



Media Information  
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## **BMW Canada announces pricing for 2008 BMW M3 lineup** V8-powered M3 Coupé, Sedan and Cabriolet on sale this spring

**Whitby.** BMW Canada is pleased to announce pricing for the juggernaut of 2008 BMW M3 models soon to be unleashed to Canadian driving enthusiasts.

The M3 Coupé and M3 Sedan, arriving at BMW retailers on March 8<sup>th</sup>, will debut with MSRPs of **\$71,300** and **\$69,900**, respectively. The M3 Cabriolet, with an **MSRP of \$81,900**, will find its way into BMW showrooms on May 17<sup>th</sup>.

The highly anticipated fourth-generation M3's will share the same light-alloy, high-revving V-8 engine, producing 414 hp at 8,300 rpm and 295 pound-feet of torque at 3,900 rpm with 85 percent of the maximum torque available consistently through 6,500 rpm. This power output represents a 17% increase over the six-cylinder from the last generation M3 yet the new engine weighs 7% less and consumes 8% less fuel than its predecessor.

All M3 variants will transmit power to the rear wheels through a close-ratio, oil-cooled six-speed manual gearbox, via a twin-disc clutch and Variable M Differential Lock rear axle. Equipped with six-speed manual transmission, the 2008 M3 Coupé storms from 0-100 km/h in 4.8 seconds, the M3 Sedan a "tick" later at 4.9 seconds even, and the M3 Cabriolet simultaneously rockets from 0-100 km/h in just 5.3 seconds.

A brand new, race-bred, 7-speed Double-Clutch transmission with Drivelogic will also be offered as an option on all M3 models. The fourth-generation automated manual gearbox developed specifically for the M3, features eleven electronically controlled driving programs—five in automatic mode and six in manual mode. The smoothest and quickest M3 gearbox yet helps to propel the potent new M3 trio, when equipped, from 0-100 km/h in a blistering 4.6, 4.7 and 5.1 seconds, respectively, in the M3 Coupé, M3 Sedan and M3 Cabriolet.

The 2008 BMW M3 stable, in either drivetrain variation, are the highest-performing M3s ever offered by BMW's M division, setting new performance benchmarks once again.

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As M heritage dictates, the potent thrust of the new M3 is matched in all variants with all-new chassis design featuring unprecedented levels of torsional rigidity, all-new suspension with forged aluminum track control arms and a plethora of other purpose-designed lightweight components, bringing a new level of handling dynamics to the new M3 family. The optional Electronic Damper Control features three selectable control maps: Sport, Normal and Comfort, allow the driver to tailor the vehicle's chassis dynamics to his or her preference and even store the preferred setting to the available steering-wheel-mounted "MDrive" button for quick access.

As expected, the most competent M3 chassis' yet are complemented by equally competent high-performance brake systems with massive, cross-drilled ventilated compound brake discs, producing track-worthy deceleration capability.

When the driver is done enjoying the symphony of eight cylinders, the sumptuous and functional interior comes standard with the powerful LOGIC 7 sound system with 13 speakers (11 speakers in the M3 Cabriolet). For serious audiophiles, an all-new BMW Individual Audio System is available as an option. Featuring 16 speakers with rigid HexaCone® diaphragms and neodymium magnets driven by a 9-channel, 825 watt digital amplifier (12 speakers and 675w amplifier in the M3 Cabriolet). The system also includes DIRAC Live™ Technology - used exclusively in an automotive application by BMW – ensuring a perfectly timed sound experience in all seats.

The 2008 BMW M3 family of thoroughbreds is poised to transcend their legendary predecessors and redefine the benchmark for ultra-performance Coupés, Sedans and Cabriolets.

For more detailed information on each of the new M3 models, please visit the BMW Press Club at: [www.press.bmw.ca](http://www.press.bmw.ca) where you can find individual press releases and a full library of photos.

BMW Group Canada, based in Whitby, Ontario, is a wholly-owned subsidiary of BMW AG and is responsible for the distribution of BMW luxury performance automobiles, Sports Activity Vehicles, Motorcycles, and MINI. BMW Group Financial Services Canada is a division of BMW Group Canada and offers retail financing and leasing programs on new and pre-owned BMW and MINI automobiles, as well as retail financing for new and pre-owned BMW Motorcycles. A total network



of 38 BMW automobile retail centres, 17 BMW motorcycle retailers, and 23 MINI retailers represents the BMW Group across the country.

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