



Media Information  
26 September 2018

## **The all-new BMW 3 Series Sedan celebrates its world premiere at the Mondial de l'Automobile 2018 in Paris.**

**BMW presents the new generation of the sports sedan alongside a raft of other new models as the international car show opens its doors on 2 October 2018.**

**Munich/Paris.** The BMW 3 Series Sedan is the Munich-based premium carmaker's most successful model range worldwide and embodies the core of the BMW brand. The world premiere of the seventh-generation sports sedan is the highlight of the Mondial de l'Automobile 2018 show in Paris. And it will celebrate its global debut alongside an array of other new models at the press conference taking place at 9.00 a.m. CET on Tuesday, 2 October 2018. The venue for the press conference will be BMW's stand upstairs in Hall 5.

At 4.00 p.m. CET the same day, also at the BMW stand, media representatives will be given exclusive insights into the design highlights, new technological features and innovations in the field of connectivity which shape the character of the new BMW 3 Series Sedan. Chairman of the Board of Management at BMW AG Harald Krüger, Board members Pieter Nota (Sales and Brand BMW), Klaus Fröhlich (Development) and Dr Nicolas Peter (Finance), plus a host of experts from various Development departments will be available for in-depth discussions about the new BMW 3 Series Sedan under the banner "Get Together – Get Your Story".

The Mondial de l'Automobile 2018 is also hosting the show premieres of the new BMW Z4 and new BMW 8 Series Coupe, and the world premieres of the fourth-generation BMW X5 and new BMW M5 Competition (fuel consumption combined: 10.8 – 10.7 l/100 km [26.2 – 26.4 mpg imp]; CO2 emissions combined: 246 – 243 g/km).

If you cannot make it to Paris, you can catch the world premiere on the BMW Group live stream at <http://www.live.bmwgroup.com/en/live-streaming/>

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The fuel consumption, CO2 emissions and electric power consumption figures were determined according to the European Regulation (EC) 715/2007 in the version applicable. The figures refer to a vehicle with basic configuration in Germany. The range shown considers the different sizes of the selected wheels/tyres and the selected items of optional equipment, and may vary during configuration.

The values are already based on the new WLTP test cycle and are translated back into NEDC-equivalent values in order to ensure comparability between the vehicles. With respect to these vehicles, for vehicle-related taxes or other duties based (at least inter alia) on CO2 emissions, the CO2 values may differ from the values stated here (depending on national legislation).

Further information on official fuel consumption figures and specific CO2 emission values of new passenger cars is included in the following guideline: 'Leitfaden über den Kraftstoffverbrauch, die CO2-Emissionen und den Stromverbrauch neuer Personenkraftwagen' (Guide to the fuel economy, CO2 emissions and electric power consumption of new passenger cars), which can be obtained free of charge from all dealerships, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2/>.

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## The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 30 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2017, the BMW Group sold over 2,463,500 passenger vehicles and more than 164,000 motorcycles worldwide. The profit before tax in the financial year 2017 was €10.655 billion on revenues amounting to €98.678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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