

Media Information
27 February 2025

The new BMW 3 Series Long Wheelbase launched in India.

Longest car in its segment with the most spacious 2nd Seat row.

Most Luxurious Rear Seat Experience with longest wheelbase in its segment, comfort seats lapped in genuine leather Vernasca, perfect recline angle and under-thigh support

Most Powerful Petrol engine in its segment, with the iconic BMW B48 engine pushing out 258 hp and 400 Nm of Torque.

Most Technologically advanced car in its segment with Park Assistant Plus with Reversing Assistant, BMW Driving Assistant with Blind Spot Monitor available, Fully Adaptive LED Headlights and BMW Digital Key Plus

#BMWIndia #BMW3 #LWB #LongWheelbase

Gurugram. The new BMW 3 Series Long Wheelbase was launched in India today. Locally produced at BMW Group Plant Chennai, the car is available in the petrol variant at all BMW India dealerships. The diesel variant will be launched later.

Mr. Vikram Pawah, President, BMW Group India said, "The new BMW 3 Series Long Wheelbase has set new standards in its segment with an elongated design, enhanced space, luxurious comfort and dynamic performance. Impressive in every way, it also possesses the most powerful engine in its class. With the new update, the 3 LWB has increased its appeal even further by adding new striking design elements and driver assistance features. As always, it continues to deliver sheer driving pleasure with superlative luxury, making it a perfect choice for individuals as well as their families."

The car is available at an ex-showroom price of –
The new BMW 330Li M Sport - INR 62,60,000

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

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taxes/fees, other local tax cess levies and insurance. Price / options are subject to change without prior notice. For further information, contact an authorised BMW dealer.

The new BMW 3 Series Long Wheelbase is available in four exciting metallic paintworks – Mineral White, Skyscraper grey, M Carbon Black and Arctic Race Blue. The choice of upholstery combinations includes Leather Vernasca Cognac.

Service Inclusive and Service Inclusive Plus further reduce cost of ownership. Customers can choose from a variety of service plans according to duration and mileage. The packages cover Condition Based Service (CBS) and maintenance work with plans Starting from 3 yrs / 40,000 kms, package extension available up to 10 yrs / 2,00,000 kms. An option to extend the warranty program up to 10 years is also available.

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 3 Series Long Wheelbase.

More than ever, sporting elegance and modernity define the **design** of the new BMW 3 Series Long Wheelbase. The sophisticated design of the **BMW kidney grille** and twin circular headlights – both signature brand features – gives the front end an unmistakable appearance. **Adaptive LED Headlights** with projector lamps featuring cornering light functions are offered as standard resulting in peak performance and safety in low-visibility conditions. It's dimensions – Length: 4,819 mm and Wheelbase: 2,961 mm – make it the longest car in the segment with the most spacious 2nd Seat row. The model's stretched silhouette underscores its inherent elegance and hints at the enviable spaciousness of the interior. The Aluminium Satinated Exterior elements add to its luxury appeal. The Rear Diffuser in High Gloss Black enhances the bold appearance when seen from behind.

Advanced new features have also been introduced in the **interior** of the new BMW 3 Series Long Wheelbase. High quality materials, precise build quality and numerous meticulously crafted details set the tone for the refined premium character of the four-door sedan. The interior trim strips in the new **Aluminium Rhombicle Anthracite** finish creates a sporting ambience. The driver and front passenger settle into electrically adjustable Comfort Seats with extendable thigh support. The **BMW Widescreen Curved Display** which brings extra modernity and advanced digital services. The standard-fitted **M leather steering wheel** of

the new BMW 3 Series Long Wheelbase now has a flat-bottomed rim. Filling up the cabin with a sense of spaciousness is the large Panorama sunroof. Ambient Lighting with six dimmable designs creates an atmosphere for every mood. In another model-specific feature, the ambient lighting also includes an illuminated contour strip on the back of the front seats. The newly designed Air vents add to the elegance of the interior. The three-zone automatic climate control with active carbon filters optimizes air quality.

Thanks to unrivalled **BMW TwinPower Turbo technology**, the petrol engine melds maximum power with exemplary efficiency and offer spontaneous responsiveness even at low engine speeds. The two-litre four-cylinder petrol engine of the BMW 330Li produces an output of 258 hp and maximum torque of 400 Nm at 1,550-4,400 rpm. The car accelerates from 0 -100 km / hr in just 6.2 seconds.

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 comes with steering wheel paddle shifters and cruise control with braking function. Using Launch Control, ambitious drivers can achieve maximum acceleration with optimized traction from a standstill. Using the Driving Experience Control switch, the driver can choose between different driving modes to suit the driving conditions - ECO PRO, Comfort, Sport.

The 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.

BMW Digital Key Plus sets a new standard in convenience. As soon as the driver approaches, doors automatically unlock, and a stylish welcome scenario commences with orchestrated lighting effect including a light carpet. Comfort Access System allows one to open the car door and start the engine without touching the key. Remote locking / unlocking is enabled via smartphone besides configuring top speed, engine power, maximum audio volume and more.

Park Assistant Plus with Surround View Camera makes parking in tight spots easier by taking over acceleration, braking as well as steering. The New Parking

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Assistant Plus also enables customers to have a remote 3D view of the car via the My BMW App. **BMW Driving Assistant** provides Blind Spot Detection and helps warn the driver for lane changes, front collisions, and rear collisions.

BMW EfficientDynamics includes features such as 8-speed Steptronic Sport Automatic Transmission, Auto Start-Stop, Brake-Energy Regeneration, Electronic Power Steering, 50:50 Weight Distribution and ECO PRO mode in Driving Experience Control.

BMW Safety technologies include six airbags, Attentiveness Assistance, Dynamic Stability Control (DSC) including Cornering Brake Control (CBC), electric parking brake with auto hold, side-impact protection, electronic vehicle immobilizer and crash sensor, ISOFIX child seat mounting and integrated emergency spare wheel under the load floor.

If you have any queries, please contact:

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