



## Media Information

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### **The New BMW 3 Series: a worldwide success story in its seventh generation – now with greater appeal than ever.**

- **Updated exterior design, progressive new interior design, and new technology enhance the character of the vehicle that is the very foundation of The Ultimate Driving Machine.**
- **Cutting-edge cockpit design now with the BMW Curved Display and iDrive 8 front and centre.**
- **Canadian market launch to commence in July 2022.**

**Richmond Hill, ON.** The BMW 3 Series is the yardstick of sporty driving pleasure by which all other contenders in the premium midsize segment are measured. With more than 45 years of global success under its belt, the 3 Series also embodies the heart of the BMW brand. Precise design modifications shine an even brighter spotlight on the dynamic character of the new 2023 BMW 3 Series. A newly designed cockpit with BMW Curved Display brings ground-breaking modernity and digitalization to the interior. And subtle but distinguishing refinements to the exterior express the promise of a distinctively rewarding driving experience.

The launch of the new BMW 3 Series around the world will commence in July 2022.

### **A global success story and segment leader.**

Since the debut of the original in 1975, more than 16 million BMW 3 Series have been sold across its generations. And over 1.1 million customers have so far opted for the current generation of the BMW 3 Series introduced in 2019. This means demand has been stronger in the first three years of this generation than for any of the preceding 3 Series generations over the same time period. The BMW 3 Series accounts for around 14 percent of the brand's vehicle sales worldwide.

### **Drivetrains that emphasize economy or performance, sacrificing neither.**

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Among the signature features of the BMW 3 Series is the range of drivetrains available, striking a balance between driving pleasure and fuel economy. The 2-litre TwinPower Turbo 4-cylinder engine in the 330i xDrive provides substantial power and broad torque for brisk acceleration while returning outstanding fuel economy. The efficient yet dynamic 330e and 330e xDrive remain the plug-in hybrid of choice for those who value an engaging driving experience with zero-emissions capability. And the 3-litre TwinPower Turbo inline-6-cylinder was enhanced with 48V mild hybrid technology for model year 2022.

The models in the BMW 3 Series range therefore have what it takes to win over customers with widely varying preferences but a shared love of driving pleasure, elegantly sporty design, and advanced technology.

### **Exterior design: Undeniably sporty, unmistakably BMW**

Carefully executed exterior design upgrades ensure that the character of the new BMW 3 Series and its emphasis on driving pleasure now shine through even more clearly. The front and rear aprons now have a sporty new design as standard. The characteristic BMW kidney grille and twin headlight accents have also been meticulously redesigned. This stylistic energy can be intensified further with the optional M Sport package on 330i xDrive. 330e and 330e xDrive models.

### **Expressive front end: BMW kidney grille and headlights redesigned.**

With its crisply structured surfaces, dynamic lines, and large air intakes, the front apron emphasizes the sporting mission of the new BMW 3 Series. The redesigned headlights and kidney grille also give the car a strong visual presence.

The standard full-LED headlights are now slimmer, with clear contours and daytime driving lights arranged in an inverted L-shape to create a harmonious and modern look. The outer daytime driving light elements also serve as turn indicators. The lightly modified contours and new double bars give the BMW kidney grille a more powerful look while remaining instantly recognizable. Air intakes in high-gloss black positioned below the kidney grille add a dynamic styling touch while directing cool air to the front brakes.

### **Powerful proportions and clearly structured surfaces at the rear.**



The new contours of the front and rear aprons add striking flourishes to the taut silhouettes of the new BMW 3 Series. Horizontal lines, slim light units, clearly structured surfaces and flared rear wheel arches accentuate the width and muscular rear stance of both models.

The standard specification for all BMW 3 Series models includes 18-inch light-alloy wheels in brand-new designs. The range of exterior colours now includes Skyscraper Grey metallic across the range and Brooklyn Grey metallic on M340i xDrive or in combination with the M Sport package on 330i xDrive, 330e and 330e xDrive models. A wide selection of special BMW Individual paint finishes will also be available at launch.

### **M Sport package with new design features.**

The design features available as part of the M Sport Package for the new BMW 330i xDrive, 330e and 330e xDrive models are more expressive and powerful than ever. Chrome accents highlight the double bars on the BMW kidney grille. The large central air intake features hexagonal contours and a honeycomb pattern and projects confidently from the front apron. Deeply recessed air curtains at the outer edges of the front end accentuate its width. The M Sport-specific rear apron has been revised and features vertical reflectors at the outer edges and a large diffuser element in the centre, clearly signaling the 3 Series sporting instincts. The M Sport package also features M Sport suspension and variable sport steering (on 330i xDrive), and 19-inch 791M light-alloy wheels with all-season or mixed performance tires. Within the M Sport Package, Adaptive M Suspension with electronic damping can be specified in lieu of the M Sport suspension on the 330i xDrive and can also be equipped on 330e and 330e xDrive models.

Inside, the M Sport Package blends distinctive details such as an M leather steering wheel and interior trim strips in the new Aluminum Rhombicle Anthracite finish to create a more sporting ambiance.

### **Distinctive appearance for the M340i xDrive.**

M-specific exterior features such as large air intakes and aerodynamically optimized details also help to give the BMW Performance models in the new BMW 3 Series lineup a dynamic look. The BMW M340i xDrive features distinctive design elements. Most notably,



these include the mesh-design BMW kidney grille, new 19-inch M double-spoke light alloy wheels, trapezoidal tailpipes, and an M rear spoiler painted in body colour.

To mark the 50th anniversary of BMW M GmbH, the 2023 BMW M340i xDrive will be offered with the classic BMW Motorsport roundels on the hood, trunk, and wheel centre caps. With its staggered semicircles in blue, violet, and red, the anniversary emblem is reminiscent of the original BMW M GmbH trademark that was first used on racing cars in 1973.

**Interior and equipment. Functionality and comfort in their most progressive forms.**

The interior of the new BMW 3 Series has been treated to a comprehensive update. The new interpretation of the brand-typical driver focus is embodied by the large BMW Curved Display. This cutting-edge cockpit design has progressive digitalization at its heart and enables the number of buttons and controls to be significantly reduced in favor of touch and voice control.

Offering generous amounts of space, modern functionality, a high level of acoustic comfort, high-quality materials displaying exquisite workmanship, and advanced digital services, the new BMW 3 Series delivers a convincing blend of inimitable driving pleasure and compromise-free premium quality both in everyday use and on longer trips away.

**Fully digital BMW Curved Display with intuitive touch control.**

The standard BMW Curved Display exemplifies quality and modernity with its frameless glass surfaces angled slightly towards the driver. A 12.3-inch information display behind the steering wheel and a 14.9-inch control display merge into a single, fully digital, high-resolution unit.

The central air vents positioned below the control display are now slimmer and more modern in design. The standard three-zone automatic climate control can be adjusted using voice or touch control on the control display. The controls for setting the temperature on the driver's and front passenger's side are always displayed. The progressive design of



the cockpit is enhanced by a larger surface for the interior trim strip integrated into the instrument panel.

**Control panel on the centre console with new gear selector.**

All new BMW 3 Series models come as standard with an 8-speed Sport Automatic transmission, now controlled by the new toggle lever on the centre console. Steering column-mounted shift paddles are standard.

**Powertrain. Leading the way in efficiency and performance.**

Highly efficient engines with BMW TwinPower Turbo technology and electrification in the form of plug-in hybrid and 48V mild hybrid technologies ensure the powertrains available for the new BMW 3 Series strike a fine balance between driving pleasure and fuel economy.

**The fabled BMW inline 6-cylinder engine, enhanced with 48V mild hybrid technology.**

Mild hybrid technology gives the 3-litre inline 6-cylinder engine in the new BMW M340i xDrive exceptionally responsive power delivery and optimized efficiency. A 48V starter generator acts as an electric drive unit to assist the engine, allowing it to operate within a load range optimized for efficiency as often as possible. It also offers the driver an electric boost effect that can instantly give the engine sharper response when accelerating off the line or putting in a quick burst of speed for passing, and significantly refines the operation of the automatic start/stop function.

The mild hybrid system allows intensive use of the electric power generated through Brake Energy Regeneration and stored in an additional battery. This is used not only to provide the engine with its electric power boost, but also - via a voltage transformer - to supply power to the vehicle's 12V electrical system, enabling much more efficient operation of the systems in the vehicle that consume electric power.

**The new BMW Operating System 8 and innovative digital services.**



BMW iDrive with latest-generation BMW Operating System 8 now in the new BMW 3 Series leads the way into the digital future with powerful connectivity and data processing capabilities, plus intuitive interaction between driver and vehicle.

The new BMW Operating System 8 offers many more options for drivers to enjoy easy, intuitive, multimodal control of vehicle, navigation, infotainment, and communication functions, as well as digital services. As evidenced by the BMW Curved Display and the continually expanding capabilities of the BMW Intelligent Personal Assistant, it is geared squarely towards dialogue using touch control and natural speech.

**Fully digital BMW Curved Display with cutting-edge graphics.**

The BMW Curved Display fitted as standard in the new BMW 3 Series provides a whole new user experience. This fully digital and high-resolution screen grouping comprises a 12.3-inch information display and a control display with a screen diagonal of 14.9 inches.

The state-of-the-art graphics and menu structure of the BMW Curved Display have been designed with a smartphone-style appearance. The user interface impresses with its striking forms, dynamic light effects, strong depth of colour, and modern colour worlds. Its layout can be adapted to the driving situation at hand or personal preferences.

**Standard in the new BMW 3 Series: the navigation system BMW Maps.**

The navigation system fitted as standard in the new BMW 3 Series includes the cloud-based BMW Maps. The new generation of the navigation system enables very fast and dynamic route calculation based on precise real-time traffic data transmitted at short intervals. The arrival time is calculated using an anticipatory method that factors in the usual traffic levels along the entire route.

With Connected Parking, BMW Maps is also able to provide assistance when searching for a parking space close to the destination.

**BMW  
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**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, 21 BMW motorcycle retailers, and 31 MINI retailers represents the BMW Group across the country.

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