

**333i**

**BMW AG**





# The new top model in the 3 Series: BMW 333i. The ultimate performance car.

Sportiness has always been part of BMW's heritage.

Because BMW is one of the few car manufacturers with a long history of success in motorsport.

This constant challenge in sporting competition has strongly influenced the characteristics and features of all BMW products.

Because ultimately, a company is like a human being.

If it goes in for sport, it will be fit, more efficient and also more successful.

And this success has always been built into products bearing the name BMW.

Working in some cases under difficult conditions, a motorsport design team has to prepare cars for the most gruelling competition.

And it is precisely the team spirit developed in this process that gives unique drive to each member of the team.

The result is overwhelming enthusiasm – enthusiasm which, in turn, provides the basis for a totally different attitude towards the motor car.

## BMW 333i.

Outstanding performance at its very best. Without any compromises in everyday motoring quality.

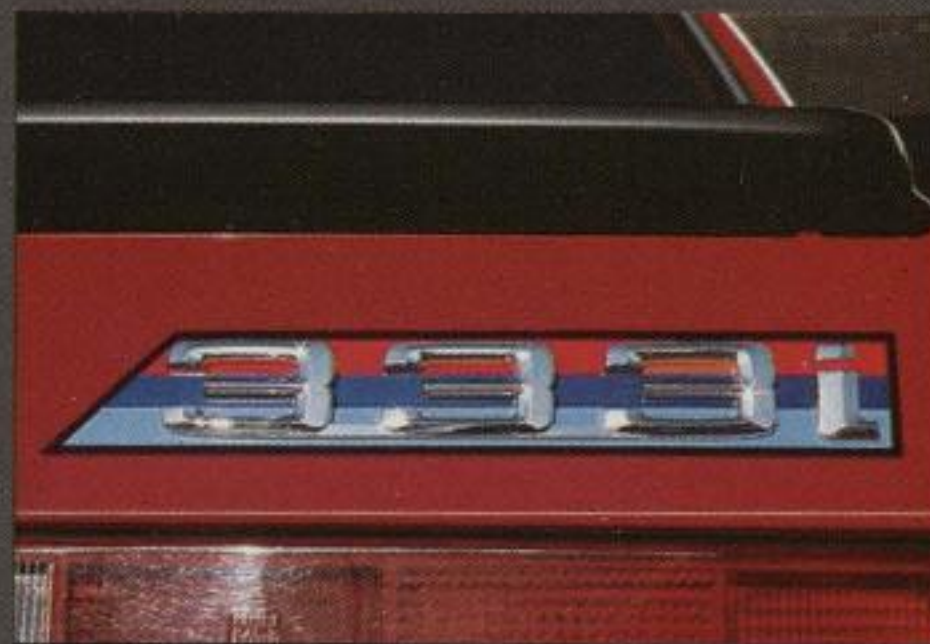
The 333i is a thoroughbred sportscar. Or a comfortable four-seat touring saloon. Or, if you wish, an optimum expression of the thrills life has to offer. In any event, the combination of supreme performance, compact dimensions and the spaciousness of a genuine four-seater provides a standard of motoring dynamism absolutely unique throughout the world. Possessing these outstanding qualities, the 333i dispenses with the usual exotic gimmicks which other cars feature to boast their alleged sportiness without really being able to justify their superficial looks.

## Form that matches function.

The 333i is a very different car.

It is intended for the driver who enjoys exceptional performance for what it is: not so much as the result of flashy looks but rather as the benefit of a dynamic concept.

And who naturally enjoys the thrill of motoring this BMW offers in everyday traffic.



There are rarely so many sensible reasons to drive such an uncommon car: the 333i combines motoring refinement and performance reserves for effortlessly covering long distances with the handling of a compact and the fuel economy of considerably less powerful cars. And it goes without saying that the 333i also has all the features that make driving a BMW an unforgettable experience.

With these qualities the 333i stands out clearly from all similar models. While it also naturally benefits from BMW's long tradition and vast experience in building compact high-performance cars.

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**BMW 333i.**  
**With a larger engine,**  
**more motoring refine-**  
**ment, greater driving**  
**comfort and better**  
**technology.**  
**And with the dynamic**  
**performance of a new**  
**generation.**

The supreme performance of the 333i comes from its 3.2-ltr 6-cylinder in-line engine. The sheer size of this power unit guarantees outstanding torque and pulling force even at low engine speeds. The maximum torque is 285 Nm (210 ft/lb) at 4300 rpm, the maximum engine output 145 kW (197 bhp) at 5500 rpm. Acceleration to 100 km/h (62 mph) is just 7.4 seconds and, if you want to, the 333i reaches a top speed of 228 km/h (142 mph). The 6-cylinder engine also excels in the nimbleness, agility and flexibility with which it delivers this staggering performance. Overtaking other vehicles becomes a matter of seconds and active driving safety is enhanced to a new standard. The very knowledge that you can rely on these reserves whenever necessary will give you a feeling of relaxed competence that drivers of many other "sporty" cars will never know. The close-ratio 5-speed gearbox matched perfectly to the characteristics of the engine helps to provide optimum power and performance at all engine speeds and in any gear.

The 333i features a special ALPINA – developed intake manifold plus a modified multi-piece exhaust to provide a quick and efficient exchange of the fuel/air mixture and, as a result, spontaneous power whenever you need it. The extra-large radiator with its electrically driven fan helps to protect the superior power output of the engine, keeping it cool at all times. Despite its dynamic sporting nature the engine of the 333i is still perfectly suited for everyday motoring. It starts smoothly and reliably at the turn of the key, runs softly and without vibrations right from the outset, idles smoothly at a constant speed and features overrun control to minimize fuel consumption. Plus, of course, the extreme effortless smoothness of the BMW straight-six for first-class motoring refinement.

Outstanding performance on the road also requires a chassis with outstanding reserves. In this respect the 333i also offers special standards.

The BMW 3 Series has one of the most advanced and sophisticated chassis in the world. By combining the single-joint spring strut front axle with the 15° semi-trailing arm rear axle, the 333i ensures exceptional handling even under extreme conditions.

The chassis, springs and suspension developed in close cooperation with ALPINA also bear witness to the supreme performance of this compact BMW: Bilstein high-performance gas-pressure shock absorbers and progressive-action springs on all four wheels with front and rear stabiliser bars provide optimum traction and an extremely accurate steering response.

The power steering with a reduction in servo assistance as road speed

increases underlines the perfect handling of the car, ensures optimum directional stability at high speeds and provides an easy yet precise response to the steering wheel. To optimise front-to-rear weight distribution the battery is housed in the luggage compartment. Despite these motorsport levels of design and performance the 333i offers long-distance motoring comfort absolutely unusual for cars of this calibre. Another example of the 333i's excellent characteristics for everyday motoring.

The ABS anti-lock braking system is available as an option and the 333i is fitted with special 7 J x 16 light-alloy rims with 195/50 VR 16 Pirelli P7 tyres.

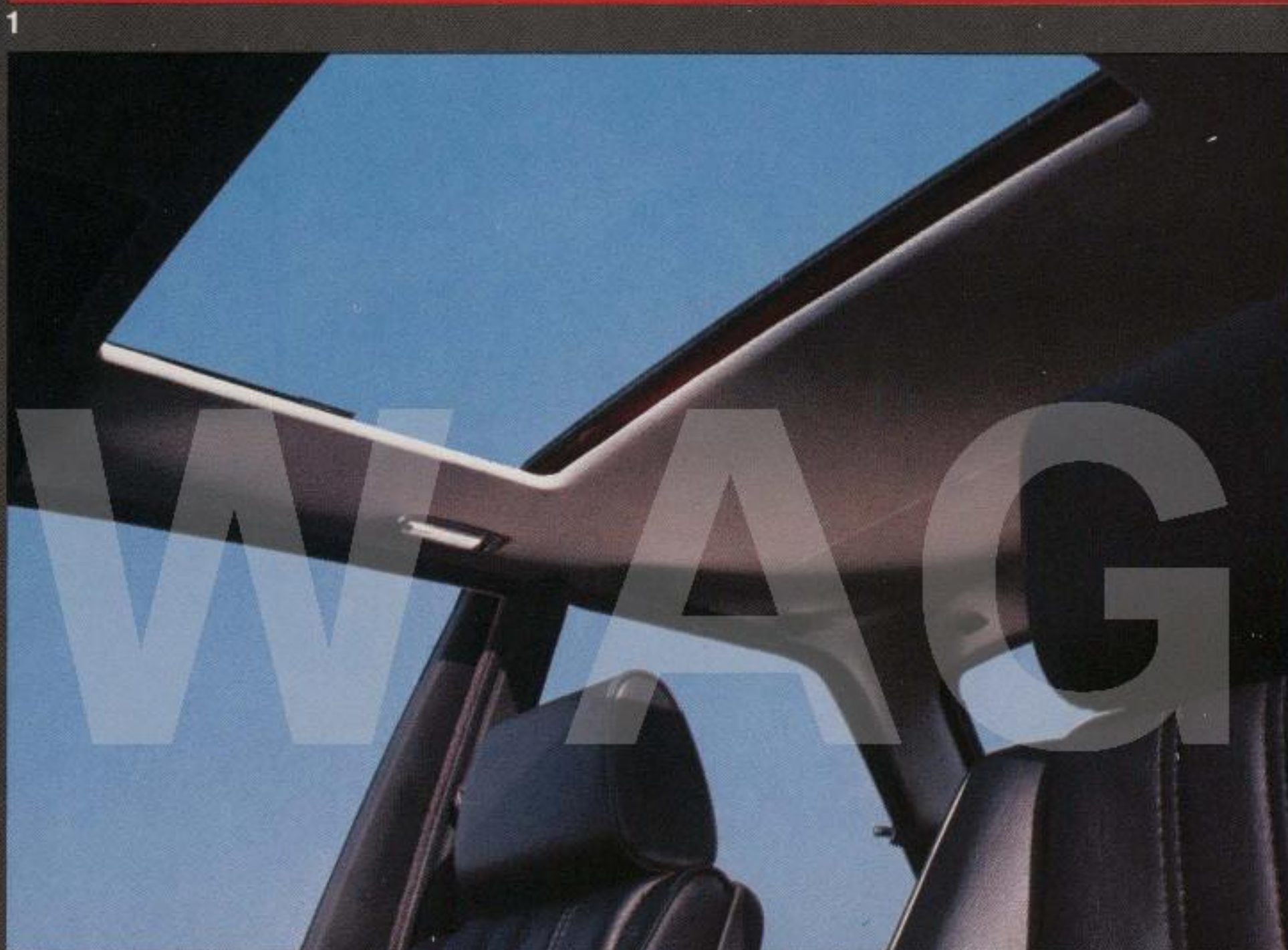
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**Just one look will show you that the 333i is built by professionals for professionals: With optimum aerodynamics for even greater driving safety.**

The body design and styling of the 333i underline the car's sporting qualities for the truly expert individualist: to provide even better handling and driving stability at high speeds BMW Motorsport GmbH has developed front and rear spoilers (3) as well as side-sills for the 333i to reduce lift forces by 35% at the front and 40% at the rear. The result is even higher transverse acceleration force control for dynamic driving.

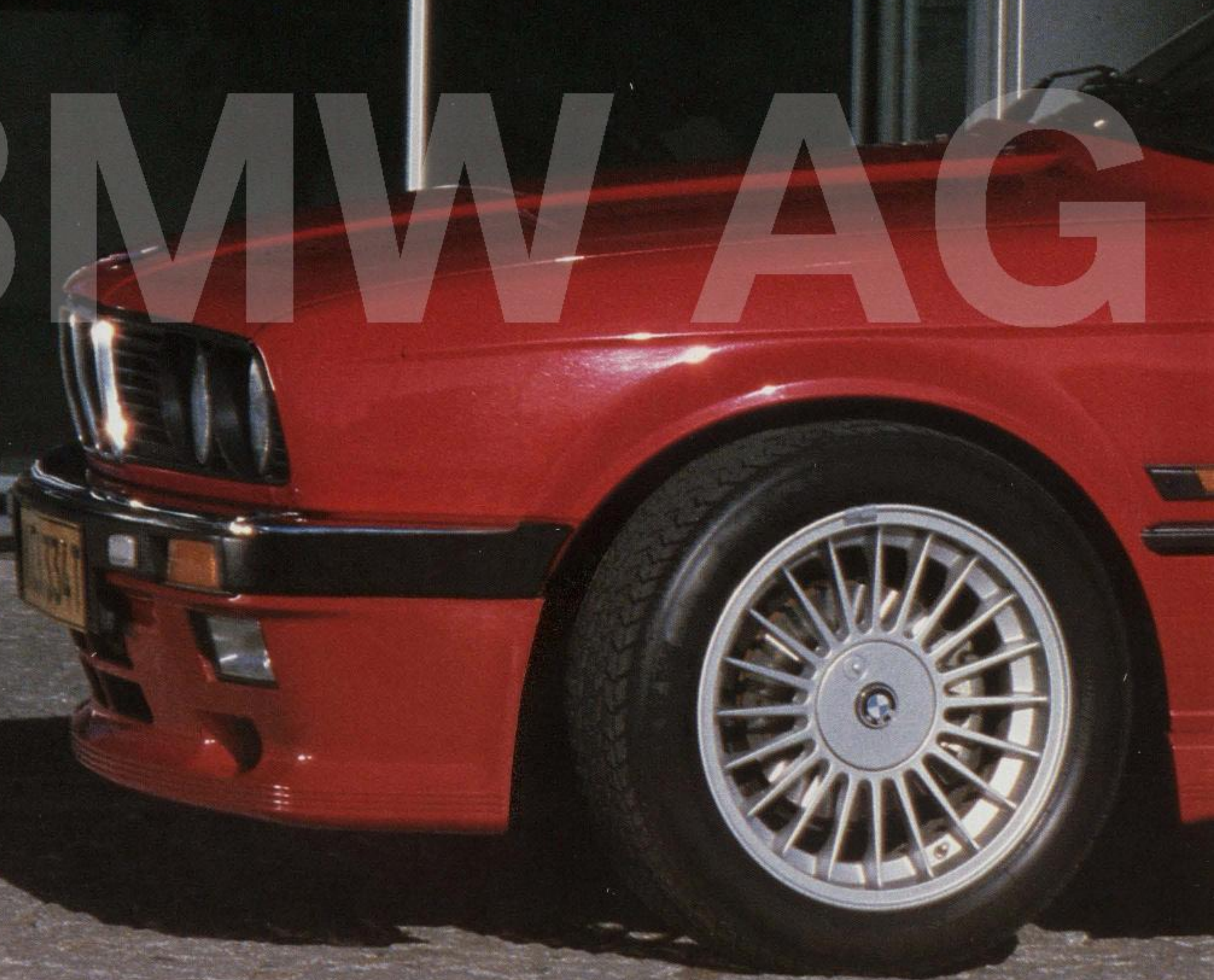
All additional body components and the rear-view mirrors (1) are painted in body colour and blend harmoniously with the car's overall styling. Reflecting its style and character, the 333i is available exclusively as a two-door coupé saloon.



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# Sophisticated engine technologies combine the outstanding performance of the 333i with sensible solutions for today and for the future: Digital Electronic System.

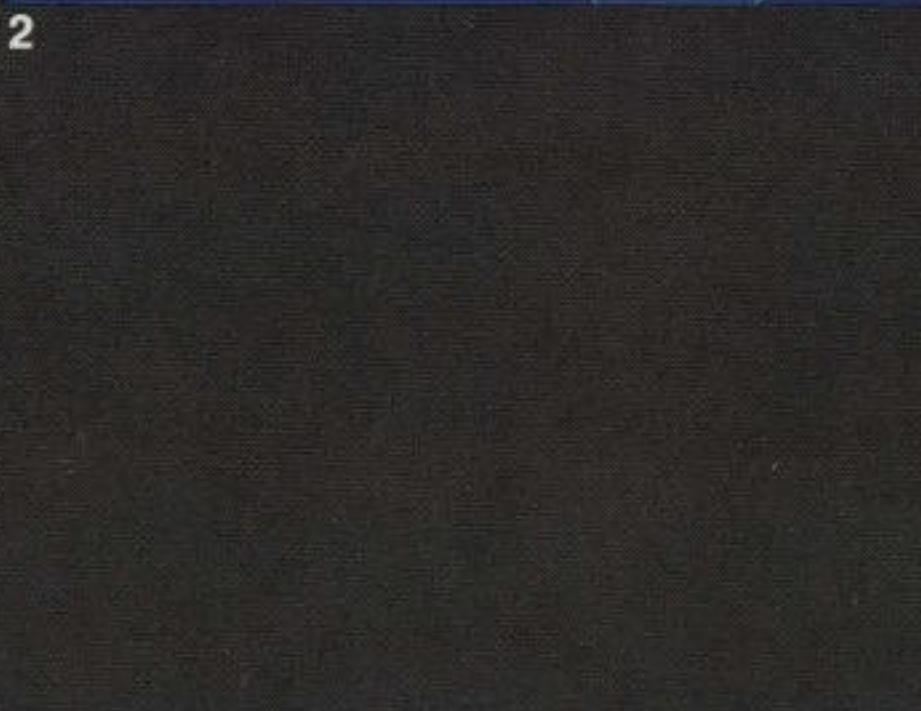
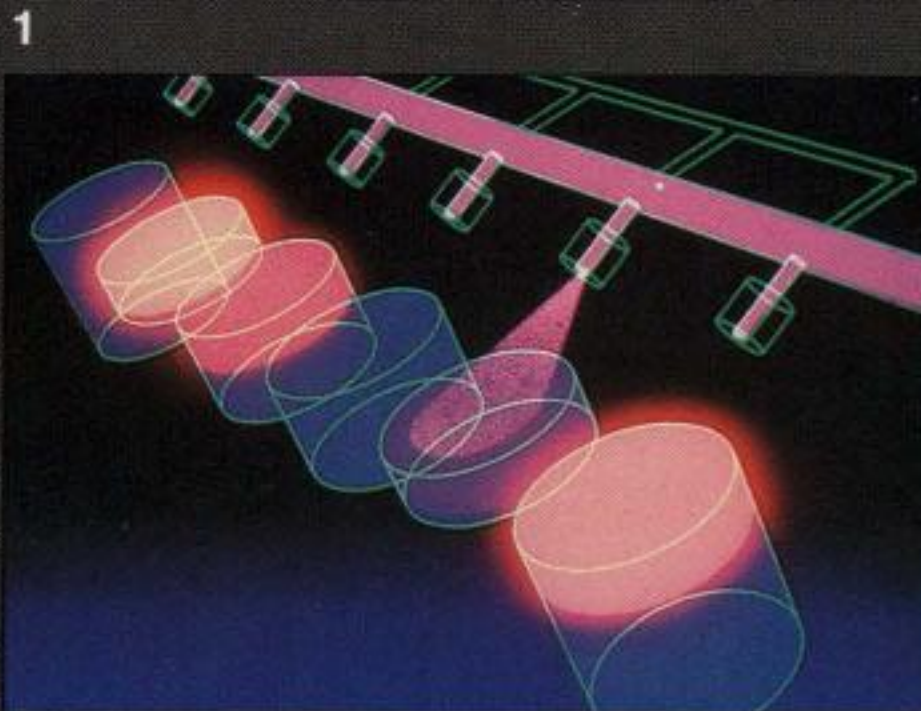
To meet all the requirements of today and tomorrow, a car can no longer make do with even the best mechanical engineering. Only electronics can provide control systems which are efficient in all individual requirements. Control systems that optimise the car's performance and motoring efficiency in all circumstances.

All-round control for perfect results:  
Using the most advanced computers  
for perfect engine management.

Described in simple terms, the BMW Digital Electronic System incorporates a micro-computer to re-calculate the optimum ignition timing – the ignition angle – after each ignition and to determine the optimum fuel supply after each injection. The computer calculates this setting of the engine from various data, such as engine speed, piston position relative to the firing order, throttle butterfly position, air intake volume, intake air temperature and engine temperature. Using several control grids the computer compares the actual data for each revolution with the ideal data for all running conditions, thus individually determining the optimum ignition timing and fuel injection period. Each driving situation requires a different ignition angle and fuel supply to provide optimum running smoothness, maximum energy yield and minimum exhaust emissions. Even the very smallest changes in engine speed and load as well as different conditions in the environment may require a completely different ignition angle and fuel supply. And only a computer is able to produce the best solution among the virtually infinite number of choices available. This intelligent engine control also ensures that the power unit of the 333i always runs with optimum efficiency without any changes in performance – for example at any altitude – unlike engines with conventional control systems.



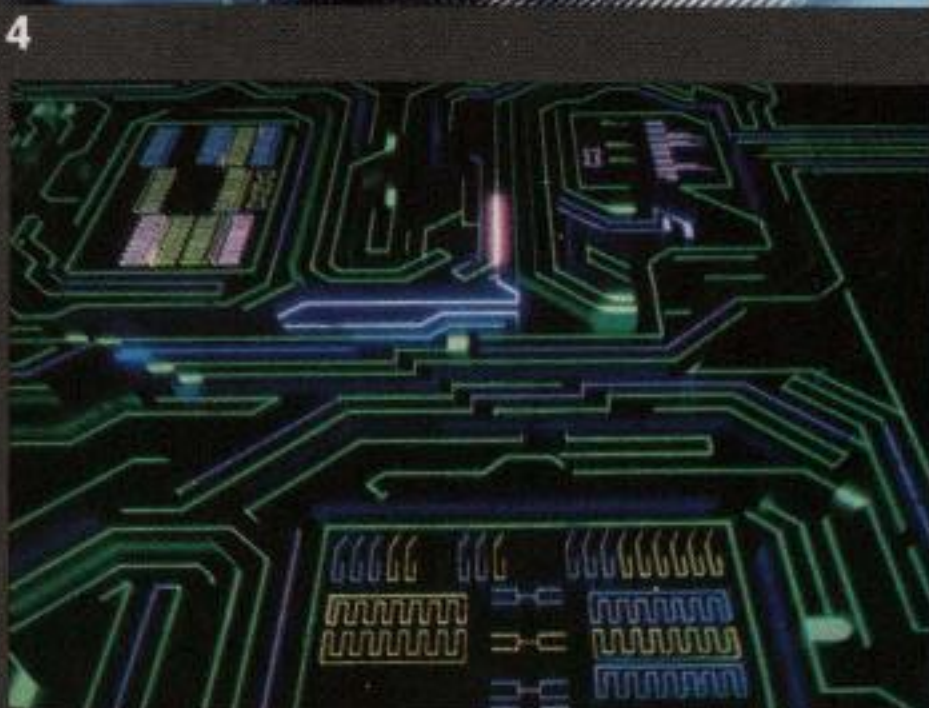
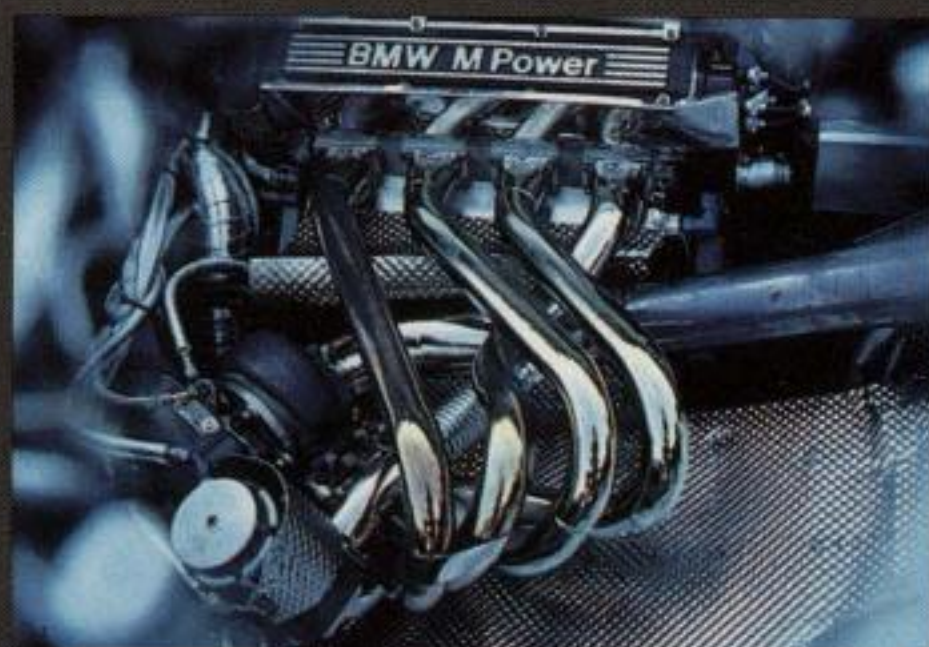
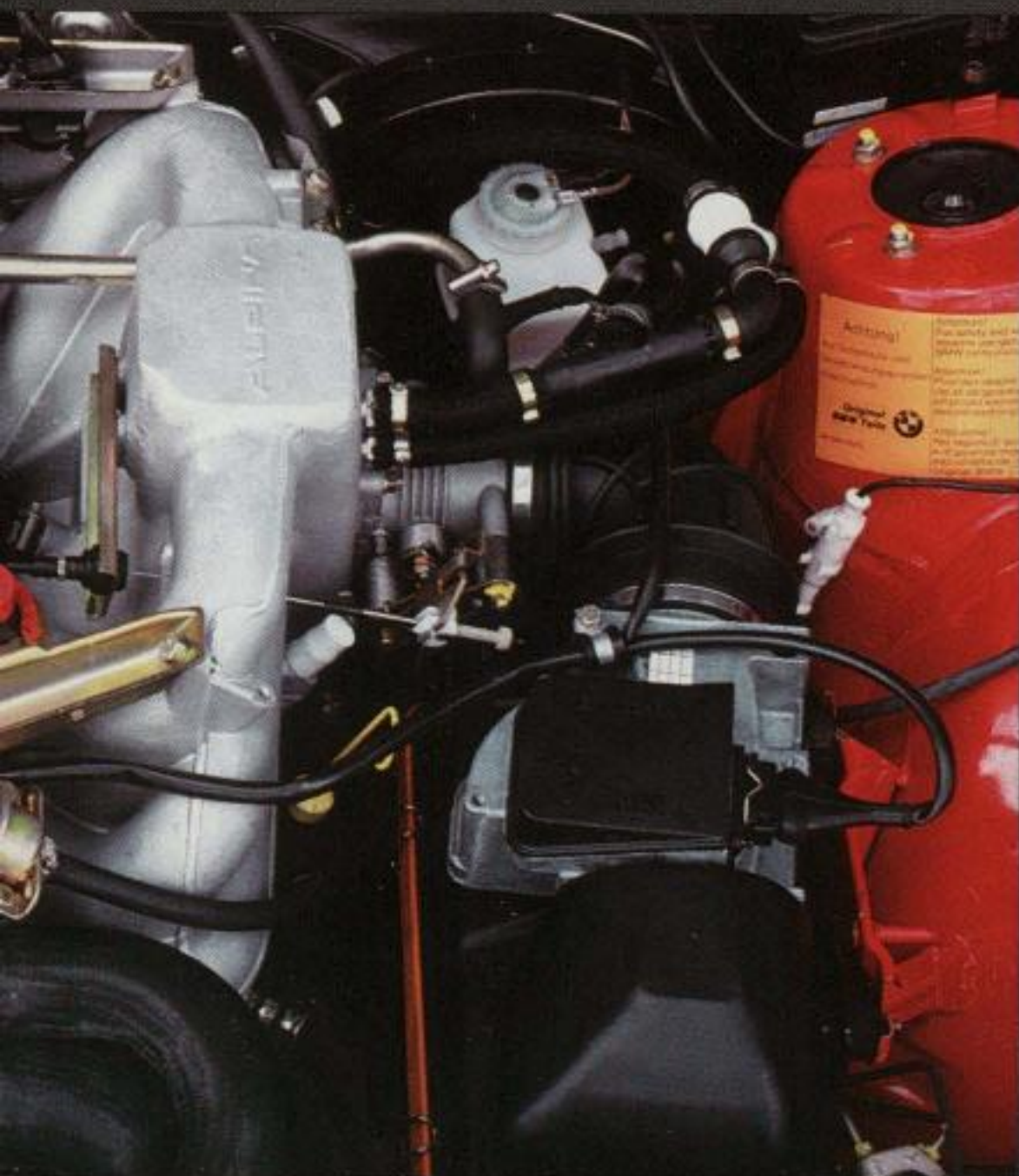
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## **The cockpit technology of the 333i: With the same standard of thorough professionalism as the entire car.**

Behind the steering wheel of this BMW, you will immediately feel familiar with the perfect ergonomics and the efficient design of the comfortable cockpit. BMW sports seats are fitted as standard and all-round visibility is excellent. The three-spoke leather steering wheel provides an unobstructed view of the instruments. The seats adjust to many different positions and the steering wheel adjusts (for reach) to give any driver an optimum position at the wheel for relaxed and safe motoring. The 333i features a rev counter, engine oil and final drive temperature gauges, engine oil pressure meter and an intake manifold vacuum gauge.

The instrument panel curves slightly around the driver to ensure that all controls and instruments are within easy reach. With their high standard of ergonomic design, the controls and instruments are arranged logically, clearly and without the risk of confusion. Both rear-view mirrors can be adjusted by a switch integrated in the driver's armrest. Electric window lifts come as standard. Various electronic control systems are fitted as standard to give the driver important information on the road: BMW Active Check/Control, Service Interval Indicator and the Fuel Consumption Indicator. Like any BMW though, the best way to get to know and appreciate the 333i is to drive one.



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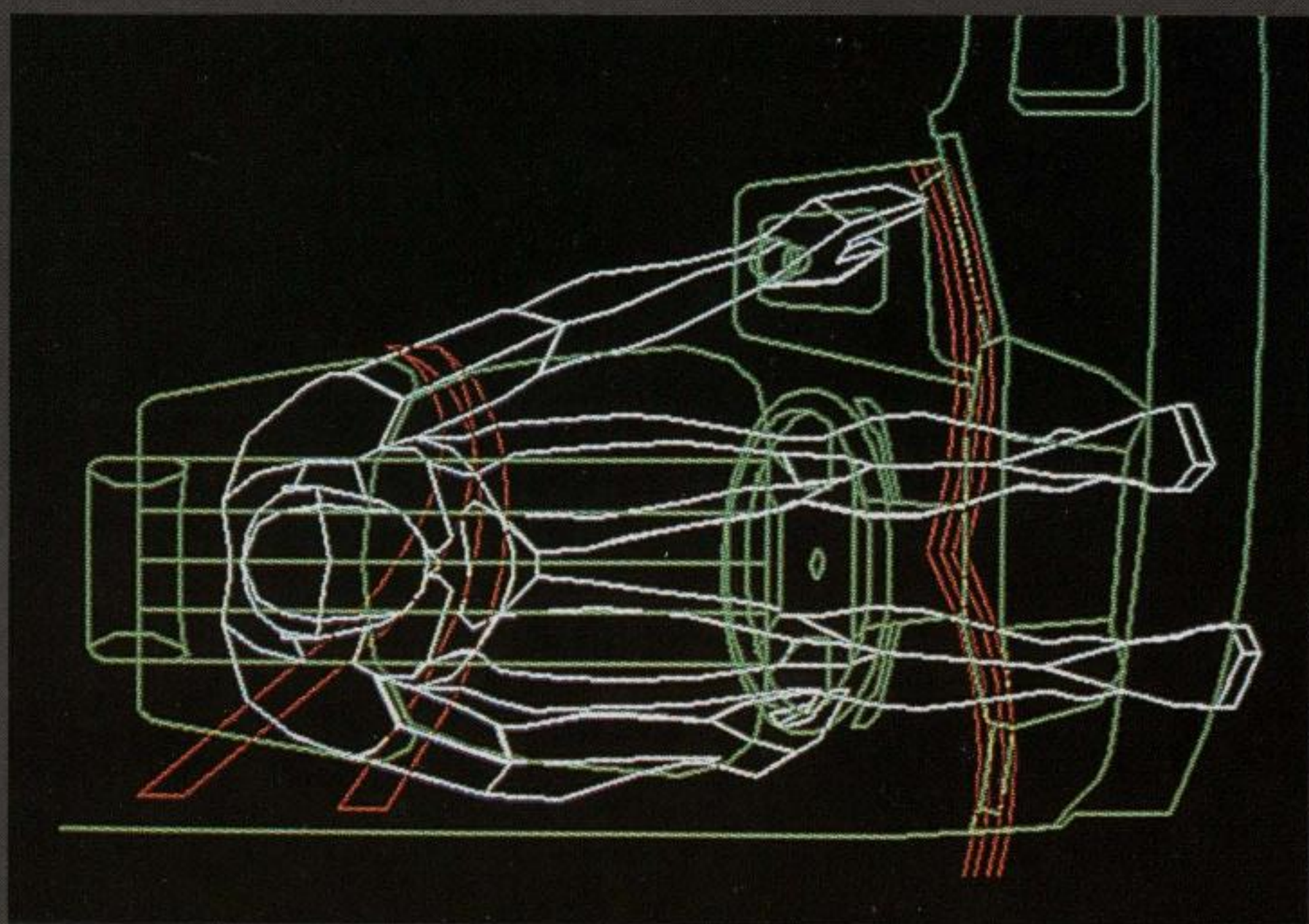
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7



8



3



# Specifications BMW 333i

## Bodywork

Two-door saloon monocoque all-steel bodywork welded to the floor assembly, torsionally rigid safety cell on all planes, front and rear crumple zones with predetermined deformation, integrated roof crossbar, all-round reinforcement

## Dimensions, Weights

Length 4325 mm, width 1645 mm, height (unladen) 1350 mm, wheelbase 2570 mm, track, front 1421 mm, rear 1429 mm, turning circle 10,5 m; elbow width, front 1348 mm, rear 1404 mm

Luggage compartment capacity, absolute 485 ltr, to VDA standard 425 ltr; fuel tank 55 ltr with an additional 20 ltr tank. Total fuel tank capacity 75 ltr

Weight, two-door unladen 1206 kg, max permissible weight 1666 kg

Permitted load 460 kg, permitted roof load 75 kg

Max permissible trailer load, braked 1200 kg (up to max 12% incline), unbraked 500 kg

(The unladen weight, as quoted, applies to cars with standard fittings. Optional extras and special equipment increase this figure and reduce the permitted load accordingly.)

## Engine

Water-cooled, 6-cylinder, 4-stroke inline engine, longitudinally mounted and inclined at the front, light-alloy cylinder head, crossflow principle, spherical combustion chamber, overhead camshaft with 4 bearings, crankshaft running in 7 bearings with 12 counterweights, viscous-coupled speed-related fan

Digital Motor Electronics (ME) Bosch Motronic with electronic grid-controlled ignition and fuel injection through airflow metering, warm-up control grid with electronic idle speed control; engine oil cooler

Double-pipe two-chamber exhaust system with twin tail pipes

Capacity, effective 3210 cm<sup>3</sup>, output 145 DIN kW at 5000 r/min; torque 285 Nm at 4300 r/min; compression ratio 10 : 1

## Transmission, Suspension

Single plate diaphragm spring clutch Getrag sport manual gearbox:

I 3,72; II 2,40; III 1,77; IV 1,26; V 1,00; R 4,23; final drive ratio 2,93:1

Power steering or airconditioner

Light alloy 7 J x 16 wheels, 195/50 VR 16 steel belt ultra-low profile Pirelli P7 tyres

Sports-tuned twin circuit braking system

## Performance/Fuel Consumption

Top speed 228 km/h

Acceleration from 0 to 100 km/h in 7.4 sec

Standing-start kilometre in 27.7 sec

Fuel consumption

in l/100 km to DIN 70030 Part 1, premium-grade fuel

5-speed  
overdrive  
gearbox

at a constant 90 km/h

at a constant 120 km/h

in city traffic

8.5

9.8

(All performance and fuel consumption data calculated at sea level.)

## Exterior Fittings

All-round parking protection through wrap-around, rubber-trimmed bumpers and rubber side rubbing strips; integral, extra-deep front air dam, engine compartment lid supported by torsional spring and gas pressure spring, engine compartment lid extending upwards at the rear, M-Technic Aerodynamic accessories

Banded and tinted laminated windscreen; tinted glass all-round; heated rear window; exterior rear-view mirrors

adjustable electrically from inside (by switch integrated in driver's armrest); chrome strips in door frame and ornamental strips in side window frame; metallic paint at no extra cost



### Interior Fittings

Full carpeting of the interior and rear shelf, storage facilities: in the large illuminated lockable glove compartment, on the instrument panel, in the centre console at the front, in the propeller shaft cover at the rear, and in the storage boxes in the front doors; armrests on the front doors with integral grab handles, roof grab handles with clothes hooks at the rear, safety ashtray and cigar lighter, ashtray for rear seat passengers on the propeller shaft cover, 3-spoke leather covered Motorsport steering wheel, dia 380 mm, with large padded central boss and 4 wide horn buttons, gear stick knob secured in position with gear shift diagram

Safety padding on the front roof columns and special lining on the centre columns, amply padded instrument panel with rounded-off corners and edges, knee protection below the instrument panel: anti-dazzle safety rear-view mirror, door locks with safety anti-burst strikers

Seats: BMW sport seats for driver and co-driver, driver's and front passenger's seats adjustable individually for height, easy longitudinal seat adjustment by means of roller bearings, on two-door front passenger's seat can be released and tipped forward from driver's seat, front head restraints adjustable for angle and height and detachable by means of push-button catch

3-point inertia-reel seat belts on the front seats with covered reel and pivoting system for the bottom anchorage point, seat belt lock anchored directly on front seats

3-point inertia-reel seat belts on the rear seats, seat belt locks recessed in backrest

Luggage compartment: Fleece carpeting on the floor and side panels, stowage boxes left and right, tool kit in the luggage compartment lid, spare wheel beneath luggage compartment floor, removable cover above spare wheel, luggage compartment illumination

### Electrical System

Dual halogen headlights with two-stage reflector for the low beam, lights switch off automatically with the ignition; two integrated rear fog warning lights, two reversing lights

Instrument panel: Instruments and controls grouped in a semi-circular layout around the driver; instrument unit displaying engine's and final drive's oil temperature, manifold vacuum and engine oil pressure; electronic speedometer, rev counter with integrated FCI Fuel Consumption Indicator, trip counter, digital quartz clock, Service Interval Indicator (SII), fuel gauge and coolant temperature gauge; additional warning lights for: fuel level, handbrake pulled, brake fluid level; infinitely adjustable orange illumination for instruments and controls, illuminated symbols and markings for switches, illuminated switch for hazard warning flashers, separate parking light switch, electrical screenwasher system with automatic wash/wipe and fingertip control, two wiper speeds, intermittent wipe, operated from the steering column, rechargeable hand lamp in glove compartment, interior light with contact switches on all doors; electrical central locking system incl. fuel filler flap, glove compartment and luggage compartment

Heating/ventilation: Fresh-air heater, independent of engine speed, with easily adjustable temperature control and output by push buttons and rotary knobs, quiet 3 stage blower, fixed-position defroster nozzles for the windscreen and side windows, fresh-air supply through 4 outlet grilles at the side and in the middle, cylindrical heater/fresh-air outlet with a wide range of vertical adjustment, horizontal adjustment and separate on/off control, illuminated heater diagram, forced extraction of stale air, airconditioner or power steering, rear passenger compartment heating, radio kit comprising of 4 x 15 Watt speakers, wiring and an aerial to facilitate radio fitment; interior light delay

55 Ah battery in luggage compartment – 70 A alternator

### Individual Options

Anti-Lock Braking System, electrically operated steel sliding sunroof with tilt facility; leather trim

BMW (SA) reserves the right (without prior notice) at any time to change models technical features, specification levels and/or any standard or optional equipment.

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61103 04 24 1/86  
Printed in West Germany 1986





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