**Press Release**

**For Immediate Release**

The new BMW 3 Series Sedan M Performance Edition.

* 500 limited units to be produced
* Exclusive Laguna Seca Blue and Valencia Orange metallic paint colours
* Increase of power with optional M Performance Power Kit

**Midrand.** As from May 2014, BMW South Africa will expand its offering in the BMW 3 Series Sedan model line up by introducing the new BMW 3 Series Sedan M Performance Edition.

This limited production vehicle underlines the sporty character of the BMW 3 Series Sedan as well as the vast array of BMW M Performance Parts designed to enhance the styling and performance attributes of various BMW models. Only 500 units of the new BMW 3 Series Sedan M Performance Edition will be produced at BMW Plant Rosslyn in Pretoria and will be made available in the 320i, 320d, 328i, 330d and 335i engine derivates.

The BMW 3 Series M Performance Edition will offer outstanding customer benefit of up to 43% on the limited edition content compared to a normal BMW 3 Series Sedan specified with the same options and separately fitted with the M Performance parts.

**Dynamic looking standard equipment**

Customers ordering this dynamic limited edition BMW 3 Series Sedan can expect standard features consisting of the BMW M Sport Package, 19” M Sport wheels, M Sport brakes as well as a range of the following BMW M Performance parts:

* M Performance aerodynamic package
* M Performance side sills with foil
* M Performance carbon rear spoiler
* M Performance carbon wing mirror caps
* Black M Performance front grille

**Excusive optional equipment**

In addition, customers will be able to order the optional and segment exclusive 20” BMW M Performance light alloy wheel Double-spoke, M Performance top stripes, M Performance exhaust system (only available for the 328i and 335i), the exclusive Laguna Seca Blue and Valencia Orange metallic paint colours and the BMW M Performance Power Kit, which increases the power output (by between 10 and 15 kW) and torque (+30 Nm) – this is only available for the 320d, 330d and 335i.

**Pricing**

* BMW 3 Series Sedan M Performance Edition Content: R50, 000 and R65, 000 if specified with exclusive metallic paints (Price of M Performance Edition content if fitted at dealership is R 87,000).
* 20” BMW M Performance light alloy wheel Double-spoke 405M: R43,900
* M Performance Top Stripes: R2,895
* M Performance Exhaust System: R11,755
* M Performance Power Kit: R15,670

**BMW M Performance Parts**

BMW M Performance Parts are retrofit components designed in close collaboration with the BMW M division in the areas of drivetrain, suspension, aerodynamics and cockpit perceptibly boost driving dynamics as well as underscoring the athletic appearance and sporty interior ambience of BMW models. Currently, BMW M Performance Parts are offered for the BMW 1 Series, new BMW 2 Series Coupe, BMW 4 Series Coupe, BMW 5 Series Sedan, BMW 6 Series, BMW X6 and the new BMW X5.

**Segment leader in premium mid-range segment**

The BMW 3 Series Sedan has been on sale in South Africa since March 2012 and since then it has maintained its position as a leader in the mid-range premium segment. To date, 907 084 units have been delivered to customers worldwide and 22 453 units to local customers.

Recently, the BMW 3 Series Sedan was awarded the “Best Compact Executive Sedan” Award for the second time in CAR Magazine’s 2014 Top 12 Best Buys Awards beating some of its rivals, the Audi A4 and Lexus IS. The BMW 3 Series Sedan was also a finalist in the 2012/2013 Wesbank and South African Guild of Motoring Journalists Car of The Year competition.

For more information visit [www.bmw.co.za](http://www.bmw.co.za) and [www.bmw.co.za/accessories](http://www.bmw.co.za/accessories)

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**Members of the media can contact the BMW Group Communications and Public Affairs Division for further queries as follows:**

Mr Edward Makwana

Manager: Group Automotive Communications Manager

BMW South Africa (Pty) Ltd

Tel: 012-522-2227

Mobile: 083-717-3184

Email: edward.makwana@bmw.co.za

**The BMW Group**The BMW Group is the leading premium manufacturer of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 28 production and assembly facilities in 13 countries and has a global sales network in more than 140 countries.

In 2013, the BMW Group sold approximately 1.963 million automobiles and more than 115,215 motorcycles worldwide. The profit before tax for the financial year 2012 was 7.82 billion euros, turnover amounting to 76.85 billion euros. On 31 December 2012, the BMW Group employed a workforce of 105,876 .

The economic success of the company is based on long-term thinking and responsible action. The company has established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as integral elements of its strategy.

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