

Media Information
22 February 2018

Bye Bye BMW 3 Series: After 35 years, the BMW 3 Series Sedan rolls off the production line at BMW Group Plant Rosslyn for the last time

Since 1983, more than one million BMW 3 Series produced at BMW Group Plant Rosslyn will be replaced by the BMW X3 in future

Rosslyn, South Africa. After 35 years, the last BMW 3 Series Sedan rolled off the production line today at BMW Group Plant Rosslyn in Pretoria. The plant has produced a total of 1,191,604 units and five generations of the BMW 3 Series. One in four BMW 3 Series Sedans of the current generation come from BMW Group Plant Rosslyn.

“We look back with great pride over an extraordinary career path of the production at Plant Rosslyn. Over the years, the development of our production and export programme has been the catalyst for our sustainable growth and contribution to the South African economy,” says Tim Abbott, Chief Executive Officer (CEO) of BMW Group South Africa.

In the next few months, Plant Rosslyn will launch the production of the BMW X3. In the future, the BMW 3 Series Sedan will also be manufactured at the new BMW Group plant in San Luis Potosí, Mexico.

Bidding farewell to the BMW 3 Series at BMW Group Plant Rosslyn

One of the key milestones of the BMW 3 Series has been the success in founding the segment of the modern sports sedan, establishing itself as the embodiment of driving pleasure in its segment and becoming the world’s top-selling premium car. The enthusiasm for this model series was also shared by the production staff who expressed their passion for these cars by giving them legendary nicknames. Each generation of the BMW 3 Series produced at Plant Rosslyn had its own nickname: the third generation, for instance, was called “Dolphin” for its elegant contours. Limited edition models of the BMW 3 Series, such as the BMW 333i and 325iS, also emerged from the plant.

In June 2015, BMW Plant Rosslyn was awarded the Platinum Plant Quality Award in the J.D. Power 2015 Initial Quality Study (IQS). This award made Plant Rosslyn the best plant in the world in the Initial Quality Study 2015.

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BMW X3 instead of BMW 3 Series

With the production of the new BMW X3 in the coming months, a new era will begin at Plant Rosslyn. In November 2015, BMW Group South Africa reaffirmed its long term commitment to South Africa by announcing that it will invest a total of R6 billion at Plant Rosslyn. The investment – one of the biggest in the local automotive industry – has enabled Plant Rosslyn to get ready to produce the new BMW X3. In October 2017, an additional R160 million was invested into the Rosslyn manufacturing facility to enhance production line speed.

Stefan Hülsenberg, Director of BMW Plant Rosslyn, explains: “The enhancement has raised the maximum production capacity to 76 000 units, leaving the plant with excellent potential in the future to produce the highest volume ever in its 45-year history. Plans to create a center of production excellence at our plant are well under way with the largest infrastructure upgrade in the history of the facility now completed and staff upskilled in state-of-the-art technologies.”

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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 31 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2016 was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 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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