

BMW 3 Series
Coupé



318Ci
320Ci
325Ci
330Ci



Take a drive in the BMW 3 Series Coupé and discover the delights of Lisbon, a cultural gem characterised by an inspiring contrast between the traditional and the modern. Follow us through picturesque old-world streets to the Pavilion of Virtual Reality.



Lisbon, Portugal

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Lisbon, Portugal.
Spring

BMW 3 Series
Coupé

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VIRTUAL REALITY

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01



Lisbon. European City of Culture in 1994. Venue of the last EXPO of the 20th Century in 1998.

Built on seven hills at the mouth of the river Tejo, Portugal's capital is one of the most beautiful and exciting cultural centres in the world. A constantly changing, vibrant and dynamic city, Lisbon holds a unique place in the heart of the European traveller.





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The world is full of amazing things. Some of which you can drive.

The BMW 3 Series Coupé continues in the tradition of BMW Coupés, with a contemporary interpretation of a classic theme. With the new four cylinder and dynamic six cylinder engines.



02

BMW

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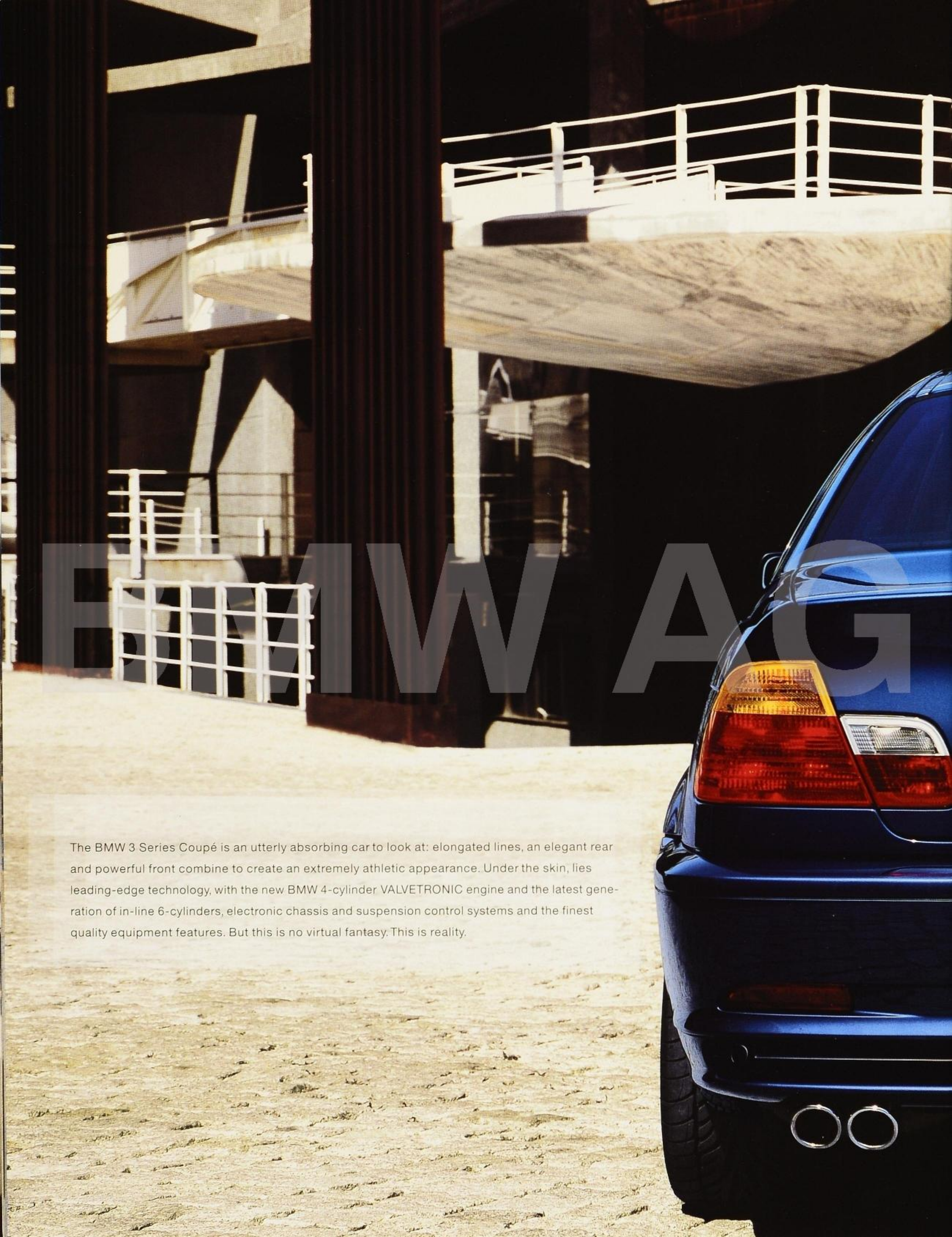
Quick to appreciate where you're going.

You make your way through narrow picturesque streets to the gates of the old town. Your goal: the Pavilion of Virtual Reality, where you embark on an imaginary journey to the sunken city of Oceania. State-of-the-art computer animation makes you believe that you really are in the midst of the action, exploring a fantastic world at the bottom of the sea.



04

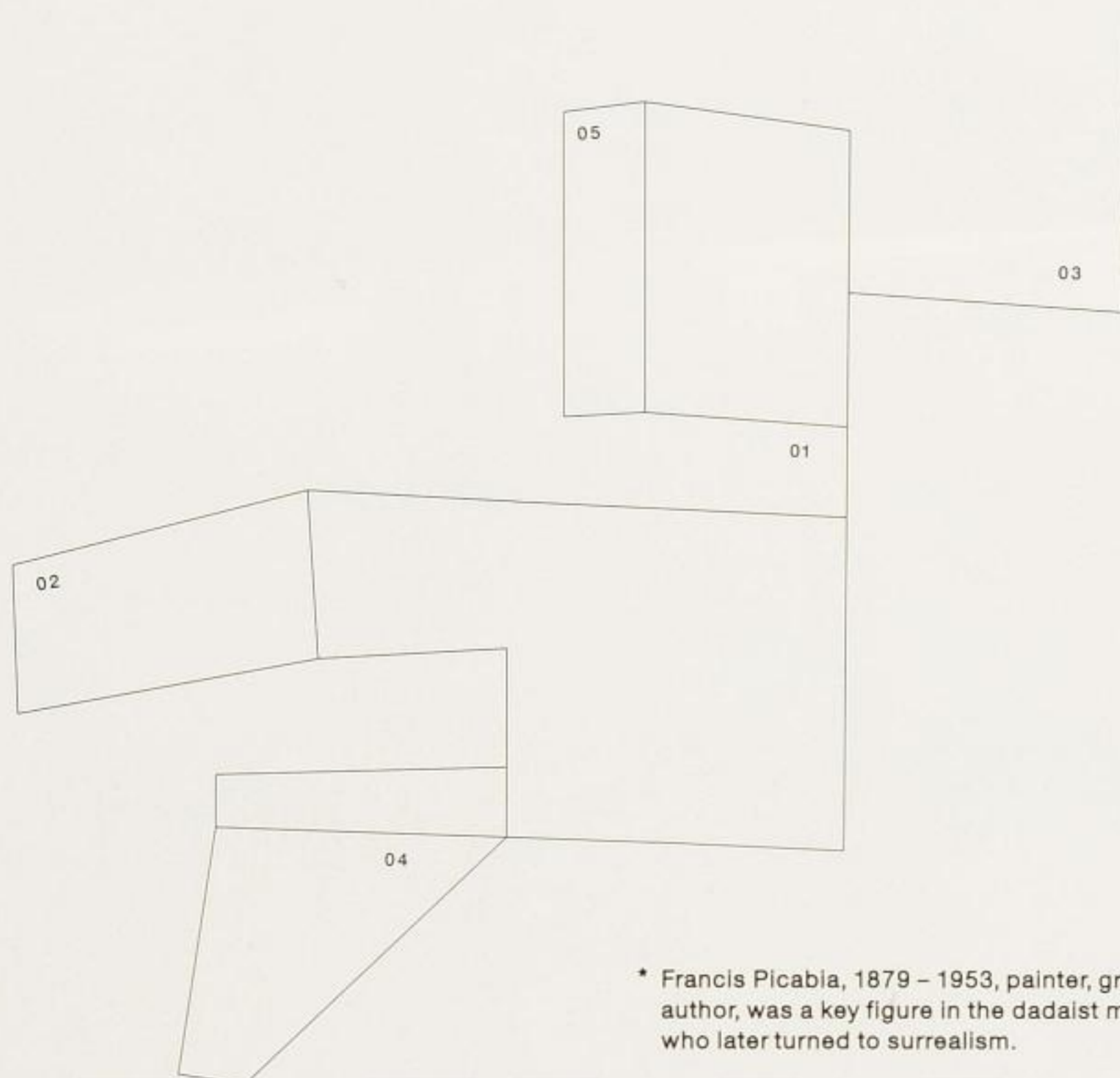




The BMW 3 Series Coupé is an utterly absorbing car to look at: elongated lines, an elegant rear and powerful front combine to create an extremely athletic appearance. Under the skin, lies leading-edge technology, with the new BMW 4-cylinder VALVETRONIC engine and the latest generation of in-line 6-cylinders, electronic chassis and suspension control systems and the finest quality equipment features. But this is no virtual fantasy. This is reality.



05



* Francis Picabia, 1879 – 1953, painter, graphic designer, author, was a key figure in the dadaist movement, who later turned to surrealism.

‘Our heads are round so that our thoughts can change direction.’

The BMW tradition of building some of the most desirable sports coupés in the world dates back to 1971, when the BMW 2002tii was introduced. This was a high performance 130 bhp coupé featuring Kugelfischer fuel injection. This memorable start was then followed by the equally successful 3.0CS, 635CSi, 8 Series and, of course, the 3 Series Coupé.

The most recent BMW 3 Series Coupé is the latest expression of this original BMW design concept. After all, experience is the best preparation for innovation. It was with this thought in mind that we went to Lisbon, a city that illustrates this philosophy perfectly. One of Lisbon's main attractions is the marked contrast between classical architecture and contemporary design. The picturesque old city centre has remained untouched. In contrast, the new buildings and developments situated on the banks of the river Tejo have drawn on that inspiration and re-interpreted it with a modern twist: the new east Station, the new Vasco-da-Gama bridge and, of course, the Exhibition Centre built for EXPO 98. The Exhibition's ideals live on in the Pavilion of Virtual Reality, with its state-of-the-art technology. A tour through the city is always an absorbing experience, which will demonstrate not only the dynamic changes that have taken place in Lisbon, but also the symbiosis between traditional values and avant-garde design. More information is available at www.parquedasnacoes.pt/en/destaques/default.asp and www.portugalvirtual.pt/index.html. There is also a guide to all the museums in Portugal at www.icom.org/vlmp/portugal.html. ■

The BMW 3 Series Coupé shown on the previous pages is a 330Ci with an in-line 6-cylinder engine. The paintwork is Topaz Blue and the car features 18" M'V' Spoke light-alloy wheels.

Interior

BMW 3 Series
Coupe

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BMW



01 Good design is a passion. Not an art.

The interior design of a car should be less concerned with showroom appeal, and more concerned with ergonomics. Many years of experience and intuition by our designers are combined with extensive use of computer simulations to create a driver-friendly environment, with correctly positioned controls and precisely engineered seats. At BMW, once we have the technology right then we begin to concentrate on the aesthetics. The interior of a BMW stands out with top-quality materials and pleasantly structured surfaces, not to mention classy details like the sporty and elegant trim elements in Titanium II, the cushioned armrests in the doors, the leather sports multi-function steering wheel or the chrome rings around the instrument dials (exclusive to the 330Ci). Try a few hours behind the wheel and you will understand what this means: perfectly BMW.

A high-contrast, black and white photograph of the rear interior of a BMW 3 Series Coupé. The image focuses on the leather-upholstered rear seats and a seatbelt. The lighting is dramatic, highlighting the texture of the leather and the contours of the car's interior. A large, semi-transparent BMW logo is overlaid across the center of the image.

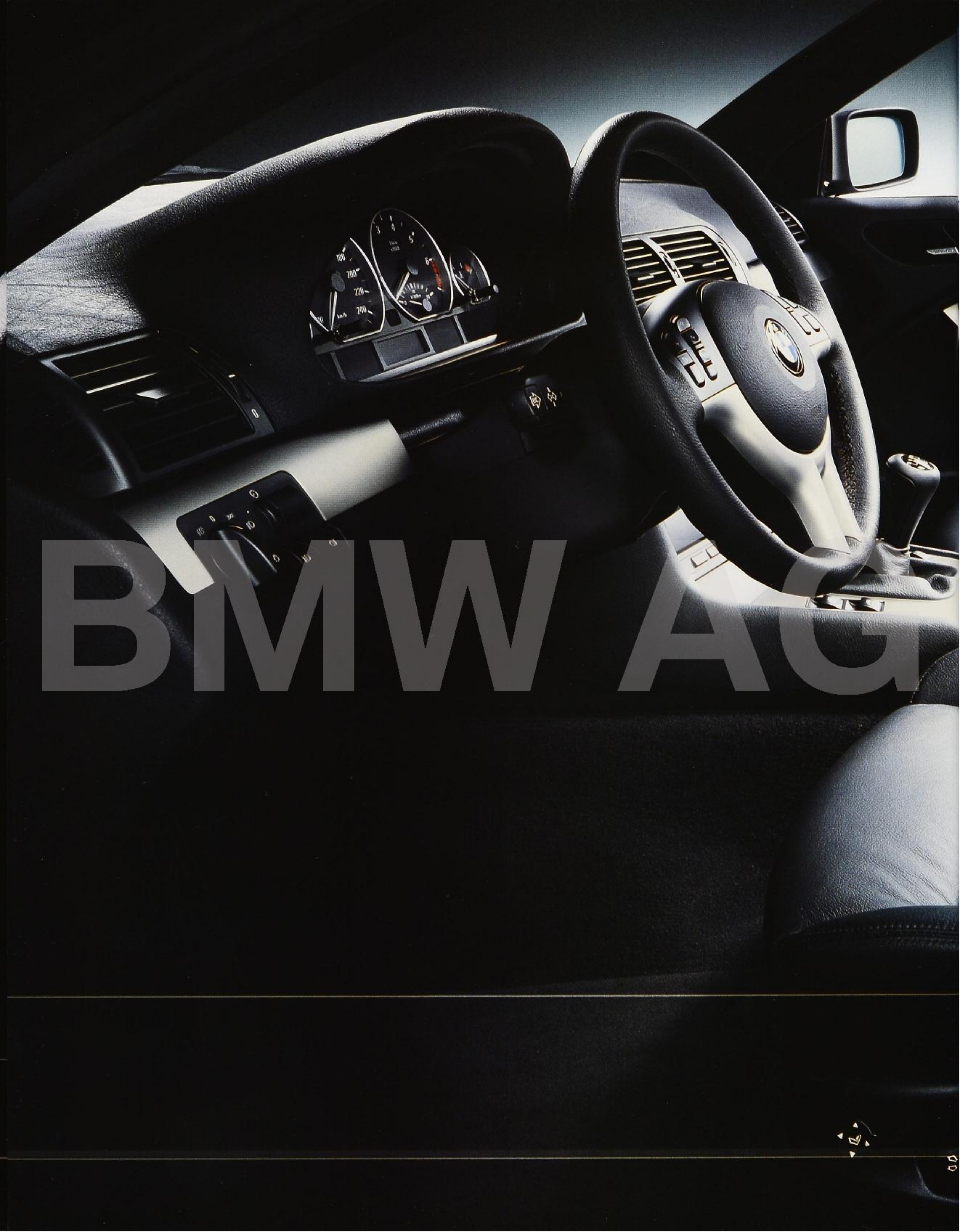
BMW AG

02

Not every coupé has four full-size seats. But then not every coupé is a BMW. The passengers in a BMW 3 Series Coupé can enjoy generous interior space – together with aesthetic excellence and the finest quality materials.



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03

Our contributions to your comfort are often unseen in the showroom, but come into their own on the open road where their value becomes immediately apparent to both driver and passenger alike. For example, the sports seats shown here in black Montana leather are ergonomically correct and just as important, perfectly match the interior of the 3 Series Coupé.

01-03 **Refinement or dynamic, sporting ability? Why not both?**

Life's too short for compromises. This is the principle behind the BMW 3 Series Coupé. The first time you slide behind the wheel it's apparent this is no ordinary car; careful thought has gone into even the smallest details. This goes beyond the sporty italicised dials in the instruments and the leather sports multi-function steering wheel. For example, the entry assist function for the rear seats makes them easier to get into and out of – a typically BMW solution to a universal problem. Similarly, the frameless windows in the doors automatically drop a few millimetres when the door is opened, and lift up again when it is closed to ensure a tight, noise-reducing seal. And, for rapid ventilation when on the move, the rear windows can be opened-out electrically by the driver.

In addition to the comprehensive standard equipment specification, there is ample scope for giving your 3 Series Coupé a touch of individuality. You can choose from high quality materials, including carefully selected wood trim and the finest leather, all matched to create a perfect ambience within. Which proves that refinement and dynamic, sporting ability do not necessarily have to be mutually exclusive. ■

The BMW 330Ci shown on the previous pages features sports seats in black Montana leather upholstery with Titanium II interior trim.

Engine

BMW 3 Series
Coupe

318Ci
320Ci
325Ci
330Ci

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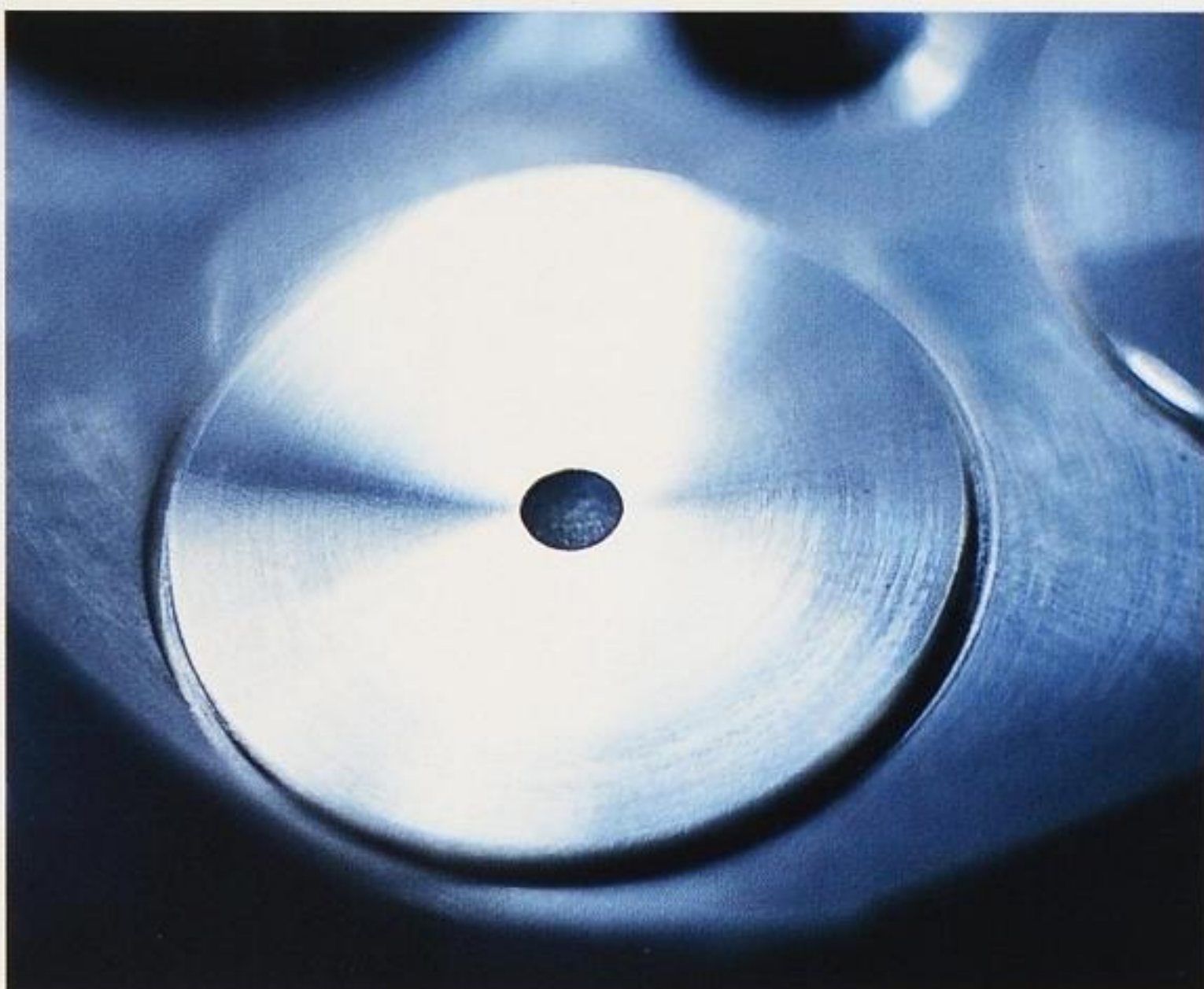




The whole is more than the sum of the parts. Provided the parts are from BMW.

What sets a BMW apart is its extraordinary smoothness, its responsiveness, its outstanding efficiency – and superior performance. The driver's sense of satisfaction when driving a BMW in-line 6-cylinder is the product of the perfect interaction between all of the individual parts. Only precisely matched components can deliver this ultimate marriage of power and refinement and ensure smooth and steady power development. The straight-six concept forms the basis of the typical BMW driving experience. This basis is then further refined with advanced en-

gineering systems. For instance, with variable camshaft control of the inlet and exhaust valve timings – known as Double-VANOS – which ensures optimum torque development over the entire rev range. On paper, the torque curve resembles a plateau. This means an excellent response to the accelerator pedal in every road situation. The current generation of BMW 6-cylinder engines is proof that our engineers always strive for perfection. This does not just mean ever better performance and more dynamic response – the engines offer this anyway.



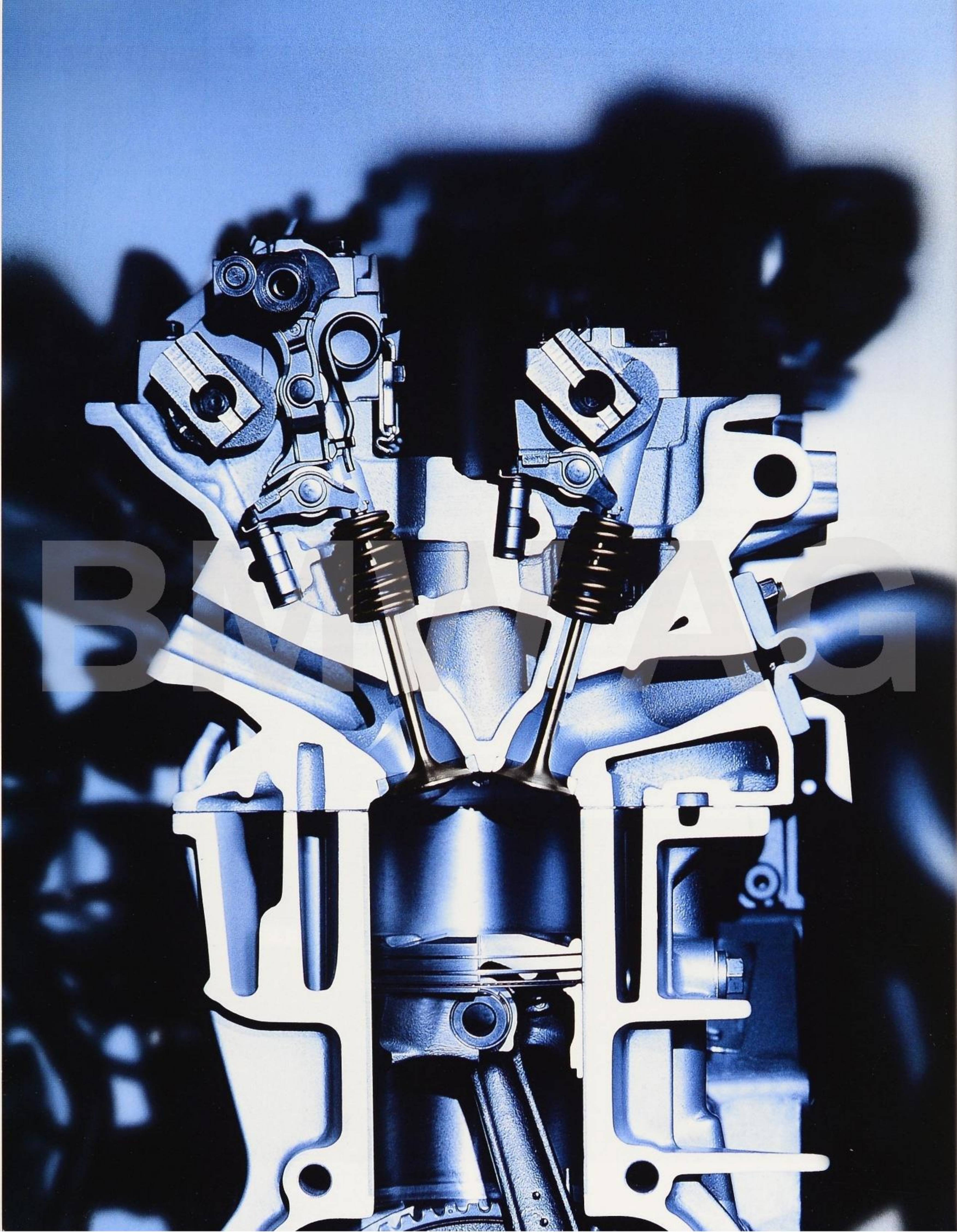


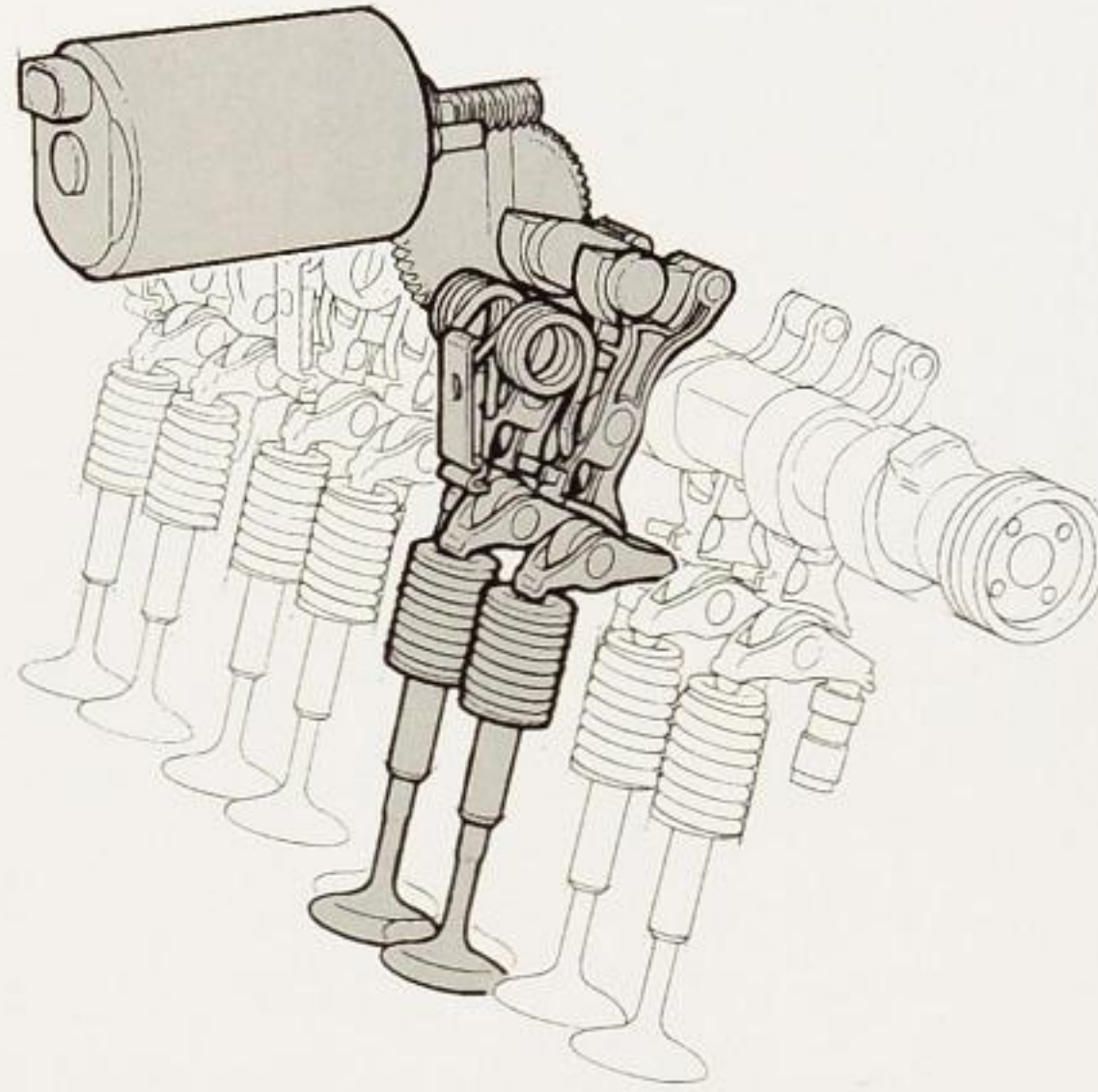
It also means that the engines are on course to meet the strict EU4 emission standards due to come into effect from 2005, as well as our own exemplary quality standards. Many engine parts have been optimised through high-quality, detailed engineering work. Just to mention a few examples, there are the improved pistons, inlet camshaft and associated bearings. The results prove us right: the BMW 320Ci – with a capacity of 2.2 litres and 170 bhp – offers a quiet ride and sporty acceleration. The engine in the BMW 325Ci, a refined power plant of-

fering 192 bhp, is every driver's dream: spontaneous and free-revving. The 3.0-litre engine in the 330Ci represents the most powerful engine option within the BMW 3 Series, producing a potent 231 bhp. The class of this engine is apparent in every situation – from the fact that you find yourself simply relaxing. Viewed objectively, this is due to its superior torque – a full 300 Nm. This engine gives you the feeling of unlimited power reserves, something that needs to be experienced to be truly appreciated.

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025





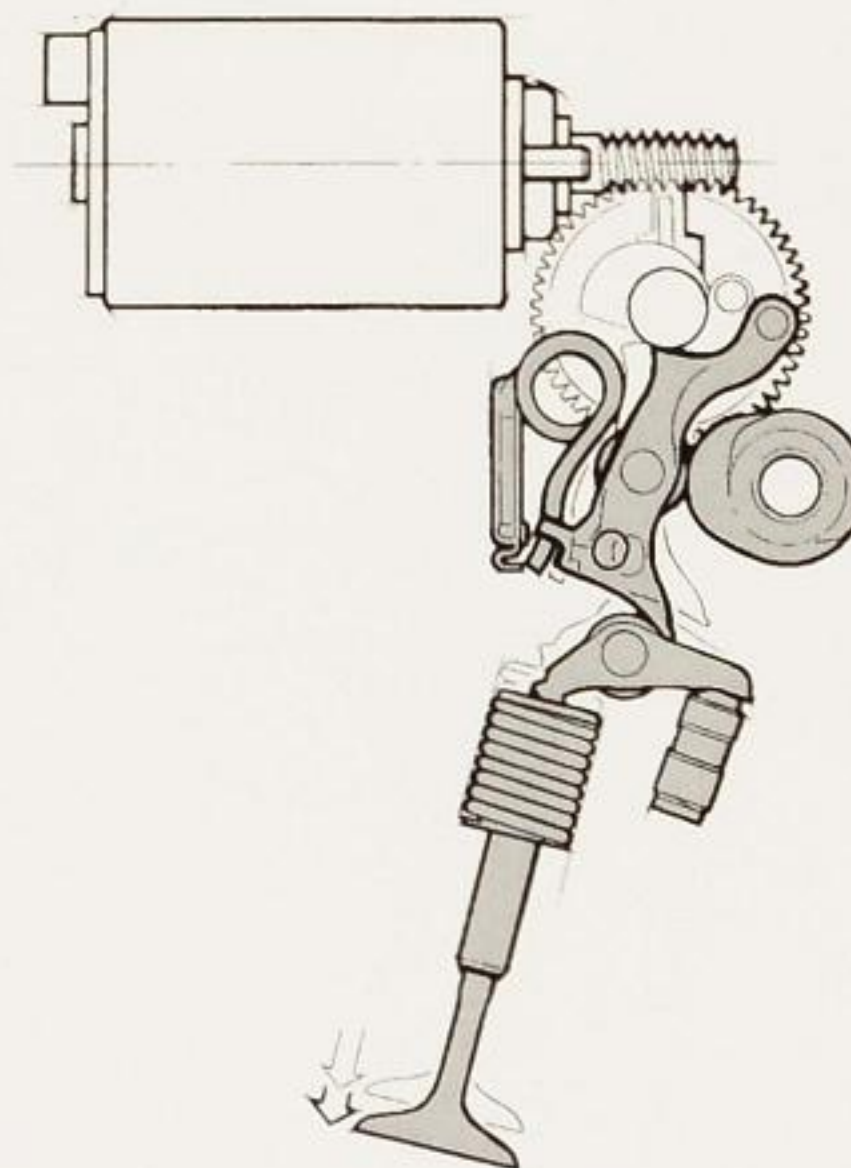


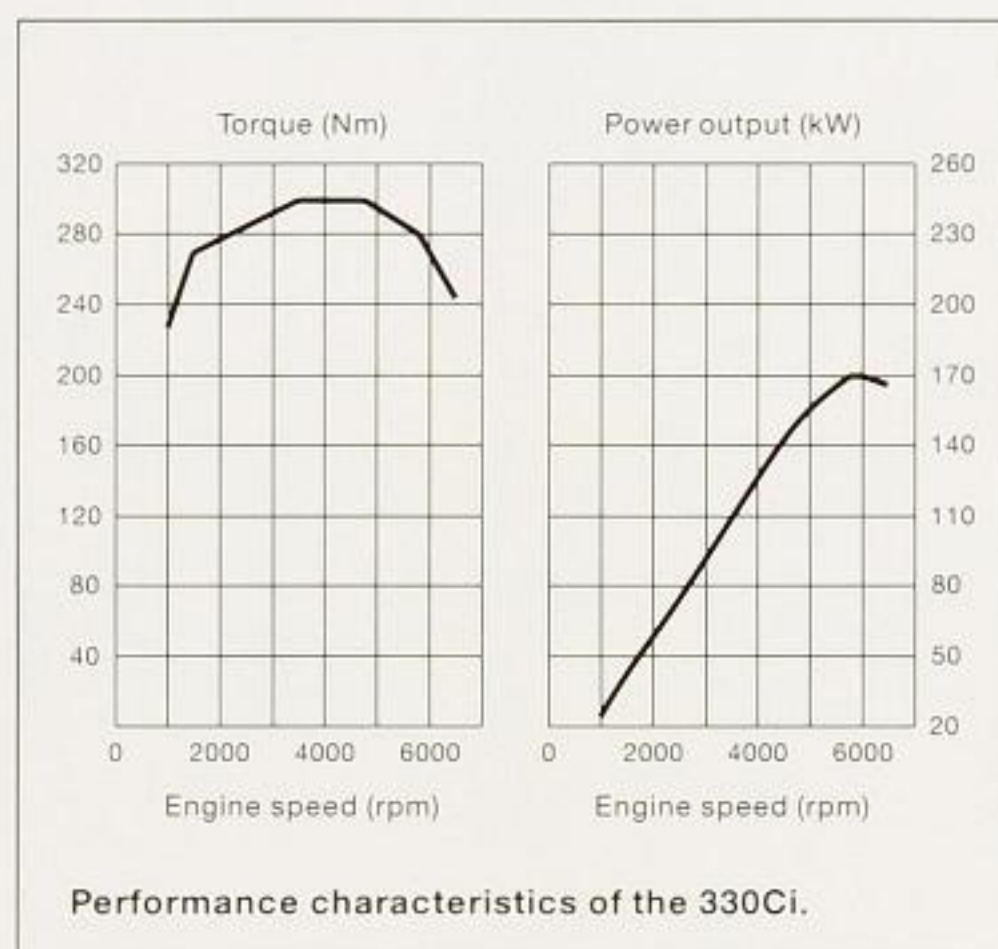
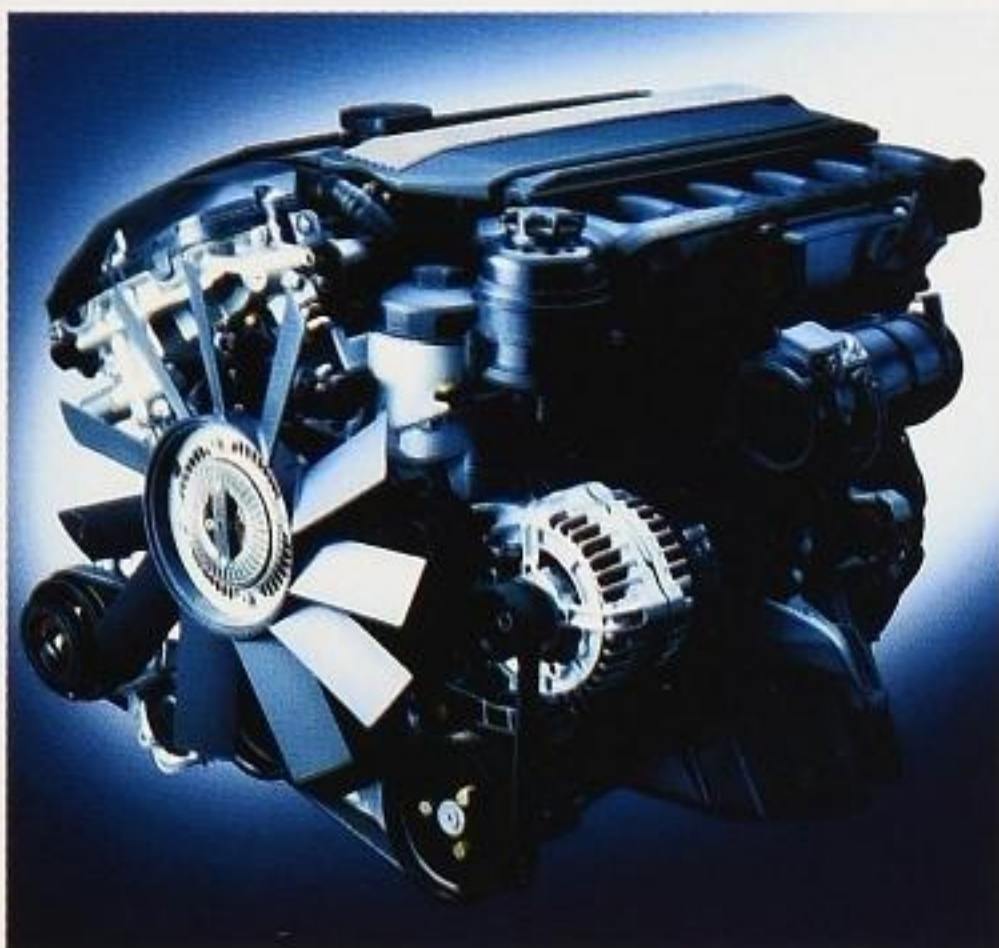
How to help your engine breathe more easily: VALVETRONIC.

026
027

A petrol engine breathes. How well it does so is normally determined by the throttle valve, which opens and closes in line with requirements. When the valve is partially open, however, there can be a bottleneck effect. The engine's power drops, efficiency is reduced, and emissions increase. Our engineers thought hard about this and came up with an entirely new approach that you'll find implemented in the BMW 318Ci. We call it VALVETRONIC. The results speak for themselves: up to 6 % more torque, a reduction in fuel

consumption of up to 10 %, and 40 % less emissions. So, how does this patented process work? First, we remove the old bottleneck and fully open the throttle valve. And we leave it open. Power is exclusively controlled by the inlet valves. An electric motor controlled by the accelerator performs infinitely variable valve lift adjustment, depending on the engine's air requirements. The result? With the BMW 4-cylinder, you have more power at your disposal. As well as the most fuel-efficient engine in its class.





The 6-cylinder in-line engines: BMW 320Ci, 325Ci and 330Ci.

Our 6-cylinder in-line engines are famous for their excellent performance characteristics – for their revving ability, their power. In short, for their bite. The 320Ci, with its capacity of 2.2 litres, already offers an impressive 210 Nm of torque at 3500 rpm and boasts a power output of 170 bhp. Next, there is the sporty BMW 325Ci. With its 2.5-litre power unit, you know that you have an engine that will meet the challenge of any situation. This engine delivers statistics that don't just impress on paper: 192 bhp of power and 245 Nm of torque. The 325Ci accelerates from 0–62 mph in just 7.2 seconds and has a top speed of 149 mph.

And for those who want true sports car performance, there is the 330Ci. Its 3.0-litre engine is the top performer in this range, with figures that speak for themselves: 231 bhp, 300 Nm of torque and 0–62 mph acceleration in just 6.5 seconds. The engine is unique in the way it manages to develop this impressive amount of power, revving up to 6500 rpm in an assured, silky-smooth manner. And there's one thing that all three engines have in common – an incomparable refinement that makes every journey with a BMW 6-cylinder in-line model an experience to remember.

The new 4-cylinder BMW 318Ci.

The new 4-cylinder in-line engine with innovative VALVETRONIC technology responds immediately to every touch of the accelerator (see also pages 26/27). But that is only one of the many positive qualities that characterise a BMW engine. This power unit offers fast acceleration and revs effortlessly up to 6000 rpm, where it achieves its maximum output of 143 bhp. This provides a very respectable maximum speed of 135 mph. Maximum torque – 200 Nm – is reached at only 3750 rpm. This means that the car is not just fun to drive, but also extremely economical to run, with a combined fuel consumption of 39.2 mpg. ■



Technology and
Safety

BMW 3 Series
Coupe



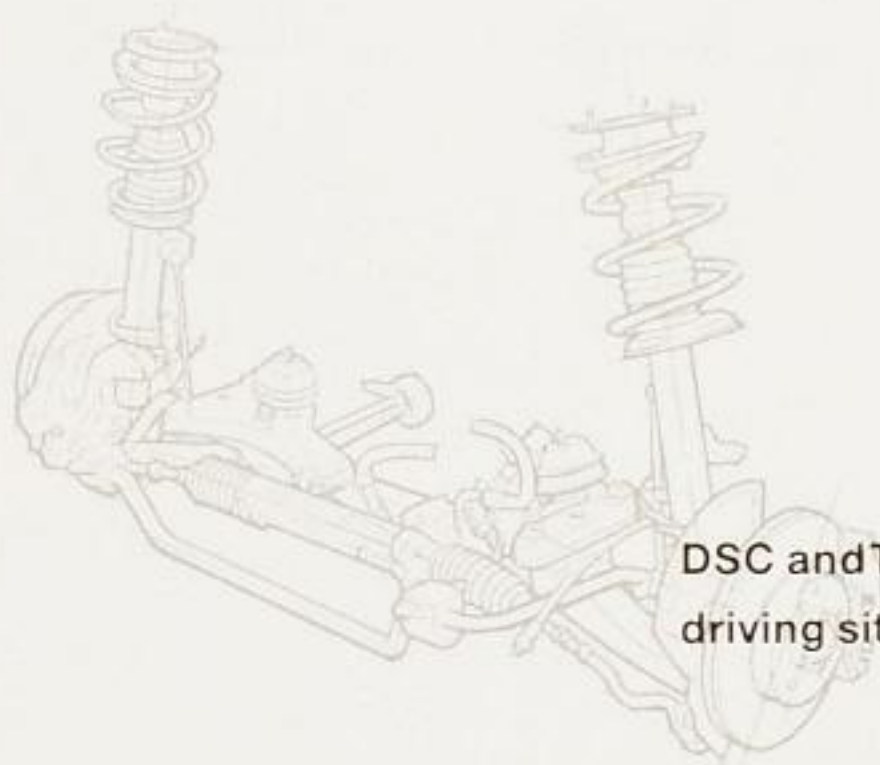
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**Some hazards you can see in advance.
We take care of many others.**

DSC - Dynamic Stability Control ensures optimum driving stability.





DSC and Traction Mode: unseen assistance in extreme driving situations.



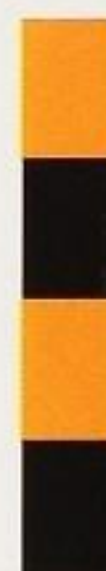
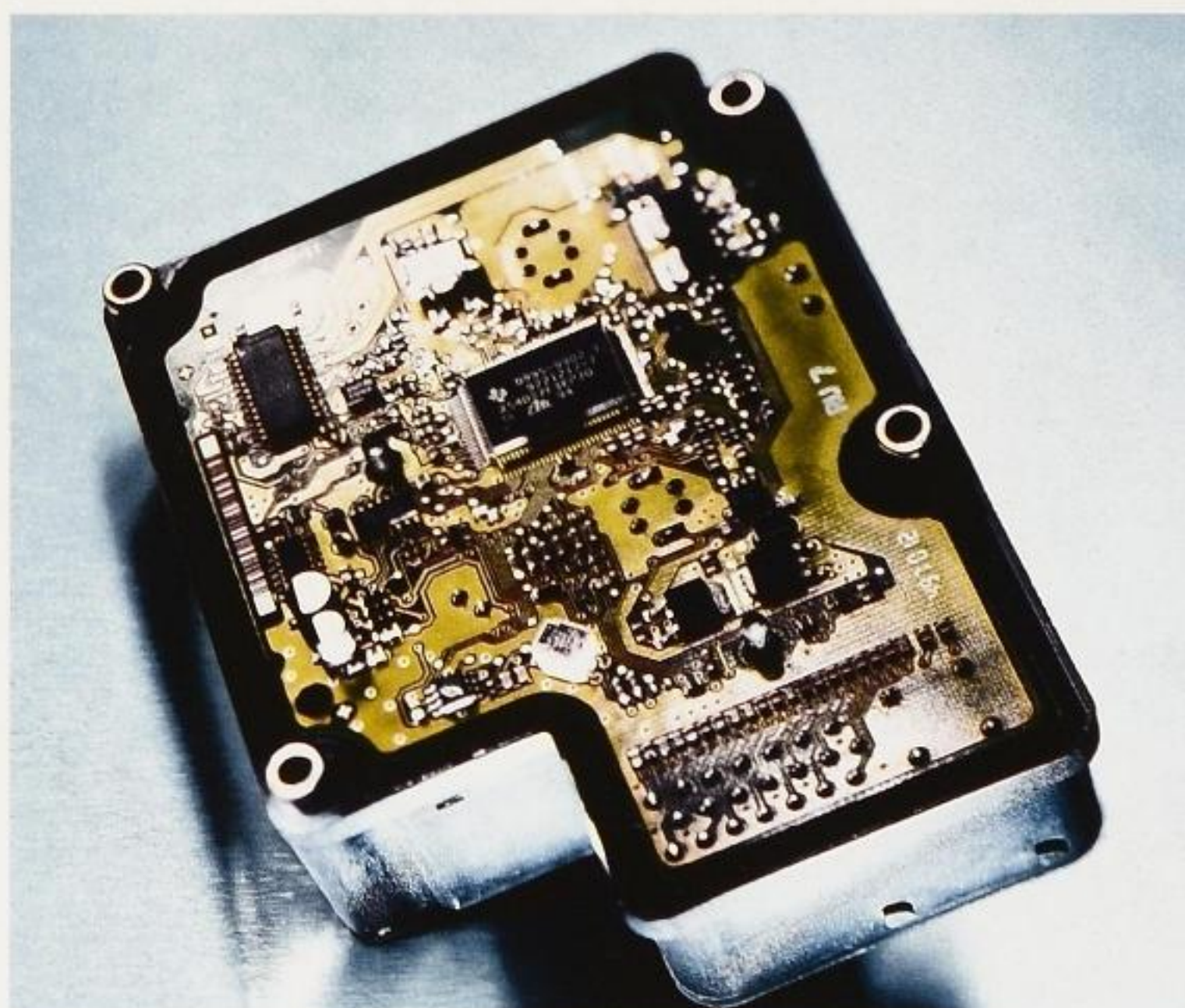
We must admit we have yet to invent a car that can foresee and warn you of every possible emergency situation. But we do design our cars with an integrated safety concept. So, regardless of what might be waiting for you around the next corner, you are sure to be well prepared if you're driving a BMW 3 Series Coupé. After all, you have a right to expect a versatile car to have a flexible safety concept. And to make sure you enjoy the utmost driving pleasure and that everything remains under control, even if you might lose control in an exceptional situation, the BMW Series 3 Coupé is available with Dynamic Stability Control (DSC). This highly intelligent chassis and suspension control system boasts a variety of safety functions. DSC intervenes in engine management whenever necessary (sensors monitor the acceleration of the vehicle in any direction). If required, it will apply the brakes on a specific wheel or wheels to stop the car from swerving and keep it on course.

At the same time, DSC ensures excellent directional stability when cornering, since brake power is distributed individually across all four wheels by an electronic "brain". In the event of an emergency stop, DSC supports the driver by ensuring that maximum brake pressure is applied immediately, cutting down the overall braking distance.

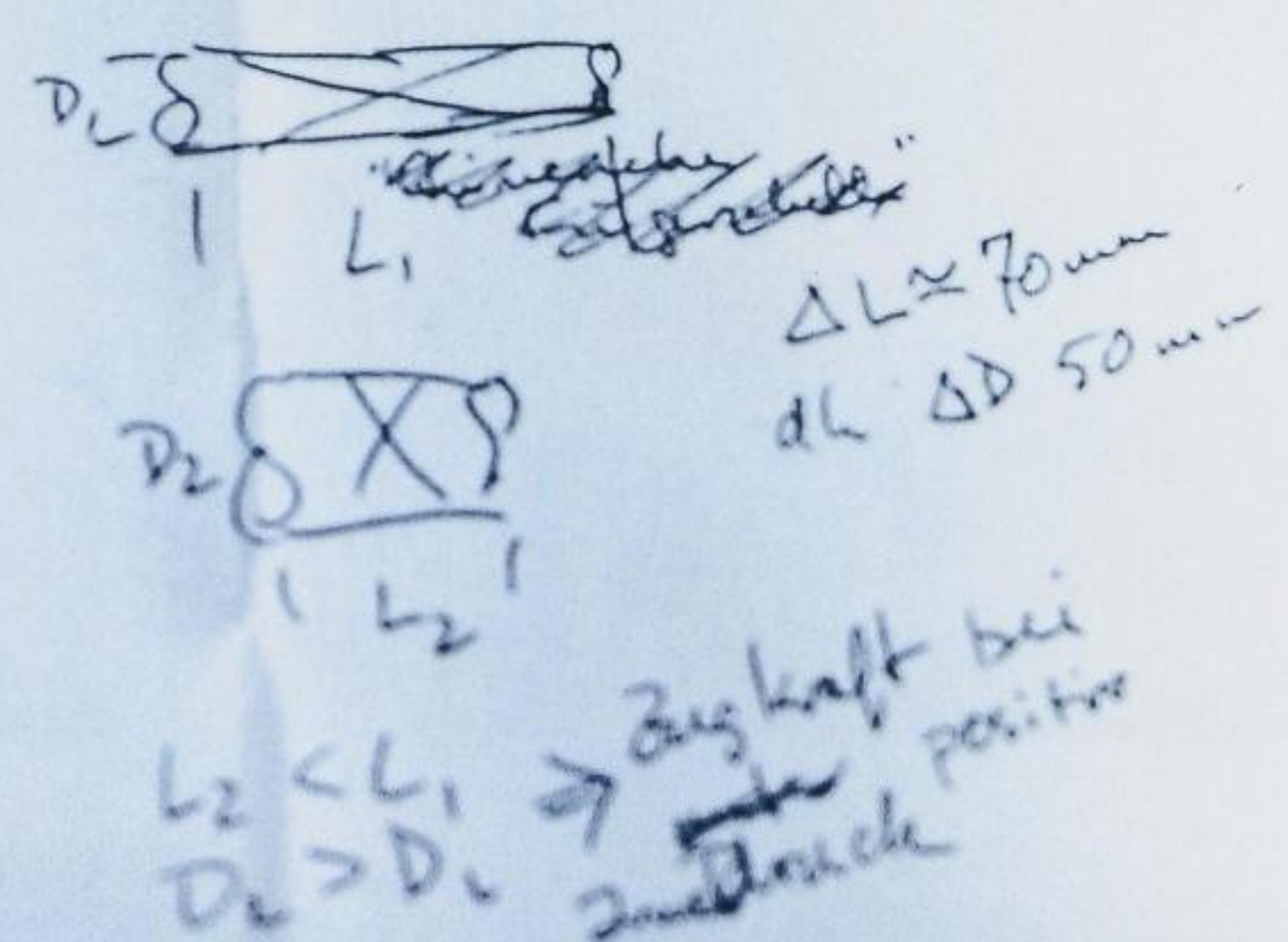
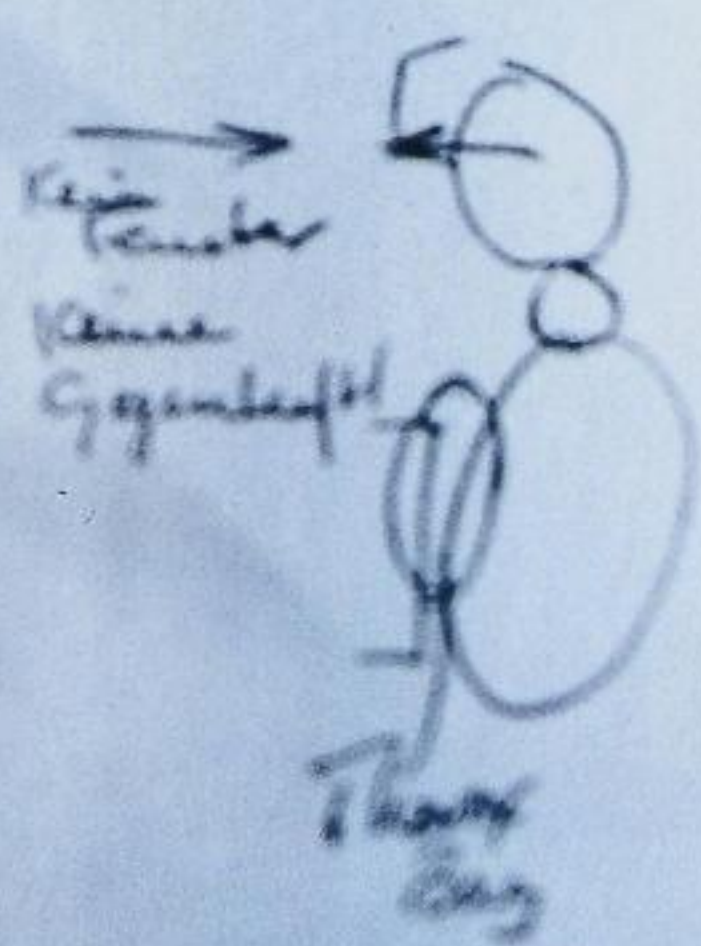
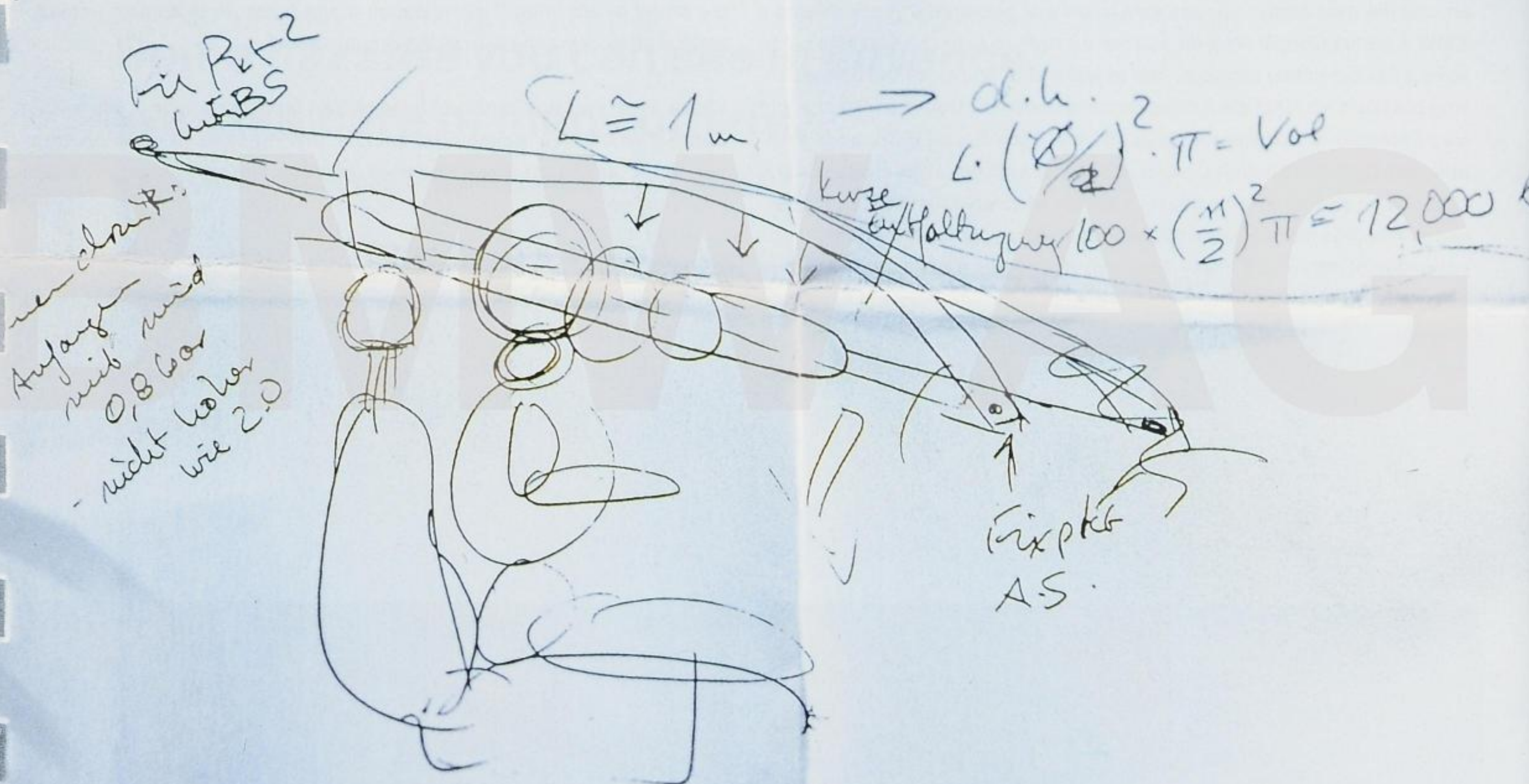
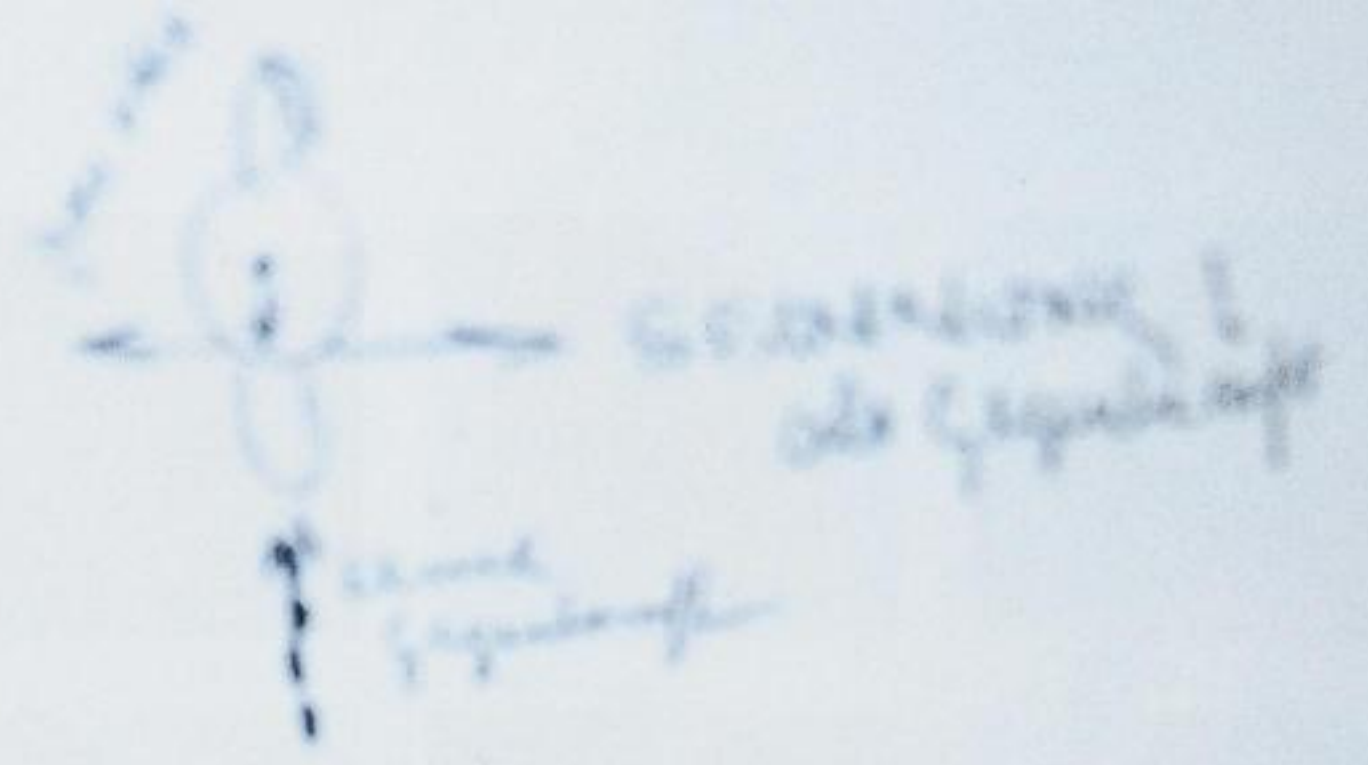
030
031

When accelerating, Traction Mode allows increased wheel slip within defined limits. This makes for a sportier driving style. In addition, traction is increased on loose surfaces, such as snow or gravel, by brake intervention.

DSC is standard on all 6 cylinder 3 Series Coupé models. You can find out more about DSC and our chassis and suspension control systems in the Technology Guide.



Suddenly you find inspiration:
How to provide even more protection.



Hitting a tree from the side at just 18.5 mph, the Head Injury Criterion (HIC) measured in crash tests used to be far in excess of 2000. This is unacceptably high, so we have developed the BMW ITS head airbag, which reduces the figure to below the critical mark of 1000.

Up to eight airbags in the BMW 3 Series Coupé ensure optimum safety by minimising the risk of injury: driver and front passenger airbags, Inflatable Tubular Structure (ITS) head airbags, side airbags at the front and optional side airbags at the rear.

Sensors that measure the severity of the collision and transmit this data to a two-stage gas generator activate the Impact Dependent (ID) airbags for the driver and front passenger. The generator then inflates the airbags with the optimum charge of air to provide the best protection. The front passenger airbag even has a seat occupancy detector that activates the airbag only when it is needed. The side airbags integrated into the doors move the occupants gently away from the point of contact in a side-on collision, reducing the potential for injury. The

ITS head airbag minimises the risk of severe head injury by extending diagonally across the side window – even when the window is open or broken. It also helps to significantly reduce the risk of cervical spine injuries caused when the occupant's head suddenly jerks sideways in a lateral collision.

The BMW 3 Series Coupé's restraint system is made up of several components: the seat belts, belt latch tensioner, belt force limiter, anti-submarining ramp in the seats themselves, optional third three-point seat belt in the rear and even small components such as the safety battery terminal that separates the starter cable from the battery in the event of a collision. Carefully matched to each other, these components add up to ensure optimum restraint in all conceivable situations.





**Find out where you're going.
Without having to look twice.**

A navigation system is good. Telematics is better.



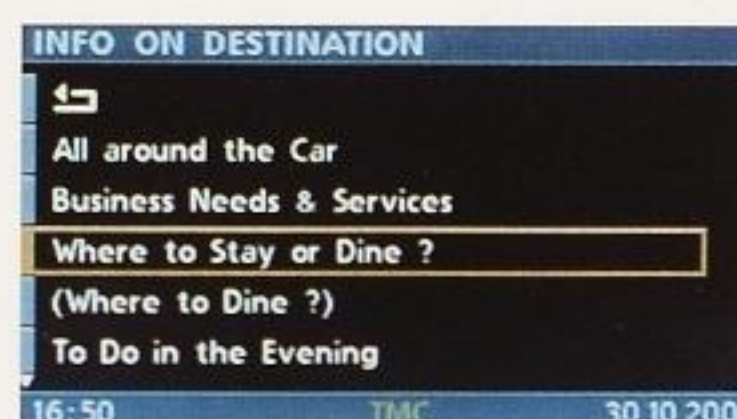
The BMW navigation system and BMW telematics* are always good co-drivers. In every situation.

We believe that every drive would be more enjoyable with a co-driver. So we have built one for you. One who knows all the maps in great detail, one who makes driving more of a pleasure, and one who now can now also provide additional information via the mobile phone network. So, once you have become accustomed to using the BMW navigation system with its new glare-free 16:9 screen, you will wonder how you ever got by without it. First, just imagine the advantages of a system that can quickly and reliably show you the shortest or fastest way to your destination. Then consider the telematics service that is planned to enable the system to respond to changes in road traffic conditions, for example, by quickly recognising the risk of congestion ahead, and then offering you a less busy route to your chosen destination.

In conjunction with the navigation system and the mobile phone network, BMW Assist telematics* service offers you no less than five different functions. You can even display two applications simultaneously on the screen. The split-screen function enables you to display two applica-

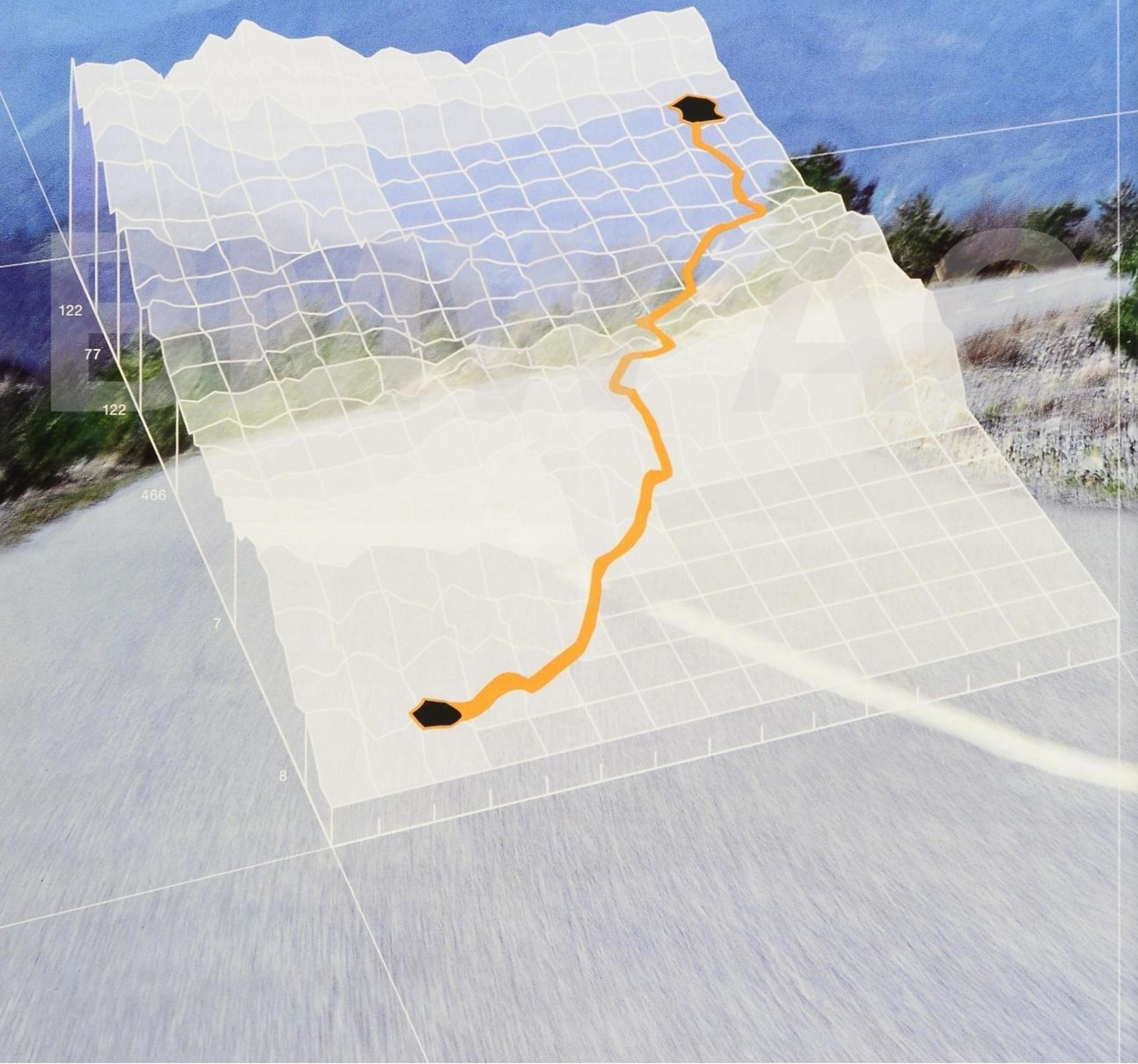
tions simultaneously on the screen. Which means you can operate the navigation and radio systems at the same time. Should you have an emergency, for example, just dial the emergency function on the monitor and your car's current data and location will be automatically transmitted to the BMW Service Centre, with which you will have direct voice communication. In the event of a collision activating an airbag, the BMW Assist* system automatically transmits an emergency signal to the Service Centre, which immediately calls a local rescue unit.

The BMW Emergency Service function establishes voice communication with our Breakdown Assistance and transmits your car's data to ensure that you quickly receive the necessary help. The BMW Information Service, on the other hand, gives you the latest news on items made available direct from BMW, such as updated road maps for your navigation system. It also lets you check out specific information on special sights, events or hotels – for example, the number of rooms, daily rates or the number of stars. Please see the Technology Guide for further details.



*currently only available in Germany

As of now, BMW drivers are not even a finger's breadth away from Formula 1.



Hands on the steering wheel, gear changes at the press of a thumb. That used to be possible only in Formula 1 motor sport. Now all BMW 3 Series Coupé drivers can benefit from the same technology.

Drivers of our Formula 1 racing cars benefit, of course, from the so-called 'paddles' – the two levers on the steering wheel that enable drivers to change gear without using the foot clutch.

This principle is now no longer limited to motor racing, but is available on the 325Ci and 330Ci (including Sport variants) via 'SSG' – the Sequential Sports Gearbox. Each of the five gears can be automatically engaged via two hydraulic cylinders. And more quickly than has ever been possible in production vehicles of this class. All you need to do to change gear is give the gear shift lever or the paddle on the multifunction steering wheel a gentle tap. The cruise control mode provides even greater driving comfort via SSG (Sequential Sports Gearbox), which automatically takes over gear-changing.

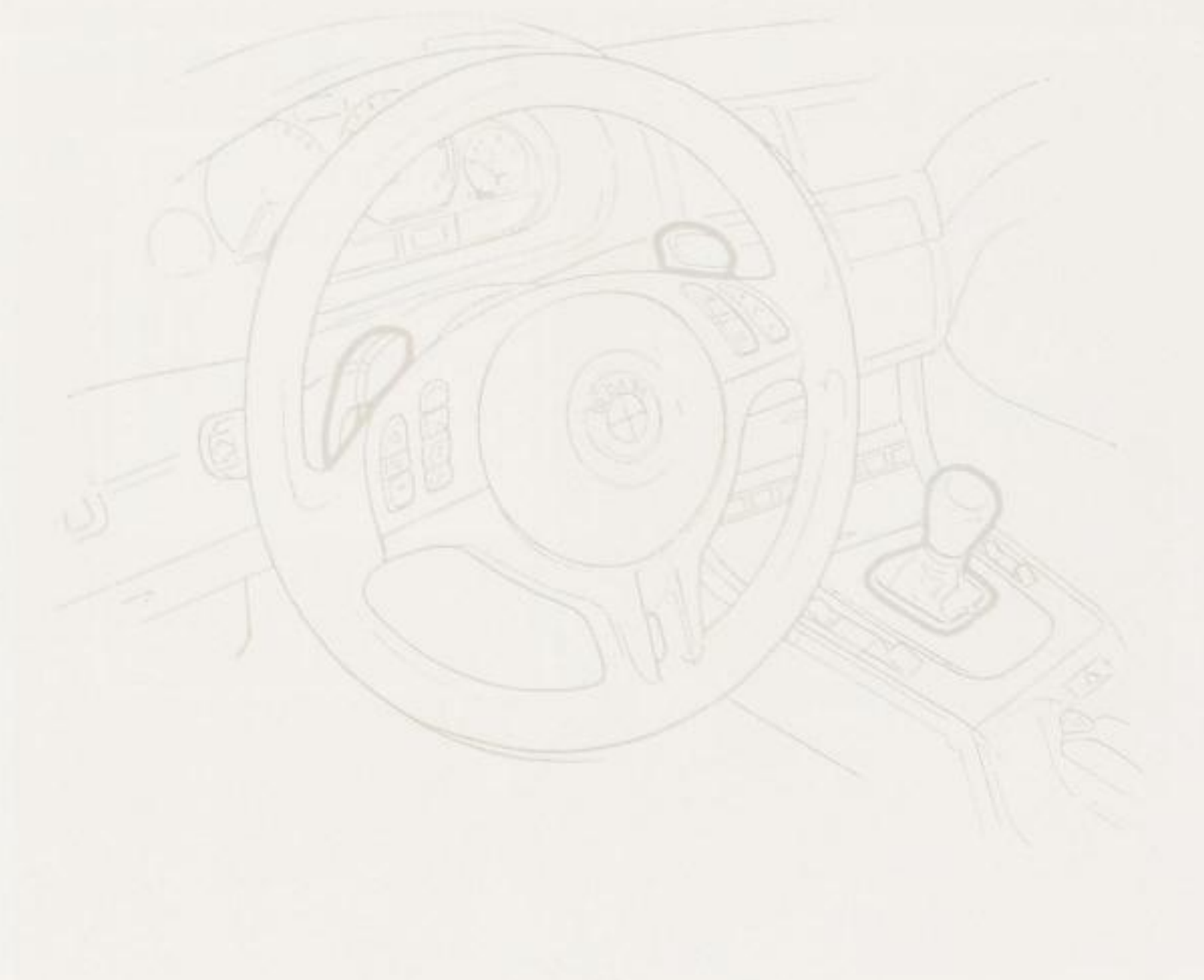
Or you can, of course, choose to hand over gear changes to the 5-speed automatic transmission with adaptive transmission management and Steptronic. The adaptive transmission management system calculates the right time for changing gear, taking into account both environmental

factors and your own driving style. If you still want the manual change from time to time, for a sportier drive, then you only need to switch into Steptronic mode. You just move the selector lever into the second slot allowing you to change gear by gently moving the lever up and down – and there is still no need to de-clutch.

But perhaps you are a fan of manual gear-changing. If so, then your BMW 3 Series Coupé will obviously be delivered with 5-speed manual transmission. You will appreciate the typical BMW short-throw gearshifts and perfect ratios from day one.

It really does not matter which choice you make – a sporty chassis is essential in a dynamic car. For this reason, many of the components have been optimised. The steering is responsive, the body position low, and the suspension is pleasantly stiff. Whether it's a quick lane change, a fast acceleration or a sudden braking manoeuvre – the direct handling of the BMW 3 Series Coupé will always impress you.

036
037



What can you do to make a car really safe? High traffic density, higher speeds and the complexity of modern road traffic make much greater demands on both car and driver than ever before. So we at BMW want to do what we can to try to reduce the number of accidents. And since safety first and foremost means human safety, we are constantly researching and trying out everything that could help to avoid accidents or keep their consequences to an absolute minimum. Or, to put it in other words, anything that protects you – whether actively or passively – you're likely to find first in a BMW. ■

BMW AG



Philosophy

All about BMW



If you want to shape the future of motoring, your thoughts have to move in many directions.

Innovation begins in the mind. And then it takes to the road.

The concepts realised in our cars start out in the minds of our engineers. Yet these concepts are always being questioned to find new, and better, solutions. After all, the motorist who sees the act of driving a car merely as the process of moving from A to B is missing a lot. Motoring is fun – provided you drive the right car. We know that our customers demand the utmost of us and our products, and we are committed to ensuring that these demands are met time and again.



BMW

We set out to win ... and to learn.

Formula 1 is the ultimate in motor racing – nowhere else can you experience the thrill of motor sport with such intensity. BMW was back on the grid for the 2000 season to face the challenge of competition – and achieved immediate success. By the end of the first year, the BMW WilliamsF1 Team had secured 3rd place in the constructors' championship. And 2001 was to provide us with our first victory, which was followed by three more, as well as numerous results among the top three. This level of success speaks for itself – and has established our credentials as a world-class competitor.

This was the result of outstanding teamwork, perfectly matched technology and constant striving to find the best possible engineering solution. Every completed circuit of the track provides us with important information that we can then transfer to our standard production models. This enables us to further enhance our engines and chassis control systems on an on-going basis, to ensure they are as reliable and dynamic as possible. Whether it's in a Formula 1 race car ... or your own BMW.

Individual information for individual mobility.

In the so-called 'information age', it is more and more important to keep up to date, even when you're on the move, and to have instant access to selected data. With the introduction of 'ConnectedDrive', BMW pioneers an innovative concept that combines mobile communication, satellite navigation, information processing and driver assistance systems – all fully integrated in your car.

BMW already offers the BMW Assist* telematics service. This provides information such as the current traffic situation on your planned route to, in the event of an accident, automatic communication with the location of the vehicle directly with the authorities via the telephone.

* BMW Assist is currently only in operation in Germany and is planned for introduction in late 2002 for the UK.



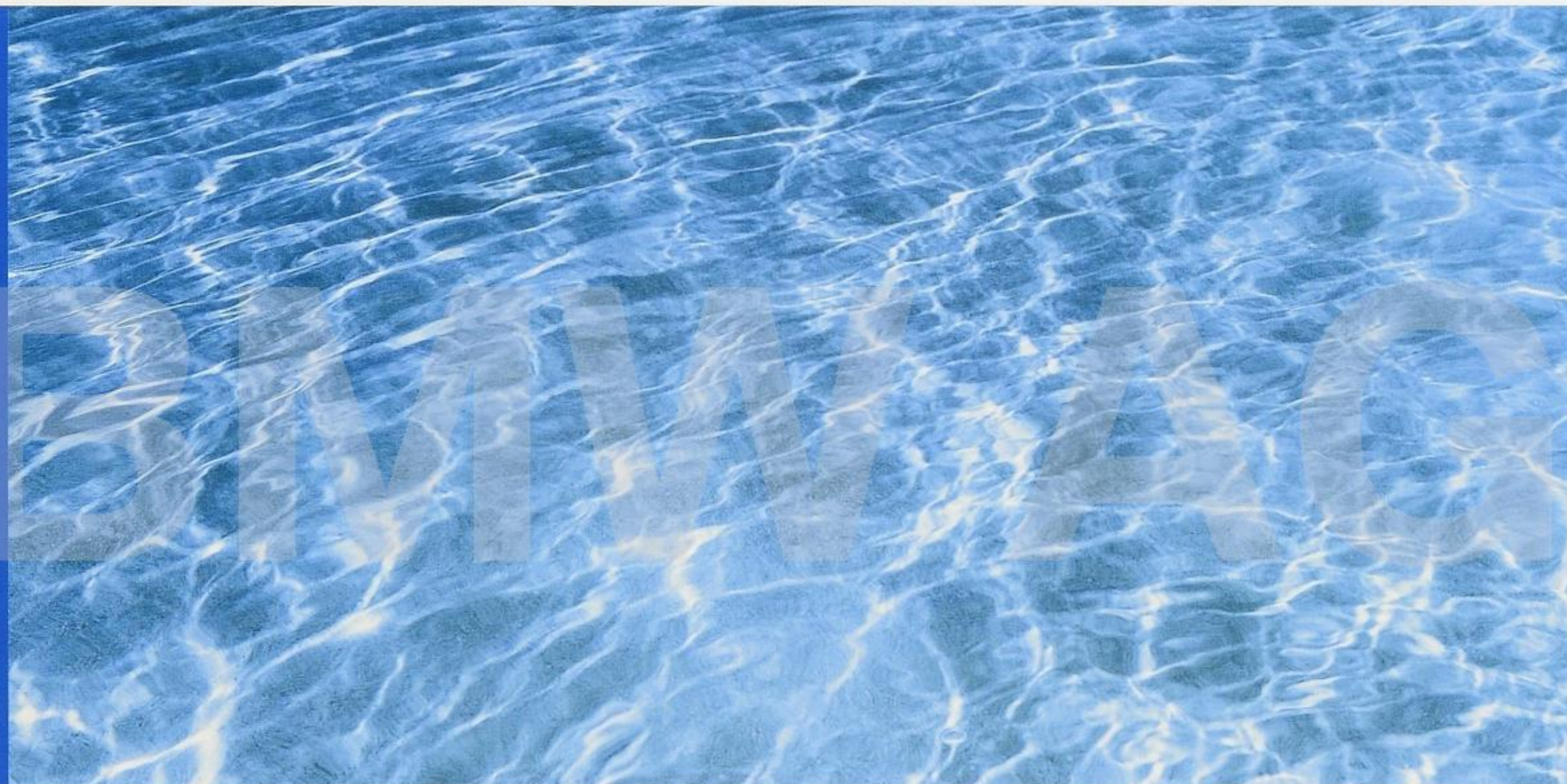
Internet-based services, available in the new BMW 7 Series, deliver for the very first time access to a mobile Internet portal from your car – providing you, the driver, with exclusive, tailor-made information and services. The 'BMW Online' mobile Internet portal available in the new BMW 7 Series includes, among other things, an e-mail account, an address book, a business enquiry service, current news, stock market information, weather data and travel information. (Currently only available in Germany)

Current development work focuses, amongst others, on comprehensive driver assistance systems that will support drivers in all areas where they can benefit from support – systems similar to Active Cruise Control (ACC), which is already available today in the BMW 7 Series. It registers current speed, calculates the appropriate distance from the vehicle ahead and automatically retains this distance.

Our focus is on using technology to give BMW drivers the freedom to concentrate on the enjoyment of driving. After all, the driver's needs are paramount – this is as true today as it will be in the future.

The future of the automobile is clear.

Research into alternative drive technologies has long been a central issue for us. The use of hydrogen provides an especially eco-friendly solution – all the more so since it represents a practically inexhaustible source of energy. Our engineers were quick to recognise this and began to develop vehicles with liquid hydrogen engines as early as the 1970s. Today, we have a number of dedicated teams working towards making this ground-breaking technology available for standard automobile production.



The 'CleanEnergy' project has brought our teams a good deal closer to this goal. The launch of the BMW 750hL on 11 May 2000 marked the introduction of the first mass-produced hydrogen-powered vehicle in the world. Since then, as part of the 'CleanEnergy WorldTour', a whole fleet of these BMW 7 Series twelve-cylinder saloons have been trialled all over the globe. The hydrogen-driven automobiles demonstrate a high degree of durability and reliability. They show just what can be achieved with knowledge and passion – and confirm that we have chosen the right path.

You have to have original thoughts to develop and implement new ideas. You must always be on the move. And that is why we define dynamic performance as far more than just high speed in a fast bend. To us, dynamic performance is a fundamental feature of the BMW brand, and the defining principle of our work. Which is why our employees themselves are committed to performance, flexibility and achievement. They do their work with one goal in mind: to move people – in every respect. ■

Exterior colours
Upholstery colours
Interior colours
Interior trim



Combinations

Interior colours			Tex 2000 cloth			Montana leather				Exclusive Nappa leather			Gran Turismo*		Maglia*	Bianco Nero*
Standard seats			<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>			<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
Sports seats			<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div></div>				<div><div></div></div>
Upholstery colour			Anthracite	Blackberry	Techno Grey	Black	Grey	Nature Brown	Light Beige	Black	Blackberry	Light Yellow	Anthracite	Dream Red	Light Beige	Anthracite/White
			<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
Interior colour			Black		Grey ²	Black	Grey	Black	Light Beige	Black		Black		Light Beige	Black	
Exterior colours																
668	Jet Black, non-metallic	<div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>
438	Japan Red, non-metallic	<div><div></div></div>	<div><div></div><div></div><div></div></div>		<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>		<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>			<div><div></div></div>
300	Alpine White, non-metallic	<div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>			<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>			<div><div></div></div>
354	Titanium Silver, metallic	<div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>		<div><div></div></div>
317	Orient Blue metallic	<div><div></div></div>	<div><div></div><div></div><div></div></div>		<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>		<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div></div>	
475	Black Sapphire, metallic	<div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>
430	Oxford Green, metallic	<div><div></div></div>	<div><div></div><div></div><div></div></div>		<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>		<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div></div>	
372	Steel Blue, metallic	<div><div></div></div>	<div><div></div><div></div><div></div></div>		<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>		<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>
897	Tourmaline Violet, metallic	<div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>		<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div></div>	
400	Steel Grey, metallic	<div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>
376	Light Yellow, metallic	<div><div></div></div>	<div><div></div><div></div><div></div></div>		<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>		<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>			<div><div></div></div>
442	Grey Green, metallic	<div><div></div></div>	<div><div></div><div></div><div></div></div>		<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>		<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div></div>	
364	Topaz Blue, metallic	<div><div></div></div>	<div><div></div><div></div><div></div></div>		<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>		<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div></div>	
Interior trim																
			Silk Grey			Silk Grey							Silk Grey			
			<div><div></div><div></div><div></div></div>			<div><div></div><div></div><div></div></div>							<div><div></div><div></div><div></div></div>			
			Titanium II ¹			Titanium II							Titanium II		Titanium II	Titanium II
			<div><div></div><div></div><div></div></div>			<div><div></div><div></div><div></div></div>							<div><div></div><div></div><div></div></div>		<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
			Aluminium Pillar-Look			Aluminium Pillar-Look				Aluminium Pillar-Look			Aluminium Pillar-Look		Aluminium Pillar-Look	Aluminium Pillar-Look
			<div><div></div><div></div><div></div></div>			<div><div></div><div></div><div></div></div>				<div><div></div><div></div><div></div></div>			<div><div></div><div></div><div></div></div>		<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
			Myrtle wood trim		Myrtle wood trim	Myrtle wood trim				Myrtle wood trim		Myrtle wood trim	Myrtle wood trim			Myrtle wood trim
			<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>				<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>		<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
						Birch wood trim				Birch wood trim		Birch wood trim			Birch wood trim	
						<div><div></div><div></div><div></div></div>				<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>		<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>

1 Standard on 330Ci.

2 Please note the grey interior colour with Techno Grey upholstery is no longer available. The interior colour supplied will be black.

* cloth/leather combination

Sport models come with Laser cloth/Alcantara upholstery and Black Aluminium Cube interior trim as standard. Available exterior colours for these models are Alpine White, Black Sapphire, Imola Red, Jet Black, Orient Blue, Oxford Green, Titanium Silver and Topaz Blue.

Exterior colours



01



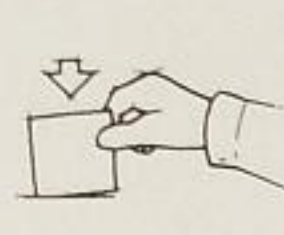
02



03



04



01 Remove colour cards

02 Read information on the back

03 Combine colour cards

04 Store your favourite combination

Exterior

Upholstery

Interior colour

Interior trim

Paintwork colour

Titanium Silver, metallic
354
☐

Paintwork colour

Alpine White, non-metallic
300
☒

Paintwork colour

Japan Red, non-metallic
438
☒

Paintwork colour

Jet Black, non-metallic
668
☒

Paintwork colour

Steel Blue, metallic
372
☐

Paintwork colour

Oxford Green, metallic
430
☐

Paintwork colour

Black Sapphire, metallic
475
☐

Paintwork colour

Orient Blue, metallic
317
☐

Paintwork colour

Grey Green, metallic
442
☐

Paintwork colour

Light Yellow, metallic
376
☐

Paintwork colour

Steel Grey, metallic
400
☐

Paintwork colour

Tourmaline Violet, metallic
897
☐

Paintwork colour

Topaz Blue, metallic
364
☐

Upholstery colours



Upholstery colour

Montana leather
Black
Interior colour: Black
N6SW



Upholstery colour

Tex 2000 cloth
Techno Grey
Interior colour: Black
J1TF



Upholstery colour

Tex 2000 cloth
Blackberry
Interior colour: Black
J1BB



Upholstery colour

Tex 2000 cloth
Anthracite
Interior colour: Black
J1AT



Upholstery colour

Exclusive Nappa leather
Black
Interior colour: Black
V5SW



Upholstery colour

Montana leather
Light Beige
Interior colour: Light Beige
N6HC



Upholstery colour

Montana leather
Nature Brown
Interior colour: Black
N6NG



Upholstery colour

Montana leather
Grey
Interior colour: Grey
N6TT



Upholstery colour

Gran Turismo design
Cloth/leather combined
Dream Red
Interior colour: Black
E4TL



Upholstery colour

Gran Turismo design
Cloth/leather combined
Anthracite
Interior colour: Black
E4AT



Upholstery colour

Exclusive Nappa leather
Light Yellow
Interior colour: Black
V5LT



Upholstery colour

Exclusive Nappa leather
Blackberry
Interior colour: Black
V5BB



Upholstery colour

Bianco Nero design
Cloth/leather combined
Anthracite/White
Interior colour: Black
H7BC



Upholstery colour

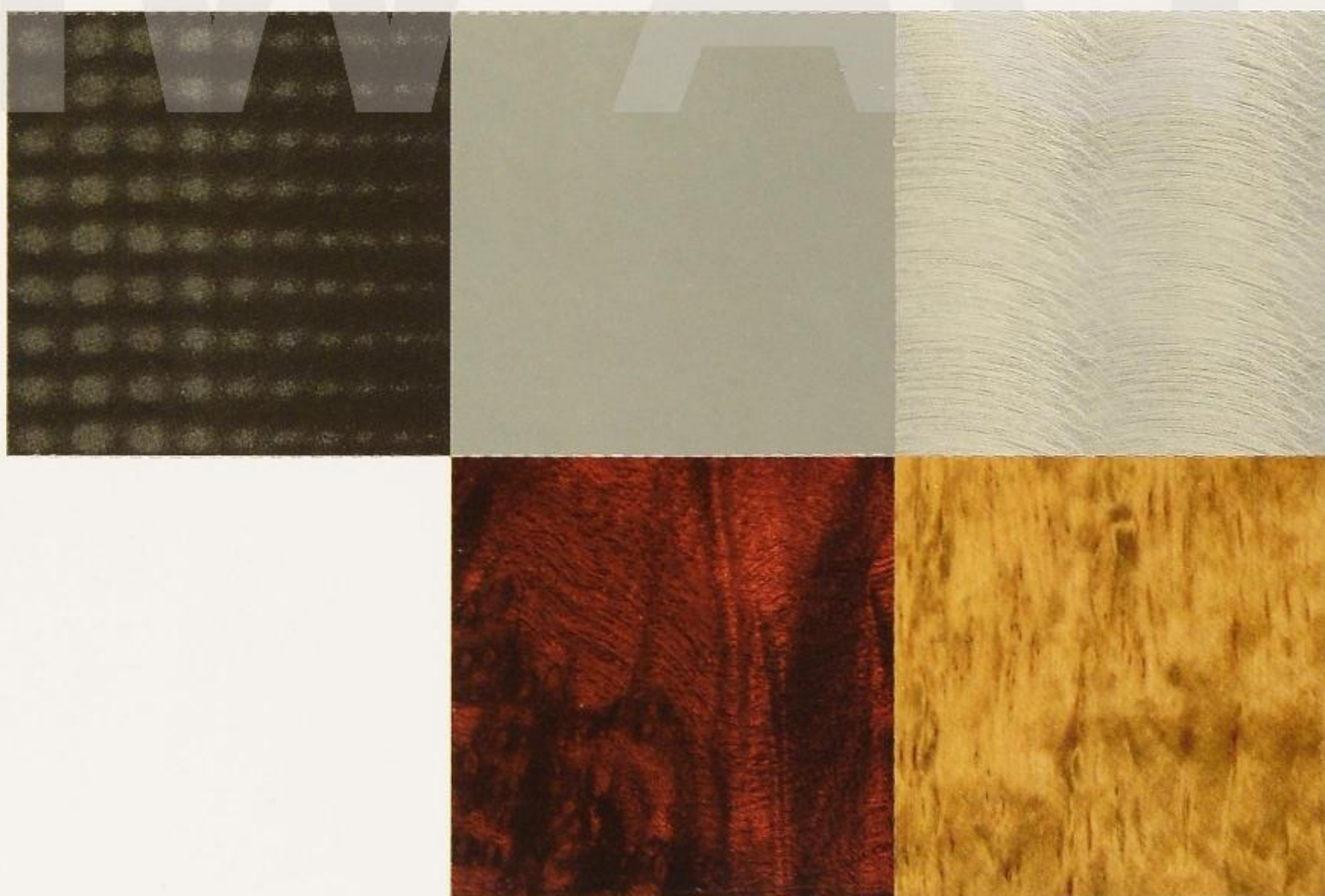
Maglia design
Cloth/leather combined
Light Beige
Interior colour: Light Beige
E9HC



Interior colours



Interior trim



Interior colour

Light Beige

Interior colour

Grey

Interior colour

Black

BMW AG

Interior trim

Aluminium Pillar-Look

Please refer to the combinations chart for selecting interior trim options.

Interior trim

Titanium II

Please refer to the combinations chart for selecting interior trim options.

Interior trim

Silk Grey

Please refer to the combinations chart for selecting interior trim options.

Interior trim

Birch wood trim

Please refer to the combinations chart for selecting interior trim options.

Interior trim

Myrtle wood trim

Please refer to the combinations chart for selecting interior trim options.

Sport models

BMW 3 Series
Coupe



Sport models

The **BMW 3 Series Sport models** include, among other things, 18" M 'V' Spoke Alloy Wheels designed specifically to meet the visual and technological needs on the 3 Series, special Laser cloth/Alcantara upholstery and the M Sport multi-function steering wheel. The Sport models are easily identified on the road with M Aerodynamic Bodystyling II and High Gloss Shadow Line window surrounds.



Front air dam gives the BMW 3 Series Sport Coupés an aggressive, distinctive look.



Rear apron: The rear apron, with its integrated diffuser, upgrades the car's dynamics. The sporty appearance is further enhanced by a discreet rear spoiler.



The **front 3/4 view** perfectly captures the dynamic appearance of the 3 Series Sport Coupé. This model is available in two variants – the 325Ci and 330Ci.



M leather steering wheel: The M leather steering wheel features an attractive three-spoke design, as well as a special thumb profile that provides excellent grip. Please note this steering wheel is not available with SSG option.



Sport seats: The sports seats provide optimum lateral support while the Laser cloth/Alcantara upholstery adds a dynamic touch. For those who prefer a more luxurious interior the upholstery can be upgraded to a choice of leathers.



Black Aluminium Cube interior trim: The black aluminium cube interior trim makes for a more sporty, hightech interior.



The **rear 3/4 view** captures the subtle rear spoiler while the imposing 18" M 'V' Spoke alloy wheels complete the sporty look.

330Ci Clubsport Coupé

□ The 330Ci Clubsport Coupé offers the driver a more aggressive styling with its unique front and rear spoilers. Other features included are 18" double spoke alloy wheels, Alcantara/Montana leather sports seats, shortened gear lever, and silver aluminium cube interior trim. To further enhance the sporty aspect of the car, 20 kgs of sound insulation has been removed to increase cabin noise. This model is available in three exterior colours, Estoril Blue, Titanium Silver and Velvet Blue.



The front air dam with its more pronounced lower lips, differentiates the car from the Sport models.



The 'Touring-Car' style rear spoiler gives the Clubsport a distinctive look whilst creating extra downforce for improved handling.



M Alcantara/Montana leather and the short gear lever offers the driver a combination of quality and sportiness.



Exclusive silver aluminium cube interior trim completes the interior.



M Double Spoke Alloy Wheels style 71 are standard on the 330Ci Clubsport Coupé. Front: 8 J x 18 wheels with 225/40 R 18 tyres, rear: 8.5 J x 18 wheels with 255/35 R18 tyres.

Equipment

BMW 3 Series
Coupe

Standard equipment
Optional equipment
Technical data
Service

BMW AG



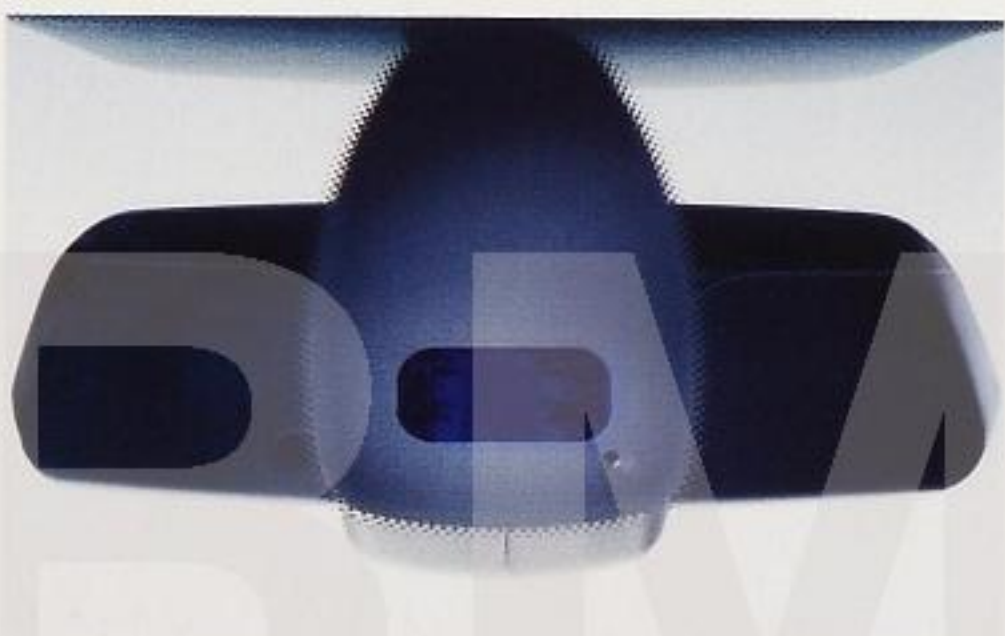
□ 522 **Bi-xenon headlights** for dipped and main beam, with dynamic range control provide superior illumination in bad weather or poor visibility, with over twice the light intensity of conventional halogen bulbs.



□ 502 **Headlamp wash system.** When the lights are on, the headlights are cleaned automatically when the windscreen washers are activated. Standard on the 330Ci.



■ 520 **Foglamps** in free-form technology, integral to the front spoiler, for enhanced safety in bad weather.



□ 521 **Rain sensor.** Once activated, the rain sensor works automatically when it begins to rain, varying the wiper frequency according to the intensity of the rainfall. The integrated automatic headlight control activates the dipped beam automatically at dusk and in tunnels. Standard on 330Ci.



□ 313 The **exterior mirror pack** includes mirrors that can be remotely folded-in from within the car (for example, when parking in narrow streets) and folded-out again at the touch of a button.



■ **Sill cover** with a polished chrome insert (standard on 6-cylinder models).



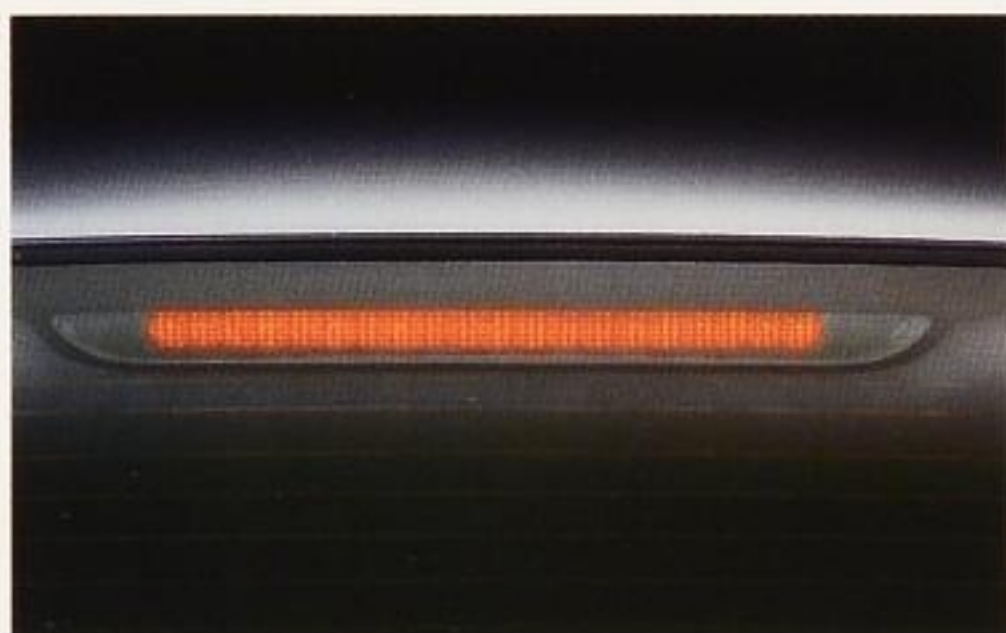
■ **Parking protection** comes from wrap-around plastic bumpers and side strips.



■ 508 **Park Distance Control (PDC)** at the rear makes parking and manoeuvring far easier in confined spaces. The distance between your vehicle and an obstacle is signalled by a bleeping signal that gets more frequent as you get closer to the object.



■ **Rear lights** with a convex, L-shape blend in perfectly with the overall design of the 3 Series Coupé. The light unit is exceptionally bright for optimum safety. Clear indicator lenses are standard on UK specified vehicles.



■ **Brake light.** Third high-level brake light for enhanced safety, integral to the top of the rear window.



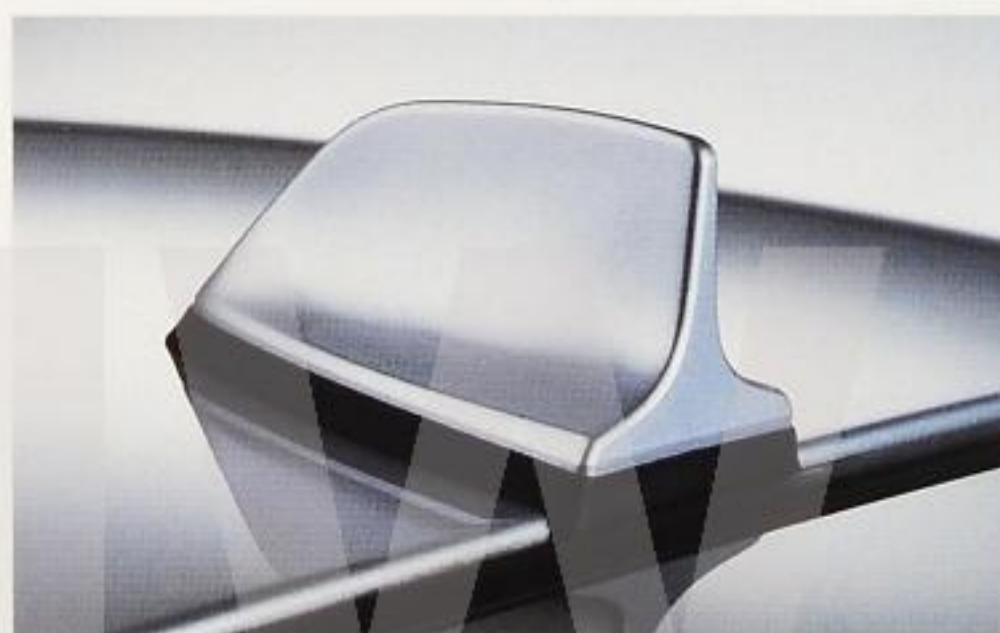
□ **403 Glass sliding/vent sunroof** with electric operation. Includes fingertip control and can be set to a raised position via a multi-function switch.



■ **Vent windows** at the rear feature electric operation for opening on both sides whilst on the move.



■ **Rear reflectors** provide extra safety at night, making the car more visible to following traffic.



□ **Group aerial** is included with either the BMW cordless or Motorola V50 mobile phone systems.



A titanium-coloured front grille is standard and exclusively available on the 330Ci.

056
057



Titanium-coloured headlight surrounds are standard and exclusively available on the 330Ci model. This option is deleted if a 330Ci Sport model is ordered.



□ **279 Seven Star Alloy Wheel style 45.** 7 J x 16 wheels with 205/55 R 16 tyres. Standard on 318Ci, 320Ci and 325Ci.



□ **293 V-Spoke Alloy Wheel style 54.** 7 J x 16 wheels with 205/55 R 16 tyres (use option code Z3N for 325Ci).



□ 288 Cross Spoke Alloy Wheel style 42.
7 J x 16 wheels with 225/50 R 16 tyres.



□ 273 Five Star Alloy Wheel style 43.
7 J x 16 wheels with 225/50 R 16 tyres.



□ 374 Radial Spoke Alloy Wheel style 73.
7 J x 17 wheels with 205/50 R 17 tyres.



Star Spoke Alloy Wheel style 89.
8 J x 17 wheels with 225/45 R 17 tyres.
Standard and only available on 330Ci.



□ 295 Star Spoke Alloy Wheel style 96.
8 J x 17 wheels with 225/45 R 17 tyres.



□ 290 Seven Star Alloy Wheel style 44.
8 J x 17 wheels with 225/45 R 17 tyres.



□ 788 M Double Spoke Alloy Wheel style 68M.
7.5 J x 17 front and 8.5 J x 17 rear wheels with
225/45 R 17 and 245/40 R 17 tyres respectively.



□ 789 M 'V' Spoke Alloy Wheel style 72M.
8 J x 18 front and 8.5 J x 18 rear wheels with
225/40 R 18 and 255/35 R 18 tyres respectively.
Standard on the 325Ci Sport and 330Ci Sport.



■ **Leather sports steering wheel** (375 mm diameter), three spokes, with steering wheel bracket in the same colour as the interior trim – here in Silk Grey – with shift lever knob/selector lever handle finished in leather or wood.



■ **Multifunction buttons** for the operation of cruise control, radio and optional telephone – shown here on the three spoke leather sports steering wheel, with steering wheel bracket and selector lever handle finished in Myrtle wood trim.



■ **Power steering:** Hydraulic steering assistance for manoeuvring and parking. The crash-optimised safety steering column pulls the steering wheel away from the driver in the event of a head-on collision.



□ 459 **Electric seat adjustment** for the driver and front passenger, with a memory function for the driver's seat and exterior mirrors. Three individual preferred positions can be stored for these functions (Standard on 325Ci and 330Ci models).



■ **Standard seat**, shown here with optional light beige Montana leather, with manual adjustment including seat height adjustment for the driver's and front passenger's seat as well as manual entry assistance to the rear seats (electric seat adjustment standard from 325Ci and 330Ci).



□ 481 **Sports seats** for the driver and front passenger provide optimum lateral support during fast cornering manoeuvres. There is individual adjustment for seat height, seat back, seat angle and thigh support. (Standard on Sport and Clubsport models.)



■ **Easy access to the rear seats.** The seat back is manually released with one hand, and the seat then glides effortlessly forwards for easier access to the rear seats.



□ 488 **Electric lumbar support** is available for both driver and front passenger, helping to adopt an orthopaedically perfect seating position.



□ 494 **Seat heating** for the driver and front passenger ensures a pleasantly warm seat surface within minutes.

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The variety of our colours matches the variety of your wishes.

Whatever interior you decide for your BMW, the result will only further enhance your driving pleasure. The colours of the interior, the seat upholstery and the interior trim complement each other to perfection, as do the materials used. Whether you choose fine wood, cool metal or the finest leather or cloth, the quality is just as high-class as the craftsmanship.



An eye-catching combination of colours and materials – a BMW interior features perfectly matched detail.



The seats in Blackberry Tex 2000 cloth are the result of detailed workmanship and offer a high degree of seat comfort.



The interior trim in Silk Grey perfectly complements this colour combination.



Aesthetics, perfect shapes and high-quality craftsmanship characterise this particular interior.



As an option, you can have Anthracite-coloured seats in the Gran Turismo design. This cloth-leather covering shines with its attractive looks and is of the very highest quality.



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Matching details: the Aluminium Pillar-Look interior trim gives a sporty appearance and enhances the overall impression.



The luxurious effect of this interior is achieved through the contrast between light upholstery and trim and the black interior.



High quality hand-made seat upholstery in light yellow Exclusive Nappa leather.



Complete your interior with Myrtle wood interior trim. A particularly elegant choice.



■ **Manual front seat belt height adjustment** ensures maximum comfort and safety.



■ **Rear seat belts.** Ergonomic rear seat belt system with belt latches on the inside and a lap belt for the middle seat (third three-point seat belt available as an option on all models).



■ **Rear head restraints.** Two manually height-adjustable head restraints (third head restraint available as an option on all models).



□ 473 A **front centre armrest** makes travel more comfortable. It includes an integrated storage compartment, which can be accessed when the armrest is down.



■ **Armrests**, designed for comfortable use, include integrated door pulls.



Luggage nets behind the front seats add valuable storage space. (Standard on 6-cylinder models.)



□ **Velour floor mats** both protect the carpet and add a luxury feel to the interior of the car.



□ 438 **Myrtle wood trim** curves around doors, dashboard and centre console, adding a luxurious touch to the interior (availability dependent on upholstery ordered, see colours and upholstery section.)



■ The **glove box** provides storage for handbooks and incorporates a rechargeable torch.



■ **Visor-mounted mirrors** with sliding covers add convenience for both driver and front seat passenger.



■ **Electric window controls** on the center console open all four windows with one touch; front windows can be closed individually at a touch.



■ **Interior lighting** includes front map-reading and footwell lights, as well as BMW Ambiance Lighting, which bathes the console in a soft orange light, helping occupants locate controls at night and creating a warm atmosphere.



□ 358 The **climate comfort windscreen** can reduce the interior temperature of the car by up to 10 degrees centigrade after standing in the sun for 90 minutes. This system also includes a green top tint to help reduce the dazzling effects of the sun.



■ 431 An **automatic-dimming inside rear-view mirror** senses the bright headlights of cars behind you, and automatically darkens.



□ 632 The **complete BMW Motorola V-50 installation** includes a roof mounted aerial, a microphone and a handset. The system is accessed via the sports multifunction steering wheel.



□ 630 The **BMW Cordless Telephone**, accessed from the multifunction steering wheel. Network restrictions apply.



■ The **gear lever and handbrake gaiter** trimmed in leather.



■ **Light switch cluster** brings all light switches together in one convenient location. It includes controls for automatic headlight control, headlights, parking lights and foglights. Illumination of the instruments and control back-lighting is adjustable.

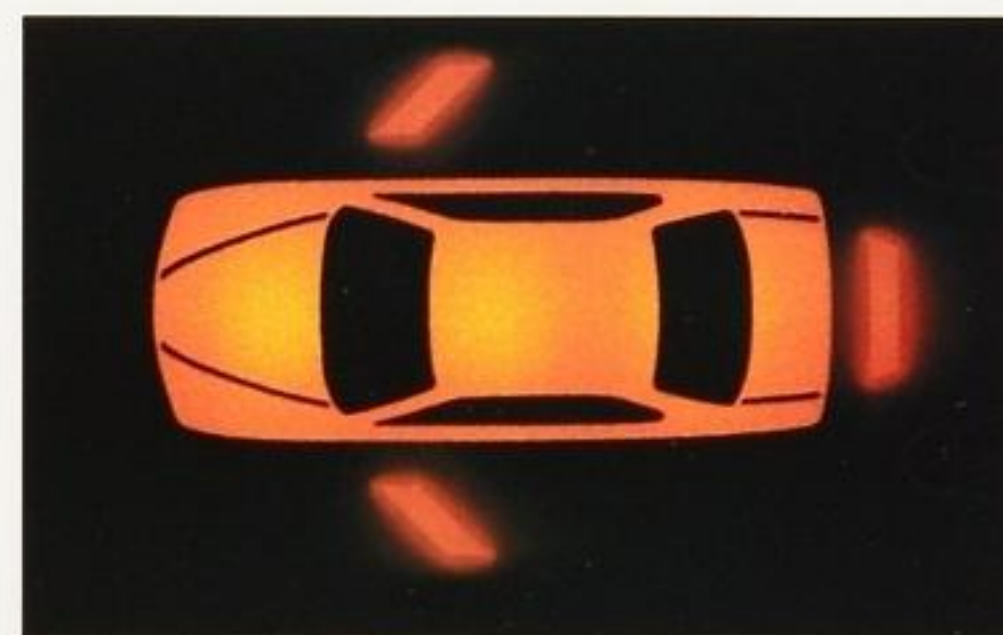
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■ The **instrument panel** presents all important information at a glance through analogue gauges and LCD readouts. When parking lights or headlights are on, the gauges are backlit in an easy-to-read red.



Instrument dials with matt Chrome surrounds. (Standard and only available on 330Ci model.)



■ **Check Control** monitors important data, such as brake fluid and oil levels, whether lights are functioning properly, and all vehicle systems. Any problems are clearly indicated on the pictogram or beside it, in order of importance.



■ An **on-board computer** offers valuable travel information, with read-outs on expected travel range on remaining fuel, average mpg and average speed.



□ 602 When the car is fitted with **on board monitor**, it can be folded forward giving easy access to the cassette drive.



□ 609 **Navigation system** with 16:9 on-board monitor and TV, guides you accurately to your destination. The new split screen function allows it to display two functions simultaneously, for example, route guidance and data from the on-board computer. Also includes BMW Professional radio/cassette (which can be replaced with MD drive).



□ 606 The **radio navigation system** offers route guidance using a two inch liquid crystal display and voice computer.



■ The **automatic air conditioning system** includes automatic air recirculation, which is activated when a special sensor detects certain pollutants in the outside air. Inside, cabin air continuously passes through an electrostatically charged micro-filter that removes such particles as pollen, dust and spores.



■ The **five speed manual transmission** is renowned for its crisp change quality throughout the industry.



□ 205 The **5 Speed automatic transmission** adapts to current driving conditions and your particular driving style. The sport mode prompts the gearbox to change at higher speeds for a more sporty drive. The steptronic mode allows the driver to induce clutchless gear changes up or down with a simple tap of the lever.



□ 206 **Sequential Sports Gearbox (SSG)** enables sporty, rapid gear change via the steering wheel paddles without having to de-clutch. Please note if ordered on a Sport model, the steering wheel will revert to the standard sports steering wheel as shown above (only available on 325Ci and 330Ci models).



□ 464 A **ski bag** helps to allow safe, clean transport of skis, ski poles and other long, thin objects. When not extended for use, the ski sack can be stored out of sight.



□ 676 The **BMW Hifi Speaker Systems** includes 10 speakers and output of 4 x 25 watt for woofers and 6 x 15 watt for the mid range and tweeters.



□ 674 The exceptional sound quality produced from the **Harman-Kardon System** comes from 12 speakers. Amplification comes from 4 x 40 watts in the woofer range and 4 x 25 watt music output in the tweeter/subwoofer range. The system automatically adjusts output levels depending on the road speed of the vehicle.



■ The **BMW Business Radio/Cassette** is designed to produce excellent sound quality with many adjustments available to set your own personal preferences. Output is 4 x 15 watts.



□ 650 The **BMW Business CD** neatly incorporates a single disc CD player into the fascia.

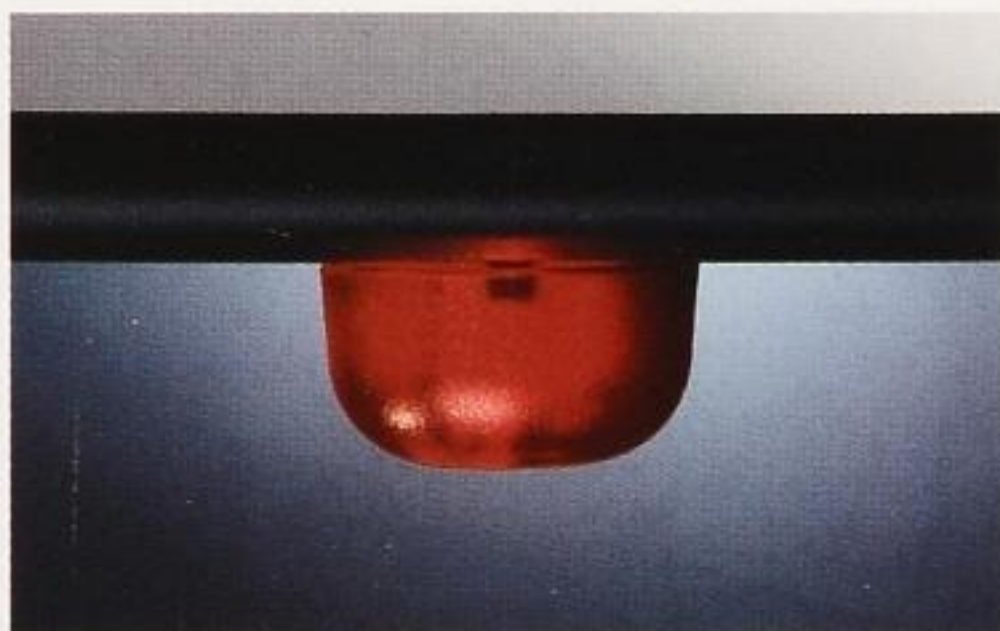


□ 651 **MD drive for BMW Business**, integrated MD drive (Minidisc) instead of cassette player, motorised MD insert/eject.

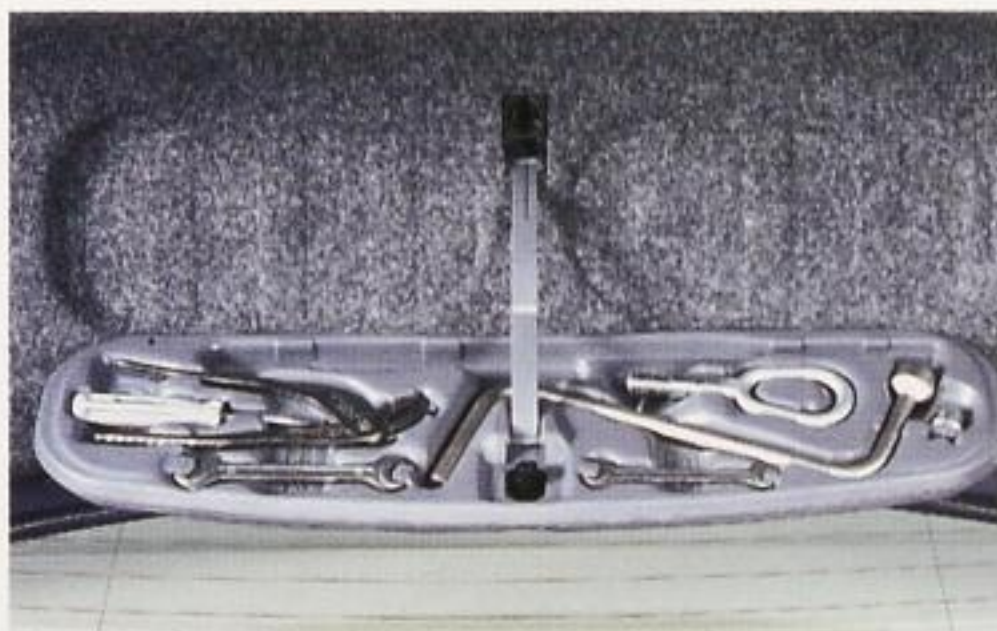


□ 663 The **BMW Professional Radio** including single CD, incorporates two tuner systems which offer quick and easy access to all available radio stations via the display panel.

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■ **Alarm system** with radio remote control: If an attempt is made to break into or tamper with the vehicle, the alarm system triggers an acoustic signal and switches on the hazard warning lights.



■ The **BMW tool kit** is incorporated into the boot lid.



■ **Through-load system** with 60/40 split folding rear seats.



□ 672 The **six-disc CD changer** is securely mounted in the boot, helping to protect CDs from damage and theft.



■ With the **remote locking system**, the keyhead acts as a multi-function remote control, providing two-step unlocking and remote boot release. (Two remote control keys are included as standard equipment; additional remote keys can be purchased from your authorised BMW Dealer.)



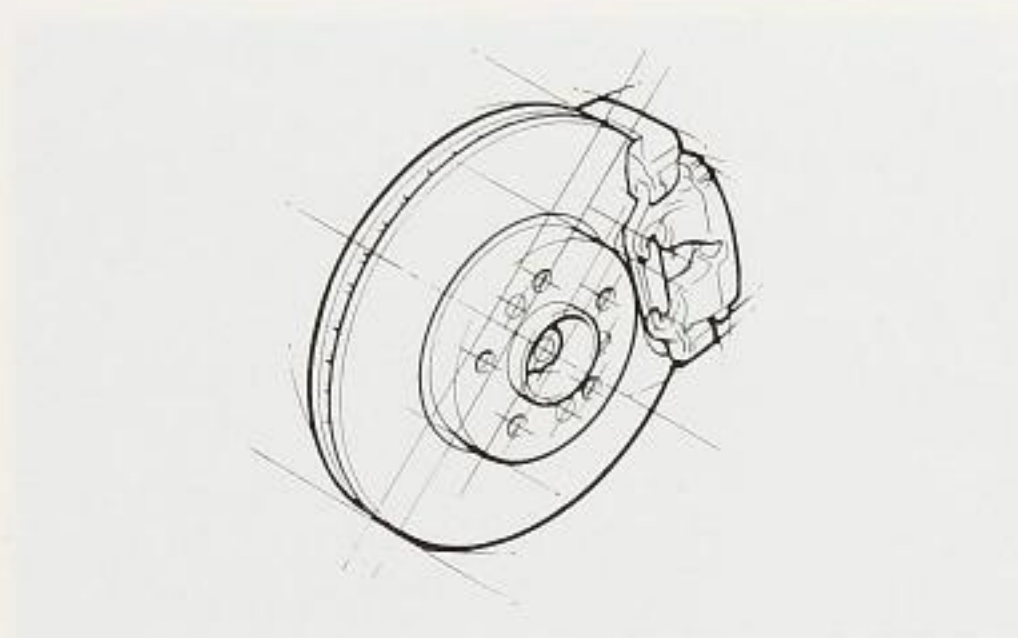
■ **Car & Key Memory** offers the choice of activating/deactivating preprogrammed safety and convenience features, such as the Follow-Me-Home function, door locking preferences, seating and climate settings. Two Memory keys are standard; up to two more are optional.



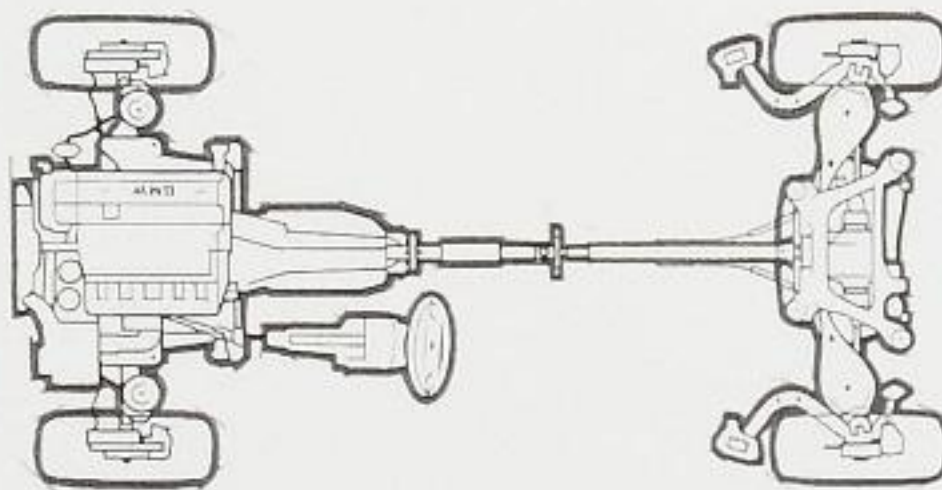
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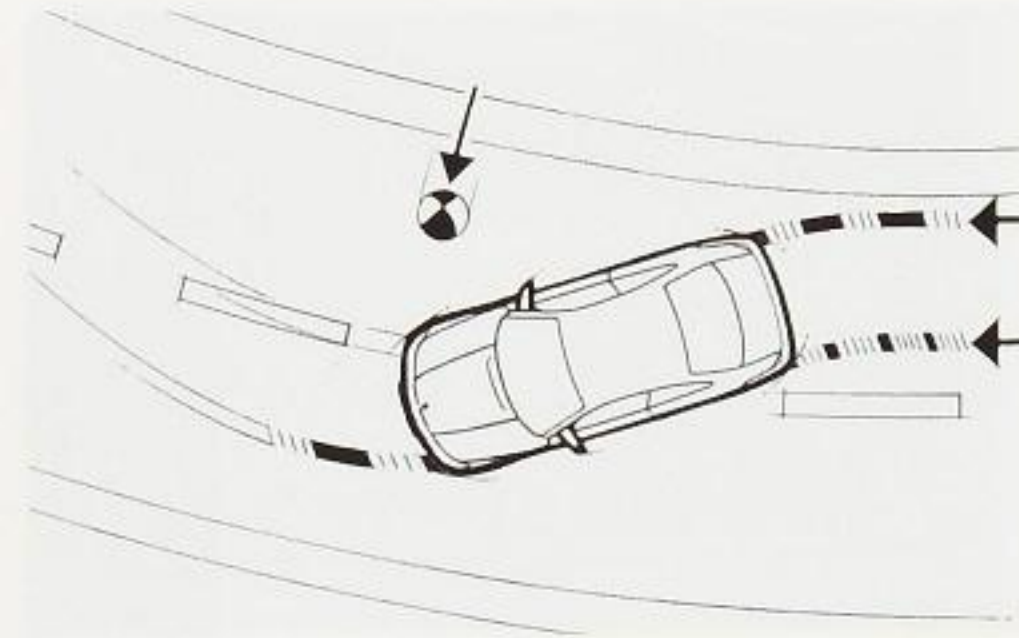
BMW Individual allows you to order a BMW that looks and feels just the way you want it to – we'll simply adapt the car to mirror your personal style preferences. The BMW Individual Collection stands for visual and tactile customisation, with different paint finishes and materials. To get a BMW that is really "you", you can enhance it with a full range of equipment features to suit your very own taste. So if you want an unusual paintwork colour such as Velvet Blue metallic, or supple nappa leather in light Titanic Blue for a more sporty interior, just say the word. If you'd like to know more about what BMW Individual has to offer, please consult your BMW Dealer, who'll be pleased to advise you.



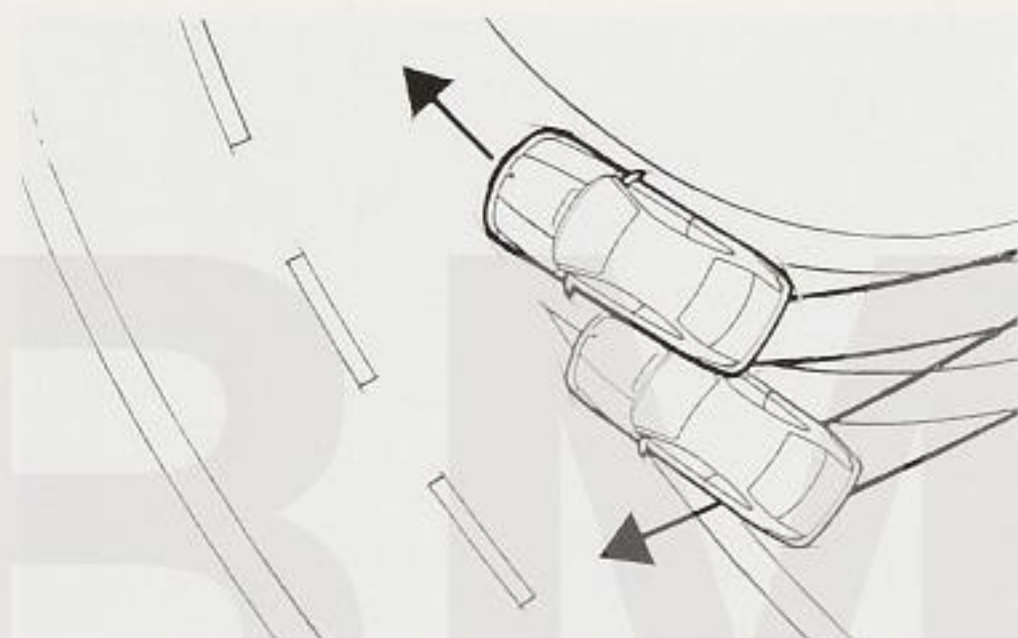
■ Massive **four-wheel ventilated anti-lock (ABS) disc brakes** help provide outstanding stopping capability. **Electronic brake proportioning** measures slip at each wheel and regulates front/rear braking accordingly. Internal ventilation helps reduce brake fade under hard use.



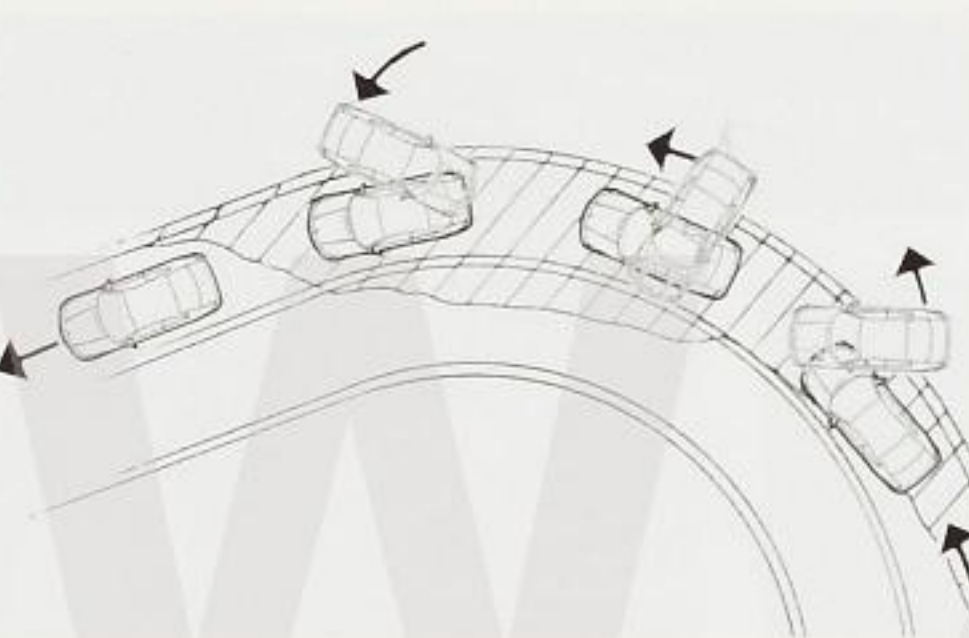
■ Advanced **suspension systems front and rear** make extensive use of aluminium. As a result, the MacPherson strut front suspension and multi-link rear suspension are lighter, resulting in reduced unsprung weight and greater riding comfort.



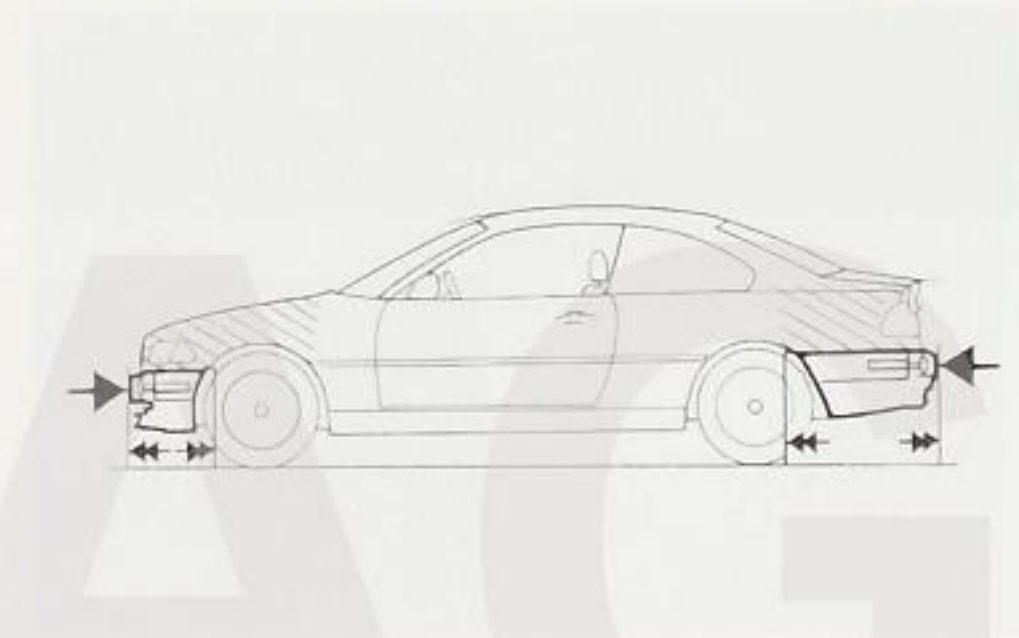
■ **Cornering Brake Control (CBC)** makes application of the brakes in bends even safer and prevents the car from swerving out of control.



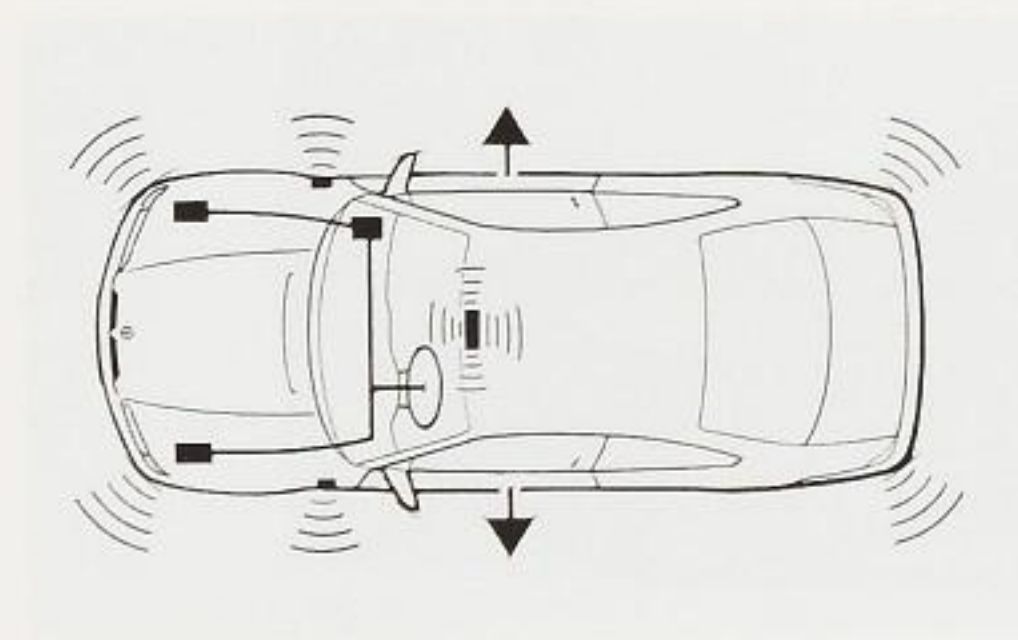
□ **210 Dynamic Stability Control (DSC)**: This suspension control system recognises the risk of swerving right from the start, stabilising the car within milliseconds. (Standard on all 6 cylinder models.)



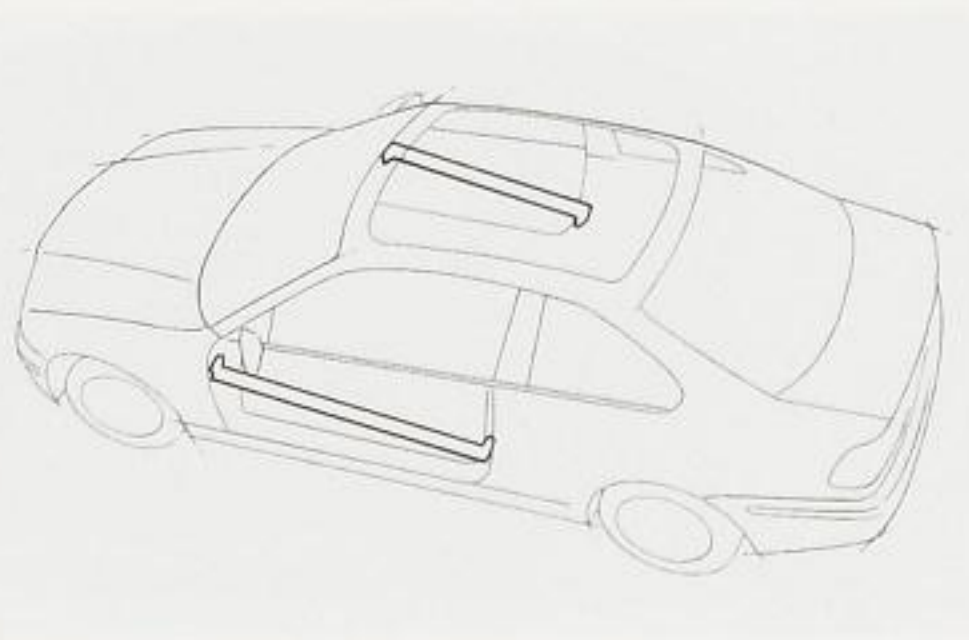
■ **Traction Mode** is a subsidiary function of DSC. It permits increased wheel slip within defined limits. For a sportier drive.



■ **Impact-absorbing bumpers** and compressible "crush tubes" front and rear help absorb the force of impact in collisions up to 9 mph, minimizing damage to the vehicle's body and simplifying repairs. Only at higher impact speeds do structural supports begin to deform, dissipating impact energy to help protect occupants.



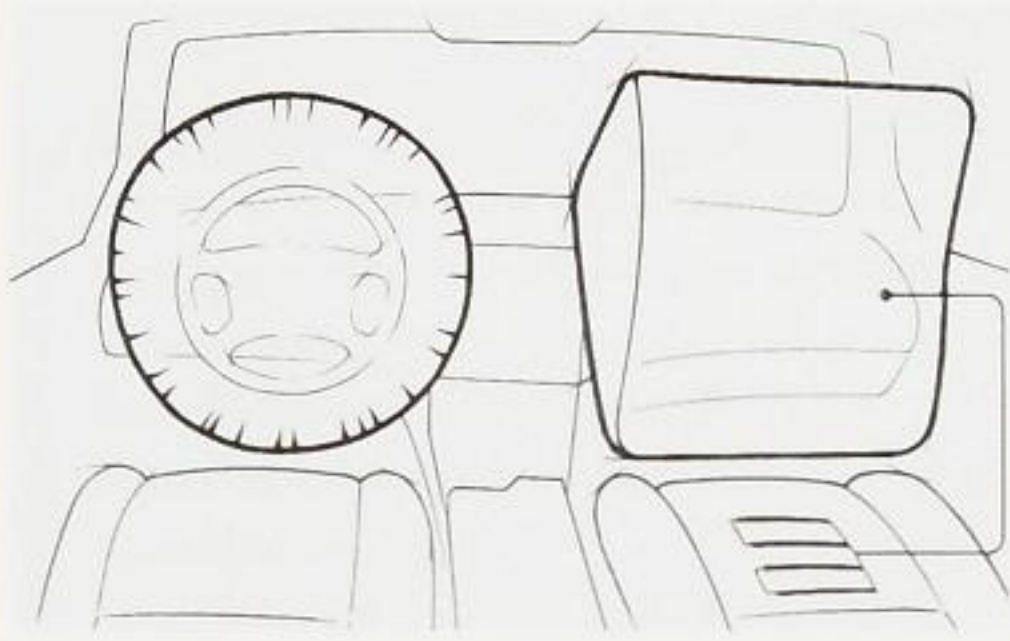
■ An **impact sensor**, detecting a severe impact, automatically flashes the hazard lights, turns on interior lights and unlocks the doors to facilitate emergency aid access.



■ **Strengthened doors** protect all passengers from injury in the event of a side impact.



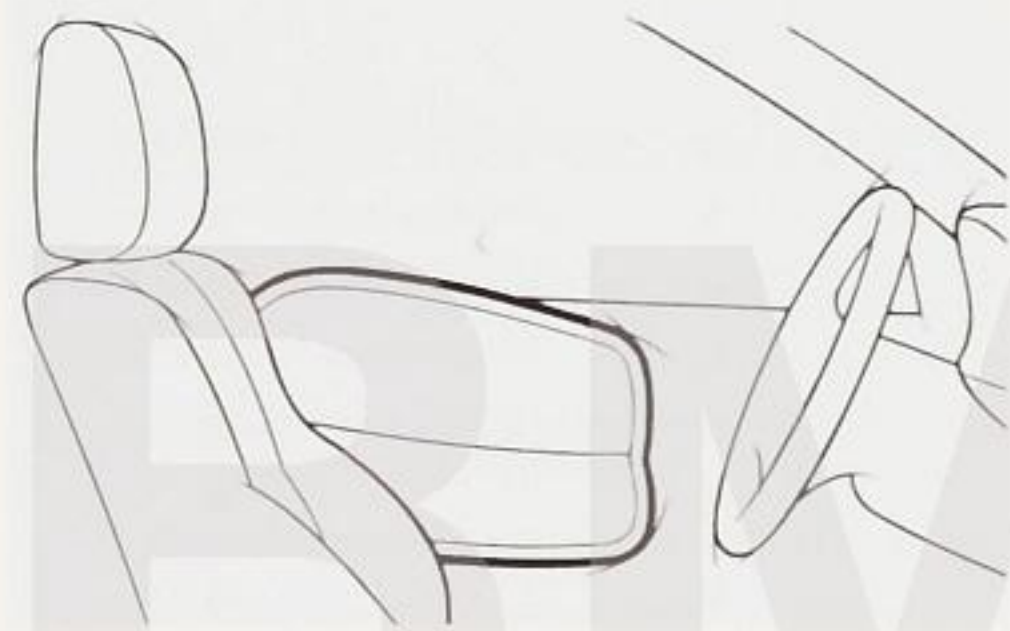
■ In the event of a severe frontal impact, **automatic safety belt pre-tensioners** automatically tighten the lap and shoulder belts around front-seat occupants. **Always wear your safety belt and always place children in the rear seat.**



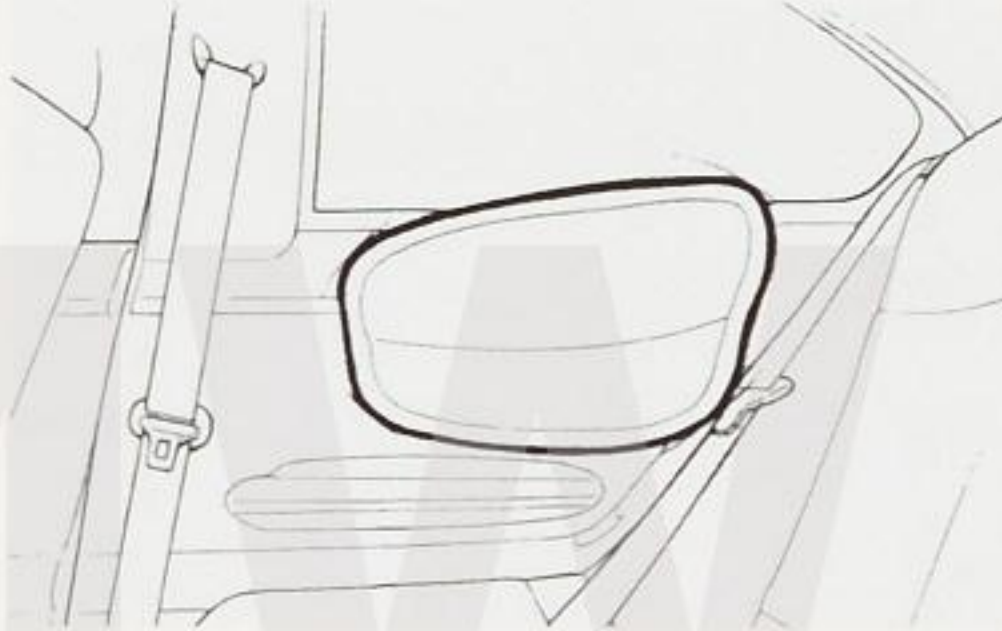
■ **Impact Dependent (ID) airbag system** protects the head and chest from the steering wheel and fascia in the event of a frontal collision. The passenger airbag is equipped with a seat occupation detector.



■ **Inflatable Tubular Structure (ITS) head airbags** for the driver and front passenger provide optimum protection for the head and upper chest during a side-on impact.



■ **Large-area, front-door-mounted airbags** help protect the torsos of driver and front-seat passenger in the event of a side impact.



□ **261 Rear side airbags** significantly reduce the risk of chest or pelvic injuries in lateral collisions.

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Standard equipment | Optional equipment

Safety	318Ci	320Ci	325Ci/Sport	330Ci/Sport
Airbags:				
– Driver and front passenger ID airbags (Impact-Dependent Airbag System), seat occupation detector for front passenger airbag	■	■	■	■
– ITS head airbags at the front for driver and front passenger	■	■	■	■
– Side airbags at the front for driver and front passenger	■	■	■	■
– Side airbags for rear-seat passengers	□	□	□	□
Alarm system with remote control	■	■	■	■
Anti-lock Brake System (ABS)	■	■	■	■
Bi-xenon headlights , incl. dynamic headlight range control and headlight washing system	□	□	□	□
Brake light , third	■	■	■	■
Brakes:				
– Disc brakes, front, inner-vented	■	■	■	■
– Disc brakes, rear	■	—	—	—
– Disc brakes, rear, inner-vented	—	■	■	■
Centre lock switch	■	■	■	■
Central locking with electronic immobiliser, crash sensor, fuel tank filler flap integrated in central locking	■	■	■	■
Child seat fastening ISOFIX	■	■	■	■
Cornering Brake Control (CBC)	■	■	■	■
Dynamic Stability Control (DSC) incl traction mode and DBC	□	■	■	■
Foglamps	■	■	■	■
Headlight washing system	□	□	□	■
Park Distance Control (PDC) at the rear	■	■	■	■
Parking protection provided by wrap-around plastic bumpers and side strips	■	■	■	■
Power steering with crash-optimised safety steering column	■	■	■	■
Rain sensor incl automatic headlight control	□	□	□	■
Safety battery terminal	■	■	■	■
Safety bodyshell:				
– Deformation zones at front and rear, aluminium door reinforcement, bumpers regenerating to their original shape at up to 2.5 mph	■	■	■	■
Seatbelts:				
– Inertia-reel seatbelts at the front with pyrotechnic belt latch tensioner, belt force limiter and belt restrainer	■	■	■	■
– Three-point seatbelt for third rear passenger, incl. third headrest	□	□	□	□
– Ergonomic belt system at the rear	■	■	■	■
– Manual seatbelt height adjustment	■	■	■	■
Side impact protection , integrated, with roof crossmember	■	■	■	■
Traction Mode	■	■	■	■
Tyre Pressure Control	□	□	□	□

Engine	318Ci	320Ci	325Ci/Sport	330Ci/Sport
4-cylinder in-line engine with 4-valve technology	■	—	—	—
6-cylinder in-line engine with 4-valve technology	—	■	■	■
Balance shafts	■	—	—	—
Cylinder-specific knock control	■	■	■	■
Digital Motor Electronics (DME)	■	■	■	■
Distributor, solid-state	■	■	■	■
Double-VANOS	—	■	■	■
Individual Control Intake Manifold (ICIM)	■	—	—	—
Light-alloy cylinder head	■	■	■	■
On-board diagnosis	■	■	■	■
Three-way catalytic converter, heated oxygen sensor, activated carbon filter, controlled tank purge	■	■	■	■
Valve drive with roller-type drag arms	■	—	—	—
Valve play compensation, hydraulic	■	■	■	■
VALVETRONIC	■	—	—	—

Transmission/suspension	318Ci	320Ci	325Ci/Sport	330Ci/Sport
5-speed manual gearbox	■	■	■	■
Anti-roll bars front and rear	■	■	■	■
Automatic transmission:				
– 5-speed EH automatic transmission with Shiftlock/Interlock and adaptive transmission management, Steptronic	□	□	□	□
Central arm rear axle with anti-squat and anti-dive	■	■	■	■
Dual-mass flywheel (manual gearbox models only)	■	■	■	■
Sequential Sports Gearbox (SSG)	—	—	□	□
Single-joint spring strut front axle with anti-dive	■	■	■	■
Sports suspension settings	■	■	■	■

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071

Interior features	318Ci	320Ci	325Ci/Sport	330Ci/Sport
Analogue-face instruments with illumination from behind	■	■	■	■
Armrest at the front	□	□	□	□
Armrests on the doors with integrated door closing handles	■	■	■	■
Automatic air conditioning (incl AAR and solar sensor)	■	■	■	■
BMW Business Radio/Cassette with CD preparation	■	■	■	■
Car/key memory	■	■	■	■
Car telephone installation, cordless or Motorola V-50	□	□	□	□
Centre armrest at the rear	■	■	■	■
Check/Control	■	■	■	■
Climate comfort windscreen	□	□	□	□
Compact spare wheel in luggage compartment beneath floor	■	■	■	■
Courtesy lights package with footwell illumination at the front, switchable reading lights at the front and illuminated vanity mirrors	■	■	■	■
Digital clock	■	■	■	■
Floor mats in velour	□	□	□	□
Follow-me-Home function	■	■	■	■
Glass sliding/vent roof, electric	□	□	□	□
Glove compartment illuminated and lockable	■	■	■	■
Headlight range control, electrical	■	■	■	■
Headrests at the rear (x2), with manual height adjustment	■	■	■	■
Headrests at the front, adjustable for height and angle	■	■	■	■
HiFi loudspeaker system	□	□	□	□
HiFi loudspeaker system Harman/Kardon	□	□	□	□
Illumination of centre console from above	■	■	■	■
Interior mirror with automatic anti-dazzle function	■	■	■	■
"LIGHTS ON?" warning	■	■	■	■
Luggage compartment with all-round textile lining	■	■	■	■
Luggage net on front-seat backrests	—	■	■	■
Lumbar support for driver and front passenger, electrically adjustable	□	□	□	□
Navigation system with 16:9 monitor and TV	□	□	□	□
No-smoker package	□	□	□	□
On-board computer	■	■	■	■
Outside temperature display	■	■	■	■
Radio navigation, incl. LC display integrated in radio control console	□	□	□	□
Reading lights, switchable, at the rear	■	■	■	■
Rev counter with Energy Control, fuel gauge, coolant thermometer, LC display for mileage and trip counter	■	■	■	■

Interior features	318Ci	320Ci	325Ci/Sport	330Ci/Sport
Roof lining in anthracite	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> ¹	<input type="checkbox"/> ¹
Seats/seat comfort:				
– Standard seats with Tex 2000 cloth upholstery	■	■	■	■
– Seat heating for driver and front passenger	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
– Electric seat adjustment for driver and front passenger, with memory function for driver's seat and exterior mirrors	<input type="checkbox"/>	<input type="checkbox"/>	■	■
– Sports seats for driver and front passenger	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> ¹	<input type="checkbox"/> ¹
Service Interval Indicator showing remaining mileage in display	■	■	■	■
Ski-bag	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Smoker package	■	■	■	■
Steering wheels:				
– Leather sports steering wheel with three spokes, steering wheel bracket in interior trim colour, incl. shift lever knob or selector lever handle in leather or wood	■	■	■	■
– Multifunction buttons for steering wheel, for cruise control and for remote control of radio/telephone	■	■	■	■
Storage space in front and rear multi-function consoles, storage compartment and front doors; (extra storage space with no-smoker package)	■	■	■	■
Through-loading system with asymmetric rear seat subdivision (2 : 1)	■	■	■	■
Tools integrated in luggage compartment lid	■	■	■	■
Twin-tone horn	■	■	■	■
Upholstery:				
– Tex 2000 cloth	■	■	■ ²	■ ²
– Exclusive Nappa leather	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
– Bianco Nero design	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> ²	<input type="checkbox"/> ²
– Gran Turismo design	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> ²	<input type="checkbox"/> ²
– Maglia design	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> ²	<input type="checkbox"/> ²
– Montana leather	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vanity mirrors with slide cover for driver and front passenger	■	■	■	■
Velour carpeting , driver foot support integrated in side panel	■	■	■	■
Vent windows at the rear, electric	■	■	■	■
Voice control	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Warning triangle and first-aid kit	■	■	■	■
Window lifts electric at the front, with open-close fingertip control, trap release and comfort closing function on both doors	■	■	■	■

1 Standard on Sport models

2 Not available on Sport models

072
073

Exterior features	318Ci	320Ci	325Ci/Sport	330Ci/Sport
Bumpers and exterior mirrors in body colour	■	■	■	■
Door sill trims in plastic	■	—	—	—
Door sill trims with chrome inserts	—	■	■	■
Engine compartment and luggage compartment lids supported by gas pressure springs	■	■	■	■
Exterior mirror , aspheric, blue-tinted, electrically adjustable, heated (incl. heated screenwasher nozzles)	■	■	■	■
Exterior mirror package incl. fold-in function, heated (incl. heated screenwasher nozzles)	□	□	□	□
Foglamp surrounds , titanium-coloured ²	—	—	—	■
Headlamp surrounds , titanium-coloured ²	—	—	—	■
Heat-insulating glass all-round, green, with laminated windscreen	■	■	■	■
Metallic paintwork	□	□	□	■
No model inscription	□	□	□	□
Protruding door handles in body colour	■	■	■	■
Remote control , key with automatically recharging battery	■	■	■	■
Rustproofing , all-round, with partial hot galvanisation, phosphating and cathodic dip bath, preservation of hollow cavities, underfloor protection	■	■	■	■
Screenwasher nozzles , heated	■	■	■	■
Trailer towing bar with removable ball head	□	□	□	□
Wheel arches , front, with plastic inserts	■	■	■	■
Wheels:				
– 16" Seven Star Light Alloy Wheel style 45	■	■	■	—
– 16" 'V' Spoke Light Alloy Wheel style 54	□	□	□	—
– 16" Cross Spoke Light Alloy Wheel style 42	□	□	□	—
– 16" Five Star Light Alloy Wheel style 43	□	□	□	—
– 17" Radial Spoke Light Alloy Wheel style 73	□	□	□	□
– 17" Star Spoke Light Alloy Wheel style 89	—	—	—	■
– 17" Seven Star Light Alloy Wheel style 44	□	□	□	□
– 17" Star Spoke Light Alloy Wheel style 96	□	□	□	□
– 17" M Double Spoke Light Alloy Wheel style 68 M	□	□	□	□
– 18" M 'V' Spoke Light Alloy Wheel style 72 M	□	□	□ ¹	□ ¹
Windscreen with anti glare strip	□	□	□	□

¹ Standard on Sport models.

² Not in conjunction with sports package.

Sport models

Sport models are offered for the 325Ci and the 330Ci Coupé. These models include the following additional standard equipment:

18" M 'V' Spoke Light Alloy Wheels style 72 M

Anthracite Headlining

Anthracite Laser/Alcantara Upholstery

Black Aluminium Cube Interior Trim

High Gloss Shadow Line Exterior Trim

M Aerodynamic Bodystyling II

M Sport Multi-Function steering wheel (not available with SSG)

Rear Lip Spoiler

Sports Seats

Sports Suspension

The Sport models are available in a choice of the following colours: Alpine White, Imola Red, Jet Black, Oxford Green, Titanium Silver, Orient Blue, Topaz Blue, Black Sapphire

Please note the chrome inserts in the headlights are deleted on the 330Ci Sport model.

The 330Ci Clubsport includes the following standard equipment in addition to the 330Ci

18" Double Spoke Alloy Wheels

Anthracite Headlining

Alcantara Cloth/Montana Leather Upholstery

Chrome Tailpipe Covers

Clubsport Door Sills

M Aerodynamic Package

M Leather Steering Wheel (not available with SSG)

M Rear 'Touring-Style' Boot Spoiler

Shortened Gear Lever

Silver Aluminium Cube Interior Trim

Sports Suspension

The 330Ci Clubsport is available in a choice of the following three exterior colours: Estoril Blue, Titanium Silver, Velvet Blue

Please note the chrome inserts in the headlights are deleted on the 330Ci Clubsport

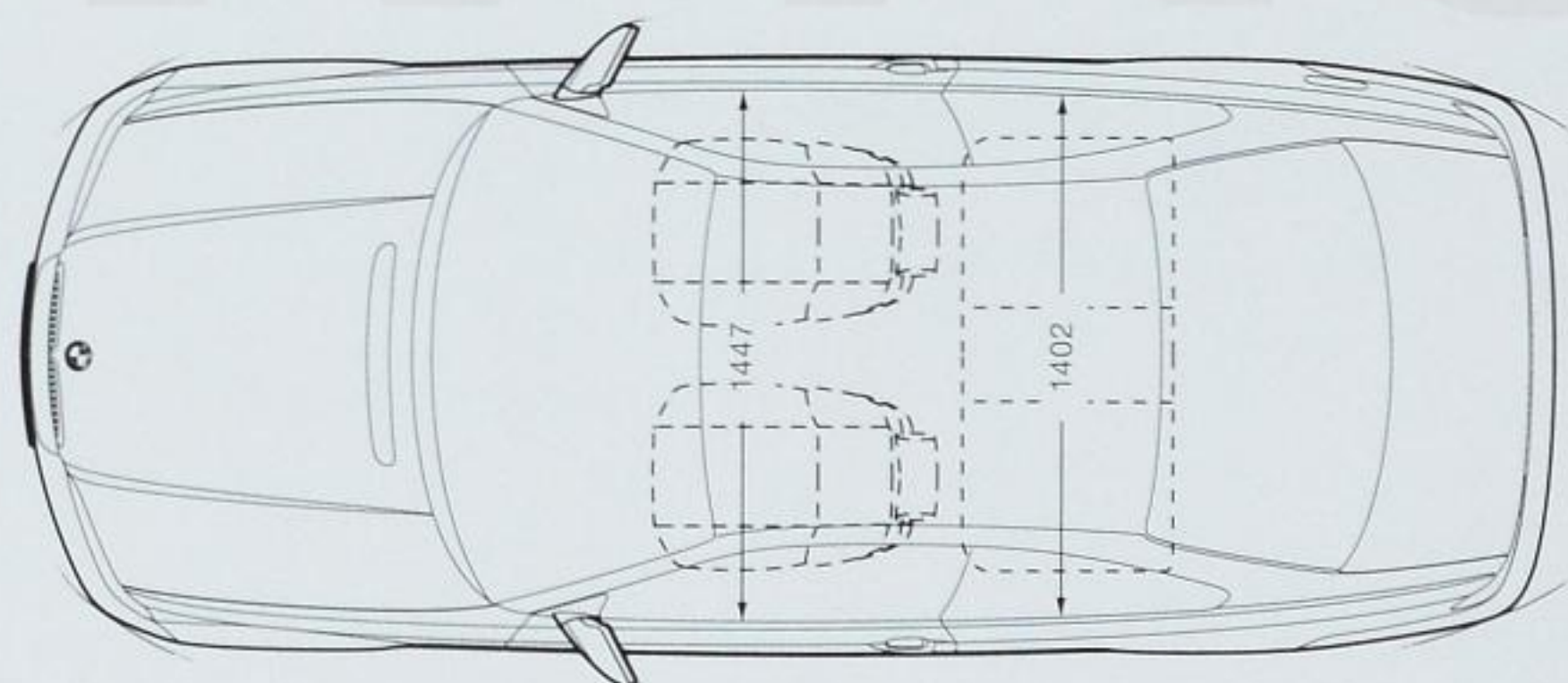
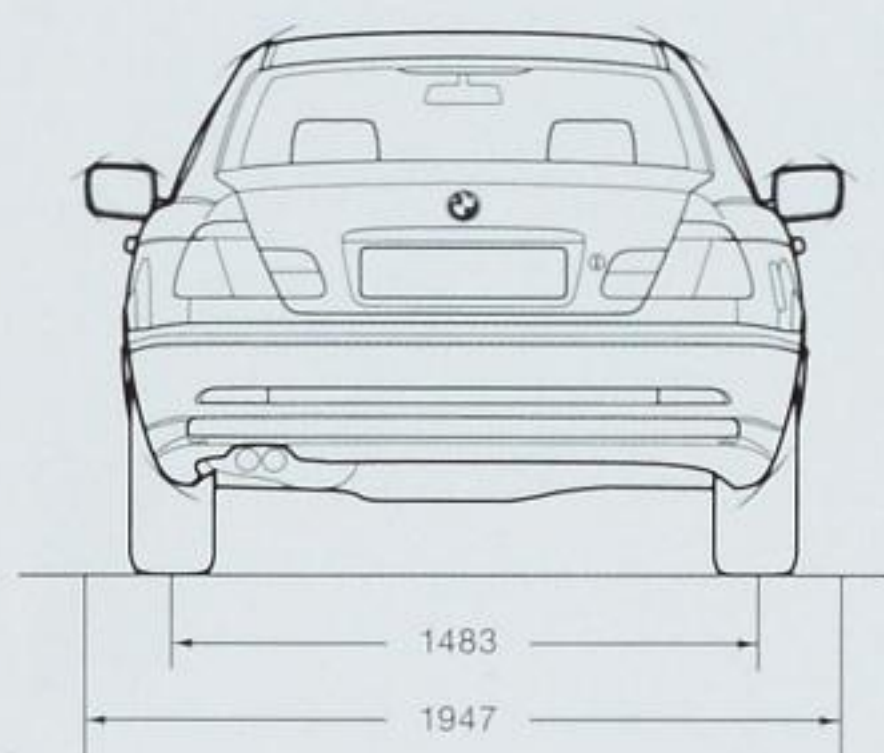
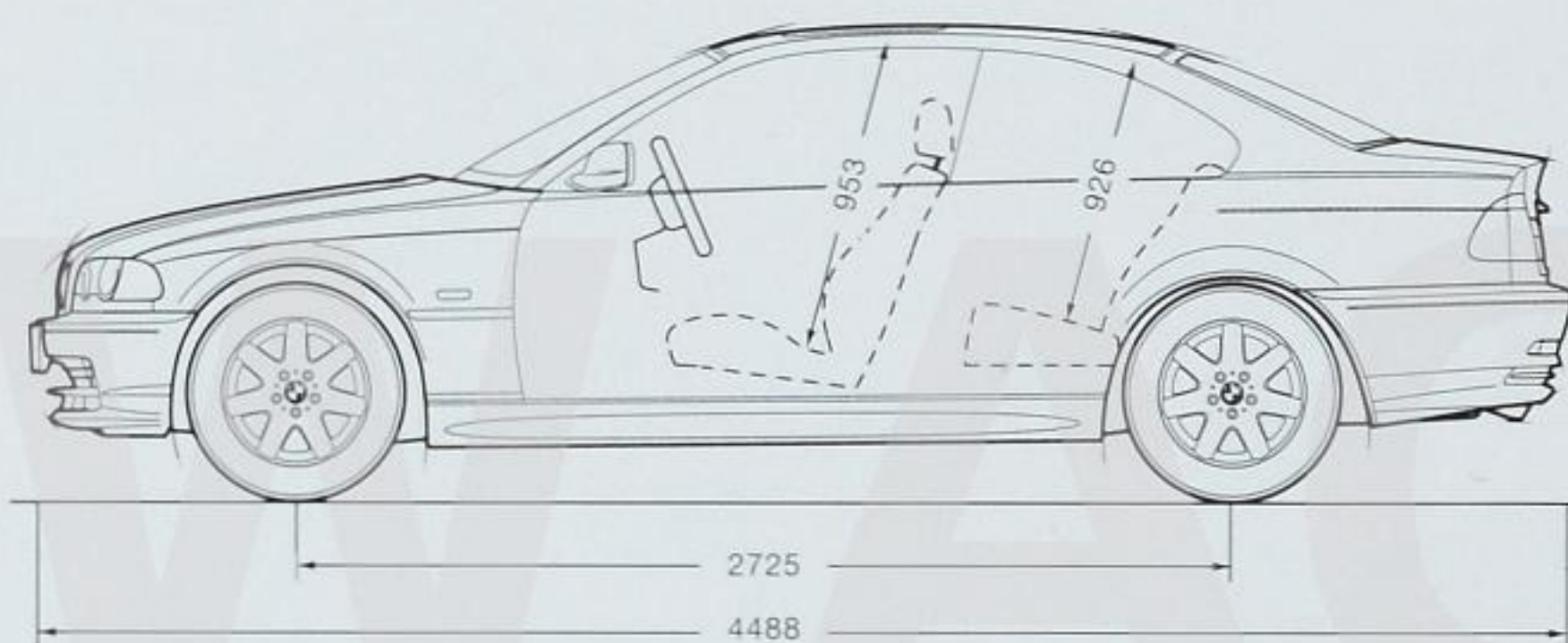
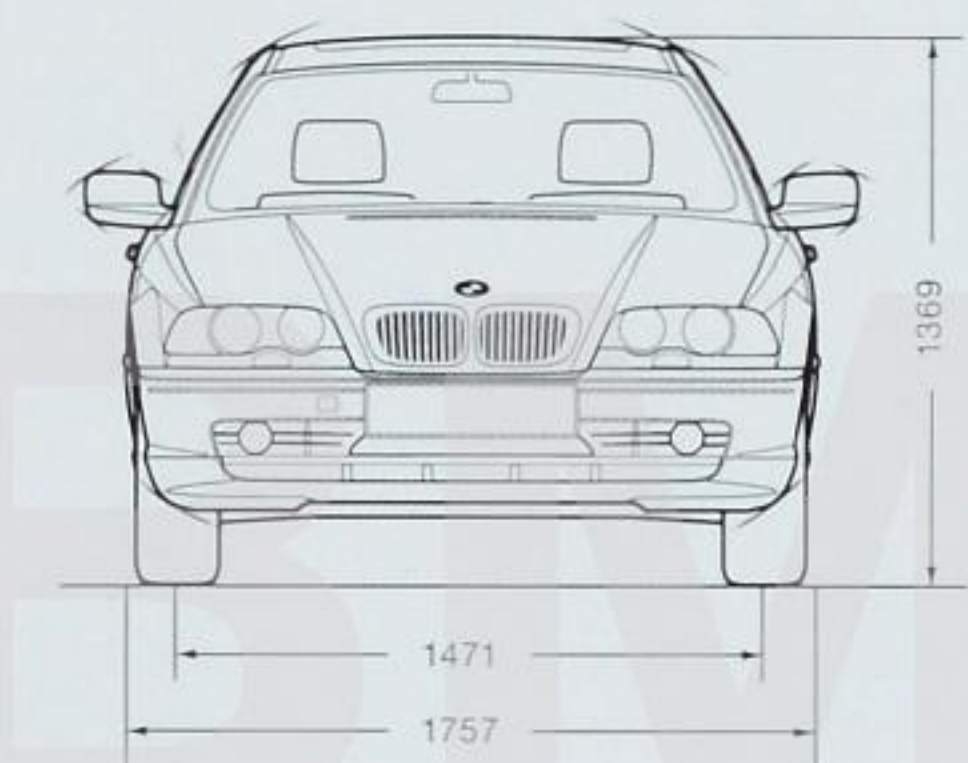
All optional equipment in this brochure is available fully installed ex works. For any additional requests you may have, please see our comprehensive Accessories Catalogue, available from your BMW Dealer.

If you want to go even further in personalising your car, the BMW Individual Collection may be able to help. This program offers you almost limitless customisation possibilities. Please consult your BMW Dealer, who will be happy to advise you.

Weight		318Ci	320Ci	325Ci/Sport	330Ci/Sport
Unladen, EU ¹	kg	1385 [1415]	1465 [1500]	1485 [1520]	1505 [1540]
Max. permissible	kg	1810 [1840]	1890 [1925]	1910 [1945]	1930 [1965]
Permitted load ¹	kg	500	500	500	500
Permitted axle load, front/rear	kg	880/1005	920/1045	930/1050	935/1075
Permitted roof load	kg	75	75	75	75
Permitted trailer load, unbraked ²	kg	680	720	720	730
Permitted trailer load, braked, max. 12% gradient ²	kg	1400 (1500)	1600	1600	1700
Permitted trailer load, braked, max. 8% gradient ²	kg	1600	1700	1700	1800
Permitted towbar download	kg	75	75	75	75
Engine ³		318Ci	320Ci	325Ci/Sport	330Ci/Sport
Cylinders/valves		4/4	6/4	6/4	6/4
Capacity	cm ³	1995	2171	2494	2979
Stroke/bore	mm	90.0/84.0	72.0/80.0	75.0/84.0	89.6/84.0
Max. output	kW/bhp/rpm	105/143/6000	125/170/6100	141/192/6000	170/231/5900
Max. torque	Nm/rpm	200/3750	210/3500	245/3500	300/3500
Compression ratio	:1	10.2	10.8	10.5	10.2
Transmission		318Ci	320Ci	325Ci/Sport	330Ci/Sport
Standard transmission ratios	I/II :1	4.23/2.52	4.23/2.52	4.23/2.52	4.21/2.49
	III/IV :1	1.66/1.22	1.66/1.22	1.66/1.22	1.66/1.24
	V/R :1	1.00/4.04	1.00/4.04	1.00/4.04	1.00/3.85
Final drive ratio	:1	3.38 [3.45]	3.38 [3.38]	3.15 [3.23]	2.93 [3.38]
Performance		318Ci	320Ci	325Ci/Sport	330Ci/Sport
Top speed	mph	135 [133]	140 [139]	149 [147]	155 ⁵ [153]
Acceleration 0-62 mph	sec	9.3 [10.2]	8.2 [9.3]	7.2 [8.3]	6.5 [7.0]
Acceleration 50-75 mph in 4th gear (with standard transmission)	sec	9.2	8.6	7.7	6.9
Fuel Consumption ^{3,4}		318Ci	320Ci	325Ci/Sport	330Ci/Sport
Urban	ltr/100 km	10.2 [11.2]	12.2 [13.1]	12.8 [13.5]	12.8 [14.0]
	mpg	27.7 [25.2]	23.2 [21.6]	22.1 [20.9]	22.1 [20.2]
Extra-urban	ltr/100 km	5.5 [6.3]	6.9 [7.3]	6.9 [7.2]	6.9 [7.0]
	mpg	51.4 [44.8]	40.9 [38.7]	40.9 [39.2]	40.9 [40.4]
Combined	ltr/100 km	7.2 [8.1]	8.9 [9.4]	9.0 [9.5]	9.1 [9.6]
	mpg	39.2 [34.9]	31.7 [30.1]	31.4 [29.7]	31.0 [29.4]
CO ₂ -emissions	g/km	175 [196]	213 [226]	217 [229]	218 [230]
Tank capacity approx.	ltr	63	63	63	63

Wheels		318Ci	320Ci	325Ci/Sport	330Ci/Sport
Tyre dimensions		205/55 R 16	205/55 R 16	205/55 R 16*	225/45 R 17*
Wheel dimensions		7 J x 16	7 J x 16	7 J x 16*	8 J x 17*
Material		Light alloy	Light alloy	Light alloy	Light alloy

Electrical system		318Ci	320Ci	325Ci/Sport	330Ci/Sport
Battery capacity	Ah	55	70	70	70
Alternator output	A	120 [120]	90 [120]	90 [120]	90 [120]
	W	1680 [1680]	1260 [1680]	1260 [1680]	1260 [1680]



All dimensions in millimetres. Luggage compartment capacity 410 litres (14.5 cu ft) (to VDA standard).

- 1 The figure quoted includes a 90% tank filling, 68 kg for the driver and 7 kg for luggage. Unladen weight applies to vehicles with standard equipment. Optional equipment may increase this figure.
- 2 The overall weight of the trailer may not exceed the maximum permissible trailer load plus the maximum permissible tow-bar download.
- 3 The four-cylinder engine of the 318Ci is designed for RON 95 fuel, and the six-cylinder engines for RON 98. The engines may be run on RON 91 fuel with a decrease in power and an increase in fuel consumption.
- 4 Fuel consumption is determined in accordance with the ECE

driving cycle made up of approximately one third urban traffic and two thirds extra-urban driving (based on the distance covered). CO₂-emissions are measured in addition to fuel consumption as such.

5 Electronically limited.

* Sport models are equipped with 18" M 'V' Spoke alloy wheels. Front tyre size 8 J x 18 / 225/40. Rear tyre size 8 1/2 J x 18 / 255/35.

Values in [] apply to vehicles with five-speed EH automatic transmission.



Speaking your language.

The purchase of a BMW is merely the beginning of a long-term relationship. The care and attention offered by the BMW Aftersales team matches the high quality of the cars themselves – from providing routine servicing through to a wide range of styling accessories and BMW Lifestyle equipment. Fast, efficient servicing begins at the design stage of BMW cars. Sophisticated technical systems such as the BMW Service Interval Indicator mean you can plan when your next service is due, almost to the day. And when maintenance or repairs are carried out, On-Board Diagnosis means that many jobs can be completed under our 'Service while you wait' programme. In addition, every new BMW is covered by a comprehensive 3-year warranty that includes BMW Emergency Service throughout Europe, as well as lifetime BMW Accident Management cover. Further information on all these services can be found on the Internet: www.bmw.co.uk.

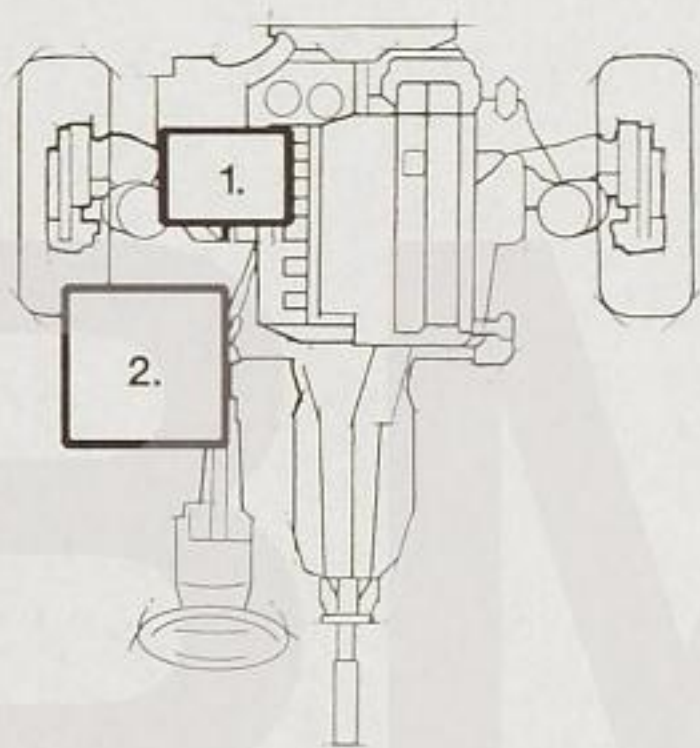
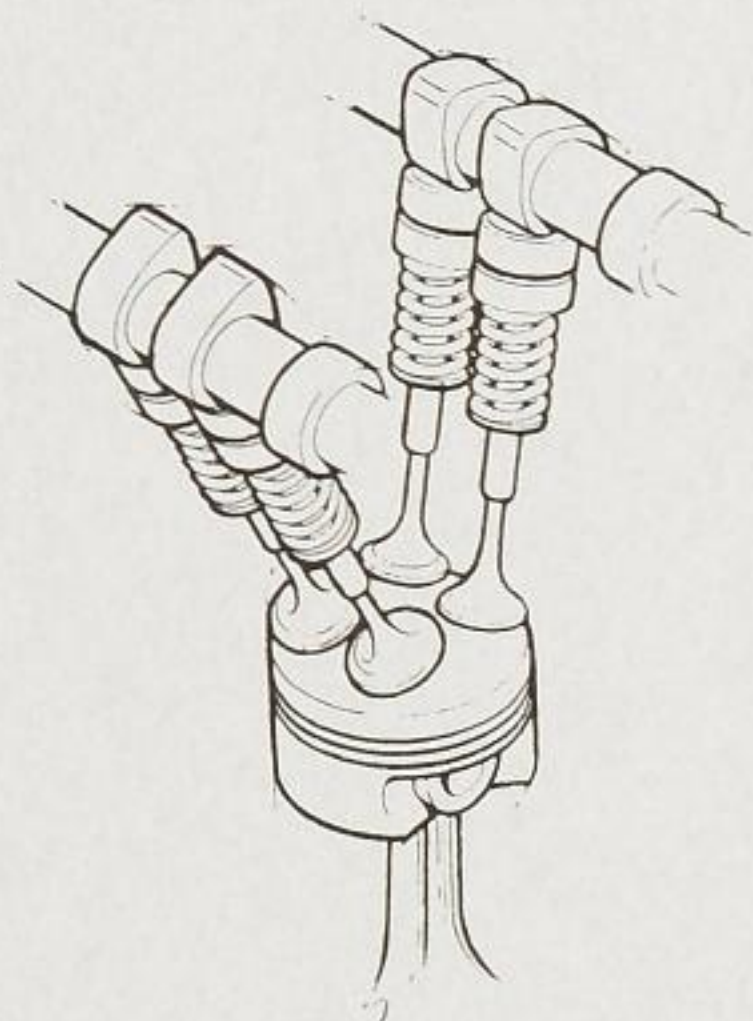
BMW Financial Services offers a comprehensive range of finance solutions for the BMW driver. These solutions can be adapted to suit your personal or business needs* with the same quality of service that you would expect from any BMW product. Depending on your requirements, you can choose from any of the following: Hire Purchase, Lease Purchase, Select, Contract Hire, Leasing, Omnia, Contract Maintenance, Comprehensive Car Insurance, Shortfall and Guaranteed Payment Plans Insurance. For more information on these services please contact your local BMW Dealer. For details of your nearest BMW Dealer please call 0800 325 600. ■

*Subject to standard underwriting criteria. All insurance products referred to above are subject to the terms and conditions of the insurance policy and certain eligibility criteria apply. All finance and hiring facilities are subject to status and available to over 18s in the UK only. Guarantees and indemnities may be required. Certain categories of business users may be excluded. Written quotations available upon request from BMW Financial Services, Europa House, Bartley Way, Hook, Hants. RG27 9UF.





6-cylinder technology



1. Electronic throttle valve control
2. DME module

BMW in-line 6-cylinder engines are famous around the world for their smooth, muscular performance as well as their exceptional efficiency. The 6-cylinder engines in the BMW 3 Series have been further improved in key areas to make them even better than before. Four-valve technology with centrally positioned spark plugs ensures a better cylinder charge for petrol engines creating higher peak power and torque figures. By having two intake and two exhaust valves the engine can take in more air and expel more exhaust gas within a shorter period. In addition, the arrangement of the four valves results in a more efficient combustion chamber shape contributing to a reduction in fuel consumption.

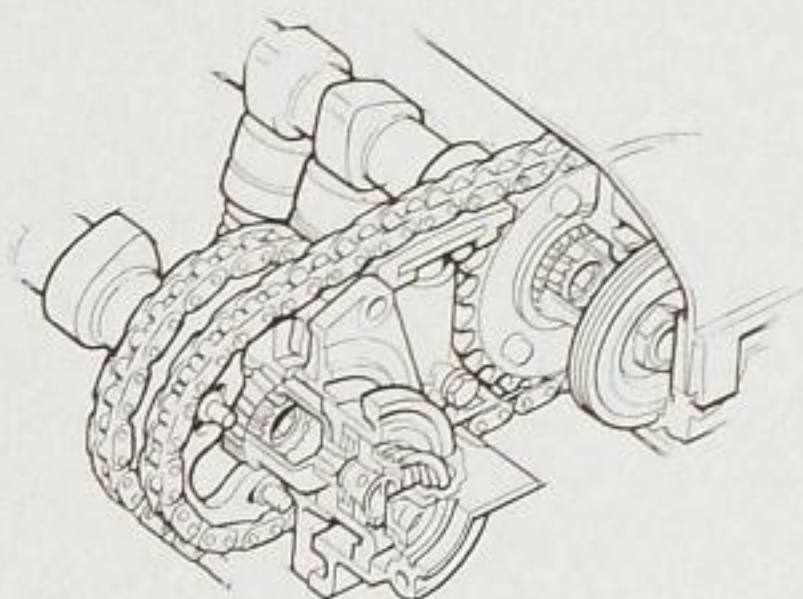
Four-valve technology with a central spark plug ensures an optimised cylinder charge in petrol engines and provides the basis for superior power and torque. Featuring two intake and two outlet valves per cylinder, the engine is able to draw in more air and exhale more exhaust gas more quickly. The specific arrangement of the four valves also gives the combustion chamber a very advantageous design, again serving to reduce fuel consumption.

Digital Motor Electronics (DME) monitors and controls all vital engine functions such as ignition and fuel injection as well as numerous additional functions including lambda control. In this way DME ensures optimum power with low fuel consumption and cleaner emissions.

Cylinder-selective knock control protects BMW petrol engines and ensures optimum fuel efficiency at all times. Sensors alert the DME of any knocking in the engine from start-up, and it continually modifies the ignition angle and timing for each cylinder. This means that fuels of different quality are used efficiently, preventing damage to the engine.

With **constant ignition** distribution the spark plug in every cylinder has its own ignition coil. This creates a strong spark that ensures optimum combustion efficiency and improved fuel combustion.

Double VANOS



Our latest 6-cylinder petrol engines have **double VANOS (double variable camshaft control)** for significantly increased torque. Double VANOS continuously adjusts the timing of both the intake and exhaust valves according to the specific needs of the engine. This ensures the cylinders are fed with the optimum fuel/air mixture to deliver a seamless wave of power and torque. Less unburned residual gases also improves idling and special engine control maps for the warm-up phase enhance the effectiveness of the catalytic converter. Increased torque figures are further improved by the electro-mechanical throttle valve control. This ensures smoother idling, more progressive response in stop-and-go traffic and reduced fuel consumption.

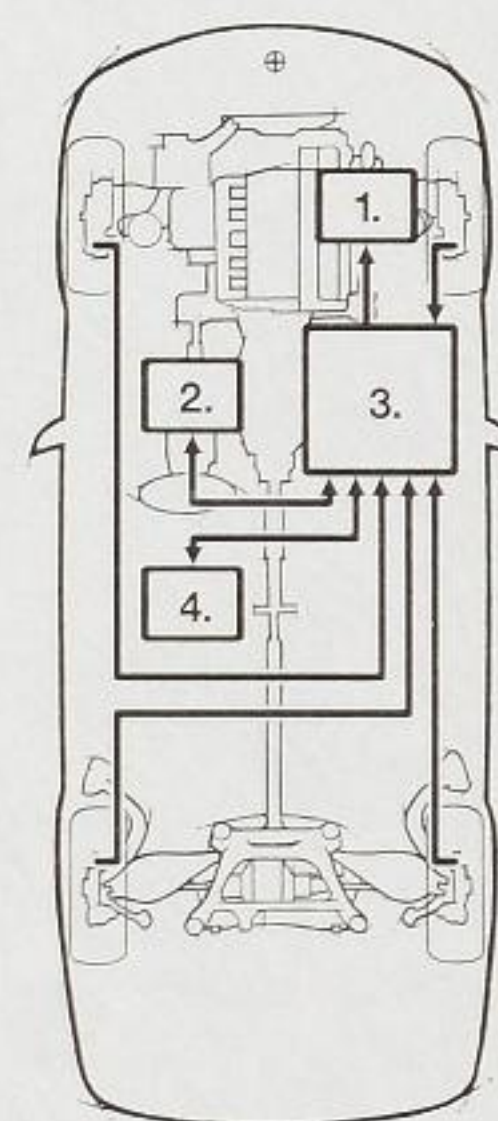
The **Traction Mode** is a subsidiary function of DSC and enables wheel slip on the drive wheels within defined limits. This allows a sportier driving style, for example when accelerating or cornering, before DSC makes an engine management intervention or selectively brakes individual wheels in order to prevent critical situations. Control of the car is left to the driver within certain limits, and the DSC control functions step back. On loose surfaces, such as snow or gravel, DTC (Dynamic Traction Control) also offers increased slip for a more fluent driving style.

Dynamic Stability Control (DSC) is standard on all 6 cylinder and optional on 4 cylinder 3 Series models. DSC incorporates all previous suspension control systems such as ABS or Traction Mode, and also monitors steering wheel movements, road speed and even lateral acceleration. It then adjusts engine power and braking pressure on all four wheels to optimise road holding. The system is of special benefit when accelerating through bends. In contrast to Traction Mode, brake intervention takes place on all

four wheels, so intervention to engine management depends on whether the car understeers or oversteers. However, even a sophisticated system like DSC cannot defy the laws of physics, so an appropriate driving style remains your responsibility.

Cornering Brake Control (CBC) is a unique BMW braking system. As a further development of ABS, CBC makes braking into bends safer and more controllable. CBC controls the pressure in the wheel brake cylinders individually during braking in a bend so that oversteer (swerving of the rear) or understeer (the car being pushed out of the bend via the front wheels) is less likely. In this way, CBC ensures optimum brake power distribution when braking in a bend and keeps the car safely on track even during sudden stops.

Suspension control systems



1. DSC pre-charge pump
2. Transverse acceleration transmitter for DSC
3. DSC module (incl ABS and Traction Mode)
4. Yaw rate sensor for DSC

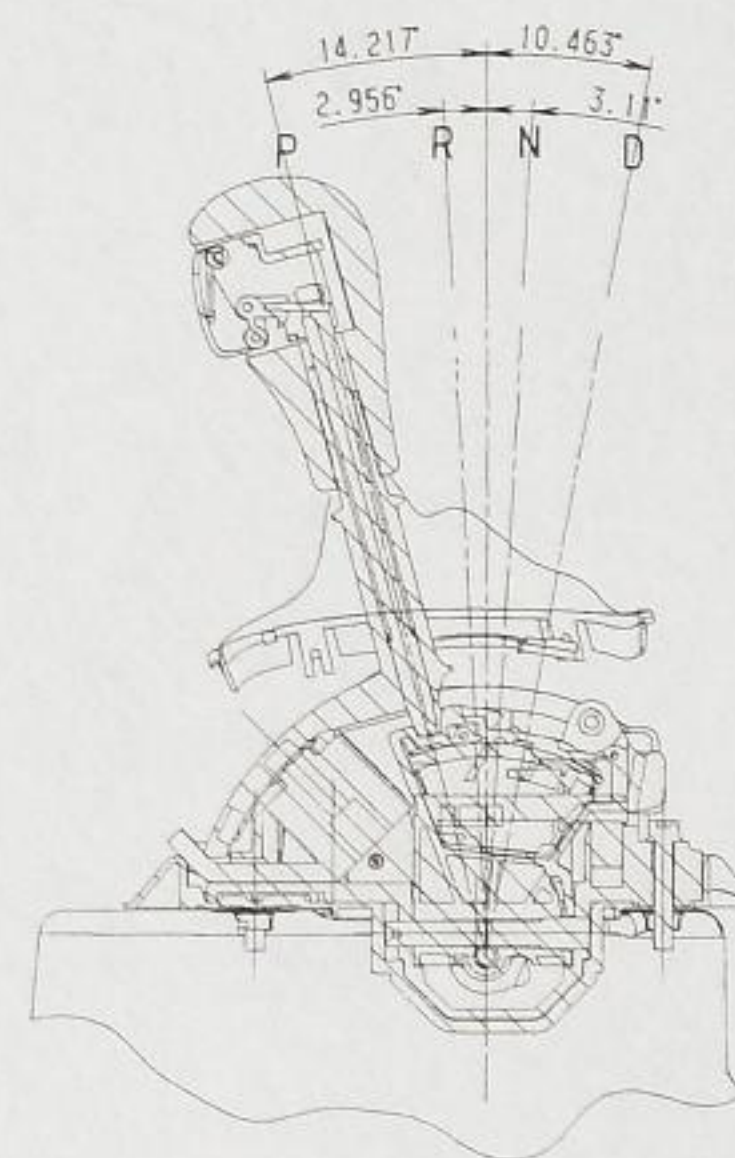
Steptronic is available as an option on all models. It converts the BMW 5-speed EH automatic transmission into a manual gearbox, whenever required. All you do is move the selector lever from position D (automatic mode) to sports program S in the second shift gate on the left. Then, to choose gears individually according to your personal requirements, just tap the selector lever briefly backward in position S in order to shift up, and forward in order to shift down. The gear currently selected is shown on the instrument panel. This function allows you to shift gears actively without having to operate the clutch. And if you wish to move back to the automatic transmission mode, just push the selector lever from S to the right into position D.

Adaptive Transmission Management (ATM) constantly adapts the character of the car to the road conditions and the way in which it is driven. It is able to determine if the car is going up or down a hill, how hard it is being cornered, the type of road surface and if the 'Sport' program has been selected. It then selects the most appropriate program and gear to match the performance required. ATM will always choose the

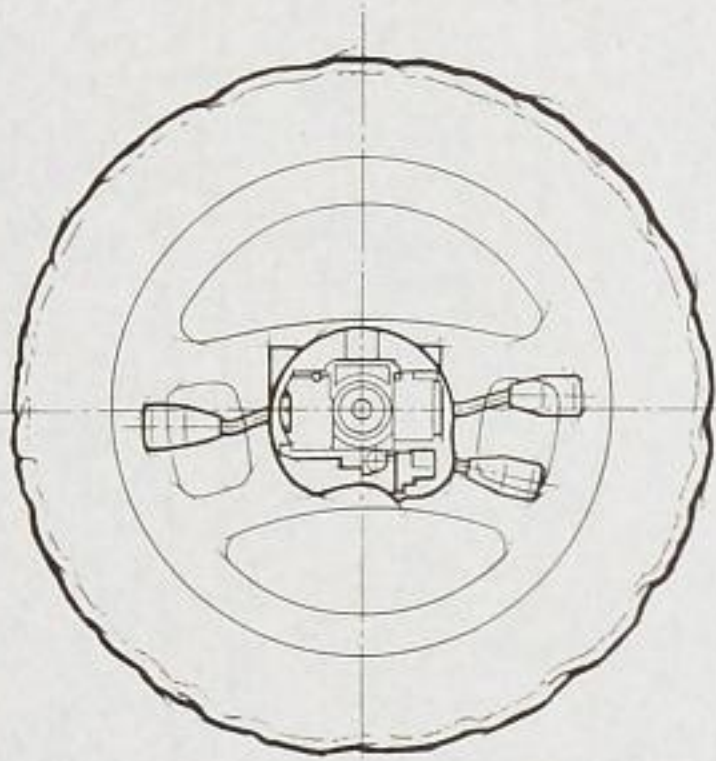
most economical program, unless 'Sport' has been selected. It has no memory – it reacts constantly to whoever is driving the car and changes in driving conditions.

For safety reasons, **Shiftlock** on the BMW automatic transmission makes sure that the selector lever can only be moved from N or P into a drive gear when the driver has his foot on the brake pedal. **Interlock** on the BMW automatic transmission allows the key to be pulled out of the ignition only when the driver has moved the selector lever to position P. Again, an important safety feature.

Automatic Transmission



F.I.R.S.T./Safety



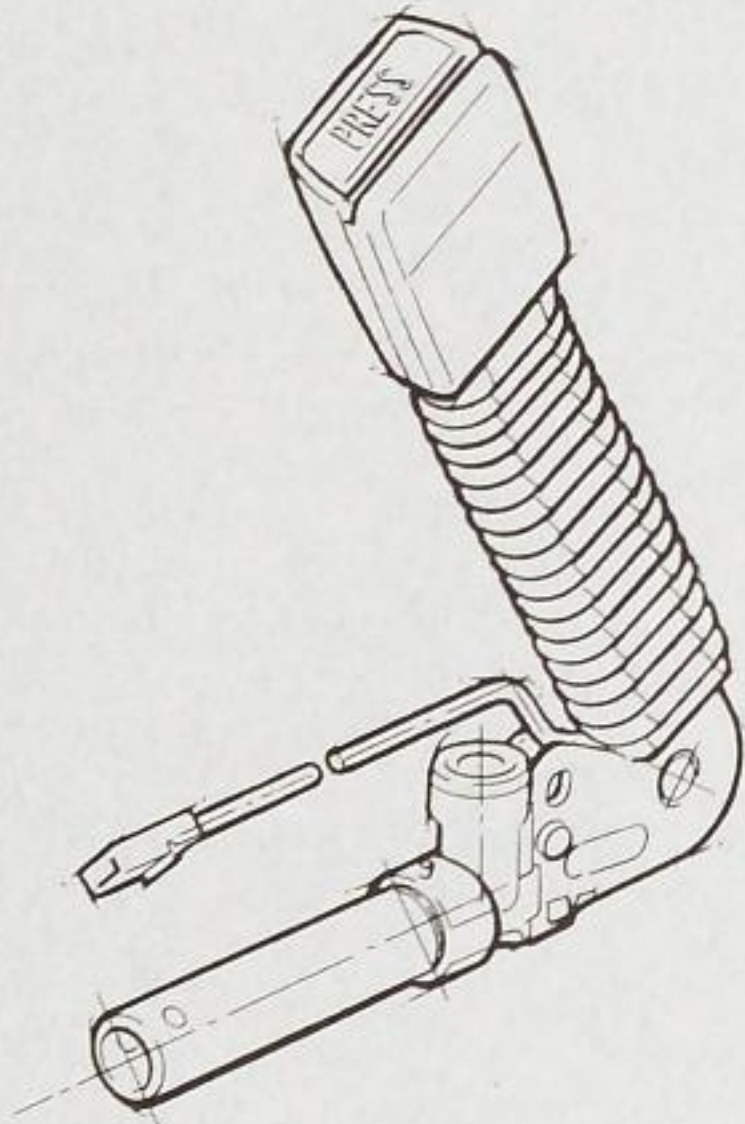
In the proven BMW safety concept **F.I.R.S.T. (Fully Integrated Road Safety Technology)** all elements necessary for comprehensive protection when driving have been integrated: active and passive safety, car protection and protection of other road users. To reduce the possible effects of lateral collisions, the BMW 3 Series has the most comprehensive protective system in this class. Both doors are reinforced by diagonal aluminium cross braces complemented by door catch hooks. This combination – together with particularly sturdy locks and hinges – results in enormously rigid doors, enhancing protection for the occupants of the car.

For accidents involving side impacts, the BMW 3 Series includes the most comprehensive safety system in its class. All doors include diagonal aluminium **crossmembers**, which are supplemented by so-called **door catch hooks**. This, combined with the extra-strong locks and hinges, ensures that the doors are exceptionally strong and extremely resistant to incursions from outside objects in the event of a side collision.

The combination of **ITS (inflatable tubular structure)*** head airbag and side airbag provides 3 Series drivers and front seat passengers with lateral impact protection never seen before in this class. During a lateral collision, the ITS head airbag stops the head from rapid sideways movements, prevents it hitting the door and offers protection against objects intruding into the car. In the same type of collision, the side airbags at the front and in the rear take over two vital functions: Firstly, they protect the passengers from injuries caused by penetrating objects. Secondly, they move the passenger away from the danger zone, considerably reducing the risk of injuries.

* Not available for 3 Series Convertible.

Restraint System

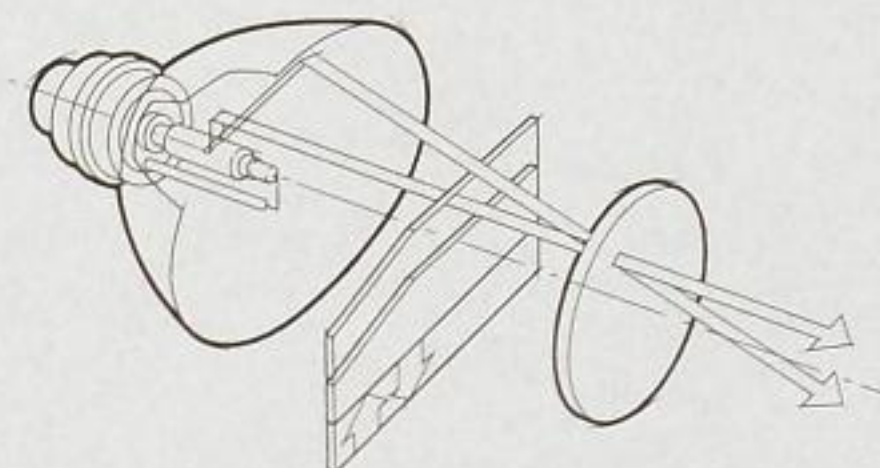


The **BMW restraint system** ensures optimum restraint through a combination of the safety belt, belt lock tensioner, belt force limiter and submarining support in the seat. For instance, during a collision the shoulder and lap belts are tightened simultaneously within fractions of a second by the pyrotechnic belt lock tensioner. Pyrotechnic actuation is extremely rapid, increasing the effectiveness of this safety system. The submarining support is a ramp-shaped design at the front of the seat that helps to prevent the driver or front passenger from sliding underneath the lap belt during a collision.

The new **ISOFIX system** allows the fitment of two child seats comfortably and safely in the rear. The child seats are firmly attached to the car's body via extendable rods that are integrated within the seat. ISOFIX makes tilting or oscillating of the child seat almost impossible. The retention rods fitted in the gap between rear seat backrest and rear seat are barely visible. Furthermore, the ISOFIX system does not cause any discomfort to adult passengers when not in use.

Bi-xenon headlights means that both the dipped and full beams are based on xenon technology. The xenon full beam uses the existing light source of the xenon dipped beam, whose intense bluish light is created by a light arc rather than the usual incandescent coil. The full beam is, as usual, activated by a control stalk. This folds away a screen located in the path of the beam that is generated by the ellipsoid-technology xenon headlight. Overall, this results in an even better visibility range and improved roadside illumination. At the same time, the bi-xenon headlight system using ionised rare gas consumes less energy than conventional halogen headlights and also offers a much longer service life.

Bi-xenon Lights

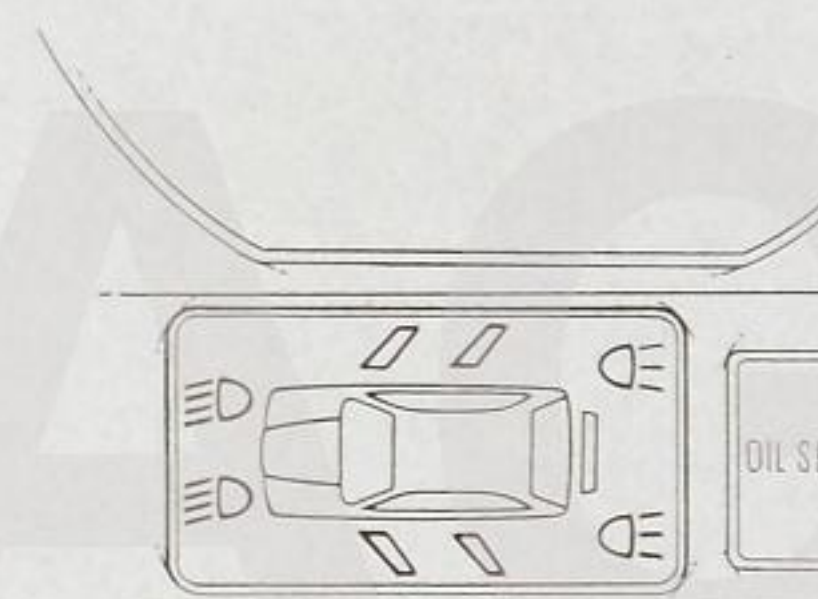


Sensors in the **Tyre Pressure Control (TPC)** system monitor the pressure of each tyre at all driving speeds. Even a slight fall in pressure is indicated to the driver by a control light. In the event of rapid pressure loss there is also an audible warning.

Check Control monitors important functions such as doors, the tailgate and lamps (e.g. dipped lights, reversing and brake lights) and indicates whether they are working properly. The lights are even checked when they are not switched on. Information is displayed in the instrument panel, supported by an audible warning.

The **On-board Computer** gives you instant access to average fuel consumption, range and average speed. A clock and the exterior temperature are also displayed (with an audible warning below 3° C). The functions are called up by pressing a button on the steering column stalk, and the required information is clearly displayed in the instrument panel.

Control Functions



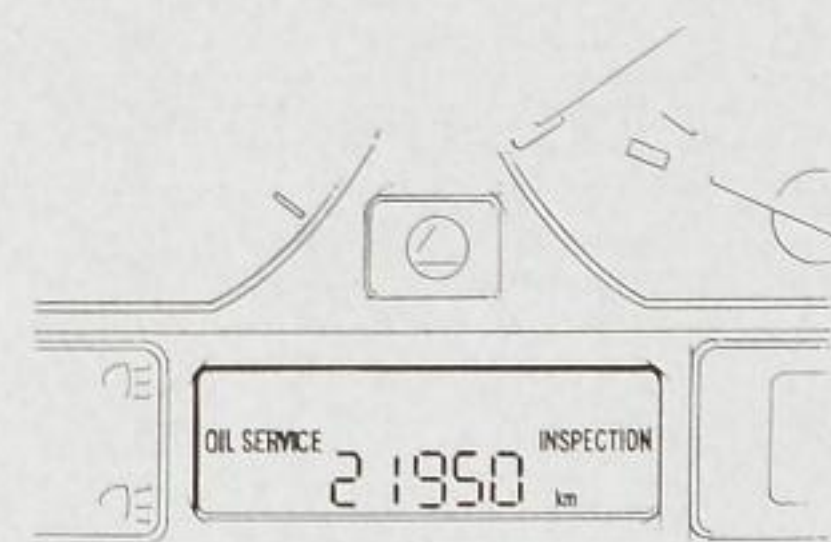
The self-learning **Service Interval Indicator** alerts you to when the next oil or routine service is approaching. A digital display in the instrument cluster gives a precise indication, almost down to the nearest mile, of how far the car can go before the next service must be carried out. Similarly, the scheduled date for the replacement of brake fluid is given by month and year. The system learns from each individual's style of driving and adjusts accordingly, making it easier to plan for the next service.

BMW engines are renowned for their long life and reliability. This has meant we have been able to extend **service intervals** for engine oil, oil filter, spark plugs as well as fuel and air filters.

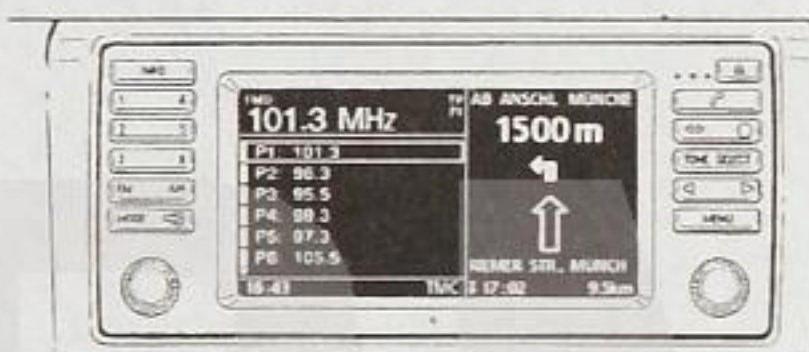
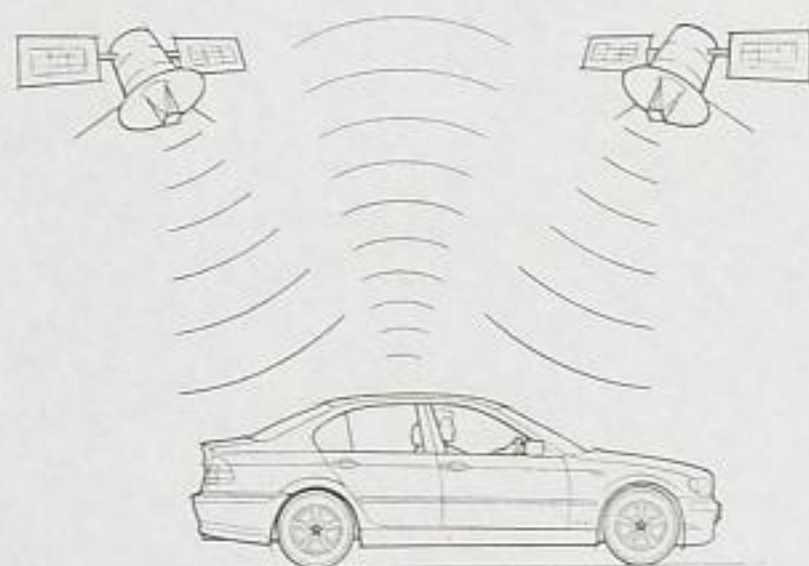
For example, in the case of the BMW 3 Series an oil change is now only required every 15,000 miles (320d every 14,000 miles) rather than the previous 9000 miles. This means fewer visits to your dealer for routine servicing and lower maintenance costs.

Actual service intervals can vary depending on driving style and conditions.

Service and maintenance



Navigation System



The **Navigation System** can guide you easily, quickly and directly to your destination. All functions can be shown on the new, dazzle-free 16:9 monitor that now also comes equipped with a split-screen function that allows two functions to be displayed concurrently – for example on-board computer information as well as the navigation route. All functions may be selected conveniently by hand, simply by using a menu key and turning or pressing one single button. Your location is automatically determined to within 10 metres with the aid of the **Global Positioning System (GPS)** the rear ABS sensors, and the navigation computer finds the ideal route to your chosen destination. During the journey the voice computer gives you route instructions. Symbols such as directional arrows or roundabouts on the screen provide you with additional information. You can also have the route displayed on a larger scale map. In addition, using the on-board computer and BMW Telematics Service ASSIST*, you can request specific information regarding attractions such as theatres or museums or even inquire about ticket prices and opening times. The navigation system will also assist you in looking for suitable hotel accommodation. For example, you can access information about hotel categories, number of beds and prices via the screen. All data on the digitised road map for the UK is stored on an easily exchangeable CD-ROM. CD-ROMs are available for many other European countries.

* Currently only available in Germany.

Radio Navigation



BMW NAVIGATION SYSTEM

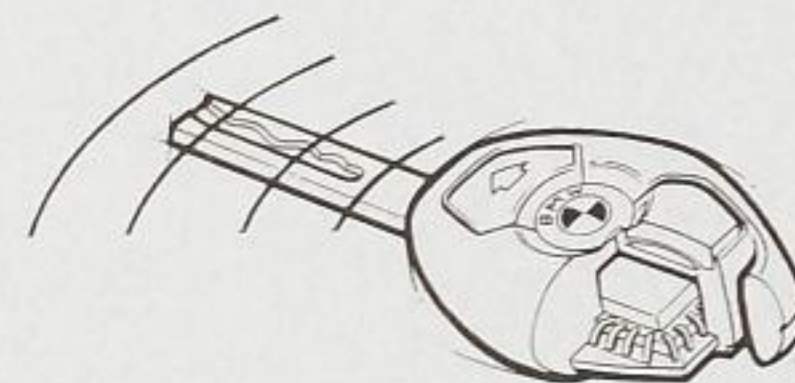
Radio Navigation has a digital display, which is integrated into the radio controls. Arrows and voice instructions give you the best route to your chosen destination. Radio navigation is easy to operate thanks to a single menu key and a rotary push button.

Car/Key Memory

The BMW 3 Series adjusts to your personal demands. **Car Memory** lets you program individual settings and functions into the car. For example, you can program the low-beam headlights to come on when the car is started or you can have the headlights come on after the car has been locked (Follow-me-Home function). You can also keep the driving lights on for up to 40 seconds after the car has been locked by operating the headlamp switch.

Key Memory lets you, merely by pressing the button on the radio remote control, set the optional memory driver's seat to your preferred position. Or, in the case of the optional automatic air-conditioning, the key memory will actuate the

last selected interior temperature and air distribution. This system lets you program a range of electrical functions into the key of every driver, and these are re-activated each time the central locking is opened by the remote control. Key memory is programmed for two keys and can be extended to up to four drivers and their individual settings. Each driver is recognised by his or her own key. The functions for both Car and Key Memory have to be initially programmed by your BMW Dealer. Please contact for details.



Comfort

Three-stage **Seat Heating** is ideal for pleasant temperatures during the winter months. Powerful heating ensures a particularly rapid warm-up, and constant temperatures are maintained by integrated seat surface temperature probes and automatic cut-out control.

The **BMW Rain Sensor** is another example of how we ensure driving comfort and safety. Optic sensors measure how heavy the rain is and, once actuated, the rain sensor automatically actuates the windscreen wipers and controls their frequency. The **Automatic Headlight Control** (now incorporated in the rain sensor) makes driving even more safe and convenient. Two light sensors in the windscreen detect the amount

of daylight available and automatically switch on the dipped beam whenever required – at dusk, night, dawn or while passing through tunnels.

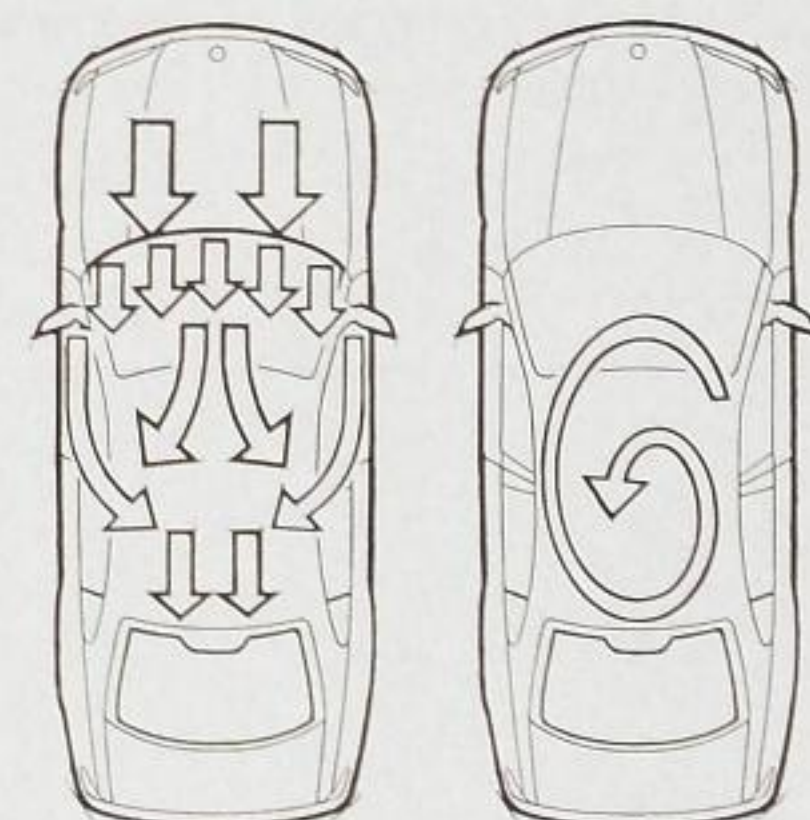


Air Conditioning Comfort

CFC-free **Air Conditioning System** provides a comfortable interior climate in any weather and at any time of the year. Air volume control and distribution is manual. Since the air conditioning system extracts moisture from the air, it helps prevent the windows from misting up. This means better visibility and hence greater safety.

The CFC-free **Automatic Air conditioning System**, has the advantage of automatic control, using a new solar sensor. The solar sensor measures the angle of the sun's radiation, enabling the automatic air-conditioning system to quickly reach and maintain a pleasant temperature. The **Automatic Circulating Air Control (AUC)** is a part of the automatic air-conditioning that

ensures air pollutants do not enter the car. For example, the system detects carbon monoxide, nitric oxides and ethanol and, in the event of an increased concentration of these pollutants, switches the automatic air-conditioning to circulating air for a limited period of time.



The Technology Guide

Innovative technology and BMW are terms that are inextricably linked. This means that a BMW car is not only extremely attractive but also a model of advanced technology. We have described many of the reasons why in this technology guide. However, it is only through driving them that the unique qualities of our cars can truly be appreciated. To experience this excellence first hand you are invited to test drive any of the cars in our range. You can then discover for yourself the unique pleasure of driving a BMW. ■

BMW AG

BMW Recycling.

Your BMW is the product of a comprehensive recycling concept. But what exactly does that mean in practice? It means that all the requirements of recycling are taken into account from the start, in the initial development of a BMW. One example is the choice of materials carefully selected to preserve resources and ensure efficient recycling compatible with the environment. Each BMW is designed and built for simple and economic recycling after its long running life. We have been collecting the know-how required for this purpose ever since 1990 at the unique BMW Recycling and Dismantling Centre (RDC) near Munich. At the same time the BMW Group is establishing a complete network of vehicle recycling facilities initially throughout Europe, focusing in the process on the highest standards of quality and environmental care typical of BMW.

The models illustrated in this brochure show the specifications for various markets and not specifically for the UK. 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. For precise information, please contact your BMW Dealer. Subject to change in design and equipment. Subject to error. Part number 94 23 1 024 621

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