



**Media Release**

18 February 2019

**The all-new BMW 3 Series Sedan.  
Pricing and specifications announced for New Zealand.**

- Seventh-generation of the iconic BMW 3 Series Sedan is introduced to the New Zealand market;
- Model range to launch with 320d Sedan and 330i Sedan, now with M Sport package as standard equipment;
- Evolutionary design with modernised, single-piece kidney grille;
- Reimagined interior with redesigned controls and high-quality materials;
- Cutting-edge infotainment with BMW's Live Cockpit Professional, 12.3-inch digital display and 10.25-inch touchscreen Control Display;
- Newly engineered suspension system for class-leading dynamics;
- In dealers from March 2019, priced from \$77,500.

BMW Group New Zealand is proud to announce pricing and specification for the all new BMW 3 Series Sedan, which goes on-sale in March, 2019.

Since its first-generation, the BMW 3 Series has truly embodied what 'The Ultimate Driving Machine' is all about: impressive performance, luxury feel and the latest in technologies.

**BMW 3 Series New Zealand range pricing\*:**

BMW 320d Sedan	\$77,500
BMW 330i Sedan	\$89,900

\*Recommended retail pricing, excluding on-road costs.

**An athletic exterior that slices through the air.**

For the seventh generation of the iconic compact sports sedan, BMW's design team has crafted a modern exterior that is unmistakably 3 Series, but with modern twists.

The vehicle is longer and wider than before, with wider front and rear tracks creating a highly dynamic stance.

A bold interpretation of the classic BMW kidney grille is formed out of a single piece, and melds into the latest-generation twin BMW Adaptive LED headlight arrays.

Moving to the side profile a sharpened 'Hofmeister kink' highlights the c-pillar, while at the rear slightly smoked, L-shaped 3D-effect LED tail lights and larger exhaust outlets add further presence.



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A choice of BMW 18-inch light alloy wheels are standard for the 320d, with the 330i moving up to a 19-inch selection.

Making the most of the all new BMW 3 Series' natural dynamic advantages are the newly- developed suspension systems.

The new geometry features increased front axle camber, while new damper technology deploys a 'lift-related' system that provides continuously variable damping in accordance with changes to spring travel.

The New Zealand-specification BMW 330i uses the latest-generation Adaptive M Suspension, which combines the 10mm lower ride height and geometries of the M sport suspension (as standard for the 320d), but adds electronically-controlled dampers. This system offers comfort- and sport-focused modes that are changeable in-cockpit.

Standard on 330i are the M Sport brakes, identified by the blue calipers; four-piston at the front and floating single-piston at the rear.

**Popular M Sport Package offered as standard.**

Fitting the dynamic focus of the all new BMW 3 Series, the famed M Sport Package is provided as standard on both 320d and 330i variants.

The M Sport Package brings the following elements to the 3 Series:

- BMW Individual High-gloss Shadow Line, with black window frames and air breather surrounds;
- M Aerodynamics Package with aerodynamic front and rear bumper sections and side sills;
- BMW Individual interior Headliner in Anthracite;
- M Leather steering wheel with multifunction buttons;
- Interior trim finishers in Aluminium Tetragon;
- 18-inch M light alloy wheels in bicolour, double-spoke design (320d);
- 19-inch M light alloy wheels in bicolour, double-spoke design (330i);
- M Sport Brakes (330i).

**Improved cabin space and higher-quality materials.**

Thanks to the extended wheelbase, the all new BMW 3 Series boasts a crisply redesigned interior with greater cabin space, increasing occupant comfort.



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Combined with a noticeable uplift in material quality to go with BMW's renowned fit and finish, the latest 3 Series interior is luxuriously sporty.

The all-new 3 Series features supportive sports seats as standard, with improved lateral support and electrically-operated adjustability.

Combined Alcantara and Sensatec upholstery comes standard for the 320d M Sport, with the 330i adopting a newly-styled Vernasca leather upholstery, with a choice of five colours, as a standard inclusion.

**Infotainment and connectivity that sets new standards.**

BMW's latest-generation 3 Series highlights the company's latest ideas around functionality and connectivity, thanks to the BMW Operating system 7.0.

Incorporating Live Cockpit Professional, this new infotainment system is fully digital and highly adaptable.

A 12.3-inch high-resolution instrument cluster provides customisable key information. It is designed to seamlessly integrate with the 10.25-inch central Control Display touchscreen that drives the key vehicle functions.

The central console-mounted rotary dial familiar to BMW interiors is clustered with key shortcut buttons as before. Other interactivity options include Natural Voice Control with BMW's new Intelligent Personal Assistant, the steering wheel controls and the touchscreen, which showcases an app-based, customisable tiled interface. Gesture control is also available as an option.

The new BMW Head-Up Display – fitted as standard to the 320d and 330i – presents a graphical interpretation of key information, projected safely onto the windscreen in the driver's field of vision.

Apple CarPlay preparation is also offered as standard equipment.

**BMW Intelligent Personal Assistant – a new way to connect.**

Launching on the new BMW 3 Series, BMW's new Intelligent Personal Assistant is designed to make life easier, with a wide (and ever expanding) range of functions able to be performed by the vehicle via voice command.



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This digital character responds to voice prompts, and becomes instantly 'live' when the driver states, "Hey BMW".

The BMW Intelligent Personal Assistant is considered a digital character, one that learns and adapts to driving habits and cabin preferences over time.

For example, the simple phrase "Take me home" will guide the driver home. Phone and climate commands, among other items, can also be taken care of via BMW Intelligent Personal Assistant.

Thanks to digitalisation advances, the BMW Intelligent Personal Assistant is easily expandable and updatable, with remote updates possible via the BMW Connected app or via the vehicle's own SIM card.

When equipped with Comfort Access (standard on BMW 330i) the included BMW Digital Key uses Near Field Technology. This can enable the vehicle to be locked, unlocked and started via a smartphone.

**Key standard specification highlights.**

- M Sport Package;
- Adaptive M Suspension;
- Driving Assistant, including:
  - Lane Departure Warning;
  - Lane Change Warning;
  - Front collision warning with brake intervention;
  - Rear cross-traffic warning;
  - Rear collision prevention;
  - Speed Limit Information;
- BMW Head-Up Display;
- Parking Assistant with Reversing Assistant;
- BMW Live Cockpit Professional including 12.3-inch instrument cluster, 10.25-inch central touchscreen and Intelligent Personal Assistant;
- Connected Package Professional including Apple CarPlay preparation and Wireless Charging;
- Adaptive LED headlights with High Beam Assistant and LED fog lights;
- 18-inch M double spoke light-alloy wheels;
- Interior trim finishers in Aluminium Tetragon.



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**Additional standard specification for BMW 330i:**

- M Sport Brakes;
- 19-inch M light-alloy wheels;
- Leather Vernasca upholstery;
- Driving Assistant Professional, including:
  - Steering and Lane Control Assistant;
  - Lane Keeping Assistant with active side collision protection;
  - Front cross-traffic warning;
  - Evasion aid;
  - City Braking function;
- Parking Assistant Plus with Surround View Camera and Remote 3D View;
- Comfort Access.

**Luxury Line available as a no-cost option on all variants.**

In addition to the impressive standard specification, customers have the option to specify the up-market Luxury Line as a no-cost option on both 320d and 330i.

This Line adds:

- Leather Vernasca Upholstery
- Fine-wood interior trim finished in high gloss ash grey-brown
- Sport leather steering wheel
- Sensatec instrument panel
- LED fog lights
- Sports Seats for driver and front passenger
- 18-inch multispoke light alloy wheels (320d)
- 19-inch BMW Individual double spoke light alloy wheels (330i)

As with all New Zealand-new BMW vehicles a five year warranty, three year service inclusive programme and five year roadside assist coverage is fully included.

The new BMW 3 Series Sedan is arriving at BMW dealers from March 2019.

# BMW New Zealand Corporate Communications



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## **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 30 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2017 was € 10.655 billion on revenues amounting to € 98.678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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