

Media Information  
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## **50 years of the BMW 3 Series. Celebrating the iconic legacy with Limited Editions of BMW 3 Series Long Wheelbase and BMW M340i.**

Unique collectibles: Only 50 units each of the '50 Jahre' special editions.

Laser engraving with '1/50' badging signals high exclusivity.

BMW 330Li M Sport '50 Jahre' Edition with sporty elements such as M High gloss shadowline, carbon fibre trim & head-up display with 3D augmented view.

BMW M340i '50 Jahre' Edition with integrated elements such as M performance door pins, special '50 Jahre' emblems & hubcaps, black M badged fenders and black rear badging.

**Gurugram.** To commemorate the 50<sup>th</sup> Anniversary of BMW 3 Series, BMW India launched the '50 Jahre' Edition of BMW 3 Series Long Wheelbase and BMW M340i. Locally produced at BMW Group Plant Chennai, only 50 units each of the '50 Jahre' Edition of the 330Li and M340i will be available exclusively on the BMW Online Shop.

Mr. Vikram Pawah, President and CEO, BMW Group India said, "For five decades and across seven generations, the BMW 3 Series has stood as the undisputed benchmark for driving pleasure, a true pioneer that created a new vehicle category and continues to be the best-selling premium automobile worldwide. The '50 Jahre' Limited Editions of the BMW 3 Series Long Wheelbase and BMW M340i are our tribute to this heritage. They are an ode to the unmistakable design, dynamic performance, and perfect balance of everyday practicality with cutting-edge technology that have made the 3 an icon for driving enthusiasts. It's a celebration of the journey so far and a promise of many more thrilling chapters to come."

The car is available at an ex-showroom price of –

BMW 330Li M Sport '50 Jahre' Edition	-	INR 64,00,000
BMW M340i '50 Jahre' Edition	-	INR 76,90,000

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

BMW 330Li M Sport 50 Jahre Edition is available in three exciting metallic paintworks – Mineral White, Skyscraper grey & M Carbon Black. All variants are available in Leather Vernasca Cognac | Black

BMW M340i 50 Jahre Edition 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.

As a special gesture to the 50<sup>th</sup> anniversary of the BMW 3 Series Brand, customers of the BMW M340i '50 Jahre' Edition will also be presented a 1:18 scale model of the BMW 3.0 CSL.

### 50 Years of BMW 3 Series

The BMW 3 Series can look back over an extraordinary career path. Among the key milestones along the way have been its success in pioneering a new category of vehicle, establishing itself as the embodiment of driving pleasure in its segment and becoming the world's top-selling premium car. The model range was launched 50 years ago to replace the already legendary BMW 02 and is now in its seventh generation. Today, just as in 1975, purchasing a BMW 3 Series represents an expression of joy in sporty, agile handling, enthusiasm for innovative technology and appreciation of premium quality.

The 3 Series a highly effective global ambassador for BMW's core attributes. Its history is a testament to BMW's advances in the areas of sporting ability, efficiency, safety, comfort and connectivity, as well as to the design development.

### BMW 330Li M Sport '50 Jahre' Edition

The BMW 3 Series Long-wheelbase was first launched in 2021. Now with the '50 Jahre' Edition, the 330Li M Sport gets an array of aesthetic and functional enhancements. On the outside, the edition features the M High-Gloss Shadowline, with the kidney grille, window surrounds, rear diffuser and tailpipes in high-gloss black, lending a mean and sporty look. On the inside, it gets carbon fibre interior trim along with the BMW Head-up display and 3D Augmented View navigation. The most exclusive detail can be found on the B-Pillar, where a meticulously laser engraved artwork with a '1/50' badging signals the highly exclusive nature of the edition.

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 offer 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 rear seat.

High quality materials, precise build quality and numerous meticulously crafted details set the tone for the refined premium character in the **interior**. The driver and front passenger settle into electrically adjustable Comfort Seats with extendable thigh support. The BMW Widescreen Curved Display brings extra modernity and advanced digital services. The standard-fitted M leather steering wheel has a flat-bottomed rim. Filling up the cabin with a sense of spaciousness is the large Panorama sunroof.

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 BMW iDrive with Operating System 8.5 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.

### **BMW M340i '50 Jahre' Edition**

The BMW M340i was launched back in 2021 and to this date remains the quickest internal combustion engine car to be built in India, with a blistering 0-100 kmph time of just 4.4 seconds. The BMW M340i is also the highest selling performance car ever sold in India, with over 1,000 units sold to date. Now with the '50 Jahre' Edition, it gets exclusive elements on both the exterior & interior. On the outside, the edition features a meticulously laser engraved artwork on the B-Pillar with a '1/50' badging. Other elements elevating the sporty appeal include the special '50 Jahre' emblems on the front & rear, special '50 Jahre' hubcaps, as well as the M badging and M340i model badging in high gloss black. Customers will also get a M Performance Key Fob.

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. Exterior mirror caps with their unique M Design in high-gloss black add an eye-catching sporty look. 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 digital BMW Curved Display which is harmoniously unified into the cockpit area so it almost looks like it is floating. 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 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.

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.

**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. 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. **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**. **Operating System 8.5** offers all the possibilities for interaction between occupants and the vehicle – using touch, gesture or speech.

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