



Media Information  
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## **BMW Canada introduces the 2011 BMW 335is Coupé and Cabriolet** Special High-Performance models are exclusive to North America

**Whitby, ON.** BMW Canada is pleased to announce the introduction of the 2011 BMW 335is Coupé and Cabriolet, each destined to take a place in history among the line of desirable, often collectible BMW “s” models.

Based on the newly-updated 2011 BMW 3 Series Coupé and Convertible, the new 2011 BMW 335is features the award-winning, twin-turbocharged BMW inline-6 engine, specially tuned and equipped to produce 320 horsepower and 332 lb-ft of torque from its 3.0-liters, and a standard 6-speed manual transmission. For the first time on a “non- M” version of the BMW 3 Series in Canada, the 7-speed Double Clutch Transmission (DCT) will be available as an option. So equipped, the 335is Coupé will be capable of 0-100 km/h acceleration in 5.3 seconds. The 2011 BMW 335is will go on sale late this spring, and pricing will be announced closer to the on-sale date.

Fundamentally unchanged are the BMW 3 Series’ essential attributes of rear-wheel drive, near-perfect 50-50 weight distribution, remarkably precise steering, and skillfully engineered suspension...all of which conspire to produce the uniquely satisfying driving experience that is quintessentially BMW.

The “s” version was first seen by Canadians on the original BMW 3 Series, imported in the late 70’s and early 80’s and variously included the most desirable 3 Series equipment, including Recaro sport seats, sport steering wheel, halogen high-beams, sunroof, dual color-keyed wing mirrors, anti-sway bars, exterior aerodynamic enhancements, and basketweave style light-alloy wheels. In the late-1980s, the BMW 3 Series and 5 Series were each available as “s” models, including the BMW 325es, 325is, and 535is. Again, sticking with a proven formula, BMW gave the “s” models enhanced aerodynamics, sport suspension, on-board computer (OBC) and Check Control, sport leather seats, and other features. Early last decade, the original BMW X5 Sports Activity Vehicle (SAV) was available twice as an “s” model, first as the BMW X5 4.6is and then as the BMW X5 4.8is. The “s” model SAVs brought even further enhancement in the form of increased power from their modified V-8 engines.

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As the newest “s” model, therefore, the 2011 BMW 335is perfectly follows its lineage by offering stunning looks, more power, and a complement of functional, performance-inspired equipment tailored to suit the enthusiast driver.

**More Power.**

The BMW 335is is powered by BMW’s widely-acclaimed twin-turbocharged inline-6, which displaces 3.0-liters and features all-aluminum construction. This engine further benefits from BMW’s High Precision direct fuel injection, Double-VANOS stepless valve timing, and advanced Digital Motor Electronics (DME) engine control system. The engine employs special DME software, contributing to an increased output of 320 horsepower and 332 lb-ft of torque. Through the use of temporary overboost in certain circumstances, the engine will produce up to 370 lb-ft of torque (horsepower remains 320) for even better performance during overtaking and other high-speed maneuvers.

The increased power and torque naturally place higher loads on the engine componentry, so a number of items including the cooling system of the 335is have been upgraded accordingly. An additional radiator has been added, along with a more powerful electric engine cooling fan. The front fascia of each model has been shaped with large openings to allow improved air flow to the radiators, and special emphasis was placed on the 335is Coupé’s higher probability of seeing race track duty. As a result, the 335is Coupé has traded the Convertible’s foglights for the largest possible air openings, which help result in a substantial increase of effective cooling capacity. These measures were taken specifically to ensure that the 335is will provide constant, reliable power under even the harshest driving circumstances. Engine mounts have also been replaced with stiffer units to help minimize deflection under very high G-loads.

**Performance and Specifications.**

The 335is Coupé performs 0-100 km/h runs in 5.3 seconds with the optional 7-speed DCT and 5.4 seconds with the manual 6-speed. The 335is Convertible, meanwhile, requires only 5.5 seconds for the 0-100 km/h run whether equipped with the 6-speed manual or optional 7-speed DCT. Maximum rated horsepower of 320 is achieved at 5900 rpm, and peak torque output of 332 lb-ft is achieved from 1500 – 5000 rpm. Temporary peak torque of 370 lb-ft is available under special high-load circumstances, such as when overtaking at higher speeds. The drag coefficient (Cd) is 0.30 for the



335is Coupé and 0.31 for the 335is Convertible. The vented brake rotors are the same sizes as on the standard 335i Coupé and Convertible, measuring 13.7" front and 13.2" rear.

**Sensational Sounds.**

Appropriately, the BMW 335is Coupé and Convertible have been fitted with a new sport exhaust system to enhance the sound and responsiveness of each model. Without being intrusive, the character of the free-flowing exhaust system has been specially tuned to focus on the low frequency "rumble" sounds that are most enjoyed with the windows (or the Convertible's retractable hard top) lowered. The system is designed to minimize the restriction of exhaust gas flow, which is always important for a turbocharged powerplant.

**Unique Exterior and Interior Design Features.**

The new BMW 335is models are based on the latest BMW 3 Series Coupé and Convertible, which have themselves each been enhanced for the 2011 model year. Of those updates, the 335is models retain the new high-depth LED tail lights, new xenon adaptive headlights with LED-lighted corona rings, and the new hood which integrates with the freshened BMW kidney grille. Above and beyond those changes, the 335is will receive new M Sport upgrades which include comprehensive M aerodynamic enhancements, high-gloss shadowline exterior trim, wing mirror caps in high gloss black, kidney grille surrounds in high gloss black, and standard 18" light alloy wheels in ferric grey color. 19" M alloy wheels are optional. Exclusive "335is" badges adorn each side panel and the rear of the trunklid.

The front and rear fascias have been carefully sculpted to provide the best air management benefits, along with a healthy dose of sporting style. Starting at the front, the new air dam of the 335is Coupé is equipped with large openings meant to feed as much air as possible to the upgraded cooling system. Horizontal black planes are placed within each opening to properly guide the air into the ducts. On the 335is Convertible, front foglights are retained in place of the black horizontal guide planes. As with any M aerodynamic component, the air dams accomplish the further mission of reducing or negating lift at high speeds.

At rear, the form-follows-function design philosophy continues with a new rear diffuser intended to properly manage the high-velocity air flow exiting from underneath the vehicle. As the most aggressive ever fitted to a BMW 3 Series, the body-color rear diffuser features a black inset portion



with vertical strakes that help maintain air velocity, reduce pressure, and therefore help prevent “lift” over the rear axle.

Inside, the M Sport upgrades continue with an M Sport steering wheel, M door sills, M driver’s footrest, M gearshift knob (only with manual transmission), sport seats, anthracite headliner and high-quality stainless steel sport pedals. The instrument cluster features dark grey dials with a “335is” badge on the tachometer face. The aluminum glacier silver dark trim also features an exclusive “335is” badge on the standard aluminum glacier silver dark trim passenger side.

Canadian fuel efficiency figures will be available closer to the on-sale date for each model and are expected to closely follow the figures of the standard 335i Coupé and Convertible, respectively.

### **The BMW Group**

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 24 production facilities in 13 countries and has a global sales network in more than 140 countries.

The BMW Group achieved a global sales volume of more than 1.43 million automobiles and over 101,000 motorcycles for the 2008 financial year. Revenues for 2008 totalled EUR 53.2 billion, with earnings before interest and taxes (EBIT) of EUR 921 million. The company employed a global workforce of approximately 98,000 associates on 30 September 2009.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last five years.

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 and protection products 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 40 BMW automobile retail centres, 19 BMW motorcycle retailers, and 25 MINI retailers represents the BMW Group across the country.

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