



Media Information

7 May 2015

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**Dr. Ian Robertson (HonDSc)**  
**Member of the Board of Management of BMW AG, Sales and**  
**Marketing BMW, Sales Channels BMW Group**

**Press Conference:**  
**40 Years BMW 3 Series**  
**New BMW 3 Series Sedan and Touring**  
**Munich, 7 May 2015**

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**Dr. Ian Robertson**

Ladies and Gentlemen,

When BMW developed the first generation 3 Series, there was an absolutely clear vision to set it apart from others. BMW's goal was to further strengthen its excellent reputation for performance and engineering.

With compact dimensions, sporting character, and great fuel economy, people all across the world found the BMW 3 Series irresistible. Some of the predominant design features on the front of the E21 have become hallmarks of the brand – for example the BMW kidney grille, as well as the double-lights.

When this car was launched in 1975 it really put BMW on the map and had a huge impact on BMW's worldwide sales volume. Global sales soared by seventy-four percent in the first three years after its debut. And it has never looked back!

From the very beginning, the 3 Series has been a key factor in shaping the worldwide reputation and presence of the BMW brand.

For example: Back in 1973, Plant Rosslyn in South Africa became the first BMW production facility to be established outside of Europe. It was built for 3 Series local and export sales. In the US, the model played a pivotal role in establishing the brand and reinforcing BMW's claim to being the "Ultimate Driving Machine". As a matter of fact, this year we are also celebrating BMW of North America's 40th anniversary. In 2003, the 3 Series was the first BMW to be localized in our now largest market in the world, China.

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Today, the BMW 3 Series accounts for around one quarter of BMW sales.  
That makes the BMW 3 Series the most successful model of the BMW brand.

We have our customers to thank for this:

More than 14 million 3 Series cars were sold in the past 40 years worldwide, the only premium car in history that has reached so many customers.

By never resting on its laurels and constantly pushing the envelope, the BMW 3 Series has established itself as the worldwide segment leader. It has always been a pioneer. Indeed, it was the first model in its class to offer such a wide variety of body styles beyond a Sedan, including a:

- Convertible
- Coupé
- Touring
- The Compact
- And more recently, the Gran Turismo.

Venturing into so many body styles was truly unique for a sporty mid-sized car like the BMW 3 Series. It was able to do so from a position of strength.

And now for six generations, the BMW 3 Series has been the benchmark for dynamics, efficiency and design. The BMW 3 Series is a true legend.  
Its leading position has never been shaken in any single year since 1975.

The sixth generation has again set new standards as the sportiest sedan in its segment and today we are very proud to present the next chapter in this success story.

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Ladies and Gentlemen,

I am very proud to present the new BMW 3 Series Sedan and Touring!

As the leader of the segment, the BMW 3 Series keeps pushing new boundaries. Each generation offers customers even more innovative features and sets even higher standards as the sportiest vehicle in its class.

Now we are enriching the 3 Series with new, cutting-edge engine technology, setting the benchmark in both performance and efficiency. All three, four, and six-cylinder petrol engines, as well as the four-cylinder diesel units are now sourced from the recently developed, modular BMW EfficientDynamics engine family. Depending on the model, the new BMW 3 Series can offer an improvement on fuel efficiency of up to 13%.

These benefits culminate in the BMW 320d EfficientDynamics Edition, which consumes only 3.8 l / 100km and emits just 99g CO<sub>2</sub>. No other vehicle in this segment achieves such an impressive combination of performance and efficiency.

A further milestone will be the introduction of the BMW 330e next year. The new 3 Series plug-in hybrid will raise the bar in its segment, with:

- Fuel consumption of just 2.1 l/100 km
- And that means only 49 g CO<sub>2</sub>
- With 185 kW/249 bhp, for a dynamic driving experience!

Agility and driving dynamics remain the outstanding disciplines in this series. We've fine-tuned the chassis to provide our customers with an even more sporty and agile, yet comfortable ride.

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The new 3 Series also boasts innovations that no other competitor in this segment offers. We're the very first in the segment to offer our customers 4G, the fastest mobile technology standard.

We're confident that the new vehicles will provide further momentum for our global sales, after the launch in late summer. The 3 Series Sedan will be available in over 130 markets, with China and the US accounting for around 50% of the total worldwide sales volume.

Germany is our third largest market for the 3 Series – and of course the Touring plays an important role. It comprises around 60% percent of 3 Series sales in Germany. In Italy this figure is close to 70%.

We have maintained segment leadership with the BMW 3 Series for the past four decades – and fully intend to maintain this position in the future. With an unbeatable blend of sporty performance, aesthetics and efficiency, the BMW 3 Series offers customers all over the world something so pure, so desired. It perfectly embodies "Freude am Fahren" – "Sheer Driving Pleasure".