

The new BMW 3 Series Coupé.

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1. The new BMW 3 Series Coupé. (Short Version)



A typical BMW. But a very special BMW 3 Series. And a unique car. That is the new BMW 3 Series Coupé. Introducing this truly outstanding two-door athlete, BMW is continuing a long tradition and, at the same time, setting entirely new standards in a highly interesting segment of the market.

This is the third time that the BMW 3 Series, following the Sedan and Touring, is being supplemented by a Coupé. And this time the new BMW 3 Series Coupé is more different, more unique than ever before. The individual character of the car is clearly recognisable at very first sight, with your eyes admiring the sporting and stretched lines of a body new in every detail.

The new Coupé also offers unique standards within the engine compartment, where BMW's 3.0-litre straight-six with Twin Turbo technology, High-Precision Injection and an all-aluminium crankcase is making its debut. This 225 kW/306 hp high-performance power unit gives the BMW 335i Coupé truly outstanding performance combined with impressive fuel economy. And no less than two other petrol engines as well as two diesel power units will be available for the BMW 3 Series Coupé right from the start upon the introduction of the new car.

Rear-wheel drive, optimised weight, harmonious axle load distribution and the most sophisticated suspension in the segment are further essential factors guaranteeing a truly fascinating driving experience. And for the first time, the BMW 3 Series Coupé is available with BMW's intelligent xDrive all-wheel-drive system.

Through its looks alone, the BMW 3 Series offers the very best in individual style, character, and driving pleasure. The two-door model stands out very clearly from the Sedan and Touring versions of the BMW 3 Series – and this unique look you will find not only behind the B-pillar, but also at the front of the car and within the interior.

At the same time the new 3 Series Coupé offers a standard of agility and driving dynamics quite unique in its segment. Through its handling and superior performance (not just on the top model) alone, the new BMW 3 Series Coupé simply begs the driver to show an active style of motoring. And in the process the new Coupé combines its sporting character with stylish looks. For while the design of the car exudes a feeling of power and dynamism in many respects, the overall look is full of sophisticated style and elegance.

Individual design from the powerdome to the rear end.

The special look of a coupé results above all from the side view of the car. Precisely this is why the BMW 3 Series Coupé boasts a short front overhang, long wheelbase, a passenger compartment moved far to the rear, low-slung A-pillars, low windows, and a smooth roofline tapering out gently towards the rear to give the car its very special silhouette. Large, voluminous wheel arches give the Coupé a distinctive look of power and performance, the flow of shoulder, character and side-sill lines emphasising the stretched dynamics and sleek appearance of the car.

Like the shoulder line, the character line extending from the upper edge of the front wheel arch along the door handle all the way to the rear emphasises the sheer length and elegance of the new 3 Series Coupé. The side-sill line rising up from the side as a distinctive, light-reflecting element moves up towards the rear of the car and is taken up and accentuated both in the front and rear air dams.

Through the curvature of the car's surfaces and the interplay of lines, the designers have created a side view again reflecting the dynamic style and characteristics of the Coupé. The character line of the car, for example, rises up and at the same time appears to extend outwards above the rear wheel arches, providing a touch of tension and sheer excitement.

This three-dimensional effect guides the eyes of the beholder to the area around the rear axle, the place where engine power is converted into dynamic performance also on the BMW 3 Series Coupé. At the same time the character and side-sill lines form an elliptical curve sweeping to the front and again emphasising the forward-moving dynamism of the car coming out particularly clearly in the three-quarter rear view.

Bi-xenon headlights with corona rings featured as standard.

The front air dam, headlight units and contours on the engine compartment lid of the BMW 3 Series Coupé are also new and truly unique in their design. Seen from the front, the car is low and wide, emphasising its sporting character. The lines of the powerdome stretching above the drive unit extend from the A-pillars all the way to the outer sides of the BMW kidney grille. The low-slung dual round headlights, in turn, merge smoothly beneath the engine compartment lid and thus look as if they were cut off at the top, giving the car a very self-confident and concentrated "face".

The new BMW 3 Series Coupé comes as standard with bi-xenon headlights featuring corona rings conceived and designed for daytime use. Indeed, these striking light rings create a double effect, making the car clearly visible at all times and showing the beholder from the start that this is a genuine BMW.

The LED rods in the rear lights also give the new BMW 3 Series Coupé unmistakable style and impression. Merging smoothly into the rear and side of the car, the light units are split up into two sections and extend all the way into the trunk lid. The entire rear view of the car is again low and wide, characterised in particular by smooth, horizontal lines. This emphasises the wide track and the sporting flair and appearance of the car also from this perspective.

A whole range of details contributes to the unique design of the new BMW 3 Series Coupé. Through their contours alone, for example, the rear-view mirrors designed especially for the Coupé take up the side lines of the car. And the design of the side window frames is also typical of BMW but nevertheless quite unique and different from all other models. The famous "Hofmeister kick" at the bottom of the C-pillars, finally, rises up into the shoulder line of the car, showing a distinctive angle pointing to the front. Indeed, to make this special effect possible in the first place, the chrome trim on the side window surrounds is made for the first time in one single piece, again standing out as a very special feature proving the sophisticated style and value of the Coupé.

Sleek dynamics also within the interior.

The aura of dynamism and exclusivity conveyed by the new BMW 3 Series Coupé through its body design alone continues consistently within the car. Indeed, the interior is dominated by powerful contours and flowing lines, with convex and concave shapes and surfaces flowing into one another. Conceived as a fully-fledged four-seater, the Coupé is perfect for fast travelling in a sophisticated ambience. The two individual seats at the rear are separated by a storage compartment in the middle, like the centre console separating the two front seats.

Horizontal lines on the dashboard and in the side panels accentuate the feeling of generous space. The instrument panel itself is inclined towards the driver at the top, the armrest on the side panel flows smoothly from the dashboard all the way to the backrests of the rear seats.

This exclusive ambience within the car is rounded off by the light contour lines on the inner door and side panels available as an option. Sealed off at the top, these light strips present the interior and surrounding areas in warm, indirect illumination. All controls and surfaces the driver and passengers touch particularly often, such as the door openers and shift lever, are finished in a particularly sophisticated metallic touch. To customise the interior, finally, the driver has the choice of exclusive colour schemes for the upholstery, roof liner, and interior panels.

Straight-six power units for efficient dynamics.

The new BMW 3 Series Coupé is entering the market with three petrol and two diesel engines. Focusing on straight-six power units fitted lengthwise at the front and conveying their power to the rear wheels, BMW is opting for a proven drive concept particularly rich in tradition. But still, there is ample space beneath the engine compartment lid for some spectacular innovations.

One example is that the new BMW 3 Series Coupé for the first time features a Twin Turbo 3.0-litre straight-six power unit, High-Precision Injection, and an all-aluminium crankcase. This 225 kW/306 hp power unit, while based on BMW's highly successful normal-aspiration six-cylinder, opens up a new era in engine development. For now BMW is combining the qualities typical of this six-cylinder with the power-boosting effect of two turbochargers and second-generation direct gasoline injection for the first time offering significant advantages in fuel economy also in practice.

The result of this combination, clearly, is a particularly thrilling rendition of efficient dynamics.

The power unit of the BMW 335i Coupé develops its maximum torque of 400 Newton-metres or 295 lb-ft at just 1,300 rpm, providing its power and performance much more spontaneously than a conventional turbocharged engine and revving up smoothly and consistently all the way to 7,000 rpm. On the road, this means impressive acceleration from 0–100 km/h in just 5.5 seconds, with top speed of the 335i Coupé being limited electronically to 250 km/h or 155 mph.

Despite this outstanding power and performance, the new top-of-the-range engine within the straight-six model series also offers equally outstanding all-round economy: In the EU composite test cycle, the BMW 335i Coupé consumes just 9.5 litres of premium fuel for 100 kilometres, equal to 29.7 mpg Imp. This efficiency is attributable, first, to the low weight of the entire engine, the Twin Turbo six-cylinder weighing some 70 kilos or 154 lb less than an eight-cylinder with comparable power. The second factor is High-Precision Injection allowing unprecedented economy in the consumption of fuel. Innovative piezo-injectors positioned right in the middle between the valves in the cylinder head ensure consistent and exactly metered fuel injection in every situation for a high degree of efficiency with superior fuel economy also in everyday traffic.

Optimised weight, more power.

The two normal-aspiration six-cylinders available in the new BMW 3 Series Coupé right from the start upon introduction of the car also offer an optimised balance of power, weight, and fuel economy:

The power unit featured in the BMW 330i Coupé now develops maximum output of 200 kW/272 hp and peak torque of 315 Newton-metres or 232 lb-ft. Acceleration to 100 km/h comes in 6.1 seconds and top speed is again limited electronically to 250 km/h or 155 mph.

This impressive performance and the car's superior refinement are supplemented by a new record level of efficiency in the 3.0-litre normal-aspiration power unit: Averaging fuel consumption of just 8.8 litres in the EU test cycle, equivalent to 32.1 mpg Imp, the new BMW 330i Coupé is approximately 12 per cent more fuel efficient than its predecessor.

The use of magnesium on the crankcase, bedplate and cylinder head cover, together with the lightweight crankshafts, serves to significantly reduce the weight of the engine as such. Further advantages in efficiency are provided, *inter alia*, by fully variable VALVETRONIC valve management.

Both of these improvements are also featured on the 2.5-litre straight-six: Developing maximum output of 160 kW/218 hp and peak torque of 250 Newton-metres or 184 lb-ft, this engine gives the BMW 325i Coupé equally superior performance on the road. Acceleration to 100 km/h comes in 6.9 seconds; top speed is 247 km/h or 153 mph. And to substantiate the car's supreme efficiency also in this performance class, average fuel consumption under the EU standard is just 8.4 litres/100 kilometres, equal to 33.6 mpg Imp.

Diesel engines in the Coupé – more attractive than ever before.

Again, diesel engine technology offers a highly tempting and attractive alternative also on the new BMW 3 Series Coupé. And so the BMW 335d Coupé and the BMW 330d Coupé have two truly outstanding power units featured in the new car: powerful, economical, and naturally boasting a particulate filter as standard.

Particularly the BMW 335d Coupé offers outstanding superlatives in this context, the world's most dynamic six-cylinder diesel giving the car power and performance truly unique in this segment: Maximum output of the 3.0-litre straight-six diesel with Variable Twin Turbo technology is an impressive 210 kW/286 hp. Peak torque, in turn, is 580 Newton-metres or 427 lb-ft at just 1,750 rpm. And with maximum output coming at 4,400 rpm, the engine revs up smoothly all the way to 5,000 rpm.

This smooth and consistent surge of power naturally means dynamic acceleration on the road: From a standstill, the BMW 335d Coupé accelerates to 100 km/h in just 6.1 seconds, with top speed limited electronically to 250 km/h or 155 mph. Fuel economy in BMW's most powerful six-cylinder diesel is nevertheless very modest, amounting to just 7.5 litres of diesel fuel for 100 kilometres in the EU test cycle (equal to 37.7 mpg Imp).

As a result, this engine also clearly underlines the principle of BMW Efficient Dynamics, displaying the significant advantages it is able to provide. This superiority is attributable, first, to two-stage turbocharging with a small turbocharger cutting in first at low engine speeds and then followed at higher speeds by a large turbocharger and, second, by third-generation common-rail fuel injection incorporating piezo-injectors for a rapid and finely-metered supply of fuel and air.

Yet a further outstanding feature is that the power unit of the BMW 335d Coupé is the first all-aluminium diesel engine in its performance class. With weight reduced to 208 kilos or 459 lb, this benefits both the agility of the car as such as well as its all-round economy.

Developing maximum output of 170 kW/231 hp, the second version of the 3.0-litre straight-six diesel also offers a standard of performance most appropriate for a sporting two-seater. Maximum torque of 500 Newton-metres or 369 lb-ft, at any rate, guarantees a level of power and performance simply predestined for dynamic driving pleasure at all times. Acceleration from 0–100 km/h in 6.6 seconds confirms the sporting character of this diesel just as impressively as the car's top speed limited to 250 km/h or 155 mph. And featuring a new turbocharger together with the latest generation of common-rail fuel injection, the power unit of the BMW 330d Coupé enters a new world also in terms of economy, with average fuel consumption in the EU test cycle of just 6.5 litres/100 km (equal to 43.5 mpg Imp).

Offering the sports driver either manual or automatic transmission.

As an alternative to the six-speed manual gearbox featured as standard, the new BMW 3 Series Coupé is also available with particularly fast and responsive automatic transmission, which is standard on the BMW 335d Coupé. Featuring a highly effective hydraulic control unit, a new torque converter and extremely efficient control software, the newly developed six-speed automatic transmission ensures particularly fast and dynamic acceleration at virtually all speeds, shifting gears with a response time of only 100 milliseconds, regardless of whether the transmission has to shift down one or several gears in the process.

Selecting exactly the right gear in each case, the new automatic transmission also enhances fuel economy with the car driving at a smooth, consistent speed, while at the same time giving the driver the option to shift gears manually as desired. This option is provided by paddles on the steering wheel making the manual gearshift a truly dynamic and sporting experience.

Modern suspension technology for maximum precision.

The sheer power of the engine is matched in the new BMW 3 Series Coupé by equally superior transmission of this power to the road. Standard drive with the engine at the front and the drive wheels at the rear ensures maximum agility, directional stability, and safe handling at all times and within the entire speed range. Boasting a double-joint tiebar axle made largely of aluminium at the front and further enhanced by spring struts, as well as a five-arm axle at the rear, the new BMW 3 Series Coupé offers the most modern suspension currently available in its class. The low centre of gravity, excellent front-to-rear weight balance, and the special set-up of the dampers also help to give this two-door performer truly impressive driving qualities.

Rack-and-pinion steering with hydraulic power assistance ensures supreme precision and exact feedback on road conditions. And with the power of the engine being conveyed to the rear wheels, the steering is not in any way affected by drive forces.

As an option the BMW 3 Series Coupé is available with Active Steering specially tailored to the car: Depending on driving conditions, the driver is able to keep steering forces and the effort required to a minimum while remaining precisely on course without the slightest problem at high speeds.

The BMW 3 Series Coupé comes as standard with a high-performance brake system, the extra-large brake discs requiring the use of 17-inch wheels. The advantages on the road are superior stopping power, fading-free brake qualities, and wear reduced to a minimum. BMW is indeed the world's first car maker to fit its models with a continuous, ongoing wear indicator providing exact information on all times on the brake pads and their current condition.

DSC with enhanced functions for extra safety and dynamics.

In its superior efficiency, the brake system is supported by DSC Dynamic Stability Control with innovative functions of particular interest. Indeed, this latest generation of DSC not only performs the ABS brake control function and maintains the car's stability on slippery surfaces by intervening in the brakes, but also compensates any decrease in deceleration as a result of extremely high brake temperatures. The regular Dry Braking function serves furthermore to ensure optimum brake power also in the wet, Brake Standby preparing the brakes for immediate use whenever required. Should the need

for deceleration and stopping power be particularly great, DBC Dynamic Brake Control maximises brake pressure. CBC Cornering Brake Control counteracts any undesired swerving or spinning motion of the car when applying the brakes slightly in a bend. And in conjunction with Active Steering, finally, DSC ensures fast and precise steering control also on surfaces with varying frictional coefficients, thus providing additional stability whenever necessary.

On loose, slippery surfaces, integrated ASC stability control guarantees optimised traction, while DTC Dynamic Traction Control moves up the thresholds for DSC brake intervention, enabling the driver to set out and pick up speed smoothly and consistently also, say, on loose snow with the drive wheels slightly spinning.

DTC also helps to provide a particularly sporting and active style of motoring, allowing light spin on the drive wheels and thus enabling the driver to take bends in a controlled drift. And last but certainly not least, the driver of the new BMW 3 Series Coupé has the option to fully deactivate DSC whenever he wishes.

Intelligent xDrive all-wheel-drive system for the 3 Series Coupé.

For the first time, the new BMW 3 Series Coupé is available with BMW's intelligent xDrive all-wheel-drive system. As an alternative to standard drive, this superior all-wheel-drive technology offers even better traction and driving stability on slippery or loose surfaces. Electronically controlled, variable distribution of drive forces front-to-rear not only optimises the transmission of power on roads with a low frictional coefficient, but also enhances the car's driving dynamics by counteracting any trend towards over- or understeer.

The new BMW 3 Series Coupé comes as standard on 17-inch light-alloy rims combined with 225/45 R 17 runflat tyres. A further feature is BMW's tyre defect indicator permanently monitoring air pressure and warning the driver once the level of pressure drops more than 30 per cent beneath the ideal figure.

Ultra-modern body structure: less weight, more safety.

The intelligent combination of innovative and proven materials plus modern production technology gives the new BMW 3 Series Coupé a particularly light but very stable bodyshell approximately 10 kilos or 22 lb lighter than the bodyshell on the Sedan. The use of innovative plastic side panels on the Coupé, in turn, also helps to optimise the weight of the car at the front end as a particular advantage in terms of enhanced driving dynamics: Compared with conventional steel components, the front panels are approximately 50 per cent lighter.

Production processes have also become more straightforward through the development of this new material, the new front side panels, unlike plastic components in the past, no longer requiring separate application of the paintwork and separate assembly after having been painted. Instead, they can go through the standard painting process together with the entire bodyshell of the car, since, through their enhanced thermal and geometrical consistency as well as optimised expansion and uptake of moisture, the painted side panels also look exactly the same as conventional steel components after completion of the car.

New production processes are also used for the car's steel components, the B-pillars on the Coupé being reinforced for the first time by ultra-high-strength steel tubes made in a process of thermal forming. Interacting with the doors, the seats and the instrument panel bulkhead between the A-pillars, these tubes again serve to ensure maximum stability.

Yet another "strong" point is that forces acting on the car in a side-on collision are conveyed via the floorpan to the other side of the vehicle. The support holding the bulkhead in place, to present yet another example, is made of innovative, particularly strong multi-phase steel.

Maximum occupant safety in a head-on collision is provided, *inter alia*, by dynamic deformation zones in the front end of the car. Longitudinal support bars, specific reinforcements as well as the strong finish of the luggage compartment floor, rear panel and side panels, finally, serve to minimise the consequences of a rear-end collision.

All-round occupant protection.

Through their carefully conceived arrangement and appropriate dimensions, the load-bearing structures, crash boxes and deformation zones effectively protect the passenger cell from impact energy. Within the interior itself, carefully interacting restraint and safety systems masterminded by one central safety unit ensure individual safety and protection for each of the car's occupants. The frontal, hip, thorax and curtain head airbags, belt latch tensioners and belt force limiters are all activated by sensor-controlled safety electronics as a function of the type and severity of a collision.

In the interest of safe driving at night, the new BMW 3 Series Coupé comes as standard with bi-xenon headlights, with the adaptive headlight and turning light functions available as options. Through the striking looks of their light rods, the rear lights also ensure superior safety in the dark. Two-stage adaptive brake lights, in turn, help to prevent the risk of collisions from behind: In the event of a particularly forceful braking manoeuvre, the adaptive brake lights come on over a larger area, encouraging drivers following from behind through the larger and brighter brake lights to apply their brakes all-out as well.

Four seats, lots of space: the interior.

Considering its engine output and dynamic qualities, the new BMW 3 Series Coupé appeals above all to the sporting and active motorist. Still, the driving pleasure the car has to offer is a truly outstanding experience not only for the driver himself, but also for up to three passengers accompanying the man – or woman – at the wheel. For the new BMW 3 Series Coupé is conceived and designed as a genuine four-seater, offering ideal conditions for relaxed travelling in style on all seats.

The centre console extending all the way back to the rear subdivides the rear seats bench into two independent, separate seats offering passengers generous headroom and freedom of movement in general thanks to the low-slung seat position. Access to the two rear seats is facilitated by the comfort entry function on the front seats. The backrest release lever for the front seats is positioned at exactly the right ergonomic point at the top on the outside of the seat backrests themselves.

Offering capacity of 440 litres or 15.4 cubic feet (430 litres/15.1 cubic feet on the BMW 335i Coupé), the luggage compartment sets yet another record in this segment. Substantial capacity is also provided by the folding storage boxes in the inner door panels. Indeed, this special feature provided for the first time in the new BMW 3 Series Coupé allows the driver and his passengers to take along their belongings in appropriate privacy, kept appropriately out of the way of prying eyes looking in from outside.

An innovation for extra comfort: automatic seat belt feed.

The front seats in the BMW 3 Series Coupé also ensure superior comfort on long distances and excellent side support on winding roads and in dynamic bends. And using the seat belts is facilitated to an even higher standard by the newly developed belt feed units literally handing the belts over to the driver and front passenger once they have closed the doors and the driver has inserted the wireless key into the box opening to the right of the steering wheel. With the belts themselves being housed within the B-pillars moved far to the back in typical coupé style, the belt feed unit is geared in its function to the seat occupancy detector, meaning that the two belt feed units are only activated when the front passenger's seat is also occupied. And with the belt feed units being housed conveniently within the side panels when not in use, they do not in any way disturb the overall, harmonious appearance of the interior.

The door openers, grab handles, gearshift lever bracket and air vent adjuster, as well as the trim rings in the leather sports steering wheel featured as standard, all come in a special Pearl Grey chrome surface developed specifically for the new BMW 3 Series Coupé – and the same colour is also featured on the starter button trim.

In both the petrol and diesel models, all the driver has to do is press this button to start the engine. The design of the cockpit as such also accentuates the sporting and driver-oriented character of the Coupé, the driver's eyes immediately focusing on the speedometer and rev counter extending up to 280 km/h or 175 mph and, respectively, 8,000 rpm on the BMW 335i Coupé (and 260 km/h or 160 mph and, respectively, 7,500 rpm on the other models).

Individual and exclusive features.

Offering a wide range of safety and comfort features, the BMW 3 Series Coupé makes even the shortest trip an outstanding experience in pleasure. Numerous customisation options also give the driver the opportunity to tailor his or her car to his personal wishes. Supplementing the wide range of standard equipment, therefore, the new BMW 3 Series Coupé is available with a large number of high-tech solutions for audio, navigation, and telematics purposes, features originally developed strictly for the luxury performance car and now making their way into this segment. Again, this clearly underlines the exclusive character of the new BMW 3 Series Coupé.

2. Concept: Aesthetic Looks, Driving Pleasure, Individual Style.



- **Unique body design with a particularly sporting and elegant touch.**
- **Dynamic performance and fascinating technology: the new Twin Turbo six-cylinder.**
- **Four seats, exclusive features, driver-oriented cockpit.**

The new BMW 3 Series Coupé is quite simply fascinating at first sight and convincing forever after. The entire drivetrain combines supreme performance with surprisingly good efficiency, the chassis and suspension converts superior engine power safely and athletically into dynamic performance on the road. Hence, the new BMW 3 Series offers ideal conditions in every respect for sheer driving pleasure of the highest standard.

The unique class, style and position of BMW's new two-door model is clearly recognisable at first sight and is confirmed by each and every detail at second sight. Apart from the fundamental design of the car and its flowing lines from front to rear, the structure and design of the rear lights, and the unique ambience of the interior, even the rear-view mirrors have been specially developed for this distinctive Coupé. Hence, these optical highlights are just as unique as the very character of this elegant four-seater.

The new BMW 3 Series Coupé combines exceptional driving pleasure with equally elegant and unmistakable design, demonstrating a particularly high standard of self-confidence in a particularly tasteful manner.

Dynamic performance breeds fascinating thrill.

Particularly the top-of-the-range engine in the new BMW 3 Series Coupé offers a truly unique touch and a fascinating experience on the road: The BMW 335i Coupé proudly features BMW's first turbocharged petrol engine after many years of abstention from this technology. And indeed, this is the world's first straight-six with Twin Turbo technology, High-Precision Injection, and an all-aluminium crankcase – a truly exceptional engine for an equally exceptional car.

Developing maximum output of 225 kW/306 hp, this unique power unit offers a number of benefits in a combination never seen before. In its running smoothness and fast-revving response, it is typical of a BMW straight-six. But at the same time it is lighter than other engines in its performance class. Power is developed far more spontaneously than in a conventional turbocharged engine, with the new power unit revving up dynamically all the way to 7,100 rpm.

At the same time High-Precision Injection makes the new top-of-the-range power unit within BMW's straight-six series particularly fuel-efficient.

Indeed, this second generation of direct gasoline injection ensures uniquely precise dosage of fuel and gives the BMW 335i Coupé a level of efficiency quite outstanding in its performance class.

The new BMW 3 Series Coupé has everything it takes to bring out all the qualities of this new drive unit in a particularly convincing way. For like the engine itself, the new car as a whole arouses new passion in dynamic motoring and offers substantial product features at the same time. The result is a truly perfect blend of outstanding performance, on the one hand, and supreme efficiency and motoring refinement, on the other – a perfect combination of supreme driving dynamics, sophisticated elegance, and supreme quality.

Tailored to the individualist.

The coupé has a long tradition with BMW. As early as in the '30s of the last century, the Company created the BMW 327, a two-door model legendary to this day. As a particularly sporting grand tourer boasting two doors and a fixed roof, the coupé was highly appreciated even back then. And this appreciation of such outstanding features persists to this very day, the lines of every BMW coupé being characterised in all cases by a long front end and the roof sloping down gently to the rear.

Contrary to a thoroughbred sports car, the typical coupé offers ample space for more than two occupants and provides a separate luggage compartment for sufficient baggage and anything else the driver and his passengers would like to take along. While in its original meaning the term "coupé" simply means a body cut off at the rear, the real meaning of the word goes a lot further: the ideal coupé is a car literally tailored to the mobile individualist – and this certainly applies to the new BMW 3 Series Coupé. After all, the wide range of paintwork colours, interior features and upholstery options alone allows no less than 1,167 different combinations of features and colours for the truly discerning individualist.

The Coupé paving the way for enhanced dynamics.

Conceived and built as a comfortable 2 + 2-seater, the new BMW 3 Series Coupé continues BMW's line of sporting grand tourers. Enjoying individual seats separated by a centre console, the passengers at the rear are also pampered by all the amenities of a generously appointed, high-quality interior.

The most attractive seat, however, is without doubt the driver's seat tailored to the driver even more than in the Sedan or Touring: From the particular arrangement of the controls all the way to the position of the instruments, the entire dashboard serves above all to give the driver and his passengers Sheer Driving Pleasure of the highest standard.

The introduction of the new straight-six power unit with Twin Turbo and High-Precision Injection in the new BMW 3 Series Coupé also follows a proven tradition, since BMW has always seen the development of a Coupé as a major move in opening up new dimensions in driving dynamics. Hence, particularly powerful engines and new suspension systems regularly make their debut in a BMW coupé – and the new BMW 3 Series Coupé impressively continues this strategy with its innovative Twin Turbo power unit.

Choosing a coupé – a choice full of conviction.

The new BMW 3 Series Coupé is conceived particularly for the driver consciously choosing a sporting and active style of motoring, but who at the same time appreciates stylish looks, supreme quality, and a refined appearance in everyday traffic. Precisely these are the features offered by BMW's two-door 3 Series, ensuring a standard of exclusivity neither a Sedan or Touring, a Convertible or a Sports Activity Vehicle is able to provide. Market analyses clearly show that the coupé driver has a very clear concept of the features his car should offer. These drivers consciously opt for a coupé since this is the only kind of car able to give them their preferred combination of dynamic performance, superior function, attractive elegance, and individual style.

As a modern interpretation of a traditional car concept, the new BMW 3 Series Coupé is one thing in particular: it is a very special, a truly unique car. More than its predecessors, it stands out most clearly through its distinctive design from its Sedan counterpart, more impressively than ever before it allows the driver to enter new dimensions in driving dynamics. And in the process the new BMW 3 Series Coupé combines its active and optical qualities in a particularly refined manner, thus ranking alone as a unique performer in its segment.

3. Design: More Expressive, More Dynamic, More Different.



- **Classic Coupé lines with innovative design features.**
- **Clear BMW identity, unmistakable look.**
- **Characteristic design features to the last detail.**

Despite its close technical resemblance to the Sedan and Touring, the new BMW 3 Series Coupé is more unique, more distinctive in its design than ever before. From every angle, from all perspectives, the new two-door model stands out as a genuine BMW but also as a true individualist in every respect. In the design of its body, it is free of any boastful effects, but rather leaves behind a lasting impression of positive style and character. The overall appearance of the car is smooth and harmonious, with perfect proportions and maturity to the last detail. In a nutshell, therefore, the new BMW 3 Series Coupé offers powerful elegance in its most modern form.

With its long engine compartment lid, long and dynamic wheelbase, the passenger cell moved far to the rear, and the short body overhang at the front, the BMW 3 Series Coupé clearly demonstrates its dynamic orientation. Through the perfect balance of proportions alone, this sporting character is smoothly combined with elegance and a touch of lightness. The transition from the engine compartment to the low-slung A-pillars as well as the smooth and low roofline merging elegantly into the rear end of the car are all determined by this harmonious flow of lines and contours.

Superior aerodynamics.

Considering the aerodynamic qualities of the new BMW 3 Series Coupé, one clearly sees the close connection of the car's optical appearance and its dynamic driving potential. Right from the start in the early phases of design, the aerodynamic experts were able to exert a strong and important influence on the design of the front air dam, the side-sills, and rear section. Then, with the design process continuing, they specifically and carefully optimised the car's aerodynamic edges and contour lips. And last but certainly not least, the particularly smooth underfloor of the new Coupé also makes an important contribution to the favourable flow of air and pressure conditions.

Special aerodynamic improvements optimised to the highest standard have been developed for virtually every engine variant. So depending on the model, the drag coefficient of the new BMW 3 Series Coupé varies from $C_d = 0.28$ to $C_d = 0.30$.

Apart from the car's low level of air drag, the aerodynamic improvements also ensure an accurately directed flow of air for minimum lift both front and rear, both the good streamlining and lift forces reduced to a minimum benefiting the straight-ahead and lateral dynamics of the new BMW 3 Series Coupé. And last but not least, the special design and contours of the underfloor allow direct, appropriately controlled flow of air to components such as the brakes and exhaust system subjected to particularly high temperatures.

Sleek dynamics characterising the side-view of the new Coupé.

The optical impression of a coupé is characterised in particular by its side view. So it is only obvious that on the new BMW 3 Series Coupé the flowing silhouette of the car clearly spells out all the passion of dynamic motoring. The long wheelbase as well as the low roofline gently tapering into the rear end of the car characterise the sleek and stretched design of the 3 Series Coupé, while the large and voluminous wheel arches exude a touch of power and solidity. The entire body of the car, finally, shows a slight wedge look extending from the front end of the engine compartment lid all the way to the low rear end.

Apart from the car's proportions, particularly the shoulder, character and side-sill lines determine the strong impression of the new Coupé's optical effect. The shoulder line and character line flowing through the door handles extend all the way to the low-slung rear end of the car. With these lines being neither shortened nor interrupted, the beholder is able to follow the lines quickly and without any distraction from front to rear. The side-sill line at the bottom edge of the door is likewise continued in both the front and rear air dams, again helping to give the Coupé a sporting and sleek look.

Powerful lines for powerful tension.

Smooth, consistent interaction of the various lines again provides a dynamic impression of power and performance. While the shoulder line rises up slightly but consistently to the rear, offering an impression of superior elegance together with the flat roof line, the character line follows a long and stretched arch from the front wheel all the way to the rear lights. By contrast, the side-sill line rises up smoothly and gently to the rear, the gap between the character and sill-sill line thus becoming smaller towards the rear wheel arches. And it is precisely here that the powerful look of the wheel arches gives the character line a distinctive sign of tension and excitement both to the top and to the outside.

Precisely this interplay of lines and surfaces provides a striking three-dimensional effect guiding not only a lot of light, but also the eyes of the beholder straight towards the area around the rear wheels. And again, this effect is quite intentional, with the optical impression confirming the driving experience, rear-wheel drive serving as the source for outstanding dynamics also in the new BMW 3 Series Coupé.

Low-slung front end with clearly focusing headlights.

The front view of the car again stands out clearly from the Sedan and Touring, both the contours of the engine compartment and the design of the front air dam and headlights giving the new BMW 3 Series Coupé a low and sporting appearance. The headlights, in turn, extend far into the wheel arches, adding particular dynamism and momentum to the width of the car.

The powerdome arching above the drive unit is particularly muscular and impressive in its look, its lines following a dynamic curve extending all the way from the A-pillars to the outside of the low and dynamic BMW kidney grille.

The “kidney” itself, the typical sign of distinction to be admired on every BMW, stands out more upright than its surrounding areas. Interacting with the three-dimensional kidney frame, this creates a powerful, unique and highly distinctive graphic impression.

The headlight units on the new BMW 3 Series Coupé also show their clear, individual contours. Particularly dynamic and low-slung, the headlights at the top extend along one graphic line into the air intake. The engine compartment lid protrudes beyond the headlight units and the dual round headlights appear to be literally cut off at the top, creating the impression of strong, self-confident eyes gazing at the beholder.

Characteristic: corona rings for daytime illumination.

The new BMW 3 Series Coupé comes as standard with bi-xenon headlights – and at the same time the round headlight units feature corona rings serving as daytime driving lights. As a result, the new Coupé offers a particularly attractive solution to the requirement already imposed in many countries to switch on the headlights during the day. Indeed, these striking light rings make the new BMW 3 Series Coupé particularly easy to recognise also at dusk, with the car being clearly identifiable as a genuine BMW.

The design of the rear lights also ensures clear perception and individual looks. Integrated flush into the rear end and the side of the car, the rear light clusters are split up into two sections and extend all the way to the trunk lid. The character lines as seen from the side, in turn, continue into the outer surfaces of the rear lights.

LED-fed, horizontal light rods give the night design of the new BMW 3 Series Coupé a truly unmistakable look, similar to the corona rings in the headlights. As a result, the entire rear view is characterised by horizontal lines accentuating the wide track of the car as well as its low and sporting impression also from this perspective.

Door seams with dynamic contours.

Like its predecessor, the new BMW 3 Series Coupé once again comes with frameless door windows forming one optical unit with the rear side windows fitted in position.

With extra-large doors being the usual standard on a coupé, the new BMW 3 Series Coupé comes not only with such large doors, but also with distinctive door seams strongly accentuating the dynamic character and style of the car. These door seams extend from the lower edge of the window towards the rear wheel, interacting with the character line and then changing in direction by swinging to the front. At the bottom the door seams flow gently into the side-sill seams extending the visible impression of door length and thus additionally accentuating the sporting look of the car also from the rear.

“Hofmeister kick” in particularly attractive style.

Creating the new BMW 3 Series Coupé, BMW's designers sought to give the car a truly unique look harmonious all the way to the smallest detail. Precisely this is why the legendary “Hofmeister kick” swinging to the front at the bottom of the C-pillar is now rendered in a new, even more distinctive style, extending to the front into the shoulder line of the car at an even clearer and more distinctive angle.

To provide this flow of lines emphasising the dynamic look of the Coupé, the chrome trim in the side window surround is now made in one single piece, again substantiating the sophisticated style and value of the car. Similarly, the rear-view mirrors have also been created especially for the BMW 3 Series Coupé, their contours taking up the side lines of the car, with the mirrors harmonising smoothly with the vehicle's overall design.

Last but not least, this individual style is also borne out by the wide range of colours available, no less than six new paintwork colours marking the debut of the BMW 3 Series Coupé and its entry into the market.

Flowing lines also within the interior.

The emphasis on individual style, dynamic performance, and exclusive character continues throughout the interior of the car. Horizontal lines dominating the area around the instrument panel and the flowing surfaces extending from the centre console and side panels give the interior a light and, at the same time, dynamic touch. While the upper section of the instrument panel is angled towards the driver, the controls and instruments for air conditioning, audio and navigation purposes are also within optimum reach and direct vision from the front passenger's seat.

The side panels flow smoothly and consistently from front to rear, creating an overall contour extending from the dashboard at the front all the way to the backrests on the rear seats. The form and function of the centre console, in turn, is re-interpreted by the storage compartment between the rear seats, with light effects, carefully harmonised colours and diligent choice of materials in the new BMW 3 Series Coupé creating a unique ambience.

The light bar running along the inner door and side panels available as an option adds a particular touch of style and class: Sealed off at the top, this row of lights runs above the armrests from the door hinges all the way to the rear, providing a pleasant glow of warm, indirect light. Controls such as the door openers and gearshift lever are finished in particularly high-quality metal to provide exclusive flair not only through their looks, but also in their touch.

Exclusive upholstery and colour variants.

Given its low-slung roof and high-rising shoulder line, the BMW 3 Series Coupé comes with smaller window areas than its Sedan counterpart, thus reducing direct sunlight but creating new challenges in the design of the interior. Hence, the choice of colours for the interior and upholstery in the new BMW 3 Series Coupé not only has a significant influence on the ambience within the car, but also offers a wide range of options to customise the various features and highlights. Precisely this is why the upholstery, roof liner and other interior features are available in new colour schemes reserved exclusively to the BMW 3 Series Coupé. In particular, light colours within the interior accentuate the elegant style and character of this two-door performer, while a darker ambience allows the driver to highlight the sporting and dynamic character of his – or her – Coupé.

4. Power Unit: Dynamism and Motoring Refinement in Perfection.



- **Debut: straight-six with Twin Turbo and 225 kW/306 hp.**
- **Magnesium/aluminium power units in two power stages.**
- **Six-cylinder diesel with Variable Twin Turbo and piezo-injectors.**

Choosing a coupé is always a very emotional decision. And precisely this is why the BMW 3 Series Coupé arouses a feeling of thrilled enthusiasm, with the body of the car exuding a feel of forward-pushing dynamism and the drive unit fulfilling the expectations aroused in this way in a particularly convincing manner.

The new BMW 3 Series Coupé is entering the market from the start with a choice of no less than five straight-six power units – three petrol and two diesel engines. And the top-of-the-range BMW 335i Coupé is making its debut with nothing less than the world's first straight-six power unit with Twin Turbo, High-Precision Injection and an all-aluminium crankcase. As a result, this most powerful version within BMW's wide range of straight-six engines develops no less than 225 kW or 306 hp from 3.0 litres capacity.

Another highlight in engine technology boasted by the new BMW 3 Series Coupé is the most sporting and dynamic six-cylinder diesel in the world: This 3.0-litre power unit featuring Variable Twin Turbo (VTT) technology, piezo-injection and an all-aluminium crankcase develops an equally impressive 210 kW or 286 hp.

Maintaining the normal-aspiration engine concept, such a significant increase in power and performance would only have been possible by choosing a much larger engine, with a corresponding increase in weight and significant effects on the car's balance. By contrast, the use of turbocharger technology in conjunction with High-Precision Injection is a particularly efficient method for achieving even higher output and engine torque.

By comparison, the new straight-six Twin Turbo is approximately 70 kilos or 154 lb lighter than an equally powerful normal-aspiration eight-cylinder with 4.0 litres engine capacity. And at the same time the new power unit with High-Precision Injection offers approximately 10 per cent greater fuel economy than an equally powerful turbocharged engine with normal aspiration.

A fascinating example of efficient dynamics.

The new power unit is based on BMW's straight-six displacing 3.0 litres. The engine's outstanding qualities in terms of fast-revving performance and running smoothness are also borne out in full in combination with Twin Turbo technology ensuring optimum power and performance. And thanks to High-Precision Injection, the new engine is a particularly fascinating example of efficient all-round dynamics, the second-generation of direct gasoline injection enabling the Twin Turbo power unit to offer all its extra output and performance without a significant increase in fuel consumption.

The use of two turbochargers each supplying compressed air to three cylinders ensures a standard of spontaneity unprecedented in a turbocharged engine. The main advantage of the smaller turbocharger is its low level of inertia, even the slightest command by the driver pressing down the gas pedal serving to build up boost pressure immediately. In other words, this puts an end once and for all to the turbo "gap" so typical of a turbocharged engine so far, that is the time-lag passing until the turbocharger starts to build up extra power. On the road under practical conditions, therefore, the power and performance characteristics of the new turbocharged power unit are reminiscent of the power output provided by a much larger normal-aspiration engine.

Power and dynamics.

The engine reaches its peak torque of 400 Newton-metres or 295 lb-ft without any noticeable delay, maintaining this high level of torque consistently all the way from 1,300–5,000 rpm. And even that is not all, with the engine revving up smoothly all the way to the 7,000-rpm range. This offers the driver a particularly superior style of motoring dynamics, enabling him to complete even the fastest overtaking manoeuvres in relaxed style: The new BMW 335i Coupé accelerates from 0–100 km/h in just 5.5 seconds, with acceleration from 80–120 km/h in the car's second-highest gear taking an equally impressive 6.2 seconds.

This ongoing power continues unabated all the way to 250 km/h or 155 mph, where the speed of the car is limited electronically. Average fuel consumption under the EU standard, in turn, is just 9.5 litres of premium fuel/100 kilometres (equal to 29.7 mpg Imp), that is a consumption level very moderate for a car of this class and with this performance.

Retaining the normal-aspiration engine concept, such an increase in dynamism would only have been possible by significantly enlarging the engine, together with an increase in weight and corresponding effects on the car's balance. By contrast, the use of turbocharger technology in conjunction with High-Precision Injection is a particularly efficient method to achieve even more power and torque from the engine.

By comparison, the new Twin Turbo straight-six is approximately 70 kilos or 154 lb lighter than a similarly powerful eight-cylinder normal-aspiration engine displacing 4.0 litres. And benefiting from High-Precision Injection, the new power unit is approximately 10 per cent more fuel-efficient than an equally powerful turbocharged engine with normal aspiration.

Unique engine concept.

To combine a truly fascinating driving experience with appropriate fuel economy essential in this day and age, BMW is the world's first car maker to develop a straight-six power unit with Twin Turbo technology, second-generation direct gasoline injection, and an all-aluminium crankcase. Through its concept alone, the turbocharger technology chosen helps to reduce fuel consumption: With the turbines being made of special steel resistant to high temperatures and therefore able to cope with temperatures of up to 1,050 °C, there is no need for an increase in fuel supply providing a special cooling effect. And this means significant benefits in fuel economy, particularly at full load.

Substantial improvement of fuel economy also in everyday traffic.

The key function in reducing fuel consumption to an absolute minimum nevertheless lies in BMW's High-Precision Injection philosophy. This, quite simply, is because second-generation direct gasoline injection offers also in practice the greater expectations made of this technology in terms of fuel economy, without requiring any concessions in the engine's dynamic qualities.

High-Precision Injection allows more precise dosage of the fuel/air mixture as well as a higher compression ratio – ideal prerequisites for enhancing the engine's efficiency and significantly reducing fuel consumption. This is made possible by the piezo-injector placed in the middle between the valves, where this innovative injector opening up to the outside is able to distribute fuel very consistently and smoothly in a conical jet throughout the combustion chamber.

While BMW's Twin Turbo power unit with High-Precision Injection is making its world debut in the new BMW 3 Series Coupé, the six-cylinder normal-aspiration engines naturally also reflect the state of the art in drivetrain technology. Indeed, this applies in particular to the power unit in the BMW 330i Coupé, a model designation which has always been the epitome of exceptional dynamics in a particularly attractive overall package. And now, in its latest evolution, the 3.0-litre straight-six in the BMW 3 Series Coupé develops a substantial 200 kW/272 hp, plus maximum torque of 315 Newton-metres or 232 lb-ft.

The 3.0-litre normal-aspiration power unit: powerful and light thanks to magnesium.

The 3.0-litre normal-aspiration engine is not only more powerful than ever before, but also extremely efficient. And weighing just 161 kilos or 355 lb, it is also exceptionally light.

This low weight is attributable above all to the use of a new combination of materials: The crankcase of the engine is made up of a magnesium outer sleeve and an aluminium insert. The cylinder head cover and the bedplate are also made of extra-light magnesium, and lightweight camshafts developed especially for this 3.0-litre straight-six again serve to optimise the weight of the engine. Fully variable VALVETRONIC valve management and the electrical coolant pump operating on-demand (which means only when necessary) are further measures serving to enhance the efficiency of the engine.

In the way it develops its power and performance and in its refinement and running smoothness, BMW's normal-aspiration six-cylinder is the most sophisticated engine of its kind in the world. And like the Twin Turbo power unit, it is also a particularly fascinating example of efficient dynamics.

Compared with its predecessor bearing the same model designation, the new BMW 330i Coupé combines a significant increase in power and performance with a substantial improvement of all-round economy. Acceleration from 0–100 km/h, for example, comes in 6.1 seconds, with the car continuing to press forward dynamically until reaching its top speed limited electronically to 250 km/h or 155 mph. Average fuel consumption of 8.8 litres in the EU test cycle, equal to 32.1 mpg Imp, is 12 per cent better than on the former model, raising the new BMW 330i Coupé to a new level of efficiency.

Optimised power and performance also from 2.5 litres.

Choosing the third straight-six available in the new BMW 3 Series Coupé, the customer is able to enter the model range at a high level right from the start: Like its larger 3.0-litre counterpart, the 2.5-litre power unit in the BMW 325i Coupé boasts a magnesium/aluminium composite crankcase, infinitely variable VALVETRONIC valve management, and an electrically controlled coolant pump. And here again, the combination of all these innovations serves to optimise the engine's performance and efficiency.

The power unit in the new BMW 325i Coupé develops maximum output of 160 kW/218 hp and peak torque of 250 Newton-metres or 184 lb-ft.

This gives the car top speed of 247 km/h or 153 mph, plus acceleration from a standstill to 100 km/h in 6.9 seconds. Averaging fuel consumption of 8.4 litres/100 kilometres, equal to 33.6 mpg Imp, the new BMW 325i Coupé sets the standard in its class also in terms of fuel economy.

A further version of the 2.5-litre straight-six is available until further notice exclusively in Australia: Developing maximum output of 130 kW/177 hp, the drive unit in the BMW 323i Coupé again leaves behind a convincing impression of the qualities this engine principle has to offer.

Four-cylinder versions of the new Coupé may also be expected at a later point in time both in Germany and other markets, when the BMW 320i Coupé and, respectively, the BMW 320d Coupé take on the role of the entry-level models into the petrol and diesel series.

The diesel engine in the BMW 3 Series Coupé – now more attractive than ever before.

BMW has already made the diesel engine an extremely attractive alternative in the Coupé. Indeed, it was the predecessor to the new BMW 3 Series Coupé which, in diesel trim, made an essential contribution in overcoming any prejudice against such a combination. Thanks to their supreme dynamic potential, BMW's modern six-cylinder diesels are in fact able to raise the character of this new Coupé to an even higher level of class, refinement and performance. Offering fascinating torque and a high standard of free-revving motoring refinement, these state-of-the-art diesel engines combine sports motoring with superior all-round economy.

Given these well-known qualities, the harmonious combination of the new BMW 3 Series Coupé and diesel technology is hardly surprising any more. But this combination remains highly impressive all the same, particularly as the new B BMW 3 Series Coupé is available from the start with two by all means powerful and muscular straight-six diesels. Both engines feature turbocharging, the latest generation of common-rail fuel injection, an all-aluminium crankcase, and the most advanced particulate filters for effective management of exhaust gases.

The most sporting diesel in its class.

The BMW 335d Coupé offers a unique opportunity to experience the dynamic potential of diesel technology. Featuring the most powerful straight-six diesel in the world, the 210 kW/286 hp 3.0-litre with Variable Twin Turbo technology, the BMW 335d Coupé benefits, first, from a small turbocharger cutting in at low engine speeds and, subsequently, from a larger turbocharger building up its pressure once the driver requires more power. This principle introduced by BMW as the world's first manufacturer in series production guarantees fascinating power and performance in virtually every situation on the road.

The turbochargers in the power unit driving the BMW 335d Coupé feature newly developed blades delivering a particularly large volume of intake air into the compression stroke at all engine speeds. The engine builds up substantial charge pressure right from the start at low speeds, with the small turbocharger, thanks to its low inertia, starting off spontaneously and compressing intake air with maximum efficiency. Then, with engine speed increasing, the large turbocharger also cuts in. Initially it serves as a pre-compressor to maximise the effect of the small turbocharger, but then, starting at just 1,750 rpm, it helps to build up maximum torque of 580 Nm or 427 lb-ft. Maximum output, in turn, comes at 4400 rpm.

New engine electronics controlling the two-stage charge process.

The turbine control flap distributes the flow of exhaust gas variably to the two turbochargers. At high engine speeds of up to 5,000 rpm the large turbocharger serves as the primary boost unit, specially developed high-performance engine electronics precisely masterminding the process of transition and the interaction of the two turbochargers. This electronic control unit thus coordinates the entire system of turbines, the turbine control flap, bypass and wastegate as a function of the engine's operating conditions.

Referred to also as double-stage turbocharging, this system opens up the door to a level of power and performance only much larger engines were able to provide in the past. But even so, the 3.0-litre diesel offers all the supremacy so typical of a BMW straight-six, combining supreme motoring refinement with a fast-revving response never seen before in a diesel, and thus offering all the qualities particularly a sporting and ambitious driver will hope for in an engine of this class. And last but certainly not least, this new dimension of driving pleasure in the BMW 335d Coupé is teamed up with truly outstanding all-round economy.

Precise injection, low weight, maximum efficiency.

The new fuel injection system in BMW's straight-six diesel features compact and precisely controlled piezo-injectors. And at the same time fuel injection pressure increased to 1,600 bar ensures an even faster cylinder charge in the interest of enhanced performance. Particularly fine atomisation of fuel serves furthermore to optimise the entire combustion process, with the piezo-element in the injector operating very rapidly and with high precision, responding without delay to the electrical pulse triggering the injection process.

The opening angle of the jet needle is controlled with the same accuracy, providing maximum injection volume very quickly and thus allowing up to five injection processes in each operating cycle. The injection volume, in turn, is adjusted precisely to the power and performance required by the driver,

including optimised pre- and after-injection. As a result, BMW's engineers have succeeded not only in enhancing the all-round efficiency of the engine, but also in once again improving engine sound management and vibration behaviour of BMW's most powerful six-cylinder diesel.

Developing an all-aluminium crankcase, the engineers have reduced the weight of the engine to just 208 kilos or 459 lb – again a significant feature making the sports diesel particularly suitable for the new BMW 3 Series Coupé. This reduction of weight not only enhances the agility of the car as such, but also contributes to the high standard of all-round economy.

The performance and economy figures clearly confirm this progress on virtually every level, the BMW 335d Coupé accelerating to 100 km/h in just 6.1 seconds. Clearly, very ample power reserves are also available at higher engine speeds, the ongoing performance of the car finally being cut off gently by electronic control at a speed of 250 km/h or 155 mph.

In consideration of these dynamic driving qualities, the BMW 335d Coupé, with average fuel consumption of just 7.5 litres of diesel fuel for 100 kilometres (equal to 37.7 mpg Imp) in the EU test cycle, is a remarkably efficient car.

Increase in power and optimisation of weight also in BMW's second sports diesel.

BMW's second six-cylinder diesel also develops its superior power from 3.0 litres engine capacity, and likewise benefits from turbocharger technology, the latest generation of common-rail fuel injection, and an all-aluminium crankcase. Maximum output of 170 kW/231 hp and peak torque of 500 Nm or 369 lb-ft available at just 1,750 rpm clearly prove that this, too, is an extremely dynamic car. And indeed, the new BMW 330d Coupé offers a further significant improvement of performance and an even higher standard of efficiency versus its predecessor.

Fuel injection by means of piezo-injectors guarantees both a rapid and precisely controlled cylinder charge, while the reduction in weight by approximately 25 kilos or 55 lb has a direct effect both on the car's agility and all-round economy. Further important features characterising the engine of the new BMW 330d Coupé are the newly developed turbocharger with variable turbine geometry and electronically throttle butterflies.

The power unit of the BMW 330d Coupé comes as standard with a diesel particulate filter interacting with pre-catalysts close to the engine to not only absorb even the finest soot particles, but also reduce the emission of nitric oxide. As a result, this six-cylinder diesel once again not only offers enhanced output with a further improvement of fuel economy, but also has all the prerequisites for fulfilling even the strictest environmental standards in future.

More torque and muscle, greater efficiency.

The BMW 330d offers an even more convincing rendition of BMW's proven qualities in terms of sportiness and efficiency. Acceleration to 100 km/h comes in 6.6 seconds, top speed is limited electronically to 250 km/h or 155 mph.

Again, performance of this calibre places the new BMW 330d Coupé in the group of particularly dynamic two-door performers, while average fuel consumption of just 6.5 litres/100 kilometres or 43.5 mpg Imp in the EU test cycle sets a new standard also in terms of fuel economy.

5. Automatic Transmission: Fast, Responsive and Precise for Dynamic Driving Pleasure.



- **Reaction and shift times up to 50 per cent faster.**
- **Six gears, direct selection of gears, maximum efficiency.**
- **Innovative converter technology, high-performance software.**

All petrol and diesel versions of the new BMW 3 Series Coupé – with the exception of the 335d Coupé – come as standard with a six-speed manual gearbox. Despite the wide range of gear ratios between the lowest and highest gear, close increments between each gear enable the driver to shift smoothly and efficiently from one gear to another, maintaining engine speed at an optimum level. This guarantees both spontaneous and powerful acceleration as well as fuel economy optimised also at high speeds. The smooth and precise gearshift serves to facilitate a rapid change of gears in the interest of particularly dynamic acceleration.

Conveying engine power dynamically to the road.

The BMW 335d Coupé comes as standard with all-new six-speed automatic transmission optional on all the other models. More than ever before, this new transmission offers the high level of comfort rightly expected of such a transmission and ensures dynamic conversion of engine power into driving performance and motoring pleasure. An upgraded hydraulic system, an innovative torque converter, and significantly improved management software with a much higher level of performance not only ensure a more spontaneous response to every movement of the accelerator pedal, but also provide an extremely quick selection of gears.

As a result, reaction times of the automatic transmission in the new BMW 3 Series Coupé are down by approximately 40 per cent compared with conventional automatic transmission cars, with the actual gearshift times being almost halved. And thanks to direct transition to the appropriate gear level, shifting down by more than one gear does not take any longer than shifting just one gear. Last but certainly not least, the converter lock-up clutch remaining largely closed at most times ensures particularly dynamic development of power thanks to its direct connection to the engine.

The new version of BMW's six-speed automatic transmission promotes a sporting and active style of motoring in a truly unique manner. This begins with the sophisticated electronic management system permanently monitoring the position of the accelerator pedal and registering how hard the driver is

pressing down the pedal, determining in this way whether and how fast the driver wishes to accelerate. The control unit also monitors the car's current driving conditions by checking out road speed, engine speed and steering angle data. Indeed, the system even considers whether the car is currently driving uphill or downhill.

Applying this wide range of criteria, the electronic control unit using high-performance software determines which gear is currently most appropriate in order to fulfil the driver's requirements.

The driver expresses these requirements solely and exclusively through his foot on the accelerator pedal. When cruising along in relaxed style, with pressure on the gas pedal remaining consistent, the system always chooses the highest possible gear, ensuring that the BMW 3 Series Coupé maintains the highest level of fuel economy at all times. But at the same time the automatic transmission is always ready for any change in driving conditions, responding quickly and precisely to new demands and requirements, regardless of whether the driver is accelerating only gently or whether he pushes down the accelerator pedal quickly and with full force for really fast and dynamic acceleration.

Finding the right gear immediately.

Applying data on load and driving conditions and comparing these parameters with the forces acting on the gas pedal, the electronic control unit determines whether and to what extent the transmission should shift down to a lower gear. So depending on overall driving and engine load conditions, the transmission is able to shift back just as quickly either by one or several gears. The only criterion is how quickly the driver wishes to accelerate. The harder the driver presses down the gas pedal, the more dynamically the transmission will accelerate the car, immediately choosing the right gear for optimum acceleration.

This direct gear choice, as it is called, gives the automatic transmission its unique precision, without the need to look for the right gear in a time-consuming process possibly irritating the driver. Indeed, the transmission already determines the optimum gear while the accelerator pedal is still pressed fully down.

Reaction time shortened to 100 milliseconds.

The new six-speed automatic transmission in the BMW 3 Series Coupé sets new standards in terms of fast reaction. This exceptionally dynamic gearshift is borne out most clearly and impressively by the extreme requirement made by BMW's development engineers applying a kickdown signal at a road speed

of 70 km/h or 50 mph in sixth gear. Even under these circumstances, BMW expects the car to offer maximum acceleration – and precisely this is ensured immediately and spontaneously by the new automatic transmission reacting to the driver's commands in just 100 milliseconds. At the same time the transmission sends a positive power signal to the engine immediately revving up from approximately 1,400 to more than 5,000 rpm while the transmission shifts down just as quickly from sixth to second gear.

Shift times have also been halved compared with all conventional transmissions. In all, therefore, the car switches from a comfortable cruising mode to powerful acceleration within less than a second, offering supreme downshift performance quite impossible in the past with a commercially available automatic transmission.

Through its reaction times alone, the six-speed automatic transmission enters new dimensions the driver can hardly even perceive. All he feels, therefore, is the spontaneous response to his commands and the immediate acceleration of the car. And what remains in his mind is the superiority of the new six-speed automatic transmission in immediately providing supreme power and performance.

Directly connected to the engine.

The new six-speed automatic transmission in the BMW 3 Series Coupé offers an unusually dynamic driving experience – not just through its supreme spontaneity and precision, but also through its direct connection to the engine providing an even more direct feeling of the engine's power and performance.

To ensure this effect, the engine and automatic transmission communicate with one another more intensely than ever before. This direct contact is provided not only by electronic management and control, but also by the mechanical link joining the two units. The superior feeling of agility, in turn, results from new torque converter technology, the new torque converter avoiding unnecessary slip leading to a loss of power in nearly all driving situations.

The new torque converter is locked up immediately after the car has set off, six-speed automatic transmission thus providing a direct connection to the engine and giving the driver the same impression as with a manual gearbox ensuring a direct flow of power. Transmission of torsional vibration is prevented by two different technologies in order to set off any such transmission within the engine: The petrol engine versions of the BMW 3 Series Coupé feature a turbine torsion damper providing a harmonious connection between the engine and the drivetrain. The diesel engine in the BMW 330d Coupé, in turn, comes with a double-damper converter geared to the specific features and characteristics of this special power unit.

New software for an even faster gearshift.

One of the particular qualities of the new six-speed automatic transmission is its ability to shift down up to four gears without the slightest loss of time.

To achieve this rapid and spontaneous performance, the hydraulic system had to be upgraded to an even higher standard, the clutch required in each case being directly activated in the new automatic transmission of the BMW 3 Series Coupé. As a result, no additional time is required to "skip" a gear in the process of shifting up or down.

New, particularly sophisticated and functional software has been developed in order to provide the computer capacity required for choosing the optimum gear in each case.

Apart from improving the car's driving dynamics, all the innovations now introduced also enhance the efficiency of the drive system as a whole.

A fast gearshift when shifting up, direct selection of the appropriate gear and the almost complete absence of slip in the converter lock-up clutch provide advantages in fuel economy clearly noticeable also in everyday traffic.

And through its compact and light construction together with lower weight, the six-speed automatic transmission fulfils yet another criterion for efficient dynamics.

Offering qualities highly conducive to the dynamic character of the BMW 3 Series Coupé, the six-speed automatic transmission provides significantly greater strength and benefits than ever before. It allows gearshift and reaction times even the most skilled driver with lots of experience in shifting gears manually will hardly ever outperform.

Still, the fact remains that particularly the sporting and ambitious driver often wishes to shift gears by hand and keep everything under manual control.

Ready-to-go at all times: gearshift paddles on the steering wheel.

Whenever the driver wishes to control the sporting character of the power transmission himself, all he has to do in the new BMW 3 Series Coupé is to choose gears by means of paddles on the steering wheel. These paddles allow a particularly active style of motoring, with the driver shifting gears by hand and in a sequential process. The driver is therefore able to move from one gear to another very spontaneously, directly activating the paddles whenever he wishes as long as the selector lever is in position D.

Short response times significantly enhance the sheer pleasure of active motoring – and at the same time the position of the paddles on the steering wheel serve to enhance the car's standard of safety, allowing the driver to keep both hands on the steering wheel also when shifting manually.

Clearly, this enables the driver to concentrate fully on driving conditions and the traffic around him, focusing precisely on the course he is following and the optimum choice of gears.

6. Chassis and Suspension: Where Power becomes Performance.



- **Most advanced suspension through the entire segment.**
- **DSC with upgraded functions.**
- **High-performance brake system with permanent wear indicator.**

The new BMW 3 Series Coupé derives its fascinating supremacy from its unique ability to combine outstanding engine power and performance at all times with exclusive and elegant looks. And the same high standard has been applied in the development and set-up of the car's suspension, giving the new BMW 3 Series Coupé a level of agility quite unique even in this segment.

The driver and his passengers enjoy a particularly intense experience of this superior agility since the new BMW 3 Series Coupé not only offers a significantly higher standard of driving dynamics, but also features the most sophisticated suspension control and assistance system for supreme agility and safety in every situation, even when driving to the absolute limit. In a nutshell, the driver and his passengers enjoy superior safety at all speeds and at all times.

The new BMW 3 Series Coupé boasts the most sophisticated and demanding suspension in its class, very effective high-performance brakes, and the latest generation of BMW's DSC Dynamic Stability Control. Indeed, numerous innovative DSC functions promote both driving dynamics and safety in all situations on the road.

The most advanced suspension in the entire segment.

Featuring rear-wheel drive and 50:50 weight distribution front-to-rear, the new BMW 3 Series Coupé offers ideal qualities for optimum driving dynamics. The high-tech suspension, in turn, serves to perfectly convert the car's power and performance into supreme driving pleasure. Featuring a double-joint tiebar spring-strut axle at the front made largely of aluminium and a five-arm axle at the rear, the new BMW 3 Series Coupé has the currently most advanced and sophisticated suspension of all cars in its class. Specific reinforcements on the underfloor of the car help to provide optimum stiffness. Together with the low centre of gravity of the body and the specific set-up of the dampers, this contributes in particular to the active driving qualities of BMW's new Coupé. Rack-and-pinion steering ultra-precise at all times and free of any drive forces thanks to the transmission of power to the rear wheels ensures a high standard of directional accuracy and precise feedback on road conditions.

Active Steering for extra precision and comfort.

The new BMW 3 Series Coupé comes as an option with BMW's innovative Active Steering. In a special version tailored specifically to this model, Active Steering varies the steering transmission ratio, steering angle and steering assistance as a function of driving conditions and road speed.

The wheel position required in each case is controlled by a planetary gearbox integrated in the steering column and a variable electric motor.

At high speeds on the *Autobahn*, to mention just one example, Active Steering reduces the steering angle of the front wheels and makes it much easier for the driver to remain precisely on track, with particularly safe and precise steering commands.

At medium and low speeds, on the other hand, Active Steering not only increases steering assistance, but also adjusts the steering transmission ratio to current requirements, enabling the driver to maintain supreme steering precision in his BMW 3 Series Coupé even on winding and very demanding country roads. Whenever the wheels are turned to a greater angle, for example when parking or manoeuvring in confined spaces, Active Steering offers the driver effortless comfort and smooth superiority, enabling him to manoeuvre into and out of confined parking spaces, for example, with any effort reduced to a minimum.

A further important feature is that Active Steering on the new BMW 3 Series Coupé is directly networked to DSC Dynamic Stability Control, thus helping to correct the steering angle of the front wheels whenever required to stabilise the car. The information required for this purpose is provided by the DSC sensors.

This function serves, *inter alia*, to counteract understeer in dynamic bends even before DSC stability control is required to intervene in the brakes or engine management.

The brakes – powerful and free of fading.

The high-performance brakes running on 17-inch wheels required to accommodate the larger brake discs ensure excellent stopping power and acceleration with minimum fading. Indeed, the brakes are further enhanced in their efficiency by various innovative functions now integrated in DSC Dynamic Stability Control: The latest generation of DSC on the BMW 3 Series Coupé not only masterminds the ABS anti-lock function, but also ensures enhanced stability on slippery surfaces by intervening in the appropriate wheel brakes.

A further point is that DSC sets off any drop in stopping power under extremely high brake temperatures by an appropriate increase in brake pressure.

This maintains the full effect of the brakes even under the highest loads, without requiring the driver to exert higher pressure on the brake pedal or press down the pedal any further.

DSC with innovative additional functions.

Pre-loading the brake pads enhances brake readiness in situations expected to require immediate deceleration. Regular Dry Braking optimises brake power under wet conditions, while DBC Dynamic Brake Control automatically maximises brake pressure whenever the driver needs particularly powerful deceleration. The Soft-Stop function, in turn, prevents the car from coming to a standstill with a sudden jolt when braking, and Set-Off Assistance prevents the car from rolling back on an uphill gradient.

Yet a further highlight of DSC Dynamic Stability Control is BMW's CBC Cornering Brake Control preventing the car from swerving when the driver applies the brakes slightly in a bend.

In combination with Active Steering, DSC ensures additional stability not only in bends, but also when applying the brakes on surfaces varying in their frictional coefficient. So where otherwise the driver is required to intervene manually in the steering, this is now done quickly and precisely by the Active Steering itself.

Continuous brake pad wear display.

Yet another innovative feature offered by BMW as the first car maker in the world is the continuous brake wear display providing information at all times on the current condition of the brake pads. With sensors permanently monitoring the condition of the brake pads also on the new BMW 3 Series Coupé, the data obtained in this way allows the control unit to calculate the mileage still remaining until the brake pads have to be replaced, with appropriate information being presented to the driver in the cockpit display. This ensures preventive action for optimum brake power at all times and avoids the need for unnecessary service and maintenance.

Integrated ASC Automatic Stability Control serves to optimise traction by applying the brakes on the drive wheels when spinning and thus controlling wheel spin on loose ground. Activation of the DTC Dynamic Traction Control mode raises the response thresholds for intervention of the brakes, enabling the driver of a BMW 3 Series Coupé to set off smoothly on, say, loose snow with the drive wheels slightly spinning.

DTC also supports a particularly sporting and active style of motoring: Once activated, DTC allows slight, easily controllable slip on the drive wheels also on a dry surface, enabling the ambitious driver to enjoy all the advantages of a controlled power slide in sporting bends in the new BMW 3 Series Coupé.

A final point is that DSC may be fully deactivated by the driver in the new BMW 3 Series Coupé whenever he wishes.

The new BMW 3 Series Coupé comes as standard on light-alloy wheels running on 225/45 R 17 tyres. These tyres have runflat qualities, allowing the driver to continue for up to 250 kilometres or 155 miles even on a completely empty tyre. Yet a further feature is the tyre defect indicator permanently monitoring air pressure within the tyres and giving the driver a clear warning as soon as pressure drops more than 30 per cent below the ideal level.

Cruise control with brake function and ACC.

Cruise control available as an option in the new BMW 3 Series Coupé in two variants ensures additional comfort for travelling in style. Both of these cruise control options offer additional functions over and above the usual standard provided by conventional cruise control: Cruise control with a brake function is able to maintain the speed set by the driver consistently also when driving downhill. And should the driver choose a speed on the control lever lower than the current speed of the car, the system will apply the brakes to reduce road speed to the new level. On cars with a manual gearbox the driver is even able to shift gears without deactivating the function – and moving the control lever he can change his desired speed without even being required to press down the gas or brake pedal. All the driver has to do in this case is press the control lever a bit longer to the front in order to accelerate in specific, predetermined steps, while pulling the brake back he will reduce his road speed step-by-step.

ACC Active Cruise Control gives the driver an even higher level of support and comfort. The additional feature in this case is automatic distance control allowing the driver to cruise along in style on the motorway or country roads, without having to intervene. In this process the driver is able to choose among four distance levels, ACC automatically but carefully adjusting the speed of the Coupé to traffic conditions whenever the car drops below the distance to the vehicle ahead set by the driver in advance. Then, as soon as the lane ahead is free again, ACC raises the speed level to the velocity originally entered.

Features of this kind and quality ensure stress-free cruising in the BMW 3 Series Coupé in particular style and comfort. And even with ACC fully active, the driver is able to control the speed of his car at any time simply by pressing down the accelerator or applying the brakes.

7. All-Wheel Drive: BMW xDrive in the Coupé: a Perfect Match of Driving Dynamics and Safety.



- **First coupé with BMW's intelligent xDrive all-wheel-drive system.**
- **Proactive control for enhanced driving dynamics.**
- **Fully variable power distribution for maximum traction.**

Standard drive with the engine upfront and the drive wheels at the rear guarantees superior performance and maximum driving pleasure also in the new BMW 3 Series Coupé. Fitted lengthwise at the front, the straight-six power units convey their superior output to the rear wheels via either a manual gearbox or an automatic transmission, the superior power provided by the engines being converted particularly effectively and without any loss of dynamism into supreme traction on the road.

To add further benefits in traction to this fascinating driving experience, the new BMW 3 Series Coupé is available not only with standard wheel drive, but also, as a particularly interesting alternative, with BMW's "intelligent" xDrive all-wheel-drive system. Masterminded by an electronic brain, this sophisticated all-wheel drive distributes the power developed by the engine variably between the front and rear axle, enhancing safe and stable transmission of power on slippery surfaces as well as roads with a varying frictional coefficient. And last but certainly not least, xDrive also enhances the agility of the new BMW 3 Series Coupé under dynamic driving conditions.

BMW xDrive is a standard feature on BMW's Sports Activity Vehicles, and is optional on the Sedan and Touring models of both the BMW 5 and 3 Series. And now xDrive comes for the first time also on a BMW Coupé. Indeed, this combination is particularly attractive and consistent, with xDrive promoting not only traction, but also driving stability, safety, and driving dynamics. So in the BMW 3 Series Coupé all-wheel drive enriches the fascinating driving experience offered by the two-door model by yet another element of pleasure and perfection.

Drive power going to where it is needed.

Featuring an electronically controlled multiple-plate clutch in its power divider, BMW xDrive responds with unusual speed and unique flexibility to changes in driving conditions. Almost instantaneously, drive power is supplied to where it is needed most.

The power divider is flanged in compact arrangement directly on to the manual gearbox or automatic transmission at the rear, feeding drive forces first through a rigid shaft to the rear axle. This main shaft incorporates the electronically controlled multiple-plate clutch diverting a specific share in the engine's drive power through a by-shaft to the front axle whenever required. This enables xDrive to share out engine power infinitely and variably between the front and rear axles, in an extreme case even connecting the two axles firmly to one another or disconnecting them completely.

Under normal driving conditions the BMW 3 Series Coupé retains its typical driving impression also when fitted with xDrive, thus focusing above all on the rear axle conveying more than 60 per cent of the engine's power to the road. But at the same time xDrive permanently monitors the stability of the car, intervening whenever necessary by changing the distribution of drive forces in the interest of additional safety and optimum dynamics. And while conventional all-wheel drive only responds once the wheels have started to spin, xDrive anticipates spin in advance, withdrawing drive power from the wheel involved and feeding power instead to the wheels with more grip.

Networked communication for determining wheel slip before it even occurs.

To provide this function, xDrive is directly networked with the car's DSC Dynamic Stability Control. Hence, the DSC sensors give xDrive all the data required for permanently monitoring driving conditions. Networked in this manner, xDrive serves as a proactive control and safety system determining in advance what is now about to happen.

To anticipate an upcoming situation in advance, the system uses information from both the accelerator pedal and from DSC Dynamic Stability Control. The yaw rate sensor, for example, is able to determine rotational movement of the Coupé while a steering angle sensor monitors the position and lock of the steering wheel. Applying information from the wheel sensors on the speed of the car as well as lateral acceleration, and taking engine data into account, xDrive is able to determine the current driving conditions at all times, even anticipating any upcoming change affecting the car. In the process the system even considers differences in speed between the front and rear wheels, differences in wheel circumference, or clutch wear.

The optimum clutch force in each situation is set via the power divider control unit, the actuator and multiple-plate clutch, then being allocated to each axle in order to provide exactly the right drive forces required for maximum and safe traction at all times. Despite the complex calculations required for this purpose, the distribution of torque is a high-speed, instantaneous process requiring just 100 milliseconds even for the maximum change in power distribution.

Preventing over- or understeer right from the start.

Offering these qualities, all-wheel drive in the BMW 3 Series Coupé improves not only the car's traction, but also its driving dynamics. In a bend xDrive reduces the usual under- or oversteer by quickly and sensitively distributing drive forces between the front and rear axles. And should the BMW 3 Series Coupé start to oversteer in a bend, with the rear end of the car moving out, xDrive closes the multiple-plate clutch even further and thus feeds extra power to the front wheels. This allows the rear wheels to once again build up higher lateral forces and stabilises the car in the process.

Combined with DSC Dynamic Stability Control, xDrive also recognises any tendency to oversteer at a very early point, intervening even before the driver notices any change in driving conditions and keeping the BMW 3 Series Coupé precisely on track.

BMW xDrive is equally reliable in counteracting understeer: As soon as the Coupé starts to "push" out of a bend on its front wheels, xDrive again recognises what is happening very early on thanks to information provided by DSC. Its immediate action is to reduce torque on the front wheels, in an extreme case feeding up to 100 per cent of the engine's torque to the rear. DSC Dynamic Stability Control is therefore required to stabilise the BMW 3 Series Coupé by intervening in the brakes only when variable power distribution alone is no longer sufficient to set off over- or understeer.

Using engine power without any losses.

The new BMW 3 Series Coupé with xDrive is particularly dynamic and agile in rapidly climbing mountain passes. When accelerating dynamically out of a bend, for example, the inner rear wheel generally tends to spin. Cars equipped with xDrive are able to counter this tendency by immediately withdrawing some of the engine's power from the rear axle and feeding that power to the front wheels. So even in such a situation, xDrive turns every horsepower delivered by the engine into superior traction for superior motoring qualities and safety.

Acting instantaneously, xDrive handles even an abrupt change in engine power so effortlessly that the driver will not even notice the change in power distribution. While the time-lag between pressing down the gas pedal and building up engine power is at least 200 milliseconds, xDrive closes or opens the multiple-plate clutch completely within just 100 milliseconds.

The result, clearly, is truly homogeneous driving behaviour in every situation.

Optimum comfort when parking the car and when driving in snow.

In everyday traffic xDrive serves furthermore to efficiently eliminate an undesired side-effect of rigid all-wheel-drive systems: Disconnecting the axles completely from one another, xDrive turns into rear-wheel-drive only when parking or manoeuvring the car, without requiring any intervention on the part of the driver. Indeed, all the driver notices is that there is no unpleasant tension or distortion in the drivetrain or any unwanted influence on the steering.

Contrary to conventional all-wheel drive, xDrive handles even extremely difficult road conditions quickly and effectively. In winter, for example, setting off from a snowbound car park into the traffic flowing by is often an unpleasant challenge when the front wheels are running on firm and dry asphalt, the rear wheels on snow or ice. In such a case conventional all-wheel drive always responds with a certain delay and only conveys limited drive forces to the wheels with better grip. By contrast, a BMW Coupé equipped with xDrive is able to accelerate spontaneously even in such a situation, the intelligent all-wheel drive feeding almost 100 per cent of the engine's power in just 0.1 seconds to where it provides suitable traction. Hence, there is no need for the brakes to intervene in the wheels spinning and there is no loss of drive power.

On gradients with slippery surfaces such as ice or snow, locking action on the front and rear wheels serves furthermore to prevent individual wheels from spinning. Again, therefore, DSC is required to cut back engine power or apply the brakes on the wheels only under far more difficult road conditions.

Then, when continuing afterwards, the locking action reduces the risk of losing longitudinal or lateral forces on individual wheels, giving the driver the benefit of safe and agile roadholding and performance. The bottom line, therefore, is that the BMW 3 Series Coupé with xDrive offers all its dynamic benefits equally impressively and consistently also in winter.

8. Bodyshell and Safety: Stable but Light.



- **Superior balance of axle loads.**
- **Optimised weight through an intelligent mix of materials.**
- **All-round occupant safety with electronic management.**

Both the dynamic performance and the driving safety of a new car depend to a great extent on the design and construction of its body. And in developing the BMW 3 Series Coupé, BMW's body specialists have succeeded in optimising both performance and safety through their work. The result is a virtually perfect combination of supreme agility and maximum solidity, innovative materials and the most advanced production technology serving to optimise the stability of the body without putting on any extra weight.

Safety and restraint systems activated electronically according to the specific requirements in each case ensure complete occupant protection all round. A further significant point is that the new BMW 3 Series Coupé offers even more generous space inside the passenger compartment. And luggage compartment capacity of 440 litres/15.4 cubic feet (430 litres/15.1 cu ft in the BMW 335i Coupé) again makes BMW's new two-door model the absolute leader in its segment also in terms of grand touring qualities.

Sleek and dynamic, resting powerfully on the road – this is the convincing look of the new BMW 3 Series Coupé at very first sight. And indeed, the dimensions of the car confirm this significant impression, the 3 Series Coupé measuring 4.59 metres or 180.7' in length, 1.78 metres or 70.1' in width and 1.38 metres or 54.3' in height, making it, in particular, longer and lower than the BMW 3 Series Sedan.

A further significant improvement is the reduction in overall weight by 10 kilos or 22 lb ensured, *inter alia*, by the front side panels made of an innovative thermoplastic material 50 per cent lighter than side panels made of steel.

This reduction in weight at the front has a particularly positive effect on the car's driving qualities. The axle load distribution of the new Coupé, in turn, is virtually ideal at almost 50 : 50, again offering all the qualities required for maximum agility.

Plastic side panels: light and robust.

The new thermoplastic material also offers enhanced options and flexibility in terms of design. The first point is that this material is easier to mould and finish in new forms than steel – an advantage offering the designer new freedom in creating the looks of a car or component. The second factor is a benefit which has already given the customer major advantages in developing reversible bumpers, that is the fact that plastic side panels are largely resistant to minor bumps, with the component involved returning to its original shape in the event of minor deformation. Collisions at low speeds, for example when manoeuvring in a car park, therefore remain almost totally harmless, leaving behind virtually no lasting traces.

In production the changeover from steel to a high-tech synthetic material has no effects, since the plastic side panels can now be integrated online in the painting process, that is directly without having to go through a special assembly phase. And given their significant resistance to thermal deformation as well as optimised elongation and moisture uptake, the plastic side panels, when painted, also look exactly the same as conventional steel components.

Innovative reinforcement of the B-pillar.

Like the low weight of the car, the high torsional stiffness of the bodyshell is an essential prerequisite guaranteeing the truly thrilling agility of the new BMW 3 Series Coupé. In the event of a collision, the use of high-strength steel on the large carriers and support bars, together with the exactly defined arrangement of crumple zones, ensures appropriate transmission and, respectively, highly efficient uptake of impact forces.

A particularly impressive example of the outstanding achievements in the process of development and construction is the reinforcement of the B-pillar for the first time featuring one complete tubular structure in the new BMW 3 Series Coupé. This reinforcement tube is manufactured out of ultra-high-strength steel in the thermal formation process, and is heat-treated before leaving the mould. Reflecting specific loads and forces at various points, the reinforcement tube is furthermore varied in design and thickness, thus guaranteeing maximum safety in conjunction with the crashbox tailored to impact loads.

Precise uptake of impact energy in the event of a collision.

The choice of materials and the arrangement of components also serve to ensure maximum crash safety on other parts of the body. This takes into account the different characteristics of various types of steel and other materials, the new BMW 3 Series Coupé naturally making optimum use of space available for deformation in order to avoid even the slightest impairment of the passenger cell.

In a head-on collision dynamic deformation zones in front of the body keep impact energy away from the bulkhead area and, accordingly, from the footwells. In the event of a collision from the side, in turn, the specially designed floor assembly transfers forces to the opposite side of the car in a carefully balanced, controlled process. The support beam for the bulkhead, finally, is made of innovative multi-phase steel offering extremely high strength and stability even with thin walls.

The overall combination of the car's doors, reinforced B-pillars, seat structure and instrument panel beneath the A-pillars gives the entire side structure of the car maximum stability. The consequences of a collision from behind are minimised by longitudinal carrier bars, a wide range of reinforcement members, as well as the strong and highly resistant structure of the luggage compartment floor, rear panels, and side walls.

Stable pillars and crossbars protect the passenger compartment also in a rollover, the interaction of all deformation zones and carriers having been carefully analysed in the early stage of development of the new BMW 3 Series Coupé both in virtual simulations and in actual crash tests. One point obviously considered with particular care in this context is the need to minimise repairs after a minor collision.

Precise management of safety elements.

The objective of BMW's safety engineers was to maintain the passenger cell as a safe survival area even in a severe collision. Accordingly, various interacting, centrally controlled restraint and safety systems ensure individual occupant safety in the passenger cell, the frontal, hip, thorax, and curtain head airbags, belt latch tensioners and belt force limiters all being activated by sensor-controlled safety electronics as a function of the type and severity of a collision.

Sensors in the middle of the car, in the B-pillars and in the doors ensure safe detection of accident conditions at an early point in time. Using data then provided by such sensors, the car's safety electronics check which components will offer the occupants optimum safety and protection, thus activating only those restraint and safety systems actually required.

The driver and front passenger are protected both by frontal airbags and by hip/thorax airbags housed in the seat backrests and activated in two stages, depending on requirements. The curtain head airbag opens up when required at the side out of the roof lining along the window areas between the A- and C-pillars. Providing ample coverage, it protects the car's occupants at both the front and rear. And to reduce the risk of leg injury in a head-on collision, the footrest on the driver's side deforms in a controlled, previously defined process.

Maximum safety on all seats.

The belt systems in the new BMW 3 Series Coupé combine superior comfort with ideal geometry. Perfect ergonomics, in turn, is guaranteed *inter alia* by the belt pivot point optimised for all seating positions and occupant sizes, avoiding the risk of false belt height adjustment.

The belt fastening point on the frame of the seat also helps to maximise belt restraint, with the belt resting perfectly around the occupant's hips also when adjusting the seat for height. The belt latch tensioner makes sure that the belt rests firmly on the occupant's body when an impact actually occurs, while the belt force limiter avoids the occurrence of peak loads and forces. Both of these safety features are naturally standard in the new BMW 3 Series Coupé also on the rear seats.

Safety electronics for efficient rescue activities after a collision.

The car's safety electronics perform an important function also after a collision, not least by facilitating the immediate start of rescue activities: The safety electronics control unit automatically switches on the hazard warning flashers and interior illumination, opens the central locking and switches off the alternator – and to avoid a short circuit, the electronic control even separates the safety battery terminal, in which case the hazard warning flashers and interior lights as well as the emergency telephone function are supplied with power by a separate on-board power connection. A further important step is to deactivate the fuel pump preventing fuel from escaping out of the tank.

A wide range of tests has been carried out to verify both the behaviour of the car's body in a collision and the function of all safety elements. From computer simulations all the way to various kinds of crash tests, BMW's engineers have used all options to determine the optimum configuration and range of safety features. Ultimately, therefore, through its robust bodyshell and wide range of active and passive safety elements, the new BMW 3 Series Coupé has everything required for achieving best marks in all crash tests relevant the world over.



9. The Lights Concept: Superior Innovations for better Vision and Visibility.

- **Bi-xenon headlights featured as standard.**
- **Corona rings serving as daytime driving lights.**
- **Exclusive lights package within the interior.**

With active motoring requiring optimum visibility also in the dark, the new BMW 3 Series Coupé comes as standard with bi-xenon headlights.

Another innovation highly relevant to driving safety is daytime driving light provided in the new BMW 3 Series Coupé by corona rings in the headlights.

Adaptive headlights come as an optional extra combined additionally with turn lights activated at low speeds in order to illuminate the road ahead in good time when turning to the left or right.

LED light units in the rear of the car ensure an optimised signalling effect and serve, like the corona rings in the headlights, as a clear sign of distinction setting the new BMW 3 Series Coupé significantly apart from other cars also at night.

Bi-xenon headlights in ellipsoid technology ensure particularly intense, carefully directed and therefore dazzle-free illumination of the road ahead. Through their compact structure and design, the bi-xenon bulbs featured as standard on all variants of the new BMW 3 Series Coupé make the headlight units particularly low and striking in their design.

Xenon bulbs are used both for the low and high beam, with the new BMW 3 Series Coupé naturally featuring the latest generation of xenon technology with an ellipsoid reflector and a 70-millimetre lens.

The high beam is activated by folding down a shutter within the ellipsoid module, allowing the entire light beam to leave the headlight unit.

Accordingly, there is no longer any need for an additional halogen bulb providing the high-beam function as in the past.

Striking and safe: daytime driving light with corona rings.

Using the headlights also during the day serves to give the car an even greater level of distinctiveness and at the same time reduce the risk of accidents under everyday traffic conditions. This is confirmed by scientific studies conducted in several European countries, ultimately motivating the authorities to make the use of headlights during the day on all kinds of vehicles a legal requirement.

While in Germany the lawmaker also recommends use of the headlights during the day, the debate is still on as to whether the light sources used on the low-beam headlights in the dark really provide the right kind of light also at daytime.

Taking this into consideration, BMW is now presenting a new, fully legal and highly attractive option for daytime illumination of a car: The new BMW 3 Series Coupé comes with headlights incorporating light rings to provide an appropriate daytime light function with specific light management.

Activating the daytime lights, the driver switches on light rings both in the right- and left-hand headlights, the inner ring providing a transient light, the outer ring serving as a guiding light.

Both daytime light and the parking lights use one and the same H8 bulb, with the light generated being dimmed to a lesser extent in the daytime illumination mode. This creates a particularly striking look not only arousing additional attention, but also serving as a clear sign of identification. Indeed, daytime lights with corona rings are an exclusive feature to be found only on BMW cars.

Adaptive headlights and turning lights.

Like the other models within the BMW range, the new BMW 3 Series Coupé is also available as an option with adaptive headlights ensuring appropriate illumination of the road ahead on winding roads. Applying this concept, the headlights follow the position of the steering wheel, the yaw rate, and the road speed of the car.

An additional function offered in combination with adaptive headlights in the new BMW 3 Series Coupé is the turning light option activated at speeds of less than 40 km/h or 25 mph as soon as the driver operates the direction indicators or turns the steering wheel to a particularly steep angle. The advantage in this case is optimum illumination of the road ahead when manoeuvring or on serpentine roads.

Striking night design also at the rear.

The BMW 3 Series Coupé sets new standards also in the design of its rear lights. Integrated flush in the rear and side panels, the rear light clusters are split up into two sections and extend into the lid of the luggage compartment. The character lines of the car as seen from the side are continued in the outer sections of the rear lights, while LED-fed, horizontal light rods give the car a truly unique and unmistakable look at night, similar to the effect provided by the corona rings on the headlights.

The entire rear view of the car is thus characterised by horizontal lines accentuating the wide track of BMW's new Coupé and the low, sporting appearance of the car also from this angle.

Interior lights package ensuring an exclusive ambience.

Light plays an important role also in the interior of the new BMW 3 Series Coupé. Even with the car in basic trim, indirect illumination provides a particularly stylish, exclusive atmosphere – and the lights package available as an option enhances this impression in particular style and with powerful emotion.

The central feature in the lights package is the decoration line extending along the door lining and side panels at the rear in a smooth and gentle curve throughout the entire length of the car's interior. Spotlights are integrated in the lower section of this trim bar, with gentle beams facing to the bottom to provide stylish and discreet illumination within the new BMW 3 Series Coupé.

10. Features and Equipment: Exclusivity Tailored to the Driver.



- **High-quality finish, attractive range of standard features.**
- **Innovation for extra comfort: automatic belt feed.**
- **Wide range of customisation options.**

Apart from outstanding driving dynamics, quality, exclusivity, and individual style give the new BMW 3 Series Coupé its particular character.

Through its unique body design alone, BMW's new two-door performer offers particular status, with the design of the interior clearly setting the car apart from the BMW 3 Series Sedan and Touring.

This unique flair and style is also ensured by a wide range of features and equipment with details geared specifically to the new Coupé. Indeed, the sheer number of standard features alone underlines the exclusivity of the 3 Series Coupé, while at the same time the customer has numerous options to personalise his car to his individual preferences and style.

In terms of materials and quality of finish alone, the BMW 3 Series Coupé clearly sets new standards in its segment. Sophisticated, high-quality grained plastic surfaces, painted trim strips optionally available also in wood or brushed aluminium, as well as softly padded armrests in the door linings and on the centre console highlight the exclusive character of the car in both looks and surface touch.

The instrument panel is finished in high-quality structural leather, offering the customer the choice of Black and Grey as well as Savannah Beige exclusive to the Coupé. Air vents and protruding cupholders are integrated near the trim strips, while the door openers, grab bars, the bracket on the gearshift lever and air vent adjuster as well as the trim brackets in the leather sports steering wheel featured as standard all come with a Pearl Grey chrome surface developed exclusively for the new BMW 3 Series Coupé. This also applies to the trim surround on the start-stop button exclusive to the new model.

Driver-oriented cockpit.

On both the petrol and diesel models, all the driver has to do to start the engine is press the button to the right of the steering wheel. Indeed, the entire design of the cockpit emphasises the sporting and driver-oriented character of BMW's new Coupé, the driver, upon taking his seat, immediately focusing on

the speedometer and rev counter reading up to a maximum speed on the top-end BMW 335i Coupé of 280 km/h or 175 mph and maximum engine speed of 8,000 rpm (260 km/h (160 mph) and, respectively, 7,500 rpm on the other models).

The newly designed instruments on the petrol models also include an oil temperature gauge placed beneath the rev counter, while the BMW 335d Coupé and 330d Coupé both come with their fuel gauge in the driver's central line of vision.

No matter how tall or short, both the driver and front passenger will find their ideal seating position without the slightest effort – simply because the newly designed seats in the BMW 3 Series Coupé offer a wide range of individual adjustment, superior long-distance motoring comfort, and excellent side support.

Seat heating available as an option, in turn, guarantees particularly pleasant driving conditions in winter, the seat surfaces being heated throughout from top to bottom with individual temperature control as an innovation in this segment. This means that both the seat bottom and the backrest as well as the side supports at the bottom and the rear are fully heated to meet the occupant's requirements.

Discreet and helpful: automatic belt feed.

The newly developed belt feed makes the process of buckling up in the new BMW 3 Series Coupé both pleasant and easy for the driver and front passenger: The seat belt mounted in typical coupé-style far behind on the B-pillar is "fed" to both the driver and front passenger once they have closed the doors and the driver has inserted the wireless ignition key into the opening to the right of the steering wheel.

This belt feed function interacts with the seat occupancy detector, meaning that the two belt feeds are only activated when a passenger is actually sitting on the front seat. A further interesting point is that this innovative comfort feature remains discreetly in the background when not required, housed conveniently in the side panels when not in use in order to avoid any impairment of the interior and its harmonious appearance.

Naturally, the new BMW 3 Series Coupé offers an outstanding driving experience also for four occupants, access to the two rear seats being facilitated by the comfort entry function on the front seats. In ergonomically perfect arrangement, the seat release lever is positioned at the top on the outside of the seat backrest. After the passenger has entered or left the car,

the seat returns to its original position, merely requiring slight pressure on the backrest on seats with manual adjustment. On seats with electrical adjustment available as an option, this return function is activated even more conveniently by a button on the backrest.

First-class seats also at the rear.

The new BMW 3 Series Coupé reflects BMW's heritage of particularly sporting 2 + 2-seaters. Hence, the passengers at the rear will enjoy the ride in extra-comfortable individual seats separated from one another by a centre console. This means that not only the driver and front passenger, but also the two passengers at the rear will enjoy excellent side support in their seats right from the start.

With the rear seats being far lower than in the 3 Series Sedan, the occupants enjoy optimum headroom despite the low-slung roofline of the Coupé.

This feeling of first-class pleasure is further enhanced at the rear by the centre console taking up the lines of the front console and even displaying similar functions: Depending on the customer's choice, the centre console at the rear offers covered storage boxes, an ashtray, additional air vents and footwell lights. Both rear seats come as standard with ISOFIX fixtures for safely attaching child seats, and the folding centre armrest for the rear-seat passengers also comes as standard.

Generous and variable storage options.

Offering capacity of no less than 440 litres or 15.4 cubic feet (430 litres/15.1 cu ft on the BMW 335i Coupé), the luggage compartment helps to make the new BMW 3 Series Coupé an excellent grand tourer. To facilitate the transportation of particularly bulky objects, the rear-seat backrests fold down conveniently to provide extra space. The optional storage package for the luggage compartment comprises features such as a bag holder, a luggage net on the floor, a retention strap on the left-hand side and an additional net on the right-hand-side wheel arch. A 12-V power socket serves to provide electric power to a cooling box or other electrically operated equipment. And last but not least, a ski-bag module is available as an option, the opening to the luggage compartment required for this purpose being integrated in the centre armrest at the rear.

A special feature of this innovative ski-bag module is that it can be removed easily and conveniently from its frame in one quick operation allowing the driver to clean or dry the ski-bag outside of the car. And whenever the ski-bag is not required, the frame in the opening is able to take up additional cupholders, a further storage box, or a cooling box.

New: folding storage boxes in the inner door panels.

Folding storage boxes in the inner door linings also provide more than ample capacity. Indeed, this feature now available for the first time in the new BMW 3 Series Coupé enables the driver and his passengers to take along their belongings in privacy, keeping them away from prying eyes.

The storage boxes are split up into three smaller compartments, and additional boxes are available in the door lining for smaller items.

Nets are provided on the rear of the front seat backrests and a multi-functional storage compartment beneath the front seat centre armrest again provides additional space for beverage cans of various sizes, a mobile telephone and various other objects. There is even a coin box and a 12-V power socket as well as an AV connector for linking up external entertainment media with the audio system.

Feeling well and comfortable: air conditioning and sunblind.

The elaborate ventilation, heating and air conditioning system in the new BMW 3 Series Coupé makes a significant contribution to enhanced motoring comfort. Both direct and indirect air vents are spaced out throughout the entire interior, ensuring highly effective, quick-acting but also draught-free circulation of fresh air and temperature control. The air conditioning in the new BMW 3 Series Coupé features a combination of efficiency and all-round comfort quite unique in this market segment, an anti-misting function as well as a solar sensor optimising specific and precise use of the system.

Through its capacity, air conditioning in the new BMW 3 Series Coupé is able to exchange the air volume of the interior no less than three times within just one minute. Temperature control, in turn, is separate on the driver's and front passenger's sides.

A switch in the centre console serves to activate an optional sunblind which, operated electrically and guided by two arms, moves out of the parcel shelf whenever required, effectively reducing any sun glare through the rear window of the car.

Audio, navigation, telematics: high-tech from the luxury performance range.

The wide range of interior colours, upholstery and trim options enables the customer to express his or her individual style in the configuration of the new BMW 3 Series Coupé. In addition, BMW offers numerous high-tech solutions as an option above all in the area of audio, navigation and telematics equipment, which originally were developed for luxury performance cars and are now also entering this segment. This again clearly underlines the exclusive character of the new Coupé.

The Comfort Access option enables the driver to start the engine of his 3 Series Coupé without even taking the key out of his pocket. Instead, the ID sensor integrated in the wireless key is recognised by the car as soon as the driver comes close to his vehicle. This serves to unlock the doors and prepare the car for starting. Then all the driver has to do to fire the engine is press the start/stop button.

The BMW 3 Series Coupé features BMW's systematic philosophy for controlling all functions relevant to the driver and comfort requirements, which has already set a new standard in the segment in the BMW 3 Series as such. The controls and instruments of direct significance to the driver are placed in an appropriately ergonomic position either on or directly around the steering wheel. The main air conditioning and entertainment functions, in turn, are controlled by buttons on the centre console.

All other functions and services are masterminded by the optional iDrive control system within easy and convenient reach of both the driver and front passenger. Placed on the centre console, the Controller allows the user to select and activate all functions desired for communication, navigation, entertainment, and air conditioning. The status of the function chosen is then presented on the Control Display in the middle.

The Control Display also serves to present maps in the navigation system as well as information provided by means of BMW Assist: Offering an emergency call function, BMW breakdown repair, the BMW Info information system, the V-Info plus traffic information system, and the mobility-based BMW enquiry service, BMW Assist provides a unique range of service amenities for every purpose. A particularly practical helper when travelling is the information provided on hotels, restaurants or films showing in cinemas at the driver's destination. And last but certainly not least, BMW Assist is even able to tell the driver that his car will require service at his BMW Dealership in the foreseeable future and help the driver make an appointment with the dealer.

The emergency call function is one of the automated telematics services, with a call automatically being sent out to the service provider as soon as an airbag is activated. The current location of the car is transmitted by a short message service via the GPS navigation system, ensuring quick and efficient rescue activities. A further option is to activate the emergency call function manually by way of a button in the main function unit in the roof lining of the BMW 3 Series Coupé.

Whenever the driver uses BMW Assist to activate breakdown services or make a service call, data regarding possible defects and vehicle faults is transmitted in advance to the BMW dealer for his information. Then the system establishes a telephone connection with the driver's service partner.

The V-Info plus traffic information system significantly facilitates stress- and congestion-free travelling in the BMW 3 Series Coupé. This function regularly retrieves the latest traffic information immediately processed by the car's navigation system and taken into account in route guidance, thus guiding the driver past traffic jams and bottlenecks in good time.

11. Production: Quality, Flexibility and Environmental Care.



- **Modern on-line production at BMW's Regensburg Plant.**
- **Clear powder painting: even more brilliant, even less chemicals.**
- **Customer-oriented sales and production process.**

The BMW Group invests consistently not only in the development of new cars, but also in the modernisation of its production facilities and the know-how of the employees working there. This is indeed the only way to build attractive cars with a high standard of efficiency, maximum flexibility, and supreme quality.

Production of the new BMW 3 Series Coupé at BMW's Regensburg Plant once again proves the exceptionally high standard of these production processes. Although the BMW 3 Series Coupé is quite different and, indeed, unique in its body design, with each and every car being built to the customer's specific, individual order, the production of each model is fully integrated into the overall course of production at the BMW Plant in Regensburg.

BMW has been building cars at the Regensburg Plant for 20 years. Originally the Plant started out with just an assembly hall, today the production facility is one of the most modern and, in particular, flexible car production plants in the world. More than 10,000 associates, among them some 300 apprentices, work in the Press Shop, Bodyshop, Paintshop, Assembly and Logistics.

The BMW Regensburg Plant builds both Sedans, Coupés and Convertibles in the BMW 3 Series, the BMW M3, and the BMW 1 Series. It also builds and provides the special equipment for police, fire brigade and emergency rescue cars, with total production output in 2005 of approximately 300,000 units.

Single-line production with unique flexibility.

It is particularly the diversity of models coming off the production line in Regensburg which makes the Plant a very special car production facility, with all cars being built in the so-called one-line system. This means that the associates assemble a new BMW 3 Series Coupé, for example, on the same line as, say, a Sedan or a BMW M3.

Flexibility of this kind is quite unique in worldwide car production. It requires not only careful and intelligent production planning, but also standardisation of production processes and a high level of employee qualification. All steps in production are closely coordinated with one another and are fully integrated into the BMW Group's worldwide production network. Body panels and other components made in the Regensburg Press Shop, for example, go to numerous other plants within the BMW Group's production network the world over. In return, numerous other components ranging from the plastic side panels for the new BMW 3 Series Coupé through engines and transmissions all the way to the completely pre-assembled interior components go from other BMW production facilities or from suppliers to the Regensburg Plant for further construction and assembly.

Robots putting together the body.

All new BMW 3 Series Coupés are assembled in the Bodyshop of the BMW Regensburg Plant, with up to 700 panels and metal components first being put together in individual modules and joined, depending on the model, by approximately 5,500 welding spots. The next step is to put together the floorpan, side frame and roof, as well as the doors, engine compartment lid, side panels and rear lid to complete the entire body. Ninety-five per cent of this work is done by robots, giving body production the highest degree of automation within all BMW production processes.

The Paintshop at BMW's Regensburg Plant is among the most advanced and innovative facilities of its kind the world over, car bodies going through a multi-stage process in the fully automatic paint line. Operations start with a cleaning process and the cathodic dip bath applying the first layer of paint on the electrostatically charged body of the car. With the body being turned and tilted individually according to the requirements of each model, the cathodic dip bath ensures a consistent and complete paint coating.

After the body has been sealed and the filler applied, the next step is to apply the topcoat in a third layer, giving the body the colour ordered by the customer, before clear powder paint adds the final touch in providing a lasting, brilliant surface gloss. This fourth layer serves to protect the surface of the car and gives the paint colour not only brilliance, but also the right feeling of depth. Introducing powder paint, BMW has ensured the breakthrough of a particularly environmentally-friendly technology neither requiring solvents nor producing effluents.

Plastic side panels also painted online.

For reasons of weight reduction, the front side panels of the BMW 3 Series Coupé are made of an innovative thermoplastic material. Contrary to conventional plastic components, they no longer have to be painted separately and then fitted on to the car at a later point in time. Instead, they can be painted online, going through the normal paint application process together with the entire body-in-white.

Assembly: perfect logistics, optimised ergonomics.

Assembly is the last process in building a new BMW 3 Series Coupé, with approximately 100 operations being conducted in this phase of production. Depending on the car, up to 20,000 individual components are assembled at this point, the process of bringing together the body and the drivetrain referred to as the “wedding” being fully automated.

Most of the other operations, in turn, call for highly qualified, individualised manual skills and craftsmanship. To offer associates optimum working conditions in this process, the assembly lines at BMW's Regensburg Plant have been designed and laid out consistently for the highest standard of ergonomics. And to ensure that each associate receives the components required at the right time, all components and sub-assemblies are delivered to the assembly line just-in-sequence.

Precise information: when will the new car be built?

The ability to handle even the most complex logistics and production processes is an essential prerequisite for efficient, high-quality car production. This also benefits the customer himself, with the BMW Group's Customer-Oriented Sales and Production Process (KOVP) having already proven its merits and success over many years. KOVP helps to minimise delivery periods for a new car, maximise flexibility in ordering and production, and ensure optimum transparency in the production process.

The Customer-Oriented Sales and Production Process supports the Online Ordering System networking the BMW dealer and the BMW Group in processing car orders. This initiates the process of production logistics as soon as the customer has put together this desired car, while still allowing short-term changes with a high degree of flexibility. As a result, the customer can be informed at any time how many days will still elapse until the start of production and, if he wishes, he is able to change equipment features or, say, the paintwork colour up to just a few days before production of his car actually begins. So modern production technology at the BMW Regensburg Plant even helps to whet the customer's appetite in anticipation of his new car.

12. History: Always Something Special – the BMW Coupé.



- **The BMW 327 – Europe's first production coupé.**
- **Engines ranging from two to twelve cylinders.**
- **Setting new standards in design and performance time and again.**

The task of developing a coupé has always been a particularly demanding, but also an attractive, challenge for the engineers of a car production company. After all, the customer choosing a coupé is always looking for driving pleasure of the highest standard. And BMW has succeeded time and again over the years and decades in fulfilling the great expectations made of a car of this calibre, consistently pushing up the benchmark also in this area. So it is no coincidence that coupés proudly bearing the white-and-blue BMW logo have set numerous milestones in the history of automotive technology and production.

The first chapter in this long history began eight years after the start of car production by BMW AG. The BMW 3/15 launched in July 1929 and also referred to as the "Dixi" is already a great success when BMW's first Sports Coupé makes its debut in 1937: the BMW 327 Coupé. It is precisely at this time that German car designers give up the old principle of cubism and adopt the airflow line coming over from the USA, with flowing lines and contours, sleek, curved wheel arches, and almost voluptuous body curves.

Applied to sports or city coupés, this particular style has already created a special kind of car in the United States: cars with two doors and a fixed roof, with a powerful engine and, in particular, highly sophisticated features and equipment. Taking up this philosophy, BMW presents the 327 Sports Coupé, a modern grand touring car built for covering long distances at high speeds on the Autobahn, naturally with that character so typical of BMW.

1937: the BMW 327 becomes the first production coupé built in Europe.

Measuring 4.50 metres or 177.2 inches in length, the BMW 327 Coupé sets the trend in many of its styling features. The wheel arches and engine compartment form one complete unit with individual sections flowing into one another and featuring integrated instead of free-standing headlights.

The engine compartment lid is no longer split down the middle and fitted on hinges, but rather folds open to the rear in one single piece. The spare wheel fitted outside on the bootlid is fully covered, and even the number plate illuminated from inside is integrated in the body of the car. Another feature typical of this era is the partial covers on the rear wheels with their classic airflow cutouts.

Featuring fabric upholstery matching the colour of the car and specially designed instruments, the interior exudes supreme elegance and style in every respect. The two individual seats at the front are fully adjustable, with their backrests folding down all the way to the seat bottom on the rear seat bench.

In addition to the standard engine, a two-litre straight-six developing 55 hp, the BMW 327 Coupé is also available just one year after its market launch with the 80-hp power unit carried over from the legendary BMW 328 Sports Car. This powerful six-cylinder gives the Coupé a top speed of 145 km/h or 90 mph, and soon becomes the very epitome of the sports engine.

Even back then, BMW's philosophy in car production is obvious, as is clearly expressed by a statement published in 1937: "The two-door, four-window BMW Sports Coupé is certainly the ideal grand tourer for the demanding motorist wishing to enjoy the thrill of speed and sports motoring."

1954: BMW 502 – Germany's first post-war V8.

As in the case of the BMW 327 Coupé, the potential clientele for this very special kind of car is again a small, hand-picked group of connoisseurs also after the end of World War II, since at the time there is still a substantial difference in prices between really exclusive cars, on the one hand, and mass-production vehicles, on the other. Precisely this why BMW's first post-war coupés are not built in large numbers. Baur, a specialist German coachbuilder in Stuttgart, adds a two-door model based on the BMW 501 to the model range in 1952, with the BMW 502 Coupé offering V8 power replacing the six-cylinder model in 1954. With production of these connoisseur cars amounting to just 30 units, the BMW 502 Coupé is obviously a coveted collector's item today.

In terms of design, the rather "baroque" Baur Coupé with its unusual step-like transition from the rear end of the roof to the luggage compartment is an interim step to a feature now characteristic of the coupé: With this two-door model being built on a Sedan platform, and with the emphasis on the front seats, both the roof and rear window were flattened to the rear. And to this day, this specific shape of C-pillar with its greater angle is regarded as a typical sign of distinction characteristic of coupé design.

In 1955 the BMW 503 Coupé, together with the BMW 507 Sports Car, becomes one of the great stars of the Frankfurt Motor Show. Like the Baur Coupé, the BMW 503 Coupé is not marred by a B-pillar disturbing the lines of the car, and the four side windows move down completely into the body. Particularly with the windows open, the narrow C-pillar ensures a strong impression of supreme elegance in design.

1959: BMW 700 – the Company's first compact coupé.

Moving on to 1959, BMW presents a new Coupé destined to become the forefather of all the brand's compact Sports Coupés: the BMW 700 Coupé. Measuring just 3.50 metres or 137.8 inches in length and designed by Michelotti, the BMW 700 Coupé is the first BMW ever to feature a monocoque body. But there is also another reason why the new car sets a significant milestone in the history of the Company: Extra-light at just 640 kilos or 1,411 lb, the BMW 700 Coupé outperforms its competitors in its class of motorsport right from the start. Indeed, with its 30-horsepower two-cylinder, the BMW 700 Coupé, featuring the same interior space but even better roadholding, offers the same acceleration and top speed as the legendary BMW 327 Coupé.

This applies even more to the BMW 700 Sport pushing up the benchmark once again as of 1960 with its 40-horsepower engine. And this principle applied by BMW to this very day makes sense, the BMW 700 Coupé with its superior technology at an affordable price reaching a sales volume of almost 30,000 units by 1964.

1962: the BMW 3200 CS establishes a new era in automotive design.

Creating the design of the BMW 3200 CS launched in 1962, Nuccio Bertone achieves a true masterpiece in styling and design excellence. The upright kidney grille at the front with two horizontal grilles at the side, as well as the C-pillar with its distinctive "kick" pointing to the front, remain characteristic elements of BMW cars to this very day.

Bearing the letter "C" for the first time, this 4.83-metre (190.2-inch) Coupé is powered by a V8 engine displacing 3.2 litres and developing maximum output of 160 hp.

1965: the BMW 2000 C with automatic transmission for the first time.

The next step en route to the 3 Series Coupé comes just three years later: Following the BMW 700 with its sporting qualities and the BMW 3200 CS positioned far higher up in the market, BMW launches the 2000 C/CS in 1965 as a truly comfortable, sophisticated and, in particular, elegant car.

Powered by an 100-horsepower engine and featuring an automatic transmission as standard, the BMW 2000 C is a new achievement by BMW. Boasting a supreme standard of quality within the interior and in its design, the body of the 2000 C/CS once again points into the future: The roof structure with narrow A- and C-pillars is delicate and almost filigree in its looks, the body of the car is stretched out, and both the front and rear are inclined to the inside. Further features are the striking headlights with their separate high and low beams giving the car the nickname "Chinese Eye Coupé", and the complete front end interrupted only by the kidney-shaped radiator grille.

1968: the BMW 2800 CS with its trendsetting six-cylinder.

By the late '60s BMW's success curve is pointing up steeply – sales figures are increasing, the Company's image has achieved an even higher standard than before, and customers are demanding more power and comfort. The result of all this is the BMW 2800 CS launched in 1968. A further development of the BMW 2000 C/CS in terms of design, the new model boasts dual headlights in its arrow-shaped front end, while the kidney grille is surrounded by horizontal intakes on each side and the car runs as standard on light-alloy wheels.

Power coming from the engine bay now 10 centimetres or approximately 4 inches longer than before benefits from a six-cylinder destined to set the standard in modern engine construction and provide the foundation for countless victories in motorsport for decades to come: The 2.8-litre power unit features a crankshaft running in 7 bearings and with 12 counterweights for unparalleled smoothness free of vibration, pistons with triple-hemispherical combustion chambers for an optimum combustion process, an overhead camshaft and engine output of 170 hp.

1976: the BMW 630 CS with enhanced comfort all round.

The BMW 2800 CS ultimately sold in various engine capacity and performance versions with the six-cylinder ranging from 2.5 to 3.2 litres in size, is replaced in 1976 by the BMW 6 Series Coupé. Again almost 10 centimetres or 4 inches longer than their predecessor, the BMW 630 CS and BMW 633 CSi offer even more generous space inside, with two bucket seats at the rear. It is also a fact, however, that these models have now moved out of the compact sports coupé segment.

1990: the BMW 850i with Germany's first post-war V12.

With just a decade to go until the end of the millennium, the BMW 850i featuring Germany's first 12-cylinder since World War II marks the top end of the BMW Coupé family for the time being. Brand-new in its design and with a front section and pop-up headlights reminiscent of the BMW M1, this highly innovative Coupé is a Gran Turismo of the highest standard. With its 300-hp 12-cylinder, the BMW 850i not only offers generous engine power, but also sets the standard for more than a decade in terms of top-end suspension technology and all the comfort of a high-class luxury performance Sedan.

1992: the BMW 3 Series Coupé featuring variable camshaft management for the first time.

The next compact BMW Sports Coupé does not make its appearance until 1992. Measuring 4.43 metres or 174.4 inches in length, the new two-door model is 3 centimetres or almost 1.20 inches lower than its successful Sedan counterpart – this, together with the front section stretched out by 8 centimetres or 3.15 inches, the low-slung engine compartment lid with air intakes, the roof almost 3 centimetres or 1.20 inches shorter, the wide doors with frameless windows and B-pillars under a glass cover, as well as the shorter and lower luggage compartment lid, gives the car a truly classic and elegant side-line. And despite the car's sporting and elegant look, space available and headroom on the rear seats are truly generous.

One of the most important innovations in technology is BMW's variable VANOS valve management pointing in a new direction by using its great potential not only for more power and performance, but also in the interest of enhanced economy and environmental compatibility. And it almost goes without saying that the car's equipment and features reflect its sporting and luxurious style.

Sales figures of the BMW 3 Series Coupé in the market clearly prove its convincing superiority, with more than 470,000 units delivered to customers in just 7 years – a share of almost 18 per cent in the entire model series.

1999: second generation of the BMW 3 Series Coupé.

The second generation of the BMW 3 Series Coupé makes its debut just one year before the end of the millennium. Larger and more spacious than its predecessor, the new Coupé offers largely the same technical substance as the new BMW 3 Series Sedan. And while, in its design, the car clearly displays its close connection to the Sedan, the truth that just three components on the outer skin are identical to those on the four-door model. In this way alone, BMW emphasises the unique character of the Coupé and presents the car proudly bearing the letter "C" at the rear as a separate model line of its own.

Four versions of the BMW 3 Series Coupé are offered to the customer right from the start – one four-cylinder and three six-cylinders, with output ranging from 118–193 hp. The six-cylinders even come with dual-VANOS offering an optimum gas charge cycle and a combustion process geared perfectly to engine speed and load.

2003: BMW 6 Series Coupé for the most demanding individualist.

Passionate, elegant, and powerful – these are the features of the BMW 645Ci launched in 2003 and at the same time marking the top end in the large coupé segment. Through its sophisticated and sleek proportions, together with dynamic looks, the BMW 645Ci is a genuine exception on the road.

Developing maximum output of 333 hp, the eight-cylinder interacting with the supreme chassis and suspension, innovative Active Steering and the most advanced and sophisticated driver assistance systems such as Dynamic Drive roll stability and DSC Dynamic Stability Control ensures a truly impressive, muscular but refined driving experience.

Despite all its sporting performance, this large Coupé excels also through outstanding driving comfort: Conceived and built as a fully-fledged 2 + 2-Coupé, the BMW 645Ci offers all four passengers optimum seating comfort, luxurious equipment, an elegant ambience and, thanks to the large panorama lifting glass roof, light impressions and visibility of a very special kind.

Two years later the BMW 645Ci is replaced by the new BMW 650i, a new 4.8-litre 367-hp eight-cylinder with maximum torque of 490 Newton-metres or 361 lb-ft giving BMW's large Coupé even greater performance and supremacy.

2006: the BMW Z4 Coupé for sports motoring in purist style.

The BMW Z4 Coupé exuding an impressive feeling of agility and dynamism through its looks alone makes its world debut in spring 2006. The classic coupé silhouette, the "Hofmeister kick" on the rear side windows so characteristic of the brand, and the flowing roofline present three attributes in particular: this car is low, powerful, and fast. Clearly, the engine and suspension translate this distinctive impression into superior performance on the road.

The BMW Z4 Coupé 3.0si is powered by a 3.0-litre straight-six which has already won the Engine of the Year Award several times. Maximum output is 265 hp, with torque peaking at 315 Nm or 232 lb-ft. The chassis and suspension are set up for supreme dynamism, offering everything required for BMW's proverbial Sheer Driving Pleasure, together with the prize-winning engine.

Virtually perfect axle balance, the low centre of gravity, and rear-wheel drive ensure harmonious driving behaviour, optimum traction and performance, as well as extremely high speeds in bends in every situation. The interior, in turn, with its clear and straightforward design, is both sporting and purist in nature, but nevertheless comes with a wide range of features and equipment, high-class materials and an appropriate colour scheme reflecting the character of the car.

13. Exterior and Interior Dimensions.

