

BMW

Ireland

Corporate Communications



Media Information

29 May, 2024

The new BMW M3 Competition Saloon with M xDrive and the new BMW M3 Competition Touring with M xDrive.

- Enhanced design and performance with both Competition models receiving a 20 hp increase in power, new striking LED headlight design and a fresh array of forged light-alloy wheels.
- Interior enhancements include new trim elements and sophisticated material options, tailored to enhance both everyday usability and high-speed track performance.
- Introduction of the latest digital technology including BMW Operating System 8.5.
- Available to order now, with the new BMW M3 Competition Saloon with M xDrive priced from €150,670 and BMW M3 Competition Touring with M xDrive from €154,710.
- Customer deliveries to commence in summer 2024.

They stand as custodians of a legendary badge and prime examples of the exhilarating performance and unrestricted everyday usability long established as a trademark of BMW M GmbH. Now the multi-faceted BMW M3 Saloon and BMW M3 Touring have further sharpened up their already impressive offerings, with a power hike of 20 hp for both model variants on sale in Ireland, new design and equipment offerings and the latest in-car digital features.

The newly designed headlights and steering wheel bring fresh touches to the exterior and interior, which are joined by new forged light-alloy wheels, new interior trim elements and the introduction of BMW Operating System 8.5 to underpin the latest generation of BMW iDrive. This latest stage on their development curve takes the race-car character and long-distance poise and composure of the high-performance premium midsize models to another new level for the driver and up to four passengers.

The six-cylinder in-line engine with M TwinPower Turbo technology fitted in the new BMW M3 Competition Saloon with M xDrive (fuel consumption, combined: 8.6 – 8.4 l/100km; CO2 emissions, combined: 230 – 227 g/km in the WLTP cycle, CO2 class: G) and new BMW M3 Competition Touring with M xDrive (fuel consumption, combined: 8.6 – 8.5 l/100km; CO2 emissions, combined: 235 – 233 g/km in the WLTP cycle, CO2 class: G), now produces an output of 530 hp, with the increased engine power channelled to all four wheels via an eight-speed M Steptronic transmission with Drivelogic.

The new BMW M3 Competition Saloon with M xDrive and new BMW M3 Competition Touring with M xDrive will continue to be built at BMW Group Plant Munich. With production beginning in July

BMW Group Company

Postal Address
BMW (IE) Ltd.
Summit One
Summit Avenue
Farnborough
GU14 0FB

Telephone
01252 920000

Internet
www.bmw.ie

BMW Ireland Corporate Communications

Media Information

Date 29 May, 2024

Subject **The new BMW M3 Competition Saloon with M xDrive and the new BMW M3 Competition Touring with M xDrive.**

Page 2

2024, the models will launch worldwide from this summer.

Model	Max Power* (hp)	Peak Torque* (Nm)	Acceleration* (0-100km/h) (secs)*	Top Speed** (km/h)	CO ₂ Emissions* (WLTP) (g/km)	Fuel Consumption Combined* (WLTP) (l/100km)	OTR Price from
M3 Competition Saloon with M xDrive	530	650	3.5	155 / (180)***	230 – 227	8.6 – 8.4	€151,665
M3 Competition Touring with M xDrive	530	650	3.6	155 / (174)***	235 – 233	8.6 – 8.5	€154,710

*All figures relating to performance, consumption and emissions are provisional. All the stated technical data including fuel consumption and emissions figures relate to the offering

in the German market. Dimensions and measurements refer to vehicles with basic configuration in Germany. These may vary depending on the wheel/tyre size and items of optional equipment selected. **Electronically limited. *** Top speed with optional M Driver's Package

Traditional race-car feeling, distinctive characters.

Now in its sixth model generation, the BMW M3 is more powerful, more poised and assured, more advanced and more versatile than ever. The saloon is continuing a high-performance sports car bloodline that stretches back almost 40 years. The first generation of the BMW M3, unveiled in 1986, went on to become the most successful model in touring car racing worldwide. Then, as now, a car's success in motor sport was accompanied by steadily increasing popularity for the production model and rare levels of excitement for its owner out on the road.

The race-car feeling associated with the BMW M3 – present at the driver's fingertips over every mile of a journey – can be experienced in totally different ways with this latest generation. The BMW M3 Saloon now lines up alongside a Touring model, the BMW M3 Touring fusing the performance attributes for which this model series is renowned with additional practicality and expanded load-carrying ability. Folding down the rear seat backrests increases load compartment capacity from 500 to a maximum 1,510 litres. In Ireland, both models are available exclusively with the most powerful version of the six-cylinder in-line engine for the BMW M3/M4 and the M xDrive intelligent all-wheel-drive system.

With their distinct body concepts and specific qualities, the Saloon and Touring models occupy very different character spaces within the M3 range. One of their most important shared elements

BMW

Ireland

Corporate Communications

Media Information

Date 29 May, 2024

Subject **The new BMW M3 Competition Saloon with M xDrive and the new BMW M3 Competition Touring with M xDrive.**

Page 3

is their visually striking design with hallmark M features crafted precisely to meet the technical demands of cooling air supply and aerodynamic balance. The large, vertical BMW kidney grille with signature M double bars arranged horizontally, the powerfully sculpted wheel arches, the extended side skirts in contrasting Black high-gloss and the attachment parts for the front and rear aprons all provide clear pointers to the dynamic potential of the two models. The BMW M3 Saloon has a carbon-fibre roof as standard. The roof of the BMW M3 Touring, like its standard-fit roof rails, comes in black. It has a Gurney flap on the roof spoiler as an additional air-directing element.

Engine technology borrows from motor racing.

The new BMW M3 Competition Saloon with M xDrive and the new BMW M3 Competition Touring with M xDrive feature a high-revving straight-six engine with M TwinPower Turbo technology. The 3.0-litre unit stands out with its healthy appetite for revs into the highest reaches of the engine speed range and so produces the linear power delivery typical of high-performance models from BMW M GmbH.

Numerous elements adapted from race-car engine construction allow the power unit in the M3 to deliver an unmistakable performance experience on both road and track. The crankcase, with its sleeve-free, closed-deck construction, is extremely rigid and teams up with a forged crankshaft with lightweight design to unlock extremely high torque potential. The cylinder bores have a wire-arc sprayed iron coating. And the 3D-printed core for the cylinder head – another special M-specific feature – enables optimised routing of the coolant ducts that would be impossible to achieve using conventional metal casting methods.

Like the cooling system, the oil circuit is also designed to handle the particular challenges of track driving. A map-controlled oil pump ensures reliable oil supply even under extreme longitudinal and lateral acceleration.

The M TwinPower Turbo technology comprises of two mono-scroll turbochargers, each of which supplies compressed air to three cylinders. An indirect intercooler supplied by a low-temperature circuit plus specially designed compressors further enhance the turbocharger's power output. The engine technology also includes High Precision Injection – which works at maximum pressure of 350 bar to ensure fine atomisation of fuel and therefore faster engine response – as well as VALVETRONIC variable valve timing and Double-VANOS fully variable camshaft timing.

BMW

Ireland

Corporate Communications

Media Information

Date 29 May, 2024

Subject **The new BMW M3 Competition Saloon with M xDrive and the new BMW M3 Competition Touring with M xDrive.**

Page 4

The new BMW M3 Competition Saloon with M xDrive and new BMW M3 Competition Touring with M xDrive develops an extra 20 hp versus the outgoing model thanks to optimised configuration of the digital engine control unit (DME). The six-cylinder in-line engine now generates maximum output of 530 hp (up from the previous 510 hp) at 6,250 rpm. The upgraded engine, which also serves as the basis for the unit powering the BMW M4 GT3, summons its peak torque of 650 Nm (479 lb-ft) between 2,750 and a now even higher 5,730 rpm. The result is even more ferocious, sustained power delivery that adds another layer of intensity to the performance experience – in particular when the driver is exploring the car's dynamic limits on track – and enables impressive acceleration figures.

The new BMW M3 Competition Saloon with M xDrive accelerates from 0 to 100 km/h in 3.5 seconds, and the new BMW M3 Competition Touring with M xDrive completes the same sprint in 3.6 seconds – only a touch longer, despite its higher kerb weight. The increased output of the two all-wheel-drive models is reflected in 0 to 199 km/h times that are 0.5 seconds quicker in each case - the saloon now records a time of 11.8 seconds, the Touring 12.4 seconds.

Both the new BMW M3 Competition Saloon with M xDrive and the new BMW M3 Competition Touring with M xDrive have an electronically limited top speed of 249 km/h as standard. However, if the optional M Driver's Package is specified, this figure rises to 289 km/h for the saloon and 280 km/h for the Touring model, allowing drivers to utilise the full potential of the powerful engines.

Model-specific composition of engine, transmission and chassis.

The standard eight-speed M Steptronic transmission with Drivelogic is tuned to support the performance characteristics of the engine at hand. Drivers favouring a sporty driving style will enjoy the benefits of the standard-fit gearshift paddles on the steering wheel, which allow the driver to make spontaneous interventions in the automatic transmission's gear selection process as and when they decide. The driving experience can be tailored even more precisely to individual tastes by adapting the shift characteristics of the transmission according to requirements and the situation at hand using the Drivelogic button.

The rear-biased setup of the intelligent all-wheel-drive system further enhances the agility of the new BMW M3 Competition Saloon with M xDrive and new BMW M3 Competition Touring with M xDrive. The system teams up with the Active M Differential at the rear axle – whose operation is also fully variable – to add to the signature M feeling when powering through corners. In addition to the default 4WD setting, the driver can also select 4WD Sport mode via the M Setup menu.

BMW

Ireland

Corporate Communications

Media Information

Date 29 May, 2024

Subject **The new BMW M3 Competition Saloon with M xDrive and the new BMW M3 Competition Touring with M xDrive.**

Page 5

When enabled, a higher proportion of drive power is sent to the rear wheels for even more agile handling. Switching off DSC (Dynamic Stability Control) also brings 2WD mode into play, which means power is sent exclusively to the rear wheels. This mode offers skilled drivers a pure-bred driving experience without interventions from the control systems.

The high torsional stiffness of the body structure and chassis mountings creates the ideal platform for impressive driving dynamics and instantaneous response to steering commands. As well as the bracing elements in the BMW M3 Saloon, the BMW M3 Touring has additional torsion struts in the rear. This extra strengthening measure gives the Touring body variant the tools it needs to display the combination of dynamism, agility and handling precision typically found in BMW M models.

The M-specific kinematics and elastokinematics of the double-joint spring strut front axle and five-link rear axle ensure a blend of extremely dynamic handling and finely judged comfort-focused qualities in everyday use and over longer journeys. The standard adaptive M suspension gives drivers the ability to adapt the responses of the electronically controlled dampers as they wish. Via the M Setup menu, drivers can select from three different settings to optimise the car's handling in line with need and personal preference.

The package of chassis technology also includes M Servotronic steering and the integrated braking system, which works in conjunction with both the standard M Compound brakes and the optional M Carbon ceramic brakes. Both variants have six-piston fixed-calliper brakes at the front axle and single-piston floating-calliper brakes at the rear. As well as larger and more heat-resistant brake discs – which, thanks to their considerable ability to withstand fade, ensure uncompromising deceleration even under extreme conditions – the M Carbon ceramic brakes also stand out with their intelligent lightweight construction; they are around 14 kilograms lighter than the standard M Compound brakes. The reduction in unsprung mass plays a particularly significant role in delivering increased agility, enhanced handling, faster response and lower fuel consumption.

The M Compound system is fitted with blue brake callipers as standard, but these can also be specified in red or black as an option. The M Carbon ceramic brakes callipers have a Gold metallic painted finish. All variations feature a striking BMW M logo on the brake callipers at the front axle.

The DSC system ensures a form of driving pleasure unmatched by any rival. Indeed, with M Dynamic Mode it offers an ultra-sporty configuration that raises the system's intervention

BMW

Ireland

Corporate Communications

Media Information

Date 29 May, 2024

Subject **The new BMW M3 Competition Saloon with M xDrive and the new BMW M3 Competition Touring with M xDrive.**

Page 6

thresholds when it comes to controlling braking inputs and delays the point at which it steps in to restrict engine output. This maximises the car's performance dynamics with DSC switched on. The system can also be fully deactivated (DSC off).

M Traction Control function, a standard feature on both Saloon and Touring models, features slip control tech that can be adjusted through ten stages according to the driver's preferences or the road conditions at hand. It allows the control system inputs to be reduced in stages so that the driver can approach the physical limits in race action on the track, for example. The M Laptimer and M Drift Analyser help experienced drivers improve their lap times and hone their drifting skills. The integrated application of all drivetrain and chassis systems was fine-tuned at locations including the Nürburgring's Nordschleife circuit, but it also ensures highly dynamic and at the same time precisely controllable handling in everyday driving.

Axle-specific wheel sizes, M forged light-alloy wheels with a new design.

All new BMW M3 model variants are fitted as standard with M forged light-alloy wheels in axle-specific rim sizes to the benefit of agility and handling. The new BMW M3 Competition Saloon with M xDrive and new BMW M3 Competition Touring with M xDrive feature Jetblack forged light-alloy wheels in double-spoke design, measuring 19-inches at the front axle and 20-inches at the rear axle. Plus, new forged M light-alloy wheels in 19-inch and 20-inch formats have been added to the extensive optional equipment roster for all model variants. These are now finished in the colour Silver for the first time, their bright, shiny surfaces ensuring a sporty yet also elegantly sophisticated appearance.

Extensive selection of assistance systems; M Mode button to call up personalised selection of functions.

The new BMW M3 Saloon and new BMW M3 Touring set new standards in their segment with their extensive range of standard and optional automated driving and parking systems. In order to provide a dynamic experience that is both appropriate for the situation at hand and fits the high-performance sports car brief, the interventions of the driver assistance systems can be adjusted using the M Mode button on the centre console. For example, in the optional TRACK setting conceived for use on race circuits, all comfort and safety systems are temporarily deactivated.

Standard specification for all model variants includes Park Distance Control with sensors at the front and rear, Cruise Control with brake function, front collision warning system with brake intervention, Lane Departure Warning including lane return with steering assistance, Speed Limit

BMW

Ireland

Corporate Communications

Media Information

Date 29 May, 2024

Subject **The new BMW M3 Competition Saloon with M xDrive and the new BMW M3 Competition Touring with M xDrive.**

Page 7

Info with no-overtaking indicator and Parking Assistant including Reversing Assistant. Among the items on the options list is Driving Assistant Professional, which adds functions such as the Steering and Lane Control Assistant with automatic Speed Limit Assist, Lane Keeping Assistant, traffic light detection and Active Cruise Control with Stop&Go function.

Newly designed headlights and eye-catching details sharpen the cars' visual character.

Newly designed LED headlights, which bring together low and high beam in a single module, bring fresh accents to the front end of the new BMW M3 Saloon and new BMW M3 Touring. Two elegantly sculpted, subtly arrow-shaped and vertically arranged LED units in each module serve as both side lights/daytime driving lights and turn signal indicators. The focused impression created by the light sources, whose inner workings are now structured in a particularly striking design, ensures a progressive appearance which is also adopted by the slim LED rear lights with L-shaped taillights.

Adaptive LED Headlights with non-dazzling matrix high beam are available as an option, which also include the cornering light function, urban lights, and blue inlays inside the headlights, indicating the presence of this sophisticated light technology. M Shadowline lights with dark inner accents are also available for cars specified with the Adaptive LED Headlights. The model badge on the boot lid of the Competition models is now accented by an elegant silver-coloured surround.

New steering wheels and interior trim elements for the M-specific sports car cockpit.

Open the door to these new high-performance models and the stripped-back design of the interior will provide an instant hit of motor sport DNA. A new steering wheel and controls, plus sophisticated materials for the instrument panel and interior trim elements heighten the sense of exclusivity inside the M-specific sports car cockpit.

The newly designed three-spoke M leather steering wheel with multifunction buttons and red centre marker in the 12 o'clock position now has a flat-bottomed rim and precisely modified spokes. Two M buttons for selecting individually configured vehicle setups and the gearshift paddles are fitted as standard to enable rapid interventions in the eight-speed M Steptronic transmission's gear selection process. An M Alcantara steering wheel in the same design and with the same functionality is available as an option for the first time, and a heating function is available as an option for both steering wheel variants.

BMW

Ireland

Corporate Communications

Media Information

Date 29 May, 2024

Subject **The new BMW M3 Competition Saloon with M xDrive and the new BMW M3 Competition Touring with M xDrive.**

Page 8

The M-specific cockpit design also includes a control panel on the centre console. The Setup button and M Mode button are located here along with the gearshift lever / selector lever, the red Start/Stop button and the BMW iDrive Controller. These can be used by the driver to configure their desired vehicle setup and activate cockpit display and driver assistance system functions tailored to the driving situation at hand.

High-quality, carefully crafted materials and M-specific design features in the interior create a modern and premium ambience with sporting flair. The interior trim elements in the instrument panel, control panel and cup holder cover now come as standard in Aluminium Rhombic Anthracite, or optional M Carbon Fibre. M Carbon Fibre now additionally includes elements for the steering wheel and the gearshift paddles of the Competition models. The optional Sensatec instrument panel now has a further refined surface structure.

The standard M sport seats offer an array of electrically operated adjustment options to make it easier to find the perfect position behind the steering wheel. A memory function for the driver's seat allows the driver to store their desired adjustment settings, while the head restraints feature illuminated model badging. Standard specification also includes seat heating for the driver and front passenger, while seat ventilation is available as an option. Available as alternatives to the standard Merino leather trim are Merino full-leather trim, BMW Individual Merino leather trim with extended features and BMW Individual Merino full-leather trim – each in a choice of four colours.

The optional M Carbon bucket seats provide an optimum, racing-car-like connection between driver and car. Fully electrically adjustable and heated, they fuse racing functionality with luxurious craftsmanship and excellent comfort over long distances. The use of carbon fibre-reinforced plastic (CFRP) in the seat surface and backrest elements, plus cut-outs in the side bolsters and below the head restraints enable a weight saving of 9.6 kilograms over the standard M sport seats.

BMW Curved Display and new BMW Operating System 8.5.

The BMW M3 Competition Saloon with M xDrive and the new BMW M3 Competition Touring with M xDrive also welcome the latest generation of the display and control/operation system BMW iDrive based on BMW Operating System 8.5. With the high-resolution BMW Curved Display angled towards the driver and upgraded BMW Personal Assistant, the interaction between driver and car is based squarely on operation using touch control and natural language. The fully digital screen grouping made up of a 12.3-inch information display and a 14.9-inch control display shows M-specific content. This includes additional information on the vehicle's status and

BMW

Ireland

Corporate Communications

Media Information

Date 29 May, 2024

Subject **The new BMW M3 Competition Saloon with M xDrive and the new BMW M3 Competition Touring with M xDrive.**

Page 9

sharpens the driver's focus on the road ahead. Also on the options list is the BMW Head-Up Display, which projects information relevant to driving – including a multi-coloured rpm dial, Shift Lights and M View – onto the windscreen, again in an M-specific style.

The M-specific graphics and content on the information display and control display are now joined by a new way of operating the standard-fitted automatic climate control system. The temperature and ventilation settings as well as the seat heating and – if specified – steering wheel heating can now be controlled either by touch using a special menu option in the lower area of the control display or by voice command. New adjustment controls for the air vent grilles in the centre of the instrument panel and on the driver's and front passenger side of the cockpit allow the airflow direction to be adjusted using rotating and tilting movements.

In addition to the footwells, the storage compartment in the front section of the centre console and the door openers, the standard ambient lighting now also encompasses contour lighting integrated into the trim around the central seam vents. Nine colours in multiples grades of brightness allow customers to adjust the effect to their personal preferences. The functionality of the interior lighting also includes an atmospheric Welcome and Goodbye Animation and light signals indicating an open door or incoming phone call.

As well as the BMW Maps cloud-based navigation system, the standard-fitted BMW Live Cockpit Plus includes two USB ports for data transfer, a Wi-Fi interface and smartphone integration enabling the use of Apple CarPlay® and Android Auto™, while the optional telephony with wireless charging enables wireless charging of compatible smartphones. A HiFi speaker system with 10 speakers and a 205-watt amplifier is fitted as standard on both Saloon and Touring models.

Distinctive looks and higher-intensity performance with M Carbon exterior package, M Race Track package and BMW M Performance Parts.

An M Carbon exterior package specific to each of the new high-performance cars brings bespoke precision to their outward appeal. With inlays for the wide front air intakes and a rear diffuser with unique geometry for each model, plus exterior mirror caps and a rear spoiler made from CFRP for the BMW M3 Saloon, the M Carbon exterior package also brings fresh visual sharpness to the race-car character of the two models. The M Race Track package, which brings M Carbon ceramic brakes, M Carbon bucket seats for the driver and front passenger and Carbon Fibre interior trim elements, reduces vehicle weight by as much as 25 kilograms.

BMW Ireland Corporate Communications

Media Information

Date 29 May, 2024

Subject **The new BMW M3 Competition Saloon with M xDrive and the new BMW M3 Competition Touring with M xDrive.**

Page 10

BMW M Performance Parts offer customers additional scope for tailoring the high-intensity driving experience and dynamic aura of the new high-performance sports cars to their personal tastes. The selection of model-specific retrofit options ranges from exterior components made from CFRP and M Performance forged wheels with centre lock to M Performance floor mats and M Performance steering wheel trim for customising the interior.

ENDS

*All figures relating to performance, consumption and emissions are provisional. All the stated technical data including fuel consumption and emissions figures relate to the offering in the German market. Dimensions and measurements refer to vehicles with basic configuration in Germany. These may vary depending on the wheel/tyre size and items of optional equipment selected.

Electronically limited. * Top speed with optional M Driver's Package.

Fuel consumption, CO2 emission figures and power consumption were measured using the methods required according to Regulation VO (EC) 2007/715 as amended. The figures are calculated using a vehicle fitted with basic equipment in Germany, the ranges stated take into account differences in selected wheel and tyre sizes as well as the optional equipment. They may change during configuration.

For further details of the official fuel consumption figures and official specific CO2 emissions of new cars, please refer to the "Manual on fuel consumption, CO2 emissions and power consumption of new cars", available at sales outlets, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Schornhausen and at <https://www.dat.de/co2/>.

The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2023, the BMW Group sold over 2.55 million passenger vehicles and more than 209,000 motorcycles worldwide. The profit before tax in the financial year 2023 was € 17.1 billion on revenues amounting to € 155.5 billion. As of 31 December 2023, the BMW Group had a workforce of 154,950 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

BMW Media:

www.press.bmwgroup.ie

@ [BMW Ireland Facebook](#)

@ [BMW Ireland X](#)

@ [BMW Ireland Instagram](#)

@ [BMW Ireland LinkedIn](#)

BMW

Ireland

Corporate Communications

Media Information

Date 29 May, 2024

Subject **The new BMW M3 Competition Saloon with M xDrive and the new BMW M3 Competition Touring with M xDrive.**

Page 11

@ [BMW Ireland YouTube](#)

For further information, please contact:

Laura Condrón | Corporate Communications & Events Manager | 086 047 7549 | Laura.Condron@BMW.ie