Media Information
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## **The epitome of sportiness and sheer luxury: The new BMW 3 Series edition models.****Edition Sport Line Shadow and Edition M Sport Shadow with exclusive equipment features. LED headlights as standard and a wider choice of optional features, body colours, light alloy wheels, interior trim strips and leather colours render the BMW 3 Series Sedan even more appealing.**

**Munich.** From August 2017, two new edition models as well as additional standard and optional equipment features will offer greater possibilities for specific individualisation of the BMW 3 Series Sedan. The exclusive range of equipment available for the Edition Sport Line Shadow and the Edition M Sport Shadow offer the option to strongly underscore the dynamic driving experience or the modern premium appeal of the successful midrange model. The edition models can be ordered in addition to those with existing equipment lines and in conjunction with various available types of engines. Starting in August 2017, standard equipment for the BMW 3 Series Sedan will also include LED headlights and LED fog lamps. Furthermore, there will be a complemented range of individual options and choice of body colours, light alloy wheels, upholstery colours and interior trim strips.

Since making its debut more than 40 years ago, the BMW 3 Series has been the embodiment of the sports sedan. Now in its sixth model generation, the BMW 3 Series Sedan convinces more than ever with agility, precise handling and supreme comfort.

The BMW 3 Series Sedan (combined fuel consumption of between 6.5 to 4.0 l/100 km and combined CO2 emissions of between 152 to 106 g/km) comes with a choice of four petrol and two diesel engines. The offer ranges from the exceptionally economical BMW 318i with 100 kW to the BMW 340i, the top-of-the-range model with straight six-cylinder engine and 240 kW.

Edition Sport Line Shadow: Characteristic sign of driving pleasure (only for the BMW 318i).

Design and equipment features that are clearly oriented towards characteristic BMW driving pleasure characterise the new Edition Sport Line Shadow. For example, the black inserts for the headlight assemblies and taillights set new and unmistakable accents. They distinctively highlight both the characteristically focused look of the headlamps as well as the brand-typical L shape of the rear light clusters. The surrounds of the BMW kidney grille and the inserts of the newly sculpted lower air ducts have also been given the colour black, whilst the exhaust tailpipes come in chrome black. In addition, the specific exterior of the BMW 3 Series Edition Sport Line Shadow comprises 18-inch light alloys in a double spoke design boasting the exclusive colour Jet Black.

The cockpit of the edition models offers the ideal prerequisites for a sporty driving experience. An instrument panel with a new, distinctive contrasting seam, an instrument cluster with upgraded features as well as the new sports steering wheel, the padding and surface of which ensure excellent feel and grip, provide for a classy and sportive ambience. The sports seats come in a fabric/leather combination, the interior trims in the new variant Dark Aluminium Carbon with accent strips in Pearl Gloss Chrome.

Edition M Sport Shadow: Perfectly prepared for maximum dynamics (only available for the 320i, 320d, 330i, 330e and 340i).

The Edition M Sport Shadow version of the BMW 3 Series Sedan stands for vehicle dynamics that are predominantly strongly focused on high-performance. In addition to black headlamp units and dark taillight inserts, a black BMW kidney grille and exhaust tailpipes in Chrome Black, LED fog lamps and black inserts for the three-part lower air intake contribute towards the car’s distinctly expressive appearance. 19-inch M light alloy wheels finished in a double spoke design and the colour Orbit Grey are available as an option.

In the interior, sports seats in black leather with blue contrasting seam, interior trim strips in Dark Aluminium Carbon with accent strips in Pearl Gloss Chrome as well as an instrument cluster featuring enhanced display functions and a dashboard with contrasting stitching provide for an unmistakable ambience. Furthermore, the exceptionally dynamic edition models are equipped with an M sports suspension, M aerodynamics package, 19-inch M light alloy wheels, M leather-covered steering wheel, roof lining in Anthracite, M door sills and Driving Experience Control including SPORT+ mode, features already included in the range of equipment options for the M Sport model.

LED headlights and LED fog lamps as standard as well as new options for all model variants of the BMW 3 Series Sedan.

Coinciding with the market launch of the two new edition models, there will be a wider choice of individually selectable special equipment options for the BMW 3 Series Sedan. In future, the standard equipment will include not only LED headlights but also LED fog lamps. The variant Sunset Orange will be available as a new body colour as already seen in the recently updated BMW 4 Series model range. Sunset Orange is a contemporary interpretation of the colour which was popular in the 1970s and available for the first generation of the BMW 3 Series initially as Inca Orange and later as Phoenix Orange.

The equipment range for the models Sport Line, Luxury Line and M Sport now also includes a dashboard with the distinctive contrasting seam. The leather trim in the colour Cognac, further interior trim strips and additional exclusive 17-inch, 18-inch and 19-inch light alloys are also optionally available.

In conjunction with the navigation system Professional, the operating system iDrive is supplemented by a Control Display with touch screen function. Both in the case of the standard Radio Professional and the optional professional navigation system, the menu display on the monitor is now presented in a tile structure with animated graphics in live mode. All model variants of the BMW 3 Series Sedan and now also feature the optionally available multifunction instrument display. On the fully digital TFT colour display for the cockpit, driving-related information can be shown in an individually selectable design. The choice of contents and their respective graphic representation vary according to each driving mode selected via the Driving Experience Control switch.

With its brand-typical characteristics, even the very first model generation of the BMW 3 Series managed to inspire a wide target group. Just six years after its debut in the summer of 1975, it replaced its predecessor, the legendary BMW 02, as the biggest selling model in corporate history. In the following generations, the car’s popularity steadily increased, with the BMW 3 Series becoming the world’s most successful premium automobile. To this day, it also continues to hold top position in BMW’s inter-brand statistics. Correspondingly fast, the BMW 3 Series continues its success story: Whereas it used to take 66 months to exceed the threshold of a million sales, the current generation of the BMW 3 Series recently took barely 29 months to reach sales of one million. Meanwhile, more than 15 million BMW 3 Series vehicles have been sold.

**The BMW 3 Series: Tailor-made driving pleasure from the very start.**

Enhancing every-day traffic situations with brand-typical driving pleasure has been the mission of the BMW 3 Series mission right from the start. When it made its debut in 1975, powerful engines and a sporty suspension setting provided for a balance between driving dynamics and comfort that was unmatched in the segment. Moreover, the driver-oriented BMW 3 Series cockpit of the first generation also had its premiere. The ergonomically optimised positioning of control elements was a further contribution towards the characteristic driving experience. Additional wishes could be fulfilled with high-quality equipment options. The list of these included not only a 5-speed transmission or a 3-speed automatic transmission, but also air conditioning, vent windows, sports seats and four different radio variants.

**40 years ago: The six cylinder engine makes its debut in the BMW 3 Series’ segment.**

Exactly 40 years ago, the BMW 3 Series strengthened its top position in terms of driving pleasure with the introduction of an exclusive innovation under the bonnet. It was the first vehicle in its class to feature six-cylinder engines. The new straight six-cylinder power units developed especially for the BMW 3 Series delivered 90 kW in the BMW 320 launched in 1977 and 105 kW in the BMW 323 that followed a few months later.

Above all, the BMW 323i with petrol injection, electronic engine management and transistorized ignition rapidly became an everyday athlete. With its high-revving, smooth-running engine, but above all with performance normally only achieved by sports cars, it remained unrivalled over a long period of time.

Further information on official fuel consumption figures, specific CO2 emission values and the electric power consumption of new passenger cars is included in the following guideline: “Leitfaden über Kraftstoffverbrauch, die CO2-Emissionen und den Stromverbrauch neuer Personenkraftwagen” (Guideline for fuel consumption, CO2 emissions and electric power consumption of new passenger cars), which can be obtained from all dealerships, from the Deutsche Automobil Treuhand GmbH (DAT), Hellmuth-Hirth-Str. 1, 73760 Ostfildern-Scharnhausen and at http://www.dat.de/en/offers/publications/guideline-for-fuel-consumption.html. LeitfadenCO2 (GuidelineCO2) (PDF ‒ 2.7 MB)).

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**The BMW Group**

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world’s leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 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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