

**Media Information**

15 March 2019

## **The all-new BMW 3 Series now available in Singapore.**

### **The sports sedan, redefined.**

**Singapore.** BMW Asia and Performance Motors today announced the availability of the all-new BMW 3 Series, a car that has epitomised the concept of sporty driving pleasure in the global premium midsize class for more than 40 years.

Exuding dynamic design, agile handling, exceptional efficiency and innovative equipment features, it takes the signature characteristics of a BMW and turns the volume up several notches. The sedan represents not only the core of the BMW 3 Series range (of which over 15 million units have now been sold worldwide) but also the heartbeat of the BMW brand. This latest edition of the car sees BMW building in particular on the sporting tradition of the 3 Series, whose exploits in race competition have earned it so much extra dynamic credibility. The seventh generation of the sports sedan moves the game on once again in its segment in terms of driving dynamics, premium quality and innovation. The new model started production at BMW's "home" plant in Munich.

#### **Exterior design: a clear, precise expression of sporting prowess.**

BMW's new design language showcases the modern and dynamic character of the all-new BMW 3 Series with precisely drawn lines and strikingly contoured surfaces. It is 76 millimetres longer than its predecessor (at 4,709 mm), 16 millimetres wider (1,827 mm) and just 1 mm taller (1,442 millimetres). The car's 41-millimetre longer wheelbase (2,851 mm) and increased track widths (front: + 43 mm, rear: 21 mm), meanwhile, have a direct and positive influence on its poise and agility.

The large BMW kidney grille and the headlights leading off it are dominant themes of the front end of the car. Their familiar two-way split is emphasised by an eye-catching notch in the front apron that rises up into the headlight contour. Full-LED headlights with extended contents come

as standard, while the Adaptive LED headlights with BMW Laserlight for non-dazzling high beam (with a range of around 530 metres) are available as an option. Both the LED front fog lights and the Air Curtains are integrated into the outer air intakes, which take the form of a horizontal T shape on the Luxury Line variant. The dynamic side view is shaped by a pair of character lines and a dynamic side skirt contour. The trailing edge of the side window graphic with its Hofmeister kink design cue is now integrated into the C-pillar. Horizontal lines and slim, stylishly darkened LED lights give the rear a wide and muscular stance.

### **Interior: a classy route to sporting flair.**

The brand's new design language also brings a clear arrangement of surfaces to the interior of the all-new BMW 3 Series. This accentuates the spaciousness of the cabin and, together with the cockpit's focus on the driver, enhances their concentration on the road. The new screen grouping of Control Display and instrument cluster, the tall centre console and the coordinated design of the light, modern instrument panel and door panel trim create an all-round feeling of space and a sporting aura.

The controls are clustered into clearly structured function panels. In the centre of the instrument panel, the displays and buttons for the air conditioning and the air vents form a sharply designed unit, while the light functions are operated from a panel of buttons next to the steering wheel. The light functions are operated from a panel of buttons next to the standard-fitted sports leather steering wheel. The start/stop button for the engine is now positioned in the newly designed control panel in the centre console, where the gearshift lever or newly designed selector lever is joined by the iDrive Controller and the buttons for the Driving Experience Control switch unit and electromechanical parking brake.

### **All-new BMW 330i: a powerful and efficient engine.**

The engine in the all-new BMW 330i generates more spirited performance than ever. Boasting numerous detail upgrades, this two-litre, four-cylinder unit delivers a maximum output of 258 hp between 5,000 and 6,500 rpm, while peak torque of 400 Nm is available from 1,550 to 4,400 rpm. The 6 hp increase in output and the extra 50 Nm of torque compared with the predecessor engine are the result of the focused optimisation of the BMW TwinPower Turbo system – which comprises of twin-scroll turbochargers, High Precision Injection direct petrol injection, VALVETRONIC fully variable valve timing and Double-VANOS variable camshaft timing. The High Precision Injection system ensures precise fuel metering and particularly clean combustion, its

new fuel pump generating maximum pressure of 350 bar compared with the 200 bar of the previous version. The further developed direct injection system enables optimal fuel flow through the combustion chambers with atomised fuel delivered by multi-hole injectors. Other characteristics of this engine include a lighter crankshaft, reduced internal friction, optimised heat management and a new digital engine management system.

### **Innovative chassis technology for sporting performance and driving comfort.**

When developing the body structure and chassis technology of the all-new BMW 3 Series, a number of clear priorities were set: enhanced driving dynamics, agile handling characteristics, high-precision steering and superior braking performance. Overall, the all-new BMW 3 Series weighs up to 55 kilograms less than the corresponding predecessor model, depending on the model variant and equipment fitted. The all-new BMW 3 Series also has a low centre of gravity and 50 : 50 weight distribution, while the stiffness of the body structure and suspension mountings have been significantly increased.

The standard-fitted suspension and M Sport suspension (standard on the M Sport variant) both include lift-related dampers, which are making their debut in a BMW model. They make a major contribution to the balance between sportiness and comfort – unmatched by any rival – which defines the character of the all-new BMW 3 Series. Continuously variable control allows them to adjust the damper firmness progressively according to changing spring travel, which reduces body movement perceptibly when evening out vibrations caused by bumpy road surfaces and dynamic cornering.

M Sport suspension (with a 10-millimetre reduction in ride height) is joined by the optional Adaptive M suspension with electronically controlled dampers. The two suspension variants also bring customers the benefits of variable sport steering, the latest version of which has even more direct and precise feel. M Sport brakes with four-piston fixed callipers at the front come as standard on the M Sport variant. The blue-painted callipers display the M logo. An M Sport differential is optionally available for the all-new BMW 330i M Sport variant in conjunction with the M Sport suspension or optional Adaptive M suspension. Here, the electronically controlled, full-variable locking function in the rear differential significantly enhances traction, agility, stability and cornering dynamics.

### **Premium ambience and high-quality equipment.**

The premium characteristics of the all-new BMW 3 Series can be further enhanced with an array of high-quality and innovative options. The Luxury Line and M Sport package help to provide targeted individualisation. Added to which, newly designed steering wheels and interior trim elements, Vernasca leather trim, an instrument panel in Sensatec, plus three-zone automatic climate control and the standard telephony with wireless charging, offer scope for increased comfort and exclusive style. The windscreen and side door windows can be fitted with acoustic glass (optional). The optional glass roof has a 100-millimetre longer transparent surface. And the standard ambient lighting results in atmospherically rich illumination, while the Harman Kardon (standard on the M Sport variant) surround sound system delivers exceptional listening pleasure.

Extended shoulder and elbow room in the front seats and additional legroom, seat comfort and ease of entry and exit all contribute to the generous feeling of space in the interior. Plus, the all-new BMW 3 Series' 480-litre boot offers improved loading comfort. A 40 : 20 : 40 split-folding rear backrest and automatic boot lid operation are part of standard specification. The standard Comfort Access, which now has a new sensor system, allows the car to be locked and unlocked automatically and also includes hands-free opening of the boot lid.

### **Leading the way to automated driving.**

The all-new BMW 3 Series uses a significantly expanded selection of innovative assistance systems to likewise take a leading role on the road to automated driving. Standard equipment includes Lane Departure Warning, plus Collision and Pedestrian Warning with City Braking function, the latest version of which also alerts the driver when a cyclist is detected, and Driving Assistant with Lane Change Warning, Rear Collision Prevention and Cross-Traffic Alert. Active Cruise Control with Stop & Go function is optional. Also offered is the optional Driving Assistant Professional, a complete comfort and safety-enhancing package. One of the features of the Driving Assistant Professional is the Steering and lane control assistant, which works together with the driver to help keep the vehicle in the detected lane through narrow channels and also includes the Lane Keeping Assistant with active side collision protection and the evasion aid. The new-generation BMW Head-Up Display (standard on the M Sport variant) offers a larger projection surface, new graphics and additional display content.

The standard Park Distance Control and the rear view camera assist the driver with manoeuvring and entering/exiting parking spaces. Also available as standard is the Parking Assistant, which

takes over steering, acceleration, braking and gear changes with the Steptronic transmission when driving into and out of a space. Its range of functions also includes the Reversing Assistant, which can reverse the vehicle for distances of up to 50 metres by steering it along exactly the same line it has just taken when moving forward.

### **Intuitive operation and flawless connectivity: BMW Operating System 7.0 and BMW Intelligent Personal Assistant.**

The new BMW Operating System 7.0 plays a leading role in optimising the control and display system with modern, digital functions geared precisely to the needs of the driver. The standard BMW Live Cockpit Professional comprises of consistently designed, situation-linked and customisable displays on the fully-digital 12.3-inch instrument cluster and 10.25-inch Control Display. For intuitive operation, the driver can choose from the Control Display's touch control, the iDrive Controller, the steering wheel buttons, gesture control (optional) and voice control.

Making its debut in the all-new BMW 3 Series is the BMW Intelligent Personal Assistant, an intelligent, digital character that responds to the prompt "Hey BMW". One unique feature over other digital assistants is that drivers can give him a name. The arrival of the BMW Intelligent Personal Assistant ensures there is always a genuine BMW professional on board. He is able to explain all sorts of different functions ("How does the High Beam Assistant work?"), provide current status information ("Is the oil level okay?") and help answer questions ("What warning messages do I have?"). The Intelligent Personal Assistant is, in short, the ideal co-driver and comes in particularly useful during everyday driving by responding to natural voice commands to help the driver with numerous tasks, such as enhancing productivity and on-board entertainment. The range of functions and skills available will be constantly expanded as part of regular updates, which can be carried out seamlessly on a smartphone and in-car by Remote Software Upgrade.

### **BMW Digital Key: turning the smartphone into a car key (Expected availability: Q2 2019).**

The BMW Digital Key employs Near Field Communication (NFC) technology to allow the all-new BMW 3 Series to be locked and unlocked from a smartphone, removing the need for a conventional car key. Holding the smartphone up to the door handle opens the car. Once inside, the engine can be started as soon as the phone has been placed in the wireless charging or smartphone tray. Accessible via BMW Connected, the Digital Key offers unrivalled flexibility, as the driver can share it with up to five other people. The BMW Digital Key is available for all NFC-

capable Samsung Galaxy smartphones running Android 8.0 and above. Alternatively, customers can use the BMW Key Card. This sophisticated option also features NFC technology and so offers the same functionality as a suitable equipped smartphone.

The all-new BMW 3 Series is now available for viewing at the Performance Motors showroom.

Additional information enclosed:

1. The all-new BMW 3 Series prices.
2. The all-new BMW 3 Series specifications.

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For media enquiries, please contact:

**BMW Group Asia**

Corporate Affairs Department

[BMWAsiaCorpAffairs@bmw.com](mailto:BMWAsiaCorpAffairs@bmw.com)

Tel: (+65) 6838 9600

Media Website: [www.press.bmwgroup.com](http://www.press.bmwgroup.com)

LinkedIn: <https://www.linkedin.com/company/bmw-asia>

**Performance Motors Limited**

Public Relations

Belinda Bay

[belinda.bay@simedarby.com.sg](mailto:belinda.bay@simedarby.com.sg)

Public Relations Executive

Kenny Chong

[kenny.chong.kafui@simedarby.com.sg](mailto:kenny.chong.kafui@simedarby.com.sg)

Tel: (+65) 6319 0268

## **The BMW Group**

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 30 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2017 was € 10.655 billion on revenues amounting to € 98.678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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## **About Performance Motors Limited (PML)**

Performance Motors Limited (PML) is a member of the Sime Darby Group and has been the dealer of BMW cars and BMW motorcycles in Singapore since 1979.

PML has achieved various accolades in the area of sales achievement and service excellence in its 39-year history in the luxury segment.

2002 - In an industry first, PML initiated a customer lifestyle and rewards programme which evolved into the 'BMW 7 Series Privileges Programme Plus' – a distinctive lifestyle and rewards programme that is exclusively available to owners of new BMW 7 Series in Singapore. Exclusive premium experiences covering golfing, driver training, chauffeur services and lifestyle have been specially designed with the discerning taste of the BMW 7 Series customers in mind.

2003, 2004 - PML received awards from BMW Asia in recognition of the BMW 7 Series' segment leadership.

2005 - PML sales powered to the top of the Singapore luxury car market. PML added to its collection of BMW awards the Best Sales performance in the Asian region. PML sales established BMW as the leading premium car brand in Singapore.

2006, 2007- PML claimed market leadership among premium car brands in Singapore for three consecutive years. The flagship BMW 7 Series limousines used to transport world leaders during the 2006 World Bank meetings and all key government events was once again reaffirmed as the choice for leaders as the official car for various high-profile events such as Barclays Singapore Open, the ASEAN Ministerial Meetings and the Singapore Airshow.

2008 - PML opened the new Sime Darby Performance Centre, the benchmark BMW Sales and Aftersales facility in Asia in September. The two existing premises at the Sime Darby Centre and in East Coast Centre continue to serve BMW customers and strengthen PML's service excellence in conjunction with this new Performance Centre at 303 Alexandra Road.

2009 - BMW continued to be the limousine of choice for the APEC meetings. PML was honoured as one of the Top 3 entries in the Conquest BMW 7 series of BMW Excellence in Sales 2009 categories, the international competition for outstanding sales performance.

2010 - PML broke the 4,000 unit sales record and set a new milestone in its retail history with a remarkable achievement of being the Top Luxury Car Brand in Singapore. PML reopened its refurbished Aftersales facility in East Coast Centre (ECC) at 280 Kampong Arang Road.

2011 - PML became the first ever luxury car brand and dealer to surpass the competition, in a highly competitive car market that has traditionally been dominated by volume driven marques. This is the first ever situation anywhere in the world where BMW is the leading car brand.

2012 - PML continued its trailblazing success and retained pole position as the Number One car brand in Singapore for a second consecutive year. PML's Motorrad division proudly recorded a year-on-year increase in sales of 50%. BMW continued to be the official limousine brand for the Barclays Singapore Open for the sixth consecutive year.

2013 - BMW was appointed the official limousine brand of the 2013 International Maritime Defence Exhibition and Conference. Performance Motors sponsored a fleet of 220 units of BMW 5 and 7 Series for the high-profile conference dedicated to maritime defence. BMW Motorrad achieved remarkable growth to become the top selling luxury bike brand in Singapore for the second consecutive year.

2014 - PML announced the official inauguration of a new BMW facility at 315 Alexandra Road, which integrated a new BMW Motorrad showroom and an Aftersales facility dedicated to BMW Fast Lane services. BMW fleets continued to be the choice limousines for the Singapore Airshow 2014, BNP Paribas WTA Finals 2014 and Louis Vuitton High Jewellery event.

2015 - BMW was the preferred limousine brand to chauffeur delegates for the World Engineers Summit 2015 and the Asia Pacific Homeland Security 2015. PML also welcomed the launch of BMW ConnectedDrive, as well as, the all-new BMW 7 Series.

2016 - PML recorded an all-time high for new car registrations and was named the 'Best Dealer in Sales – Importer Region B4' at BMW Group's Excellence in Sales Awards 2016. PML also won the 'Best Lifestyle Dealership' from BMW Group Asia. PML launched the Future Retail concept at the newly renovated BMW showroom at Sime Darby Performance Centre, which sets new standards in the automotive industry through the use of innovative digital tools and engaging retail environment. As a leading luxury car brand in Singapore, BMW remained the preferred limousine brand for the Singapore Airshow 2016, SMBC Singapore Open 2016 and Louis Vuitton High Jewellery Event 2016. BMW was also proudly designated as the limousine brand of choice for the Singapore Beach Polo Championship 2016, Singapore International Water Week 2016 and National Gallery Singapore Gala 2016.

2017 - PML continued to trailblaze and achieved yet another sterling record of high performance in a second consecutive year. PML was recognised at BMW Group's Excellence in Sales Awards 2017 as 'Best Retailer in Sales in the Importer Region Asia Pacific'. In addition, PML was accorded the 'Point Of Sales Award for Aftersales Marketing Excellence - Second Place' and 'Best Accessories Performance' awards by BMW Group Asia. The introduction of five new BMW iPerformance models and an updated BMW i model saw PML cementing its position as the industry leader for plug-in hybrid electric vehicles (PHEVs) and electric vehicles (EVs) in Singapore. BMW was appointed the official car brand for numerous high-profile events including ASEAN Tourism Forum 2017, SMBC Singapore Open 2017, Singapore Yacht Show 2017, IMDEX Asia 2017, Miss Universe Singapore 2017 and Singapore International Energy Week 2017.

2018 – In another record-breaking year of new car registrations, PML had for the first time surpassed the 5,000-unit mark. BMW cars also continued to be the favoured limousines for various prestigious events throughout the year, namely SMBC Singapore Open 2018, Singapore Airshow 2018, 32<sup>nd</sup> ASEAN Summit and Singapore International Film Festival 2018.

## 1. The all-new BMW 3 Series prices.

Model	VES Band	Retail price (at press time)
BMW 330i M Sport	B	\$231,888
BMW 330i Luxury	B	\$216,888

## 2. The all-new BMW 3 Series specifications.

### BMW 330i

Four-cylinder petrol engine, BMW TwinPower Turbo technology: TwinScroll turbocharger, High Precision Direct Injection, VALVETRONIC fully variable valve control, Double-VANOS variable camshaft timing

Capacity: 1,998 cc.

Output: 258 hp at 5,000 – 6,500 rpm.

Torque: 400 Nm at 1,550 – 4,400 rpm.

Acceleration (0 – 100 km/h): 5.8 seconds.

Top speed: 250 km/h.