



## Press and Corporate Affairs

Media Information

July 27, 2012

### **Superior by Evolution. The all-new BMW 3 Series arrives in India.**

#### **Sachin Tendulkar unveils the all-new BMW 3 Series.**

The Ultimate 3: Introduced in the Luxury and Sport Line, the all-new BMW 3 Series sets a new dimension in dynamism and elegance.

Engineered with passion, sixth-generation of the world's most successful premium sedan combines benchmark design and pioneering technology with revolutionary performance and unmatched efficiency.

**Mumbai.** The all-new BMW 3 Series sedan was launched today in India. The sixth generation of the world's most successful premium sedan was unveiled by Mr. Sachin Tendulkar, the legendary sportsman, at an exclusive launch event.

The all-new BMW 3 Series is produced (CKD - Completely Knocked Down) at BMW Plant Chennai and the deliveries start at BMW dealerships across India from July 2012 onwards.

Dr. Andreas Schaaf, President, BMW Group India said, "The all-new BMW 3 Series is a vehicle that has an unbeatable profile and is born from pioneering technology, a beautiful design and a lot of passion. In addition to the powerful performance and increased efficiency, the all-new BMW 3 Series offers unparalleled comfort and space. Since its inception, the BMW 3 Series has been the undisputable leader in its segment and there is no doubt that the sixth-generation of the BMW 3 Series will surpass the magnificent success that its predecessors received. The new BMW 3 Series will establish a new benchmark in the Indian luxury car segment and contribute to BMW's winning streak in India."

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The all-new BMW 3 Series is available in two exclusive design schemes – Sport Line and Luxury Line. Sport Line celebrates the rush of adrenaline with sporty styling and interiors while Luxury Line indulges you to move in style with elegant contours and luxurious

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features. The all-new BMW 3 Series exhibits versatility that makes it unique by offering customers a choice of vehicle that expresses who they are and conforms to their personal preferences and lifestyle.

The all-new BMW 3 Series is available in a diesel (BMW 320d) and petrol variant (BMW 328i). The all India ex-showroom prices are as follows –

BMW 320d	:	INR 28,90,000
BMW 320d Sport Line	:	INR 31,50,000
BMW 320d Luxury Line	:	INR 31,50,000
BMW 320d Luxury Plus	:	INR 36,90,000
BMW 328i Sport Line	:	INR 37,90,000

Price prevailing at the time of delivery will be applicable. Delivery will be made 'ex-showroom'. Ex-showroom price excludes Road tax, RTO statutory taxes/ fees, insurance and Octroi (if applicable). Prices / options subject to change without prior notice. Colors available: Alpine White and Melbourne Red as non-metallic colors and Black Sapphire, Glacier Silver, Havanna, Imperial Blue Brilliant Effect and Mineral Grey as metallic colors.

Rooted in history, moving forward in design – the all-new BMW 3 Series receives a fresh and contemporary face that interprets the iconic features of classic BMW design in a new way. The all-new BMW 3 Series is the first model to feature the striking new design language; with classic BMW double round headlights, now topped off by 'eyebrows', reaching the edge of the kidney grille. The wide stance and striking corona rings in headlights give extra intensity to the classic BMW focused look and a more impressive on-road presence. But it is the sum of all details – the short overhangs, the long wheelbase, the coupe-like roofline and the distinctive side creases – that creates the exemplary sporting appeal.

The larger dimensions of the all-new BMW 3 Series (length +93 mm, wheelbase +50 mm) mean that the rear seat passengers can now enjoy extra legroom. Behind the fully contoured front seats, 14 mm of additional knee room and 8 mm of extra headroom further enhance the passenger's comfort. The volume of the luggage compartment has been increased by 20 litres to a total of 480 litres.

The cockpit is angled towards the driver by seven degrees and puts all the important controls within easy reach to provide a sense of personal control and comfort. Seats in the

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all-new BMW 3 Series are electrically adjustable on both the driver and front seat passenger sides.

The BMW iDrive (the on-board Driver Information System) with 6.5 inch high-resolution display and BMW Radio Professional are featured as standard in the all-new BMW 3 Series. BMW Navigation Professional (integrated Global Positioning System - GPS), with an 8.8-inch high-resolution display and rear-view camera debut in the all-new BMW 320d Luxury Plus and all-new BMW 328i Sport Line. The full-color Head-Up Display in the all-new BMW 328i Sport Line projects driving information directly into the driver's field of vision without diverting driver's attention from the road ahead.

An athlete in top condition, the all-new BMW 3 Series, is always ready to deliver a first class performance. With the new powerful engines and impressive efficiency, its sporting genes are apparent on every road, every mile of the way. The all-new BMW 328i accelerates from 0-100 km/hr in 6.1 seconds with a top speed of 250 km/hr and the all-new BMW 320d accelerates from 0-100 km/hr in 7.6 seconds with a top speed of 235 km/hr. BMW EfficientDynamics doubles the Sheer Driving Pleasure of the all-new BMW 3 Series with features such as Auto Start-Stop, ECO PRO mode, Brake-Energy Regeneration, Intelligent Lightweight Construction, Electronic Power Steering, 50:50 Weight Distribution and many other innovative technologies. The fact that the all-new BMW 3 Series is also very fuel efficient makes it an outstanding vehicle, the best in its class.

All models of the all-new BMW 3 Series also feature the new ECO PRO mode as standard, enabling efficient driving and reduced fuel consumption. Using the Driving Experience Control switch, the driver is able to choose between different driving modes to suit the driving conditions. (ECO PRO, Comfort, Sport and *Sport+*). \*Sports+ available only in the new BMW 328i Sport Line.

The new eight-speed automatic transmission performs smooth, almost imperceptible gear shifts. At any time, in any gear, the transmission collaborates perfectly with the engine, enabling it to develop its full power and efficiency. The all-new BMW 328i Sport Line also features Shift Paddles for facilitating more convenient manual gear shifts.

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