

The core of the BMW brand.

A worldwide success story dating back more than 45 years – and now with greater appeal than ever.



The BMW 3 Series is the epitome of driving pleasure and the benchmark for sporting prowess in the premium mid-size segment. With more than 45 years of global success under its belt, the 3 Series also represents the core of the BMW brand. Precise design modifications shine an even brighter spotlight on the dynamic character of the BMW 3 Series Sedan and BMW 3 Series Touring. A newly designed cockpit with BMW Curved Display brings ground-breaking modernity and digitalisation to the interior. The latest-generation operating system – BMW Operating System 8 – enables the number of buttons and controls to be reduced significantly. All variants of the new BMW 3 Series Sedan and new BMW 3 Series Touring now come as standard with an eight-speed Steptronic transmission with gearshift paddles on the steering wheel and a newly designed selector lever. Added to which, additions to standard specification increase the appeal of the new BMW 3 Series, while a new newly structured optional equipment offering makes it easier for customers to individualise their car exactly according to their preferences.

The launch of the new BMW 3 Series Sedan and new BMW 3 Series Touring around the world will get underway in July 2022. Both models will be built at BMW Group Plant Munich. The BMW 3 Series Sedan will be available worldwide and produced not only at the company's main factory, but also at two other facilities. The new BMW 3 Series Sedan for the Chinese market will be made at the Tiexi plant in Shenyang operated by the BMW Brilliance Automotive (BBA) joint venture. The latest production location for the Sedan is the BMW Group's San Luis Potosí plant in Mexico, which opened in 2019.

A successful model worldwide and market leader in numerous countries.

With a design refresh for the exterior, an extensively modernised premium ambience for the cabin and the latest advances in the areas of digitalisation, control/operation and equipment, the new BMW 3 Series Sedan and new BMW 3 Series Touring have all the tools necessary to write another chapter in their worldwide success story. Since the original BMW 3 Series went on sale in 1975, more than 16 million units of this model range have been sold across its generations. And over 1.1 million

customers have so far plumped for the generation of the BMW 3 Series Sedan and BMW 3 Series Touring available since 2019 alone. This means demand has been stronger for this model generation in the first three years of its life than for any of the preceding 3 Series generations over the same time period.

In 2021 the BMW 3 Series was the market leader in the premium segment of its class in countries including Germany, Great Britain and China. In the USA, too, it leads the way ahead of the established premium competitors. The BMW 3 Series accounts for around 14 per cent of the brand's vehicle sales worldwide.

China, Germany, the USA and Great Britain remain the most important markets for the BMW 3 Series. This is especially true for the new BMW 3 Series Sedan. Indeed, it was with the first generation of this model variant that BMW established the concept of the sports sedan – one which continues to enjoy worldwide popularity to this day. The BMW 3 Series Touring is now likewise a time-honoured ambassador for brand-typical driving pleasure. First unveiled exactly 35 years ago, it has added an extra model-specific injection of functionality to the exceptional agility and dynamic ability it shares with the Sedan. This combination, enhanced by the distinctive lines of its design, continues to fuel high demand – most notably in Europe. Indeed, around one in five BMW 3 Series sold is a Touring, and in Germany, in particular, that share is significantly higher still. The latest update of the BMW 3 Series Touring will again be offered in Europe, Japan, South Korea, Taiwan, Hong Kong, Australia and New Zealand.

The range of drive systems for the BMW 3 Series is rich in variety – as is its trophy cabinet.

Among other signature features of the BMW 3 Series are the wide range of drive systems available and an exceptionally fine balance struck between driving pleasure and fuel economy. The new BMW 3 Series Sedan can be ordered in three plug-in hybrid variants, and the new BMW 3 Series Touring in a choice of four. Added to which, four petrol and four diesel engines with four or six cylinders are offered for both the Sedan and Touring. At the head of the respective line-ups are two BMW Performance models from BMW M GmbH with a particularly sharp sporting edge. All of which means the BMW 3 Series can be ordered with outputs from 90 kW/122 hp to 275 kW/374 hp. BMW xDrive comes as standard on the range-topping models, and intelligent all-wheel drive is also available as an option for two petrol variants (BMW 3 Series Touring: one petrol variant), two diesels and plug-in hybrid models.

The models in the BMW 3 Series range therefore have what it takes to win over discerning target groups in the premium mid-size segment – customers with widely varying preferences but a shared love of driving pleasure, elegantly sporty design and advanced technology. The vehicle concept underpinning the BMW 3 Series is characterised by an extraordinary depth of engineering, and this is reflected in the broad spread of distinctions collected just by the latest model generation. Its trophy cabinet is stocked with a host of important awards, including the “Goldene Lenkrad” presented by Auto Bild magazine and the Bild am Sonntag newspaper, which was won by the BMW 330e Sedan in 2020. And the car has also picked up renowned prizes outside Germany. The huge popularity of the BMW 3 Series among company car drivers is underscored by honours including “Best New Fleet Car” for 2020 in Great Britain and “Best Company Car” in 2021 in Germany.

Sustainability throughout the value cycle, intelligent lightweight design, optimised aerodynamic attributes.

The progressive character of the BMW 3 Series is also reflected in a holistic concept aimed at optimising sustainability. This covers the whole of the value chain from the procurement of raw materials and production through the use phase for the vehicles to subsequent recycling. The validity of the life cycle assessment for the BMW 3 Series is certified by independent external experts.

Another factor in the progress made over the previous model generation is the resource-conserving use of materials, including a high proportion of recycled materials. Secondary raw materials account for around 50 per cent of the material used in the aluminium castings for the BMW 3 Series. And approximately 16 per cent of all thermoplastics are recycled.

The body structure of the BMW 3 Series Sedan and BMW 3 Series Touring combines a high level of solidity with minimised weight. To this end, an intelligent material mix enhances the properties of the car’s body, including its rigidity and crash safety. As well as the bonnet and front side panels, the engine subframe, front spring struts and numerous other suspension components are made from aluminium.

Optimising the car’s aerodynamics has benefits for both efficiency and driving performance. An almost completely sealed underbody, aerodynamically optimised wheels, the use of air curtains at the front end of the car, and latest-generation active air flap control for both the BMW kidney grille and the lower air intake result in exceptionally low drag.

Electricity from renewable sources is used for production of the new BMW 3 Series at BMW Group Plant Munich. The requisite green power is sourced from hydroelectric plants in the region. And production at the other manufacturing locations for the BMW 3 Series is also carbon neutral.

Production at BMW Group Plant Munich: the company's main factory delivers premium quality.

The BMW Group's main factory in Munich is the BMW 3 Series production location with the longest history. Like their predecessors, the new BMW 3 Series Sedan and new BMW 3 Series Touring will also be built in Munich. Here, they will roll off the same assembly line as the BMW 4 Series Gran Coupé, BMW M3 and fully electric BMW i4.

In 2022 BMW Group Plant Munich is celebrating its centenary. Change and continuous development are as much part of the history of the facility at the company's Munich base as vehicle production itself. With the integration of the purely electrically powered BMW i4 into the existing production system, the plant completed the first step towards fully electric mobility. In addition, through extensive investment and construction measures, the necessary changes have been made to enable the integration of the all-electric vehicle architecture for the future developed for the "Neue Klasse".

The transformation of Plant Munich is a prime example of the BMW iFACTORY strategy, which sees the BMW Group setting new standards and defining the future of automotive manufacturing throughout its production network. The BMW iFACTORY embodies extremely flexible, efficient and sustainable production utilising the latest digital methods.

Exterior design.

Unmistakably sporty.



Detailed 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 apron of both the four-door model – the sports sedan, to use its more commonly used description – and the dynamically excellent Touring now have an extremely striking design as standard. The characteristic BMW kidney grille and twin circular headlights have also been meticulously redesigned.

The focus on dynamism and modernity woven into the exterior design of the BMW 3 Series is also reflected in the restructured model range. The boldly sporty appearance of the new BMW 3 Series is apparent even in standard specification. This stylistic dynamism can be ramped up even further with the optional M Sport package, while the M Sport package Pro is available for the first time.

Expressive front end: BMW kidney grille and headlights redesigned.

With its clearly structured surfaces, dynamic lines and large air intakes, the front apron adds to the sporty appearance of the new BMW 3 Series Sedan and BMW 3 Series Touring. The redesigned headlights and kidney grille also give the car strong visual presence.

The standard full-LED headlights are now much 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. Adaptive LED Headlights are available as an option, and are identifiable by the blue strip around the daytime driving light elements and a matching blue accent strip on the upper edge of the glass cover. Blue light effects below the headlight units also give the front end a striking and high-class appearance in the hours of darkness. The Adaptive LED Headlights' range of functions includes the cornering light and non-dazzling matrix high beam as well as dynamic headlight range control and variable light distribution. The latter includes the urban lights, with their particularly broad illumination of the roadside; motorway beam pattern, with increased low beam range; and bad weather light, which not only illuminates the road according to the conditions but also assumes the function of the previously separate fog lights.

The lightly modified contours and new double bars give the BMW kidney grille an even more powerful look. Air intakes in Black high-gloss positioned below the kidney grille to cool the braking system add a sophisticated touch.

Powerful proportions and clearly structured surfaces at the rear.

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

The cars' powerful proportions also exude clear sporting intent when viewed from this angle. A higher proportion of surfaces painted in the body colour and a clean-cut design lend the rear apron of the new BMW 3 Series Sedan and new BMW 3 Series Touring a particularly sophisticated look. The exhaust system's tailpipes now measure 90 or 100 millimetres in diameter depending on engine variant.

The standard specification for all BMW 3 Series Sedan models now includes 17-inch light-alloy wheels. The M Sport package and the BMW Performance models produced by BMW M GmbH include 18-inch light-alloy wheels as standard. The range of exterior colours has been expanded to include Skyscraper Grey metallic and M Brooklyn Grey metallic as part of the M Sport package. The BMW Individual Frozen Pure Grey metallic and Frozen Tanzanite Blue metallic special paint finishes have also been added to the range. The selection of around 150 additional BMW Individual special paint finishes is class leading. The M High-gloss Shadowline trim (included as standard) underlines the sporty appearance of the new BMW 3 Series Sedan and new BMW 3 Series Touring. The Exterior Line Satin Aluminium is also available as an option. The new BMW 3 Series Touring features M roof rails high-gloss Shadowline as standard, but can also be ordered with a Satin Aluminium finish for the roof rails as an option.

M Sport package with new design features.

The design features available as part of the M Sport package for the new BMW 3 Series Sedan and new BMW 3 Series Touring 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 protrudes confidently from the front apron. Deeply recessed air curtains at the outer edges of the front end accentuate its width. The M-specific rear apron also has a

very clean structure. Vertical reflectors at the outer edges and a large diffuser element in the centre clearly signal the car's sporting instincts. The M Sport package also features M Sport suspension including variable sport steering and newly designed 18-inch M light-alloy wheels with mixed tyres. The version of the M Sport package available for the plug-in hybrid models does not include M Sport suspension. The adaptive M suspension including variable sport steering is also available for these models as an option.

The M Sport package additionally includes a bespoke configuration for the interior, with features such as an anthracite-coloured headliner, an M leather steering wheel, M-specific seat surfaces and interior trim strips in the new Aluminium Rhombicle Anthracite finish creating a sporting ambience.

Distinctive appearance for the BMW Performance models produced by BMW M GmbH.

M-specific exterior features such as large air intakes and aerodynamically optimised details also help to give the BMW Performance models in the new BMW 3 Series range a particularly dynamic look. The BMW M340i xDrive Sedan, BMW M340i xDrive Touring, BMW M340d xDrive Sedan and BMW M340d xDrive Touring models also feature distinctive design elements. Most notably, these include the mesh-design BMW kidney grille, exclusive 18-inch M light-alloy wheels with 19-inch wheels as an option, trapezoidal tailpipes for the exhaust system and – a new addition – M exterior mirror caps in Black high-gloss. The range-topping Sedan models also feature an M rear spoiler painted in body colour.

The M Sport package Pro is a new arrival on the options list. Available as an extension of the M Sport package as well as for the BMW Performance models from BMW M GmbH, this package includes extended M High-gloss Shadowline trim that also brings a Black kidney grille surround and tailpipes in Black Chrome, as well as M lights Shadowline, an M Sport braking system with red callipers bearing the M logo, a black M rear spoiler for the Sedan models, and seat belts with contrast stitching in the colours of BMW M GmbH.

Interior and equipment.

Functionality and comfort in their most progressive form.



The interior of the new BMW 3 Series Sedan and new BMW 3 Series Touring 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 digitalisation at its heart and enables the number of buttons and controls to be significantly reduced in favour of touch and voice control.

Offering generous amounts of space, modern functionality, a high level of acoustic comfort, high-quality materials displaying detailed workmanship, and advanced digital services, the new BMW 3 Series presents a convincing blend of inimitable driving pleasure and compromise-free premium quality both in everyday use and on longer trips away. The expanded range of standard equipment and a newly structured options list increase comfort levels and individuality as required.

Fully digital BMW Curved Display with intuitive touch control.

The standard BMW Curved Display exudes 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 control display with a screen diagonal of 14.9 inches merge together into a single fully digital and high-resolution unit.

The central air vents positioned below the control display are now slimmer and more modern in design. Three-zone automatic climate control is part of standard specification in the new BMW 3 Series Sedan and new BMW 3 Series Touring. The on-board climate 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 side are shown permanently. The progressive design of the cockpit is accompanied by a larger surface for the interior trim strip integrated into the instrument panel.

Control panel on the centre console with new selector lever.

The classily designed control panel on the centre console of the new BMW 3 Series Sedan and new BMW 3 Series Touring has additional touch-controlled surfaces. Positioned here are the Start/Stop button,

iDrive Controller, Driving Experience Control buttons, parking brake and other vehicle functions.

All new BMW 3 Series Sedan and new BMW 3 Series Touring models come as standard with an eight-speed Steptronic transmission. And that means they all include the newly designed selector lever on the centre console. Gearshift paddles on the steering wheel also feature as standard.

Extensive additions to standard specification.

Other new additions to standard specification for the new BMW 3 Series include an automatically dimming rear-view mirror, the extended storage package and Park Distance Control (PDC) with sensors at the front and rear. All models now also come with the BMW Live Cockpit Plus including BMW Maps navigation system.

The newly composed Innovation package delivers a carefully judged extra dose of driving pleasure, comfort and safety. It includes Adaptive LED Headlights, the Driving Assistant, the Parking Assistant and the BMW Live Cockpit Professional with BMW Head-Up Display.

Among the outstanding individual options customers can choose to bring their personal touch to the interior are sport seats, the Harman Kardon surround sound system, ambient light, the pre-heating function, the electrically operated glass roof for the Sedan and the panoramic glass sunroof for the Touring model. A carbon-fibre roof can be ordered exclusively for the BMW M340i xDrive Sedan and BMW M340d xDrive Sedan. The BMW M340i xDrive Sedan can also be specified with an M Technic Package.

Powertrain.

Leading the way in efficiency with a multi-pronged approach.



Highly efficient petrol and diesel engines with BMW TwinPower Turbo technology and electrification in the form of plug-in hybrid and 48V mild hybrid technology ensure the powertrains available for the new BMW 3 Series strike an exceptionally fine balance between driving pleasure and fuel economy. An eight-speed Steptronic transmission with gearshift paddles on the steering wheel is now standard for all models.

BMW 3 Series customers can choose from a larger selection of powertrain variants than the brand offers for any other model range. The plug-in hybrid drive system is offered at two output levels, with system output of either 150 kW/204 hp or 215 kW/292 hp and an electric range of up to 62 kilometres / 38.5 miles (BMW 320e Sedan) in the WLTP cycle. Topping the model range are four BMW Performance models from BMW M GmbH. The BMW M340i xDrive Sedan and BMW M340i xDrive Touring are fitted with a 275 kW/374 hp six-cylinder in-line petrol engine. The six-cylinder in-line diesel engine powering the BMW M340d xDrive Sedan and BMW M340d xDrive Touring develops maximum output of 250 kW/340 hp. And the line-up also includes two four-cylinder petrol engines with 115 kW/156 hp, 135 kW/184 hp, three four-cylinder diesel units producing 99 kW/135 hp, 110 kW/150 hp, 140 kW/190 hp, and a 210 kW/286 hp straight-six diesel.

Five engines with 48V mild hybrid technology.

Mild hybrid technology gives the six-cylinder in-line petrol engine and the four diesel units available for the new BMW 3 Series exceptionally responsive power delivery and optimised efficiency. Here, a 48V starter-generator acts like an electric drive unit to assist the engine, allowing it to operate within an efficiency-optimised load range as frequently as possible. It also offers the driver an electric boost effect that can instantly put an extra 8 kW/11 hp on tap to give the power unit even sharper response when accelerating off the line or putting in a quick burst of speed.

The mild hybrid system allows particularly 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 exceptionally efficient operation of the electric consumers in the new car.

Eight-speed Steptronic transmission now standard on all models; BMW xDrive also available in plug-in hybrid models.

The engine in the BMW 316d entry-level diesel models also teams up with an eight-speed Steptronic transmission as standard. The sporting character of the power delivery is underscored by the now likewise standard gearshift paddles on the multifunction steering wheel, which enable extremely rapid manual interventions in the gear selection process.

Gearshift paddles are also part of the armoury for the eight-speed Steptronic Sport transmission, which stands out with its particularly sharp shift dynamics, provides a Launch Control function for traction-optimised acceleration off the line and unlocks ultra-quick bursts of mid-range power with its Sprint function. The eight-speed Steptronic Sport transmission is standard for the BMW Performance models and will also be offered as an option for all other variants of the new BMW 3 Series Sedan and new BMW 3 Series Touring, with the exception of the entry-level petrol and diesel models.

The top-of-the-line models also come as standard with BMW xDrive intelligent all-wheel drive. This fully variable transmission of power to all four wheels is also available as an alternative to classical rear-wheel drive for the Sedan and Touring variants of the BMW 320i (Sedan only), BMW 320d and BMW 330d. In addition, customers ordering the two plug-in hybrid variants of the new BMW 3 Series Touring and the

BMW 330e Sedan can also choose to have the power from their combustion engines / electric motors channelled onto the road by means of BMW xDrive.

Driver assistance systems. Intelligent technology for automated driving and parking.



A host of driver assistance systems available as standard or on the options list elevate the comfort and safety of the new BMW 3 Series to another new level. When it comes to breadth of functionality and availability, the automated driving and parking systems are among the best on the market. They assist the driver and ease their workload in myriad situations. Camera images and the data gathered by ultrasonic and radar sensors are used to monitor the area around the car, warn the driver of possible dangers, minimise the risk of an accident with braking and steering inputs, and carry out automated parking and other manoeuvres.

A new addition to the standard specification of the new BMW 3 Series Sedan and new BMW 3 Series Touring is Park Distance Control with four sensors at both the front and rear of the car. Standard equipment also includes Front Collision Warning with brake intervention, which detects the presence of cyclists as well as vehicles and pedestrians, the Speed Limit Display with no-overtaking indicator (including Manual Speed Limit Assist), and Lane Departure Warning with lane return.

The optional Driving Assistant also includes lane change warning. Between 20 km/h (12 mph) and the car's top speed, it likewise intervenes to help the driver with a steering input to guide the car back into its original lane. Among the other functions of the Driving Assistant are rear collision warning and rear crossing traffic warning, which reduces the danger of a collision when reversing towards roads that are difficult to see into. The similarly optional BMW Head-Up Display projects relevant driving information onto the windscreen in the driver's direct field of view.

Level 2 automated driving: Driving Assistant Professional*.

The new BMW 3 Series Sedan and new BMW 3 Series Touring also feature Cruise Control with brake function as standard. An even greater level of assistance is provided by the Active Cruise Control with Stop&Go function, which is also part of the optional Driving Assistant Professional. As well as keeping to the desired cruising speed, between 30 and 210 km/h (19 – 130 mph) it also maintains the safe distance from vehicles travelling ahead chosen by the driver from four options. Automatic Speed Limit Assist factors in upcoming speed restrictions

* Initially available for the BMW M340i xDrive and BMW M340d xDrive

detected by the Speed Limit Info system or using data from the navigation system. In addition, the route monitoring function adapts the car's speed to the situation at hand – e.g. through corners or when driving around a roundabout. In Germany the system also includes traffic light detection.

Another contributor to Level 2 automated driving, as defined by SAE international standard J3016, is the Steering and Lane Control Assistant. On the motorway it helps the driver maintain their course in situations where the lane narrows. The Active Navigation function detects when a lane change for a motorway exit is required in order to continue along the calculated route and prepares to steer the car into that lane. The system also comprises Lane Keeping Assistant with active side collision protection and the Evasion Assistant. Crossroads Warning and Wrong-way Warning, front crossing traffic warning, Emergency Stop Assistant and the Emergency Lane Assistant, which can be used in selected European countries, are also part of the Driving Assistant Professional.

Providing the help required with parking and manoeuvring.

The new BMW 3 Series also comes with a wide variety of systems for automated parking and manoeuvring. The optional Parking Assistant helps the driver to select and park in spaces either parallel or perpendicular to the road. When entering or exiting a space, this system carries out the necessary steering inputs for the manoeuvre, as well as the required acceleration, braking and gear changes with the Steptronic transmission. Other elements of this optional extra are the Reversing Assist Camera, the Lateral Parking Aid and the Active PDC, which uses brake inputs to reduce the risk of collisions. Its range of functions also includes the Reversing Assistant, which reverses the car for distances of up to 50 metres along the same line it took when moving forward.

The Park View, Panorama View and 3D View functions contained in the optional Parking Assistant Plus* provide the driver with the ideal overview in various different situations. In addition, the driver can use the Remote 3D View function to send a three-dimensional live image of their car and its surroundings to their smartphone. Cars fitted with the Parking Assistant Plus can also be ordered with the BMW Drive Recorder, which uses the driver assistance systems' cameras to video the area around the car. These videos can either be played back on the control display when the car is stationary or exported using the USB interface.

* Initially available for the BMW M340i xDrive and BMW M340d xDrive

Display and control/operation system, connectivity.

The new BMW Operating System 8 and innovative digital services.



The multi-sensory vehicle experience BMW iDrive with latest-generation BMW Operating System 8 introduced in the new BMW 3 Series leads the way into the digital future with powerful connectivity and data processing capabilities, plus intuitive interaction between the 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 and also use 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 graphical layout can be adapted to the driving situation at hand and personal preferences.

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

The BMW Live Cockpit Plus 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 which 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. In the plug-in hybrid models, the system also works out a charge-optimised route

and provides information on public charging stations both during the journey and at the customer's destination.

BMW Intelligent Personal Assistant with new skills.

The BMW Operating System 8 also sees the BMW Intelligent Personal Assistant gaining new skills. Naturally formulated spoken instructions can now be used to adjust the air conditioning and open or close a side window or the optional panoramic glass sunroof. Functions of the driver assistance systems in the new BMW 3 Series Sedan and new BMW 3 Series Touring can also be controlled by voice command.

When the BMW Intelligent Personal Assistant is in use, new graphics appear in the display which emphasise the system's interactive character. The graphic appears in the right place to engage with the person speaking, visualising how the system is listening attentively to what is being said.

Optimum connectivity with 5G and Personal eSIM.

The new BMW 3 Series is moving into the era of 5G. If the customer selects the optional Personal eSIM, DSDA (Dual SIM Dual Active) capability allows both the Personal eSIM and the Vehicle SIM to be active simultaneously. With the Personal eSIM, customers can use the communications and connectivity functions covered by their mobile contract from their car with ease. The car essentially turns into another digital and connected device in the customer's ecosystem. Mobile reception for data and telephone functions is significantly improved by the vehicle's own 5G antenna system. Up to 10 devices can be connected with the internet via the mobile hotspot.

The Personal eSIM isn't linked to the customer's car, but their BMW ID – meaning it can be transferred to other BMW vehicles with Personal eSIM functionality. The Personal eSIM is configured automatically when users sign in with their BMW ID, after which it is available immediately.

Personalisation with the BMW ID.

In the new BMW 3 Series, customers benefit from an increasingly personalised user experience thanks to their BMW ID. Even more personalised settings can now be securely stored and transferred between vehicles by using the BMW ID. A PIN code can be created or the BMW ID associated with a particular key to prevent other vehicle users from accessing personal data. When signing in to a vehicle for the first time, simply scanning a QR code is all it takes to create a new BMW ID on a smartphone. If the user already has the My BMW App and therefore

also a BMW ID, this will be automatically imported into the car via the app when the QR code is scanned.

The BMW ID can be created and activated effortlessly and securely in vehicles with BMW Operating System 8 or BMW Operating System 7. Once the BMW ID has been imported, the driver will receive a personal greeting which will include the customised profile image the driver can create in the My BMW App. At the same time, personal settings for seat position, exterior mirrors, navigation system, driver assistance functions, display layouts, shortcuts and favourites as well as infotainment system settings will be imported automatically. Personalised suggestions from the BMW Intelligent Personal Assistant are also stored in the BMW ID, together with individually selected wake words and privacy settings.

My BMW App: universal digital interface between driver and vehicle.

The My BMW App acts as a universal digital interface, providing information on the vehicle's status at any time. It enables remote operation of functions such as vehicle locating, locking and unlocking the doors or monitoring the car's immediate vicinity (Remote 3D View). Functions also include the ability to send destination addresses from a smartphone to the vehicle's navigation system.

Owners of a plug-in hybrid BMW 3 Series model can also charge the high-voltage battery of their cars remotely via the My BMW App. For example, the app allows the user to set their desired time window for topping up their car with electricity and the charge level for the battery they want to achieve. The charging process for a car connected to the power grid can also be started or interrupted at any time using the app. And the My BMW App provides information on previous charges as well.

Smartphone connectivity and integration of third-party services.

Like the optional BMW Live Cockpit Professional, the BMW Live Cockpit Plus brings optimised smartphone integration using Apple CarPlay® or Android Auto™. This allows customers to use a host of digital services such as the digital voice-controlled assistants Siri and Google Assistant, various map apps, music streaming services and the messaging service WhatsApp.

Content is integrated directly into the display and control/operation system via a wireless connection between the user's smartphone and the car. The driver can view all important smartphone information and apps on the control display and – in a cleverly presented way – in the information display or the optional Head-Up Display.

Always up to the minute: BMW ConnectedDrive Upgrades for over-the-air updates.

The BMW Group is one of the key players in the field of over-the-air function upgrades. By 2020 it was carrying out the largest upgrade campaigns of any European carmaker. The BMW ConnectedDrive Upgrades function keeps the new BMW 3 Series right up to date with the latest software. The content of the upgrades ranges from new services to improved vehicle functions.

Customers can use the BMW ConnectedDrive Store at any time to purchase additional functions that they did not add when they ordered their car. The range of functions available through this route includes the Drive Recorder, the Remote Engine Start function (in selected countries), the High-beam Assistant, IconicSounds Sport and the Traffic Cam (in selected countries).

BMW M Performance Parts.

Detailed accents provide dynamic thrills.



An inimitable brand of driving pleasure is in the genes of the BMW 3 Series, and its sporting aura is showcased with even greater intensity by the new wave of detailed exterior design modifications. In addition to the M Sport package and M Sport package Pro options available ex factory, the products in the BMW M Performance Parts range offer more ways of bringing even greater dynamism to the appearance and driving properties of the new BMW 3 Series Sedan and new BMW 3 Series Touring.

Model-specific aerodynamic and exterior components such as the M Performance carbon-fibre rear diffuser, the M Performance carbon-fibre rear wing for the sports sedan and the M Performance rear spoiler in combination with the new rear fins for the Touring model ensure authentic motor sport looks. And they also have a positive effect on the airflow around the car.

The light-alloy wheels offered through the BMW M Performance Parts programme give the new BMW 3 Series Sedan and new BMW 3 Series Touring a distinctive appearance. And they can even be specified in 20-inch format – a wheel size not available from the factory. With their weight-saving construction and specification with mixed-size tyres or sports tyres for transmitting higher cornering forces even more effectively, they imbue the car with still greater dynamic prowess.

The model-specific retrofit options reflect the passion for ultimate performance and the motor racing experience amassed by BMW M GmbH over its now 50-year history. With their exclusive design, classy materials and exceptional quality, they offer customers smile-inducing dynamic appeal with an individual touch.

BMW M Performance Parts for the new BMW 3 Series Sedan and new BMW 3 Series Touring:

- 18-inch M Performance light-alloy wheels M double-spoke style 796 M, Jet Black matt with mixed tyres, set of complete wheels with summer tyres

- 19-inch M Performance light-alloy wheels double-spoke style 793, Night Gold diamond polished with mixed tyres, set of complete wheels with summer tyres
- 19-inch M Performance light-alloy wheels V-spoke style 898 M, Frozen Gunmetal Grey with mixed tyres and sports tyres, set of complete wheels with summer tyres
- 20-inch M Performance forged wheels, Y-spoke style 794 M, Jet Black diamond polished with mixed tyres, set of complete wheels with summer tyres
- 20-inch M Performance forged wheels, Y-spoke style 795 M, Ferric Grey matt gloss-milled with mixed tyres, set of complete wheels with summer tyres
- 20-inch M Performance forged wheels, Y-spoke style 795 M, Jet Black matt with mixed tyres, set of complete wheels with summer tyres
- M Performance carbon-fibre front ornamental grille
- M Performance carbon-fibre front-end attachment part
- M Performance carbon-fibre door sill trim, left/right
- M Performance carbon-fibre exterior mirror caps, left/right
- M Performance aramid antenna cover
- M Performance sill attachment part in Black high-gloss
- M Performance rear fins in Black high-gloss (BMW 3 Series Touring)
- M Performance rear spoiler in Black matt (BMW 3 Series Sedan)
- M Performance carbon-fibre rear spoiler (BMW 3 Series Sedan)
- M Performance carbon-fibre rear wing (BMW 3 Series Sedan)
- M Performance rear spoiler in Black high-gloss (BMW 3 Series Touring)
- M Performance carbon-fibre rear diffuser
- M Performance rear bumper trim in Black high-gloss