

The new BMW 3 Series Sedan. Short version.



The BMW 3 Series Sedan has epitomised the concept of sporty driving pleasure in the global premium midsize class for more than 40 years. Exuding dynamic design, agile handling, exceptional efficiency and innovative equipment features, it takes the signature characteristics of a BMW and turns the volume up several notches. The sedan represents not only the core of the BMW 3 Series range (of which over 15 million units have now been sold worldwide) but also the heartbeat of the BMW brand. This latest edition of the car sees BMW building in particular on the sporting tradition of the 3 Series, whose exploits in race competition have earned it so much extra dynamic credibility. The seventh generation of the sports sedan moves the game on once again in its segment in terms of driving dynamics, premium quality and innovation.

The world premiere of the new BMW 3 Series Sedan will be hosted by the Mondial de l'Automobile show in Paris in October 2018. The market launch of the car will commence on 9 March 2019. The new model will be produced at BMW's "home" plant in Munich, at the Tiexi plant in Shenyang run by the joint venture BMW Brilliance Automotive (BBA) and the newly constructed BMW Plant San Luis Potosí in Mexico.

Exterior design: a clear, precise expression of sporting prowess.

BMW's new design language showcases the modern and dynamic character of the new BMW 3 Series Sedan with precisely drawn lines and strikingly contoured surfaces. It is 85 millimetres longer than its predecessor (at 4,709 mm), 16 millimetres wider (1,827 mm) and just 1 mm taller (1,442 millimetres). The car's 41-millimetre longer wheelbase (2,851 mm) and increased track widths (front: + 43 mm, rear: 21 mm), meanwhile, have a direct and positive influence on its poise and agility.

The large BMW kidney grille and the headlights leading off it are dominant themes of the front end of the car. Their familiar two-way split is emphasised by an eye-catching notch in the front apron that rises up into the headlight contour. Full-LED headlights come as standard, while the LED headlights with extended features and Adaptive LED headlights with BMW Laserlight for non-dazzling high beam (with a range of around 530 metres) are available as an option. Both the optional LED front foglamps and the Air Curtains are integrated into the outer air intakes, which take the form of a horizontal T

shape on cars with standard specification and Sport Line / Luxury Line models. The dynamic side view is shaped by a pair of character lines and a dynamic side skirt contour. The trailing edge of the side window graphic with its Hofmeister kink design cue is now integrated into the C-pillar. Horizontal lines and slim, stylishly darkened LED lights give the rear a wide and muscular stance.

Interior: a classy route to sporting flair.

The brand's new design language also brings a clear arrangement of surfaces to the interior of the new BMW 3 Series Sedan. This accentuates the spaciousness of the cabin and, together with the cockpit's focus on the driver, enhances their concentration on the road. The new screen grouping of Control Display and instrument cluster, the tall centre console and the coordinated design of the light, modern instrument panel and door panel trim create an all-round feeling of space and a sporting aura.

The controls are clustered into clearly structured function panels. In the centre of the instrument panel, the displays and buttons for the air conditioning and the air vents form a sharply designed unit, while the light functions are operated from a panel of buttons next to the steering wheel. The light functions are operated from a panel of buttons next to the standard-fitted sports leather steering wheel. The start/stop button for the engine is now positioned in the newly designed control panel in the centre console, where the gearshift lever or newly designed selector lever is joined by the iDrive Controller and the buttons for the Driving Experience Control switch unit and electromechanical parking brake.

Five powerful and efficient engines available at launch.

Five powerful and efficient engines will be available from the start of sales for the new BMW 3 Series Sedan. The line-up comprises a pair of four-cylinder petrol engines with 135 kW/184 hp in the BMW 320i (fuel consumption combined: 6.0 – 5.7 l/100 km [47.1 – 49.6 mpg imp]; CO₂ emissions combined: 137 – 129 g/km)* and 190 kW/258 hp in the BMW 330i (fuel consumption combined: 6.1 – 5.8 l/100 km [46.3 – 48.7 mpg imp]; CO₂ emissions combined 139 – 132 g/km)*, plus two four-cylinder diesels with 110 kW/150 hp in the BMW 318d (fuel consumption combined: 4.5 – 4.2 l/100 km [62.8 – 67.3 mpg imp]; CO₂ emissions combined: 120 – 112 g/km)* and 140 kW/190 hp in the BMW 320d (fuel consumption combined: 4.7 – 4.4 l/100 km [60.1 – 64.2 mpg imp]; CO₂ emissions combined: 122 – 115 g/km)*. A 195 kW/265 hp six-cylinder in-line diesel engine powers the BMW 330d (fuel consumption combined: 5.2 – 4.8 l/100 km [54.3 – 58.9 mpg imp]; CO₂ emissions combined: 136 – 128 g/km)*. Also available from launch

* The fuel consumption, CO₂ emissions, electric power consumption and operating range figures were determined according to the European Regulation (EC) 715/2007 in the version applicable. The figures refer to a vehicle with basic configuration in Germany and the range shown considers the different sizes of the selected wheels/tyres and the selected items of optional equipment.

is intelligent all-wheel drive in the BMW 320d xDrive (fuel consumption combined: 4.8 – 4.5 l/100 km [58.9 – 62.8 mpg imp]; CO₂ emissions combined: 125 – 118 g/km)*. All model variants meet the Euro 6d-TEMP exhaust gas standard.

Innovative chassis technology for sporting performance and driving comfort.

When developing the body structure and chassis technology of the new BMW 3 Series Sedan, a number of clear priorities were set: enhanced driving dynamics, agile handling characteristics, high-precision steering and superior braking performance. Overall, the new BMW 3 Series Sedan weighs up to 55 kilograms less than the corresponding predecessor model, depending on the model variant and equipment fitted.

The new BMW 3 Series Sedan also has a low centre of gravity and 50 : 50 weight distribution, while the stiffness of the body structure and suspension mountings have been significantly increased. Optimised aerodynamics reduce the car's drag coefficient to 0.23 (BMW 320d).

The standard-fitted suspension and optional M Sport suspension both include lift-related dampers, which are making their debut in a BMW model.

They make a major contribution to the balance between sportiness and comfort – unmatched by any rival – which defines the character of the new BMW 3 Series Sedan. Continuously variable control allows them to adjust the damper firmness progressively according to changing spring travel, which reduces body movement perceptibly when evening out vibrations caused by bumpy road surfaces and dynamic cornering.

M Sport suspension (with a 10-millimetre reduction in ride height) is joined on the options list by Adaptive M suspension with electronically controlled dampers. The two optional suspension variants also bring customers the benefits of variable sport steering, the latest version of which has even more direct and precise feel. M Sport brakes with four-piston fixed callipers at the front can also be ordered. The blue-painted callipers display the M logo. An M Sport differential is available for the BMW 330i and BMW 330d in conjunction with the M Sport suspension or Adaptive M suspension. Here, the electronically controlled, full-variable locking function in the rear differential significantly enhances traction, agility, stability and cornering dynamics.

Premium ambience and high-quality optional equipment.

The premium characteristics of the new BMW 3 Series Sedan can be further enhanced with an array of high-quality and innovative options. The Advantage, Sport Line, Luxury Line and M Sport equipment lines help to provide targeted

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individualisation. Added to which, newly designed steering wheels and interior trim elements, optional Vernasca and BMW Individual Merino leather trim, an instrument panel in Sensatec and a leather-covered BMW Individual instrument panel, plus three-zone automatic climate control, auxiliary heating and the optional telephony with wireless charging, offer scope for increased comfort and exclusive style. The windscreen is fitted as standard with acoustic glass, which is also available as an option for the side door windows. The optional glass roof has a 100-millimetre longer transparent surface. And the optional ambient lighting results in atmospherically rich illumination, while the Harman Kardon surround sound system delivers exceptional listening pleasure.

Extended shoulder and elbow room in the front seats and additional legroom, seat comfort and ease of entry and exit all contribute to the generous feeling of space in the interior. Plus, the new BMW 3 Series Sedan's 480-litre boot offers improved loading comfort. A 40:20:40 split-folding rear backrest is part of standard specification, while automatic boot lid operation and a trailer coupling that can be extended and retracted again electrically are both options. The optional Comfort Access, which now has a new sensor system, allows the car to be locked and unlocked automatically and also includes hands-free opening and closing of the boot lid.

Leading the way to automated driving.

The new BMW 3 Series Sedan uses a significantly expanded selection of innovative assistance systems to likewise take a leading role on the road to automated driving. Standard equipment includes the Collision and Pedestrian Warning with City Braking function, the latest version of which also alerts the driver when a cyclist is detected. Options include Active Cruise Control with Stop & Go function and the Driving Assistant with Lane Departure Warning and Lane Change Warning, Rear Collision Prevention and Cross-Traffic Alert. Also offered is the Driving Assistant Professional, a complete comfort and safety-enhancing package. One of the features of the Driving Assistant Professional is the Steering and lane control assistant, which works together with the driver to help keep the vehicle in the detected lane through narrow channels and also includes the Lane Keeping Assistant with active side collision protection and the evasion aid. The new-generation BMW Head-Up Display offers a larger projection surface, new graphics and additional display content.

Park Distance Control and the rear view camera assist the driver with manoeuvring and entering/exiting parking spaces. Also available is the Parking Assistant, which takes over steering, acceleration, braking and gear changes with the Steptronic transmission when driving into and out of a space. Its range of functions also includes the Reversing Assistant, which can reverse the vehicle for distances of up to 50 metres by steering it along exactly the same line it has just taken when moving forward.

Intuitive operation and flawless connectivity: BMW Operating System 7.0 and BMW Intelligent Personal Assistant.

The new BMW Operating System 7.0 plays a leading role in optimising the control and display system with modern, digital functions geared precisely to the needs of the driver. The optional BMW Live Cockpit Professional comprises consistently designed, situation-linked and customisable displays on the fully-digital 12.3-inch instrument cluster and 10.25-inch Control Display. For intuitive operation, the driver can choose from the Control Display's touch control, the iDrive Controller, the steering wheel buttons, BMW gesture control and voice control.

Making its debut in the new BMW 3 Series Sedan is the BMW Intelligent Personal Assistant, an intelligent, digital character that responds to the prompt "Hey BMW". One unique feature over other digital assistants is that drivers can give him a name. The arrival of the BMW Intelligent Personal Assistant ensures there is always a genuine BMW professional on board. He is able to explain all sorts of different functions ("How does the High Beam Assistant work?"), provide current status information ("Is the oil level okay?") and help answer questions ("What warning messages do I have?"). The Intelligent Personal Assistant is, in short, the ideal co-driver and comes in particularly useful during everyday driving by responding to natural voice commands to help the driver with numerous tasks, such as enhancing productivity and on-board entertainment. The range of functions and skills available will be constantly expanded as part of regular updates, which can be carried out seamlessly on a smartphone and in-car by Remote Software Upgrade.

All figures relating to performance, fuel/electric power consumption and emissions are provisional.

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The values are already based on the new WLTP test cycle and are translated back into NEDC-equivalent values in order to ensure comparability between the vehicles. With respect to these vehicles, for vehicle-related taxes or other duties based (at least inter alia) on CO₂ emissions, the CO₂ values may differ from the values stated here (depending on national legislation).

Further information on official fuel consumption figures and specific CO₂ emission values of new passenger cars is included in the following guideline: 'Leitfaden über den Kraftstoffverbrauch, die CO₂-Emissionen und den Stromverbrauch neuer Personenkraftwagen' (Guide to the fuel economy, CO₂ emissions and electric power consumption of new passenger cars), which can be obtained free of charge from all dealerships, from Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at <https://www.dat.de/co2/>.