

The BMW 3 Series  
Convertible

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The Ultimate  
Driving Machine



# THE BMW 3 SERIES CONVERTIBLE.

PRICE LIST.  
FROM APRIL 2011.

**BMW EfficientDynamics**  
Less emissions. More driving pleasure.



official partner of the  
Olympic and Paralympic Games

# THE BMW 3 SERIES CONVERTIBLE.

## JOY HAS NO OFF-SEASON.

The 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 CO<sub>2</sub> emissions and improve fuel economy, without compromising on performance or driving dynamics. These technologies are standard on every new BMW and could lower your fuel and tax costs, as well as ensure a lower benefit in kind tax rating 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 model at [www.bmw.co.uk/EfficientDynamics](http://www.bmw.co.uk/EfficientDynamics).

### A GUIDE TO TRIM LEVELS.

The 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 BMW 3 Series Convertible model Brochure.

Trim level	Standard equipment highlights	On the road price
<b>SE (four and six-cylinder)</b>	<ul style="list-style-type: none"><li>■ 17" light alloy Star-spoke style 339</li><li>■ Air conditioning, automatic with two-zone control</li><li>■ BMW Professional radio with single CD player (with MP3 playback capability)</li><li>■ Cruise control</li><li>■ Dakota leather upholstery with SunReflective Technology</li><li>■ Dynamic brake lights</li><li>■ Dynamic Stability Control (DSC)</li><li>■ Extended lighting</li><li>■ Exterior trim – Matt Chrome Pearl Grey</li><li>■ Park Distance Control (PDC), rear</li><li>■ Retractable Hard-Top</li><li>■ Run-flat tyres with Tyre Puncture Warning System</li><li>■ Seat adjustment – front, electric with driver memory</li><li>■ Seat backrests – rear, foldable for level storage</li><li>■ Sport multi-function leather steering wheel</li><li>■ Xenon headlights with headlight wash</li></ul>	From £33,700
<b>SE (six-cylinder)</b>	<ul style="list-style-type: none"><li>■ 17" light alloy V-spoke style 338 (330i/d)</li><li>■ 17" light alloy Star-spoke style 340 (335i)</li><li>■ Cruise control with brake function</li><li>■ Metallic paintwork (excluding 325i/d)</li><li>■ Rain sensor with automatic headlight activation</li></ul>	From £36,395
<b>M Sport</b>	<ul style="list-style-type: none"><li>■ 18" light alloy Star-spoke style 193M</li><li>■ Exterior trim, High-gloss Shadowline</li><li>■ Interior trim, Dark Aluminium Glacier Silver</li><li>■ M aerodynamic bodystyling</li><li>■ M Sport multi-function leather steering wheel</li><li>■ M Sport suspension (can be deleted)</li></ul>	From £36,305 £2,365 – £2,680 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 BMW 3 Series Convertible model Brochure for full details.

# THE BMW 3 SERIES CONVERTIBLE.

## TECHNICAL INFORMATION.

Model	Power output (hp)	0-62mph (secs)	Combined fuel consumption (mpg)	CO <sub>2</sub> 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 20%	Retail price (including VAT)	On the road price	P11d value	BIK tax rate (2011 / 2012)
PETROL						
320i SE	£27,295.83	£5,459.17	£32,755	<b>£33,700</b>	£33,480	21%
320i M Sport	£29,466.67	£5,893.33	£35,360	<b>£36,305</b>	£36,085	21%
325i SE	£29,416.67	£5,883.33	£35,300	<b>£36,395</b>	£36,025	25%
325i M Sport	£31,650.00	£6,330.00	£37,980	<b>£39,075</b>	£38,705	25%
330i SE	£32,412.50	£6,482.50	£38,895	<b>£39,990</b>	£39,620	26%
330i M Sport	£34,541.67	£6,908.33	£41,450	<b>£42,545</b>	£42,175	26%
335i SE	£33,625.00	£6,725.00	£40,350	<b>£41,710</b>	£41,075	31%
335i M Sport	£35,595.83	£7,119.17	£42,715	<b>£44,075</b>	£43,440	31%
DIESEL						
320d SE	£29,208.33	£5,841.67	£35,050	<b>£35,945</b>	£35,775	20%
320d M Sport	£31,379.17	£6,275.83	£37,655	<b>£38,550</b>	£38,380	20%
325d SE	£30,600.00	£6,120.00	£36,720	<b>£37,665</b>	£37,445	25%
325d M Sport	£32,833.33	£6,566.67	£39,400	<b>£40,345</b>	£40,125	25%
330d SE	£32,833.33	£6,566.67	£39,400	<b>£40,345</b>	£40,125	25%
330d M Sport	£34,962.50	£6,992.50	£41,955	<b>£42,900</b>	£42,680	25%

### VED rates

VED rates for brand new cars are determined by their CO<sub>2</sub> 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 <sub>2</sub> 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	£115	£130	£165	£265	£315	£445	£580
Annual VED (second year onwards)	£115	£130	£165	£190	£210	£245	£260

**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	£700
Number plates	£25
Vehicle first registration fee	£55
First year Vehicle Excise Duty	See left

# STANDARD AND 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
<b>BMW EFFICIENT DYNAMICS</b>															
<b>Auto Start-Stop</b>	●	●	-	-	-	-	-	-	●	●	-	-	-	-	Std
<b>Brake Energy Regeneration</b>	●	●	●	●	●	●	●	●	●	●	●	●	●	●	Std
<b>Electric Power Steering</b>	●	●	●	●	●	●	-	-	-	-	●	●	●	●	Std
<b>High-precision direct injection</b>	●	●	●	●	●	●	●	●	-	-	-	-	-	-	Std
<b>Optimum Shift Indicator</b>	●	●	●	●	●	●	●	●	●	●	●	●	●	●	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.

## PAINTWORK

<b>Non-metallic</b> Available in: Alpine White, Crimson Red <sup>1</sup> or Jet Black <sup>1</sup> .	uni	●	●	●	●	○	○	○	○	●	●	●	●	○	○	£0
<b>Metallic</b> Available in: Black Sapphire, Bluewater, Deep Sea Blue <sup>1</sup> , Havanna <sup>1</sup> , Le Mans Blue <sup>2</sup> , Mineral White, Montego Blue <sup>1</sup> , Platinum Bronze <sup>1</sup> , Space Grey, Tasman <sup>1</sup> , Titanium Silver or Vermilion Red <sup>1</sup> .	met	○	○	○	○	●	●	●	●	○	○	○	○	●	●	£610
<b>BMW Individual</b> Available in: Azurite Black, Moonstone or Ruby Black.	ind	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£1,360 £810

## UPHOLSTERIES

<b>Dakota leather with SunReflective Technology<sup>3</sup></b> Available in: Black, Coral Red, Cream Beige, Grey, Oyster or Saddle Brown.	LC	●	●	●	●	●	●	●	●	●	●	●	●	●	●	Std
<b>Nappa leather with SunReflective Technology<sup>3</sup></b> Available in: Camel or Cream Beige. Not with 481. Includes 4AT.	LR	○	-	○	-	○	-	○	-	○	-	○	-	○	-	£1,430
<b>BMW Individual Merino leather, with SunReflective Technology<sup>3</sup></b> Available in: Champagne, Cohiba Brown, Platinum or Rust Brown.	ZA	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£2,110 £1,890

### Key

● = Standard ○ = Optional - = Not available

Only with = these options must be ordered together

Not with = these options are not available for ordering together

<sup>1</sup> = Not available on M Sport models

<sup>2</sup> = Only available on M Sport models

<sup>3</sup> = Leather upholstery features on varying seat aspects depending on the BMW 3 Series Convertible model and seat type chosen.

For full details please refer to the BMW 3 Series Convertible model Brochure or consult your BMW Dealer.

		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
<b>INTERIOR TRIMS</b>																
Satin Silver	4CG	●	–	●	–	●	–	●	–	●	–	●	–	●	–	Std
Dark Aluminium Glacier Silver	4WA	–	●	–	●	–	●	–	●	–	●	–	●	–	●	Std
Black, High-gloss	4AT	○	–	○	–	○	–	○	–	○	–	○	–	○	–	£75
In combination with LR Nappa leather		●	–	●	–	●	–	●	–	●	–	●	–	●	–	Std
Burr Walnut wood	4AB	○		○		○		○		○		○		○		£340
			○		○		○		○		○		○		○	£90
Fine Brushed Aluminium	4B9	○		○		○		○		○		○		○		£255
			○		○		○		○		○		○		○	£0
Anthracite Bamboo wood	4BY	○		○		○		○		○		○		○		£340
			○		○		○		○		○		○		○	£90
Light Walnut wood	4A3	○		○		○		○		○		○		○		£340
			○		○		○		○		○		○		○	£90
BMW Individual Anthracite Maple wood	XE2	○		○		○		○		○		○		○		£580
			○		○		○		○		○		○		○	£375
BMW Individual Piano Black with inlay	XE8	○		○		○		○		○		○		○		£580
			○		○		○		○		○		○		○	£375
BMW Individual Red Brown Figured Eucalyptus	XE3	○		○		○		○		○		○		○		£580
			○		○		○		○		○		○		○	£375
<b>LIGHT ALLOY WHEELS</b>																
17" Star-spoke style 339	2DF	●	–	●	–	–	–	–	–	●	–	●	–	–	–	Std
17" V-spoke style 338	2K5	○	–	○	–	●	–	–	–	○	–	○	–	●	–	£85
17" Star-spoke style 340	2DH	○	–	○	–		–	●	–	○	–	○	–		–	£405
					○									○		£315
18" V-spoke style 342	2K6	○	–	○	–		–		–	○	–	○	–		–	£915
					○			○						○		£825
							○									£515
18" Star-spoke style 189	2C6	○	–	○	–		–		–	○	–	○	–		–	£915
					○			○						○		£825
							○									£515
19" Star-spoke style 230	2R4	○	–	○	–		–		–	○	–	○	–		–	£1,440
					○			○						○		£1,355
							○									£1,040
18" Star-spoke style 193M	2MF	–	●	–	●	–	●	–	●	–	●	–	●	–	●	Std
19" Double-spoke style 313M	2B6	–	○	–	○	–	○	–	○	–	○	–	○	–	○	£530
19" BMW Individual V-spoke style 228 I	2M8	○	–	○	–	○	–		–	○	–	○	–	○	–	£1,220
							○									£855

**Key**

● = Standard    ○ = Optional    – = Not available  
 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
TRANSMISSIONS																
Six-speed automatic transmission Includes uni-directional steering wheel mounted gearshift paddles on six-cylinder models.	205	○	○	○	○	○	○	–	–	○	○	○	○	○	○	£1,610
Seven-speed Double Clutch Transmission (DCT) Includes uni-directional steering wheel mounted gearshift paddles.	2TC	–	–	–	–	–	–	○	○	–	–	–	–	–	–	£1,675
STEERING AND CHASSIS																
Active Steering Not with 216. Not with 3AC on 335i.	217	–	–	○	○	○	○	○	○	–	–	○	○	○	○	£990
M Sport suspension	704	○	●	○	●	○	●	○	●	○	●	○	●	○	●	£285
M Sport suspension deletion	225	–	○	–	○	–	○	–	○	–	○	–	○	–	○	£0
Servotronic Includes Electric Power Steering.	216	○	○	○	○	○	○	–	–	○	○	○	○	○	○	£180
SAFETY AND TECHNOLOGY																
Active Cruise Control (ACC)	541	–	–	○	○	○	○	○	○	–	–	○	○	○	○	£1,150
Adaptive Headlights Only with 521.	524	○	○							○	○					£310 £250
High-beam Assistant Only with 521.	5AC	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£130
Park Distance Control (PDC), front and rear <sup>1</sup>	508	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£375
Rain sensor with automatic headlight activation In combination with 358 Climate Comfort windscreen	521	○ ○	○ ○	● ●	● ●	● ●	● ●	● ●	● ●	○ ○	○ ○	● ●	● ●	● ●	● ●	£95 £0
SEATS																
Lumbar support, driver and front passenger	488	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£235
Seat heating, front	494	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£300
Sport seats, front Not with LR.	481	○	●	○	●	○	●	○	●	○	●	○	●	○	●	£440
EXTERIOR EQUIPMENT																
Comfort Access	322	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£530
Exterior mirrors, folding Not with 430.	313	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£180
Exterior mirrors – folding, automatically dimming Not with 313.	430	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£310

**Key**

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Only with = these options must be ordered together

Not with = these options are not available for ordering together

<sup>1</sup> = If 3AC is specified, rear sensors will be automatically deactivated when the towbar is in position.

		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
<b>EXTERIOR EQUIPMENT</b>																
Exterior trim, Chromeline	346	●	○	●	○	●	○	●	○	●	○	●	○	●	○	£0
Exterior trim, High-gloss Shadowline	760	○	●	○	●	○	●	○	●	○	●	○	●	○	●	£365
Model designation deletion	320	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£0
Towbar, detachable Not with 217 on 335i.	3AC	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£640
<b>INTERIOR EQUIPMENT</b>																
12V power sockets	575	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£25
Armrest, front with sliding adjustment	4AE	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£110
Climate Comfort windscreen Includes 521.	358	○	○							○	○					£225 £160
Extended storage	493	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£90
Smoker's package deletion	441	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£0
Through-loading storage bag	4UT	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£180
Universal remote control <sup>1</sup>	319	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£200
Wind deflector	387	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£265
<b>STEERING WHEELS</b>																
Steering wheel heating	248	○	–	○	–	○	–	○	–	○	–	○	–	○	–	£155
BMW Individual sport leather steering wheel with wood inlay Only with XE2 / XE3 / XE8. Not with 248.	XL1	○	–	○	–	○	–	○	–	○	–	○	–	○	–	£490
<b>AUDIO AND COMMUNICATION</b>																
Bluetooth hands-free facility Not with 606 / 609.	6NN	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£250
Bluetooth telephone preparation Not with 606 / 609 / 612 / 616.	644	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£545
Bluetooth telephone preparation with telematics Only with 606 / 609, 612 and 616.	633	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£545
BMW Assist Only with 606 / 609, 616 and 633.	612	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£0
BMW Assist online portal Only with 606 / 609, 612 and 633.	616	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£0
BMW Individual audio system Only on M Sport models / SE models with leather upholstery.	752	–	–	○	○	○	○	○	○	–	–	○	○	○	○	£1,465
CD changer	672	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£300
DAB digital radio	654	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£325
Internet Only with 609, 612, 616 and 633.	614	○	○	○	○	○	○	○	○	○	○	○	○	○	○	£95

**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'

<sup>1</sup> = To confirm compatibility of devices please refer to [www.homelink.com](http://www.homelink.com)



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
<b>AUDIO AND COMMUNICATION (cont.)</b>																
<b>Loudspeaker system – BMW Business</b>	676	○	○	○	○	○	○	○	○	○	○	○	○	○	○	<b>£400</b>
<b>Loudspeaker system – harman/kardon</b>	688	○	○	○	○	○	○	○	○	○	○	○	○	○	○	<b>£940</b>
<b>Mobile application preparation</b> Only with 6NF and 609 (and therefore 6FL, 633, 612 and 616).	6NR	○	○	○	○	○	○	○	○	○	○	○	○	○	○	<b>£130</b>
<b>Navigation system – BMW Business Advanced</b> Not with 601 / 609.	606	○	○	○	○	○	○	○	○	○	○	○	○	○	○	<b>£1,600</b>
<b>Navigation system – BMW Professional Multimedia</b> Not with 606 / 644.	609	○	○	○	○	○	○	○	○	○	○	○	○	○	○	<b>£2,005</b>
<b>Telephone USB audio interface</b> Only with 6FL and 633 (and therefore 606 / 609, 612 and 616).	6NF	○	○	○	○	○	○	○	○	○	○	○	○	○	○	<b>£70</b>
<b>TV function</b> Only with 609.	601	○	○	○	○	○	○	○	○	○	○	○	○	○	○	<b>£825</b>
<b>USB audio interface<sup>1</sup></b>	6FL	○	○	○	○	○	○	○	○	○	○	○	○	○	○	<b>£210</b>
<b>Voice Control</b> Only with 606 / 609.	620	○	○	○	○	○	○	○	○	○	○	○	○	○	○	<b>£350</b>
<b>In combination with 609 Navigation system – BMW Professional Multimedia and 633 Bluetooth telephone preparation with telematics</b>		○	○	○	○	○	○	○	○	○	○	○	○	○	○	<b>£0</b>
<b>OPTIONS AVAILABLE FROM YOUR DEALER</b>																
<b>BMW Service Inclusive<sup>2</sup></b> Package covering servicing costs for 5 years / 60,000 miles.		○	○	○	○	○	○	○	○	○	○	○	○	○	○	<b>£350</b>
<b>BMW Service Inclusive Plus<sup>2</sup></b> Package covering servicing and maintenance costs for 5 years / 60,000 miles.		○	○	○	○	○	○	○	○	○	○	○	○	○	○	<b>£1,380</b>
<b>BMW Trackstar<sup>3</sup></b>		○	○	○	○	○	○	○	○	○	○	○	○	○	○	<b>£219</b>
<b>BMW Winter Tyre package<sup>4</sup></b> 16" Steel rim with Pirelli W210 Sottozero 2* tyres		○	○	–	–	–	–	–	–	○	○	–	–	–	–	<b>£640</b>
16" Steel rim with Dunlop Winter Sport M3* run-flat tyres		○	○	–	–	–	–	–	–	○	○	–	–	–	–	<b>£840</b>
17" light alloy Star-spoke style 158 with Pirelli W210 Sottozero 2* run-flat tyres		○	○	○	○	○	○	○	○	○	○	○	○	○	○	<b>£1,420</b>
Optional wheel trim cover (only with Steel rim wheel)		○	○	–	–	–	–	–	–	○	○	–	–	–	–	<b>£60</b>

## 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'

<sup>1</sup> = An additional adapter cable may be required.<sup>2</sup> = For full details including terms and conditions see the Service Inclusive Brochure.<sup>3</sup> = Prices exclude fitment or subscription. Please consult your BMW Dealer for further details.<sup>4</sup> = Price does not include fitting.

\* = BMW Star marked tyre.

