



Press and Corporate Affairs

Media Information

25 February 2010

The best in its class just got better: the BMW 3 Series Sedan steps forward with the new BMW 320d Corporate Edition and the new BMW 330i.

Chennai. BMW India launched two new variants of the best selling BMW 3 Series Sedan: the new BMW 320d Corporate Edition (Diesel) and the new BMW 330i (Petrol). The new cars will be available at BMW India dealerships across India from 25 February 2010 onwards.

Speaking on the occasion, Mr. Peter Kronschnabl, President, BMW India said, "We are proud to expand the BMW 3 Series portfolio in India in both diesel and petrol variants. BMW 3 Series is unsurpassed when it comes to the highest standards of all-round quality, safety and perfection to ensure the highest levels of comfort and luxury. With powerful and efficient engines, innovative technology, elegant interiors combined with pioneering safety features, the new BMW 3 Series offers a perfect symbiosis of sporting performance and supreme style that thrills discerning motorists, a continued testament to why the BMW 3 Series has remained the most widely selling premium vehicle in the world".

The all India ex-showroom prices in INR of the two new variants are as follows.

The new BMW 330i	: 33,40,000
The new BMW 320d Corporate Edition	: 23,95,000

Note: Ex-showroom price excludes RTO registration charges, tax, insurance, handling charges; Octroi and entry tax (as applicable). The above ex-showroom prices are exclusive of sales tax / VAT applicable on sale to the customer. Prices and options are subject to change without prior notice.

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The BMW 3 Series will be available in a range of six paint finishes: Alpine White, Sapphire Black, Monaco Blue, Space Grey, Platinum Bronze and Titanium Silver.

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Individual upholstery designs in Dakota leather will be available in four colours: Beige, Black, Oyster and Saddle Brown for BMW 320d Highline, BMW 320i and BMW 330i. Upholstery design in Sensatec Beige or Black is available on the BMW 320d Corporate Edition.

Elegant, sporty design with unrivalled driving dynamics and sports-style performance featuring advanced technology, the new BMW 3 Series offers more than any of its competitors. It delivers a truly exhilarating driving experience. The benchmark in every respect: the BMW 3 Series is, and always will be the vehicle that other sporty compact models aspire to be. And now the world's most successful premium car has expanded its model range in India, offering even more.

The BMW 330i boasts an in-line six-cylinder petrol engine with High Precision Injection featuring a lightweight magnesium/aluminum alloy crankcase. It powers the saloon from 0 to 100 km/h in 6.5 seconds. BMW petrol engines with High Precision Injection and lean-burn combustion deliver fuel exactly where it is needed. The BMW 330i features a 2996cc six-cylinder engine with the maximum output of 190kW at 6600 RPM and maximum torque of 300Nm at 2500-4000 RPM.

The BMW 320d's four-cylinder diesel engine with an all aluminium crankcase and third-generation common-rail direct injection also features variable inlet valves and high-pressure fuel injection. The common-rail system separates pressure generation and fuel injection, with electronically controlled injectors delivering the fuel to the cylinders. Third-generation common rail operates at pressures of up to 2000 bars and is therefore more precise in the amount and delivery of fuel injected. The BMW 320d features a 1995 cc four-cylinder engine with the maximum output of 130kW at 4000 RPM and maximum torque of 350 Nm at 1750-3000 RPM.

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