

Media Information  
14 November 2024

## **The new BMW M340i xDrive launched in India.**

India's best-selling Performance vehicle with over 1,000 units sold till date.

Quickest ICE car built in India, accelerating from 0-100 kmph in just 4.4 seconds.

Now with M Adaptive Suspension as standard, offering best in class driving dynamics.

Refreshed interiors: Genuine Leather Vernasca with M Stitching and Widescreen Curved Display with BMW OS 8.5

Available in two new exciting metallic paint finishes – Arctic Race Blue and Fire Red.

**#M340i #BMWIndia**

**Gurugram.** BMW India has launched the new BMW M340i xDrive in the country today. Locally produced at BMW Group Plant Chennai, the car is available for bookings at BMW dealership network and through BMW Online Shop from today onwards.

Mr. Vikram Pawah, President and CEO, BMW Group India said, "For over 3 years, the BMW M340i has stood tall as the highest selling performance car in the Indian market. With more than 1000 happy customers in the country, this car is a segment best seller due to its unique M driving experience, commanding performance, attractive design and a rich feature list. Engineered by BMW M, the BMW M340i delivers the quintessential sporting essence of the 3 while embodying BMW M's pure passion for motorsport. Its aggressive styling, best in class driving dynamics and the fan favourite B58 6 cylinder engine has made it an instant hit in the Indian market."

The new BMW M340i xDrive is available at an ex-showroom price of INR 74,90,000.

Price prevailing at the time of invoicing will be applicable. Ex-showroom prices inclusive of GST (incl. compensation cess) as applicable but exclude Road Tax, Tax Collected at Source (TCS), RTO statutory taxes/fees, other local tax cess levies and

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insurance. Price / options are subject to change without prior notice. For further information, contact an authorised BMW dealer.

The new BMW M340i xDrive is available in following metallic paintworks –, Dravit Grey, Black Sapphire, Fire Red Metallic and Arctic Race Blue. It features the exclusive Leather Vernasca upholstery in Black with M Highlights.

Thanks to BMW India Financial Services, customized and flexible financial solutions are designed as per individual requirements. Customers enjoy great value and complete peace of mind with BMW 360° Finance Plan. It includes attractive monthly instalments, assured buy-back option up to five years, flexible term-end opportunities, and options to upgrade to a new BMW among other benefits.

### **The new BMW M340i xDrive.**

The exterior **design** of the new BMW M340i xDrive remains sporty as ever. The front end cuts a wide, low-slung and aggressive figure. Framed by a single surround, the black mesh style BMW kidney grille is linked to sleek Adaptive LED headlights with blue accents. The headlights are complimented by the M Lights Shadowline line which adds a sporty black tint making for an imposing front fascia. The car's hood, long wheelbase, short overhangs and elegantly flowing roofline accentuate its sporting profile when viewed from the side. Exterior mirror caps with their unique M Design in high-gloss black add an eye-catching sporty look. Horizontal lines and the slim, stylishly darkened light units housing L-shaped LED taillights give the rear a wide, athletic stance.

Complementing the M aerodynamics package, the car features a body-coloured M rear spoiler on the boot lid. The vehicle's athletic touch is also enhanced by air intake struts and trapezoidal tailpipe trims. The 19-inch **Jet Black Alloy Wheels** in 995M styling with Red M Sport Brakes Calipers add hugely to the car's road presence.

The **interior** accentuates luxury, comfort and the revered feeling of M. The first element to catch attention is the new digital BMW Curved Display which is harmoniously unified into the cockpit area so it almost looks like it is floating. Clear reduced design, eye-catching graphics, modern bright colours, futuristic textures and the interplay of reflections create an immersive visual appearance. Sport seats with Leather Vernasca upholstery in Black with M Highlights provide excellent lateral support and have a great range of adjustment. The sporty ambience of the interior is also underlined by the **newly designed steering wheel** with a red centre marker at the 12 o'clock position. This, along with shift paddles, delivers a race car like seating experience. The performance-oriented ambience is boosted thanks to M High Gloss Shadowline, Individual Headliner Anthracite and interior trim strips in Carbon Fibre. Also, as exclusive design features, the digital instrument cluster and front door sills bear the model lettering 'M340i'. The newly designed air vents are more modern in design. Welcome Light Carpet, projected from the side sill, welcomes passengers in glamorous style. Ambient Lighting with six dimmable light designs creates an atmosphere for every mood while Automatic 3 zone A/C maintains the perfect temperature. Adding to the sense of space is the large glass sunroof. The big luggage

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compartment has a capacity of 480 litres. The 40:20:40 split backrest and automatic boot lid operation provide greater flexibility for loading / unloading. The car's Harman Kardon Surround Sound system with 16 loudspeakers is an aural treat.

Customers can add sporting character to every detail with optional M Performance Accessories. Carbon Fiber elements such as rear spoiler, ornamental kidney grille and other elements add to menacing stance as well as aid reduce weight. Other M Performance elements such as M Door Pins, Alcantara Armrest and 50 Jahre M Emblem add to the exclusivity of the M340i. Customers can enquire with their local dealerships for availability of M Performance Accessories.

The new BMW M340i xDrive is powered by **2,998 cc straight-six petrol engine** which produces an output of 374 hp and 500 Nm maximum torque. It is accompanied by a characteristic sound thanks to the M Sport exhaust unit. The car completes the sprint from 0 to 100 km/hr in 4.4 seconds, making it the quickest BMW to be produced in the country and the quickest ICE powered car to be built in India.

The **eight-speed Steptronic Sport automatic transmission** performs smooth, almost imperceptible gearshifts. At any time, in any gear, the transmission collaborates perfectly with the engine, enabling it to develop its full power and efficiency. For even greater driving pleasure, it is available with steering wheel paddle shifters and cruise control with braking function as standard. The Driver Experience Control modes SPORT and SPORT+ help support more dynamic driving even further by transferring power to the rear wheels.

**BMW xDrive**, the intelligent all-wheel drive technology monitors the driving situation and is quick to respond to ensure maximum traction, agility and vehicle stability. The standard **M Sport rear differential** enhances traction and cornering by electronically controlling the distribution of power to each individual wheel. It helps to avoid understeer and oversteer in situations involving multiple changes of direction and load. With kinematics and elastokinematics tuned for dynamic driving, the **M Sport suspension** can lower the ride height by 10 mm to offer a more engaging driving experience. The **Variable Sport Steering** is precise and responsive even when only a slight steering input is applied. **M Sport brakes** provide excellent braking performance and intuitive feel, whether negotiating city streets or driving around a circuit on a track day. The brake calipers are painted blue and display the M logo. The **BMW Performance Control System** increases the stability of the car by targeted braking of the wheels.

**BMW ConnectedDrive** technology breaks the innovation barrier and turns the car into an interconnected digital device. Host of ConnectedDrive features include Digital Key Plus, Emergency Call, Real-time Traffic Information and Remote Services through MyBMW app. **BMW Live Cockpit Professional** includes the freestanding 14.9" BMW Curved Display with Navigation, a 12.3-inch digital information display behind the steering wheel and **BMW Head-up Display**.

The latest BMW iDrive with **Operating System 8.5**, offers all the possibilities for interaction between occupants and the vehicle – using touch, gesture or speech. It is complemented by the **BMW Intelligent Personal Assistant** system which has a self-learning intelligence that adopts a driver's individual habits, proactively provides useful tips on new driving functions and seamlessly integrates smartphone apps. Wireless smartphone integration and regular Remote Software Upgrades ensure that the car is always up to date.

**My BMW App** keeps an eye on vehicle status and includes 'Learning Navigation' which offers destination suggestions and traffic information based on driving habits. **BMW Digital Key Plus** turns a smartphone into a vehicle key enabling remote locking / unlocking and starting the car.

The spread of driver assistance systems is more extensive than ever. Parking Assistant with Rear View Camera makes parking in tight spots easier. The Reversing Assistant provides unmatched support in reversing out of a parking spot or through narrow driveways. It keeps a record of the last 50 metres driven and assists by taking over the steering.

**BMW EfficientDynamics** includes features such as Auto Start-Stop, Brake-Energy Regeneration, Electronic Power Steering, 50:50 Weight Distribution and ECO PRO mode in Driving Experience Control. An **Adaptive M suspension** is available offering a great spread between riding comfort and sportiness.

**BMW Safety** technologies include six airbags, Attentiveness Assistance, Anti-lock Braking System (ABS) with Brake Assist, Dynamic Stability Control (DSC) including Dynamic Traction Control (DTC), Cornering Brake Control (CBC), electric parking brake with auto hold, side-impact protection, electronic vehicle immobilizer and crash sensors, Runflat Tyres with Tyre Pressure Indicator, ISOFIX child seat mounting and integrated emergency spare wheel.

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If you have any queries, please contact:

### **BMW Group India**

Abhay Dange, Director, Press and Corporate Affairs

Cell: +91 9910481013; Tel: + 91 124 4566600; Email: [Abhay.Dange@bmw.in](mailto:Abhay.Dange@bmw.in)

Rohneet Naik, Product and Technology Communication, Press and Corporate Affairs

Cell: +91 9899965668; Tel: + 91 124 4566 655; Email: [Rohneet.NR.Naik@bmw.in](mailto:Rohneet.NR.Naik@bmw.in)

Internet: [www.bmw.in](http://www.bmw.in)

Facebook: <https://www.facebook.com/bmwindia>

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