

**BMW
GROUP**

Canada

Corporate Communications



Media Information

October 31, 2025

BMW Canada unveils the 2026 BMW M340i xDrive 50 Jahre Edition: A tribute to 50 years of the iconic 3 Series.

- Limited to 100 units in Canada.
- Choice of six exterior colours from BMW Individual Manufaktur, each representing a previous generation of the 3 Series.
- M Performance Exhaust system, 20" Forged M Performance Wheels and exclusive badging.

Richmond Hill, ON. BMW Canada is proud to announce the launch of the 2026 BMW M340i xDrive 50 Jahre Edition, a special limited edition that celebrates the rich heritage of the legendary 3 Series nameplate. This exclusive model pays homage to the previous six generations of the 3 Series, featuring unique design elements inspired by its storied past.

The 50 Jahre Edition is available in six distinctive BMW Individual paint finishes, each reflecting a signature colour from the previous six generations: Madeira Red Metallic, Laguna Green Metallic, Avus Blue Metallic, Carbon Black Metallic, Deep Green Metallic, and Citrin Black Metallic. Complementing these striking paintworks are exclusive 50 Jahre Edition details, including 20" Forged M Performance Wheels, an M Performance Exhaust system, and luxurious BMW Individual Merino Leather upholstery – all designed to elevate the driving experience.

At the heart of the M340i xDrive 50 Jahre Edition lies BMW's acclaimed B58 engine, a 3.0-litre inline-six powerhouse celebrated for its remarkable blend of performance, efficiency and refinement. Known for its smooth power delivery and strong torque across the rev range, the award-winning B58 has earned widespread praise in the automotive industry and among enthusiasts worldwide. This engine has played a central role in the M340i's reputation as a driver's car that perfectly balances everyday usability with exhilarating performance.

BMW Canada Inc.
a BMW Group Company

BMW Canada Inc.
une compagnie
du BMW Group

Head Office/
Siège social
50 Ultimate Drive
Richmond Hill, Ontario
Canada
L4S 0C8

Telephone/
Téléphone
(905) 683-1200

Internet
www.bmw.ca
www.mini.ca



Since its introduction in 1975, the BMW 3 Series has been the cornerstone of BMW's success and a benchmark in the premium sports sedan segment. Renowned for its dynamic driving experience, innovative engineering, and timeless design, the 3 Series has accumulated countless awards and accolades worldwide. It has cultivated a passionate global fan base and played a critical role in shaping BMW's identity as the ultimate driving machine. Over nearly five decades, the 3 Series has continually evolved while staying true to its core values, making it one of the most important and successful nameplates in automotive history.

The 2026 BMW M340i xDrive 50 Jahre Edition embodies the spirit of innovation and performance that has defined the 3 Series for five decades, making it a true collector's gem. Production has been limited to 100 units for Canada and will begin in Germany in November 2025.

For more information, visit [BMW Canada's website](#) or contact your local BMW dealership.

-30-

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

For more information, please contact:

Marc Belcourt
Director, Corporate Communications
BMW Group Canada
905-428-5078 / marc.belcourt@bmwgroup.ca

Jean-Francois Taylor
Product and Technology Manager, Corporate Communications
BMW Group Canada
905-428-5366 / jean-francois.taylor@bmwgroup.ca