

The new
BMW 3 Series
Convertible

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The Ultimate
Driving Machine



PRICE LIST.

FROM APRIL 2010.

BMW EfficientDynamics 
Less emissions. More driving pleasure.

THE NEW BMW 3 SERIES CONVERTIBLE.

JOY HAS NO OFF-SEASON.

The new BMW 3 Series Convertible combines near-perfect 50:50 weight distribution, rear-wheel drive and lightweight engineering to deliver a class-leading driving experience, whilst the Retractable Hard-Top ensures you can savour the luxurious ambiance all year round. Couple this with award-winning BMW EfficientDynamics engine technologies that reduce emissions and lower fuel consumption, and you have an unbeatable combination of dynamic performance and effortless efficiency.

BMW EFFICIENT DYNAMICS.

EfficientDynamics is BMW's award-winning programme of technologies designed to reduce CO₂ emissions and improve fuel economy, without compromising on performance and driving dynamics. These technologies are standard on every new BMW and could lower your fuel and tax costs, as well as ensure a lower BIK percentage rate for company car drivers. You can find out more about the benefits of BMW EfficientDynamics, as well as compare your own vehicle against any BMW 3 Series at www.bmw.co.uk/efficientdynamics.

A GUIDE TO TRIM LEVELS.

The new BMW 3 Series Convertible is available in two trim levels, each providing a different level of standard specification. The below table highlights some of the equipment differences between them, whilst full details can be found in the new BMW 3 Series Convertible model brochure.

Trim level	Standard equipment highlights	On the road price
SE (four and six-cylinder)	■ 17" light alloy Star-spoke style 339 wheels ■ Air conditioning, automatic with two-zone control ■ BMW Professional radio with single CD player ■ Cruise control ■ Dakota leather upholstery with SunReflective Technology ■ Dynamic brake lights ■ Dynamic Stability Control ■ Extended lighting ■ Exterior trim, Chromeline ■ Park Distance Control (PDC), rear ■ Retractable Hard-Top ■ Run-flat tyres with Tyre Puncture Warning System ■ Seat adjustment – front, electric with driver memory ■ Seat backrests – rear, foldable for level storage ■ Sport multi-function leather steering wheel ■ Xenon headlights with headlight wash	From £32,910
SE (six-cylinder)	■ 17" light alloy V-spoke style 338 wheels (330i/d) ■ 17" light alloy Star-spoke style 340 wheels (335i) ■ Cruise control with brake function ■ Metallic paintwork (excluding 325i/d) ■ Rain sensor with automatic headlight activation	From £35,540
M Sport	■ 18" light alloy M Star-spoke style 193M wheels ■ Exterior trim, High-gloss Shadowline ■ Interior trim, Dark Aluminium Glacier Silver ■ M aerodynamic bodystyling ■ M Sport multi-function leather steering wheel ■ M Sport suspension	+£2,315 – £2,625 over SE

Please note that some equipment may be replaced when selecting an alternative trim level. Standard equipment may also vary depending on engine variant. Not all trim levels are available on all engine variants. Please refer to the standard equipment tables of the new BMW 3 Series Convertible model brochure for full details.

THE NEW BMW 3 SERIES CONVERTIBLE.

TECHNICAL INFORMATION.

Model	Power output (hp)	0-62mph (secs)	Combined fuel consumption (mpg)	CO ₂ emissions (g/km)	VED band	Insurance group
PETROL						
320i SE	170	9.1 (9.8)	41.5 (38.7)	159 (169)	G (H)	30
320i M Sport	170	9.1 (9.8)	41.5 (38.7)	159 (169)	G (H)	31
325i SE	218	7.6 (8.1)	37.7 (35.8)	176 (185)	I (I)	35
325i M Sport	218	7.6 (8.1)	37.7 (35.8)	176 (185)	I (I)	36
330i SE	272	6.5 (6.7)	36.2 (34.4)	182 (190)	I (J)	40
330i M Sport	272	6.5 (6.7)	36.2 (34.4)	182 (190)	I (J)	41
335i SE	306	5.8 (5.7)	32.1 (32.1)	205 (205)	K (K)	40
335i M Sport	306	5.8 (5.7)	32.1 (32.1)	205 (205)	K (K)	42
DIESEL						
320d SE	184	8.3 (8.4)	55.4 (50.4)	135 (149)	E (F)	31
320d M Sport	184	8.3 (8.4)	55.4 (50.4)	135 (149)	E (F)	32
325d SE	204	7.5 (7.6)	46.3 (44.1)	160 (168)	G (H)	34
325d M Sport	204	7.5 (7.6)	46.3 (44.1)	160 (168)	G (H)	35
330d SE	245	6.4 (6.5)	46.3 (44.1)	162 (170)	G (H)	39
330d M Sport	245	6.4 (6.5)	46.3 (44.1)	162 (170)	G (H)	40

PRICING.

Model	Basic price (excluding VAT)	VAT	Retail price (including VAT)	On the road price	P11d value	BIK tax rate (2010 / 2011)
PETROL						
320i SE	£27,225.53	£4,764.47	£31,990	£32,910	£32,700	20%
320i M Sport	£29,395.74	£5,144.26	£34,540	£35,460	£35,250	20%
325i SE	£29,340.43	£5,134.57	£34,475	£35,540	£35,185	24%
325i M Sport	£31,574.47	£5,525.53	£37,100	£38,165	£37,810	24%
330i SE	£32,327.66	£5,657.34	£37,985	£39,050	£38,695	25%
330i M Sport	£34,455.32	£6,029.68	£40,485	£41,550	£41,195	25%
335i SE	£33,536.17	£5,868.83	£39,405	£40,720	£40,115	30%
335i M Sport	£35,506.38	£6,213.62	£41,720	£43,035	£42,430	30%
DIESEL						
320d SE	£29,131.91	£5,098.09	£34,230	£35,105	£34,940	19%
320d M Sport	£31,302.13	£5,477.87	£36,780	£37,655	£37,490	19%
325d SE	£30,519.15	£5,340.85	£35,860	£36,780	£36,570	24%
325d M Sport	£32,753.19	£5,731.81	£38,485	£39,405	£39,195	24%
330d SE	£32,744.68	£5,730.32	£38,475	£39,395	£39,185	24%
330d M Sport	£34,872.34	£6,102.66	£40,975	£41,895	£41,685	24%

VED rates

VED rates for brand new cars are determined by their CO₂ emissions figure. First year VED applies to the first year of ownership. Annual VED rates apply thereafter. BMW 3 Series Convertible models fall into one of the seven categories listed below:

CO ₂ emissions g/km	Band E 131-140	Band F 141-150	Band G 151-165	Band H 166-175	Band I 176-185	Band J 186-200	Band K 201-225
First year VED	£110	£125	£155	£250	£300	£425	£550
Annual VED (second year onwards)	£110	£125	£155	£180	£200	£235	£245

Key Figures in (brackets) apply to cars with automatic transmission. Insurance group figures refer to 50 Group Rating System.

Prices and specifications

BMW (UK) Limited reserves the right to alter prices and specifications without notice. BMW (UK) Limited has made every effort to ensure the accuracy of information but does not accept liability for any errors or omissions.

On the road price

The recommended on the road price includes:

Delivery and BMW Emergency Service	£685
Number plates	£25
Vehicle first registration fee	£55
First year Vehicle Excise Duty	See left

OPTIONAL EQUIPMENT.

	320i SE	320i M Sport	325i SE	325i M Sport	330i SE	330i M Sport	335i SE	335i M Sport	320d SE	320d M Sport	325d SE	325d M Sport	330d SE	330d M Sport	Price
BMW EFFICIENT DYNAMICS															
Auto Start-Stop	●	●	-	-	-	-	-	-	●	●	-	-	-	-	Std
Brake Energy Regeneration	●	●	●	●	●	●	●	●	●	●	●	●	●	●	Std
Electric Power Steering	●	●	●	●	●	●	-	-	●†	●†	●	●	●	●	Std
High-precision direct injection	●	●	●	●	●	●	●	●	-	-	-	-	-	-	Std
Optimum Shift Indicator	●	●	●	●	●	●	●	●	●	●	●	●	●	●	Std

Certain BMW EfficientDynamics features may be excluded depending on the optional equipment chosen.

Your BMW Dealer will be pleased to provide you with more information.

† = Electric Power Steering is standard on automatic transmission only.

PAINTWORK

Non-metallic Available in: Alpine White, Crimson Red* or Jet Black*.	uni	●	●	●	●	○	○	○	○	●	●	●	●	○	○	£0
Metallic Available in: Black Sapphire, Bluewater, Deep Sea Blue*, Havana*, Le Mans Blue**, Mineral White***, Montego Blue*, Platinum Bronze*, Space Grey, Tasman*, Titanium Silver or Vermilion Red*.	met	○	○	○	○	●	●	●	○	○	○	○	○	●	●	£595
BMW Individual Available in: Aventurine Silver, Azurite Black, Moonstone or Ruby Black.	ind	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£1,330 £795

UPHOLSTERIES

Dakota leather with SunReflective Technology Available in: Black, Coral Red, Cream Beige, Grey, Oyster or Saddle Brown.	LC	●	●	●	●	●	●	●	●	●	●	●	●	●	●	Std
Nappa leather with SunReflective Technology Available in: Camel or Cream Beige. Not with 481. Includes 4AT.	LR	○	-	○	-	○	-	○	-	○	-	○	-	○	-	£1,400
BMW Individual Merino leather with SunReflective Technology Available in: Champagne, Cohiba Brown, Platinum or Rust Brown. Content in BMW Individual Merino leather colour: Front and rear seats, including head restraints, front seat backrests, door trim panel inserts, door-pull handles, armrests in doors and centre console. The leather is specially treated to reduce heat build-up in direct sunlight (SunReflective Technology).	ZA	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£2,065 £1,850
BMW Individual Full Merino leather with SunReflective Technology Available in: Champagne, Platinum or Rust Brown. Content in BMW Individual Merino leather colour: Front and rear seats, including head restraints, front seat backrests, door trim panels, door-pull handles, armrests in doors and centre console, map pockets in doors, centre console sides, front instrument panel lower section, handbrake lever gaitor, gearshift lever gaitor (except with 2TC where it is Black Nasca leather) and selector lever gaitor. The leather is specially treated to reduce heat build-up in direct sunlight (SunReflective Technology).	ZB	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£3,565 £3,345

Key

● = Standard ○ = Optional - = Not available

* = Not available on M Sport models

** = Only available on M Sport models

*** = Available from June 2010

Only with - these options must be ordered together

Not with - these options are not available for ordering together

		320i SE	320i M Sport	325i SE	325i M Sport	330i SE	330i M Sport	335i SE	335i M Sport	320d SE	320d M Sport	325d SE	325d M Sport	330d SE	330d M Sport	Price
INTERIOR TRIMS																
Satin Silver	4CG	●	-	●	-	●	-	●	-	●	-	●	-	●	-	Std
Dark Aluminium Glacier Silver	4WA	-	●	-	●	-	●	-	●	-	●	-	●	-	●	Std
Black, high-gloss	4AT	○	-	○	-	○	-	○	-	○	-	○	-	○	-	£75
In combination with LR.		●	-	●	-	●	-	●	-	●	-	●	-	●	-	Std
Burr Walnut wood	4AB	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£335 £90
Fine Brushed Aluminium	4B9	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£250 £0
Anthracite Bamboo wood	4BY	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£335 £90
Light Walnut wood	4A3	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£335 £90
BMW Individual Anthracite Maple wood	XE2	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£570 £365
BMW Individual Piano Black with inlay	XE8	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£570 £365
BMW Individual Red Brown Figured Eucalyptus	XE3	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£570 £365
LIGHT ALLOY WHEELS																
17" Star-spoke style 339	2DF	●	-	●	-	-	-	-	-	●	-	●	-	-	-	Std
17" V-spoke style 338	2K5	○	-	○	-	●	-	-	-	○	-	○	-	●	-	£85
17" Star-spoke style 340	2DH	○	-	○	-	○	-	●	-	○	-	○	-	○	-	£395 £310
18" V-spoke style 342	2K6	○	-	○	-	○	-	○	-	○	-	○	-	○	-	£895 £810 £505
18" Star-spoke style 189	2C6	○	-	○	-	○	-	○	-	○	-	○	-	○	-	£895 £810 £505
19" Star-spoke style 230	2R4	○	-	○	-	○	-	○	-	○	-	○	-	○	-	£1,410 £1,325 £1,020
18" M Star-spoke style 193M	2MF	-	●	-	●	-	●	-	●	-	●	-	●	-	●	Std
19" M Double-spoke style 313M	2B6	-	○	-	○	-	○	-	○	-	○	-	○	-	○	£520

Key

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 Only with - these options must be ordered together
 Not with - these options are not available for ordering together
 / = Indicates 'or'

		320i SE	320i M Sport	325i SE	325i M Sport	330i SE	330i M Sport	335i SE	335i M Sport	320d SE	320d M Sport	325d SE	325d M Sport	330d SE	330d M Sport	Price
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LIGHT ALLOY WHEELS (cont.)

18" BMW Individual V-spoke style 152 I Only with ZA / ZB or a BMW Individual paintwork.	2M0	○	–	○	–	○	–	○	–	○	–	○	–	○	–	£680 £320
19" BMW Individual V-spoke style 228 I Only with ZA / ZB or a BMW Individual paintwork.	2M8	○	–	○	–	○	–	○	–	○	–	○	–	○	–	£1,195 £835

TRANSMISSIONS

Six-speed automatic transmission Includes uni-directional steering wheel mounted gearshift paddles on six-cylinder models.	205	○	○	○	○	○	○	–	–	○	○	○	○	○	○	£1,495 £1,575
Seven-speed Double Clutch Transmission (DCT) Includes uni-directional steering wheel mounted gearshift paddles.	2TC	–	–	–	–	–	–	○	○	–	–	–	–	–	–	£1,640

STEERING AND CHASSIS

Active Steering Not with 216. Not with 3AC on 335i.	217	–	–	○	○	○	○	○	○	–	–	○	○	○	○	£970
M Sport suspension	704	○	●	○	●	○	●	○	●	○	●	○	●	○	●	£280
M Sport suspension deletion	225	–	○	–	○	–	○	–	○	–	○	–	○	–	○	£0
Servotronic	216	○	○	○	○	○	○	–	–	○	○	○	○	○	○	£175

SAFETY AND TECHNOLOGY

Active Cruise Control (ACC)	541	–	–	○	○	○	○	○	○	–	–	○	○	○	○	£1,125
Adaptive Headlights Only with 521.	524	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£305 £245
High-beam Assistant Only with 521. Not with 4NA.	5AC	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£125
Park Distance Control (PDC), front and rear*	508	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£365
Rain sensor with automatic headlight activation In combination with 358.	521	○	○	●	●	●	●	●	●	○	○	●	●	●	●	£95 £0

SEATS

Lumbar support, driver and front passenger	488	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£230
Seat heating, front	494	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£295
Sport seats, front Not with LR.	481	○	●	○	●	○	●	○	●	○	●	○	●	○	●	£430

EXTERIOR EQUIPMENT

Comfort Access	322	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£520
Exterior mirrors, folding Not with 430.	313	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£175
Exterior mirrors – folding, automatically dimming Not with 313.	430	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£305
Exterior trim, High-gloss Shadowline	760	○	●	○	●	○	●	○	●	○	●	○	●	○	●	£355

Key

● = Standard ○ = Optional – = Not available

* = If 3AC is specified rear sensors will be automatically deactivated when the towbar is in position

Only with – these options must be ordered together

Not with – these options are not available for ordering together

/ = Indicates 'or'

		320i SE	320i M Sport	325i SE	325i M Sport	330i SE	330i M Sport	335i SE	335i M Sport	320d SE	320d M Sport	325d SE	325d M Sport	330d SE	330d M Sport	Price
EXTERIOR EQUIPMENT																
Exterior trim, Chromeline	346	●	○	●	○	●	○	●	○	●	○	●	○	●	○	£0
Model designation deletion	320	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£0
Towbar, detachable Not with 217 on 335i.	3AC	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£625
INTERIOR EQUIPMENT																
12V power sockets	575	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£25
Armrest – front with sliding adjustment	4AE	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£110
Climate Comfort windscreen Includes 521.	358	○	○							○	○					£220 £155
Extended storage	493	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£90
Rear-view mirror with digital compass Not with 5AC.	4NA	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£70
Smoker's package deletion	441	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£0
Through-loading storage bag	4UT	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£175
Universal remote control	319	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£195
Wind deflector	387	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£260
STEERING WHEELS																
Steering wheel heating	248	○	–	○	–	○	–	○	–	○	–	○	–	○	–	£150
BMW Individual sport leather steering wheel with wood inlay Only with XE2 / XE3 / XE8. Not with 248.	XL1	○	–	○	–	○	–	○	–	○	–	○	–	○	–	£480
BMW Individual sport leather steering wheel with leather inlay Only with ZA / ZB. Not with 248.	XL2	○	–	○	–	○	–	○	–	○	–	○	–	○	–	£480
AUDIO AND COMMUNICATION																
Bluetooth telephone audio connection Only with 644 / 633 and 6FL.	6NF	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£70
Bluetooth telephone preparation Not with 606 / 609 / 612 / 616.	644	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£535
Bluetooth telephone preparation with telematics Only with 606 / 609 and 612 and 616.	633	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£535
BMW Assist Only with 606 / 609 and 616 and 633.	612	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£0
BMW Assist online portal Only with 606 / 609 and 612 and 633.	616	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£0
BMW Individual audio system	752	–	–	○	○	○	○	○	○	–	–	○	○	○	○	£1,435
CD changer	672	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£295

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The Ultimate
Driving Machine

		320i SE	320i M Sport	325i SE	325i M Sport	330i SE	330i M Sport	335i SE	335i M Sport	320d SE	320d M Sport	325d SE	325d M Sport	330d SE	330d M Sport	Price
AUDIO AND COMMUNICATION (cont.)																
DAB digital radio	654	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£320
Loudspeaker system – BMW Business	676	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£390
Loudspeaker system - harman/kardon	688	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£920
Navigation system – BMW Business Advanced Not with 601 / 609.	606	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£1,565
Navigation system – BMW Professional Multimedia Not with 606 / 644.	609	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£1,965
TV function Only with 609.	601	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£810
USB audio interface***	6FL	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£205
Voice Control Only with 606 / 609.	620	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£345
In combination with 609 and 633 and Z4F.		○	○	○	○	○	○	○	○	○	○	○	○	○	○	£0
OPTIONS AVAILABLE FROM YOUR DEALER																
BMW Service Inclusive** Package covering servicing costs for 5 years / 60,000 miles.		○	○	○	○	○	○	○	○	○	○	○	○	○	○	£300
BMW Service Inclusive Plus** Package covering servicing and maintenance costs for 5 years / 60,000 miles.		○	○	○	○	○	○	○	○	○	○	○	○	○	○	£1,270
BMW Trackstar		○	○	○	○	○	○	○	○	○	○	○	○	○	○	£219*
BMW Trackstar 5		○	○	○	○	○	○	○	○	○	○	○	○	○	○	£449*

Key

● = Standard ○ = Optional – = Not available

Only with – these options must be ordered together

Not with – these options are not available for ordering together

/ = Indicates 'or'

* = Prices exclude fitment or subscription. Please consult your BMW Dealer for further details.

** = For full details including terms and conditions see the Service Inclusive brochure.

*** = An additional adapter cable may be required.

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