

BMW 3 Series Coupe

328i
328i xDrive
335i
335i xDrive
335is



The Ultimate
Driving Machine®



THE BMW 3 SERIES COUPE.

THE ELUSIVE BENCHMARK.

BMW EfficientDynamics
Less emissions. More driving pleasure.



AT BMW, WE'RE ALWAYS DRIVING AHEAD.

Remaining "The Ultimate Driving Machine®" is all about raising bars – as we have always done with the BMW 3 Series Coupe. Its bold styling turns heads; a choice of two advanced, fast-response TwinPower Turbo engines deliver push-you-back-in-the-seat thrills. And to our acclaimed 6-speed manual and STEPTRONIC automatic transmissions we've added a 7-speed, paddle-shifting Double Clutch Transmission that changes gears in a flash, with no interruption in power. Why all these enhancements to a vehicle that has been selected to **Car and Driver's** "10Best" Cars list for a record 20 years running? Our reputation is born of striving for perfection. Not resting on laurels.



The BMW 3 Series Coupe

WE'RE ALWAYS DRIVING AHEAD.

- 06 Exterior**
The essence of athletic performance.
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Advanced design – perfected in Virtual Reality, yet finalized by human hand.
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Tactile, spacious and comfortable – with the ambience of quality.

bmwusa.com/3seriescoupe

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World-class, yet personalizing.

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bmwusa.com



Want the inside scoop on BMW?
You can find us on Facebook® at
[facebook.com/bmwusa](https://www.facebook.com/bmwusa).

BMW 335i Coupe shown with the following equipment:

Engine: 24-valve BMW TwinPower Turbo
3.0-liter inline six-cylinder engine
Nominal output: 300 hp @ 5800 rpm
Wheels: Star Spoke (Style 339) light alloy
Exterior color: Vermilion Red Metallic
Upholstery: Black Dakota Leather
Interior trim: Aluminium

For information on specifications, please see pages 58-59.

Editorial

A BREED APART.

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

These enthusiast drivers keep our engineers up at night, creating innovations to satisfy virtually insatiable driving appetites. It's for this breed of driver that we created the 335is High Performance model, brandishing a 320-hp turbocharged engine with 332 lb-ft of torque that boosts to 370 lb-ft of track-worthy acceleration. Of course it's available with a 7-speed, sport automatic Double Clutch Transmission with steering wheel-mounted paddle shifters. After all, to a Coupe driver, life is always a hands-on experience.

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

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

It's one more of the 3 Series Coupe's many qualities that make a big difference for drivers who are just a bit different from the rest.





Step closer to the BMW 3 Series Coupe and you'll discover that its wide signature kidney grille is surrounded with tantalizing styling cues and accents. Performance-bred front and rear air dams and side skirts express the muscular attributes of the M Sport Package and 335is High Performance Coupe. And here's a bright idea: LED exterior lighting that exudes the fun you're having behind the wheel. Yet even with these bold strokes, one glance and you know this is unmistakably a BMW – The Ultimate Driving Machine.® Approach. Anticipate. Open. Enjoy.

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

**YOUR PULSE QUICKENS
BEFORE YOU OPEN THE DOOR.**



Progress never stands still. That's the idea behind BMW EfficientDynamics: more driving pleasure with minimized fuel consumption and less emissions. On the outside, all BMWs are wind-tunnel-tested to optimize a body shape that minimizes fuel-wasting aerodynamic drag. Under the hood, BMW engines continue to win awards for ever more powerful output along with advanced fuel-extending technologies, such as the unique Valvetronic engine breathing technology and High Precision Direct Injection. Do you love both sporty driving and our planet? Your Coupe is waiting. Please obey all posted speed limits on your way to your BMW center.

bmwusa.com/efficientdynamics

BMW EfficientDynamics
Less emissions. More driving pleasure.



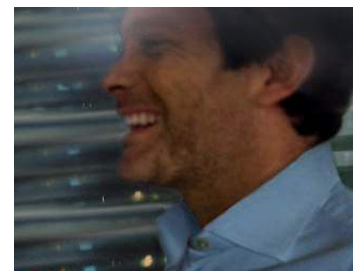
**SUSTAINABLE TECHNOLOGY THAT
DOESN'T FORGET TO SUSTAIN THE FUN.**

LIGHTING – THE BETTER TO SEE AND BE SEEN.



The lighting for the BMW 3 Series Coupe makes a dramatic entrance – and exit. At the front, circling the daylight-bright Xenon headlights are four Corona headlight-rings, powered by bright LED lights. Also used as Daytime Running Lights, the headlight-rings' distinctive look announces your presence to other drivers. The far edge of each headlight fixture is illuminated with a daring LED "string" array; above, a light trim bar gives the 3 Series Coupe a focused look. Moving to the rear, long-lasting LED tail- and brakelights are arrayed in horizontal tubes that illuminate simultaneously, creating a unique, eye-catching design with depth and dimension. And inside the cabin, the drama of warm Ambiance interior lighting, streaming down from under the ledge on the door and side panels, puts you and your passengers at ease. It's easy to see: your 3 Series Coupe will own the night.

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Whether you're turning into a tight country-road bend, accelerating onto the busy Interstate, or twisting through hectic city streets, the BMW 3 Series Coupe calls on an array of advanced performance technologies to put you in firm command. Available Active Steering, for instance, matches steering response and feel to your driving demands. At low speeds the steering wheel needs only two turns lock-to-lock, making parking gymnastics a breeze. As you accelerate, it actively adapts the steering ratio to maintain a consistent, razor-sharp feel. Dynamic Stability Control (DSC) and Dynamic Traction Control (DTC), on the other hand, help prevent driving problems before you notice them. Like all BMWs, the Coupe is balanced with near-perfect 50/50 weight distribution and a race-proven suspension, engineered to provide the pinnacle of driving performance.

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**NO MATTER WHERE,
THE BLACKTOP BELONGS TO YOU.**





ADVANCED DESIGN. YET ONE GLANCE SAYS “BMW.”

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





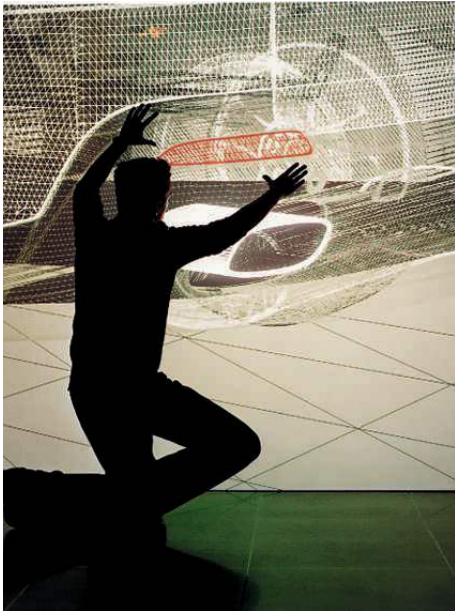
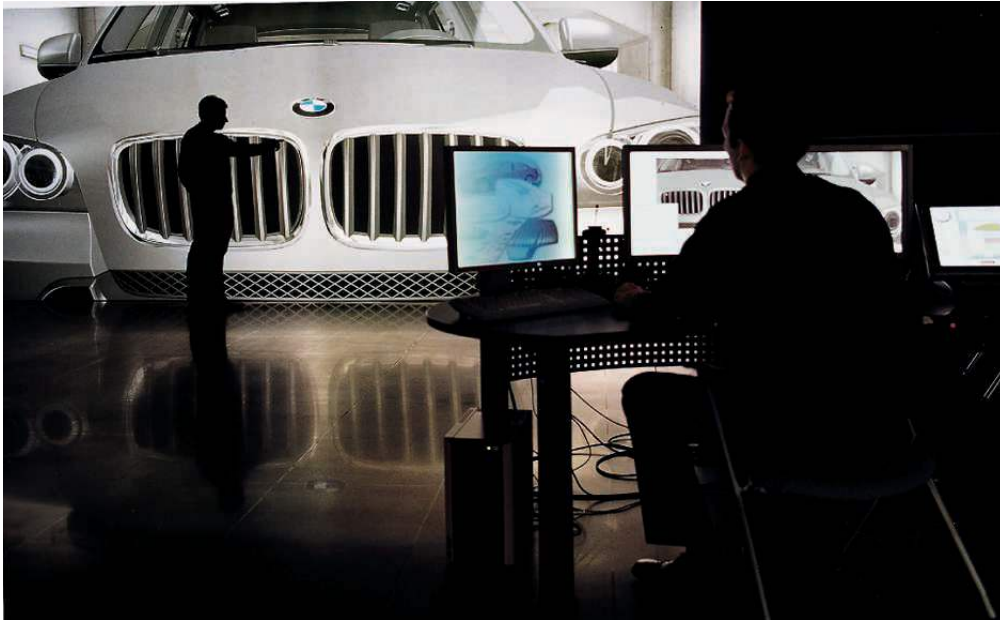
CLOSE THE DOOR.

RELAX – YOU'RE PROTECTED.



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

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

EXPERIENCE TOMORROW, TODAY.

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

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

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

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

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

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



How to turn the two dimensions of a screen display into 3-D: in the CAVE (below), the driver feels as though he or she were actually sitting in a car and driving through a landscape. In this way, features and characteristics, such as cockpit ergonomics, can be tested.



**SCENERY CAN BE TOUCHING.
SO CAN INTERIORS.**

Come, sit and feel the premium materials we use throughout the cabin, and the expert care with which they are crafted. The surfaces of the comfortable, ergonomically designed seats are wrapped in supple yet durable Dakota Leather. The steering wheel and shift lever are covered in hand-stitched leather, ready for action with a racing-inspired feel. Instrument rings, interior door handles and more are finished in a pearl-gray brushed metal with a satiny feel. All other surfaces are invitingly soft, yet firm, to the touch. Please visit your BMW center for a test touch.

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

bmwusa.com/iDrive

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**PUT THE WORLD
AT YOUR FINGERTIPS.**

**THE WORDS “BACK SEAT” AND “HOSPITABLE” WILL
NOW APPEAR IN THE SAME SENTENCE.**

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

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

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

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

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

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



BMW Vision EfficientDynamics: Vision becomes reality.

In 2014 BMW plans to debut the BMW Vision EfficientDynamics test model – a 2+2 sports car featuring groundbreaking plug-in hybrid technology that combines sports-car performance with compact-class consumption. Powered by the latest-generation, full-hybrid system, the vehicle – in concept form – generates a total of 328 hp through a 161-hp, three-cylinder turbo diesel engine with 214 lb-ft of torque, as well as a hybrid synchronous engine on the front axle and fully hybrid drive system on the rear axle. With a range of up to 435 miles, its ratio of performance to fuel consumption is without equal, positioning BMW as the world's leading manufacturer of exceptionally efficient, sporty vehicles.

➔ bmwusa.com/efficientdynamics

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



BMW TwinPower Turbo technology.

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

High Precision Direct Injection.

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

7-speed sport automatic Double Clutch Transmission.

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

Valvetronic.

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

Electric Power Steering.

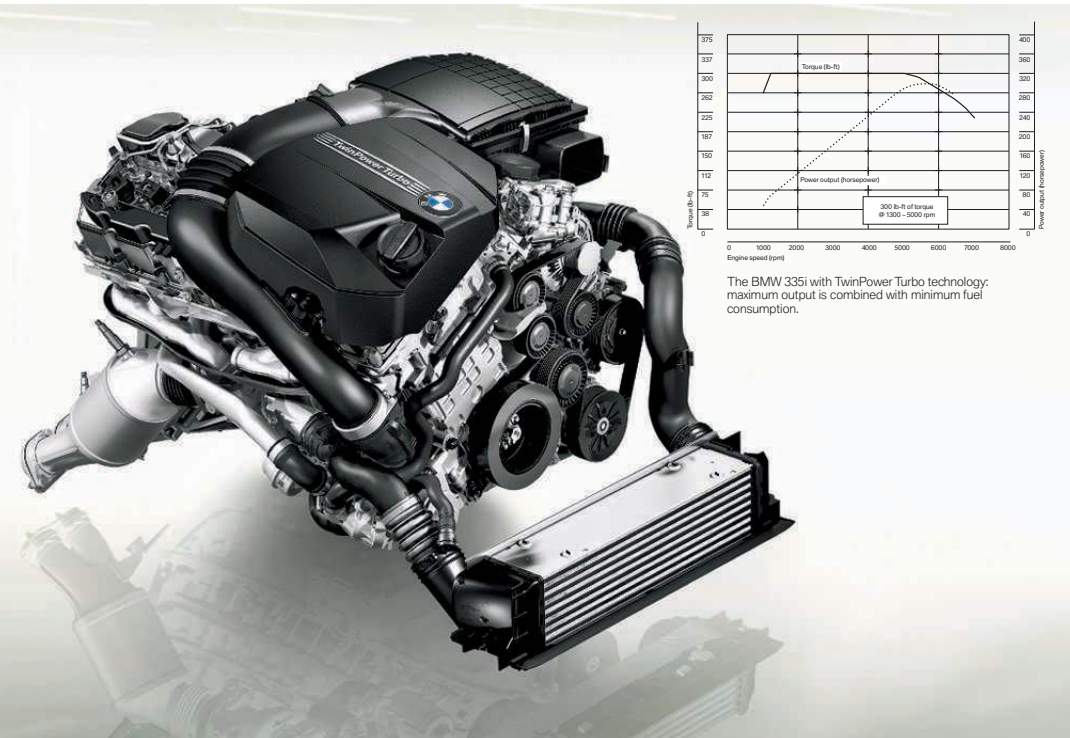
Unlike conventional, hydraulic steering systems, electric power steering draws power only during actual steering movements. When the steering wheel position is constant, the electric motor is inactive.

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

BMW EfficientDynamics
Less emissions. More driving pleasure.



SATISFYING POWER SERVED UP IN THREE EXCITING FLAVORS.



Engines that power innovation. Year after year, numerous BMW engines have garnered accolades for their output, refinement and high-revving ability. Among this pantheon of powerplants, the most frequently honored has been the inline six-cylinder. It is only natural, then, that BMW has poured its expertise into providing three exceptional inline six-cylinder engines for the 3 Series Coupe. All are designed to deliver on the BMW EfficientDynamics philosophy: increased power with decreased fuel consumption and emissions. Whichever engine you select, you'll enjoy the thrill of BMW performance while helping to protect the environment every day.

BMW 335i TwinPower Turbo.

This unique engine combines a twin-scroll TwinPower Turbo, High Precision Direct Injection, and – in a first for turbocharged engines – BMW's Valvetronic variable intake technology that helps the engine “breathe” better. The result: turbo lag is virtually eliminated, while posting one of the most fuel-efficient ratings in its class. The 335i TwinPower Turbo develops maximum output of 300 hp at 5800 rpm, redlining at 7000 rpm. Peak torque of 300 lb-ft kicks in almost immediately at 1300 rpm. It continues to push you back in your seat all the way to 5000 rpm. In just 5.3 seconds you're easily passing 60 mph¹ – and just as easily surpassing all expectations.

BMW 328i.

BMW's engine-building heritage is masterfully realized in this naturally aspirated 230-hp unit. It uses a composite magnesium/aluminum engine block, whose lighter weight allows agile handling and a 0-60 time of 6.2 seconds.² BMW's advanced Valvetronic technology and Double-VANOS “steplessly” variable valve timing deliver quick and potent engine response, a smooth idle, and enhanced fuel efficiency. Drawing on 200 lb-ft of torque, the power pours on early and strong, and continues throughout the power-band.

BMW 335is High Performance.

To create the 335is engine, BMW gave its multi-award-winning turbocharged inline six 20 more horsepower, 32 more lb-ft of torque – and an additional 38 lb-ft of temporary torque boost for adrenaline-producing bursts of acceleration. Of course, BMW EfficientDynamics ensures that every ounce of fuel is optimized during the performance.

Power to the pavement.

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

¹ BMW AG preliminary test results, manual transmission; 5.5 seconds, STEPTRONIC automatic. BMW urges you to obey all posted speed laws and always wear safety belts.

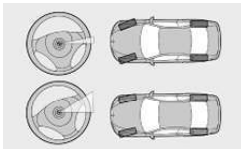
² BMW AG test results, manual transmission; 6.8 seconds, STEPTRONIC automatic. BMW urges you to obey all posted speed laws and always wear safety belts.



The BMW 3 Series Coupe offers a host of innovative performance-enhancing technologies as well as active and passive safety features that help you get the most pleasure out of every drive.

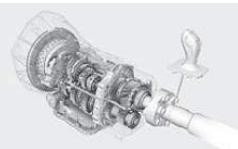


IF THE 3 SERIES COUPE IS BEAUTIFUL TO LOOK AT, WHAT'S INSIDE IS POSITIVELY STUNNING.



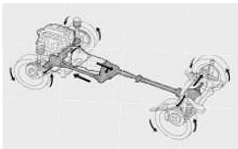
Active Steering.

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



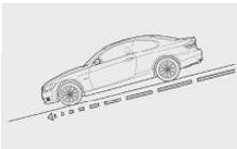
7-speed sport automatic Double Clutch Transmission.

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



xDrive all-wheel drive.

BMW's xDrive intelligent all-wheel-drive system takes all-road traction to new heights. On smooth, dry roads, the 328i xDrive and 335i xDrive have a rear-wheel-drive feel. But hit a wet uphill curve, for instance, or wet leaves, water or snow, and even before wheelspin can occur, the system immediately recognizes any need for a change in power distribution. It can send more torque to the front axle to achieve stability. And should one wheel on an axle spin faster than the other, the brakes automatically engage, as needed, to bring all wheels back in sync. With xDrive, you enjoy optimum traction at all times.



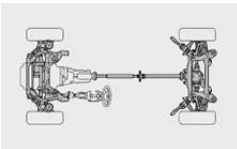
Hill Descent Control (HDC).

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



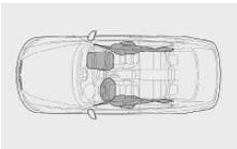
Dynamic Stability Control (DSC).

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



Lightweight chassis.

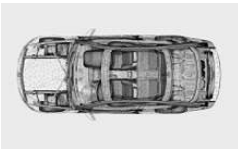
Lightweight construction is used throughout the 3 Series Coupe. In the front section, for example, aluminum is used extensively for suspension components and in the steering rack. This enhances the Coupe's agile performance while ensuring superb ride comfort. BMW's six-cylinder TwinPower Turbo engines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



Airbags.

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

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



Occupant cell.

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



CONNECTED DRIVE: BMW'S INTELLIGENT NETWORK
OF DRIVER, CAR AND ENVIRONMENT.



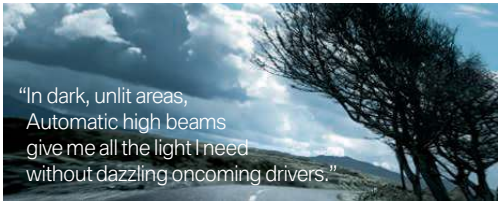
Today's technology allows greater interactivity between vehicles, consumer electronics, the internet, and the driver. In a BMW, this is called ConnectedDrive.

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

bmwusa.com/connecteddrive

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

bmwusa.com/futurelab



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

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



BMW's on-board **Navigation system** uses Global Positioning System (GPS) satellites and data stored on an internal hard drive to guide you to your destination, which is displayed on a 16:9 high-resolution screen. Features include 3-D daytime and nighttime maps, zoom, travel planner, and an Assistance Window. The system also offers Voice command for convenient, hands-free operation, and 12 GB of storage for your favorite media files. Online Information Services include MyInfo, which allows Google Maps™ destinations to be sent to your vehicle, as well as BMW Online when your vehicle is also equipped with BMW Assist™ Convenience Services.



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

STAY TOTALLY IN TOUCH WHEREVER YOU GO – WITH BMW CONNECTED DRIVE.

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

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

Use the time you spend in your vehicle even more effectively with BMW's **Mobile Office** feature! For example, when your vehicle is paired with a selected Bluetooth® interface, text messages and emails are transferred to your iDrive Display screen – and our system even reads them aloud to you. Thanks to Bluetooth audio streaming, you can enjoy wireless playback of your music files; your personal audio library can even be accessed via the iDrive Controller.

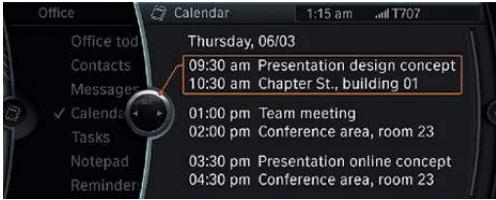
¹ Not all mobile phones are compatible with Mobile Office, and some compatible phones support a limited number of Mobile Office functions. For the complete list of compatible mobile phones and the details regarding which Mobile Office functions are supported by each phone, please visit bmwusa.com/bluetooth.

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

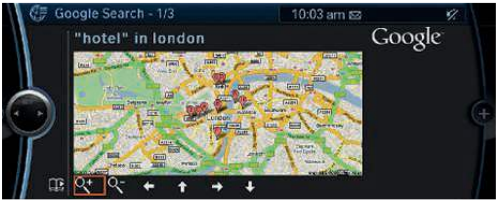
Enhanced functions for the iPod® and USB adapter add to the ease and pleasure of using your iPod or iPhone®. Want to know which CD that song comes from? The album cover is shown on your Display screen. Don't purchase additional cables – your iPod or iPhone's original USB cable connects to your BMW's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

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

bmwusa.com/connecteddrive



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

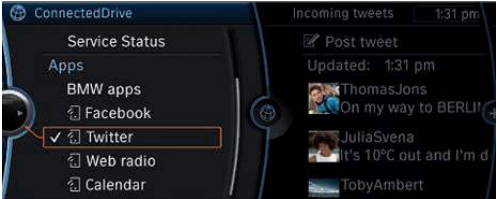


BMW Online allows online access to up-to-date fuel prices and gas station locations; the latest weather forecasts, advisories and warnings; Dow Jones, S&P 500 and NASDAQ indices; and the powerful reach of the Google Maps database – all delivered on the Control Display inside your vehicle. Access news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



BMW Apps lets you access Social Networks, music PlugIn and Video Playback through your iPhone, and see them on the Display screen.² Tune in to **Web radio** and search for stations from around the globe by name, location or genre. You can also store your favorite stations, find similar stations, display station information, and change the quality of the audio. Your favorite entries are stored on your iPhone, so you can take them with you from one vehicle to another.

Please note:
• Available in models manufactured as of April 2011.
• Not all features available while vehicle is in motion; see dealer for details.
• Web radio audio quality depends on the bit rate of the station, and data reception depends on your cell service. Data transfer comes over the iPhone.



Access content from your **Twitter™** and **Facebook®** accounts to stay on top of what's happening with friends and family.² The system can even read posts aloud, so you can keep your focus on the road. You can quickly post prewritten tweets that are further personalized by your BMW to let everyone know where you are and that you're enjoying the drive.



When you select **PlugIn** from the BMW Apps menu, the iPhone exports a typical iPod look and control to your BMW through the video connection.² You can then search for your favorite music by playlist, artist, album, song, genre or composer, just as you would on your iPhone.

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

² Requires BMW Apps option and an iPhone.

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



MEETING IN THE GREEN HELL.

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

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

Not having any racing experience, sitting next to Andy Priaulx in a 335i Coupe feels like sitting in a real racecar. During the twisting Hatzenbach descent, the British driver speaks of the special virtues that each BMW possesses. “Driving any BMW is a very special feeling. The balanced weight distribution makes the vehicle very poised, and the steering tells me exactly what the car is doing at any given time.” Even sitting in the passenger seat, you can tell that Andy Priaulx and the 3 Series Coupe feel very much at home here. It has the Nürburgring in its genes, so to speak: since the mid-1960s, BMW engineers have tested every new model here prior to the start of production. The

challenging racetrack reveals both the sporting prowess and the durability of many parts. BMW was the first manufacturer to establish its own test center here in 1992.

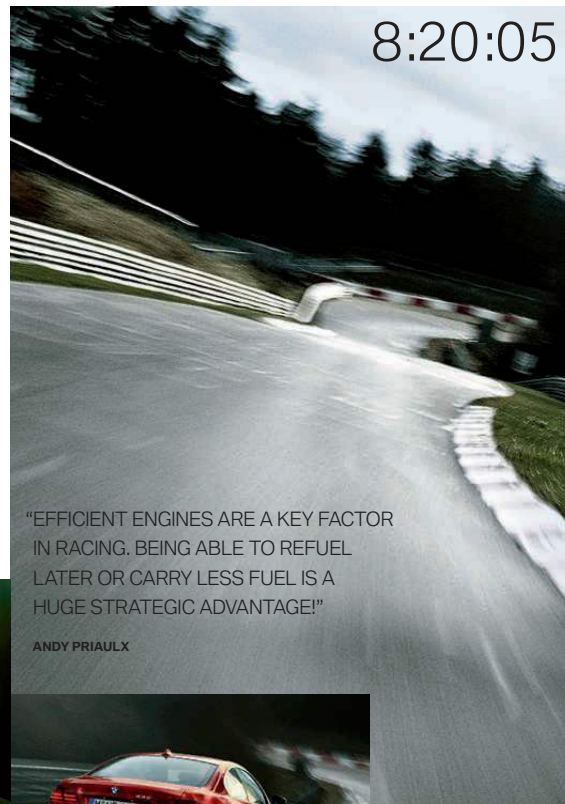
Although Andy Priaulx usually drives a touring car powered by a high-revving four-cylinder racing engine, he clearly enjoys the BMW six-cylinder TwinPower Turbo in the 335i Coupe. “On the long ascent to the Bergwerk section and then on to the Hohe Acht, you need every one of the 300 hp. No matter which BMW engine you prefer, its combination of power and efficiency guarantees driving pleasure without a guilty conscience.” Although the turbocharged inline six-cylinder engine has the same power output as its predecessor, the BMW engineers managed to lower its average fuel consumption. In the twisting bends around the famous Karussell, Priaulx praises the feeling of security and confidence that the BMW 3 Series Coupe evokes in the driver. “This applies to the slower technical passages as much as for the top-speed sections, such as the long finishing straight at Döttinger Höhe.”

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

The British racing driver Andy Priaulx won the 2005, 2006 and 2007 World Touring Car Championships with BMW Team UK. He tested the BMW 3 Series Coupe with six-cylinder TwinPower Turbo on the Nürburgring.



8:20:05



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

ANDY PRIAULX



The M Sport Package. Sporting flair.



M Sport Package: An Aerodynamic kit and increased top-speed limiter hint at the M Sport Package's performance-oriented attitude. The BMW 335i below is shown in exclusive Le Mans Blue Metallic paint set off by shadowline exterior trim, and features available Star Spoke (Style 230) 19-inch light alloy wheels with 225/35 front, 255/30 rear run-flat¹ performance tires.² The high-performance look continues inside with highly bolstered sport seats and a leather-wrapped multi-function M sport steering wheel.³ Dark Glacier Aluminum trim, an Anthracite headliner, M door sills and an M footrest complete the expressive visual touches. (M Sport Package not available in 335is High Performance.)



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



Star Spoke (Style 193M) light alloy wheels with **run-flat¹ performance tires.²** In front: 18 x 8.0 wheels with 225/40 tires; in back: 18 x 8.5 wheels with 255/35 tires.



Star Spoke (Style 230) light alloy wheels with **run-flat¹ performance tires.²** In front: 19 x 8.0 wheels with 225/35 tires; in back: 19 x 9.0 wheels with 255/30 tires.



Star Spoke (Style 340) 17 x 8.0 light alloy wheels with 225/45 **run-flat¹ all-season tires.**



V Spoke (Style 194M) 17 x 8.0 light alloy wheels with 225/45 **run-flat¹ all-season tires.**



V Spoke (Style 152) light alloy wheels with **run-flat¹ performance tires.²** In front: 18 x 8.0 wheels with 225/40 tires; in back: 18 x 8.5 wheels with 255/35 tires.



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

² Driving over rough or damaged road surfaces, as well as debris, curbs and other obstacles, can cause serious damage to wheels, tires and suspension parts. This is more likely to occur with low-profile tires, which provide less cushioning between the wheel and the road. Be careful to avoid road hazards and reduce your speed, especially if your vehicle is equipped with low-profile tires. Performance tires are not recommended for driving in ice and snow conditions.

³ When STEPTRONIC automatic transmission is ordered with the M Sport Package, steering wheel-mounted paddle shifters are automatically added.

BMW 335is High Performance model.

A Coupe with performance features as impressive as its looks, the BMW 335is High Performance starts with all the features of the M Sport Package, then kicks performance up a notch by increasing horsepower to 320 and torque to 332 lb-ft – with a temporary boost to 370 lb-ft. With all this power on tap, oil and water coolers have been added for increased cooling capacity. Those who demand hands-on control will delight in the 6-speed manual transmission's M sport

short gear shift knob. Also available: a lightning-quick 7-speed sport automatic Double Clutch Transmission with paddle shifters. Additional features that set the BMW 335is High Performance interior apart: high-quality steel pedal pads, Dark Glacier Aluminum trim, an instrument cluster with colored dials, and special 335is badging. A sport exhaust system with black chrome-plated tailpipes finishes the rear diffuser of the M sport rear bumper.



The 335is High Performance's refreshing design, complemented by powerful performance enhancements, make it an unmistakable yardstick whenever luxury-performance coupes are compared. The black chrome air intake grills with blacked-out kidney surround, black side-view mirror caps, and shadowline trim framing the windows provide a dramatic contrast to the Crimson Red paint. Large Double Spoke (Style 313) 18-inch wheels and distinctive 335is badging behind the front wheels enhance the aggressive look of this exquisite automobile.



The **335is interior** makes the driving experience even more enjoyable. 10-way power front sport seats have side bolsters that can be power-adjusted to fit your back comfortably while helping to hold you firmly in place during cornering. Included are two-way manual headrests and adjustable thigh support. Distinctive 335is elements include the Dark Glacier Aluminum trim and instrument cluster with colored dials, the M sport steering wheel, and a special 335is badge on the dash above the glovebox.



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



18-inch Double Spoke (Style 313) light alloy wheels with run-flat performance tires.¹ In front: 18 x 8.0 wheels with 225/40 tires; in back: 18 x 8.5 wheels with 255/35 tires.

19-inch Double Spoke (Style 313) light alloy wheels with run-flat performance tires.¹ In front: 19 x 8.0 wheels with 225/35 tires; in back: 19 x 9.0 wheels with 255/30 tires.



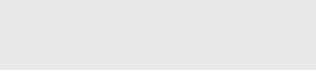
Instrument cluster with colored dials is unique to the 335is. The design offers quicker legibility during performance driving maneuvers.



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

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

Exterior colors.



300 Alpine White (Non-metallic)



A61 Crimson Red (Non-metallic)



668 Jet Black (Non-metallic)



A96 Mineral White Metallic



354 Titanium Silver Metallic



A92 Orion Silver Metallic



B40 Liquid Blue Metallic



A76 Deep Sea Blue Metallic



381 Le Mans Blue Metallic



A82 Vermilion Red Metallic



A52 Space Gray Metallic



475 Black Sapphire Metallic

Upholstery colors and materials.



KAGE Cream Beige Leatherette



KASW Black Leatherette



LCSW Black Dakota Leather



LCAD Gray Dakota Leather



LCCX Oyster/Black Dakota Leather



LCGE Cream Beige Dakota Leather



LCD1 Coral Red/Black Dakota Leather



LCD3 Saddle Brown Dakota Leather

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

The pages in this section show available colors and materials for the BMW 3 Series Coupe. Use these samples to compare paint, upholstery, trim colors and combinations. Please note that these samples are representations; they are not exact reproductions. To see the actual colors, visit your local BMW center or bmwusa.com/byo.

Interior trims.



4B9 Aluminum



4WA Dark Glacier Aluminum



4AB Dark Burl Walnut Wood



4A3 Light Burl Walnut Wood



4BY Bamboo Anthracite Wood

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

Recommended color combinations.

		BMW Upholstery colors							
Upholstery materials		Leatherette ¹		Dakota Leather ²					
Upholstery colors		Cream Beige	Black	Black	Gray	Oyster/Black	Cream Beige	Coral Red/Black	Saddle Brown
BMW exterior colors									
300 Alpine White ¹ (Non-metallic)		•	•	•	•	•	•	•	•
A61 Crimson Red ^{1,3} (Non-metallic)		•	•	•	•	•	•	•	•
668 Jet Black ^{1,4} (Non-metallic)		•	•	•	•	•	•	•	•
A96 Mineral White Metallic ⁵		•	•	•	•	•	•	•	•
354 Titanium Silver Metallic ⁵		•	•	•	•	•	•	•	•
A92 Orion Silver Metallic ^{4,5}		•	•	•	•	•	•	•	•
B40 Liquid Blue Metallic ^{4,5}		•	•	•	•	•	•	•	•
A76 Deep Sea Blue Metallic ^{4,5}		•	•	•	•	•	•	•	•
381 Le Mans Blue Metallic ⁷		•	•	•	•	•	•	•	•
A82 Vermilion Red Metallic ^{4,5}		•	•	•	•	•	•	•	•
A52 Space Gray Metallic ⁵		•	•	•	•	•	•	•	•
475 Black Sapphire Metallic ⁵		•	•	•	•	•	•	•	•
BMW interior trims									
4B9 Aluminum trim ⁶		•	•	•	•	•	•	•	•
4WA Dark Glacier Aluminum ⁸		•	•	•	•	•	•	•	•
4AB Dark Burl Walnut Wood ⁸		•	•	•	•	•	•	•	•
4A3 Light Burl Walnut Wood ⁶		•	•	•	•	•	•	•	•
4BY Bamboo Anthracite Wood ⁹		•	•	•	•	•	•	•	•

¹ Standard.

² Optional and included with Premium Package.

³ Not available with M Sport Package.

⁴ Not available in 335is or with M Sport Package.

⁵ Optional.

⁶ Not available in BMW 335is.

⁷ Optional (requires M Sport Package in all models except 335is).

⁸ Standard in 335is; optional and requires M Sport Package in all other models.

Equipment features and options.



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



BMW's **distinctive front kidney-shaped grille** features a chrome surround and vertical slats on the BMW 328i and 335i Coupes. The 335i slats are chrome-plated with a blacked-out kidney grill surround.



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



Automatic dimming interior and exterior mirrors respond to the brightness of following headlights to minimize their reflection in the eyes of the driver. The automatic anti-glare function improves safety and comfort when driving at night by helping to eliminate the eye strain from excess glare. The digital compass, integrated into the mirror, is a convenient way to constantly keep your bearings while driving. The power-adjustable exterior mirrors include a fold-in function, and the passenger-side mirror also helps when parking by folding down to reveal the curb when the transmission is shifted into reverse gear to back up.



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



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



V Spoke (Style 338) 17 x 8.0 light alloy wheels with 225/45 **run-flat¹** all-season tires.



Star Spoke (Style 339) 17 x 8.0 light alloy wheels with 225/45 **run-flat¹** all-season tires.



Star Spoke (Style 340) 17 x 8.0 light alloy wheels with 225/45 **run-flat¹** all-season tires.



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

Equipment features and options.



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



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



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



Engine Start/Stop button¹ and key fob control the engine. Upon inserting the key fob into the starter switch slot, and the electronic identification system confirming that it is the correct key fob, the engine can be started (or later, shut off) by pressing the Start/Stop button.



Dynamic Cruise Control lets you store and maintain a chosen speed above 20 mph. It is activated via the left-hand steering column switch, and deactivated by applying the brakes or via the switch.²



Active Cruise Control (ACC) with Stop & Go³ allows the driver to preset both a desired speed and distance. When ACC recognizes slower vehicles ahead, it reduces your speed to maintain the preset distance. Stop & Go can bring you to a complete stop if traffic calls for it. When you press the accelerator, ACC resumes your speed according to your presets.



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



Navigation system features a high-resolution, glare-free monitor. Using GPS satellites in conjunction with data stored on an internal hard drive, a choice of detailed maps show – and tell – the directions to your desired destination. Features include 3-D daytime and nighttime maps, zoom, travel planner and an Assistance Window. In many areas, it also provides Real Time Traffic Information on potential traffic problems along your route, and can even plan a detour around them. The Voice command feature can be used to change radio stations and audio selection, Navigation system destinations, and (accessory) telephone entries.



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



BMW anti-theft AM/FM stereo CD/MP3 player audio system includes Radio Data System (RDS), Auto-Store, and 3-channel FM diversity antenna, as well as reads and displays song title and other information. **HD Radio**TM receives free, digital AM/FM broadcasts across the U.S. in clear, static-free quality sound – AM sounds like FM; FM sounds like CD. Also enjoy "multicast" FM stations, as well as a variety of innovative data services.

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

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



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



Park Distance Control uses ultrasonic sensors in the front and rear bumpers to help you judge the distance to other vehicles and unseen objects when parking. While engaged in a parking maneuver, the image on the screen visually changes and warning beeps come faster as your bumper approaches a stationary object, turning into a constant tone when the distance is less than 12 inches.

¹ Foot must be on brake or, with manual transmission, must also depress the clutch in order to start.
² Cruise control is not a substitute for the driver's own responsibility in adjusting speed and otherwise controlling the vehicle. After evaluating road, traffic and visibility conditions, the driver must decide whether and how the system is used.
³ Requires automatic transmission. Active Cruise Control is not a substitute for the driver's own responsibility in adjusting speed and otherwise controlling the vehicle. After evaluating road, traffic and visibility conditions, the driver must decide whether and how the system is used.

Equipment features and options.



Harman Kardon® Surround Sound Audio System with vehicle-specific equalizing and powerful 420W amplifier. The 11-speaker system includes four tweeters, two midrange speakers located in the door panels and two midrange speakers located under the rear shelf space, two bass speakers located under the front seats and one midrange center channel speaker located in the dashboard.



Auxiliary input port lets you connect an external audio source, such as an iPod® or MP3 player. **iPod and USB adapter** lets you scroll through and select the music you want by using the car's radio controls, the multi-function steering wheel buttons or iDrive Controller. Music titles are displayed on the radio or Navigation screen.



BMW Apps, an optional feature of the BMW ConnectedDrive interface, allows an iPhone iOS 4.x to play apps specially modified for BMW and BMW approved third-party apps. Imagine listening to Web radio while you drive – or accessing your Twitter™ or Facebook® accounts in the Display monitor. Use the iPod Out function with your smartphone to select music tracks, compile playlists and use Genius (if enabled) to find similar sounds. **Smartphone Integration**, which provides connectivity for iPhone® and similar devices, is included with BMW Apps. This allows access to stored music, can improve signal reception, and recharges the battery. (See your authorized BMW center for phone models compatible with this feature.)



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



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



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



6-speed manual transmission delivers a precise, athletic feel. Its responsiveness is due, in part, to the enhanced synchronization of shifts from neutral to each gear. A shortened shift lever and "throw" add to the sporty feel of the gearbox. The sixth gear drops revs at highway speeds for smooth cruising.



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



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



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



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

Equipment features and options.



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



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



Armrest in the center console is at an excellent height and proximity to the driver and front passenger to provide a comfortable resting position. The lid folds up, exposing the integrated storage compartment.



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



Power sunshade for the rear window can be conveniently raised and lowered. This feature helps eliminate glare, maintains occupant privacy, and helps keep the cabin temperature pleasant by reflecting intense sunlight.



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



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



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



Comfort Access system offers convenient keyless access to your vehicle. Simply carrying the remote key in a pocket or purse allows you to unlock the doors by touching the door handle. You can also turn the engine on or off by pressing the Start/Stop button¹ without inserting the remote key.



Anti-theft alarm system features remote control, anti-theft device and electronic immobilizer for effective protection. In the event of an attempted break-in or unauthorized transport, the system sounds an alarm and switches on the hazard warning lights.



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

¹ Foot must be on brake or, with manual transmission, must also depress the clutch in order to start.
Get the latest information on BMW standard and optional features, packages and technical specifications. Visit bmwusa.com, select the BMW model of your choice, and click on "Features & Specs."

Original BMW Accessories.



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



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

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

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

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		328i	328i xDrive	335i	335i xDrive	335is
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Weight						
Unladen	lbs	3362 (3428)	3583 (3627)	3560 (3582)	3582 (3759)	3571 (3593)
Weight distribution, front/rear						
Manual transmission	%	49.8/50.2	51.4/48.6	51.1/48.9	52.2/47.8	50.9/49.1
Automatic transmission	%	49.8/50.2	52.0/48.0	51.4/48.6	53.1/46.9	51.2/48.8

Engine						
Liter/type/valves per cylinder		3.0/inline 6/4	3.0/inline 6/4	TwinPower Turbo 3.0/inline 6/4	TwinPower Turbo 3.0/inline 6/4	TwinPower Turbo 3.0/inline 6/4
Bore/stroke	inch	3.35/3.46	3.35/3.46	3.31/3.53	3.31/3.53	3.31/3.53
Nominal output/rpm	hp	230/6500	230/6500	300/5800	300/5800	320/5900
Maximum torque/rpm	lb-ft	200/2750	200/2750	300/1300-5000	300/1300-5000	332/1500 ¹
Compression ratio	:1	10.7	10.7	10.2	10.2	10.2
Fuel grade		unleaded premium	unleaded premium	unleaded premium	unleaded premium	unleaded premium

Transmission						
Manual gear ratios						
I/II	:1	4.32/2.46	4.35/2.50	4.11/2.32	4.11/2.32	4.06/2.40
III/IV	:1	1.66/1.23	1.67/1.23	1.54/1.18	1.54/1.18	1.58/1.19
V/VI/R	:1	1.00/0.85/3.94	1.00/0.85/3.93	1.00/0.87/3.70	1.00/0.85/3.73	1.00/0.87/3.68
Final drive ratio	:1	3.23	3.38	3.08	3.08	3.08
Automatic gear ratios						
I/II	:1	4.07/2.37	4.07/2.37	4.17/2.34	4.17/2.34	4.78/3.06
III/IV	:1	1.55/1.20	1.55/1.20	1.52/1.14	1.52/1.14	2.15/1.68
V/VI/VI/R	:1	0.85/0.67/—/3.20	0.85/0.67/—/3.20	0.87/0.69/—/3.40	0.87/0.69/—/3.40	1.39/1.20/1.00/4.45
Final drive ratio	:1	3.73	3.91	3.46	3.46	2.56

Performance						
Drag coefficient	C _d	0.29	0.31	0.30	0.33	0.30
Top speed ²	mph	130 [150]	130 [150]	130 [150]	130 [150]	[150]
Acceleration 0-60 mph ³						
Manual transmission	sec	6.2	6.8	5.3	5.2	5.1
Automatic transmission	sec	(6.8)	(7.0)	(5.5)	(5.3)	(5.0) ⁴

Figures in () apply to vehicles with automatic transmission.
Figures in [] apply to 335is and models with M Sport Package.

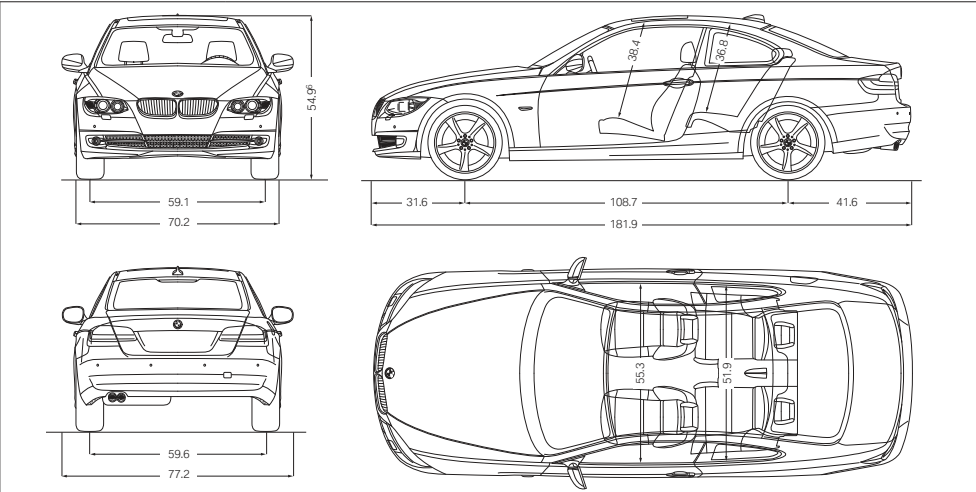
¹ An additional 38 lb-ft of temporary torque is delivered with the standard turbo boost function.
² Top speed limited electronically.
³ BMW AG test results. Actual acceleration results may vary, depending on specification of vehicle; road and environmental conditions; testing procedures and driving style. These results should be used for comparison only and verification should not be attempted on public roads. BMW urges you to obey all posted speed laws and always wear safety belts.
⁴ Figures apply to 7-speed Double Clutch Transmission (DCT).
⁵ EPA-estimated figures are for comparison purposes only. Your actual mileage will vary, depending on speed, driving habits, trip length and driving conditions; actual mileage may be lower.
⁶ 54.9 inches: 328i, 328i xDrive; 54.1 inches: 335i, 335i xDrive, 335is.

		328i	328i xDrive	335i	335i xDrive	335is
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Fuel consumption ⁵						
Manual transmission – City/Highway	mpg	18/28	17/25	19/28	19/26	18/26
Automatic transmission – City/Highway	mpg	18/28	17/26	19/28	18/27	17/24 ⁴

Tires and wheels						
Tire dimensions	standard	225/45	225/45	225/45	225/45	225/40 front – 255/35 rear
Wheel dimensions	standard	17 x 8.0	17 x 8.0	17 x 8.0	17 x 8.0	18 x 8.0 front – 18 x 8.5 rear
Material	standard	light alloy	light alloy	light alloy	light alloy	light alloy

Brakes						
Front – diameter	inch	12.3	12.3	13.7	13.7	13.7
Rear – diameter	inch	11.8	11.8	13.2	13.2	13.2



Illustrations above: all dimensions in inches.

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We believe that a premium ownership experience should feature performance and luxury, as well as safety and convenience. We believe you should be able to drive a BMW to its potential, while enjoying peace of mind and reduced cost of ownership. That's the idea behind **BMW Ultimate Service®**, a suite of comprehensive programs and services that are included in every new BMW vehicle.

BMW Ultimate Service starts with the **New Vehicle/SAV Limited Warranty**,¹ providing you with coverage for the first four years or 50,000 miles, whichever comes first. Additionally, you have 12-year, unlimited-mileage warranty protection against corrosion and rust perforation.¹ The **BMW Maintenance Program**² and **BMW Roadside Assistance** also come standard, with **BMW Assist**^{TM3} offered as an option.

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BMW Maintenance Program is one of the most comprehensive maintenance programs in its class. We cover all factory-recommended maintenance during the New Vehicle/SAV Limited Warranty coverage period. This includes scheduled oil services and inspections. Also covered is the replacement of items that are subject to normal wear and tear, such as brake pads, wiper blade inserts and engine drive belts.² And, thanks to BMW's advanced engineering, most owners enjoy a well-balanced maintenance schedule, with flexible routine service intervals that can save you time. When your vehicle requires attention, your authorized BMW center ensures that it receives only genuine BMW parts – your assurance of exacting quality standards.

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

BMW Assist Safety Plan³ is a four-year program that lets you enjoy peace of mind knowing that a friendly response specialist is there to help you, 24/7, at just the push of a button. The Safety Plan includes Automatic Collision Notification, Emergency Request, Enhanced Roadside Assistance, Door Unlock, Stolen Vehicle Recovery and Customer Relations. Included in the BMW Assist Safety Plan, MyInfo allows you to send business locations and street addresses with their associated phone numbers from the Google Maps™ website directly to your BMW. The destination can be sent to your Navigation system for turn-by-turn directions. With the BMW Navigation system and your mobile phone linked to your BMW via Bluetooth® technology, BMW's Mobile Office feature⁴ transfers text messages and emails to your iDrive Display screen and reads them aloud to you. A Calendar and To-do List can also appear on your Display screen while en route. Running late? Click on the phone number in the Calendar to call your appointment. For a list of tested mobile phones, visit bmwusa.com/bluetooth.

For the ultimate in coverage, add the optional **BMW Assist Convenience Plan**.⁵ You'll enjoy unlimited access to personalized Directions, Traffic and Weather reports, as well as our Concierge feature, which can send a destination address and phone number, such as a restaurant or hotel, right to your BMW. You can make up to four operator-assisted calls per year with Critical Calling if your cell phone is not available, or if its battery is discharged. BMW Online allows access to up-to-date fuel prices and the latest weather forecasts, as well as Bloomberg's stock indices and the powerful reach of the Google Maps database – delivered to the iDrive Display right inside your vehicle.

BMW's unique **TeleService**, included in the BMW Assist Safety Plan, continually monitors specific parts that are subject to wear and tear – including the engine oil, micro-filter, spark plugs, brake linings and various fluids – as well as services that require attention at regular intervals, such as vehicle service inspections. This data is automatically transmitted to your authorized BMW center, which

will then call you to schedule a service appointment. You don't have to keep track of when your vehicle requires routine maintenance. An added benefit: any needed maintenance service parts will already be on hand, so your BMW is serviced and returned to you as quickly as possible. And because they use only Original BMW Parts, you can rely on expert fit and long-lasting BMW quality. For more details on TeleService, visit bmwassist.com.

BMW Roadside Assistance is provided free of charge for the first four years – with no mileage limit. Call **1-800-332-4BMW (4269)** for friendly on-the-road help, 24/7, anywhere in the United States, Canada and Puerto Rico. This includes everything from flat-tire changes, emergency gasoline and lock-out service, to towing, alternative transportation and even trip-interruption benefits. This service also provides valuable trip-routing advice.



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

BMW Financial Services. Arranging to buy or lease a BMW is easier than you may think. Your authorized BMW center offers leasing and financing to suit your personal needs through BMW Financial Services.⁶ Start the process at our website, where you can build your "dream vehicle," get an estimate on a monthly lease or financing payment, submit a credit application to BMW Financial Services – and get approval – all online!⁶ To find out how BMW Financial Services can help put you behind the wheel of your favorite BMW model, log on to bmwusa.com/fs or call, toll-free, **1-800-578-5000**.

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¹ See your authorized BMW center for details on these limited warranties.

² The BMW Maintenance Program covers factory-recommended maintenance services as determined by the Service Interval Indicator for all new eligible MY 2004 and later BMW vehicles. Specific additional items that need replacement due to normal wear and tear are also covered. The maintenance coverage period is for the first 4 years or 50,000 miles, whichever comes first. Exclusions from coverage include: gasoline, gasoline additives, windshield washer fluid and additives, battery, tires, wheels, wheel alignment and tire balancing. All work must be performed by an authorized BMW center. See the Service and Warranty Information booklet for specific terms, conditions and limitations. Further information can also be obtained from your authorized BMW center.

³ BMW Assist with 4 years of Safety Plan services is optional. In order to receive BMW Assist services, a subscriber agreement must be completed and transferred to the BMW Assist Response Center. GPS and underlying wireless services must be available and functioning; vehicle ignition must be turned on (except for Door Unlock and Stolen Vehicle Recovery), battery charged and connected and vehicle's electrical system operational; services may be limited to certain geographic areas. Call toll-free **1-888-333-6118**, go to bmwassist.com, or visit your BMW center for additional program details. Services are subject to the terms and conditions of your subscriber agreement.

⁴ Not all mobile phones are compatible with Mobile Office, and some compatible phones support a limited number of Mobile Office functions. For the complete list of compatible mobile phones and the details regarding which Mobile Office functions are supported by each phone, please visit bmwusa.com/bluetooth.

⁵ Requires BMW Assist Safety Plan subscription. Services are subject to the terms and conditions of your subscriber agreement. Please go to bmwassist.com for additional details on the optional Convenience Plan.

⁶ Subject to credit approval and other terms and conditions.

⁷ Not all models available for BMW European Delivery Program. Please go to bmwusa.com or visit your authorized BMW center for details.



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BMW Performance Center Delivery.

You'll always remember the fun of taking delivery of your new BMW – with BMW Performance Center Delivery. After enjoying dinner and an overnight stay at a first-class hotel, we'll take you and your companion to the Performance Center where a Product Specialist will give you an in-depth introduction to your new BMW. Then at the Performance Driving School, you'll get tips from a professional driving instructor as you explore the dynamic capabilities of a similar model. It's exciting, it's enlightening – and it's all compliments of BMW with your new vehicle.

To learn more about the BMW Performance Center, call 888-345-4269 or visit bmwusa.com/performancecenter.

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BMW and the environment.

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

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



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