



Media Information

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The new 2025 BMW 3 Series.

- New design details for the interior and exterior.
- BMW Curved Display features iDrive Operating System 8.5 with QuickSelect.
- New chassis tuning further improves the balance between capable and comfortable.
- Worldwide launch to commence in July 2024, with production for Canada beginning in August.

Richmond Hill, ON. For almost 50 years now, the BMW 3 Series has resided at the core of the BMW brand. It epitomizes sporty driving pleasure in the premium midsize class and has made significant contributions to design, driving dynamics, and technological innovations in this segment time and again across seven model generations. The extensive revisions already introduced for model year 2022 in the areas of design, powertrain, digitalization, and equipment are heightened with a fresh package of updates that take the 3 Series' visual appeal and cutting-edge modernity to new levels. New chassis tuning further enhances the balance between sporting capability and comfort. And on the topic of digitalization, BMW Operating System 8.5 provides the basis for more intuitive and comfortable operation – via the upgraded BMW iDrive with QuickSelect – and for extended navigation functions including Augmented View.

These technological advances are accompanied by new design details and features for the exterior and interior. New exterior paint finishes and alloy wheels accentuate the aura of sporting elegance while in the interior, the newly designed steering wheels and dashboard and sophisticated equipment features deliver driving pleasure in an ambience of premium modernity.

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Models for the Canadian market will begin production in August at BMW Group Plant San Luis Potosí in Mexico and BMW Group Plant Munich.

The BMW 3 Series has embodied driving pleasure, elegantly sporty design, and sustained technological progress ever since its debut in 1975. More than 20 million examples of the BMW 3 Series have been sold around the world to date, with the current, seventh generation now accounting for almost three million of these alone.

Base MSRPs

2025 BMW 330i xDrive	\$56,900
2025 BMW M340i xDrive	\$69,900

Exterior design, interior, and equipment; Progressive aura, refined ambience.

The spectrum of exterior colours for 2025 includes two new colours: Arctic Race Blue Metallic and Vegas Red Metallic.

New 19-inch M alloy wheels in double-spoke design (Style 995M) in either a burnished bi-colour or Jet Black finish are optionally available on the M340i xDrive or 330i xDrive equipped with M Sport Package. Alternatively, new BMW Individual 19-inch alloy wheels in Y-spoke design (Style 1038I) with a burnished bi-colour finish are optional across all models.

New design elements and features have also been introduced in the interior, further highlighting the cockpit's clean, uncluttered, and tech-forward appearance. Drivers are presented with one of two new steering wheel designs. The BMW 330i xDrive comes standard with a new two-spoke Sport Leather Steering Wheel with a polygonal rim. The M340i xDrive and 330i xDrive equipped with the M Sport Package feature a new three-spoke flat-bottomed M Leather Steering Wheel with a subtle stripe at the 12 o'clock position – black on 330i xDrive with M Sport, red on the M340i xDrive. M tri-colour stitching around the rim is also included on the M340i xDrive. Both of the newly designed steering wheels have illuminated multifunction buttons and gearshift paddles.



Selectable light moods, premium materials.

The interior lighting now includes cascade lighting integrated into the trim around the new central vents. It can be adjusted for colour and brightness according to personal preference, with users able to select from nine colours. Their choice of colour and brightness settings are stored as part of their profile. The functionality of the interior lighting also includes an atmospheric Welcome and Goodbye Animation and light signals indicating certain scenarios such as an incoming phone call or an open door.

Revisions have also been made to the range of interior trim elements. Matte Dark Graphite Trim is standard in the new BMW 330i xDrive, while the M340i xDrive gets Aluminum Rhombicle Trim as standard. Fineline Light Open-Pored Trim, Ash Grey Blue Open-Pored Wood Trim and Brushed Aluminum Trim are all optionally available. Carbon Fibre Trim is also optional on the M340i xDrive or 330i xDrive equipped with M Sport Package. Additionally, the 330i xDrive offers Aluminum Rhombicle Trim as an option.

The use of high-quality materials also allows distinctive touches to be included throughout the interior to enhance its modern and premium character. For example, Galvanic controls – which adds a unique luster to the window switches, door lock button, and air vent adjustment stalks – are now standard equipment. The Sensatec dashboard – optional on 330i xDrive and standard on M340i xDrive - now has a more refined surface and decorative stitching in a contrasting colour.

Engines with 48V mild hybrid technology. Powerful and efficient.

The new B58B30M2 3-litre inline 6-cylinder engine in the 2025 M340i xDrive features new 48V mild hybrid (MHEV) technology for sharper power deliver and greater efficiency. The auxilliary electric drive of the 48V starter generator can provide 11 hp of boost to the TwinPower Turbo engine, resulting in a maximum system output of 386 hp @ 5,200-6,250 rpm and 398 lb-ft of torque @ 1,900-4,800 rpm.

The engine is paired with an 8-speed Steptronic Sport transmission to propel the BMW M340i xDrive from 0-100 km/h in only 4.3 seconds. The engine's surge of power is



accompanied by an exhilarating soundtrack from the M Sport exhaust system. Top speed is electronically limited to 250 km/h with performance tires equipped.

The B48B20O2 2-litre inline 4-cylinder engine in the 2025 330i xDrive also benefits from 48V mild hybrid technology, as well as incorporation of the Miller cycle combustion process, a redesign of the intake ports and combustion chambers, and innovations in the areas of camshaft control, injection, ignition system, and exhaust gas routing. The TwinPower Turbo 4-cylinder engine produces 255 hp @ 4,700-6,500 rpm, and 295 lb-ft of torque @ 1,600-4,500 rpm.

Chassis offers an even better blend of sportiness and comfort.

The chassis technology of the new BMW 3 Series also benefits from rigorous development work. The blend of sporting flair and ride comfort for which the 3 Series is renowned has been further refined across all models with a series of targeted updates. A stiffer mounting connecting the rear dampers to the body is just one of the measures used to achieve this.

With these developments, drivers will enjoy a notable increase in comfort across all driving situations – regardless of the road surface conditions or the selected driving mode – without any loss of dynamic capability. The new 3 Series handles with even greater overall precision, composure, and controllability. The steering effort has also been reduced in Comfort mode to achieve greater steering ease in everyday driving.

BMW Operating System 8.5 and innovative digital services.

The latest version of the BMW iDrive with QuickSelect is fitted in the new BMW 3 Series, enabling vehicle functions to be controlled more intuitively and providing access to digital services. It is now based on BMW Operating System 8.5 and features a new home screen and QuickSelect rapid-access tech, bringing an improved menu structure that takes its cue from consumer electronics devices.

The BMW iDrive home screen now continuously displays the navigation system's map view in a large format or another individually selectable views. The system's QuickSelect



functionality permits a flatter menu structure, enabling the driver to select the desired function directly from the home screen without any need to enter submenus.

On the driver's side of the control display, there is a bar of widgets for accessing media, phone, and other functions by swiping vertically. Swiping a widget horizontally displays additional related information and settings options. The widget bar can be customized by installing new widgets, removing existing ones, or changing their arrangement. And the home icon at the lower edge of the control display makes it possible to return to the home screen from any application with a simple tap. Icons for direct access to the climate control menu, All Apps menu and, if activated, Apple CarPlay and Android Auto can also now be found next to the home icon.

The introduction of the latest-generation BMW iDrive with QuickSelect based on BMW Operating System 8.5 in the new BMW 3 Series simplifies operation of the ventilation and climate control functions. An operating concept focused on touch control and natural language enables a further reduction in the number of physical buttons and controls in the cockpit. Temperature selection, fan speed, seat heating and steering wheel heating can now be adjusted on the BMW Curved Display or by voice command via the BMW Intelligent Personal Assistant. New adjustment controls for the air vent grilles in the centre of the instrument panel and on the driver's and front passenger side of the cockpit allow the intensity and direction of airflow to be adjusted using rotating and tilting movements.

Enhanced navigation with BMW Maps and Augmented View.

The BMW Maps navigation system forming part of the standard BMW Digital Cockpit Plus in the new 3 Series makes it easier to input destinations and can offer additional information while driving. New features include better usability of filters, a flatter menu structure with touch buttons shown directly on the map view, and proactive route recommendations.

The optional BMW Digital Cockpit Professional adds not only the BMW Head-Up Display, but also the Augmented View function. This supplements the navigation system's map



display by showing a live video stream of the driver's view on the information display or control display and augmenting it with contextual real-time information. At confusing junctions, for instance, an animated directional arrow is integrated into the video image to help the driver take the best turn-off for the planned route.

Individual user experience with the BMW ID and My BMW App.

The arrival of BMW Operating System 8.5 makes it even easier to personalize the user experience in the BMW 3 Series by simplifying the process for linking the vehicle with the BMW ID and My BMW App. Customers initially sign in to the vehicle with their BMW ID by scanning a QR code with their smartphone. The personal user profile is then imported automatically. Synchronizable settings are loaded and the key detected in the vehicle is associated with the BMW ID.

At the same time, the vehicle is added to the My BMW App – the universal interface that serves as a gateway to BMW's digital ecosystem. It provides information on the vehicle's status, its remaining range and any servicing and maintenance requirements.

Besides this, the My BMW App also lets users send destination addresses from their smartphone to the vehicle's navigation system for route planning, or access the online BMW ConnectedDrive Store where upgrades and additional functions for the new BMW 3 Series can be initiated, purchased or extended over the air. The "My Trips" feature including Efficiency Coach and monthly review provides the user with valuable data and evaluations for distance travelled, consumption and average speed, as well as offering helpful tips for driving efficiently.

Optimum connectivity with Personal eSIM and 5G mobile standard. All phone functions can be operated with the BMW iDrive system or the BMW Intelligent Personal Assistant.

Specifications.

	330i xDrive	M340i xDrive
Body		
No. of doors/seats	4 / 5	4 / 5
Length / Width / Height (mm)	4,713 / 1,827 / 1,445	4,714 / 1,827 / 1,440
Wheelbase (mm)	2,851	2,851
Track, front / rear (mm)	1,573 / 1,587	1,573 / 1,587
Ground clearance (mm)	135	130
Turning circle (m)	12	12
Curb weight (kg)	1,702	1,818
GVWR (kg)	2,150	2,260
Luggage capacity (l)	480	480
Engine		
Config. / no. cylinders / valves	Inline / 4 / 16	Inline / 6 / 24
Engine technology	BMW TwinPower Turbo technology, twin-scroll turbocharger, High Precision Injection, VALVETRONIC fully variable valve timing, Double-VANOS variable camshaft timing, 48V mild hybrid technology	M TwinPower Turbo technology with twin-scroll turbocharger, high precision injection, VALVETRONIC fully variable valve control and Double-VANOS variable camshaft timing, 48V mild-hybrid technology
Capacity (CC)	1,998	2,998
Stroke / bore (mm)	94.6 / 82.0	94.6 / 82.0
Compression ratio (:1)	10.5	10.2
Max output (hp @ RPM)	255 @ 4,700-6,500	386 @ 5,200 - 6,250
Max torque (lb-ft @ RPM)	295 @ 1,600-4,500	398 @ 1,900 – 4,800
Driving Dynamics and Safety		
Suspension, front	Double-joint spring strut axle in lightweight aluminum-steel construction, hydraulically	Double-joint spring strut axle in lightweight aluminum-steel construction, hydraulically



	damped torque strut bearing	damped torque strut bearing
Suspension, rear	Five-link axle in lightweight aluminum-steel construction	Five-link axle in lightweight aluminum-steel construction
Brakes, front	Vented, with single-piston floating calipers	Vented, with four-piston fixed calipers
Brakes, rear	Vented, with single-piston floating calipers	Vented, with single-piston floating calipers
Driving stability systems	Standard: DSC incl. ABS, ASC, and DTC (Dynamic Traction Control), CBC (Cornering Brake Control), DBC (Dynamic Brake Control), Performance Control, Dry Braking function, Fading Compensation, Start-Off Assistant, optional: M Sport Suspension, Adaptive M Suspension, M Sport Differential	Standard: DSC incl. ABS and DTC (Dynamic Traction Control), CBC (Cornering Brake Control), DBC (Dynamic Brake Control), Performance Control, Dry Braking function, Start-Off Assistant, Fading compensation
Safety equipment	Airbags for driver and front passenger, side airbags for driver and front passenger, head airbags for front and rear seat, 3-point inertia-reel belt on all seats, with seat belt stopper, belt tensioner and belt force limiter at the front, crash-active front head restraints, crash sensors, tire pressure display	Standard: Airbags for driver and front passenger, side airbags for driver and front passenger, head airbags for front and rear seat, 3-point inertia-reel belt on all seats with seat belt stopper, belt tensioner and belt force limiter at the front, crash-active front head restraints, crash sensors, tire pressure display
Steering	EPS with Servotronic, optional: variable sport steering	EPS variable sport steering with Servotronic
Steering ratio overall (:1)	14.9	13.6

Tires front / rear (std)		225/45 R18 / 225/45 R18		225/40 R19 / 225/40 R19
Rims, front / rear (in) (std)		7.5J x 18 / 7.5J x 18		8.0J x 19.0 / 8.0J x 19.0
Transmission				
Type		8-speed Steptronic		8-speed M Steptronic with Drivelogic
Gear ratios	I	:1	5.25	5.25
	II	:1	3.36	3.36
	III	:1	2.17	2.17
	IV	:1	1.72	1.72
	V	:1	1.32	1.32
	VI	:1	1.00	1.00
	VII	:1	0.82	0.82
	VIII	:1	0.64	0.64
	R	:1	3.71	3.71
Final drive		:1	2.81	2.81
Performance				
Acceleration 0-100 km/h (sec)		5.6		4.3
Top speed (km/h) / w/ performance tires		210 / 250		210 / 250

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

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