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BMW EFFICIENT DYNAMICS.
LESS EMISSIONS. MORE DRIVING PLEASURE.

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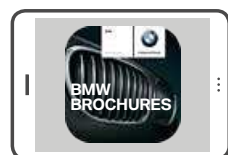


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THE BMW 3 SERIES. SALOON AND TOURING. THE ULTIMATE DRIVING MACHINE.

THE MODELS SHOWN.

- 04 THE BMW 3 SERIES 320d SPORT SALOON:**
BMW TwinPower Turbo four-cylinder in-line diesel engine, 190hp (140kW), 19" light alloy Star-spoke style 407 wheels, Mediterranean Blue paint, Dakota leather seats in Oyster with Dark Oyster highlight and Brushed Aluminium interior trim with Black High-gloss highlight.
- THE BMW 3 SERIES 330d LUXURY TOURING:**
BMW TwinPower Turbo six-cylinder in-line diesel engine, 258hp (190kW), 18" light alloy V-spoke style 658 wheels, Platinum Silver paint, Dakota leather seats in Saddle Brown with Mocha highlight, Ash Grain wood interior trim with metal inlay and Pearl Chrome highlight.
- THE BMW 3 SERIES 330e iPERFORMANCE SALOON LUXURY:**
BMW eDrive four-cylinder petrol engine, 252hp (185kW), 18" light alloy Turbine style 415 wheels, Glacier Silver paint, Dakota leather seats in Oyster with Dark Oyster highlight and Finition Anthracite wood interior trim with Pearl Chrome highlight.

INNOVATION AND TECHNOLOGY.

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- 50 COLOURS:** Exterior and interior colours.
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SPORT- LIFE- BALANCE.

Joy has many faces. The most exciting one is reflected in the BMW 3 Series and its breathtakingly sporty design. Clever functionality that not only makes life easier, but creates room for unlimited enjoyment. Driving fun that outlasts every straight, bend, trip through town or weekend getaway. Wherever you go – the destination is joy. Let yourself be carried away. Discover the BMW 3 Series.



READY, SET, JOY!

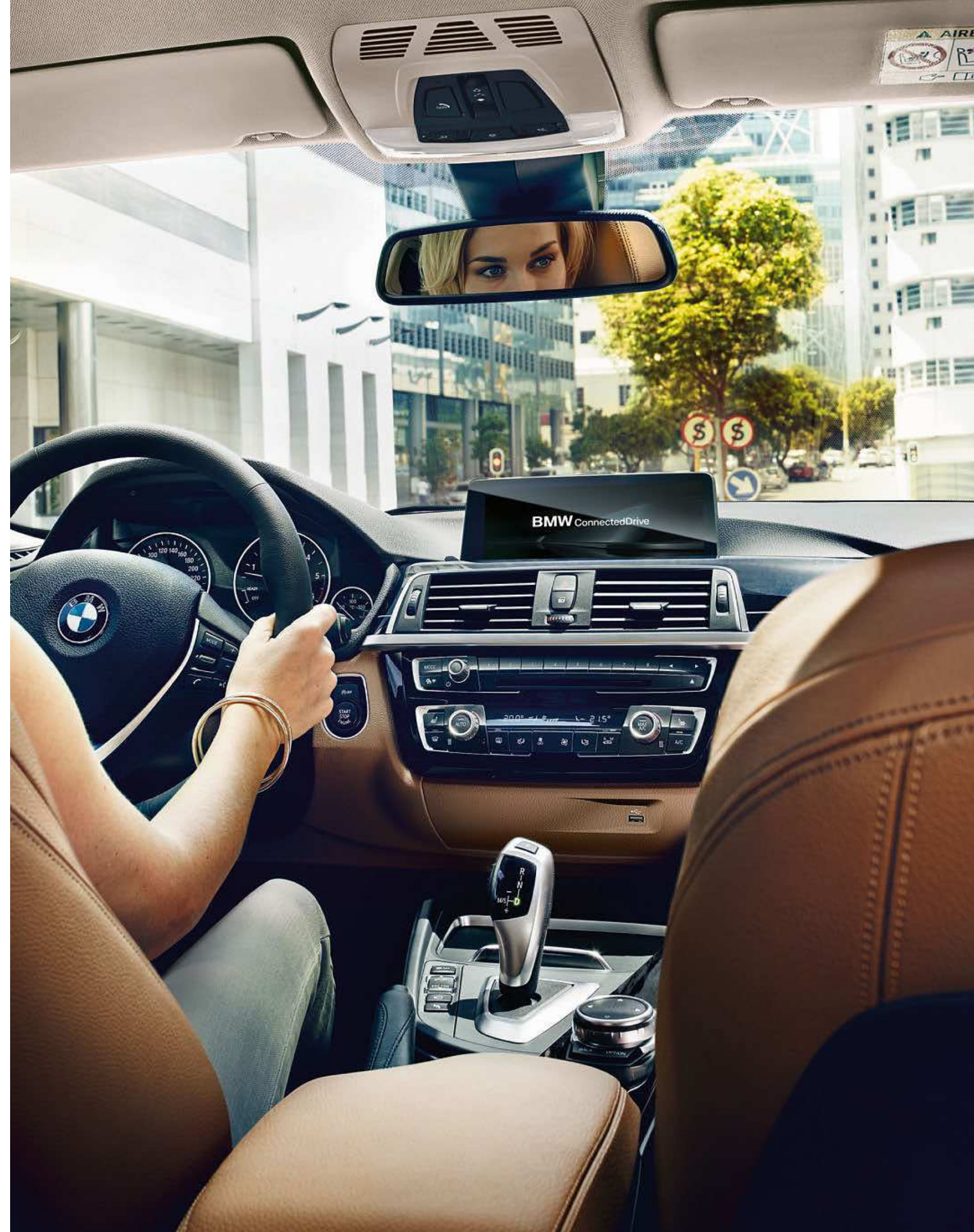
40 years of the Ultimate Driving Machine. The long bonnet, wide stance and short overhangs of the BMW 3 Series Saloon spell it out for all to see: here comes a true performer. The driving experience is convincing from the get-go: at 190hp (140kW), the TwinPower Turbo engine in the BMW 320d makes this athlete sprint from 0 to 62 mph in only 7.3 seconds. As the acceleration pushes you into your seat, you will come to realise: in the BMW 3 Series, euphoria is just the beginning.





THE MOST BEAUTIFUL LINES ARE REFLECTED IN YOUR FACE.

Euphoria from the start. All aspects of the BMW 3 Series are designed to turn every drive into a special event. The interior is particularly luxurious due to a high standard of materials and craftsmanship and with optional extended lighting providing a tasteful illumination of the cabin. The driver focused centre console is especially comfortable with driver assistance systems such as the optional Head-up Display to make every drive safer and more enjoyable. Who would ever want to get out?







PROMISES. MADE REAL.

Functional dynamism. The BMW 3 Series Touring confidently demonstrates how sporting everyday usability can be – when it's designed by BMW. The front, sides and rear harmoniously combine to create classic Touring proportions and an imposingly broad stance. The standard LED tail lights and optional LED headlights, that provide significantly better illumination and visibility than conventional systems in every driving situation, as well as the redesigned front and rear aprons emphasise this effect. The result not only looks great, but also ensures outstanding road illumination both day and night.





PERFECT 40:20:40 PROPORTIONS.

Sometimes a small movement provides a surprising amount of space. With optional Comfort Access enabling keyless opening and closing of the tailgate, it makes it easy to rise to challenges. The 3 Series Touring adapts to your individual requirements, one example is the generously-sized cabin with a 40:20:40-split rear seat as well as a separately opening rear window to quickly stow away smaller items.



A REAL THOROUGHbred.

Three times an athlete. Whether as a Touring, Saloon or Plug-in Hybrid: the BMW 3 Series does not compromise and is a winner in every discipline. It effortlessly combines athleticism, efficiency and lifestyle with clever functionality and a design that signals a forward urge and a dynamic spirit, even when the car is at rest. But it shows its true talent on the road, turning every drive into an experience of sheer bliss. Ready when you are: the BMW 3 Series.



EVERY MOVEMENT HAS A DRIVE. THIS ONE HAS TWO.

Compelling dynamism and impressive efficiency. The BMW 3 Series iPerformance Saloon enables you to experience both. The electric motor produces an output of 65kW and covers up to 23 miles (37km) without generating local emissions. In tandem with the 135kW of the internal combustion engine, it takes just 6.1 seconds to accelerate from 0 to 62 mph – providing a fun-filled driving experience with very little fuel consumption.





INNOVATION AND TECHNOLOGY.

BMW TWIN POWER TURBO ENGINES: At the heart of BMW EfficientDynamics.

BMW EFFICIENT DYNAMICS: Making light work of lower fuel consumption.

BMW CONNECTED DRIVE: In touch with your world.

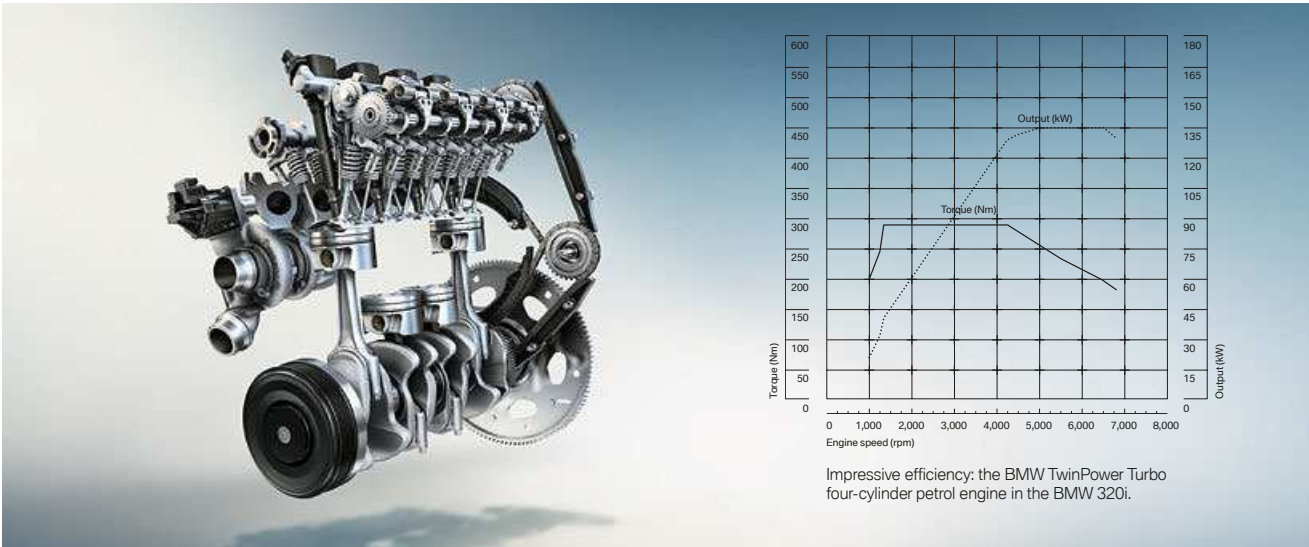
SUSPENSION: Innovative systems for more driving pleasure.

SAFETY: Technology at the highest level.

BMW TwinPower Turbo engines.

At the heart of BMW EfficientDynamics.

Thanks to BMW TwinPower Turbo technology, the innovative new generation of BMW petrol and diesel engines from the BMW EfficientDynamics engine range delivers agile performance and excellent responsiveness even at low engine speeds, all while being exceptionally fuel efficient and low in emissions. Increased efficiency and optimal dynamics guarantee a noticeably more intense driving pleasure.



BMW 318i Saloon/Touring.

- BMW TwinPower Turbo 3-cylinder petrol engine with 100kW (136hp) and 220Nm torque
- Acceleration 0–62mph: 8.9–9.2sec(9.1–9.3)sec
- Top speed: 130mph
- Combined fuel consumption: 47.9–54.3mpg (5.2–5.9l/100km)
- Combined CO₂ emissions: 122–137g/km

BMW 320i Saloon/Touring.

- BMW TwinPower Turbo 4-cylinder petrol engine with 135kW (184hp) and 290 (270)Nm torque
- Acceleration 0–62mph: 7.2–7.5sec(7.3–7.5)sec
- Top speed: 143–146mph/(142)mph
- Combined fuel consumption: 44.8–51.4mpg (5.5–6.3l/100km)
- Combined CO₂ emissions: 129–147g/km

BMW 320i xDrive Saloon/Touring.

- BMW TwinPower Turbo 4-cylinder petrol engine with 135kW (184hp) and 270Nm torque
- Acceleration 0–62mph: 7.5–7.7sec (7.6–7.9)sec
- Top speed: 140–144mph (139–143)mph
- Combined fuel consumption: 38.7–47.9mpg (5.9–7.3l/100km)
- Combined CO₂ emissions: 137–169g/km

BMW 330i Saloon/Touring.

- BMW TwinPower Turbo 4-cylinder petrol engine with 185kW (252hp) and 350Nm torque
- Acceleration 0–62mph: 5.9–6.0sec (5.8–5.9)sec
- Top speed: 155mph
- Combined fuel consumption: 42.2–48.7mpg (5.8–6.7l/100km)
- Combined CO₂ emissions: 136–157g/km

BMW 330e iPerformance Saloon.

- BMW TwinPower Turbo 4-cylinder petrol engine and electric motor with 185kW (252hp) and 250Nm torque
- Acceleration 0–62mph: (6.1)sec
- Top Speed: (140)mph
- Combined fuel consumption: 134.5–148. mpg (1.9–2.1l/100km)
- Combined CO₂ emissions: 44–49g/km

BMW 340i Saloon/Touring

- BMW TwinPower Turbo 6-cylinder petrol engine with 240kW (326hp) and 450Nm torque
- Acceleration 0–62mph: 5.2sec (5.1)sec
- Top speed: 155mph
- Combined fuel consumption: 36.7–41.5mpg (5.5–7.7l/100km)
- Combined CO₂ emissions: 159–179g/km

BMW 316d Saloon/Touring.

- BMW TwinPower Turbo 4-cylinder diesel engine with 85kW (116hp) and 270Nm torque
- Acceleration 0–62mph: 10.7–11.2sec (10.6–11.1)sec;
- Top speed: 127–124mph (123)mph
- Combined fuel consumption: 61.4–68.9mpg (4.1–4.6l/100km)
- Combined CO₂ emissions: 109–120g/km

BMW 318d Saloon/Touring.

- BMW TwinPower Turbo 4-cylinder diesel engine with 110kW (150hp) and 320Nm torque
- Acceleration 0–62mph: 8.6–8.9sec (8.4–8.8)sec
- Top speed: 130–134mph (130–132)mph
- Combined fuel consumption: 61.4–67.3mpg (4.2–4.6l/100km)
- Combined CO₂ emissions: 111–122g/km

BMW 320d Saloon/Touring.

- BMW TwinPower Turbo 4-cylinder diesel engine with 140kW (190hp) and 400Nm torque
- Acceleration 0–62mph: 7.3–7.6sec (7.2–7.4)sec
- Top speed: 143–146mph (140–143)mph
- Combined fuel consumption: 60.1–67.3mpg (4.2–4.7l/100km)
- Combined CO₂ emissions: 111–123g/km

BMW 320d ED Plus and ED Sport Saloon/Touring.

- BMW TwinPower Turbo 4-cylinder diesel engine with 120kW (163hp) and 400Nm torque
- Acceleration 0–62mph: 7.9-8.2 sec (7.8–8.1)sec
- Top speed: 138-143mph (138-140)mph
- Combined fuel consumption: 62.8–74.3mpg (3.8-4.3l/100km)
- Combined CO₂ emissions: 102–118g/km

BMW 320d xDrive Saloon/Touring.

- BMW TwinPower Turbo 4-cylinder diesel engine with 140kW (190hp) and 400Nm torque
- Acceleration 0–62mph: 7.4–7.6sec (7.3–7.6)sec
- Top speed: 142–145mph (138–142)mph
- Combined fuel consumption: 56.5–62.8mpg (4.5–5.0l/100km)
- Combined CO₂ emissions: 118–133g/km

BMW 330d/330d xDrive Saloon/Touring.

- BMW TwinPower Turbo 6-cylinder diesel engine with 190kW (258hp) and 560Nm torque
- Acceleration 0–62mph: (5.6)sec/(5.3–5.4)sec
- Top speed: 155mph
- Combined fuel consumption: 53.3–56.5mpg/51.4–53.3mpg (5.0–5.3/5.3–5.5l/100km)
- Combined CO₂ emissions: 131–138g/km/139–145g/km

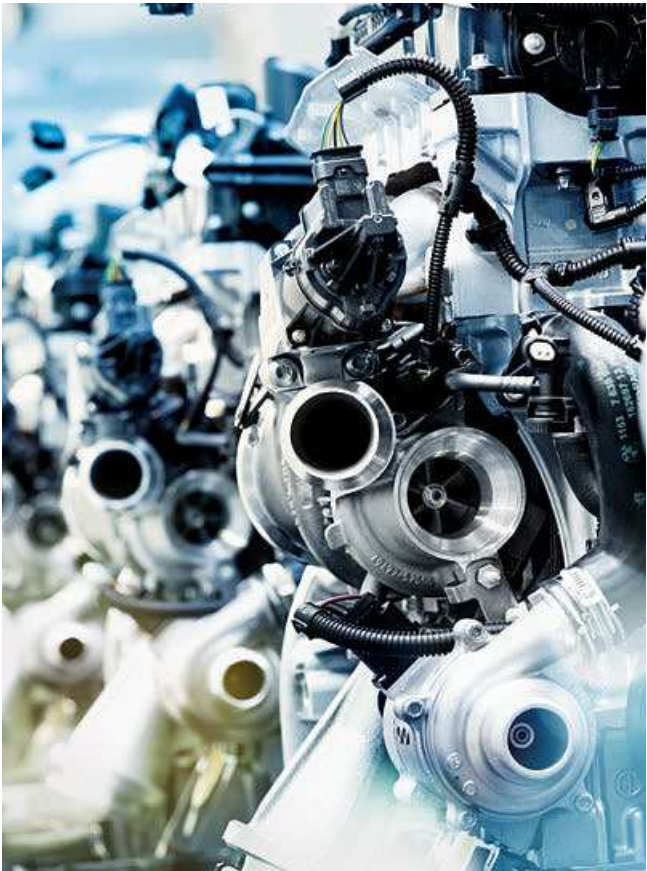
BMW 335d xDrive Saloon/Touring.

- BMW TwinPower Turbo 6-cylinder diesel engine with 230kW (313hp) and 630Nm torque
- Acceleration 0–62mph: (4.8–4.9)sec
- Top speed: 155mph
- Combined fuel consumption: 49.6–51.4mpg (5.5–5.7l/100km)
- Combined CO₂ emissions: 145–151g/km

BMW EfficientDynamics

Making light work of lower fuel consumption.

Whether the goal is maximum performance or minimum fuel consumption – for BMW, the focus is always on delivering quintessential driving pleasure. BMW EfficientDynamics is the strategy developed to minimise fuel consumption and CO₂ emissions while simultaneously increasing dynamics and driving pleasure. It is a comprehensive technology package that encompasses the engine, energy management and the vehicle concept – and is standard in every BMW.



THE BMW 320d ED PLUS.

The BMW 320d ED Plus with BMW TwinPower Turbo 2.0 litre four-cylinder diesel engine delivers impressively on maximum fuel efficiency and good driving performance. With a power output of 163hp (120kW), it accelerates to 0 to 62mph in 7.9 seconds and has a fuel consumption from 68.9mpg. These incredible figures are in part achieved by the **Active Air Flaps**. Incorporated within the kidney grille, air flaps open and close according to the environment to allow in more or less air depending on the engine's requirements, to further reduce CO₂ emissions to a class leading 99g/km with automatic transmission.

THE BMW 320D ED SPORT.

In addition to the already high specification of the ED Plus, the BMW 320d ED Sport is further enhanced with standard equipment including heated front Sports seats upholstered in Dakota leather, Sports styling and stylish 17" Sports alloy wheels. The BMW 320d ED Sport brings athletic design, superb efficiency from 104g/km and performance together into one streamlined package.



ENGINE.

BMW TwinPower Turbo technology gives the new engines in the BMW EfficientDynamics engine range significantly more agile power delivery, as well as more spontaneous responsiveness even at low engine speeds. At the same time, they are efficient, with low emissions, low fuel consumption, great dynamics and increased driving pleasure.

BMW eDrive technology combines the best of both worlds in a plug-in hybrid model: purely electric emission-free driving, along with a dynamic driving performance and a great range. Intelligent energy management controls interactions between the electric motor and the combustion engine, deploying both with impressive efficiency.

VEHICLE CONCEPT.

Intelligent lightweight construction at BMW means using the right material for the right parts of the vehicle. For every single component, the most suitable material is selected. This philosophy, also known as **BMW EfficientLightweight**, is now integral to BMW EfficientDynamics and applied to every BMW.

Thanks to targeted **aerodynamic measures**, every BMW boasts excellent air resistance figures. This has a positive impact on efficiency and driving stability, and reduces the level of noise in the interior. These features include the flat undercarriage cover and the Air Curtain in the front apron.

ENERGY MANAGEMENT.

The **ECO PRO mode** helps drivers reduce their fuel consumption by up to 20%, depending on their driving style¹. Combined with a BMW Navigation system, route planning by individually defined criteria including ECO PRO route and Online Route calculations, make it possible to save a further 5%.

Auto Start-Stop switches off the engine when the vehicle comes to a temporary standstill (e.g. at traffic lights or in a traffic jam) to further reduce fuel consumption. When the driver presses the clutch (manual transmission) or takes their foot off the brake (automatic transmission), the engine automatically starts up again in a fraction of a second.

Optional **Servotronic** adjusts the power steering to suit the current speed and ensures a direct and precise steering response even at high speeds. It also minimises the effort required for steering, as well as maximising agility when parking, manoeuvring or navigating narrow or twisting roads.

¹ Dependent on individual driving style. Determined in an internal BMW fuel consumption study.

BMW ConnectedDrive

In touch with your world.

Our world is becoming more connected every day with instant access to information at anytime and anyplace. With your BMW being an integral part of your lifestyle we believe it's important that you can keep up to date from the behind the wheel. BMW ConnectedDrive delivers intelligent solutions that allow you to remain connected whilst on the move.



Advanced driver assistance systems can connect you to the outside world so that you know exactly what is happening around you, premium traffic solutions ensure you are taking the most time efficient route whilst online services provide direct access to information about your current location or chosen destination. Today, driving enjoyment is derived as much from being informed and relaxed as it is from impressive performance and efficiency – discover how the comprehensive range of **ConnectedDrive** technologies can enhance the connected capabilities of your Ultimate Driving Machine.

For more information please visit:
www.bmw.co.uk/connecteddrive
www.bmw.ie/connecteddrive

Wherever your journey may lead, you can stay in touch with **BMW ConnectedDrive Services**. The range of innovative functions provide optimum integration between the driver, vehicle and the world outside - anytime, anywhere. The comprehensive range of advanced driver assistance systems seamlessly integrate the driver into their immediate environment. Headlights, sensors, cameras and radars can combine to ensure the driver is fully informed about what is happening around them, delivering superior comfort and convenience as well as enhanced safety for both passengers and other road users.



The optional full-colour **Head-up Display** projects important driving information directly into the driver's field of vision. The information displayed can be customised in the vehicle settings and includes the current speed of travel, navigation instructions or telephone and music listings. This convenient display ensures that your eyes are always on the road ahead for a safer driving experience.



Optional **Driving Assistant** combines camera-based driver assistance systems to provide enhanced safety and reduce the risk of potential collisions. **Lane Departure Warning** detects lane markings and alerts the driver with a vibration through the steering wheel should the vehicle unintentionally deviate from the lane of travel. **Forward Collision Warning** monitors vehicles ahead and warns the driver by an optical and acoustic alert if their approach could escalate into a rear-end collision, and engages brakes for rapid reaction to potential collisions at higher speeds.



The intelligent **Emergency Call**, included as standard, establishes a direct link to local Emergency Services so that immediate action can be taken and assistance despatched without delay.

Suspension.

Innovative systems for more driving pleasure.



An ideal **axle load distribution** of 50:50 helps ensure great directional stability, agile handling and a precise steering response. A lower centre of gravity, along with a long wheelbase with short overhangs, generates optimal conditions for these positive driving characteristics.

The intelligent **BMW xDrive all-wheel-drive system** adapts perfectly to even the most challenging road surface conditions, always offering outstanding traction. With BMW xDrive and Dynamic Stability Control (DSC), the vehicle remains directionally stable and on track. To counteract any risk of oversteer or understeer, BMW xDrive proactively distributes drive power between the two axles, using input from the DSC sensors. This means that fewer DSC interventions are necessary when road surface conditions are poor. BMW xDrive combines the advantages of all-wheel-drive – traction, directional stability and safety – with classic BMW agility, for even more driving pleasure.

Standard suspension offers a high level of precision, agility and suspension comfort. This is made possible by a double-joint spring-strut front axle made of aluminium and a sophisticated five-arm rear axle, along with elaborate tuning.

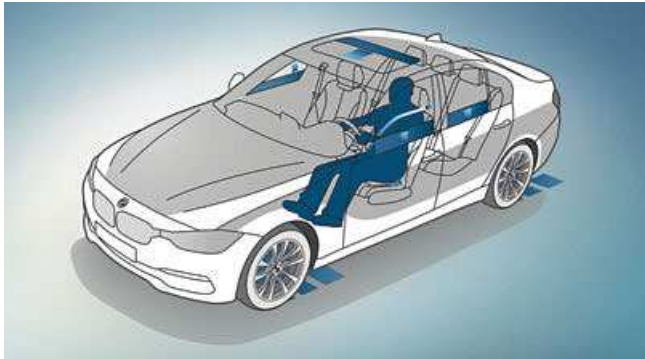
The optional **Adaptive M Sport Suspension** electronically adjusts the suspension to suit the road conditions and driving situation at all times. The driver can also adjust the suspension characteristics via Drive Performance Control to enable their preferred driving style at the time – from comfortable to athletic with markedly agile handling.

The optional **Variable Sport steering** creates a direct and agile steering response so less effort is required to turn the wheel. It reacts to the angle of the steering wheel with varying steering ratios. This improves handling when using a sporty driving style as well as comfort during parking and turning.

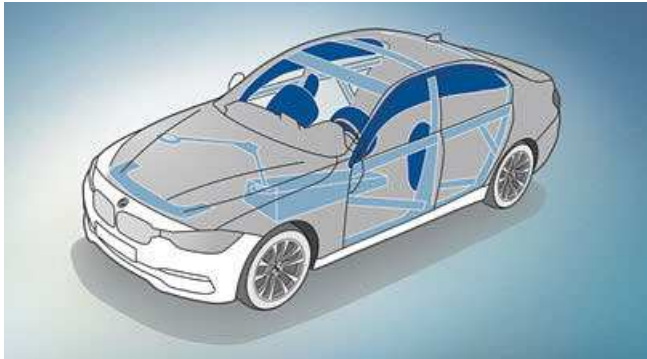
The hallmark BMW **rear-wheel-drive** ensures excellent unimpaired steering precision due to the fact that the front axle is not affected by any form of torque steer with this type of drive. Furthermore, the dynamic axle load distribution associated with a rear-wheel-drive ensures great traction when accelerating from a standstill.

Safety.

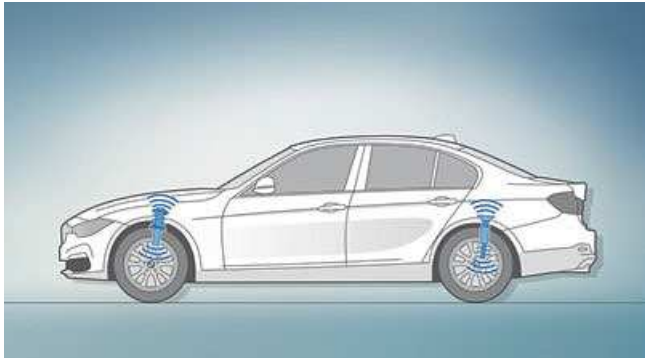
Technology at the highest level.



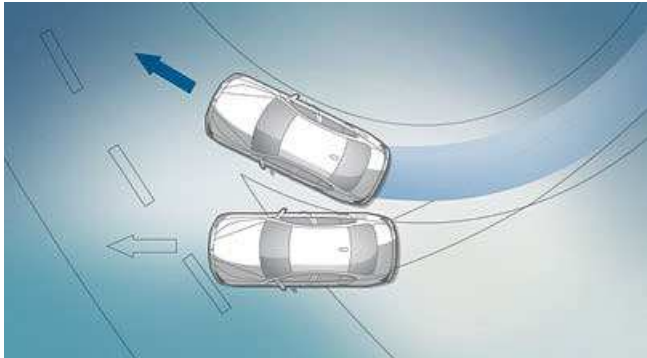
☐ **Dynamic Safety** warns the driver if it detects signs of tiredness, intervenes in critical situations and brings the car to a standstill after an accident.



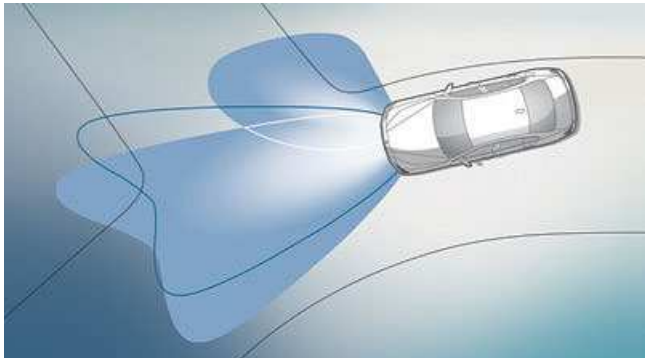
☒ **Airbags for the driver and front passenger** along with head and side airbags provide strategic protection. The rigid passenger cell provides the best possible passive safety in the event of a front, side or rear collision.



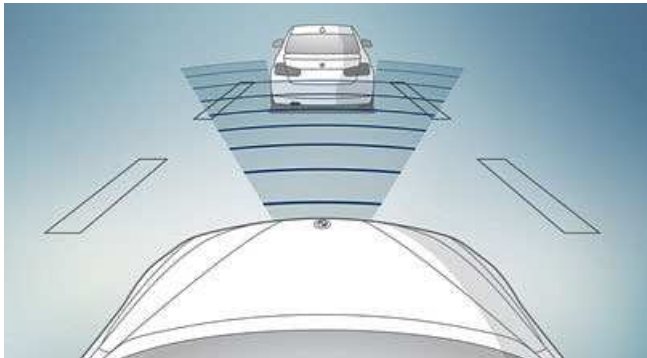
☐ The low-set **Adaptive M Sport Suspension** with variable damper control allows the driver to choose between comfortable or dynamic suspension settings.



☒ **Dynamic Stability Control (DSC)** recognises any risk of skidding and stabilises the vehicle.



☐ **BMW Icon Adaptive LED headlights** provide significantly better illumination and visibility than conventional systems in all driving situations.



☐ **Active Cruise Control with Stop & Go function¹** automatically maintains a preselected speed and adjusts the distance to the vehicle ahead.

¹ Only available in combination with automatic transmission.



INDIVIDUALITY AND ADAPTABILITY.

EQUIPMENT: SE, ED Plus, ED Sport, Sport, Luxury, M Sport, BMW 330e iPerformance Saloon, BMW Individual, Equipment Highlights, Light Alloy Wheels and Genuine BMW Accessories.

COLOURS: Exterior and interior colours.

BMW SERVICE: BMW Service, BMW Financial Services and BMW Experience.



SE / ED PLUS / ED SPORT.

■ Standard equipment □ Optional equipment

The BMW 3 Series is a perfect companion that includes a wide range of equipment features as standard. Here is a selection of standard features.

Standard equipment:

- 17" light alloy V-spoke style 395 wheels
- Automatic air conditioning, two-zone
- Bluetooth hands-free facility with USB audio interface
- DAB tuner
- Exhaust tailpipe with Chrome finisher
- Exterior trim, Matt Black
- Interior trim, Satin Silver
- Kidney grille, Chrome with Black vertical slats
- LED rear lights
- Mirror caps in body colour
- Move cloth upholstery
- Multi-function leather steering

Additional equipment - 320d ED Plus and 320d ED Sport:

- 16 "light alloy V-spoke style 390 wheels with Michelin EnergySaver tyres (ED Plus)
- 17" light alloy Double-spoke style 392 wheels (ED Sport)
- Active Air Flaps, within kidney grille
- Dakota leather upholstery
- Seat heating for driver and front passenger

01 □



[01 | 02] The BMW 320d SE Saloon in optional Black Sapphire metallic paint with 17" light alloy V-spoke style 395 wheels.

02 □



03 ■



[03] The standard multi-function leather steering wheel has a pleasant feel, and high-class craftsmanship creates a premium ambience in the interior.

04 ■



[04] Standard Move cloth upholstery in Anthracite combined with Satin Silver interior trim shown above. The BMW 3 Series includes numerous storage compartments as standard, such as door compartments big enough to hold 1 litre bottles.

05 ■



[05] Standard with SE models; 17" light alloy V-spoke style 395 wheels , 8J x 17 with 225/50 R17 tyres.

SPORT.

■ Standard equipment □ Optional equipment

Sport model interior equipment:

- Air-conditioning and radio control panel with Chrome highlight
- Ambient lighting - switchable BMW Classic Orange / Cold White LED
- Corner cloth upholstery in Anthracite, with Grey or Red highlight
- Door sill finishers with BMW designation, front
- Drive Performance Control (ECO PRO, Comfort, Sport and Sport+ modes)
- Interior trim, Black High-gloss with Coral Red finisher
- Sun visors with illuminated vanity mirrors and ticket pocket
- Sport instrument cluster with Red highlight and chrono scale
- Sport multi-function leather steering wheel, three-spoke with Red stitching
- Sport seats, front

Sport model exterior equipment:

- 17" light alloy Double-spoke style 392 wheels
- Exhaust tailpipe with Dark Chrome finisher
- Extended lighting
- Exterior B pillar - Black, High-gloss
- Front air inlet with Black, High-gloss finisher
- Kidney grille, Chrome with extra-wide Black, High-gloss vertical slats
- Rear bumper with Black, High-gloss finisher
- Side air inlets, highlighter in Black/Aluminium



[01] The Sport multi-function leather steering wheel with red contrast stitching plus speedometer and rev counter with chronoscales and red contrasting ring underscore the Sport model's dynamic appeal.

[02] Unique on the Sport models are 17" light alloy Double-spoke style 392 wheels, 7.5J x 16 with 225/50 R17 tyres.

[03] Sport seats upholstered in optional Black Dakota leather with Red highlight provide outstanding support.

[04] 18" light alloy Double-spoke style 397, wheels with mixed tyres, front 8J x 18 with 225/45 R18 tyres, rear 8.5J x 18 with 255/40 R18 tyres.

05 □



06 □



[05] The BMW 3 Series Sport Saloon in optional Mediterranean Blue with optional 19" light alloy Star-spoke style 407 wheels.

[06] The BMW 3 Series Sport Touring shown here in optional Melbourne Red with 18" light alloy Double-spoke style 397 wheels.

LUXURY.

■ Standard equipment □ Optional equipment

Luxury model interior equipment:

- Air-conditioning and radio control panel with Chrome highlight
- Ambient lighting - switchable BMW Classic Orange / Cold White LED
- BMW Individual leather steering wheel
- Centre console panel highlight in Chrome
- Dakota leather upholstery
- Door sill finishers with BMW designation, front
- Interior trim, Fineline Anthracite wood with Pearl Chrome finisher
- Sun visors with illuminated vanity mirrors and ticket pocket
- Sport multi-function leather steering wheel, three-spoke in Black

Luxury model exterior equipment:

- 18" light alloy Multi-spoke style 416 wheels
- Extended lighting
- Exterior trim, Chromeline
- Exterior B pillar - Black, High-gloss
- Front air inlet with Chrome finisher
- Kidney grille, Chrome with Chrome vertical slats
- Rear bumper with Chrome finisher
- Remote control, including integrated key, with inset in Chrome
- Side air inlets, highlighter in Chrome



[01] The BMW Individual leather steering wheel has an exceptionally pleasant feel.

[03] Standard Dakota leather upholstery in Saddle Brown with exclusive stitching and optional Ash Grain wood with metal inlay and Pearl Chrome highlight shown here.

[02] 18" light alloy V-spoke style 658 wheels with mixed tyres, front 8J x 18 with 225/45 R18 tyres, rear 8.5J x 18 with 255/40 R18 tyres.

[04] Exclusive on Luxury models are 18" light alloy Multi-spoke style 416 wheels, 8J x 18 with 225/45 R18 tyres.

05 □



06 □



[05] The BMW 3 Series Luxury Saloon in optional Jatoba with standard 18" light alloy Multi-spoke style 416 wheels.

[06] The BMW 3 Series Luxury Touring in optional Platinum Silver with optional 18" light alloy V-spoke style 658 wheels.

M SPORT.

■ Standard equipment □ Optional equipment

M Sport model interior equipment:

- Ambient lighting - switchable BMW Classic Orange / Cold White LED
- Dakota leather upholstery
- Door sill finishers with BMW designation, front
- Drive Performance Control (ECO PRO, Comfort, Sport and Sport+ modes)
- Headlining, Anthracite
- Interior trim, Aluminium Hexagon with Estoril Blue highlight
- M Sport instrument cluster
- M Sport multi-function leather steering wheel
- Sport seats, front

M Sport model exterior equipment:

- 18" light alloy M Star-spoke style 400M wheels
- Exhaust tailpipes with Chrome finisher
- Extended lighting
- Exterior trim, High-gloss Shadowline
- Kidney grille, Chrome with extra-wide Black, High-gloss vertical slats
- LED fog lights, front and rear
- LED Headlights
- M aerodynamic bodystyling
- M Sport suspension (excludes xDrive models)
- Predictive gearshift using navigation data and automatic transmission (standard for Touring)
- Remote control, including integrated key, with inset in Blue

01 □



[01] The BMW 3 Series 340i M Sport Touring in exclusive Estoril Blue with optional 19" M light alloy Star-spoke style 403 M wheels.

02 □



03 ■



04 □



05 □



06 □



07 □



[02] The BMW M Sport Saloon shown here in Melbourne Red with optional sun protection glass and optional 19" M light alloy Double-spoke style 442 M wheels in Bicolour Orbit Grey.

[03] 18" M light alloy Star-spoke style 400 M wheels, front 8J x 18 with 225/45 R18 tyres, rear 8.5J x 18 with 255/40 R18 tyres.

[04] 18" M light alloy Double-spoke style 441 M wheels in Ferric Grey, front 8J x 18 with 225/45 R18 tyres, rear 8.5J x 18 with 255/40 R18 tyres.

[05] 19" M light alloy Star-spoke style 403 M wheels, front 8J x 19 with 225/40 R19 tyres, rear 8.5J x 19 with 255/35 R19 tyres.

[06] 18" light alloy V-spoke style 398 wheels in Orbit Grey, front 8J x 18 with 225/45 R18 tyres, rear 8.5 J x 18 with 255/40 R18 tyres.

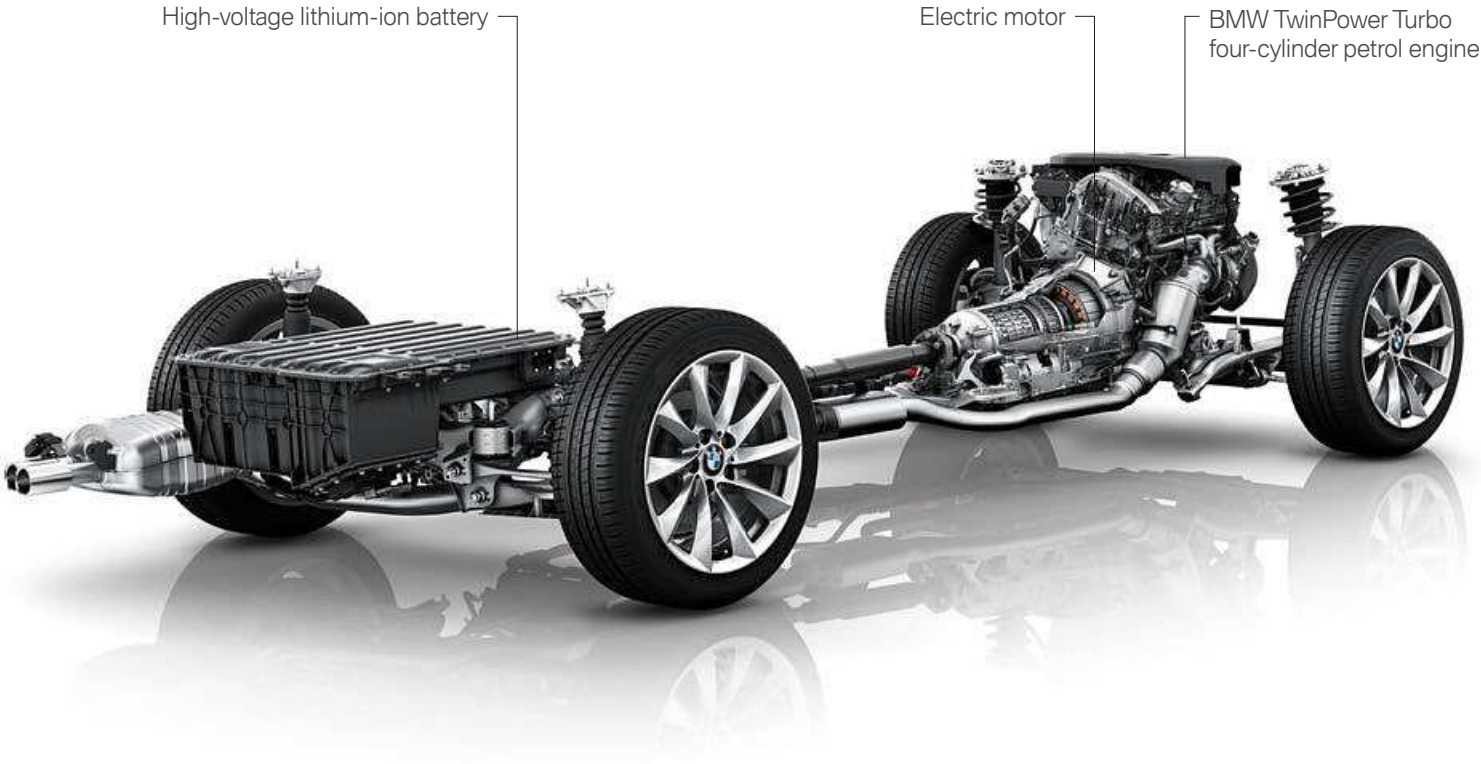
[07] The interior is particularly striking with the optional BMW Individual Full Merino leather in Opal White, Piano Black interior trim with Pearl Chrome finisher and instrument panel finished in Nappa leather.

THE BMW 3 SERIES IPERFORMANCE SALOON.



The BMW 330e iPerformance Saloon as a plug-in hybrid combines a BMW TwinPower Turbo four-cylinder petrol engine with a 252hp (185kW) electric motor. Intelligent energy management controls the interaction between the electric motor and the internal combustion engine, deploying both with impressive efficiency. Depending on the battery charging status and the amount of power required, the electric motor can drive the vehicle by itself, or support the internal combustion engine. During braking it is even able to convert kinetic energy into electrical energy that is then fed into the high-voltage battery. Driven by electric power alone, the vehicle has a range of up to 23 miles (37km), with an all-electric top speed of 74mph (120km/h). Combined fuel consumption is 134.5–148.7mpg (2.1–1.9l/100km) with CO₂ emissions of 44–49g/km. At home, the vehicle can be recharged from a normal mains socket or, for added convenience and speed, from a BMW i Wallbox. In addition, there are also many public charging stations accessible through the BMW ChargeNow card

■ Standard equipment □ Optional equipment



- [01]** The eDrive button allows the driver to choose between three different electric drive modes: AUTO eDrive (standard), MAX eDrive or SAVE BATTERY.

[02] Special door sill finishers with eDrive lettering and blue background indicate this vehicle's highly efficient drive concept. (Not on M Sport models).
- [03]** The car's charging port for recharging the high-voltage battery from an external power source is located behind a flap on the front left side panel. A special seal protects the socket from the environment.

[04] 16" light alloy V-spoke style 390 wheels, 7J x 16 with 205/60 R16 tyres.
- [05]** The luggage compartment has a level floor, with the high-voltage lithium-ion battery tucked away below. There is also a storage tray for the charging cable.

[06] In the MAX eDrive mode – the purely electric mode – the electric drive provides the maximum output.

BMW Individual

The expression of personality.



BMW Individual paint in Champagne Quartz metallic and 19" BMW Individual light alloy V-spoke 626 I wheels, Ferric Grey.



The BMW 3 Series Saloon. Inspired by BMW Individual.

□ Driving a BMW is, in itself, a mark of character. There are those who still, however, want their vehicles to be even more individual reflections of their personality. The BMW Individual Collection and the BMW Individual Manufaktur meet these needs by opening up limitless opportunities for differentiation.

Precisely in tune with each model, the BMW Individual Collection offers a highly exclusive selection of equipment options. Fascinating paint finishes either refracting the light or with a matt effect. Leather, unique in colour and scope of application, perfected with clever contrasts and decorative stitching. Interior trims in the most exclusive fine woods, the immaculate Piano finish and the finest leather.

And yet even this can be surpassed – thanks to the BMW Individual Manufaktur. Here, there is only one goal: realising almost any customer request, even the most personal, with stylish, hand-crafted perfection.



BMW Individual interior trim in Piano Black and instrument panel finished in Nappa leather.



BMW Individual Merino leather in Cashmere Beige, leather instrument panel and interior trim in Piano Black.



EXPERIENCE BMW INDIVIDUAL INTERACTIVE
WITH THE BMW INDIVIDUAL APP FOR iOS AND ANDROID.

EQUIPMENT HIGHLIGHTS.

■ Standard equipment □ Optional equipment



[01] LED headlights, for both low and high beam, offering a greater resemblance to daylight. (Standard for M Sport models)

[02] The rear lights with their characteristic 'L' shape and LED technology identify the vehicle as a BMW even in the dark.

[03] The low-set Adaptive M Sport suspension with variable damper control continuously reacts to the road surface and driving style.



[04] Exhaust tailpipe/s with Chrome finisher for SE, Luxury and M Sport models and Dark Chrome finisher with Sport models.

[05] BMW Icon Adaptive LED headlights provide significantly better illumination and visibility than conventional systems in every driving situation. Also includes BMW Selective Beam functionality.

[06] Available on the BMW 3 Series Touring, Matt Aluminium roof rails provide the base for a BMW roof rack unit available from BMW Genuine Accessories.



[07] The Comfort Access system allows keyless access to the vehicles, includes smart-opener for contactless opening of the bootlid via a sensor located beneath the bumper.

[08] The glass sunroof with sun protection available on Saloon models, has one-touch function and convenient opening and closing via the remote key.

[09] The panoramic glass sunroof for Touring models has two-parts and an integrated slipstream deflector as well as sun protection and floating headliner.



[10] BMW Individual instrument panel finished in Merino leather: lower dashboard is Merino leather to match the upholstery colour and the upper section is in Nappa leather.

[11] Automatic air conditioning with two-zone control includes temperature control for driver and front passenger, automatic air recirculation and carbon microfilter.

[12] M Leather steering wheel includes multi-function buttons and steering wheel rim in Nappa leather Black with contoured thumb rests. (Standard on M Sport models).



[13] The high-grip Sport multi-function leather steering wheel has a thick rim and contoured thumb rest. (Standard on Sport models).

[14] The front electric seat adjustment has a two position memory function for the drivers seat and automatic mirror dipping parking function.

[15] The BMW Individual leather steering wheel features a premium-quality Nappa leather cover over a thicker, optimally shaped steering wheel rim. (Standard on Luxury models).



[16] The BMW 3 Series features cupholders in front of the gear lever plus many other handy storage trays and compartments.

[17] The eight-speed automatic transmission with Steptronic makes it all possible – from comfortable cruising to a more dynamic driving style.

[18] Extended lighting features numerous LED lights both inside and outside the car for increased convenience, safety and a premium look.

EQUIPMENT HIGHLIGHTS.

■ Standard equipment □ Optional equipment



[01] Lane Change Warning alerts the driver during lane changes if there is a vehicle in the driver's blind spot or approaching on the adjacent lane by using a visual signal and vibrating the steering wheel.

[02] Active Cruise Control with Stop & Go function¹ automatically maintains a pre-selected speed and the distance to the vehicle in front.

[03] BMW Navigation System with iDrive Controller and a built-in 6.5" colour display. Includes route planning, multiple map views and 3D city models.



[04] Surround View is a visual parking aid using camera-based functions including Top-view, Side-view with images shown in the Control Display.

[05] Full-colour Head-up Display projects information relevant to the journey directly into the driver's field of vision.²

[06] BMW Navigation system – Professional Multimedia includes 8.8" widescreen display, USB interface, Professional radio, route planning, map views and automatic map updates.



[07] Park Assist makes parallel parking easier. The car does the steering while the driver operates the accelerator and brake pedals.

[08] Park Distance Control (PDC), front and rear, assists parking and manoeuvring via a warning signal. (Rear PDC standard on all models).

[09] Driving Assistant draws the driver's attention to an unintentional lane change or possible collision and brakes the vehicle automatically in the event of an emergency.



[10] Online Entertainment enables direct and unlimited access to millions of tracks. So you can create a playlist at home and stream the same playlist inside the vehicle.

[11] Preparation for Apple CarPlay® supports the convenient and secure wireless use of an iPhone® via the vehicle's user interface.

[12] Enhanced Bluetooth telephone preparation with USB audio interface and Voice control allows wireless connection of mobile phones to the vehicle via Bluetooth.³



[13] Featuring 600W digital amplifier, 16 loudspeakers with chrome detailing and vehicle-specific equalising, the harman/kardon loudspeaker system impresses with sublime sound.

[14] As part of Comfort Access, the smart-opener provides contactless opening and closing of the tailgate via a sensor under the rear bumper.

[15] The 40:20:40 split-folding rear seat guarantees flexibility when transporting people and objects (standard on Touring models).



[16] The electric tow bar, with stability control, is capable of pulling heavy loads of up to 1,800kg.

[17] With tinted rear and rear side windows, the sun protection glass assists to reduce the temperature of the interior as well as enhancing privacy.

[18] Extended storage encompasses a range of practical additional compartments, along with 12V power sockets in both the centre console in the rear and luggage compartment.

¹ Only available in combination with Automatic transmission.
² Image also shows optional Speed-limit information.

³ For information on the Bluetooth compatibility of smartphones and other mobile devices please visit www.bmw.com/bluetooth

WHEELS AND TYRES.

■ Standard equipment □ Optional equipment



- [01]** 18" light alloy Turbine style 415 wheels, 8J x 18 with 225/45 R18 tyres.

[02] 19" BMW Individual light alloy V-spoke style 626 I wheels, Ferric Grey with mixed tyres, front 8J x 18 with 225/40 R19 tyres, rear 8.5J x 19 with 225/35 R19 tyres.

[03] 19" BMW Individual light alloy V-spoke style 439 I wheels with mixed tyres, front 8J x 18 with 225/40 R19 tyres, rear 8.5J x 19 with 255/35 R19 tyres.

[04] 17" light alloy V-spoke style 413 wheels, 7.5J x 17 with 225/50 R17 tyres.
- [05]** 18" light alloy V-spoke style 398 wheels with mixed tyres, front 8J x 18 with 225/45 R18 tyres, rear 8.5J x 18 with 255/40 R18 tyres.

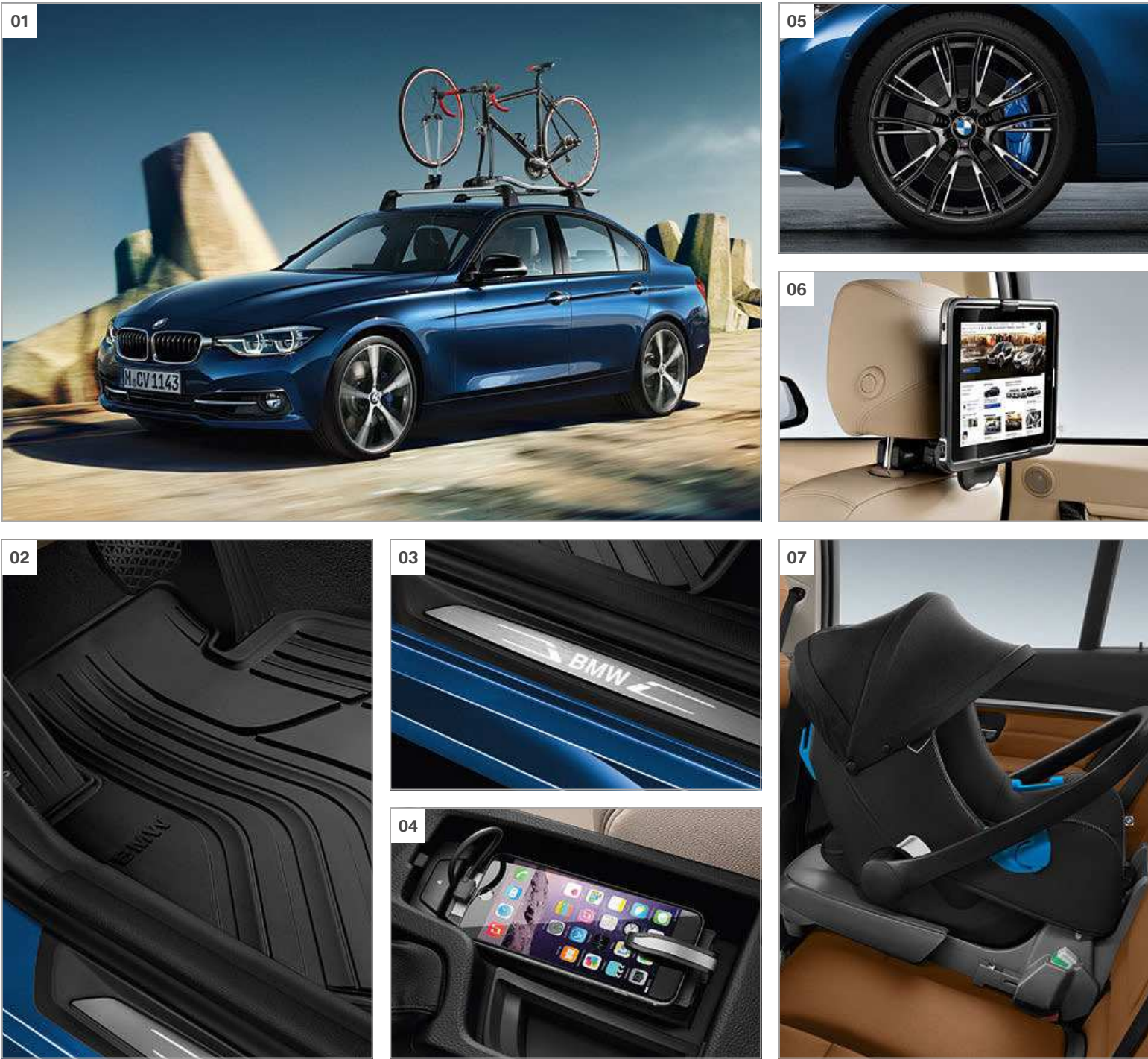
[06] 17" light alloy Star-spoke style 393 wheels, 7.5J x 17 with 225/50 R17 tyres.

[07] 19" light alloy Star-spoke style 407 wheels with mixed tyres, front 8J x 18 with 225/40 R19 tyres, rear 8.5J x 19 with 255/35 R19 tyres.
- [08]** 18" light alloy V-spoke style 658 wheels with mixed tyres, front 8J x 18 with 225/45 R18 tyres, rear 8.5J x 18 with 255/40 R18 tyres.

[09] 16" light alloy V-spoke style 656 wheels, 7J x 16 with 225/55 R16 tyres.

[10] 16" light alloy Turbine style 406 wheels, 7J x 16 with 205/60 R16 tyres.

GENUINE BMW ACCESSORIES.



- [01]** Lockable racing bike holder made of high-strength aluminium, for secure transport of racing bikes using a quick-clamping system. A separate front wheel holder is also available.

[02] Made-to-measure protection against moisture and dirt in the front footwell. The black design perfectly complements the interior.
- [03]** These elegant door sill finishers with illuminated BMW lettering automatically bathe the door openings into a discreet light as soon as the doors are opened.

[04] Snap-in adapter enables safe storage, quick charging, music playback and cover art display.
- [05]** 20" M Performance light alloy wheels Double-spoke 624 in bi-colour matt Black, milled. Complete RDC wheel set with mixed runflat tyres, front 8 J x 20, rear 8.5 J x 20.

[06] The Travel & Comfort system with iPad Holder can be adjusted to perfectly suit any rear passenger thanks to its rotating frame. The holder additionally features an integrated support for convenient free-standing use outside the vehicle. Base carrier separately available.

[07] BMW Baby Seat Group 0+ with patented air pads for children under approx. 13 kg (approx. 15 months). To be used in combination with the separately available ISOFIX base, or with one of the safety belts.

EXTERIOR COLOURS.

■ Standard equipment □ Optional equipment



■ **Non-metallic** 668 Jet Black¹



■ **Non-metallic** 300 Alpine White



□ **Metallic** A96 Mineral White²



□ **Metallic** A83 Glacier Silver



□ **Metallic** C08 Platinum Silver²



□ **Metallic** B39 Mineral Grey



□ **Metallic** B65 Jatoba²



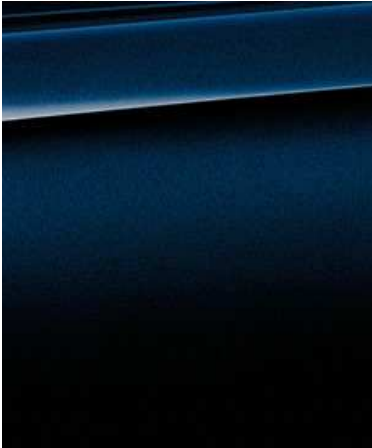
□ **Metallic** 475 Black Sapphire



□ **Metallic** A75 Melbourne Red



□ **Metallic** C10 Mediterranean Blue²



□ **Metallic** A89 Imperial Blue Xirallc²

M SPORT



□ **Metallic** B45 Estoril Blue³

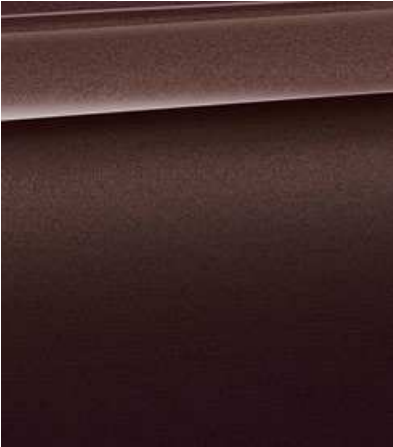
BMW INDIVIDUAL



□ **BMW Individual** X08 Champagne Quartz metallic



□ **BMW Individual** X10 Tanzanite Blue metallic



□ **BMW Individual** X12 Smoked Topaz metallic



□ **BMW Individual** X02 Citrine Black metallic



□ **BMW Individual** 490 Brilliant White metallic⁴



□ **BMW Individual** 490 Moonstone metallic⁴

¹ Not available on M Sport models or 330d/330d xDrive Luxury models.
² Not available on M Sport models.
³ Exclusively available on M Sport models.
⁴ Availability as a special order, please consult your local BMW Retailer for information.

[Colour samples] These colour swatches are to provide you with a first impression of the paints and materials available for your BMW. Experience has shown, however, that printed versions of paint, upholstery and interior trim colours cannot always faithfully reproduce the colour appearance of the originals. We recommend therefore that you consult your BMW Retailer who will be happy to show you original samples and assist with any requests.

INTERIOR COLOURS.

■ Standard equipment □ Optional equipment

CLOTH

Available for	
■ SE	Move cloth BDAT Anthracite ¹
■ Sport	Corner cloth CCL2 Anthracite with Red highlight
■ Sport	Corner cloth CCL1 Anthracite with Grey highlight

LEATHER

Available for	
□ SE ■ ED Plus/ED Sport □ Sport □ Luxury ■ M Sport	Dakota leather LCSW Black
□ SE ■ ED Plus	Dakota leather LCV1 Venetian Beige
□ SE ■ ED Plus /ED Sport □ Sport □ Luxury ■ M Sport	Dakota leather LCOM Oyster with Dark Oyster highlight
■ Luxury	Dakota leather LCFL Venetian Beige with Dark Oyster highlight
■ M Sport	Dakota leather LCDJ Saddle Brown with Mocha highlight
■ Luxury	Dakota leather LCDY Saddle Brown with Mocha highlight and lower dashboard in Saddle Brown
■ ED Sport □ Sport ■ M Sport	Dakota leather LCL5 Coral Red with Black highlight
■ ED Sport □ Sport	Dakota leather LCL3 Black with Red highlight
■ ED Sport □ Sport ■ Luxury ■ M Sport	Dakota leather LCL8 Black with Dark Oyster highlight
■ M Sport	Dakota leather LCNL Black with Blue highlight

CLOTH/LEATHER

Available for	
□ M Sport	Hexagon cloth/Alcantara HAAT Anthracite
□ ED Sport □ Sport □ Luxury □ M Sport	BMW Individual Extended Merino leather ZAOW Opal White ²
□ ED Sport □ Sport □ Luxury □ M Sport	BMW Individual Extended Merino leather ZAKS Cashmere Beige ²
□ ED Sport □ Sport □ Luxury □ M Sport	BMW Individual Extended Merino leather ZAP5 Amaro Brown ²
□ ED Sport □ Sport □ Luxury □ M Sport	BMW Individual Extended Merino leather ZAWT Cohiba Brown ²
□ ED Sport □ Sport □ Luxury □ M Sport	BMW Individual Extended Merino leather ZASW Black ²

INTERIOR COLOUR

Black



INTERIOR TRIMS

Available for	
■ SE ■ ED Plus	4CG Satin Silver
□ SE □ ED Plus/ED Sport □ Sport	4LU Black High-gloss with Pearl Chrome highlight
■ ED Sport ■ Sport	4LV Black High-gloss with Coral Red matt highlight
□ SE □ ED Plus/ED Sport □ Sport □ M Sport	4FT Brushed Aluminium with Black High-gloss highlight
□ M Sport	4WG Aluminium Hexagon with Black High-gloss highlight
■ M Sport	4WF Aluminium Hexagon with Estoril Blue matt highlight
□ SE □ ED Plus ■ Luxury □ M Sport	4FU Fineline Anthracite with Pearl Chrome highlight
□ SE □ ED Plus □ Luxury	4FW Burr Walnut with Pearl Chrome highlight
□ Luxury □ M Sport	4GA Ash Grain wood with metal inlay and Pearl Chrome highlight
□ SE □ ED Plus/ED Sport □ Sport □ M Sport	4LS Brushed Aluminium with Pearl Chrome highlight

BMW INDIVIDUAL INTERIOR TRIMS

Available for	
□ SE □ ED Plus/ED Sport □ Sport □ Luxury □ M Sport	BMW Individual interior trim XEX Ash Grain White with Pearl Chrome highlight
□ SE □ ED Plus/ED Sport □ Sport □ Luxury □ M Sport	BMW Individual interior trim XE5 Sycamore Red Brown, dark wood with Pearl Chrome highlight
□ SE □ ED Plus/ED Sport □ Sport □ Luxury □ M Sport	BMW Individual interior trim XE7 Piano Black with Pearl Chrome highlight

HEADLINING

Available for	
□ SE □ ED Plus/ED Sport □ Sport □ Luxury ■ M Sport	775 Anthracite

Please note that even normal long or short-term use can lead to unrecoverable upholstery damage. This can be caused in particular by non-colourfast clothing.

Please note that the interior colour depends on the selected upholstery colour.

¹ Not available with Sport seats.
² BMW Individual Extended Merino leather upholstery includes front and rear seats including headrests, inserts in door trim panels, armrests in doors and centre armrest. Contrasting coloured piping on headrests and front/rear seats. Handbrake lever grip and gaiter in Black Nappa leather.

THE BMW SERVICE CONCEPT:

When you buy a BMW, you can look forward to superb service and comprehensive customer care. **Condition Based Service** tracks service fluids and parts subject to wear, and where appropriate indicates required service stops on the display. In combination with **BMW TeleServices**, the vehicle data collected by Condition Based Service are automatically transmitted to BMW. Your preferred **BMW Service Retailer**

BMW SERVICE INCLUSIVE.



BMW Service Inclusive:

Wouldn't it be good to know your comprehensive servicing costs in advance? Well, that's exactly what BMW Service Inclusive¹ provides and for a low one-off payment.

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servicing and maintenance work is carried out on your BMW, you can be sure that it will only be done by fully qualified BMW Service Approved Technicians at one of over 150 BMW Service Authorised Workshops around the country. Furthermore, only Genuine BMW Parts are used – each covered by a two year warranty. BMW Service Inclusive and Service Inclusive Plus are transferable to subsequent owners within the time and mileage period, which can enhance the resale value of your car.²

www.bmw.co.uk/serviceinclusive

BMW EMERGENCY SERVICE.



BMW Emergency Service. BMW Emergency Service is the only roadside and assistance programme designed specifically for BMW vehicles offering an exceptional range of benefits and services. It is available 24 hours a day, 7 days a week and utilises a dedicated fleet of BMW Approved Technicians, equipped with Genuine Parts and tools, ensuring that you and your vehicle receive the best possible care in the event of any motoring emergency.

This tailor-made programme has been specifically designed to meet the needs of BMW drivers travelling in the UK, Republic of Ireland and Continental Europe giving complete reassurance and peace of mind. Every new BMW is covered for three years.

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BMW World, an iconic building in the Munich skyline. The BMW World is a true brand experience where it's possible to marvel at the historic BMWs in the museum, learn about our engineers' newest innovations and take a tour of the plant to experience with your own eyes the cutting-edge and exacting methods used to create a BMW.



BMW Magazine: Every new BMW customer receives a complimentary subscription to BMW Magazine. This publication features all the latest news and developments from BMW, together with a variety of driving and lifestyle features.

can access the vehicle data. They will contact you when necessary to arrange a service appointment where the required repairs can be performed, using **Genuine BMW Parts**, so your driving pleasure can continue indefinitely. Worldwide, you can call on more than **3,300 Service Authorised Workshops** in more than **150 countries**.

BMW CONNECTED DRIVE SERVICES.



BMW ConnectedDrive Services.

A function using the built-in BMW SIM card to provide telematic and online services that are fully integrated into your BMW vehicle. All services require connection to a UK mobile network. Some services are available in other European countries. The range of ConnectedDrive Services that are available depends on the specification of the vehicle. The service duration varies depending on the ConnectedDrive Service.

For further information on BMW ConnectedDrive Services and terms and conditions please visit www.bmw.co.uk/connecteddrive-information

BMW FINANCIAL SERVICES.



BMW Financial Services: BMW Financial Services offers a range of finance and insurance solutions designed to help you drive the BMW of your choice. All our products offer you the flexibility to customise your finance, making driving any BMW a reality. After all, who knows more about financing your BMW than BMW.

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SHAPING THE FUTURE – RESPONSIBLY.

In 2015, the BMW Group was once again listed in the Dow Jones Sustainability World and Europe Indices and thus ranked one of the most sustainable automotive companies worldwide. The development of efficient vehicle concepts and eco-friendly production processes, up to and including recycling, is an integral part of our engineering philosophy. Thanks to BMW EfficientDynamics, the CO₂ emissions of our European new-vehicle fleet have dropped by more than 30% since 1995. Over the period from 2006 to 2020 we are also aiming to achieve a 45% reduction in the amount of resources – such as water and energy – that our manufacturing operations consume. Since 2007, production in our engine plant in Steyr, Austria, has generated zero waste water. And of course each of our vehicles is designed for easy and economical recycling after its long running life. Please contact your BMW Centre on all matters regarding your end-of-life vehicle. For further information please visit our website.

www.bmw.co.uk/EfficientDynamics
www.bmwgroup.com/responsibility
www.bmw.com/recycling

¹ Service Inclusive and Service Inclusive Plus are available as cost options. Terms and conditions apply, for full details speak to your retailer or visit www.bmw.co.uk/serviceinclusive
² For further information, please contact your local BMW Retailer.

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The models illustrated in this brochure show the specifications and configurations (standard and optional equipment) of vehicles produced by BMW AG for the German market. According to the specific requirements of other markets, alterations in standard and optional equipment and the configurations available for the different models, as described in this brochure, may occur. For more information about country-specific vehicle versions, please contact your local BMW Retailer. Illustrations and descriptions are subject to changes in product details. Part number 95 38 1 004 016. November 2016.

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4 11 003 252 21 2 2016 BM. Printed in Germany 2016.

