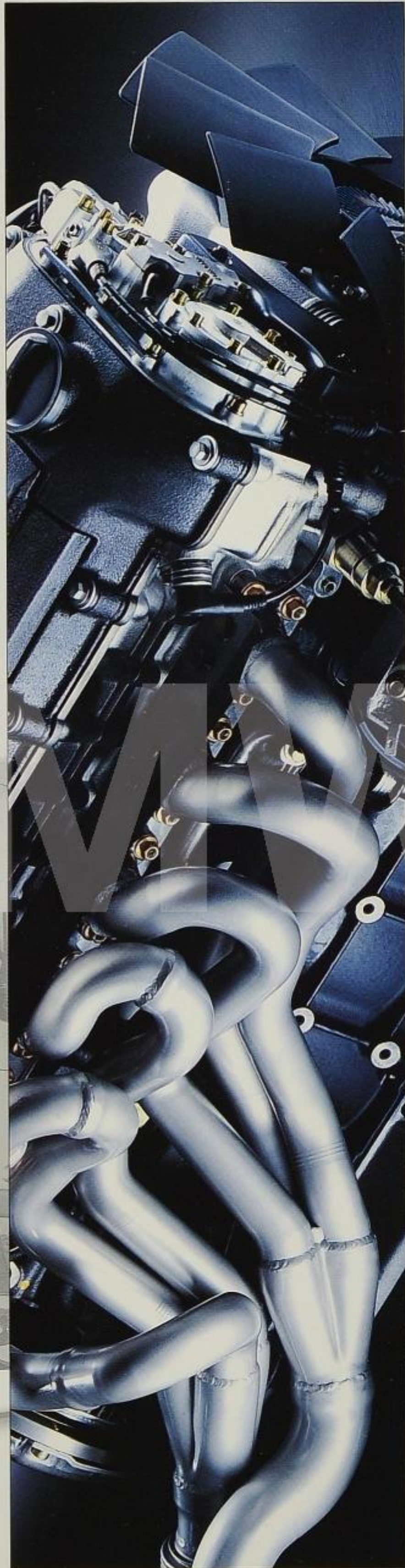


The BMW M3



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Top performance in principle – that is how BMW M GmbH sees itself. A principle that applies to everything we do – in motor sport and our M models, in individualising BMW automobiles, and in BMW systems technology. In all this our hallmark continues to be the extraordinary, exclusive automobile for the connoisseur – for the driver who wants everything: dazzling dynamism, first-class design, individual comforts and discreet understatement. The fruit of this philosophy is fascinating automobiles such as the M3. Here, top technology becomes the innovative basis for the high-performance cars of tomorrow's world.

The new M3 Coupé sets standards in many respects – but above all through its pioneering interpretation of contemporary demands. The priority is not just merely increasing performance but also sensibly resolving the conflict of goals between fascination and everyday practicality, high performance and economy. That this demanding objective can be achieved is conclusively proved by the new BMW M3.



The M3 Convertible – a car of truly unique character. It is also one of the most impressive ways of openly indulg-

ing in the fun of driving and dynamic motoring.





Breathtaking – just like the overall impact of the new M3 Coupé: uncompromisingly professional styling down to the very last detail. Optimum functionality and ideal aerodynamics in their most beautiful form.

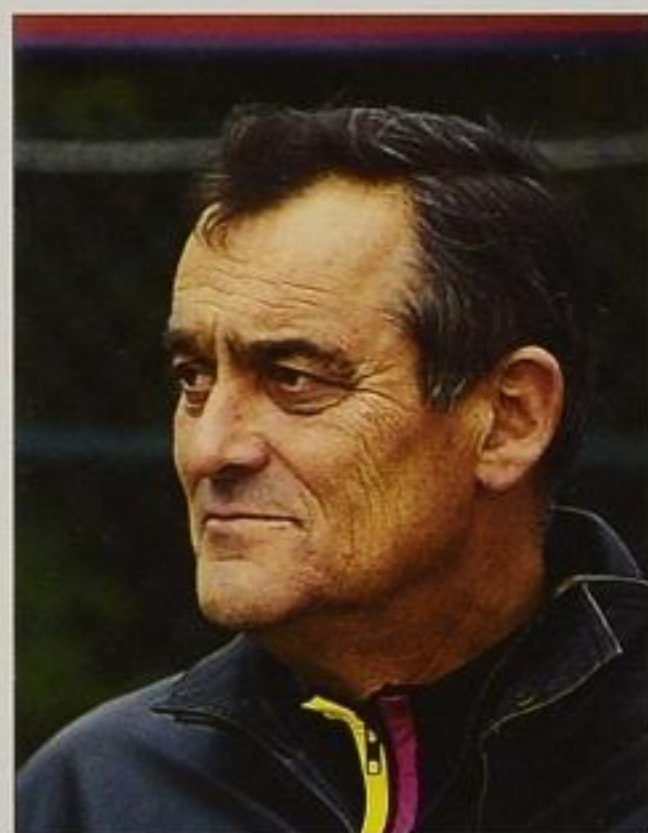


Elegance outside – innovative high-tech inside. The three-litre, six-cylinder engine unfurls its overwhelming power with absolute sovereignty at any speed.

The perfect ergonomics combined with the highest quality materials and craftsmanship are the essence of an exclusive automobile – the M3 Coupé is no exception.



Straight from the race track to the road – the M3's top technology. The basis – consistent optimization of every single component and precise tuning of the whole system. The fascinating interaction of chassis, braking system and engine produces sensational performance figures: 0–62 mph in only 6.0 seconds, 62–0 mph in only 2.8 seconds.



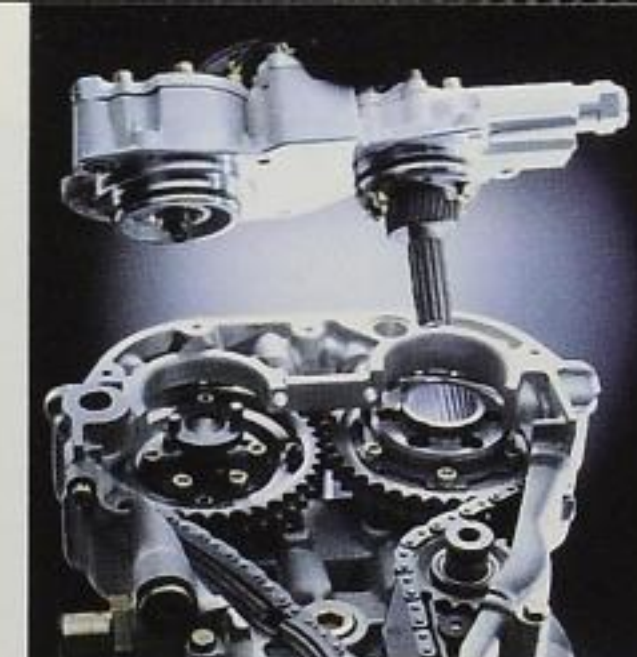
Paul Rosche, the legendary designer of high-performance engines: "What fascinates me today is resolving the conflict of goals: high performance plus lower

emissions and fuel consumption. Thanks to our company's advanced naturally aspirated engine technology we have solved this problem in exemplary fashion."

The M3's athletic heart: six in-line cylinders ensure scintillatingly smooth running combined with an amazing release of power. The M3 develops 210 kW/ 286 bhp and a maximum torque of 320 Nm/ 236 ft-lb at 3,600 rpm from this 3-litre engine – all that power and exemplary fuel economy.

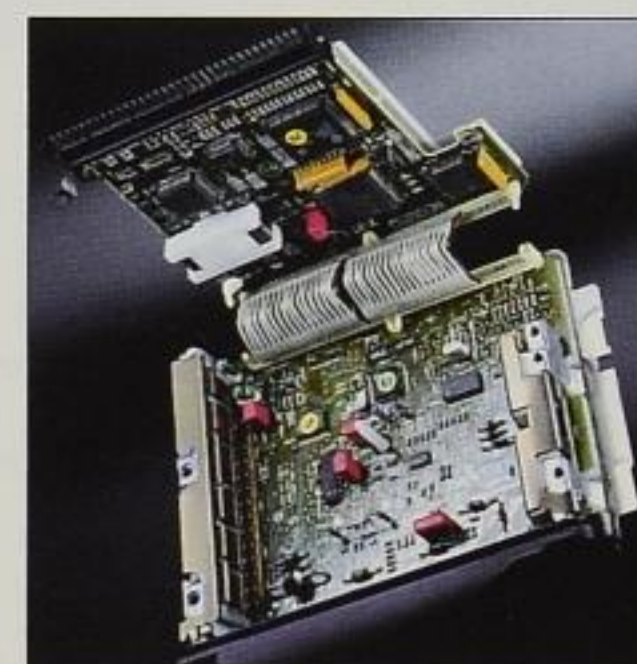


Global innovation: the multi-variable camshaft control (VACC) in the M3. Steered by the DME, it ensures an optimum



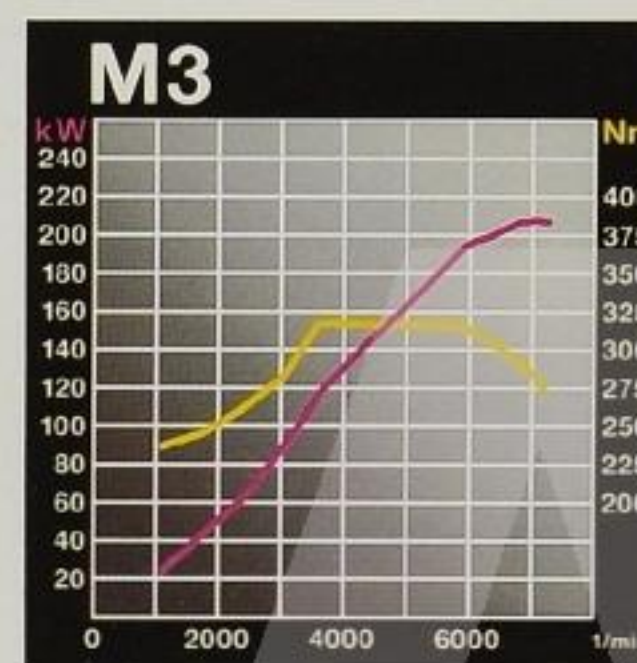
torque band, an extremely favourable fuel consumption-performance ratio and improved emissions.

Fantastic performance figures but moderate fuel consumption, excellent emission values and extraordinary operating com-

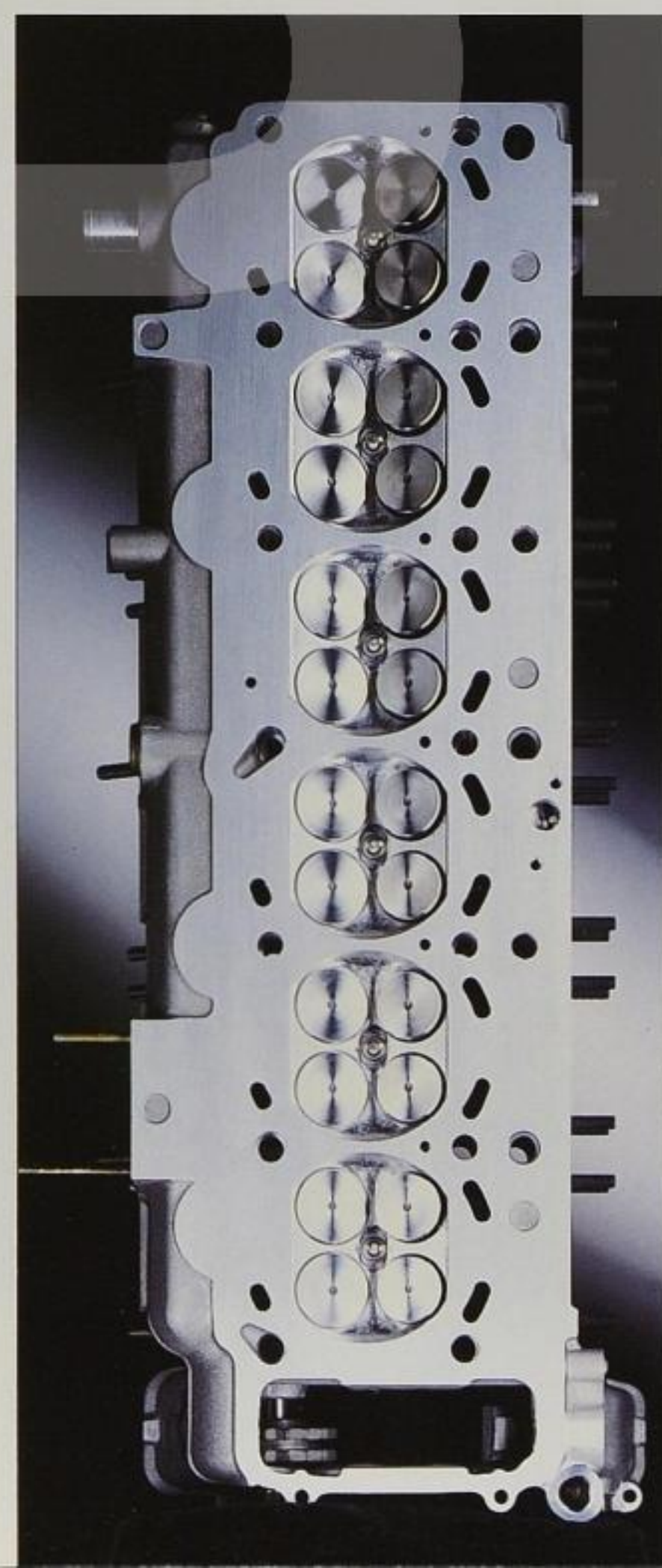


fort: Digital Motor Electronics (DME) controls ignition, fuel injection, VACC and many other functions with maximum precision.

The torque curve of the M3's high-performance engine reveals the character of its performance –



impressive dynamism and a fascinating temperament even at low revs.



A unique combination: four-valve technology, multi-variable camshaft control (VACC), individual throttle butterflies, two overhead camshafts, DME and single-spark ignition coils. The result – more performance and reduced fuel consumption.

A unique series of motor-racing successes and numerous European or World Championships are, if nothing else, the result of tough practical experience, maximum efficiency and visionary thinking – in other words, top performance in principle.



Technology Guide

The **on-board diagnosis**, one of the DME's most ingenious functions, has the job of recognizing malfunctions as early as possible – before they can do any damage. Details of faults are electronically recorded for subsequent display on the BMW service tester's screen at the dealership. This modern trouble-shooting system saves the service technician time and so reduces your maintenance costs.

The M3's **multi-variable camshaft control (VACC)** is one of the outstanding technical innovations in engine technology. Steered by the DME, the special electronic map-control system adjusts the intake camshaft by hydro-mechanical means. The big difference from comparable systems is that the valve timing is infinitely adjusted to suit the engine's operating conditions as engine speed and accelerator position change. The result? Emissions and fuel consumption are significantly reduced and some 80% of the maximum torque is available at a mere 2,000 rpm.

The **four-valve technology** with centrally positioned spark plugs guarantees a greatly improved cylinder charge. What's more, the arrangement of the four valves results in the most efficient combustion-chamber geometry. The result? Unsurpassed torque and performance figures for an engine of this capacity and noticeably lower fuel consumption.

With DME-controlled **static high-voltage distribution** each spark plug has its own ignition coil. Not an unnecessary extravagance but more efficient use of fuel through improved combustion as well as maximum reliability and maintenance freedom for the power-distribution parts.

The **anti-lock braking system (ABS)** is a vital safety factor in any situation. The experience gained from our racing ABS was fully integrated into the development of this ABS, to which the high-performance tyres and modified wheel masses were also specially tuned. Of course, this four-channel ABS is tailor-made to suit the M3's ultra-sporty design. Hence it has an adap-



The standard air-bag for the driver, and optional one for the front passenger, reliably ensure that head and chest are safely cushioned in a head-on collision.



A brilliant achievement for top performance: the heart of the M3's chassis is the patented central-link rear axle. Our engineers

have precisely tuned its elastokinematic response mechanism to the optimized MacPherson front suspension and steering.

Excellent driving stability, inspiring cornering and precise steering (right up to the very limits) are the convincing outcome.

In the M3 the **BMW Safety Concept F.I.R.S.T.** (Fully Integrated Road Safety Technology) coordinates all the elements of relevance to all-round protection: active and passive safety for the vehicle occupants, protection for other road users and protection for the vehicle itself.

Active safety is provided in the M3, among other things, by an outstanding chassis, a race-tested braking system, the standard specially designed ABS, power steering with precise steering-effort feedback and excellent acceleration that enables you to overtake faster, and so more safely.

In the M3 we actively ensure **passive safety** through features such as an extremely stiff safety cage, computer-designed deformation zones, integrated side-impact protection, a rigid passenger cell and the standard driver's airbag.

Computer-designed deformation zones help **protect other road users** against the possible effects of an accident – as do the partly submerged windscreen wipers and rounded contours of the body.

The M3's **vehicle protection** comes primarily from its reversible impact absorbers (effective up to 2.5 mph/4 km/h) and crumple zones. Even in collisions at up to 9.3 mph/15 km/h damage is limited to these replaceable deformation elements – and repair costs are accordingly considerably lower.

tive program that automatically adjusts the braking performance if operating conditions change and thus reliably prevents wheel locking.

The M3's **standard driver and optional front-passenger airbags** greatly minimize the risk of injury in a head-on collision by cushioning head and chest. In the event of a crash of predetermined minimum impact force, sensors trigger off a propellant which inflates the airbag in milliseconds. However, it is vital that the front passenger always wears a seat belt and maintains a sufficient distance from the glove compartment. Child restraint systems should never be used on the front passenger's seat.

The **individual throttle butterflies** are a key component of the high-performance engines in the sporty BMW M models. They are located as close as possible to the intake valves to ensure a fast charge changing process and a spontaneous response by the engine. They also have a positive influence on the pollutant content of exhaust emissions.

How fast is the M3 from 100–0 km/h/62 mph–0? The convincing answer is supplied by a most powerful braking system supervised by the four-sensor ABS. Decelerating at 11 m/sec², the M3 comes to a halt after just 2.8 sec – or a mere 35 metres. And stays steerable even if you slam on the brakes.

The light-alloy wheel with its sporty twin-spoke styling (standard in the Convertible and an optional extra in the Coupé) and the high-performance tyre were specially developed for the M3. Together they

ensure that the M3's enormous power potential is ideally transferred to the road. Even after a loss of pressure, the tyre stays on the rim enabling the driver to brake safely and stay in control of the car.



Race-tested safety: the 17" rims allow ultra-large, inner-vented disc brakes to be fitted – front diameter 315 mm, rear diameter 313 mm. And they ensure extremely rapid deceleration and maximum stability even under the toughest conditions.



Besides putting our cars through their paces on our test rigs, we also subject them to ruthless testing on the toughest tracks, e.g. our test station at the legendary

Nürburgring or hair-raising Alpine passes. Any car that passes this kind of test will stir everyday emotions with its outstanding performance and reliability.

Exemplary ergonomics, exquisite materials and an outstandingly spacious interior for a car of its class round off the M3's unique features. A matchless achievement in the very best sense. Enjoy a fascinating ambience born of hand-crafted quality and the professionally functional interior of a thoroughbred sports coupé.



Everything you need is right there where it should be: information, clear and unmistakable. It is no

coincidence that BMW cockpit technology has always set the standard in automotive design.

Sports-car technology and applied ergonomics: with the M sports-style seats in the Coupé the shoulder support is integrated into the head-rest so you enjoy outstanding lateral hold and can adjust the seat to suit your body. The highly con-

toured side panels and the extended, adjustable thigh support strengthen the safety bolster – and still offer ideal leg-room. A sports-style seat you'll appreciate right from the start – and even more when you get out, relaxed and fit, after hours at the wheel.

Technology Guide

Transverse acceleration is the force that tries to pull a vehicle out of a bend when cornering. It increases at higher speeds or in tighter bends. Normally the limits of grip are reached at a transverse acceleration of 0.8 g, i.e. 80 % of the acceleration due to gravity. But thanks to its uncompromising chassis concept and outstanding tuning of all components, the M3 stays under control even at acceleration forces in excess of 1 g.

The **cylinder-selective knock-control system** ensures your M3 uses its fuel in the most efficient way possible. As soon as the engine starts to knock, sensors report this to the DME which immediately adjusts the ignition timing. So fuel of varying quality can be used efficiently without harming the engine.

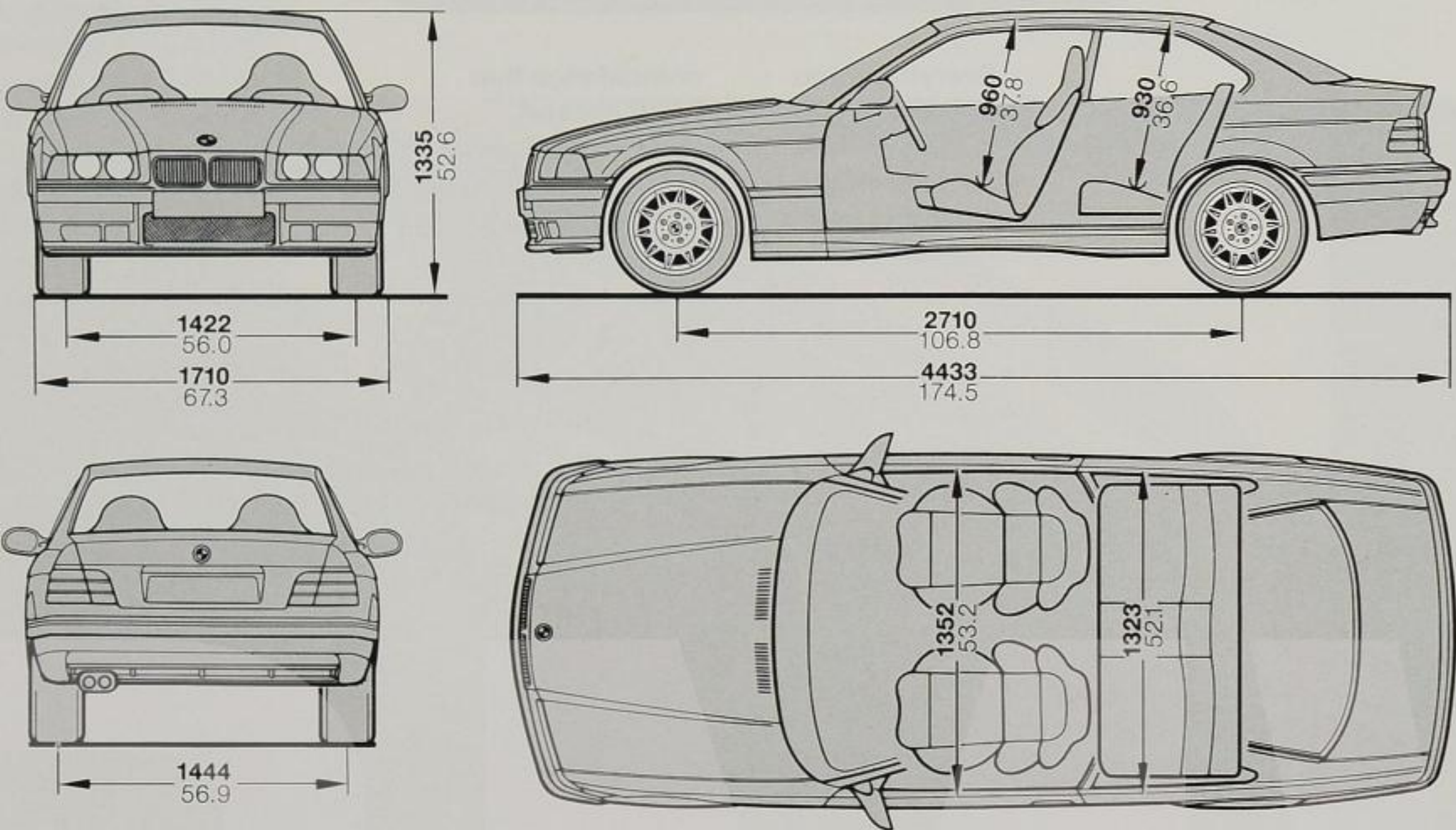
The **ellipsoid headlight system** for the dipped beam basically works like a projector with the slide replaced by a diaphragm to give the light beam exactly the right contours required for optimum illumination of the road ahead. So the dipped beam is projected onto the road, as it were. The advantages of this system are obvious: better illumination of the road ahead and the sides, less dazzling of the driver himself. Moreover, pedestrians, cyclists, signposts and road markings are all easier to see.



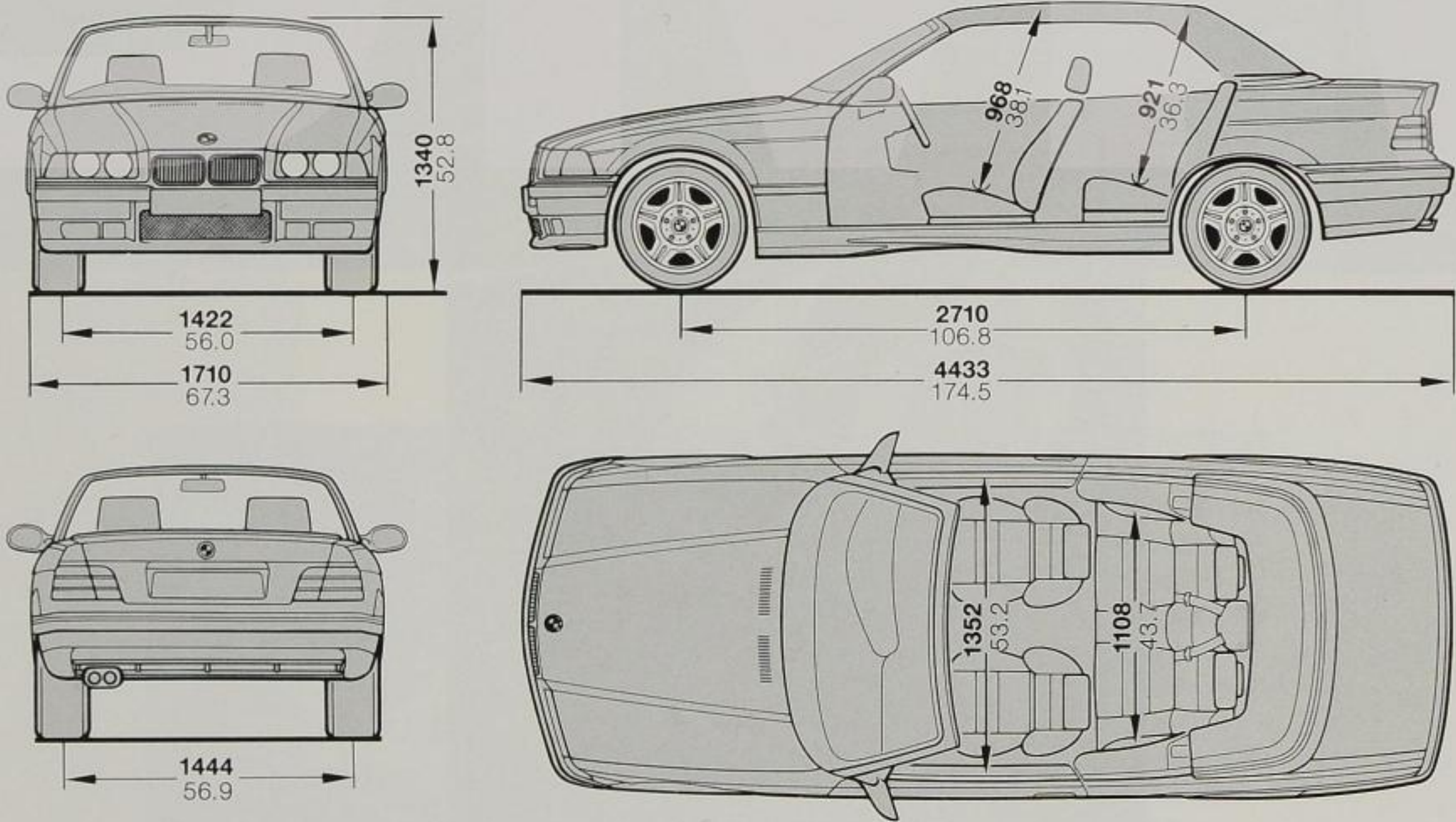
BMW Motorsport driver and 1993 BTCC champion Joachim Winkelhock: "The M3 Coupé is not only one of the most thrilling cars in the world, but also provides you with a feeling of absolute safety through its perfect handling."



M3 Coupé



M3 Convertible



Figures in bold type apply to millimetres.
Figures in light type apply to inches.

Weight		M3 Coupé	M3 Convertible
Unladen ¹⁾	kg/lb	1535/3384	1615/3560
Max permissible	kg/lb	1930/4255	1930/4255
Permitted load	kg/lb	470/1036	390/860
Permitted axle load front/rear	kg/lb	910/2006 / 1090/2403	910/2006 / 1090/2403
Permitted roof load	kg/lb	75/165	40/88

Engine		M3 Coupé	M3 Convertible
Cylinders/valves		6/4	6/4
Cubic capacity	cc	2990	2990
Stroke/bore	mm	85.8/86.0	85.8/86.0
Rated output/speed	kW/bhp/rpm	210/286/7000	210/286/7000
Max torque/speed	Nm/ft-lb/rpm	320/236/3600	320/236/3600
Output/torque per litre	kW/bhp/Nm/ft-lb	70.2/95.7 / 107.0/78.9	70.2/95.7 / 107.0/78.9
Compression ratio/fuel grade	:1	10.8 unleaded	10.8 unleaded

Transmission		M3 Coupé	M3 Convertible
Standard gearbox ratios I/II/III	:1	4.20/2.49/1.66	4.20/2.49/1.66
	IV/V/R	1.24/1.00/3.89	1.24/1.00/3.89
Final drive ratio	:1	3.15	3.15

Performance		M3 Coupé	M3 Convertible
Drag coefficient	c _d	0.32	0.36
Top speed	km/h/mph	250/155 ^a	250/155 ^a
Acceleration 0–100 km/h (62 mph)	sec	6.0	6.2
Standing-start km	sec	25.6	26.0
Flexibility 80–120 km/h in 4th gear (standard gearbox)	sec	6.4	6.9

Consumption ^{a)}		M3 Coupé	M3 Convertible
5-speed standard gearbox			
90 km/h (56 mph)	l/100 km/mpg	6.5/43.5	6.5/43.5
120 km/h (75 mph)	l/100 km/mpg	7.9/35.8	7.9/35.8
Urban	l/100 km/mpg	13.0/21.7	13.0/21.7
Average	l/100 km/mpg	9.1/31.0	9.1/31.0

Wheels		M3 Coupé	M3 Convertible
Tyre dimensions		235/40 R 17	235/40 R 17
Wheel dimensions		7 1/2 J x 17	7 1/2 J x 17 front/8 1/2 J x 17 rear
Material		Alloy – 10 spoke design	Alloy – 5 spoke design

Electrical system		M3 Coupé	M3 Convertible
Battery capacity	Ah	65	70
Alternator output	A/W	105/1470	105/1470

¹⁾ In line with the EC Norm, the unladen weight includes 68 kg for the driver and 7 kg for luggage. The unladen weight applies to vehicles with standard equipment. Special equipment may increase this figure.

^{a)} Electronically limited.
^{a)} Fuel consumption in accordance with DIN 70030, Part 1.

The models illustrated in this brochure show the specifications for the U.K. market. In part, they include optional equipment and accessories not fitted as standard. According to the specific requirements of other markets, alterations in models, standard and optional equipment, as described in the text and illustrations, may occur. It is essential that you contact your BMW dealer for current information on specification and equipment. Improvements are being made all the time and may affect the information given in this brochure. © BMW AG, Munich/Germany. Not to be reproduced wholly or in part without written permission of BMW AG, Munich.



Standard equipment.

Safety	Coupé Convertible	
A-pillar, ultra-reinforced for roll-over protection	•	•
Active roll-over system	•	•
All-round parking protection through wrap-around bumpers and side strips	•	•
Anti-lock braking system (ABS)	•	•
Asbestos-free clutch and brake linings	•	•
Crumple zones with predetermined deformation, impact absorbers at the front, side-impact protection	•	•
Ergonomic restraint system at rear with belt latches on outside edge of seat	•	•
Extremely rigid, monocoque, all-steel bodywork welded to the floor assembly	•	•
Front and rear bumpers designed to return to original shape after collisions of up to 2.5 mph/4 km/h	•	•
Inertia-reel safety belts at front with belt-latch tensioner and belt retainer	•	•
Inner-vented disc brakes, front and rear	•	•
Integrated roof crossbar	•	•
Manual adjustment of belt anchorage on B-pillar	•	•
Power assisted steering	•	•
Safety steering column	•	•
Sports-style, leather-rimmed airbag steering wheel	•	•
Power unit		
Crankshaft mounted in seven bearings	•	•
Cylinder-selective knock-control system	•	•
Digital Motor Electronics (DME) with hot-film air-flow meter and emergency running function	•	•
Hydraulic valve lifter	•	•
Light-alloy cylinder head	•	•
Multi-variable camshaft control (VACC)	•	•
On-board diagnosis	•	•
Overhead camshaft mounted in seven bearings	•	•
Static high-voltage distribution	•	•
Three-way catalytic converter, HEGO sensors, activated carbon canister, controlled fuel-tank vent line	•	•
Water-cooled, four-stroke, in-line six-cylinder	•	•
Transmission/suspension		
Central-link rear axle with anti-squat, anti-dive and anti-roll bar	•	•
Elastic rear differential mounting	•	•
25 % limited-slip differential	•	•
Five-speed gearbox with direct drive in fifth gear	•	•
Gas-pressure shock absorbers	•	•
Hand brake acts mechanically on rear wheels via extra drum brakes	•	•
Light-alloy M wheels with 10 twin spokes	•	•
Light-alloy M wheels with 5 twin spokes, fully polished		•
MacPherson front suspension with anti-dive and anti-roll bar	•	•
Two-mass flywheel	•	•
Exterior features		
Basic anti-corrosion protection through partial zinc coating, phosphate coating and cathodic dip painting	•	•
Bonnet and boot lid supported by gas-pressure springs	•	•
Ellipsoid dipped beam	•	•
Free-shape front fog lights, rear fog lights, two reversing lights	•	•
Front wheel arches with plastic inserts	•	•
Halogen twin headlights	•	•
Headlight levelling	•	•

Coupé Convertible		
Heated outside mirrors, driver's door lock and windscreen washer nozzles	•	•
Hinged rear side windows	•	•
M Aerodynamic Package with striking, aerodynamically styled front spoiler and rear apron, side sills, rear diffuser and aerodynamic outside mirrors	•	•
Metallic paint		•
Plastic tank, capacity: ca. 65 litres	•	•
Power-operated outside mirrors	•	•
Six-year guarantee against rust perforation	•	•
Soft folding top, electro-mechanically operated, with drip rail and easily replaceable plastic rear window		•
Twin-tone horn	•	•
Interior features		
Analogue-face instruments with anti-dazzle illumination and red pointers	•	•
Automatic courtesy lighting with gradual on/off function	•	•
Boot capacity: 230 litres (by VDA standards)		•
Boot capacity: 405 litres (by VDA standards)	•	•
Boot lighting and padded edges for safe loading	•	•
Digital clock with date in the centre console and central info light in the instrument panel	•	•
First aid kit and warning triangle	•	•
Green heat-insulating glass all round with laminated windshield	•	•
Heater fan for rear window		•
Lashing points in boot	•	•
LCD odometer	•	•
Leather-trimmed gear-shift knob and gaiter, leather-trimmed hand-brake grip and gaiter	•	•
LIGHTS ON? warning	•	•
Seat design:		
- BMW sports-style seats with naturally grained nappa leather seat covers		•
- M sports-style seats with highly contoured side panels and adjustable shoulder supports with M Design cloth upholstery, lateral seat panels and head-rests in Amaretta®	•	
Multi-information display with check control (alphanumerical display)	•	•
On board computer with ventilation system	•	•
Power-operated front and rear windows with servo-closing and anti-trapping protection at front		•
Power-operated front windows with servo-closing and anti-trapping protection	•	
Radio preparation, six speakers and aerial	•	•
Rev counter, oil and coolant temperature displays, fuel gauge	•	•
Service-interval indicator	•	•
Spare wheel under boot floor	•	•
Temperature-controlled ventilation, multi-level radial fan	•	•
Tilt-adjustable steering wheel	•	•
Windows automatically slide down about 15 mm when the folding top is closed		•
Security		
Central locking with deadlock and crash sensor	•	•
Engine immobiliser	•	•
Visible chassis number on dashboard	•	•




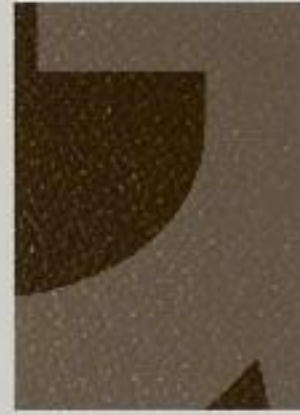



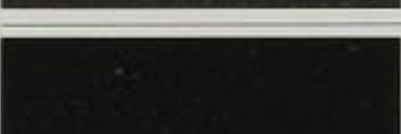
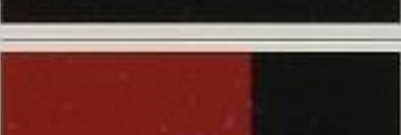
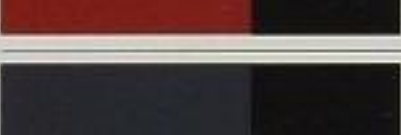


Colours and upholstery.

- Recommended.
- Available.

Exterior colours			In	G	A	L	A	B	O	V	L	H
Standard		300 Alpine White	○	●		●	●	●	●			○
		314 Bright Red	○	●		○	●	●			○	
		267 Dakar Yellow	○	●		○	●	●		●		
Metallic ¹⁾		309 Arctic Silver	○	●		○	●	●	●	●	○	○
		276 Avus Blue	●	●		●	●	●			●	
		275 Boston Green ²⁾				○		●				●
		283 Daytona Violet	●	○		●	○	○			●	
		303 Cosmos Black	●	●		●	●	●	●	●	●	●

Materials.

The M3 convertible is available with its folding top in the colours 388 Black and 391 Dark Blue.

		M3 Coupé	M3 Coupé/Conv.	M3 Coupé/Conv.	M3 Coupé
Material	Interior colours	Cloth Amaretta®	Leather Nappa	Full-leather Nappa ¹⁾	Full-leather Buffalo ¹⁾
					
Interior colours		Grey	B4TT		
		Light Grey		N5TT	L7TT
		Anthracite	B4AT		M7AT
		Black		N5SW	L7SW
		Classic Red/Black			L7GD
		Violet Blue/Black			L7MA
		Lotos White/Black			L7LO
		Hazelnut/Black ^{a)}			L7HS ^{a)}

¹⁾ Optional. ^{a)} M3 Convertible only.
Experience shows that it is impossible to reproduce the exact colour of paintwork and upholstery in print. We therefore advise you to look at the actual colours at your BMW dealership. Your BMW dealer will be glad to help.

Top performance in principle



BMW Motorsport International

Our successful involvement in motor sport with racing cars developed from production vehicles for works and private teams.



BMW Individual

The concept of a totally personalized automobile – virtually any wish can be fulfilled with these customized features. (Not available in Great Britain)



BMW M Vehicles

The BMW M3, M5 and 850CSi: modern, dynamic, high-performance automobiles.



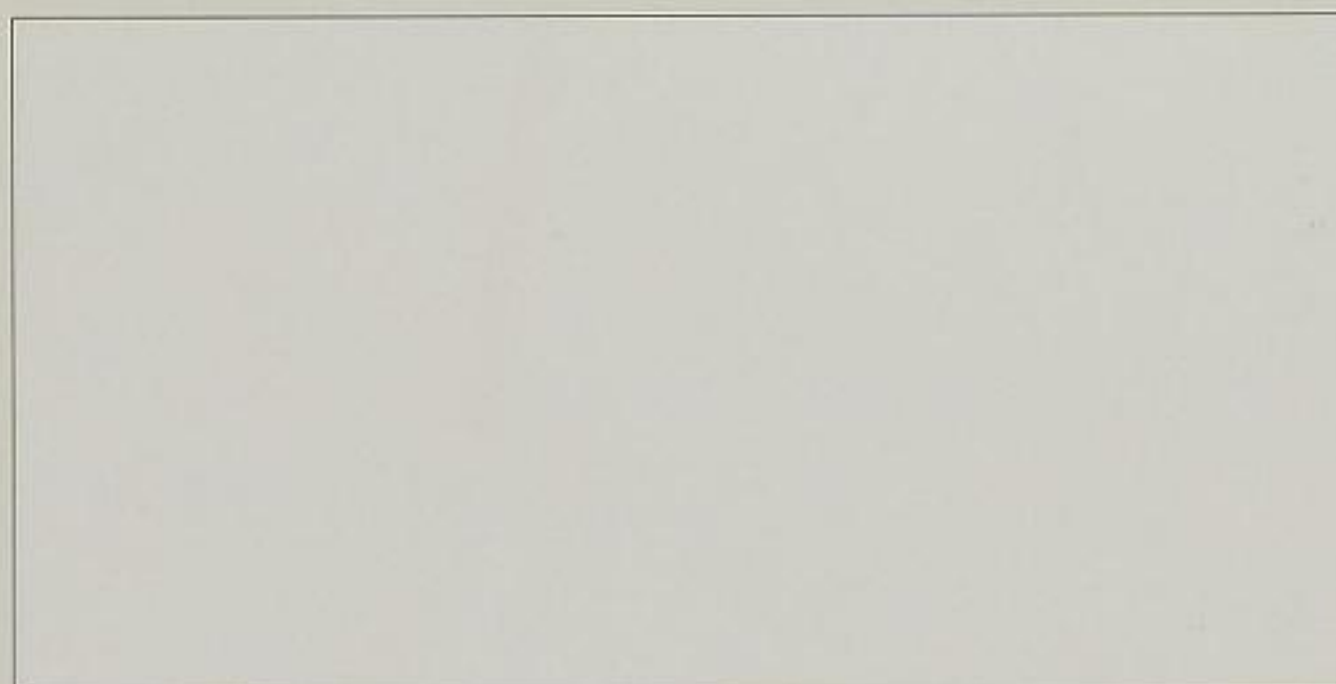
BMW Driver Training

The comprehensive training programme to optimize individual driving safety – for greater sovereignty on the road. (Not available in Great Britain)



BMW Systems Technology

A technology and development partnership for highly specialized assignments in automotive engineering.



Further details of BMW M GmbH can be obtained from:
BMW M GmbH, Preußenstraße 45,
80809 Munich, Germany.



BMW M GmbH

The company for individual automobiles