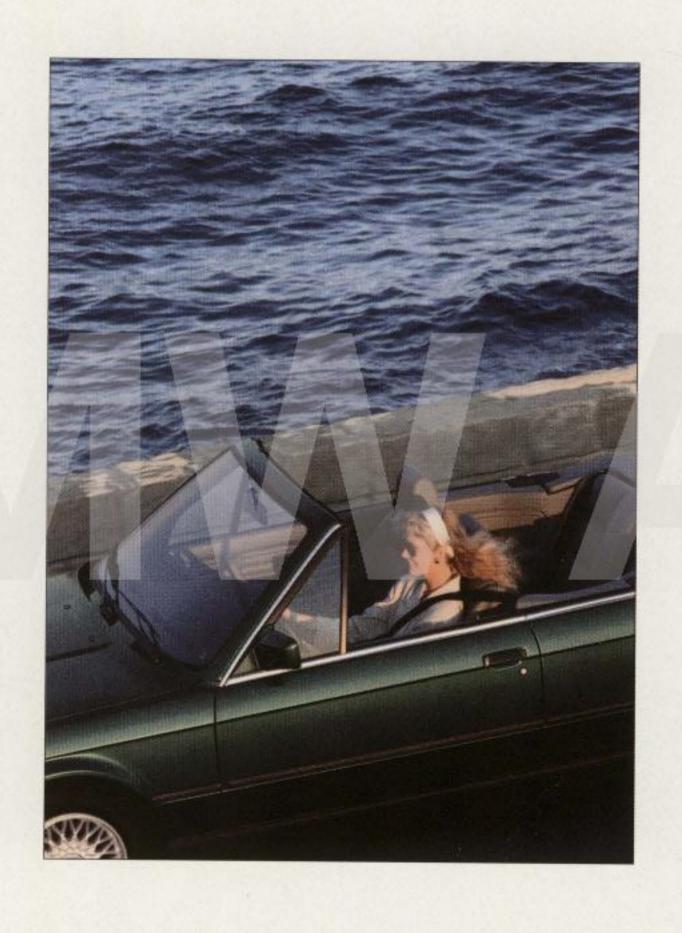
### THE BMW 3 SERIES CONVERTIBLE



MOST CARS DO EXACTLY WHAT YOU EXPECT OF THEM: THEY TAKE THE DRIVER AND PASSENGERS FROM A TO B.

BUT IF YOU REGARD YOUR AUTOMOBILE AS MORE THAN JUST A MEANS
TO AN END, BMW IS EXACTLY WHAT YOU
NEED. FOR A BMW, MORE THAN ANY
OTHER CAR, IS THE TRUE EMBODIMENT OF
SHEER DRIVING PLEASURE. AND TO ADD
THE LAST TOUCH IN ACHIEVING THE VERY
BEST DRIVING PLEASURE IMAGINABLE,
YOU REALLY ONLY HAVE ONE CHOICE: THE
BMW CONVERTIBLE.

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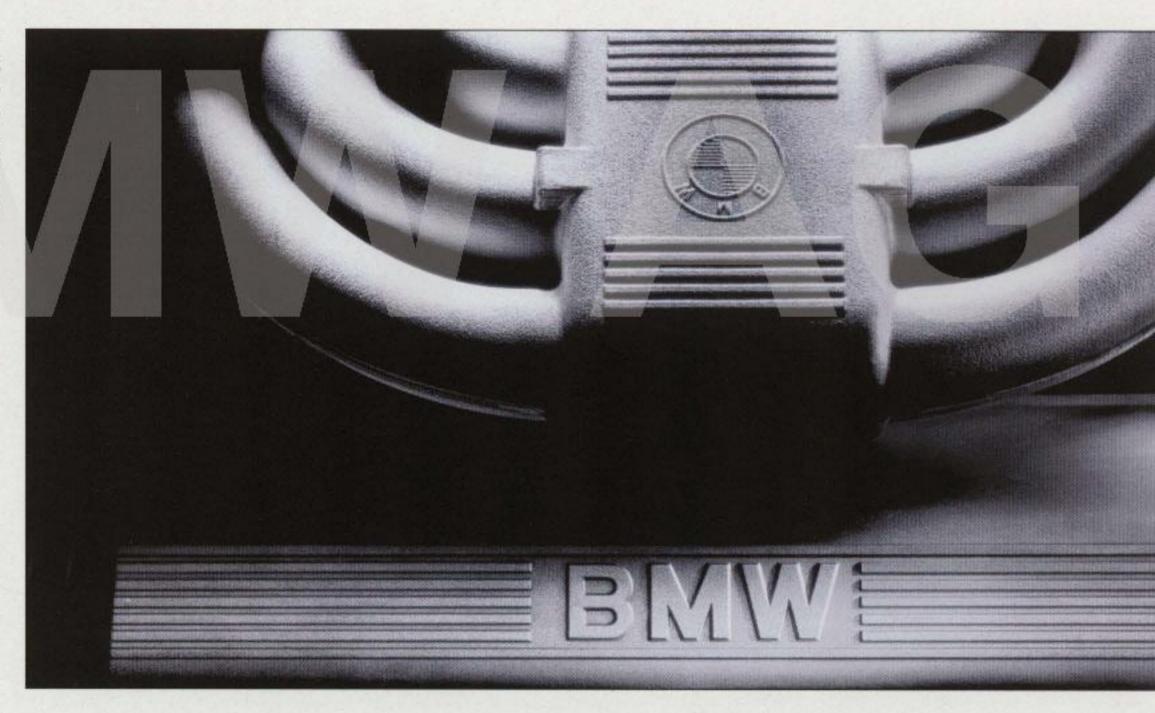


# FRESH WIND AND POWER BENEATH THE BONNET.

Don't just open the roof of your BMW Convertible, open up the engine compartment lid, too. Because then you can marvel at a power unit which simply must provide exhilarating pleasure in open-air motoring.

BMW's straight-six engine in the 320i and 325i Convertible gives you fresh wind and power wherever you go. Regardless of whether you choose the 2.0-litre unit developing 95 kW/129 bhp or its bigger brother, the 2.5-litre with its supreme 125 kW/170 bhp.

Aesthetic engineering. Even at first sight
the straight-six power unit emanates the
flair of performance
and smoothness. For
technology BMW
style appeals to all
senses.



Running in no less than 7 bearings, the crankshaft on both of these engines has two counterweights for each piston. Which makes the engines as silky-smooth as you can imagine. While they naturally rev up eagerly and develop superior power whenever required.

Just how much BMW has improved and refined the design principle of six cylinders in-line also becomes obvious when you consider the engine's reliability and long running life.

These exemplary characteristics receive the final touch from the most advanced all-electronic engine management: Digital Motor Electronics (DME) analyses the most important engine data and ambient conditions. Constantly and within fractions of a second. Thus guaranteeing precise control of the ignition timing and injection volume and, as a result, maximum

power on minimum fuel consumption. In conjunction with the three-way catalytic converter and controlled tank purge via the activated carbon filter, DME also keeps emissions at a minimum.

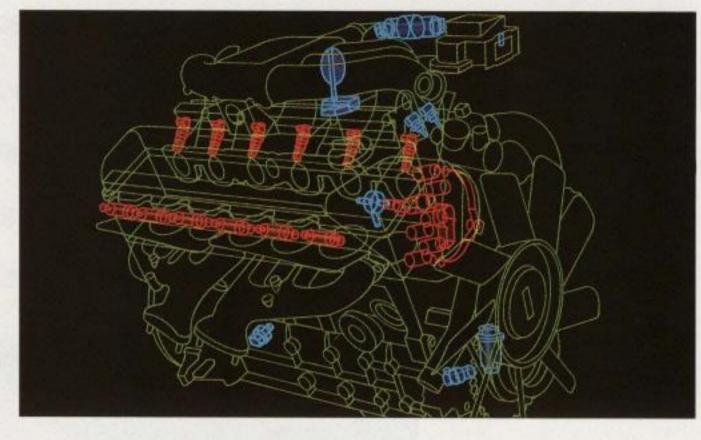
So at the wheel of a BMW Convertible you not only feel that unique

oneness with the world around you, but also express your awareness and care for the environment you live in.

But these are by no means all the features DME is able to offer. Just one of its additional benefits, for example, is supreme service ease: The built-in on-board diagnostic system memorises even the slightest deficiency in its electronic brain. Then all the BMW service specialist has to do is put in one single plug to retrieve information quickly, efficiently and inexpensively, determining possible defects and providing the remedy immediately.

This progressive engine management is of course not reserved exclusively to BMW's six-cylinders. In the 318i it masterminds the four-cylinder power unit with the same supreme precision, again bearing witness to the high standard of BMW engine technology resulting, not least, from its close ties with the BMW 12-cylinder. As an example, the four-cylinder unit has combustion chambers of the same design as the V12, ensuring rapid and efficient combustion of the fuel/air mixture. The cylinder head is also based on exactly the same concept as that of the majestic 12-cylinder.

Considering its size of 1.8 litres, this outstanding four-cylinder not only provides superior power, but also equally superior torque for dynamic accel-



Intelligent engine management. To provide optimum running smoothness, economy and engine power, Digital Motor Electronics (DME) determines driving conditions through numerous sensors and control points. The data measured is checked within fractions of a second and then used for highly accurate engine management.



eration: Output is 83 kW/113 bhp, torque 162 Nm (119 ft-lb). And apart from these facts and figures, the running smoothness of this four-cylinder is just as impressive, too.

The fact remains, of course, that all this power only makes sense — and guarantees genuine pleasure — if you can get it on to the road perfectly at all times. Which means you require the right steering, transmission, suspension and, not least, brakes.

So let's start with the steering. With its finely tuned power steering, the BMW Convertible responds willingly to every movement of the steering wheel. Its agility on narrow roads and when parking will surprise you just as



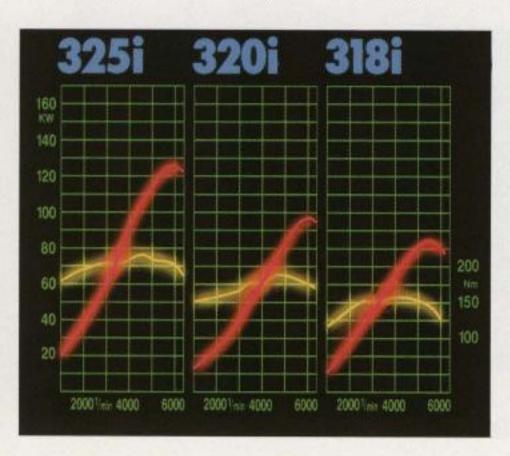
The trendsetter. The four-cylinder power unit of the 318i Convertible sets the standard in its class for efficiency and dynamism. From just 1.8 litres, it develops 83 kW/113 bhp at 5500 rpm and 162 Nm (119 ft-lb) at 4250 rpm.

much as the good feeling you have of the road.

Once you're out there in the countryside enjoying the blue skies above, you will be thrilled every metre of the road by the smooth and crisp transmission of your BMW Convertible. And if you're looking for that extra bit of comfort, a four-speed automatic transmission is available as an option.

The bottom line is that every BMW Convertible offers sporting performance and comfortable motoring all in one. Features also characteristic of the suspension and, accordingly, the car's handling.

The torque and power diagrams reveal the characteristic qualities of the BMW Convertible's power units. The torque curves are relatively flat, proving the superior acceleration and pulling force from just above idle speed. The output curves, on the other hand, move up steeply, showing how each engine churns out dynamic power for dynamic motoring.



The interplay of the singlejoint spring strut front axle and semi-trailing arm rear axle guarantees perfect directional stability. But still, that is only half the truth. For the BMW Convertible is a car which not only loves straight roads,

but can also show all its strengths where open-air motoring really makes fun, for example on winding country lanes. Like the suspension, the brakes also give you that pleasant feeling of safety and confidence. Four disc brakes, ex-

tra-large in size and inner-vented at the front, ensure above-average efficiency under all conditions. And the very latest computer-controlled ABS brake system comes as standard on all models.

So you see that the BMW Convertible has everything it takes for safe

The anti-lock braking system. BMW four-sensor ABS offers maximum safety when applying the brakes. Even when braking in an emergency, you can still steer your Convertible in the desired direction (standard on all models).

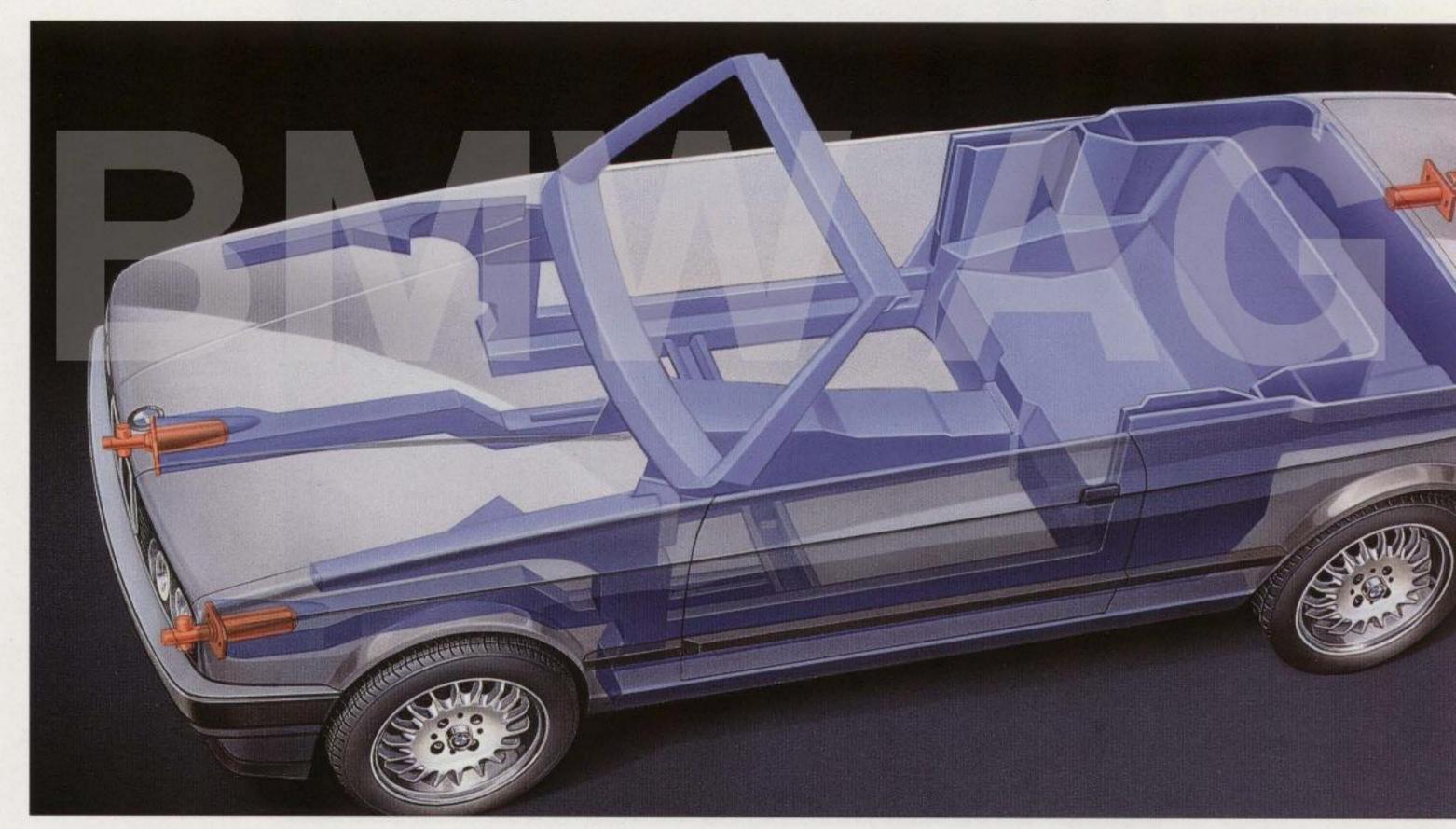
motoring and supreme driving pleasure, no matter what the conditions are like outside.

# AN OPEN PLEDGE TO SHEER DRIVING PLEASURE.

First and foremost, the BMW Convertible boasts a feature absolutely essential to every classic convertible: it is a completely open car in every respect, without anything that might get in your way.

So it's not just the fact that the roof folds down to the back — which, incidentally, is extremely easy with the 3 Series Convertible thanks to its unique, cleverly engineered roof mechanism. All it takes is 7 simple steps or

Elaborate technology for superior torsional strength and safety on the road. The floor pan, doorsills and windscreen frame are all reinforced. And there are impact absorbers at the front end



the press of a button on the optional power roof. Rather, it's also that the roof when fully retracted does not obstruct your visibility to the rear in the slightest. And it still maintains the sleek, stylish lines of your BMW Convertible.

A number of striking features enhance the car's styling even further.

of the car, taking up impact energy in minor collisions when parking up to 4 km/h and then regenerating completely to their original shape.

The front and rear air dams, for example, extend further down, the rear light clusters are larger than before, and from the 320i the bumpers and rear-view mirrors are finished in body colour.

To customise the looks of your BMW Convertible you have the choice of Sterlingsilber, Granitsilber and Diamantschwarz metallic paintwork plus Brillantrot and Alpinweiss



non-metallic, all with BMW satin-chrome finish (optional). Not only is there less conventional chrome on the car. The door embellisher strips are finished in matte-black, and the bumpers and rear-view mirrors come in body colour (also on the 318i).

Perfect comfort. The power roof option opens and closes the roof quickly, smoothly and silently. Just open two clamps and press a button. That's it.

But the unique qualities of a BMW are not just skin-deep. Just look a bit further and you will find numerous features proving the ultimate attention to detail so typical of BMW. For here, too, BMW's stylists and engineers have endeavoured not only to create a genuine, elegant convertible, but also a car with supreme safety and quality all round.

Naturally this also applies to the passive safety offered by the body-shell of the BMW Convertible. For even this uncompromisingly open four-seater ensures maximum body rigidity in its design and structure. Minor collisions when parking up to 4 km/h don't leave behind a trace on the car, since impact absorbers in front of the bumpers take up all the impact energy.

A few comments on the subject of quality: It goes without saying that the Convertible offers the same high level of quality as all BMWs. Production of the body is controlled by computers to ensure optimum accuracy and a perfect fit of all components. And before your Convertible is painted in the colour of your choice, it undergoes an elaborate multi-stage anti-corrosion regimen. After all, we want to maintain your sheer driving pleasure for a long, long time to come.



### THE MAN/MACHINE INTERFACE.

When driving with the roof down and the wind flowing through your hair it is particularly important to have the support of a clear and functional cockpit.

Just one look proves the efficiency of the cockpit in the BMW Convertible. In your primary line of vision you immediately take in the most important information such as road speed, engine speed or coolant temperature.

The cockpit of the 3 Series in typical BMW design. Arched in concave arrangement around the driver, the cockpit is an expression of supreme function and aesthetic looks. It blends harmoniously with the interior and offers a whole range of exemplary functions: from superior clarity also at night through the Service Interval Indicator all the way to electric window lifts fitted as standard.

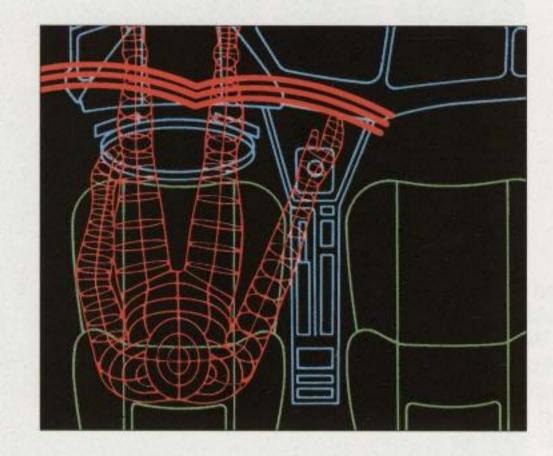


In your secondary line of vision, above the centre console, you then have all the additional things you might want to know, for example the time of day.

The arched design of the cockpit makes a further contribution to safety and motoring comfort. Everything is within easy reach, allowing you to operate all the controls quickly and without the slightest effort. The instru-

ments and controls are illuminated from behind in soothing orange light particularly pleasant at night. The result of all this perfection is that you can take in the information you require within fractions of a second, always remaining efficiently in control. And ultimately this means that you have more time left over to concentrate on the traffic around you.

Apart from trendsetting ergonomics, the BMW cockpit offers the most advanced



The ergonomics concept. The driver comes right in the middle of BMW's arched cockpit design. So that you can reach all the

controls comfortably without changing your position on the seat. The result: superior motoring comfort and driving safety all in one.

information systems. The Service Interval Indicator, for example, shows you when your car needs servicing or an oil change. Since this depends on your individual style of motoring, driving conditions and mileage covered, you know that your BMW Convertible will only be serviced when necessary and that you don't have to miss out on one single day of open-air motoring.

Another safety system is BMW Check/Control (from the 320i). This unique system constantly monitors important vehicle functions such as the engine oil level and main lights, and immediately indicates any defects.

The on-board computer available as an option from the 320i helps you plan trips more efficiently, calculates in advance when you will have to stop for fuel, and even helps to avoid unpleasant experiences on black ice by providing a clear warning signal as soon as the outside temperature drops below  $\pm 3$  °C. Last but certainly not least, the outside thermometer will help you to decide whether to keep the roof up or take in some fresh air.

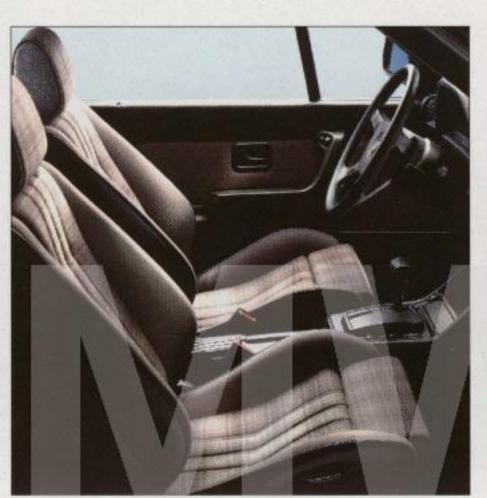


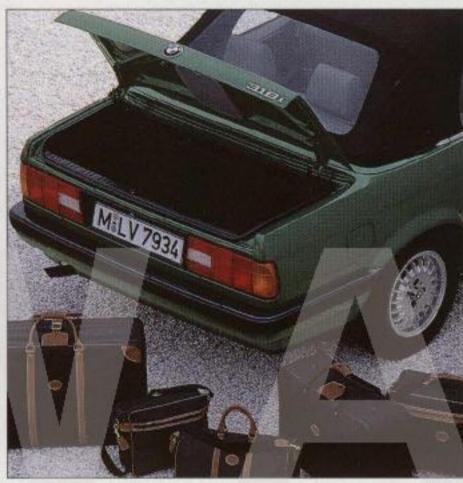
# A PASSENGER COMPARTMENT WHERE YOU FEEL AT HOME NOT ONLY WHEN THE SUN IS SHINING.

Regardless of whether the roof is up or down, the passenger compartment of your BMW Convertible gives you sheer driving pleasure at all times. And regardless whether you choose fabric or leather (optional) upholstery, you will be thrilled by the quality of the materials and finish.

Ideal even in standard trim. High-quality upholstery, perfect finish throughout the interior.

BMW sports seats fitted as standard at the front, electric windows front and rear and both rearview mirrors electrically operated. Just some examples of the Convertible's supreme function.



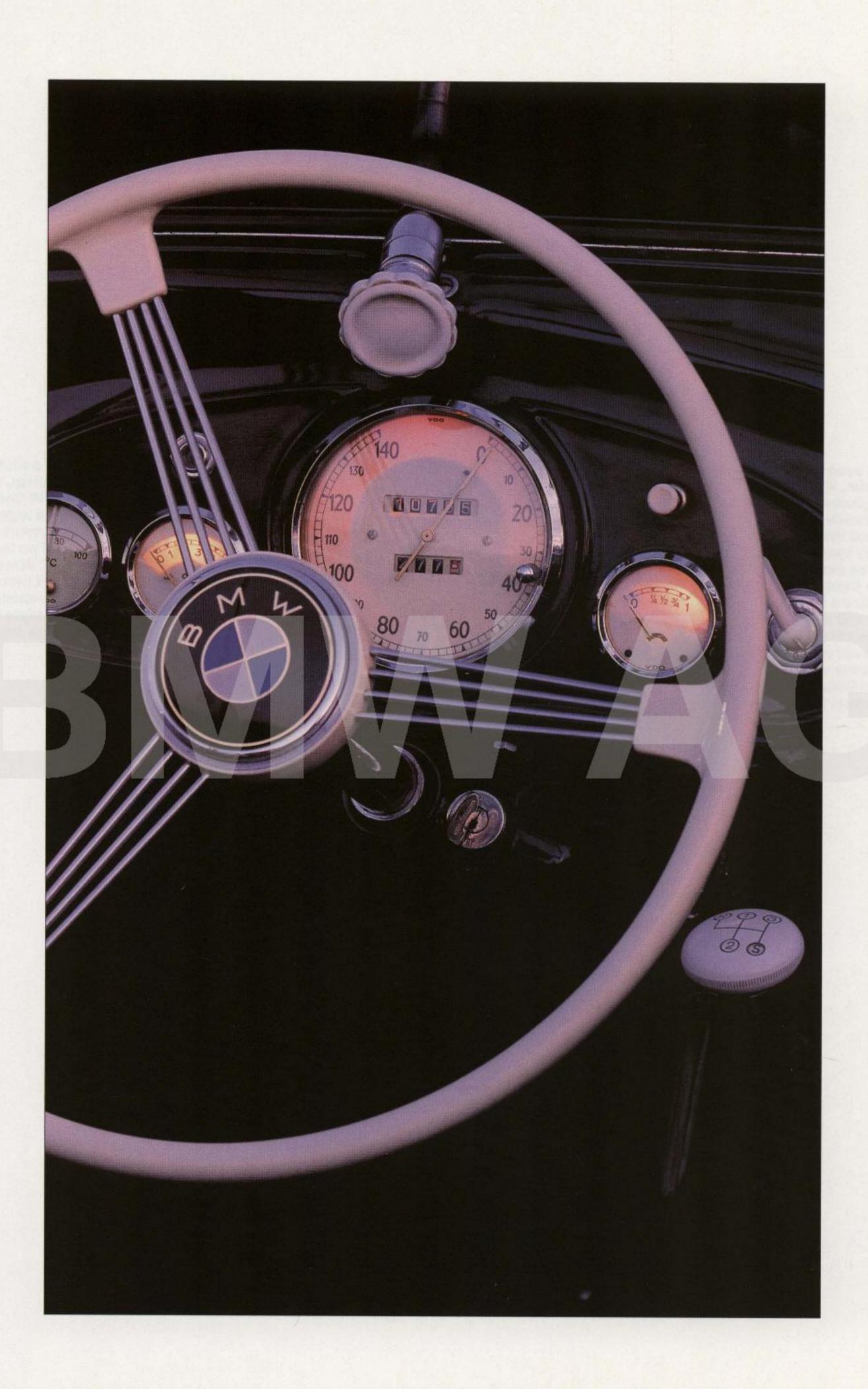


Not only beautiful, but practical, too: Your BMW Convertible has a luggage compartment capacity of no less than 312 litres/10.9 cu ft (according to VDA measurement). Ample room for all your luggage.

The interior lives up to all the tough conditions a convertible has to fulfill from time to time — either when exposed to direct sunshine for hours on end, or when covered by moisture or dust.

But that doesn't mean you have to give up all the creature comforts of BMW motoring. Just consider the ventilation and heating system, for example. A system with all the performance to keep you cosy and warm when motoring with the roof down. And if even the heating, folding roof and four electric windows don't give you the accurate temperature control you're looking for, the air conditioning (optional) of your BMW Convertible will fulfill your every wish: from refreshingly cool to snug and warm.

Naturally, your passengers at the rear enjoy the same comfort on their individual, body-contoured seats. So in a nutshell the BMW Convertible offers the same amenities and space as a high-class luxury saloon.



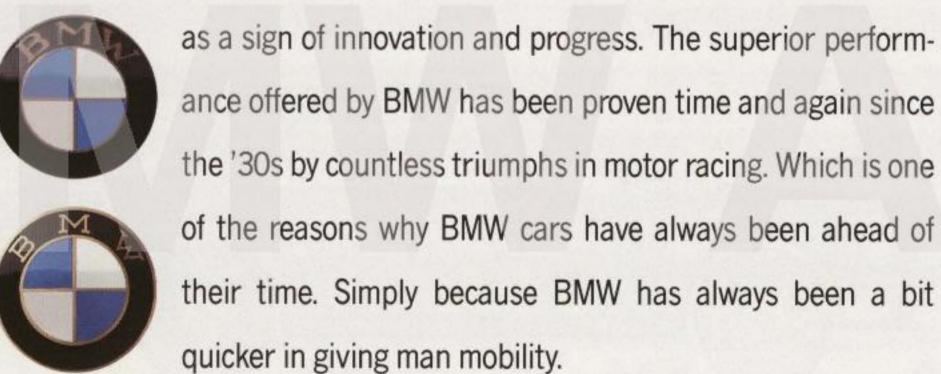
# THE DRIVING FORCE BEHIND GENUINE PROGRESS.

The white-and-blue symbol of the rotating propeller, BMW's unique emblem, refers directly to an important era in the history of the Company. For BMW started out as a manufacturer of aeroengines used to set up numerous records. The pursuit of excellence has always been a feature typical

The stylised propeller symbolises BMW's quest to constantly improve the mobility of mankind. And as mobility requirements have changed over the decades, the whiteand-blue emblem has changed accordingly. The spirit behind this symbol, however, remains the same to this very day: the joy of innovative ideas.



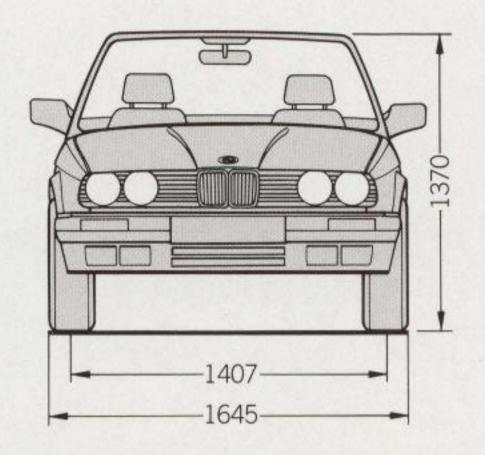
of BMW borne out from the start also in BMW motorcycles and automobiles. Accordingly, the symbol of the stylised propeller is acknowledged everywhere

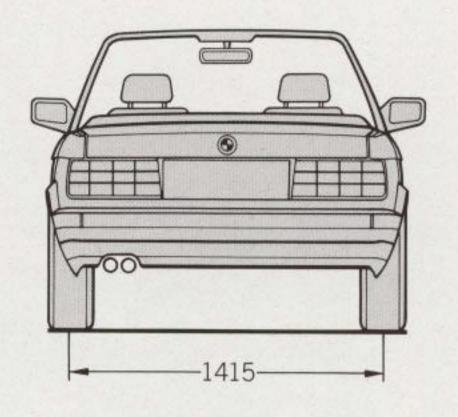


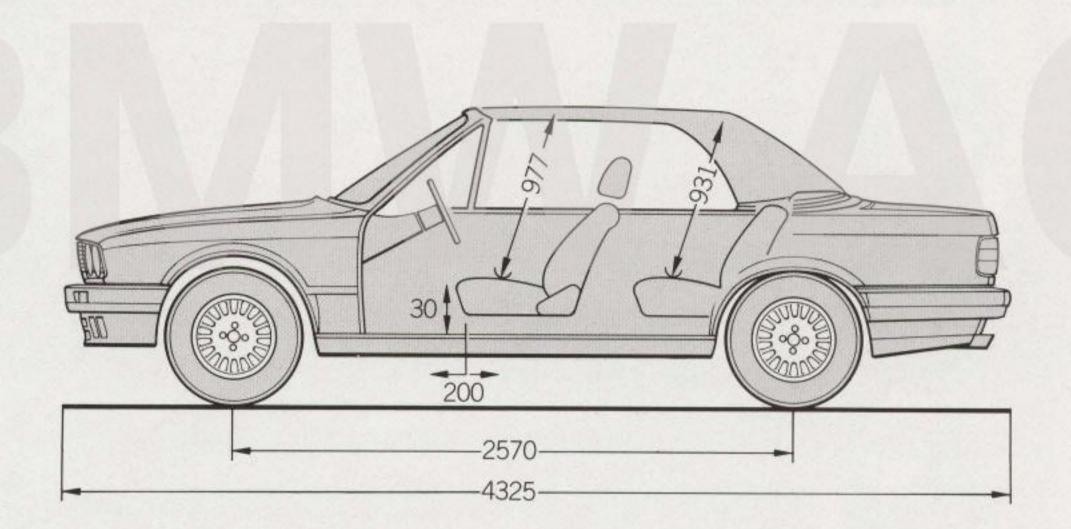
BMW has now been setting new standards for 75 years

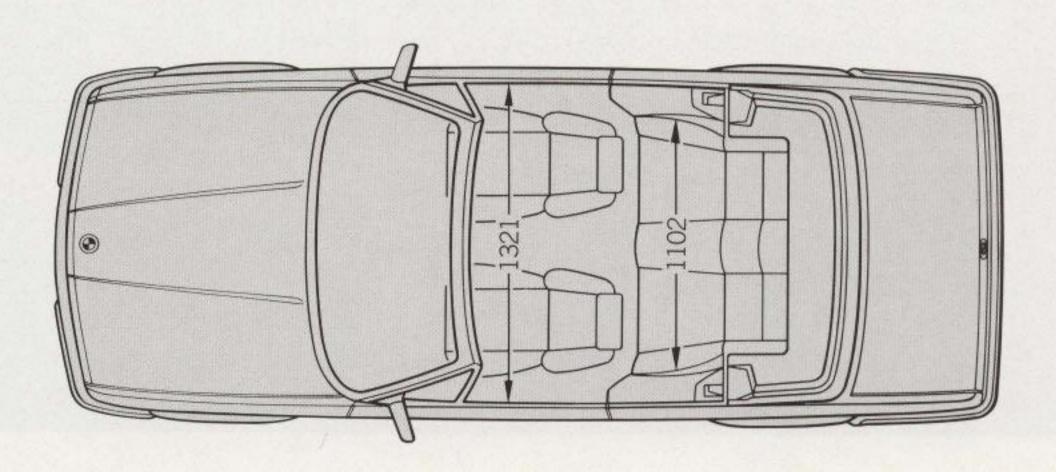
— with progressive technology ensuring outstanding safety and environmental care. And this is the philosophy BMW will continue in future. Because the purpose of BMW's commitment to progress is to give you sheer driving pleasure today and tomorrow.

### THE MOST IMPORTANT DATA.



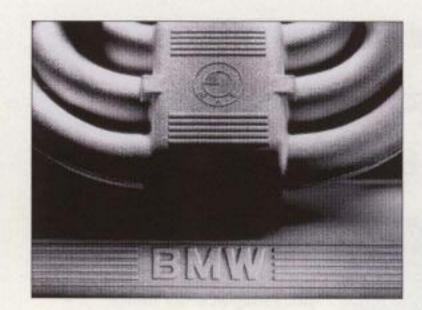






All dimensions in millimetres.

# STANDARD EQUIPMENT OF THE BMW 3 SERIES CONVERTIBLE.



### **ENGINE**

Water-cooled four-cylinder four-stroke in-line engine, longitudinally mounted and inclined, light-alloy cylinder head, crossflow principle, spherical combustion chambers, overhead camshaft with 5 bearings, crank-shaft running in 5 bearings with 8 counter-weights.

Digital Motor Electronics with electronic grid-controlled ignition and grid-controlled air volume-metered fuel injection, warm-up control grid and automatic choke, fuel supply with overrun control, self-learning idle speed control, on-board diagnosis with emergency running function. Armoured ignition cables to prevent damage.

Emission management to US standard ensured by fully controlled three-way catalytic converter and heated oxygen sensor for unleaded 91 ROM regular fuel. Activated carbon filter with controlled tank purge function.

From 320i Convertible: Watercooled six-cylinder four-stroke in-line engine, longitudinally mounted and inclined,
light-alloy cylinder head, crossflow principle, spherical combustion chambers, overhead camshaft with 7 bearings, crankshaft
running in 7 bearings with 12 counterweights, torsional vibration damper.

Twin-pipe catalytic exhaust system with twin tailpipes.

325i Convertible: Engine oil cooler, tailpipes with larger diameter.



### TRANSMISSION/SUSPENSION

Standard drive: engine at the front, power transmission to rear wheels. Hydraulically actuated single-plate dry clutch with reinforced torsional vibration damper and automatic adjustment for wear. Five-speed gearbox (top speed in 5th gear).

Single-joint spring strut front axle with anti-dive and anti-roll bar. Semi-trailing arm rear axle (swept back by 15°) with anti-roll bar, anti-squat and anti-dive, separate springs/shock absorbers. Twin-sleeve gas pressure shock absorbers for fine suspension tuning, safety steering column.

Asbestos-free clutch and brake pads, swing-calliper disc brakes front and rear, inner-vented at the front. Handbrake acting mechanically on rear wheels through additional drum brakes. Anti-lock brake system (ABS). Power steering.

325 i Convertible: Light-alloy wheels.



### **BODYWORK**

Two-door, four-seater convertible, specially designed and constructed unitary all-steel bodywork welded to the floor assembly, front and rear crumple zones with predetermined deformation, all-round body reinforcement.

Hollow cavity preservation, undersealing. Front wheel arches with plastic inserts. Six-year warranty against rust perforation provided rustproofing is checked annually.

Tank capacity 62 litres.

The models illustrated in this brochure show the specifications for the German 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. All specifications are for models with catalytic converter. For precise information and the availability of cars without catalyst, please contact your BMW importer or dealer. Subject to change in design and equipment. © BMW AG, Munich/Germany. Not to be reproduced wholly or in part without written permission of BMW AG, Munich.



### **EXTERIOR FEATURES**

Twin circular headlights integrated in radiator grille. All-round parking protection through wrap-around bumpers and rubber side strips. Front/rear bumpers able to regenerate after impacts up to 4 km/h. Integral, extra-low front air dam. Engine compartment lid supported when open by torsion bar and gas-pressure spring. Soft top (three colours) fully retractable into storage compartment beneath lid with gas-pressure springs. Fixed-position front quarterlights with integrated rear-view mirrors.

Laminated windscreen, green heatinsulating glass, exchangable green plastic rear window. Lockable fuel tank filler cap (one key for all locks) with holder for tank cap on filler flap.

From 320i Convertible: Bumpers and rear-view mirrors finished in body colour, wind deflectors on driver's windscreen wiper.

325 i Convertible: Front air dam with opening for engine oil cooler, central locking with anti-theft security lock and crash sensor.



### INTERIOR FEATURES

Full velour carpeting of the floor of the passenger compartment. Lockable, illuminated glove compartment. Stowage spaces on instrument panel, front and rear centre console, stowage boxes in front doors. Armrests with integral grab handles on front doors. Illuminated safety ashtray and cigar lighter. Foam-padded four-spoke steering wheel, dia 380 mm, stickshift knob secured in position.

Safety padding on front roof pillars, all-round padding on the doors, knee protection, anti-dazzle safety mirror.

BMW sports seats at the front with adjustable thigh support, fine backrest adjustment, adjustment of seat height and angle. Individual, body-contoured seats at the rear. Front passenger's backrest can be released and tipped forward from driver's seat. Front head restraints adjustable for height and angle.

Inertia-reel seat belts front and rear, seat belt locks recessed in backrest.

Toolbox in luggage compartment lid, spare wheel beneath luggage compartment floor, luggage compartment illuminated and with padded edges for safe loading. Luggage compartment capacity 312 ltr/10.9 cu ft (to VDA standard). Warning triangle and first-aid kit.

From 320i Convertible: Door and side panel inserts in uni-texture fabric.



### **ELECTRICAL SYSTEM**

Twin halogen headlights with ellipsoid technology for low beam, hydraulic headlight range control, two rear fog warning lights, two reversing lights. Both rear-view mirrors electrically adjustable, electric window lifts front/rear.

Instruments and controls grouped in semi-circular layout around the driver, electronic speedometer and rev counter. Energy Control (fuel consumption gauge), Service Interval Indicator, fuel gauge and coolant temperature gauge. Additional warning lights for fuel level, handbrake on, brake pad wear and brake fluid level, oil pressure, ABS indicator light. Analogue quartz clock in centre console. Electric screenwasher system with automatic wash/wipe and fingertip control, two wiper speeds, intermittent wipe, operated from steering column. Twin-tone horns.

Heating/ventilation: Fresh air heater independent of engine speed, quiet four-stage blower, additional defroster blower for rear window, defroster nozzles for wind-screen and side windows, fresh air supply through four outlet grilles at the side and in the middle, forced extraction of stale air, rear compartment heating.

From 320 i Convertible: Check/
Control with active display above windscreen for automatic verification with the
ignition switched on of low-beam headlights, brake lights, tail lights, number plate
illumination, coolant level, screenwasher
reservoir level, engine oil level; central indicator light in instrument cluster. Courtesy
light with delay function.

325 i Convertible: Foglamps integrated in front air dam.

		318i	320i	325i
WEIGHT				
Unladen	kg	1220 (1240)	1280[1300]	1310[1330]
Max permissible	kg	1620 (1640)	1680[1700]	1710[1730]
Permitted load	kg	400	400	400
Permitted axle load front/rear	kg	790/905	850/905	865/935
Permitted trailer load			000/300	0007,500
(with/without trailer brakes)*	kg	500/1200	500/1200	500/1200
ENGINE				
Cylinders/valves per cylinder		4/2	6/2	6/2
Capacity	cc	1796	1991	2494
Stroke/bore	mm	81/84	66/80	75/84
Maxoutput	kW/bhp/rpm	83/113/5500	95/129/6000	125/170/5800
Max torque	Nm/ft-lb/rpm	162/119/4250	164/121/4300	222/164/4300
Output per litre	kW/bhp	46.2/62.8	47.7/64.9	50.1/68.1
Torque per litre	Nm/ft-lb	90.2/66.5	82.4/60.8	89.0/65.8
Compression ratio/fuel grade	:1	8.8/unleaded regular	8.8/unleaded regular	8.8/unleaded regular
TRANSMISSION				
Standard gearbox ratios I/II/III	:1	3.72/2.02/1.32	3.72/2.02/1.32	3.83/2.20/1.40
IV/V/R	:1	1.00/0.81/3.45	1.00/0.81/3.45	1.00/0.81/3.46
Final drive ratio standard/sports gearb	oox :1	4.27 (4.45)	4.27 [4.45]	3.73/3.91 [3.73]
PERFORMANCE				
Drag coefficient		0.37	0.37	0.37
Top speed	km/h	187 (185)	195[194]	216[210]
Acceleration 0-100 km/h	sec	12.0 (13.1)	11.5 [13.3]	8.7[10.5]
Standing-start km	sec	33.3 (34.5)	32.5 [34.4]	29.5[31.5]
Flexibility 80-120 km/h with				
standard/sports gearbox in 4th gear	sec	11.2	11.9	9.8/9.3
FUEL CONSUMPTION				
5-speed/5-speed sports gearbox				
90 km/h	ltr/100 km	7.0 (7.1)	7.7[7.8]	7.2/7.6 [7.3]
120 km/h	ltr/100 km	8.8 (8.9)	9.7[9.8]	8.9/9.4[9.1]
City traffic	ltr/100 km	10.7 (11.0)	13.3[13.6]	12.9/13.1 [13.2]
Average	ltr/100 km	8.8 (9.0)	10.2[10.4]	9.7/10.0[9.9]
WHEELS				
Tyre dimensions		195/65 R 1489 H	195/65 R 1489 H	195/65 R 14 89 V
Wheel dimensions		51/2Jx14	51/2Jx14	6Jx14
Material		Steel	Steel	Light alloy
ELECTRICAL SYSTEM				
Battery capacity	Ah	46	50	50
Alternator output	A/W	65 (80)/910 (1120)	80/1120	80/1120

<sup>\*</sup> Figures apply to max 12% gradient.

Detailed information from your BMW dealer.

Unladen weight applies to vehicles with standard equipment. Special equipment and optional extras increase this figure.

All specifications are for models with catalytic converter.

Numbers in ( ) apply to vehicles with automatic transmission without EH control.

Numbers in [ ] apply to vehicles with automatic transmission and EH control.

## BMW SERVICE — AS GOOD AS THE CAR ITSELF.

BMW's reliable and economic service starts right from the beginning in the development of BMW cars. And every BMW features advanced systems such as the BMW Service Interval Indicator and BMW on-board diag-



After you have purchased your car the BMW dealer is always there to help you as a competent partner and advisor. His technical knowhow and the use of Original BMW Parts guarantee absolute quality and reliability. To keep you going with sheer driving pleasure for a long, long time.

nosis for optimum ease of repair.

After-sales service is guaranteed by a most competent partner: the BMW dealer. It goes without saying that your BMW workshop uses Original BMW Parts, thus guaranteeing supreme quality, reliability and an accurate fit up to the unique BMW standard. And since the BMW dealer is committed to the quality of his work and the value of Original BMW, he gives you a 12-month warranty on workshop services and Original BMW Parts.

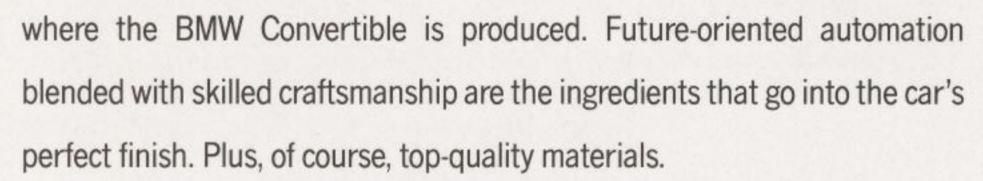
Should you suffer an unforeseen problem with your car all the same, we are always there to help you. Just call the BMW Service Mobile toll-free day or night.

This ensures that sheer driving pleasure BMW-style also means dependable and efficient service at all times. Today and in the future.

## WHEREVER NECESSARY WE ARE REALLY CONSERVATIVE.

"Conservative" is precisely our attitude when it comes to steadfastly maintaining your sheer driving pleasure in the BMW Convertible. So here again, we use all our competence in technology to provide nothing but the best. For the unique quality offered by BMW is based on a series of perfectly interacting technical processes. In development and design BMW engineers optimise each and every part and component, for example by three-dimensional computer simulation enabling us to exactly define the load conditions a part can take.

Equally outstanding production quality is ensured by Europe's most modern car factory



After production comes BMW's all-inclusive quality assurance applying the most elaborate test methods to keep production tolerance at an absolute minimum. The result of all this painstaking care and attention to detail is a virtue you will enjoy for years of carefree motoring: absolute reliability BMW-style.

