



2014
BMW 3 Series
Sports Wagon

328i xDrive
328d xDrive



The Ultimate
Driving Machine®

PERSUASIVE PERFORMER.

THE NEW BMW 3 SERIES SPORTS WAGON.

BMW EfficientDynamics
Less emissions. More driving pleasure.



MUSCULAR SPORT WITH FLAIR.

An elegant blend of style and substance, the 2014 BMW 3 Series Sports Wagon delivers everything you desire. With its assured stance, energetic handling, roomy comfort and flexible storage, the 3 Series Sports Wagon is ideal for everyday commutes, extended road trips and evening outings. Whether you choose the gas-powered 328i xDrive or diesel-driven 328d xDrive Sports Wagon, BMW's impressive TwinPower Turbo four-cylinder engines indulge your inner driving enthusiast with responsive power and superb efficiency.

A wide array of optional Lines, Packages and features lets you tailor the driving experience to a style that's truly your own. Dynamic, smart and versatile: the 3 Series Sports Wagon is the go-to vehicle for all your travel needs — and the ideal partner for an exciting, active life.





IMPROVING ON THE ESSENTIALS.

In the 3 Series Sports Wagon, you and your passengers are supported in comfort, making anywhere you go feel like home. Command with confidence, thanks to the dashboard instrumentation and controls that angle toward you for intuitive operation. Larger than its predecessor, the new 3 Series Sports Wagon offers increased headroom and legroom. The power-adjustable front seats are clad in beautifully crafted materials, like optional Dakota Leather, and ergonomically designed for long-distance comfort. In the back, two passengers can fold down the center armrest with its dual cupholders, or flip it up to seat three; optional rear side-window shades offer privacy and cool refuge from the sun. By day, the generously proportioned moonroof keeps everyone in tune with the rhythms of nature; at night, the interior is bathed in a soft orange or white light. For even greater customization, three optional Lines – Sport Line, Luxury Line and M Sport – let the 3 Series Sports Wagon reflect your personality with exclusive upholsteries and trims, each creating a unique ambiance.



Your command zone: a high definition 8.8-inch **Control Display** that puts a wide array of information and entertainment options in easy view while driving. Configure the full-color **BMW Navigation system** for 2-D or 3-D and split-screen viewing, and daytime or nighttime views. **Advanced Real Time Traffic Information** informs you if traffic congestion lies ahead, and then suggests alternate routes. Helping you to keep your eyes on traffic, a new touchpad Controller lets you "write" letters or numbers to enter an address or dial the phone. **BMW Online**, included with the Navigation system, uses internet-based services to send you the most up-to-date information: business and stock market news, weather updates and an array of Mobile Office functions, such as having emails and text messages read aloud via text-to-speech functionality.¹

¹Requires a compatible mobile phone. 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.



European screen shown.

IN TOUCH WHILE IN MOTION: BMW CONNECTED DRIVE.



Stay in touch wherever you go, with BMW ConnectedDrive® – an enhanced mobile networking system designed to keep you informed, inspired and reachable.

Standard **BMW Assist eCall™** with enhanced Automatic Collision Notification provides 24/7 emergency response to your location – at the touch of the SOS button or automatically. **BMW TeleService** monitors and transmits your vehicle's operating status to your BMW center, which then contacts you to schedule any service needs. Opt for **Concierge Services**, which provides information about destinations or the nearest filling stations, recommends restaurants and makes reservations, and more.



The full-color **Head-up Display** projects important travel information on the windshield, displaying your current speed (and, optionally, posted speed limits), Navigation system directions, and more – all without taking your eyes off the road.

Active Cruise Control (ACC) with Stop & Go reduces your speed to maintain a preset distance from vehicles ahead, even bringing you to a complete stop.

Driver Assistance Plus is a comprehensive package of active safety features that help you see surrounding traffic, pedestrians and more. This includes Active Blind Spot Detection, Side- and Top-view Camera, Speed Limit Info, and Active Driving Assistant with Lane Departure Warning, Forward Collision Warning, Pedestrian Warning and City Collision Mitigation.



LOTS OF CARGO? BRING IT ON.

Here's the ultimate in smartly designed storage space. Seat-up, a capacity of 13 cubic feet lets you load groceries, luggage or sports equipment with ease; lower the 40/20/40 split-folding rear seats for up to 53 cu. ft. of storage space. Lashing eyes and four tie-downs integrated into the cargo floor, as well as mesh storage pouches, secure your items, while valuable or delicate items can be hidden under the floor in a divided compartment. Open the power tailgate via remote key or from the interior; with the Comfort Access option, a slight motion of your foot below the rear bumper raises the tailgate – a helpful feature when you have armfuls of bags. The rear window pops open separately from the tailgate to let you quickly stash or access smaller items, while a stowable cargo cover keeps everything safely out of sight. And for even greater cargo-carrying capacity, outfit the roof rails with BMW Accessory storage systems.



MORE POWERFUL OUTPUT, SMALLER CARBON FOOTPRINT.

BMW's **EfficientDynamics** philosophy posits that high performance must go hand-in-hand with reduced fuel consumption and emissions. This is why so many innovative BMW technologies, from intelligent lightweight construction to award-winning engines, are designed to make a little go a long way.

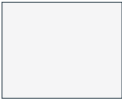
Impressive products of BMW's heritage of racetrack-bred performance are two **inline four-cylinder TwinPower Turbo engines**: the 328i xDrive's 240-hp and the 328d xDrive's 180-hp Advanced Diesel. Lightweight and smooth-running, they deliver dynamic power output and impressive efficiency. Why diesel? Today's clean diesel is prized by eco-conscious and enthusiast drivers alike for its outstanding efficiency, quiet operation, reduced emissions, and especially the potent torque that pours on right from the start. Adding to the 3 Series Sports Wagon's fun-to-drive nature and efficiency is the **8-speed Sport Automatic transmission with paddle shifters**.

Equipped with **BMW xDrive intelligent all-wheel-drive system** and Dynamic Stability Control, the 3 Series Sports Wagon conquers the most challenging road conditions, maintaining outstanding traction, directional stability and control. For enhanced performance, **Adaptive M Suspension** – part of the Dynamic Handling Package – employs electronically controlled dampers that adapt to your driving style as well as road conditions.

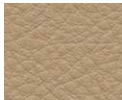
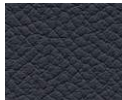


BMW gives you the freedom to build a vehicle that gets your pulse racing or soothes your soul. In addition to these upholstery, trim and paint selections, the eye-catching interiors of the optional Sport Line, Luxury Line and M Sport let you create a vehicle as unique as you.

EXTERIOR COLORS

												
300 Alpine White (Non-metallic)	668 Jet Black (Non-metallic)	A17 Mojave Metallic	A75 Melbourne Red Metallic	A83 Glacier Silver Metallic	A89 Imperial Blue Metallic	A92 Orion Silver Metallic	A96 Mineral White Metallic	B06 Sparkling Bronze Metallic	B39 Mineral Gray Metallic	B40 Liquid Blue Metallic	B45 Estoril Blue Metallic (M Sport only)	475 Black Sapphire Metallic

UPHOLSTERY

			
KCDF Venetian Beige SensaTec	KCSW Black SensaTec	LCDF Venetian Beige Dakota Leather	LCSW Black Dakota Leather

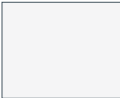
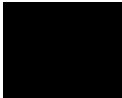
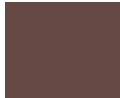
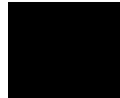
INTERIOR TRIMS

	
4CG Satin Silver Matte	4AB Dark Burl Walnut Wood

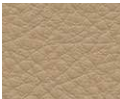
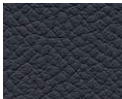


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UPHOLSTERY

			
KCDF Venetian Beige SensaTec	KCSW Black SensaTec	LCDF Venetian Beige Dakota Leather	LCSW Black Dakota Leather

INTERIOR TRIMS

	
4CG Satin Silver Matte	4AB Dark Burl Walnut Wood



LINES.

Take the look, and feel of your 3 Series Sports Wagon to the next level with the Sport Line, Luxury Line or M Sport.

SPORT LINE

Wheel



Double Spoke (Style 397)
18" light alloy wheels (available with all-season¹ or performance tires^{1,2})

Upholstery



KCL3
Black SensaTec with Red highlight



LCL5
Coral Red Dakota Leather with Black highlight



LCL3
Black Dakota Leather with Red highlight

Interior Trim



4AT
High-Gloss Black



4AD
Brushed Aluminum



4CE
Anthracite Wood

Highlight Trim Finishers



4DN
Coral Red Matte



4DL
High-Gloss Black



4DM
Pearl Gloss Chrome

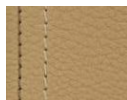
LUXURY LINE

Wheel



Multi Spoke (Style 416)
18" light alloy wheels

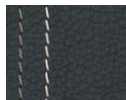
Upholstery



LCLY
Venetian Beige Dakota Leather with exclusive stitching



LCLX
Saddle Brown Dakota Leather with exclusive stitching



LCLZ
Black Dakota Leather with exclusive stitching

Interior Trim



4B8
Burl Walnut Wood with wood inlay



4CE
Anthracite Wood

Highlight Trim Finisher



4DM
Pearl Gloss Chrome

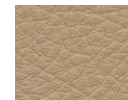
M SPORT

Wheel



Star Spoke (Style 400M)
18" light alloy wheels (available with all-season¹ or mixed summer tires^{1,2})

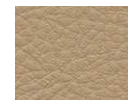
Upholstery



KCDF
Venetian Beige SensaTec



KCSW
Black SensaTec



LCDF
Venetian Beige Dakota Leather



LCL5
Coral Red Dakota Leather with Black highlight



LCSW
Black Dakota Leather

Interior Trim



4MR
Aluminum Hexagon



4AB
Dark Burl Walnut Wood

Highlight Trim Finishers



4DX
Estoril Blue Matte



4DL
High-Gloss Black



4DM
Pearl Gloss Chrome

LINES.

Take the look, and feel of your 3 Series Sports Wagon to the next level with the Sport Line, Luxury Line or M Sport.

SPORT LINE

Wheel



Double Spoke (Style 397)
18" light alloy wheels (available with all-season¹ or performance tires^{1,2})

Upholstery



KCL3
Black SensaTec with Red highlight



LCL5
Coral Red Dakota Leather with Black highlight



LCL3
Black Dakota Leather with Red highlight

Interior Trim



4AT
High-Gloss Black



4AD
Brushed Aluminum



4CE
Anthracite Wood

Highlight Trim Finishers



4DN
Coral Red Matte



4DL
High-Gloss Black



4DM
Pearl Gloss Chrome

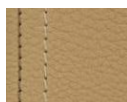
LUXURY LINE

Wheel



Multi Spoke (Style 416)
18" light alloy wheels

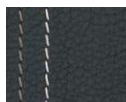
Upholstery



LCLY
Venetian Beige Dakota Leather with exclusive stitching



LCLX
Saddle Brown Dakota Leather with exclusive stitching



LCLZ
Black Dakota Leather with exclusive stitching

Interior Trim



4B8
Burl Walnut Wood with wood inlay



4CE
Anthracite Wood

Highlight Trim Finisher



4DM
Pearl Gloss Chrome

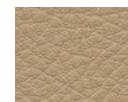
M SPORT

Wheel



Star Spoke (Style 400M)
18" light alloy wheels (available with all-season¹ or mixed summer tires^{1,2})

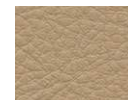
Upholstery



KCDF
Venetian Beige SensaTec



KCSW
Black SensaTec



LCDF
Venetian Beige Dakota Leather



LCL5
Coral Red Dakota Leather with Black highlight

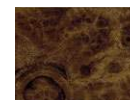


LCSW
Black Dakota Leather

Interior Trim



4MR
Aluminum Hexagon



4AB
Dark Burl Walnut Wood

Highlight Trim Finishers



4DX
Estoril Blue Matte



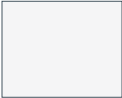
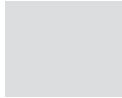
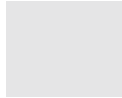
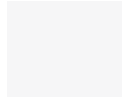
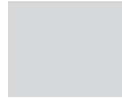
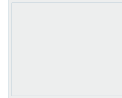
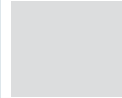
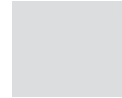
4DL
High-Gloss Black



4DM
Pearl Gloss Chrome

BMW gives you the freedom to build a vehicle that gets your pulse racing or soothes your soul. In addition to these upholstery, trim and paint selections, the eye-catching interiors of the optional Sport Line, Luxury Line and M Sport let you create a vehicle as unique as you.

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UPHOLSTERY

			
KCDF Venetian Beige SensaTec	KCSW Black SensaTec	LCDF Venetian Beige Dakota Leather	LCSW Black Dakota Leather

INTERIOR TRIMS

	
4CG Satin Silver Matte	4AB Dark Burl Walnut Wood



LINES.

Take the look, and feel of your 3 Series Sports Wagon to the next level with the Sport Line, Luxury Line or M Sport.

SPORT LINE

Wheel



Double Spoke (Style 397)
18" light alloy wheels (available with all-season¹ or performance tires^{1,2})

Upholstery



KCL3
Black SensaTec with Red highlight



LCL5
Coral Red Dakota Leather with Black highlight

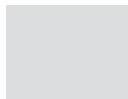


LCL3
Black Dakota Leather with Red highlight

Interior Trim



4AT
High-Gloss Black



4AD
Brushed Aluminum



4CE
Anthracite Wood

Highlight Trim Finishers



4DN
Coral Red Matte



4DL
High-Gloss Black



4DM
Pearl Gloss Chrome

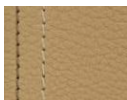
LUXURY LINE

Wheel



Multi Spoke (Style 416)
18" light alloy wheels

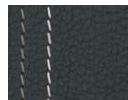
Upholstery



LCLY
Venetian Beige Dakota Leather with exclusive stitching



LCLX
Saddle Brown Dakota Leather with exclusive stitching



LCLZ
Black Dakota Leather with exclusive stitching

Interior Trim



4B8
Burl Walnut Wood with wood inlay



4CE
Anthracite Wood

Highlight Trim Finisher



4DM
Pearl Gloss Chrome

M SPORT

Wheel



Star Spoke (Style 400M)
18" light alloy wheels (available with all-season¹ or mixed summer tires^{1,2})

Upholstery



KCDF
Venetian Beige SensaTec



KCSW
Black SensaTec



LCDF
Venetian Beige Dakota Leather



LCL5
Coral Red Dakota Leather with Black highlight



LCSW
Black Dakota Leather

Interior Trim

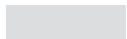


4MR
Aluminum Hexagon



4AB
Dark Burl Walnut Wood

Highlight Trim Finishers



4DX
Estoril Blue Matte



4DL
High-Gloss Black



4DM
Pearl Gloss Chrome

PACKAGES AND OPTIONS.

This carefully considered selection of packages and standalone options can add to your 3 Series Sports Wagon's luxury, performance, comfort and active safety.

PACKAGES

Cold Weather Package

Heated steering wheel
Heated front seats
Heated rear seats
Retractable headlight washers

Driver Assistance Package

Rear-view Camera
Park Distance Control

Driver Assistance Plus

Active Blind Spot Detection
Side- and Top-view Cameras
Speed Limit Info
Active Driving Assistant (includes Lane Departure Warning, Forward Collision Warning, Pedestrian Warning and City Collision Mitigation)

Dynamic Handling Package

Adaptive M Suspension
Variable Sport Steering

Lighting Package

Xenon headlights
Adaptive light control

Premium Package

Dakota Leather
Comfort Access keyless entry
Lumbar support
SiriusXM™ Satellite Radio with 1-year subscription

Technology Package

Navigation system with touchpad Controller
Head-up Display
BMW Online
Advanced Real-Time Traffic Information
Remote Services
BMW Apps
Instrument cluster with extended contents
Enhanced USB and Bluetooth® wireless communication plus Smartphone Integration

STANDALONE OPTIONS

M Sport brakes
Anti-theft alarm system
Manual rear side-window shades
Heated front seats
Dark Burl Walnut Wood trim
Automatic high beams
Active Cruise Control with Stop & Go
Side- and Top-view Cameras
Parking Assistant
Navigation system with touchpad Controller
Harman Kardon® Surround Sound System
Concierge Services



¹ 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.

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

Weight		328i xDrive	328d xDrive
Unladen weight	lbs	3780	3790
Weight distribution, front/rear	%	49.1/50.9	48.7/51.3

Engine			
Type		TwinPower Turbo	TwinPower Turbo Diesel
Cylinders/valves per cylinder		Inline 4/4	Inline 4/4
Displacement	cc	1997	1995
Bore/stroke	inch	3.30/3.50	3.30/3.50
Nominal output/rpm	hp	240/5000-6500	180/4000
Max. torque/engine speed (rpm)	lb-ft	255/1250-4800	280/1750-2750
Compression ratio	:1	10.0	16.5

Performance			
Top speed ¹	mph	130 [149]	130 [142]
Acceleration 0-60 ² (preliminary)	sec	6.0	7.6

Transmission			
Gear ratios – STEPTRONIC automatic	I/II/III/IV:1	4.71/3.14/2.11/1.67	4.71/3.14/2.11/1.67
	V/VI/VII/VIII/R:1	1.29/1.00/0.84/0.67/3.30	1.29/1.00/0.84/0.67/3.30
Final drive ratio	:1	3.15	2.81

Tires and Wheels			
Tire dimensions, front/rear		225/50	225/50
Wheel dimensions, front/rear	inch	17 x 7.5	17 x 7.5
Fuel tank capacity	gal	15.8	15.0

Dimensions		
No. of doors/seats		5/5
Vehicle length	inch	182.2
Vehicle width	inch	71.3
Vehicle width (including side-view mirrors)	inch	80.0
Vehicle height (including roof rails)	inch	57.6
Wheelbase	inch	110.6
Front track	inch	60.3
Rear track	inch	61.8
Shoulder width/front	inch	55.1
Shoulder width/rear	inch	55.1
Legroom/front	inch	42
Legroom/rear	inch	35
Maximum headroom/front	inch	40.4
Maximum headroom/rear	inch	38.3
Turning radius	feet	38.4

Figures in [] apply to vehicles with performance tires and increased top-speed limiter.

¹ Top speed limited electronically.

² BMW AG preliminary 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.

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