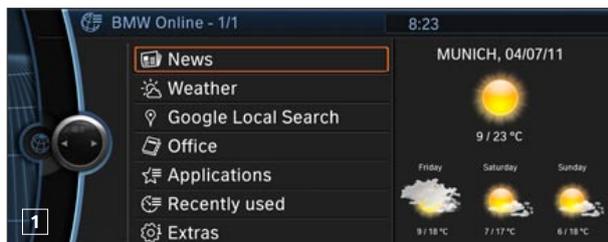
BLUETOOTH INTERFACE WITH EXTENDED FUNCTIONALITY (OFFICE).

All the information, without all the cables – the optional Bluetooth connection and USB/audio interface (in conjunction with a navigation system) allows you to intelligently integrate selected business mobile phones¹ so you can use a Bluetooth connection to display emails, appointments, tasks, contacts or text messages on the Control Display, or have them read out via the car speakers using the read-aloud function. And with Bluetooth Audio Streaming you can play music files wirelessly using selected Bluetooth-compatible devices.

¹ Information on compatible devices can be found at www.bmw.com/bluetooth

1 Bluetooth interface with extended functionality.

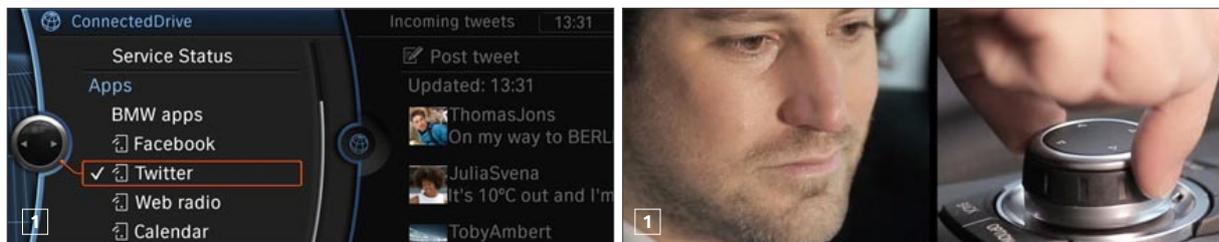
BMW CONNECTED DRIVE

FACTS ▶ INFOTAINMENT ▶ **BMW ONLINE****BMW ONLINE.**

Individualised information, all the latest news – this optional portal provides the driver with a wide range of current, localised information in categories such as news, weather, travel, info and office. As well as a search engine based on the Google™ Maps database, this service also includes customised stock market and weather information and a personal email account. BMW Live enables you to access selected online content, such as news, weather or the Google™ Local Search from within the vehicle via your mobile phone's active Bluetooth data connection. Furthermore, by accessing the BMW ConnectedDrive portal via a computer you can configure services such as RSS feeds, share price updates and your address book and email account. To access BMW Online, the vehicle must be equipped with the optional BMW Bluetooth connection and USB/audio interface.

1 BMW Online – individualised information, all the latest news.

BMW CONNECTED DRIVE

FACTS ▶ INFOTAINMENT ▶ **BMW CONNECTED APP****BMW CONNECTED APP.**

Web services on the road – this system supports the use of apps in the BMW 3 Series. With the Apps OE, an iPhone and the free BMW Connected App from the Apple App Store, you will never again be bored while listening to the radio. The system also supports calendar functions and allows you to constantly stay in touch with friends. With the help of the iDrive system, it's easy to tune in to internet radio stations from all over the world. It's also possible to call up the latest status updates from your Facebook or Twitter accounts as well as upcoming appointments on the Control Display, or have them read out via the car speakers using the read-aloud function. And that's just for starters. We are already working on the integration of additional functions and apps.

To use the BMW Connected App, the vehicle must be equipped with the optional Bluetooth connection and USB/audio interface.

1 BMW Connected App – web services on the road.

BMW CONNECTED DRIVE

FACTS ▶ INFOTAINMENT ▶ **TEXT-TO-SPEECH****HEAR MESSAGES INSTEAD OF READING THEM.**

When on the go, have messages read out instead of reading them – with the text-to-speech function (OE), you can have emails and text messages read out loud. Not only is this convenient for the driver, but it also helps to avoid potentially dangerous distractions. To access the text-to-speech function, the vehicle must be equipped with the optional Bluetooth connection and USB/audio interface.

1 Text-to-speech – access text safely while on the go.

BMW CONNECTED DRIVE

FACTS ▶ SAFETY ▶ FULL-COLOUR BMW HEAD-UP DISPLAY



DISTRACTION-FREE DRIVING.

Your gaze never leaves the road – the new BMW 3 Series is the only vehicle in its class to offer the option of a full-colour BMW Head-Up Display.

It transmits relevant driving information directly into the driver's field of vision, allowing them to fully concentrate on driving. High Guiding information supplied by the navigation system, Speed Limit Info and No Passing Info notifications, Check Control messages, as well as status messages from the Lane Departure Warning system can all be shown on the BMW Head-Up Display, depending on the vehicle's equipment. The icons projected onto the windscreen are displayed in a particularly high resolution. The graphics are created using the entire colour spectrum, meaning that traffic icons are depicted in a highly realistic manner. Ergonomically speaking, the information appears at a particularly convenient position on the windscreen which drivers can adjust without having to take their eyes off the road. The illumination intensity is automatically modified to suit the external light conditions and the system also features night-time and day-time modes. The brightness setting can be configured via the iDrive menu. The driver can also select which additional information they wish to have displayed, on top of the current speed and warnings from the driver assistance systems.

1 Full-colour BMW Head-Up Display – your gaze never leaves the road.

BMW CONNECTED DRIVE

FACTS ▶ SAFETY ▶ LANE CHANGE WARNING AND LANE DEPARTURE WARNING



LANE CHANGE WARNING AND LANE DEPARTURE WARNING.

Safe and sound on longer trips – when changing lanes, carelessness or incorrect assessment of the speed of a vehicle approaching from behind, or the distance between you and that vehicle, can lead to a dangerous situation. The Lane Change Warning system (OE) in the new BMW 3 Series Saloon warns the driver when it detects a potentially risky overtaking manoeuvre. Using two radar sensors at the rear of the vehicle, the system monitors the traffic situation in the adjacent lanes. The monitored range extends from the driver's "blind spot" on the adjacent lane to a distance of approx. 60 metres behind their vehicle.

Thanks to this information, the driver can safely and assuredly prepare to change lanes and avoid critical situations, well in advance of the actual lane change manoeuvre. Whenever other motorists are approaching on an adjacent lane, or are in the "blind spot" behind the vehicle on the side, a yellow triangular icon lights up in the cover of the respective exterior mirror to warn the driver about the potentially dangerous situation. If the driver intends to change lanes and has activated the indicator, but it is unsafe to do so, the LED triangle starts flashing. In this event, the steering wheel also vibrates discreetly yet unambiguously as an additional warning.

Lane Departure Warning and Collision Warning – the Lane Departure Warning system (OE) is active at speeds of over 70 km/h and warns against unintentional lane deviations. A camera on the windscreen monitors the journey and, when necessary, the steering wheel vibrates to warn the driver. The Lane Departure Warning system is speed-dependent.

When travelling at high speed, the system quickly reacts when the vehicle approaches the lane markings.

The system's camera monitors the markings on at least one side of the lane. The control unit uses image processing technology to calculate the vehicle's position in relation to these lane markings. The camera scans the road 50 metres ahead and reacts appropriately to the current driving situation, even in bends or narrow lanes.

The system even works in the dark, as soon as the headlights have been switched on. It can therefore be used in a wide variety of everyday driving situations. The warning signal is not emitted if the driver has signalled their intention to change lanes or direction by activating the indicator.

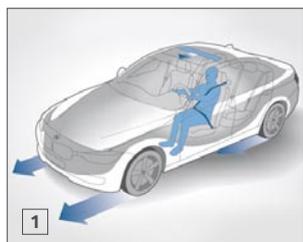
BMW CONNECTED DRIVE

FACTS ▶ SAFETY ▶ LANE CHANGE WARNING AND LANE DEPARTURE WARNING

The high-tech multi-function camera fitted to the interior mirror supplies information to several BMW ConnectedDrive driver assistance systems. BMW is the first premium class car manufacturer to also use this camera for monitoring the vehicles ahead, as it does in the new BMW 3 Series Saloon. The image processing system always has an eye on the traffic and emits an acoustic signal whenever it detects the risk of a collision. An acute acoustic warning signal and visual display in the instrument panel, or in the optional BMW Head-Up Display, warn the driver when they are tailgating. The braking system is preconditioned at speeds above 50 km/h and the triggering threshold in the hydraulic Brake Assist system is simultaneously lowered. These measures provide the driver with visual/acoustic warnings as well as targeted support so they can react effectively in emergency situations. There is no automatic brake intervention. The sensitivity of the automatic collision pre-warning system can be individually configured, with several levels to choose from.

- 1 Visual warning icon on the exterior mirror.
- 2 Visual display in the instrument panel.

BMW CONNECTED DRIVE

FACTS ▶ SAFETY ▶ ACTIVE PROTECTION**ACTIVE PROTECTION.**

Pre-emptive passenger protection – for the first time ever, the new BMW 3 Series Saloon features the Active Protection safety package as part of BMW ConnectedDrive. This driver assistance system is activated shortly after start-up – once the vehicle reaches 18 km/h. It automatically tensions the seatbelt in order to remove any slack on the driver's or front passenger's belt.

In the event of a critical pre-crash driving situation, the seat belts on the front seats are tightened, and the side windows and sliding sunroof are closed. Active Protection detects the threat of a collision via the front camera or front radar, by all-out braking initiated by the driver or if the vehicle shows strong signs of understeering or oversteering. If a crash was unavoidable, the system applies the vehicle's brakes automatically and brings it to a standstill, without the driver needing to act. With a maximum deceleration of 5 m/s^2 , the vehicle is brought to a standstill after the crash and its brakes blocked for another 1.5 seconds. This helps to reduce the possibility of a second collision, or even prevent it altogether.

1 Active Protection – for even more safety.

BMW CONNECTED DRIVE

FACTS ▶ SAFETY ▶ ANTI-GLARE HIGH-BEAM ASSISTANT**ANTI-GLARE HIGH-BEAM ASSISTANT.**

Drive safe after dark – the anti-glare High-Beam Assistant (OE) detects sources of light in the vehicle's vicinity and switches between high and low beam depending on the surrounding traffic. When the system is active, an image sensor behind the interior mirror monitors traffic and light conditions. The assistant function then uses these sensor images to decide whether or not the high-beam light can be switched on. The high-beam is switched to off whenever it detects vehicles in front or oncoming traffic, or when there is sufficient ambient light.

1 Anti-glare High-Beam Assistant – drive safe after dark.

BMW CONNECTED DRIVE

FACTS ▶ SAFETY ▶ **ADVANCED EMERGENCY CALL FROM BMW ASSIST.****ADVANCED EMERGENCY CALL FROM BMW ASSIST.**

Help arrives automatically – thanks to the Advanced Emergency Call from BMW Assist. In a worst-case scenario, you can always rely on BMW. Crash sensors automatically trigger an emergency call via an accident-proof telephone unit that is integrated into the vehicle. The call is immediately received at the BMW Assist call centre. A call centre employee then gets in touch directly and enquires as to the condition of the occupants. This connection is also used to transmit the vehicle's exact position to an accuracy of one metre, as well as other data of relevance to the rescue services – such as potential injuries, the number of passengers and where they are seated, as well as the model and colour of the vehicle. This ensures that the closest rescue coordination centre is immediately informed of the emergency. The emergency services are then in a position to quickly organise the right medical assistance for those involved. Quick assistance can even be arranged from afar: if, for example, you have an accident while abroad, a BMW Assist call centre in your home country will be contacted and you can converse in either your native language or the language of the country you are visiting.

Needless to say, the emergency call can also be triggered manually, thereby ensuring the swift arrival of assistance.

BMW ConnectedDrive – for real peace of mind.

1 Advanced Emergency Call – when accidents happen, every second counts.

2 Automatic transmission of all relevant accident data.

BMW CONNECTED DRIVE

THE COMPETITION ▶ BMW 3 Series**BMW 3 Series.**

The new BMW 3 Series is the only vehicle in its class to offer the option of a full-colour BMW Head-Up Display. This transmits relevant information into the driver's direct field of vision, allowing them to fully concentrate on driving.

The BMW ConnectedDrive package in the new BMW 3 Series is the most innovative comprehensive package on the market today. In the field of telematic functions, BMW is the innovation leader across all models.

Compared to the competition, BMW is the only manufacturer to offer a secure and effective emergency call, a convenient information service that supports the wireless transmission of navigation destinations to the vehicle and a comprehensive online portal with a read-aloud function.

The new BMW 3 Series features the unparalleled interconnected mobility services from BMW Assist and BMW Online that operate via a built-in mobile phone card.

The optional Comfort Access package, incl. remote opening of the tailgate, is unique in its class.

Extensive camera systems for optimal visibility are also unique within this segment: Park Distance Control, Surround View and rear view camera offer drivers an overview of their surroundings during low-speed manoeuvres.

BMW CONNECTED DRIVE

THE COMPETITION ▶ AUDI A4



AUDI A4.

Typical features for its class.

Much smaller range of optional technical equipment than the BMW 3 Series.

"MMI plus" hard disc navigation system; 7" colour display; music interface; TV reception.

Bang & Olufsen sound system.

Telephone connection via Bluetooth.

Parking Assistant, incl. automatic steering function and hill-start assist.

Adaptive Xenon headlights with dynamic cornering lights.

Lane change assistant ("side assist") and lane departure warning system ("lane assist").

Adaptive cruise control.

No innovative safety features.

Will feature an internet connection (Google based) and other assistance systems after its facelift in early 2012.

Press reviews:

"However, a few issues tarnish its good overall impression: a few colleagues found the MMI operating system in the Audi A4 2.0 TDI to be unnecessarily distracting as its many buttons are installed quite far back. To operate the seat heating, the function first has to be activated via a push-button and only then can one select the desired setting via a control dial. Wind noise can be heard next to the A-pillar when travelling at high speed and it took a really long time for the heating to warm up the interior of the Audi A4 2.0 TDI in winter – a problem experienced by many diesel models, as their highly efficient drive produces very little heat loss." (Auto Motor und Sport, 07/06/2011)

BMW CONNECTED DRIVE

THE COMPETITION ▶ MERCEDES-BENZ C-CLASS**MERCEDES-BENZ C-CLASS.**

Many technological features and assistance systems available.

COMAND Online navigation system with hard disc navigation, 10 GB audio file storage, voice control and media interface, 7" display.

"Distronic Plus" adaptive cruise control and proximity control.

Lane change assistant and blind spot assist.

Pre-Safe.

"Attention Assist" tiredness detection.

Rear view camera.

Harman/Kardon surround sound system.

In-car hotspot: internet use with suitable end devices (laptop etc.), but no internet in the COMAND system, despite having the word "online" in its title.

BMW CONNECTED DRIVE

THE COMPETITION ▶ LEXUS IS



LEXUS IS.

Good level of equipment and safety (some optional equipment and packages also available).

Hard disc navigation system with a 40 GB memory and 7" navigation monitor.

Radar-controlled Pre-Crash Safety system (PCS).

Adaptive cruise control (ACC) with brake assist.

Bi-Xenon headlights and intelligent AFS (Adaptive Front-lighting System).

Mark Levinson sound system.

Rear view camera and Active Parking Assist.

Keyless "Smart Entry".

No internet connection in the vehicle.

BMW CONNECTED DRIVE

THE COMPETITION ▶ INFINITI G 37



INFINITI G 37.

Average level of technology (in many cases as part of package or optional).

Lacking in real innovative features, way behind the competition in relation to technology.

Intelligent cruise control (CC) with distance control and brake assist.

Hard disc navigation system (30 GB) with voice control.

Screen positioned far back in the dashboard.

Bluetooth networking (audio streaming) and USB connection.

Xenon headlights with dynamic cornering lights.

Rear view camera.

I-Key with smart access function and memory settings.

No internet connection in the vehicle.

Press reviews:

"German car makers wouldn't allow the occasionally clumsy choice of words in the optional navigation system, which has a 30 GB hard disc memory, touch screen and an additional 10 GB for music files." (Focus Online, 12.11.2010)

BMW CONNECTED DRIVE

THE COMPETITION ▶ DATA & FIGURES

| Convenience | BMW 3 Series Saloon | Audi A4 | MB C-Class | Lexus IS | Infiniti G |
|--------------------------------------|---------------------|---------|------------|----------|------------|
| Real-Time Traffic Information | + | - | - | - | - |
| Active cruise control | + | + | + | + | + |
| Comfort Access system | + | + | + | + | - |
| Remote functions (via Apple™ iPhone) | + | - | - | - | - |
| Telephone information service | + | - | + | - | - |
| Google™ services | + | - | - | - | - |
| TeleServices | + | - | - | - | - |
| Surround View | + | - | + | - | - |
| Parking Assistant | + | + | + | - | - |
| Rear view camera | + | + | + | + | + |

| Infotainment | BMW 3 Series Saloon | Audi A4 | MB C-Class | Lexus IS | Infiniti G |
|------------------------|---------------------|---------|------------|----------|------------|
| Exclusive routes | + | - | - | - | - |
| Online portal | + | - | + | - | - |
| In-car internet access | + | - | + | - | - |
| Office functions | + | - | - | - | - |
| Connected Apps | + | - | - | - | - |

| Safety | BMW 3 Series Saloon | Audi A4 | MB C-Class | Lexus IS | Infiniti G |
|---------------------------------|---------------------|---------|------------|----------|------------|
| Full-colour BMW Head-Up Display | + | - | - | - | - |
| Active Protection | + | + | + | + | - |
| Lane Change Warning | + | + | + | - | - |
| Lane Departure Warning | + | + | + | - | - |
| Speed Limit Info | + | - | + | - | - |
| Advanced Emergency Call | + | - | - | - | - |

SAFETY

HIGHLIGHTS**THE SAFEST WAY TO DRIVE.**

A package of intelligent safety features aimed at minimising the risk of accidents – and for that great feeling of knowing you're always in safe hands.

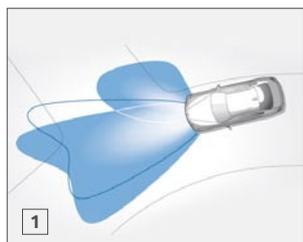
The most advanced technologies – you can always rely on the cutting-edge technologies featured as standard in the new BMW 3 Series.

Helps to avoid hazardous situations – safety-oriented services from BMW ConnectedDrive, such as the Lane Departure Warning system, minimise the risks associated with driving.

Intelligent interplay – to ensure that both the driver and passengers enjoy the best possible protection, various standard safety features operate hand in hand.

SAFETY

FACTS ▶ ACTIVE SAFETY ▶ ADAPTIVE HEADLIGHTS WITH VARIABLE LIGHT DISTRIBUTION



ADAPTIVE HEADLIGHTS.

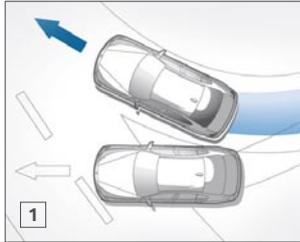
Drive safe after dark – the High-Beam Assistant (OE) in the new BMW 3 Series Saloon is an additional safety feature for night-time driving. In accordance with the current traffic situation, this system automatically switches the high-beam light on and off. This ensures that the driver always has an optimal view of the road ahead without having to personally control the high-beam. Using the images generated by the camera that is integrated into the interior mirror, the system can detect vehicles up ahead at a distance of approx. 400 metres. Oncoming traffic is identified at a distance of approx. 1,000 metres. The high-beam light is also automatically switched off when there is enough ambient light.

In conjunction with the optional Bi-Xenon Headlights, the new BMW 3 Series Saloon can be fitted with the latest generation of Adaptive Headlights, including cornering lights, variable light distribution and adaptive headlight range control. Adaptive headlights ensure that the exact course of bends is optimally illuminated. The direction in which the headlights swivel is determined by the steering angle and the speed at which the vehicle is travelling. The cornering lights are integrated into the fog lights and react to both indicator activation and to the steering angle (up to 65 km/h). When turning to the left or right, an additional beam of light considerably improves the visibility in the area around the vehicle. For the first time ever, the BMW 3 Series Saloon now comes with the integrated, continuously variable High-Beam Assistant, which allows the high-beam to remain active even in the presence of oncoming traffic. However other road users won't be dazzled, thanks to the intervention of dynamic headlight covers.

1 Adaptive Headlights – drive safe after dark.

SAFETY

FACTS ▶ ACTIVE SAFETY ▶ DYNAMIC STABILITY CONTROL (DSC)

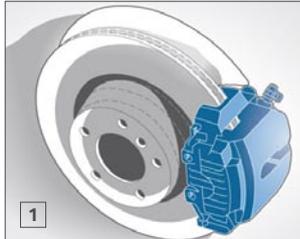


DYNAMIC STABILITY CONTROL (DSC).

Improves vehicle handling – Dynamic Stability Control, (DSC), incl. Cornering Brake Control (CBC), Hill-Start Assistant, Brake Assist, brake drying and braking readiness. DSC recognises the risk of skidding before it occurs and stabilises the car in milliseconds. The traction mode sub-function (DTC) allows increased wheel slip to optimise acceleration in certain driving conditions and to enable more dynamic driving.

1 DSC – improves vehicle handling.

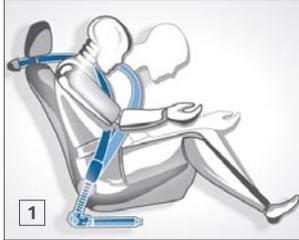
SAFETY

FACTS ▶ ACTIVE SAFETY ▶ **DISC BRAKES****DISC BRAKES.**

Disc brakes, all-round (front inner-vented) – specially designed to deliver maximum driving safety and easy operation. The braking system is characterised by its long service life and the provision of consistently short braking distances.

1 Disc brakes, all-round.

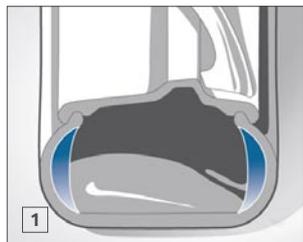
SAFETY

FACTS ▶ ACTIVE SAFETY ▶ BMW RESTRAINT SYSTEM**BMW RESTRAINT SYSTEM.**

The **BMW restraint system for driver and front passenger** – comprises 3-point seat belts combined with belt tensioners and belt force limiters. So in the event of a collision, passengers are held safely in their seats. The seat belt buckles in the rear are marked to avoid them being incorrectly fastened.

1 The new BMW 3 Series offers the ultimate in passenger protection.

SAFETY

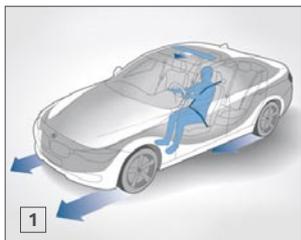
FACTS ▶ ACTIVE SAFETY ▶ **RUNFLAT TYRES****RUNFLAT TYRES.**

Runflat tyres – reinforced side walls prevent the tyres from completely collapsing or loosening from the rim if the air pressure drops (standard with all 17" light alloy wheels and larger), helping you make it safely to the next repair shop.

Flat tyre indicator (FTI)– notifies the driver of any tyre problems. A minor loss in pressure is signalled by a light in the cockpit, while a greater loss is additionally indicated by an acoustic warning.

1 Runflat tyres.

SAFETY

FACTS ▶ ACTIVE SAFETY ▶ **ACTIVE PROTECTION****REDUCES THE SEVERITY OF AN ACCIDENT.**

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In the event of a critical pre-crash driving situation, the seat belts on the front seats are tightened, and the side windows and sliding sunroof are closed. Active Protection detects the threat of a collision via the front camera or front radar, by all-out braking initiated by the driver or if the vehicle shows strong signs of understeering or oversteering. If a crash was unavoidable, the system applies the vehicle's brakes automatically and brings it to a standstill, without the driver needing to act. With a maximum deceleration of 5 m/s^2 , the vehicle is brought to a standstill after the crash and its brakes blocked for another 1.5 seconds. This helps to reduce the possibility of a second collision, or even prevent it altogether.

1 Active Protection – for even more safety.

SAFETY

FACTS ▶ ACTIVE SAFETY ▶ **LANE CHANGE WARNING AND
LANE DEPARTURE WARNING****LANE CHANGE WARNING & LANE DEPARTURE WARNING.**

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SAFETY

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- 1 Visual warning icon on the exterior mirror.
- 2 Visual display in the instrument panel.

SAFETY

FACTS ▶ ACTIVE SAFETY ▶ ADVANCED EMERGENCY CALL FROM BMW ASSIST



ADVANCED EMERGENCY CALL FROM BMW ASSIST.

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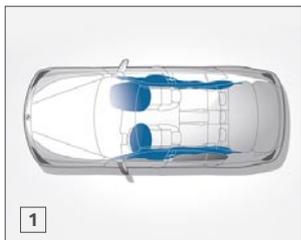
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1 Advanced Emergency Call – when accidents happen, every second counts.

2 Automatic transmission of all relevant accident data.

SAFETY

FACTS ▶ PASSIVE SAFETY ▶ AIRBAGS



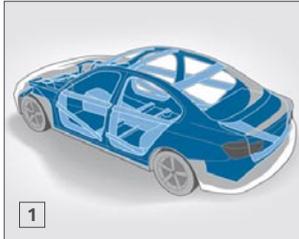
INTELLIGENT AIRBAG SYSTEM.

Lightning fast intervention – should an accident occur, crash sensors trigger the activation of the standard airbag system within a fraction of a second. The required airbags are inflated to the correct pressure. This means that all the remaining airbags are still available in the event of a follow-on collision. The vehicle's safety features include front airbags, side airbags integrated into the backrests, head airbags for the front and rear seats, three-point automatic seat belts for all seats, and belt force limiters and belt tensioners in the front.

1 Airbags – lightning fast intervention.

SAFETY

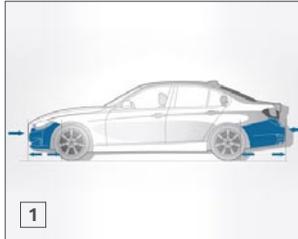
FACTS ▶ PASSIVE SAFETY ▶ PASSENGER CELL

**REDUCES THE FORCE OF A COLLISION.**

Extremely rigid passenger cell – the new BMW 3 Series Saloon features a particularly rigid passenger cell. This not only leads to increased steering precision and agility, but also improves passenger safety. The body only yields in precisely defined areas at the front and rear. Should an accident occur, these deformation areas are capable of absorbing a large amount of the impact, thereby minimising the severity of the collision as it happens.

1 Extremely rigid passenger cell.

SAFETY

FACTS ▶ PASSIVE SAFETY ▶ **BUMPER SYSTEM****BUMPER SYSTEM.**

Front and rear bumpers – feature easily-replaceable deformation elements that absorb impacts at speeds of up to 15 km/h.

1 Front and rear bumpers.