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# The new BMW 3 Series Convertible.

## Description in Brief.



- Fourth generation of the open two-door model based on the BMW 3 Series, for the first time with a retracting lightweight steel hardtop, a three-piece roof construction opening and closing fully automatically, and the roof opening by remote control as a standard feature.
- Undiluted re-interpretation of the classic lines of the BMW 3 Series Convertible, dynamically stretched silhouette, low shoulder line accentuating the openness of the car, low and dynamic rear section.
- Seating position and length of the windscreen frame specifically designed and laid out to provide a unique experience of open-air motoring in the typical style of the BMW 3 Series Convertible, all-round visibility optimised with the car closed, visibility to the rear enlarged by 38 per cent, side windows 30 per cent larger, fully covered roof lining, designed and laid out for perfect qualities at high speeds.
- Weight-reduced, crash-optimised lightweight body, new benchmark for torsional stiffness in a BMW Convertible.
- Wide range of safety features with frontal, head/thorax airbags, belt latch tensioners, belt force limiters, sensor-controlled safety electronics including rollover protection with rollbars moving up automatically when required behind the rear seats.
- Exclusive interior design with sporting and elegant lines, driver-oriented cockpit, high-quality materials, automatic air conditioning tailored to the specific requirements of a convertible, leather upholstery with SunReflective technology reducing high temperatures on the seats and armrests otherwise caused by sunglare, audio, TV, navigation and telecommunication aerials integrated invisibly into the car.
- Four full-size seats, single seats at the rear separated from one another by the centre console extending back into the rear-seat area, maximum luggage capacity 350 litres/12.25 cu ft (210 litres/7.35 cu ft with the roof open), unusually large variability of luggage space thanks to optional through-loading at the rear.

- New six- and four-cylinder power units, all gasoline engines with direct fuel injection, six-cylinder diesel available from the start upon model launch.
- New six-speed automatic transmission with enhanced gearshift dynamics, transmission connected almost directly to the engine and with optimised gearshift comfort for powerful acceleration and enhanced fuel economy.
- Engine variants:  
BMW 335i Convertible: straight-six gasoline engine with Twin Turbo technology and direct fuel injection (High Precision Injection), 2,979 cc engine capacity, 225 kW/306 hp max output, 400 Nm/295 lb-ft max torque, acceleration 0–100 km/h in 5.8 sec, top speed 250 km/h (155 mph), average fuel consumption to the EU standard 9.9 litres/100 km (28.5 mpg Imp).

BMW 330i Convertible: straight-six gasoline engine with direct fuel injection, 2,996 cc engine capacity, 200 kW/272 hp max output, 320 Nm/236 lb-ft max torque, acceleration 0–100 km/h in 6.7 sec, top speed 250 km/h (155 mph), average fuel consumption to the EU standard 8.1 litres/100 km (34.9 mpg Imp).

BMW 325i Convertible: straight-six gasoline engine with direct fuel injection, 2,996 cc engine capacity, 160 kW/218 hp max output, 270 Nm/199 lb-ft max torque, acceleration 0–100 km/h in 7.6 sec, top speed 245 km/h (152 mph), average fuel consumption to the EU standard 7.9 litres/100 km (35.8 mpg Imp).

BMW 320i Convertible: straight-four gasoline engine with direct fuel injection, 1,995 cc engine capacity, 125 kW/170 hp max output, 210 Nm/155 lb-ft max torque, acceleration 0–100 km/h in 9.2 sec, top speed 220 km/h (136 mph), average fuel consumption to the EU standard 6.7 litres/100 km (42.2 mpg Imp).

BMW 330d Convertible: straight-six diesel engine with all-aluminium crankcase and latest-generation common rail fuel injection, 2,993 cc engine capacity, 170 kW/231 hp max output, 500 Nm/369 lb-ft max torque, acceleration 0–100 km/h in 7.1 sec, top speed 245 km/h (152 mph), average fuel consumption to the EU standard 6.9 litres/100 km (40.9 mpg Imp).

# Open Beauty: The new BMW 3 Series Convertible.



- **First BMW 3 Series Convertible with a retracting hardtop.**
- **Three-piece roof structure in lightweight steel plate.**
- **Just as unique as before: silhouette and seating position in the classic style of the BMW 3 Series Convertible.**
- **Exclusive, sophisticated design with roof trim strips and fully lined inner roof.**
- **Slender C-pillars, large windows for optimised all-round visibility.**
- **Convertible roof designed for very high speeds (up to 270 km/h or 167 mph).**
- **Top-of-the-range engine: six-cylinder 225 kW/306 hp turbo.**
- **Unprecedented: six- and four-cylinder power units with direct gasoline injection.**
- **Lightweight steel body: greater strength, lower weight.**
- **Highest torsional rigidity ever on a BMW Convertible.**
- **Four full-sized seats, max 350 litres/12.25 cubic feet luggage capacity.**

Stylish elegance meets thrilling dynamics – the new BMW 3 Series Convertible offers a truly unique driving experience.

The fourth generation of BMW's open four-seater making its world debut at the North American International Auto Show (NAIAS) in Detroit on 7 January 2007 is opening up a new dimension in the world of motoring, the occupants in a BMW 3 Series Convertible being protected from wind and weather for the first time by a retracting hardtop: Made of lightweight steel plate, the three-piece roof extends up to cover the passenger compartment fully automatically in just 23 seconds, and opens up even faster in precisely 22 seconds, folding smoothly into the rear compartment of BMW's open two-door.

The new BMW 3 Series Convertible is absolutely beautiful to behold both when open and closed, boasting all the elegance and unique style so characteristic of this very special car. Indeed, the long and sleek engine compartment lid, the low shoulder-line and the low-slung rear end make the new BMW 3 Series Convertible absolutely unmistakable in every respect and from every angle. And now the new, retracting hardtop offers a standard of all-round comfort, solidity, and value quite unique in this segment.

The innovations to be admired within the engine compartment are just as fascinating, the new BMW 3 Series Convertible for the first time featuring newly developed six- and four-cylinder power units with direct gasoline injection.

The top-of-the-range model is the BMW 335i Convertible featuring a six-cylinder power unit complete with Twin Turbo technology providing maximum output of 225 kW/306 hp.

The BMW 330d Convertible will also be available right from the start upon the introduction of the new model in Europe on 24 March 2007, its 3.0-litre straight-six diesel engine combining an all-aluminium crankcase with the latest generation of common rail fuel injection.

The new roof structure ensures a lower level of noise than ever before also at high speeds – and at the same time the bodysell with its extreme torsional stiffness offers everything required for supreme agility and dynamism.

Indeed, through its outstanding torsional stiffness, the new BMW 3 Series Convertible offers the highest standard of strength and rigidity ever achieved by an open-air BMW. The sporting characteristics of the car are further enhanced by harmonious weight distribution and outstanding suspension technology enabling the new BMW 3 Series Convertible to handle even the most dynamic and challenging situations in supreme style.

### **Open or closed – unmistakable at all times.**

The new BMW Convertible is characterised by well-balanced proportions and a unique look with the roof both open and closed. Like its predecessor, the car boasts an unmistakable silhouette clearly displaying all its features and strengths even with the retracting hardtop.

With the three roof elements folding conveniently into the luggage compartment and presenting minimum space requirements, the new model continues the low shoulder-line so typical of a BMW 3 Series Convertible, complete with its low-slung rear section. The short front overhang, long engine compartment lid and long wheelbase also enhance the impression of stretched dynamism, combining these unique lines with powerful shapes and contours to give this elegant four-seater a truly thrilling look of sportiness and style.

When closed, the “greenhouse”, as the passenger compartment is called in technical terms, becomes yet another symbol of superior dynamics, the engine compartment lid sweeping smoothly and gently into the sharply inclined A-pillar. The roofline then dropping slightly towards the rear remains slim and slender also around the C-pillar, reaching the rear end of the car at clearly visible angle.

This unique design makes the new BMW 3 Series Convertible truly outstanding and unmistakable at very first sight, even with its roof closed. So despite the roof finished in body colour, the car is clearly distinguishable as a genuine convertible.

Inside the new BMW 3 Series Convertible, particularly the functional benefits of the hardtop come out clearly at very first sight. Indeed, the only way to outperform the proven qualities of the BMW soft roof in terms of resistance to even the toughest winter weather and superior noise control was to switch over to a steel plate structure, the closed roof, thanks to its large windows and fully lined roof, offering the occupants optimum all-round visibility as well as a bright and exclusive ambience.

Compared with the former model, the rear side windows are 30 per cent larger and visibility to the rear has been improved by no less than 38 per cent.

Over and above these obvious advantages, the low and light design of the roof makes the shoulder-line of the car the dominating feature from the side even with the roof closed, again retaining the impression of sporting elegance at all times.

Additional design features emphasise the particular style and class of the new roof concept, an all-round aluminium trim bar, for example, showing clearly where the roof begins by taking up the trim strip on both sides of the roof covers and extending this dividing line clearly along the side panels and doors all the way to the A-pillars. The result is an even clearer and more accentuated horizontal orientation of the shoulder line.

Yet a further highlight is the trim strip on the side frame starting at the A-pillar and surrounding both the front as well as the rear side window. Then, approaching the C-pillar, the side trim extends into the shaft cover at the side in exactly the opposite direction, taking up the "Hofmeister kick", a traditional feature of BMW design.

The functional elements and components of the roof's kinematic system, finally, are covered by the roof trim strips.

The absence of any visible aerials also contributes to the beautiful looks of the new BMW 3 Series Convertible: All aerials required for receiving radio and TV signals as well as the amplifier components are integrated within the car itself, thus not requiring conventional rod-type aerials of any kind.

Radio reception with the roof open is ensured by aerials in the side panels, while aerials in the rear window are automatically activated as soon as the roof is closed.

The GPS signals for the navigation system as well as multi-band telephone aerials are integrated out of sight in the roof and side panel.

**Extra freedom: that unique feeling of driving an outstanding convertible.**

It almost goes without saying that the new BMW 3 Series Convertible adds a unique driving experience to the equally unique looks of the car: Lowering the retractable hardtop into the rear roof compartment, the driver and his passengers will enjoy an incomparable experience of open-air motoring borne out in particular by the flat shoulder-line, the seating position moved far to the back, and the short windscreen – features ensuring an open-air driving experience of the highest calibre.

The windscreen remains at a generous distance from the driver's and front passenger's heads, allowing the sun and a mild breeze to enter the interior unobstructed. Despite the sporting, extra-low seating position, the door lines at the top make a low and sporting impression, lots of fresh wind and unrestricted visibility in both directions thus remaining outstanding highlights also of the new 3 Series Convertible.

**Total conversion at the touch of a button: the retracting hardtop.**

Now boasting a retractable hardtop, the new BMW 3 Series Convertible offers a standard of elegance and comfort quite unique in its segment. Made of three elements, the lightweight steel panel roof structure provides an ambience inside the car absolutely reminiscent of a coupé. And once the roof is lowered into the passenger compartment, the occupants riding in the new BMW 3 Series Convertible will enjoy the atmosphere of supreme openness typical of a thoroughbred open-air performer.

Maximum comfort and uncompromising function are the characteristic features of the new roof with its highly superior opening and closing mechanism: The three components making up the hardtop are lifted up electrohydraulically, fully automatically and in a flowing motion, swivelling to the rear and coming to rest in the rear section in compact arrangement, with one lid element resting above the other.

To take up the roof elements, the rear lid of the Convertible also serving as the roof compartment cover opens conveniently to the back. Then, once the roof has been completely opened or closed and the hardtop locked, the driver is able to open up the luggage compartment lid once again the usual way.

Yet a further advantage is that the rear lid comes complete with a soft-close function drawing the lid down smoothly, gently and automatically until it is properly closed.

Developing the roof kinematics, BMW's engineers also gave great attention to the appropriate flow and removal of rainwater, allowing the driver to enjoy open-air motoring also under changing weather conditions without having to fear the intrusion of water and moisture into the interior or luggage compartment. And should rain clouds suddenly appear all the same, any interruption of driving pleasure in the new BMW 3 Series Convertible will remain extremely short, with the process of opening or, respectively, closing the roof taking just 22 or 23 seconds.

To ensure optimum use of the car's storage capacities in every situation, the roof and luggage compartments are separated from one another by a variable partition swivelling conveniently to the side when the roof is closed in order to provide maximum luggage capacity. Then, once the partition is moved down again, all the driver has to do to open up the car is pull back a switch in the centre console in the same direction as the roof itself opening.

A further highly convenient feature is that the roof opens and, as an option, closes automatically by remote control from the central locking. To preclude the risk of activating this opening and closing function by mistake, the signal for closing the roof is transmitted to the car over a distance of four metres or just over 13 feet at the very most.

Like the roof control switch within the interior, the remote control button must be kept pressed down during the entire opening and closing process, movement of the roof elements being interrupted whenever required in any position by simply letting go of the button. Then, to continue the process, all the driver has to do is press the remote control button or the switch in the centre console once again, thus returning to the opening or closing mode.

### **A truly individual character within the BMW 3 Series.**

In its dimensions and design, the new BMW 3 Series Convertible is unmistakably a member of this very special model line-up: Following the Saloon, Touring, and Coupé, the Convertible is the fourth variant of the highly successful BMW 3 Series.

But despite the family resemblance borne out in many design features typical of the brand, the new Convertible is first and foremost a true individualist. Looking at the front end of the car, this means a clear distinction from the Saloon and Touring, with all similarities to the BMW 3 Series Coupé ending at the transition from the engine compartment lid into the A-pillar.

The sporting style of the new Convertible is borne out clearly by the contours of the long and low engine compartment lid as well as the special design of the front air dam and headlights. Indeed, the surfaces and lines of the engine compartment lid curving over the power unit are particularly dynamic and muscular in their look, following a dynamic sweep extending from the A-pillars to the outer sides of the BMW kidney grille.

The kidney grille itself, the most outstanding and prominent sign of distinction on every BMW, stands out more upright than the surrounding areas and surfaces. Interacting with the three-dimensional frame of the grille, this particular design provides a truly powerful, absolutely unique and sophisticated look in every respect.

Through their design and shape alone, the headlights give the new BMW 3 Series Convertible a self-confident and highly concentrated appearance. This results from the engine compartment lid extending on above the headlight units themselves, with the dual round headlights appearing to be cut off at the top.

The new BMW 3 Series Convertible comes as standard with bi-xenon headlights, a further feature of the round headlight units being the corona rings intended for daytime use and giving the new BMW 3 Series Convertible a highly attractive benefit providing efficient daytime illumination now required by law in a large number of countries. Indeed, these striking light rings make the Convertible easy to recognise and identify as a BMW at very first sight even at dusk.

### **Elegance and sleek dynamics.**

The side view of the car is dominated in particular by the horizontal shoulder-line giving the new BMW 3 Series Convertible particular style and elegance. The voluminous, extra-large wheel arches, in turn, add sporting and dynamic flair from every angle.

The sleek and dynamic look of the new BMW 3 Series Convertible is further accentuated by the contour line running level with the door handles beneath the shoulder-line and again extending into the low-slung rear end of the car. The sill-line at the lower edge of the doors, finally, continues all the way into the air dams at the front and rear.

The gap between the contour line and sill-line becomes smaller towards the rear wheel arches, where the powerful, muscular design of the wheel elements gives the contour line additional tension both at the top and to the outside.

This interaction of the car's lines and carefully modelled surfaces provides a striking three-dimensional effect guiding not only more light, but also the eye of the beholder to the area around the car's rear axle. This effect is indeed intentional, with the optical impression created in this way reflecting the actual driving experience, the new BMW 3 Series Convertible again featuring rear-wheel drive for truly outstanding performance on the road.

The rear view of the car is equally sporting and elegant: Particularly with the roof down, the new BMW 3 Series Convertible looks low and wide also from behind. And while the contour line ends in the rear light clusters at the side, the shoulder-line extends round the entire rear section.

Integrated flush in the rear and side panels of the car, the rear light clusters are split up into two sections and extend all the way into the lid of the luggage compartment. Horizontal light rods in LED technology ensure a truly striking look also at night, while the third brake light is integrated in the aerodynamically designed spoiler edge on the lid of the luggage compartment.

Standing directly behind the car, the beholder will be impressed in particular by the particularly flat, low and open character of the new Convertible, enjoying an unrestricted view from above the rear lid all the way to the headlights at the front at almost the same level.

### **Flowing lines for true lightness within the interior.**

Sleek and flowing lines, powerful and tense surfaces, and a highly attractive combination of convex and concave design elements – features of this kind distinguish not only the body design of the new BMW 3 Series Convertible, but also the interior as a whole.

Horizontal lines dominating the area on and around the instrument panel, as well as flowing surfaces along the centre console and side panels, give the interior a particularly light but dynamic touch. At the top the instrument panel is angled towards the driver, while the controls for air conditioning, the audio and navigation systems are within optimum visibility and reach also for the front passenger.

The side panel areas, in turn, display a smooth and sweeping flow extending from the dashboard all the way to the backrests on the two rear seats. The centre console also extends all the way to the rear, serving as a storage compartment between the two single seats. And last but certainly not least, light effects, a perfect balance of colours and the combination of suitable materials help to provide a unique atmosphere within the new BMW 3 Series Convertible.

A light bar for the inner door and side panels available as an option adds a particularly highlight. Sealed off at the top, this row of lights extends from the front door hinges above the armrest all the way to the rear, emanating a warm, indirect lighting effect within the car. Controls and switches used particularly often such as the door handles and gearshift lever are finished in particularly sophisticated, high-quality metal to ensure an exclusive feeling not only in their looks, but also through their touch.

The choice of colours for the interior and upholstery within the new BMW 3 Series Convertible is not only crucial to the special ambience on board the car, but also offers many options for individual style and customisation. Bright colours within the passenger compartment serve above all to emphasise the elegant style of BMW's open four-seater, while a darker ambience highlights the sporting character of the Convertible.

### **New power units for a perfect combination of muscle and refinement.**

The design of the new BMW 3 Series Convertible helps to give the car a truly unmistakable look, a perfect blend of elegance and dynamism. And the combination of muscle and refinement provided by the newly developed power units giving BMW's open four-seater sporting qualities of the highest calibre, is equally unique: Right from the start upon its introduction into the market, the new BMW 3 Series Convertible is available with a wide range of innovations in drive technology, several new power units making their world debut all at the same time.

Obviously, this gives the new Convertible a truly unique line-up of engines, all gasoline power units available in the new BMW 3 Series Convertible boasting BMW's new High Precision Injection, that is second-generation direct gasoline injection ensuring a significant improvement of fuel economy also in everyday motoring.

The top-of-the-range engine is of course the new 3.0-litre straight-six with Twin Turbo technology already widely lauded in the new BMW 3 Series Coupé. And over and above this ultimate performer, the BMW 3 Series Convertible is available right from the start also with a six-cylinder diesel.

### **High-performance power unit with Twin Turbo technology.**

The most sporting and dynamic version of the new BMW 3 Series Convertible is powered by the world's first straight-six boasting Twin Turbo technology, High Precision Injection and an all-aluminium crankcase. Displacing 3.0 litres, this cutting-edge high-performance engine develops maximum output of 225 kW/306 hp and peak torque of 400 Newton metres/295 lb-ft, ensuring supreme driving dynamics in the new BMW 335i Convertible at all times.

And through the combination of turbocharging, on the one hand, and direct gasoline injection, on the other, this new top-of-the-range driving machine is a fascinating example of Efficient Dynamics. Further features are the characteristic qualities so typical of a BMW straight-six, such as supreme smoothness, fast-revving response, and refined power at all times.

The Twin Turbo power unit in the BMW 335i Convertible develops its superior output far more spontaneously than a conventional turbocharged engine, the use of two turbochargers each supplying three cylinders with compressed air virtually eliminating the traditional “turbo gap”, the smaller turbochargers being able to build up pressure without delay thanks to their lower inertia and mass forces.

Peak torque of 400 Nm or 295 lb-ft comes throughout the wide speed range from 1,300–5,000 rpm, with the engine revving up dynamically whenever required to an even more impressive 7,000 rpm.

On the road this kind of power and muscle means the kind of supremacy only a much larger naturally-aspirated engine was able to offer in the past (and even then only in very rare cases): The BMW 335i Convertible accelerates to 100 km/h in just 5.8 seconds, sprinting from 80–120 km/h (50–75 mph) in second-highest gear in 7.1 seconds. And this ongoing surge of power continues consistently all the way to 250 km/h or 155 mph, where electronic control prevents any further increase in engine speed.

Average fuel consumption under the EU standard of 9.9 litres premium/ 100 kilometres, equal to 28.5 mpg Imp, is very moderate indeed for a power unit of this calibre.

This extremely efficient development of power and performance is attributable in particular to direct gasoline injection: High Precision Injection developed by BMW offers a significant improvement of fuel economy without in any way restricting the dynamic qualities of the engine. The principal technology ensuring this progress is the centrally positioned piezo fuel injector between the valves and in the immediate vicinity of the spark plug. In this position the innovative injector opening up to the outside is able to distribute fuel in a conical and particularly consistent cloud within the combustion chamber, providing not only even more precise dosage of the fuel/air mixture, but also a superior cooling effect for higher compression and optimised combustion at all times.

**World's first direct gasoline injection with significantly enhanced fuel economy.**

Combining direct gasoline injection with Twin Turbo technology, BMW is able to significantly increase engine output and performance without an increase in fuel consumption. A further advantage is that High Precision Injection is also ideal for lean burn operation, with particularly economical dosage of fuel into the cloud of air and gasoline injected into the combustion chambers.

In the lean burn mode, various intercepting layers of the fuel/air mixture form within the combustion chamber, the amount of fuel in the mixture decreasing as a function of the distance from the spark plug. The fuel/air mixture is therefore particularly rich and ignitable only in the direct vicinity of the spark plug, then, once ignited, carrying on the flame to the leaner layers at a greater distance from the spark plug in a clean, smooth and consistent process.

Thanks to the jet-guided combustion process introduced for the first time with High Precision Injection, this lean burn mode is maintained throughout a particularly wide range of speeds and running conditions, making an even greater contribution to the car's all-round economy and the reduction of exhaust emissions.

Yet a further benefit of particular importance is that High Precision Injection is now able for the first time to fulfil these expectations made of direct gasoline injection also under everyday driving conditions. Indeed, this is precisely why no less than three engines using this principle are making their debut in the new BMW 3 Series Convertible. The bottom line, therefore, is that not only the thrill of driving in the open air, but also efficient dynamics of the highest standard, sets a new benchmark in the world of motoring.

The new BMW 3 Series Convertible is entering the market right from the start with two new straight-six power units featuring lean burn direct gasoline injection. The starting point in both cases is BMW's 3.0-litre six-cylinder with its composite magnesium/aluminium crankcase adding particularly efficient use of energy to optimum engine weight, supreme running smoothness, and dynamic performance at all times. Fuel economy has indeed been raised to a significantly higher standard than even in the case of BMW's efficient, throttle-free VALVETRONIC load management featured so far in lieu of first-generation direct gasoline injection.

The new 3.0-litre with High Precision Injection comes in two output stages: In the new BMW 330i Convertible maximum output is 200 kW/272 hp, with peak torque of 320 Newton-metres/236 lb-ft allowing acceleration to 100 km/h in 6.7 seconds. The top speed of the BMW 330i Convertible,

in turn, is limited electronically to 250 km/h or 155 mph. And the exceptional efficiency of BMW's new direct gasoline injection is clearly confirmed by average fuel consumption under the EU standard of just 8.1 litres/100 kilometres or 34.9 mpg Imp in the combined cycle.

In the new BMW 325i Convertible the second 3.0-litre straight-six develops maximum output of 160 kW/218 hp and peak torque of 270 Nm/199 lb-ft, again ensuring sporting performance of supreme calibre: Acceleration to 100 km/h comes in 7.6 seconds, top speed is 245 km/h or 152 mph.

Another forte of the new BMW 325i Convertible is its average fuel consumption under the EU standard of 7.9 litres/100 km or 35.8 mpg Imp.

Both of these straight-six power units feature an electrical coolant pump operating on demand as well as a volume flow-controlled oil pump serving in both cases to additionally enhance the efficiency of the engine.

#### **Making its debut: four-cylinder with High Precision Injection.**

BMW is now focusing on direct gasoline injection also with its four-cylinder power units: High Precision Injection developed by BMW offers optimum conditions here, too, for the first time to achieve a significant reduction of fuel consumption in everyday motoring. And together with the newly developed four-cylinder engine, further innovations also serve to enhance all-round efficiency in series production.

The new BMW 320i Convertible is the first model powered by a four-cylinder with High Precision Injection. Displacing 2.0 litres, this new power unit develops maximum output of 125 kW/170 hp and peak torque of 205 Nm/151 lb-ft. A further highlight on this first representative of the new generation of four-cylinder power units is the combination of direct gasoline injection through centrally arranged piezo injectors with infinite, fully automatic adjustment of the double-VANOS intake and outlet camshafts as well as the flexible DISA intake system switching to the right operating mode at all times. As a result, the new power unit is truly outstanding not only in its all-round economy, but also in terms of running smoothness and the impressive development of power.

The new BMW 320i Convertible accelerates to 100 km/h in 9.2 seconds and has a top speed of 220 km/h or 136 mph. Average fuel consumption in the EU test cycle of just 6.7 litres/100 kilometres, equal to 42.2 mpg Imp, clearly demonstrates the progress achieved with this engine in the area of all-round efficiency.

Apart from the electrical coolant pump operating on demand and the volume flow-controlled oil pump, intelligent alternator control and the automatic start/stop function of the engine also contribute to this superiority on the road. Intelligent alternator control, for example, ensures that electric power for the on-board network is developed only in overrun or during application of the brakes, thus maintaining full engine power at all times when under traction in the interest of supreme driving dynamics.

Another new technology is the deactivation of the engine when idling, a function cutting in automatically as soon as the car comes to a standstill. Then, once the driver presses the clutch pedal, the engine is re-activated and the driver is able to proceed as before.

Yet a further innovative feature is the magnetic clutch on the a/c compressor automatically disconnecting the compressor when the driver switches off the air conditioning and thus ensuring that the engine is no longer required to provide any energy for running the compressor.

All together, these significant improvements enable the new 2.0-litre four-cylinder to reduce fuel consumption by up to 20 per cent despite the increase in engine power and performance.

### **Supreme torque: three-litre diesel in the BMW 3 Series Convertible.**

Just how attractive a modern diesel may be in a convertible BMW has already proven clearly with its former open-air model. So now it is only logical to launch the new BMW 3 Series Convertible right from the start with the latest generation of 3.0-litre diesel power complete with common rail fuel injection.

Thanks to its supreme smoothness and refinement, the straight-six power unit is simply ideal for open-air motoring in truly outstanding style. And at the same time superior pulling force and all-round economy are qualities also appreciated by the dyed-in-the-wool convertible enthusiast.

Through its sporting character, the 3.0-litre straight-six diesel featured in its most modern version in the new BMW 3 Series Convertible offers all the ingredients for supreme driving pleasure. Use of an all-aluminium crankcase, for example, reduces the weight of the engine compared with the former power unit by some 20 kilos or 44 lb, this reduction of weight on the front axle serving in particular to enhance the agility of the new Convertible.

The new power unit comes complete with a turbocharger featuring variable turbine geometry, and at the same time the new generation of BMW's six-cylinder diesel provides even more power and performance from a low speed range.

New MV injectors and optimised fuel supply applying the common rail principle, in turn, make fuel injection even more precise, again benefiting both engine efficiency and running smoothness. And last but not least, the diesel particulates filter positioned close to the engine helps to significantly reduce exhaust emissions.

The power unit in the new BMW 330d Convertible develops a superior 170 kW/231 hp, with maximum torque of 500 Nm or 369 lb-ft all the way from 1,750 to 3,000 rpm. This allows the diesel version of BMW's new Convertible to accelerate from 0–100 in 7.1 seconds, completing the sprint from 80–120 km/h (50–75 mph) in second-highest gear also in 7.1 seconds, and therefore clearly confirming the superior pulling force and traction of BMW's sporting diesel as a particular advantage above all when overtaking.

Top speed of the new BMW 330d Convertible is 245 km/h or 152 mph, and average fuel consumption under the EU standard a mere 6.9 litres/100 kilometres or 40.9 mpg Imp.

Developing particularly refined, high-torque and light diesel engines, BMW has already made a significant contribution to the growing popularity of this engine concept. Indeed, BMW's diesel engines are particularly attractive not only on account of their efficiency, but also through the dynamic power and performance they give all kinds of cars in all categories. Precisely this is why the new BMW 3 Series Convertible will be available at a later point in time with further diesel engines running on either six or four cylinders.

#### **New automatic transmission with shift paddles on the steering wheel.**

The new BMW 3 Series Convertible comes as standard with a six-speed manual gearbox on all gasoline and diesel versions. Despite the larger overall range of gear ratios between the lowest and highest gears, the small increments between the individual gears ensures a smooth and consistent flow of power from one gear to the next, thus providing spontaneous, ongoing acceleration at all times as well as optimum fuel economy also at high speeds.

A thoroughly upgraded and enhanced automatic transmission is available as an option serving to meet the greatest demands in terms of comfort and at the same time providing dynamic power, performance and driving pleasure whenever required.

An even more effective hydraulic control function, an innovative torque converter, and significantly enhanced control software ensure a spontaneous reaction to even the slightest movement of the gas pedal. Reaction times versus a conventional automatic transmission are down by approximately 40 per cent, and the actual time required for shifting gears has been almost

halved. Direct gear targeting enables the driver to shift back by more than one gear whenever he wishes, without requiring any more time in the process. And last but not least, the largely enclosed, self-encapsulated converter clutch connected directly to the engine helps to enhance the impression of particularly dynamic power and performance.

Should the driver wish to control the sporting character of the transmission himself, that is in the manual mode, all he has to do is shift gears by means of the optional panels on the steering wheel. And since the gearshift paddles can be activated directly at any time when the gear selector lever is in position D, this direct, manual gearshift function always provides extremely spontaneous performance.

While the short reaction times of the new automatic transmission serve to enhance above all an active and dynamic style of motoring, the direct connection of the transmission to the engine and optimised choice of the right gear also serve to reduce fuel consumption.

### **Modern suspension technology for maximum precision.**

The new BMW 3 Series Convertible is ideal not only for all seasons and weather conditions, but also for all kinds of dynamic challenges on the road. And in the process the supremacy of the engines and their transmission of power harmonises ideally with the sheer elegance of this open four-seater, standard drive configuration with the engine upfront and the drive wheels at the rear ensuring maximum agility, directional stability and safe handling at all speeds.

With power being transmitted to the rear wheels, the rack-and-pinion steering complete with hydraulic power assistance remains free of drive forces. Active Steering specially geared to the BMW 3 Series Convertible is available as an option, varying steering forces as a function of road speed and thus conveying higher steering forces at the same steering angle at low speeds than at high speeds. This enables the driver to control the car even more smoothly and with minimum effort, while remaining precisely on course at high speeds in the interest of maximum safety.

Featuring a double-joint spring-strut tiebar front axle made largely of aluminium and a five-arm axle at the rear, the new BMW 3 Series Convertible boasts the currently most advanced suspension in its class. Further advantages are the low centre of gravity, well-balanced axle load and special damper set-up helping to give this outstanding two-door its impressive dynamic driving qualities.

The BMW 3 Series Convertible comes as standard with a high-performance brake system, the extra-large brake discs requiring the use of 17-inch wheels.

The advantages of this superior brake system are powerful deceleration, lasting brake quality with minimum fading, and low wear under all conditions. BMW is furthermore the first carmaker in the world to fit its models with an ongoing, continuous wear indicator providing permanent information on the brake pads and their current condition.

The 17-inch light-alloy rims fitted as standard on the new BMW 3 Series Convertible run on 225/45R17 tyres with runflat qualities: Even when completely empty without the slightest pressure, the tyres allow the driver to continue for up to 250 kilometres or 155 miles. Yet a further feature is the Tyre Defect Indicator permanently monitoring air pressure and warning the driver as soon as the pressure of air in the tyres drops more than 30 per cent below the optimum level.

#### **DSC with enhanced functions for extra safety and dynamics.**

The highly effective brake system is further enhanced and upgraded by DSC Dynamic Stability Control with its innovative functions. This latest generation of DSC technology not only controls the ABS brake function as well as driving stability on slippery roads by intervening in the brakes or reducing engine output on the six-cylinder versions of the new Convertible, but also compensates for any decrease in brake power at extremely high brake temperatures and features a regular Dry Braking function for optimum stopping power also in the wet.

The pre-loading function placing the brake pads in standby serves to enhance brake response whenever necessary, while DBC Dynamic Brake Control maximises brake pressure whenever necessary in the interest of particular stopping power.

CDC Cornering Brake Control, in turn, counteracts any unwanted oversteer of the car when applying the brakes lightly in a bend, and in conjunction with Active Steering DSC is also able, by countersteering appropriately and discreetly when applying the brakes on road surfaces with a varying frictional coefficient, to maintain additional stability at all times.

Integrated ASC Automatic Stability Control ensures optimum traction on loose surfaces, while DTC Dynamic Traction Control intentionally raises the threshold for DSC intervening in the brakes, thus allowing the driver to set off smoothly on, say, loose snow with the drive wheels slightly spinning.

DTC also helps to promote a sporting and active style of motoring, allowing light slip on the drive wheels and thus enabling the driver to take bends in a controlled drift. And last but not least, DSC may be deactivated completely when appropriate on the new BMW 3 Series Convertible.

**Light and torsionally stiff: the bodyshell.**

The intelligent combination of innovative and proven materials, as well as modern production technology, helps to give the new BMW 3 Series Convertible a particularly light but at the same time very stable body. Indeed, BMW's body development specialists have achieved particularly impressive results in optimising the torsional stiffness of BMW's open four-seater, achieving the highest level of torsional stiffness ever seen in a BMW Convertible.

These particular qualities of the body come to bear in particular on the agility of the car, the new BMW 3 Series Convertible offering driving qualities quite comparable to those of a sports car when both open and closed.

Unladen weight of the new BMW 3 Series Convertible is approximately 200 kilos or 440 lb above that of the BMW 3 Series Coupé. This extra weight results from the use of additional support members in the floor of the car indispensable for a convertible as well as the electric motors and hydraulic elements required for opening and closing the retractable hardtop.

The innovative plastic side panels at the front of the car provide an optimisation in weight highly beneficial to the car's superior driving dynamics, weighing 50 per cent less than conventional steel panels used at the same point. And unlike former plastic components, the new side panels made of a special synthetic material no longer have to be painted separately and fitted after the other body components are already in place – instead, they go through the regular painting process together with the complete body-in-white.

Given their superior resistance to thermal deformation, their optimised longitudinal expansion and uptake of moisture, the side panels fully painted and ready for use offer the same features and qualities as conventional steel panels also in their looks and appearance.

Dynamic deformation areas at the front end of the car, together with other features, serve to ensure maximum occupant protection in a head-on collision. The bulkhead support, for example, is made of innovative, extra-strong multi-phase steel, longitudinal profile bars, reinforcements as well as the extra-strong luggage compartment floor, rear and side panels minimising the consequences of a collision from behind.

In a side-on collision, in turn, the forces acting on the car are diverted to the opposite side through the reinforced floorpan. The side-sills, on the other hand, are made of tailored rolled blanks, that is steel profiles in variable geometry. Interacting with the doors, the seats and their support structure, and the instrument panel, these specially made components ensure maximum stability between the A-pillars.

The carefully conceived arrangement and dimensions of the car's load-bearing structures, crash boxes and deformation zones help to keep impact energy away from the passenger cell. Within the interior itself, restraint and support systems tailored to one another and masterminded by one central unit ensure exactly the right protection for each occupant, the frontal and head/thorax airbags, belt latch tensioners and belt force limiters being activated by the car's sensor-controlled safety electronics as a function of the type and severity of an impact.

The head/thorax airbag integrated in the outside of the seat backrest inflates in the event of a side-on collision over a large area extending from the bottom end of the backrest all the way to the upper edge of the headrest, thus providing effective upper body and head protection regardless of the current seating position.

Extra safety in the event of a rollover is ensured not only through the very stable A-pillars and the windscreen frame serving as a rollbar, but also by rollover sensors permanently monitoring all vertical and horizontal movements of the car. This control is then further enhanced by a central computer evaluating data on current driving conditions. Once the system registers the risk of a rollover, therefore, rollbars positioned behind the rear headrests move up immediately, and the belt latch tensioners on the front seats as well as the head-thorax airbags are activated within fractions of a second.

#### **Four seats, lots of space, extra freedom: the interior.**

The new BMW 3 Series Convertible offers supreme driving pleasure in the open air for four, with ideal conditions for travelling in style on all four seats.

The front seats, for example, come with integrated belt systems, the centre console extending all the way to the rear splitting up the rear-seat bench into two single seats for extra comfort and offering the occupants generous headroom thanks to their low seating position.

A further improvement over the former model is the increase in shoulder room at the rear by 8 centimetres or 3.15" and additional elbow room of no less than 12 centimetres or 4.72".

Access to the two seats at the rear is facilitated by the comfort access function on the front seats, with the seat release lever fitted in exactly the right position at the top on the outside of the seat backrest.

Measuring up to 350 litres or 12.25 cubic feet, luggage capacity is also very generous. And even with the roof down, the remaining capacity of 210 litres or 7.35 cubic feet provides ample space for taking along large hard-shell suitcases or up to two golf bags. Yet a further benefit is that the rear passenger compartment in the Convertible may be used to provide additional storage space: After folding down the single-piece rear-seat backrest, the driver and passengers are able to conveniently load even bulky objects on the flat area behind the rear seats, without the risk of making the car dirty or harming the upholstery.

A feature absolutely unique in this kind of convertible is the optional opening measuring approximately 40 centimetres or 15.75" and connecting the luggage compartment with the rear passenger area, thus making the new BMW 3 Series Convertible absolutely ideal for the driver and passenger travelling long distances and for many transport requirements in everyday use.

Even when using all four seats, the driver and passengers still benefit from the connection between the luggage and passenger area, a folding through-loading panel in the middle of the rear seat backrest serving to provide additional storage space also in this case.

Further options are ski and transport bags fitting on easily and conveniently within seconds (and being removed just as easily).

With lids folding up conveniently, storage pockets in the inner door linings provide ample loading capacity and, inter alia, comprise a specially designed pocket for sunglasses. Yet a further advantage of the folding side pockets is that the driver and passengers are able to take along all kinds of personal items properly protected from prying eyes.

The door openers, grab trim, gearshift lever bracket and air vent adjusters as well as the decal brackets in the leather sports steering wheel featured as standard all come with a newly developed Pearl Grey chrome surface also featured on the starter button surround. For all the driver has to do on both the gasoline and diesel models is press this button in order to start the engine.

The design of the cockpit likewise emphasises the sporting and driver-oriented character of the new BMW 3 Series Convertible. Taking his position at the wheel, the driver will immediately focus on the speedometer and rev counter extending up to 280 km/h, or, respectively, 8,000 rpm on the six-cylinder gasoline models and 260 km/h or 7,500 rpm on the other models.

**Even clearer, even more intuitive: BMW iDrive with eight favourite buttons.**

The new BMW 3 Series Convertible features BMW's trendsetting iDrive control concept masterminding the Navigation, Climate, Entertainment, and Communication functions. Using the iDrive Controller on the centre console, the driver is able to choose the appropriate comfort and communication settings, with the functions and positions chosen being presented on the Control Display.

The new anti-dazzle monitor adjusting in brightness automatically to ambient light conditions is positioned in perfect ergonomic arrangement in the instrument panel, enabling the driver to take up the information displayed at any time without even turning his head, simply by briefly moving his eyes away from the road.

Eight freely disposable favourite buttons serve to further simplify operation and control of the car, requiring the driver to press a button just one single time in order to retrieve a regular destination or, say, his favourite radio station.

The eight favourite buttons come complete with innovative sensors available exclusively for BMW's iDrive control system, the respective function being clearly presented on the display as soon as the driver just touches one of the buttons without even exerting any pressure. Clearly, this avoids even the slightest risk of confusing the favourite buttons.

**Individual and exclusive equipment.**

Offering a wide range of safety and comfort features, the new BMW 3 Series Convertible makes every trip an experience in pleasure. In addition, numerous options enabling the purchaser to customise the car provide the opportunity to turn the 3 Series Convertible into a unique, one-off model tailored to the individual owner. To supplement the wide range of standard equipment, therefore, the new BMW 3 Series Convertible is available with a wide choice of high-tech audio, navigation and telematic functions originally developed for the luxury performance automobile.

New management and control of the automatic air conditioning, for example, serves to enhance the high standard of comfortable motoring in the Convertible, the automatic programs for ventilating the car selected via iDrive now being supplemented by another mode: In addition to the three "Gentle", "Medium" and "Intense" stages, the driver is also able to activate a "Convertible" mode whenever the roof is open, thus reducing the influence of the interior temperature sensor on ventilation control. Instead, temperature control and blower intensity are then controlled in particular as a function of the exterior temperature and sun glare.

A further function is adaptation of the amount of air flowing into the car to its current speed on the road, with Automatic Air Recirculation (AAR) being automatically deactivated at a road speed of more than 70 km/h or 50 mph. And when using the heater, finally, the distribution of air is optimised to provide the same consistent temperature throughout the interior of the Convertible.

The new Convertible mode on the automatic air conditioning is available only with the roof open. So as soon as the retracting hardtop folds back over the passenger compartment, the automatic air conditioning will return to the programme last chosen when the car was closed, the Convertible mode then being automatically reactivated when the driver opens the roof again.

### **Sunshine with no regrets: leather reflecting infra-red radiation.**

One of the options particularly appealing on a convertible is special leather developed for the upholstery and interior lining. On this special leather modified colour pigments serve to reflect the infra-red radiation in sunlight, very effectively preventing excessive temperatures on the seat surfaces otherwise typically encountered in weather perfect for open-air motoring.

To achieve this effect, BMW is the first carmaker in the world to use a special process for the treatment of leather surfaces referred to as SunReflective Technology. Applying this process, so-called cool pigments are embedded in the material during production, reflecting infra-red radiation in sunlight in wavelengths of more than 720 Nanometres invisible to the human eye and significantly reducing the usual heating effect on the surfaces as a result. All other qualities of the leather material remain unchanged.

Leather treated by means of SunReflective Technology is used in the new BMW 3 Series Convertible both on the seat upholstery and on the armrests, thus avoiding body contact with hot surfaces, an unpleasant downside of sunshine particularly in summer.

This new leather treatment is able to reduce surface temperatures on dark interior colours by up to 20 °C, and also offers advantages on light upholstery, where the heating effect of sunshine is less severe.

To optimise motoring comfort, not only the heating effect of sunshine, but also the flow of fresh air when driving with the roof down may be “dosed” better than ever before. To achieve this effect, a wind deflector developed especially for the new BMW 3 Series Convertible reduces air swirl within the interior also at high speeds. This new wind deflector is fastened firmly in the rear of the passenger compartment by supports in the side panels featured as standard,

and is then swivelled up into position. With the rotary knob on the fastening mechanism moving the grab anchors on both sides of the deflector, just one single movement of your hand either on the driver's or passenger's side is sufficient to securely fasten the deflector in position.

**Absolutely unique for 20 years: the BMW 3 Series Convertible.**

The elegant silhouette, the low and horizontally aligned shoulder-line, and a seating position making all contacts with the outside world a particularly intense experience – driving with the roof down in a BMW 3 Series Convertible has been an outstanding experience for the last two decades. Indeed, the unique driving pleasure provided in this way has become the very symbol of this very special model, the new BMW 3 Series Convertible now continuing this tradition without the slightest compromise.

Right from the start, the very first Convertible based on the BMW 3 Series was the epitome of dynamic performance and sporting elegance. As the first premium manufacturer to launch an open four-seater in this segment, BMW once again took the lead in 1986, adding yet a new element to sheer driving pleasure. And although competition in this segment new at the time has now become most challenging and fierce, the BMW 3 Series Convertible remains unique to this very day.

Unlike many open four-seaters in other classes, the first BMW 3 Series Convertible was able to fulfil the strictest safety demands without requiring a rollbar. A further asset was that its soft top moved down completely beneath a firm cover at the rear of the car, once and for all introducing the classic line of the BMW 3 Series Convertible.

This beautiful style was continued in 1993 with the second version of the 3 Series Convertible, larger wheel arches and A-pillars slanted to a lower angle giving the second BMW 3 Series Convertible an even more sporting and dynamic look.

The third rendition of the 3 Series Convertible in the market since the year 2000 likewise continued this trend towards more dynamism with muscular surfaces and contours, while retaining its usual proportions and therefore boasting a low, elegant and open look from every angle. And at the same time the new model stood out even more from its Saloon counterpart.

Yet a further asset boasted by all BMW 3 Series Convertibles built so far is that they quickly became classics during their own lifetime. The objective in developing each new model, therefore, was to adopt the elementary qualities so typical of a BMW 3 Series Convertible to even more modern,

trendsetting requirements – and precisely this is what the new BMW 3 Series Convertible is able to offer in a particularly attractive manner: The new generation comes with an innovative roof concept not only retaining, but rather further accentuating the original character of the Convertible. And at the same time this re-interpretation of the BMW 3 Series Convertible highlights both the elegance and the sporting appearance of this open four-seater in particular style and clarity.

Opting for a BMW 3 Series Convertible, the discerning purchaser expresses the wish for a particularly intense driving experience. An experience focusing on the joy of powerful engines and agile, sporting driving pleasure, as well as the option to enjoy a generous atmosphere with nothing but the sky above. Indeed, this visual transparency and visibility is part and parcel of the driving experience, since nobody would even dream of hiding away in a BMW 3 Series Convertible. In its fourth generation, therefore, the BMW 3 Series Convertible offers all these qualities and meets all these demands in particularly convincing style. Through its comfort and quality alone, the new, retractable hardtop meets the growing demands of customers in the premium segment – and at the same it enables this open four-seater to show even greater qualities as a particularly practical converter fully suited for year-round use without the slightest restriction.

The innovative power units, in turn, offer efficient dynamics in particularly fascinating style – all the way to the 225 kW/306 hp Twin Turbo. And last but not least, the sports car character of the new Convertible is thoroughly confirmed by the car's elaborate suspension technology and extremely stiff bodyshell.

Even when driving the new BMW 3 Series Convertible in less dynamic style, however, the fundamental rule remains applicable in full: Your focus is clearly on driving pleasure of the highest calibre, preferably with nothing the sky above and in beautiful, open style.