



**Media Information**

April 6, 2020

**The New 2021 BMW 330e and 330e xDrive PHEV Sedans**

New plug-in-hybrid versions of BMW's iconic sports sedan.

- New generation of design, suspension, engine and technology.
- MSRP of \$44,950 for the 330e and \$54,000 for the 330e xDrive Sedan.
- Market Launch planned for May 2020.
- 330e PHEV models will be eligible for various electric vehicle incentives - pending approval from Federal and Provincial governing agencies.

**Richmond Hill, ON.** BMW is pleased to introduce the latest additions to the 3 Series model lineup, the plug-in-hybrid 330e and 330e xDrive Sedans. BMW's latest eDrive technology, advanced driver assist, safety and infotainment systems enable the new 2021 BMW 330e and 330e xDrive sedans to deliver exhilarating driving experiences while lowering emissions and allowing for purely electric driving.

Over the past 40 years, no single model has embodied the concept of the Ultimate Driving Machine better than the BMW 3 Series Sedan. Modern design, agile handling, exceptional efficiency and innovative equipment features, all signature characteristics of a BMW, have been raised to a higher level through tireless engineering and testing. The BMW 330e and 330e xDrive Sedans expand on not only the core of the BMW 3 Series range (of which over 15 million units have been sold worldwide) but also the heart and passion of the BMW brand.

**New 4-cylinder PHEV drivetrain with XtraBoost**

The new BMW 330e and 330e xDrive Sedans utilize an intelligently controlled powertrain consisting of an electric motor, a high voltage battery pack and an internal combustion gasoline engine to enhance the performance driving experience of the 3 Series.

A 2.0-liter BMW TwinPower Turbo engine developing 181 hp @ 3,800 – 6,500 rpm and 258 lb-ft of torque @ 1,450 – 3,600 rpm is complemented by an electric traction motor developing 107 hp at



3,170 rpm and 77 lb-ft of torque @ 0 – 3,140 rpm. The combined power output is 288 hp and 310 lb-ft of torque with XtraBoost.

A high-voltage 34 Ah / 12 kWh gross (9.09 kWh net) lithium-ion battery module located underneath the rear seats provides the storage capacity for electric-only and performance oriented driving.

A brand-new feature in the new BMW 330e and 330e xDrive Sedans is XtraBoost, which enhances power and performance when the throttle is depressed to the kick down position. Available in SPORT mode, XtraBoost offers an immediate 40 hp power increase for up to 10 seconds.

The BMW 330e Sedan's electrified drivetrain allows it to accelerate from 0 to 100 km/h in 5.9 seconds (6.0 seconds for the 330e xDrive Sedan).

### **Purely electric driving up to 140 km/h**

In the HYBRID driving mode, the new BMW 330e and 330e xDrive Sedans can operate at speeds up to 110 km/h on electric power alone, an increase of 30 km/h over its predecessor. Emissions-free and fuel-free ELECTRIC mode allows driving up to 140 km/h, up from the previous 120 km/h. The purely electric range and MPGe figures for the new 330e models will be confirmed once approved by Natural Resources Canada.

The standard Active Protection for Pedestrians features an exterior speaker system to generate an unmistakable sound created specifically for electrified BMWs when operating in electric-only mode at speeds up to 32 km/h.

### **Choice of Rear-Wheel Drive or BMW Intelligent xDrive**

The BMW rear-wheel drive performance feel or the all-season capabilities of BMW's latest intelligent all-wheel-drive system? Your choice with the new 330e models.

The fully variable power transfer of BMW's intelligent xDrive ensures maximum traction and directional stability in all road and weather conditions while also promoting sportier handling. This functionality comes courtesy of the electronically controlled multi-plate clutch in the transfer case which links up with the Dynamic Stability Control (DSC) system and constantly adjusts power



transmission – precisely and in a fraction of a second – in response to the driving situation. In this way, any tendency of the vehicle to oversteer or understeer greatly reduced.

The system's rear-biased set-up helps ensure the new BMW 3 Series Sedan retains the exhilarating driving experience drivers expect from a BMW. Sending more drive power to the rear wheels under normal driving increases agility when cornering. In situations which do not require all-wheel drive, the efficiency of BMW xDrive is increased by directing all the engine's torque to the rear wheels. The weight of the system has also been reduced, while optimized oil supply increases internal efficiency.

### **Chassis Technology: Sportiness and comfort**

The body structure and chassis of the new BMW 330e and 330e xDrive Sedans was developed with a focus on enhanced driving dynamics, agile handling characteristics, high-precision steering and superior braking performance. The foundations for these attributes are provided by a low center of gravity, by the increase in the front and rear track compared with the predecessor model, by significantly increased camber values for the front wheels and by the substantial increase in the stiffness of the body structure and suspension mountings.

In addition to these measures, new shock absorber technology has been developed for the BMW 3 Series Sedan. The lift-related dampers are part of the car's standard chassis and make a major contribution to the unique balance of sportiness and comfort – unrivalled by any other manufacturer – which defines the character of the new BMW 3 Series Sedan. The car's handling and steering dynamics can be fine-tuned with a series of precisely matched chassis options. The functionally coordinated interplay of suspension, steering, tires, brake system and differential lock makes sport driving an effortlessly enjoyable experience.

### **Driver Assistance Systems**

The BMW 330e and 330e xDrive Sedans also assume a pioneering role when it comes to assistance systems designed to ease the driver's workload in monotonous driving conditions – such as traffic jams – and lends a helping hand in awkward maneuvering situations. The new model generation offers a far wider choice of standard and optionally available systems which enhance specific aspects of comfort and safety.



Camera images and the data gathered by radar and ultrasonic sensors are used to monitor the vehicle's surrounding area and either alert the driver to hazards or minimize the risk of an accident by means of corrective braking and steering. The optional Active Cruise Control with Stop and Go braking function helps to make life easier on long-distance journeys by automatically accelerating or slowing down the car to maintain the desired speed set by the driver. The set speed can be imported directly from the optional traffic sign recognition system's display.

The Active Cruise Control system with Stop & Go function goes even further to help the driver by not just maintaining the chosen cruising speed but also keeping a safe distance from vehicles travelling ahead. The system is operational in a speed range from 0 – 210 km/h and is able to brake the vehicle to a standstill, if necessary. The maximum length of time that can pass before the car starts off again automatically has been extended to 30 seconds. In order to determine the ideal moment to pull away, the system's sensors now register not only the vehicle immediately ahead, but the one in front of that as well.

The new 3 Series PHEV models come standard with Frontal Collision warning with City Collision Mitigation, Lane Departure Warning and Blind Spot Detection systems, which operate from 70 – 210 km/h and from 20 km/h to the car's top speed respectively, and help the driver to guide the car back onto the correct path with a steering input. The Driving Assistant's remaining functions also include Rear Collision Protection and Cross-Traffic Alert, thereby reducing the risk of a collision when reversing into roads that are obstructed from the driver's view. To help it keep an eye on what's happening behind the car, Cross-Traffic Alert is able to employ both the radar sensors in the rear bumper and the rear view camera.

### **Driving Assistant Professional: the ultimate in comfort and safety**

The optional Driving Assistant Professional offers the full complement of assistance systems for comfortable and safe motoring. Underpinning it all is a trifocal camera co-developed with Mobileye, working in conjunction with a front facing radar. This complete package makes its systems available in an exceptionally wide range of situations. In addition to all the components of the Driving Assistant and the Active Cruise Control with Stop & Go function, it also includes the Steering and Lane Keeping Assistant, which takes its cues from road markings and vehicles driving ahead and works together with the driver to help keep the vehicle in the detected lane. A dedicated button on the



steering wheel's left-hand spoke ensures the systems are easy to operate. Pushing it once activates both the Active Cruise Control and the Steering and Lane Keeping Assistant.

The Driving Assistant Professional also features the Lane Keeping Assistant with Active Side Collision Avoidance. As well as emitting visual warning signals and causing the steering wheel to vibrate, active side collision avoidance also uses a steering input to help avoid collisions. Rounding off the Driving Assistant Professional's extensive list of functions are the Evasion Assistance, which now also reacts to pedestrians and Cross-Traffic Alert.

The Extended Traffic Jam Assistant is designed to help the driver during the most tedious driving environment, stop and go traffic. Designed to operate on limited access highways at speeds up to 60 km/h, this system integrates Lane Keeping Assistant, Active Cruise Control with Stop and Go and a driver attention monitoring camera that replaces the need to touch the steering wheel every 30-50 seconds as long as the driver's attention is clearly on the road ahead.

### **Parking Assistant Plus with Back-Up Assistant: maneuvering with ease**

Drivers of the new BMW 330e and 330e xDrive Sedans are also able to rely on the comprehensive support of innovative assistance systems when parking and maneuvering. The standard Park Distance Control (PDC) with sensors at both the front and rear provides visual and acoustic signals to prevent collisions with obstacles located to the side or rear of the vehicle. The optional Parking Assistant Plus goes further with Automatic Parking, which automatically selects either parallel or perpendicular spaces along to the road, and maneuvering into them. The latest version of the system takes care of steering the car, accelerating, braking and automatic transmission shifting. What's more, Automatic Parking can now also be used to automatically maneuver out of parallel parking spaces. Here, the driver first specifies the direction in which the parking space is to be exited by switching on the turn signal for the appropriate side. The system then guides the vehicle – using reversing and steering inputs – into a position from which the driver can leave the parking space with the steering turned to the same angle.

Another of the Parking Assistant's features is the innovative Back-Up Assistant, which helps the driver to exit parking spots or maneuver when space is limited. This system is the only one of its kind in the new BMW 3 Series Sedan's segment. Back-Up Assistant offers the highly convenient option of automated reversing in confined spaces or situations where the driver does not have a clear view,



such as narrow parking garages or entrances to courtyards. To do this, the system stores the steering movements for any section the car has just driven forward along at no more than 22 mph. The system is then able to reverse the vehicle for distances of up to 50 yards by steering it along exactly the same line it has just taken when moving forward, while all the driver has to do is operate the accelerator and brake pedals and monitor the area around the car. The Back-Up Assistant can back the car up at a maximum 9 km/h.

The rear view camera and the functions included with the optional Parking Assistant Plus provide drivers with an excellent overview of the situation when parking or exiting parking spaces. The Park View, Panorama View and Remote 3D Top View features are used to create a 360° image of the vehicle and its surroundings – from different perspectives – in the Control Display. Meanwhile, the Remote 3D View function gives drivers the ability to call up a three-dimensional live image of their vehicle and its immediate vicinity on their smartphone.

### **BMW Intelligent Personal Assistant**

Standard in the BMW 330e models is the BMW Intelligent Personal Assistant, an intelligent, digital character that responds to the prompt “Hey BMW”. The BMW Group is set to revolutionize driving pleasure with the BMW Intelligent Personal Assistant and, in so doing, enter a new era in which drivers will increasingly be able to operate their car and access its functions and information simply by speaking. The range of functions and skills available will be constantly expanded as part of regular updates.

The Intelligent Personal Assistant is, in short, the ideal co-driver and comes in particularly useful during everyday driving (“Hey BMW, what is the closest gas station on my route”). To make navigation particularly easy, drivers can give him access to their calendar and contacts, which will enable him to find parking spaces at the destination, provide information on traffic jams along the route and remind the driver when they need to set off. It also learns destinations the customer drives to frequently.

### **BMW Digital Key: turning the smartphone into a car key**

The BMW Digital Key employs Near Field Communication (NFC) technology to allow the new BMW 330e and 330e xDrive Sedans to be locked and unlocked from a compatible smartphone, removing



the need for a conventional car key. Holding the smartphone up to the door handle opens the car. Once inside, the engine can be started as soon as the phone has been placed in the wireless charging or smartphone tray. Accessible via the BMW Connected app, the Digital Key offers unrivalled flexibility. The BMW Digital Key is compatible for all NFC-capable Samsung Galaxy smartphones running Android 8.0 and above. Compatibility is limited to select carriers.

### **BMW Group in Canada**

BMW Group Canada, based in Richmond Hill, 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 51 BMW automobile retail centres, 22 BMW motorcycle retailers, and 31 MINI retailers represents the BMW Group across the country.

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