



# THE NEW BMW 3 SERIES SALOON.

WELCOME.

**BMW  
GROUP**















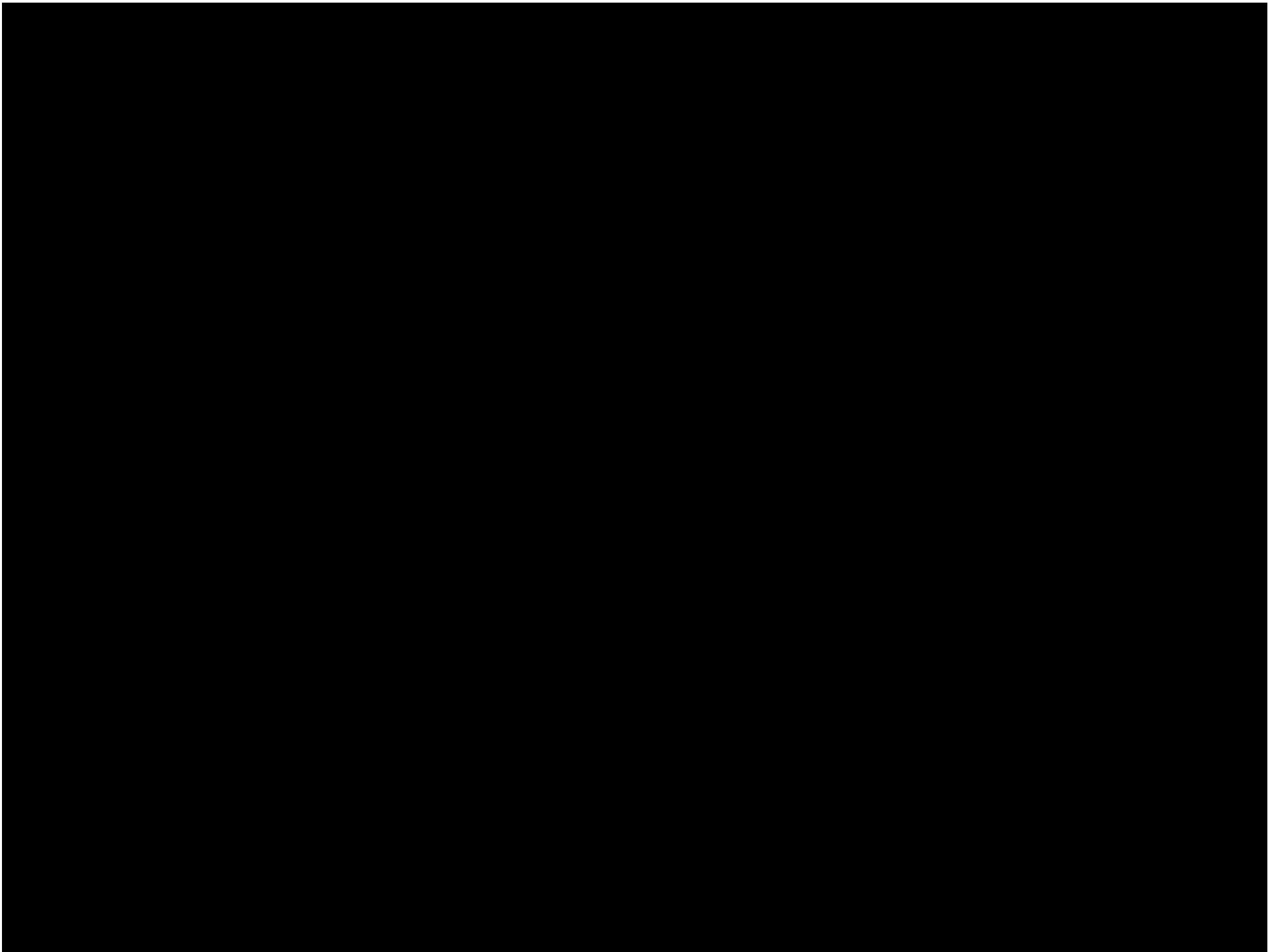
















# THE NEW BMW 3 SERIES SALOON.

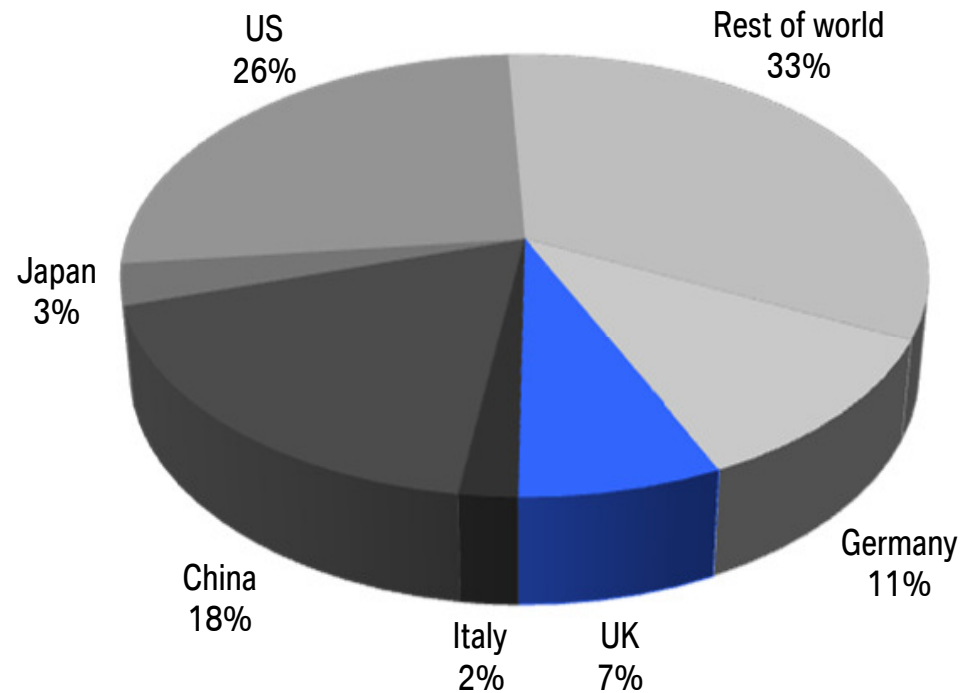
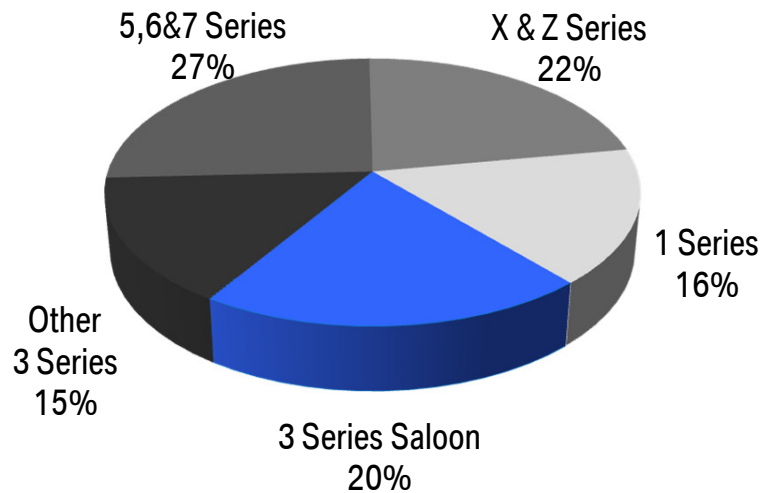
**GRAHAM BIGGS.  
CORPORATE COMMUNICATIONS DIRECTOR.**

**BMW  
GROUP**





# THE NEW BMW 3 SERIES SALOON. THE HEART OF THE WORLDWIDE BRAND.



- The 3 Series Saloon represents one in five of all BMWs sold worldwide.
- UK is the fourth largest worldwide market.



# THE NEW BMW 3 SERIES SALOON. BUILDING UPON SUCCESS.



- 1975 marked the debut of the first BMW 3 Series.
- Every generation features a unique combination of sporty aesthetics, elegance and dynamic performance.
- Outgoing fifth generation has been very successful throughout its lifecycle with UK sales of around 170,000 units.
- The new generation represents the sixth-generation of ‘the ultimate sport saloon’.





# THE NEW BMW 3 SERIES SALOON.

**MATT COLLINS.**  
**PRODUCT MANAGER – MEDIUM CARS.**

**BMW**  
**GROUP**



# THE NEW BMW 3 SERIES SALOON. DESIGN.





# THE NEW BMW 3 SERIES SALOON. THE ULTIMATE DRIVING MACHINE.





# THE NEW BMW 3 SERIES SALOON.





# THE NEW BMW 3 SERIES SALOON.



Headlights and kidney grille form a continuous unit in homage to earlier 3 Series models.

Precision lines emerge from the roof pillar and lead towards the kidney grille.

Two air-inlets under the headlights visually widen the track.

Aero Curtain improves efficiency by creating an aerodynamic seal on the wheel arches.



# THE NEW BMW 3 SERIES SALOON.





# THE NEW BMW 3 SERIES SALOON.



Design emphasises the rear wheel drive.

Flared wheel arches emphasise wide track.

Elongated rear lights set on the outside are illuminated by LED light bars.

Strong horizontal design language makes the rear look low and sporty.



# THE NEW BMW 3 SERIES SALOON.





# THE NEW BMW 3 SERIES SALOON.



Swooping front profile and elongated bonnet give sporting appearance.

Unique and distinctive double shoulder line.

Bold contours and rising lines add greater definition to side profile.

Large windows provide a light and airy interior.

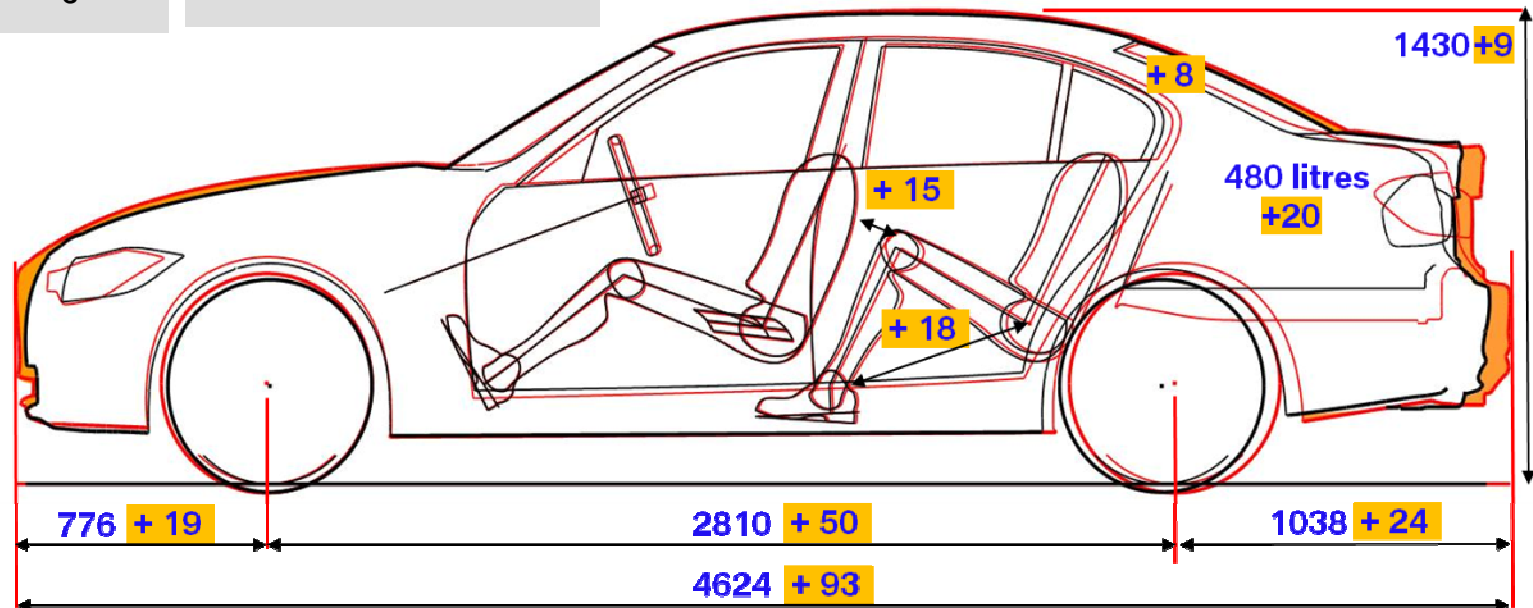
# THE NEW BMW 3 SERIES SALOON. GREATER INTERIOR COMFORT AND PRACTICALITY.

- Significant growth in length to 4624mm (+93mm)
- Increased track front (+37mm) and rear (+47mm) but not overall width<sup>1</sup> (-6mm)
- Rear knee room (+15mm), feet entry freedom (+18mm), rear head room (+8mm)
- Near zero increase in vehicle weight

New 320d MT: 1495kg  $\pm 0$   
C220 CDI MT: 1600kg  
A4 2.0 TDI MT: 1540kg

Boot volume: 480l  $+20$   
C-Class: 475l  
A4: 480l

Change vs. predecessor



<sup>1</sup> width excluding mirrors

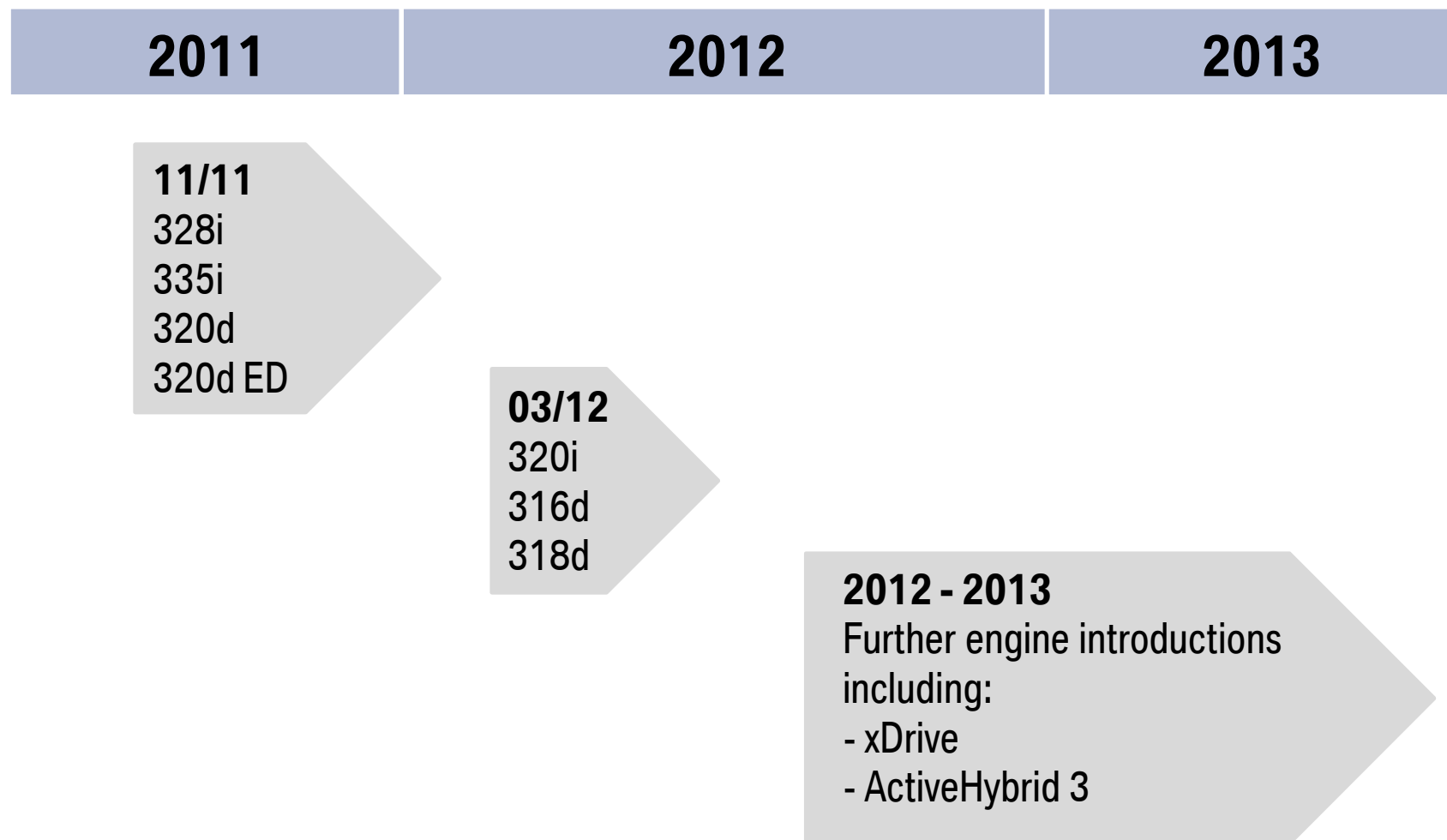


# THE NEW BMW 3 SERIES SALOON.



- Significant increase in interior quality and cabin ambience.
- Layering emphasises driver-orientation without excluding front seat passenger.
- Free-standing high-resolution display and iDrive controller.

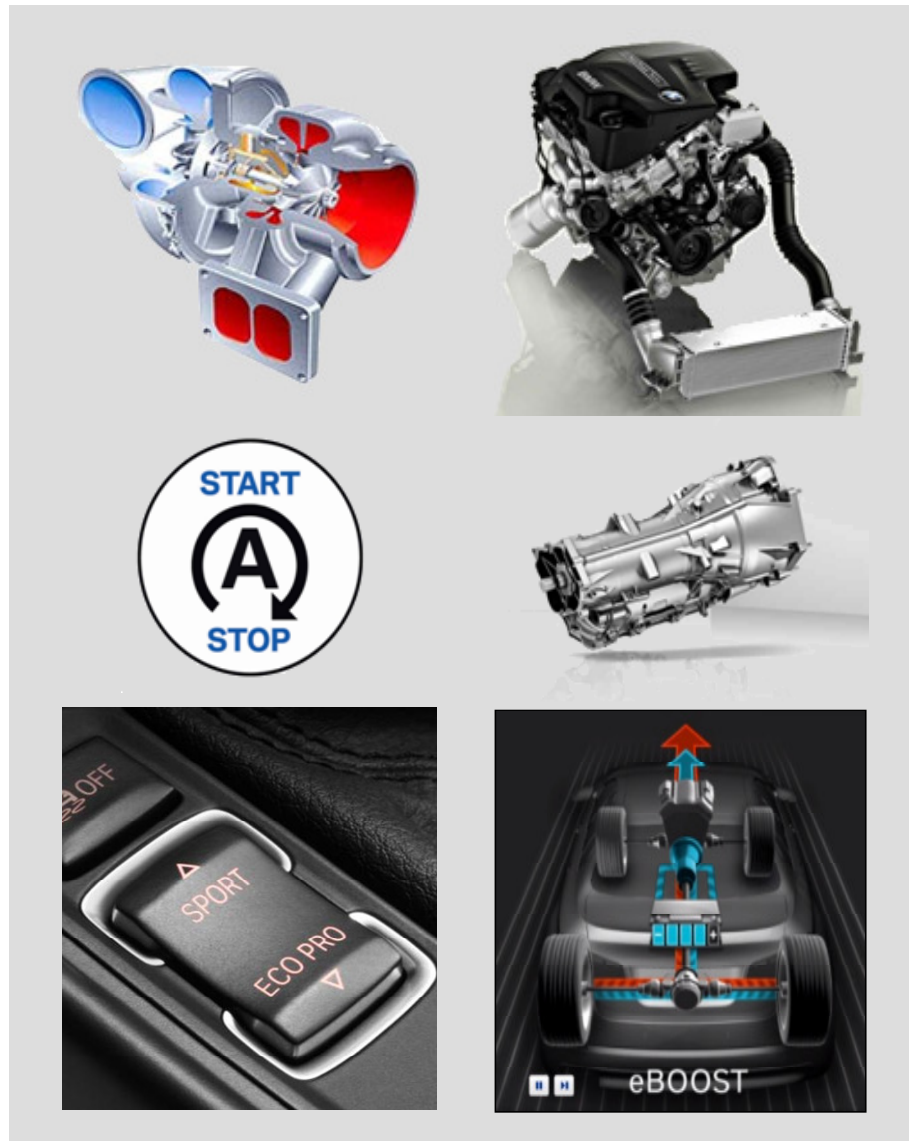
# THE NEW BMW 3 SERIES SALOON. ENGINE LINE-UP.



Dates shown are Start of Production (SOP).



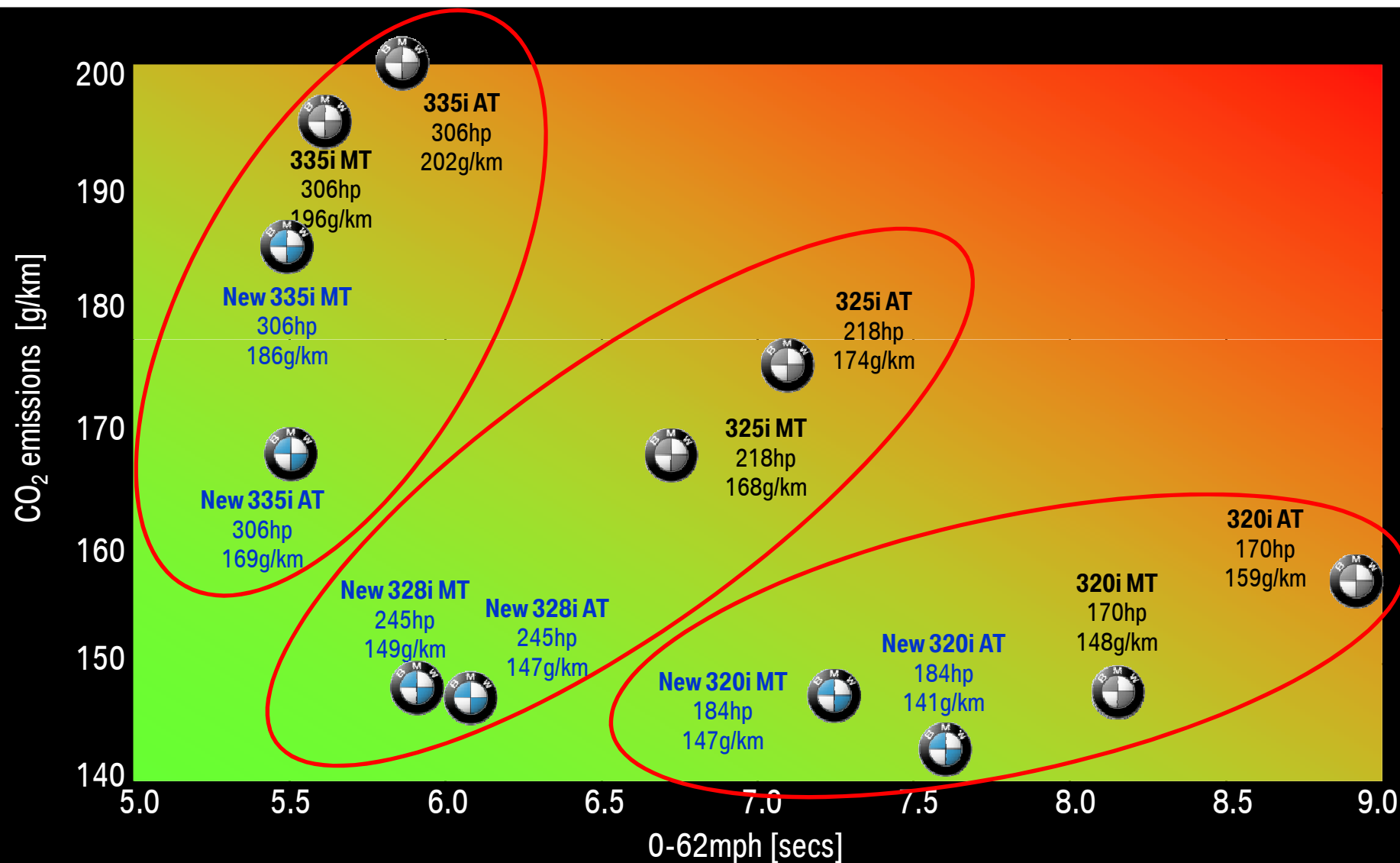
# THE NEW BMW 3 SERIES SALOON. CLASS-LEADING EFFICIENTDYNAMICS TECHNOLOGY.



BMW EfficientDynamics delivers further increases to performance and reductions to fuel consumption:

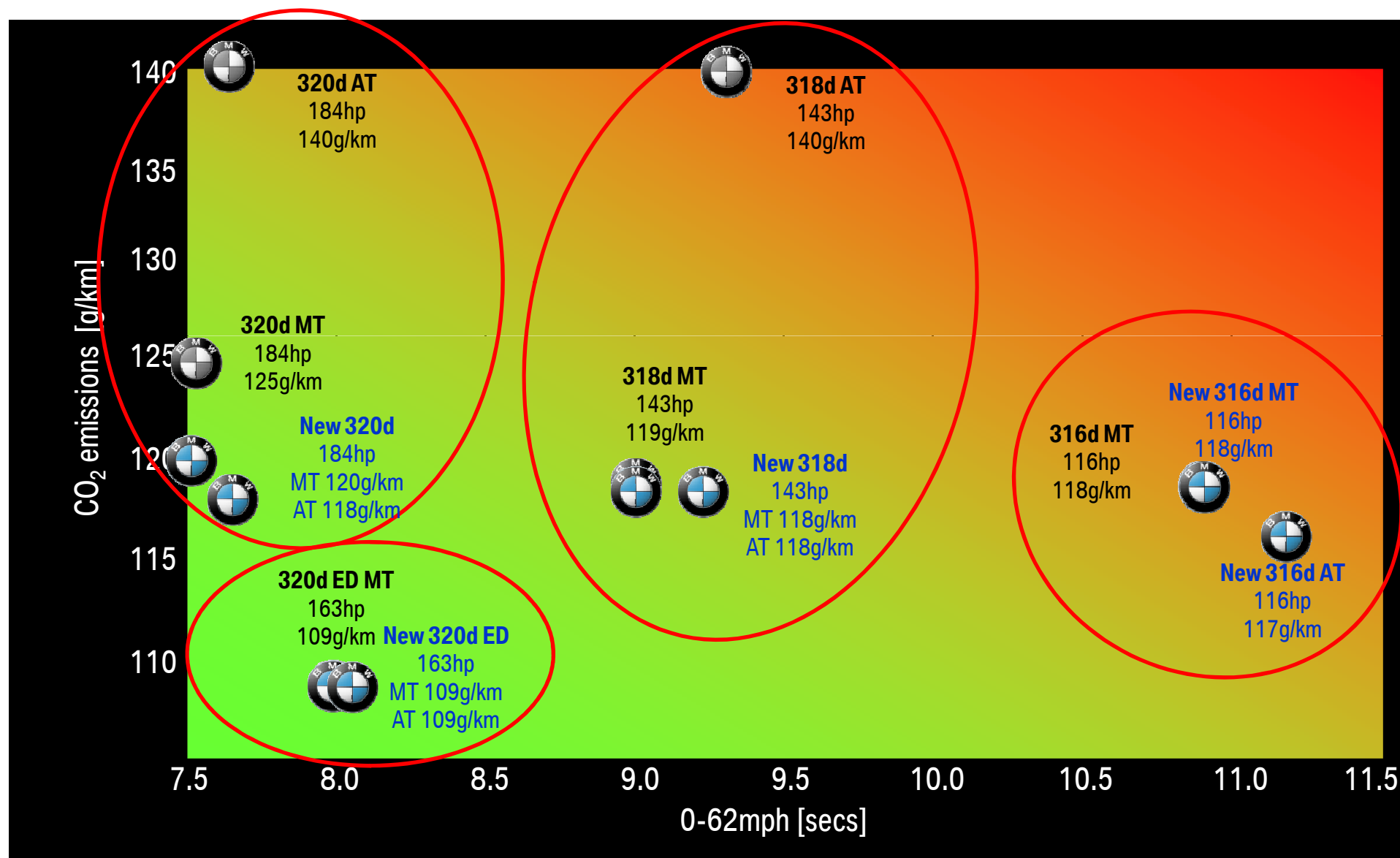
- All engines now turbocharged.
- New, efficient, 4-cylinder TwinPower Turbo petrol engines (320i and 328i – 11% and 18% CO<sub>2</sub> improvement respectively).
- Auto Start-Stop standard on all engines and transmissions.
- 8-speed automatic transmission.
- Innovative Drive Performance Control with ECO PRO mode.
- EU6 available.

# THE NEW BMW 3 SERIES SALOON. SIGNIFICANTLY IMPROVED PETROL ENGINES.

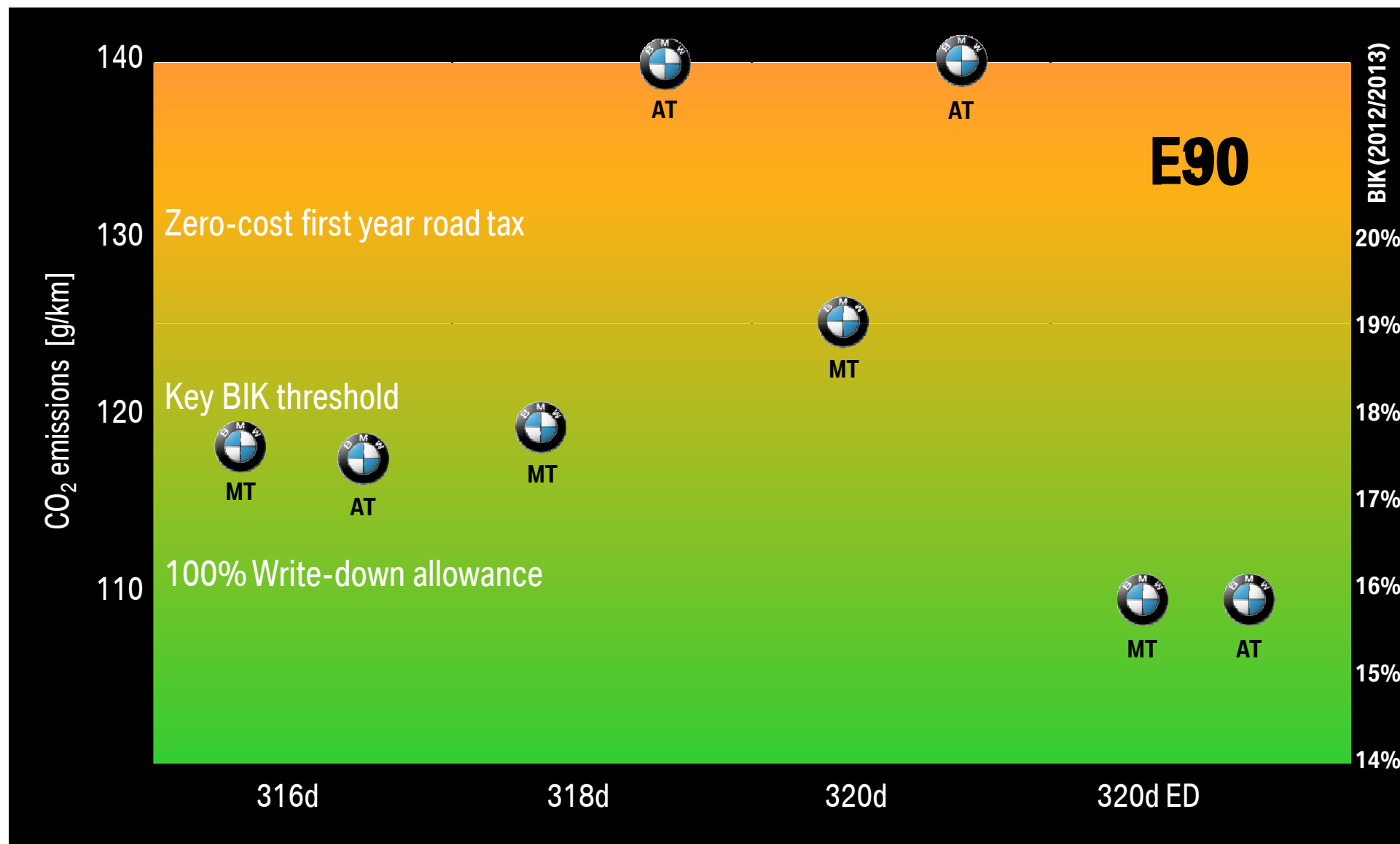




# THE NEW BMW 3 SERIES SALOON. CLASS-LEADING DIESEL ENGINES.



# THE NEW BMW 3 SERIES SALOON. NEW MODEL SURPASSES KEY EMISSIONS THRESHOLDS.





# THE NEW BMW 3 SERIES SALOON. VS. C-CLASS AND A4.



BMW 3 Series Saloon				Mercedes-Benz C-Class Saloon				Audi A4 Saloon (2012 facelift)			
Model	Power (hp)	0-62 mph (secs)	CO <sub>2</sub> (g/km)	Model	Power (hp)	0-62 mph (secs)	CO <sub>2</sub> (g/km)	Model	Power (hp)	0-62 mph (secs)	CO <sub>2</sub> (g/km)
328i Auto	245	6.1	147	C250 CGI Auto	204	7.2	156	2.0 TFSI Auto	211	6.9	140
320d	184	7.5	120	C220 CDI	170	8.4	123	2.0 TDI	177	8.2	120
320d ED	163	8.0	109	C220 CDI	170	8.4	117	2.0 TDIe	136	9.3	112

# THE NEW BMW 3 SERIES SALOON. VS. C-CLASS AND A4.



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# THE NEW BMW 3 SERIES SALOON. VS. BROADER COMPETITION.



Model	BMW 320d Efficient Dynamics	Ford Mondeo 1.6 TDCi ECOnetic	VW Passat BlueMotion TDI	Volvo S60 DRIVE	Honda Accord 2.2 i-DTEC	Vauxhall Insignia 2.0 CDTi ecoFLEX
CO <sub>2</sub> (g/km)	109	114	109	114	138	115
Combined (mpg)	68.9	65.7	68.9	65.7	53.3	65.7
Power (hp)	163	115	105	115	150	160
0-62mph (s)	8.0	11.9	12.2	10.9	9.4	8.9*
Torque (Nm)	380	270	250	270	350	350

\*0-60mph

Valid January 2012. All figures based on manual transmission.

# THE NEW BMW 3 SERIES SALOON. VS. BROADER COMPETITION.



Model	BMW 320d Efficient Dynamics	Ford Mondeo 1.6 TDCi ECOnetic	VW Passat BlueMotion TDI	Volvo S60 DRIVE	Honda Accord 2.2 i-DTEC	Vauxhall Insignia 2.0 CDTi ecoFLEX
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Torque (Nm)	380	270	250	270	350	350

\*0-60mph

Valid January 2012. All figures based on manual transmission.



# THE NEW BMW 3 SERIES SALOON. ACTIVEHYBRID 3.



ActiveHybrid 3 from Autumn 2012:

- Full hybrid.
- 225kW / 306hp (6-cylinder petrol).
- 40kW maximum (electric).
- 450Nm combined torque.
- Specific 8-speed automatic transmission.
- Up to 2.5 miles eDrive.
- Approximately 12.5% emissions reduction; combined consumption around 44.1 mpg.
- Boot capacity reduced by only 90 litres with no through-load limitations.

Please note all values shown are draft at this stage.

# THE NEW BMW 3 SERIES SALOON. OFFER STRUCTURE AND STANDARD EQUIPMENT.





# THE NEW BMW 3 SERIES SALOON. NEW MODELS MAXIMISE CUSTOMER APPEAL.

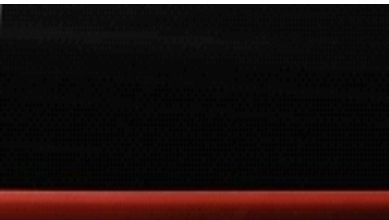
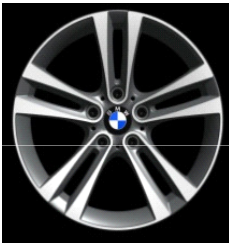
- Very diverse 3 Series customer base.
- Wide ranging preferences for differing design and levels of equipment.
- Growing customer demand for products that offer scope for personalisation.
- Introducing three new design concepts to:
  - Increase customer choice.
  - Offer increased personalisation.
  - Broaden the appeal of the 3 Series Saloon.
  - Maintain class-leading residual values.



# THE NEW BMW 3 SERIES SALOON. DISTINCT CHARACTERS OFFER INCREASED INDIVIDUALISATION.

## Sport

- Further enhance sporty, dynamic design
- Strong corporate and retail proposition

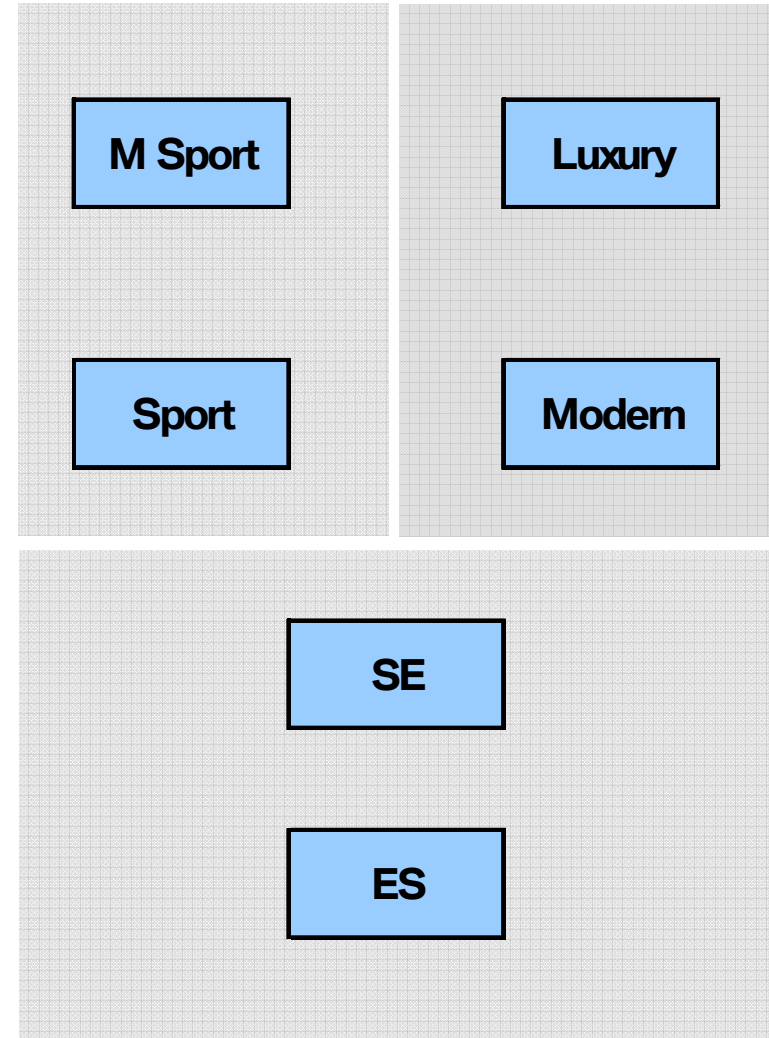




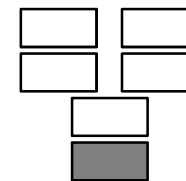
# THE NEW BMW 3 SERIES SALOON.

## DISTINCT CHARACTERS OFFER INCREASED INDIVIDUALISATION.

- New models feature:
  - Desirable yet differing designs.
  - Value-enhancing equipment.
  - Unique alloy wheel, upholstery and trim options.
- New product offer structure:
  - Includes established ES, SE and M Sport models.
  - Provides a series of affordable upgrades.
  - Includes logical standard equipment progressions.



# THE NEW BMW 3 SERIES SALOON. ES.



## Only available on 316d.

### Additional equipment vs. previous (E90):

#### Exterior

- 17" Star-spoke style 394 light alloy wheel.
- Automatic boot opening.
- Chrome exhaust tailpipe finisher.

#### Interior

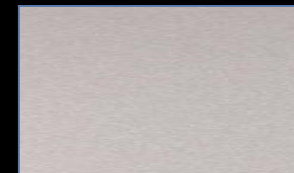
- Air-conditioning, automatic, one-zone.
- Bluetooth telephone preparation.
- BMW Professional Radio.
- 6.5" colour screen & iDrive controller.
- Comfort Go (keyless start).
- Cruise control with brake function.
- Drive Performance Control (with ECO PRO mode).
- Run-flat tyres with Tyre Puncture Warning System.
- USB audio interface.

Value of additional equipment  
(available on E90):

**£1,745**

Plus:

- Automatic boot opening.
- 6.5" screen & iDrive.
- Drive Performance Control.
- Chrome exhaust finisher.





# THE NEW BMW 3 SERIES SALOON.

NEW TRIM LEVELS PROVIDE UNDERSTANDABLE EQUIPMENT UPGRADES.



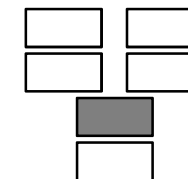
SE  
(not 35i)

ES  
(16d only)

**-£850**

Pricing shown as relative to SE model.

# THE NEW BMW 3 SERIES SALOON. SE.



## Available on all engines except 335i.

### Equipment in replacement / addition to ES:

- 17" Star-spoke style 393 light alloy wheel.
- Air-conditioning, automatic, two-zone.
- Automatically dimming rear-view mirror.
- Extended lighting\*.
- Park Distance Control (PDC), rear (and front\*).
- Rain sensor with automatic headlight activation.
- Servotronic steering\*.

\* 328i and above



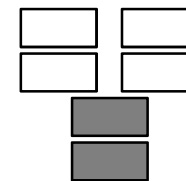
## 320d EfficientDynamics (SE).

### Equipment in addition / replacement to 320d SE:

- 16" Streamline-style 306 light alloy wheel.
- EnergySaver tyres.
- Mobility tyre sealing system.

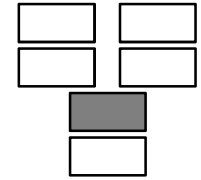


# THE NEW BMW 3 SERIES SALOON. ES AND SE.

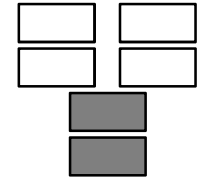




# THE NEW BMW 3 SERIES SALOON. 320D EFFICIENTDYNAMICS.



# THE NEW BMW 3 SERIES SALOON. ES AND SE.



# THE NEW BMW 3 SERIES SALOON.

NEW TRIM LEVELS PROVIDE UNDERSTANDABLE EQUIPMENT UPGRADES.

- 17" Sport alloy.
- Sport leather s/wheel.
- Sport seats, front.
- High-gloss Black trim.
- Extended lighting.

**Sport**  
(16d, 18d,  
20i/d only)

**+ £1,000**

**SE**  
(not 35i)

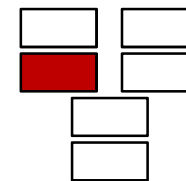
**ES**  
(16d only)

**-£850**

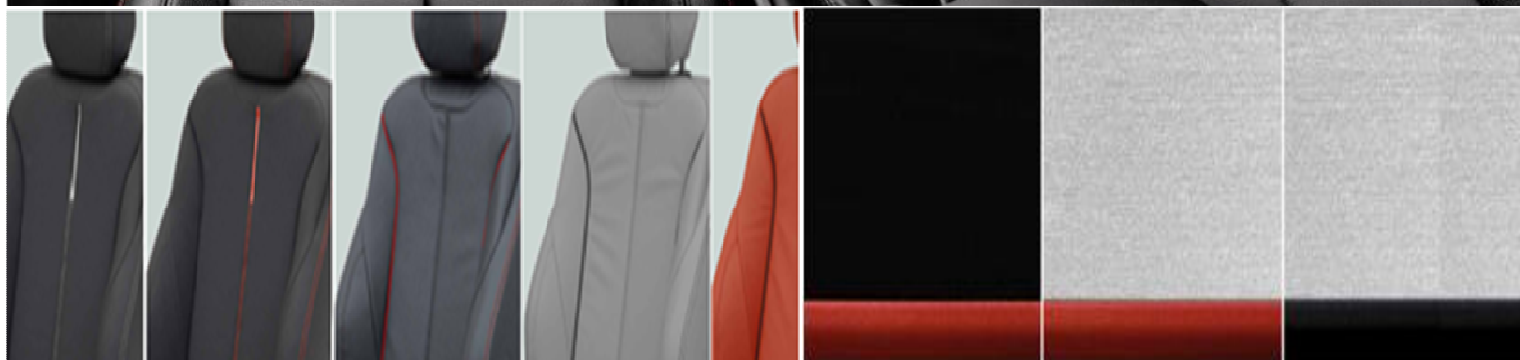
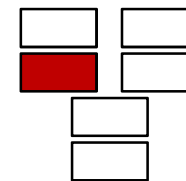
Pricing shown as relative to SE model.



# THE NEW BMW 3 SERIES SALOON. SPORT.



# THE NEW BMW 3 SERIES SALOON. SPORT.



# THE NEW BMW 3 SERIES SALOON.

NEW TRIM LEVELS PROVIDE UNDERSTANDABLE EQUIPMENT UPGRADES.

- 17" Sport alloy.
- Sport leather s/wheel.
- Sport seats, front.
- High-gloss Black trim.
- Extended lighting.

**Sport**  
(16d, 18d,  
20i/d only)

**+ £1,000**

- 17" Modern alloy.
- Sport leather s/wheel.
- Cloth / leather upholstery.
- Pearl trim.
- Extended lighting.

**Modern**  
(not 16d)

**+ £1,000**

**SE**  
(not 35i)

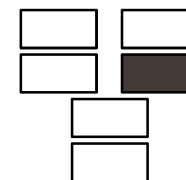
**ES**  
(16d only)

**-£850**

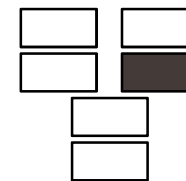
Pricing shown as relative to SE model.



# THE NEW BMW 3 SERIES SALOON. MODERN.



# THE NEW BMW 3 SERIES SALOON. MODERN.



# THE NEW BMW 3 SERIES SALOON.

NEW TRIM LEVELS PROVIDE UNDERSTANDABLE EQUIPMENT UPGRADES.

- 17" Sport alloy.
- Sport leather s/wheel.
- Sport seats, front.
- High-gloss Black trim.
- Extended lighting.

**Sport**  
(16d, 18d,  
20i/d only)

**+ £1,000**

**+ £2,500**

**Luxury**  
(not 16d)

- 18" Luxury alloy.
- Dakota leather upholstery.
- Finition Anthracite wood.
- Chromeline exterior trim.

**+ £1,000**

**Modern**  
(not 16d)

- 17" Modern alloy.
- Sport leather s/wheel.
- Cloth / leather upholstery.
- Pearl trim.
- Extended lighting.

**SE**  
(not 35i)

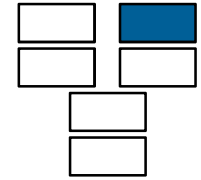
**ES**  
(16d only)

**-£850**

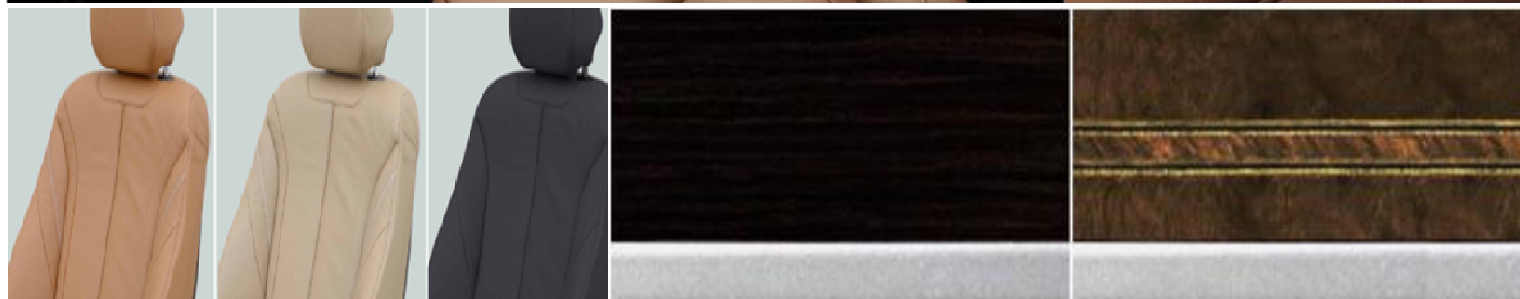
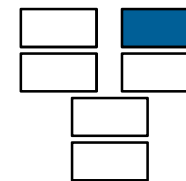
Pricing shown as relative to SE model.



# THE NEW BMW 3 SERIES SALOON. LUXURY.



# THE NEW BMW 3 SERIES SALOON. LUXURY.



# THE NEW BMW 3 SERIES SALOON.

NEW MODELS PROVIDE UNDERSTANDABLE EQUIPMENT UPGRADES.

- 18" M Sport alloy.
- Dakota leather upholstery.
- M Sport leather s/wheel.
- M aerodynamic bodystyling.
- M Sport suspension.

**M Sport**  
(not 16d) + £TBC

- 17" Sport alloy.
- Sport leather s/wheel.
- Sport seats, front.
- High-gloss Black trim.
- Extended lighting.

**Sport**  
(16d, 18d,  
20i/d only) + £1,000

+ £2,500

**Luxury**  
(not 16d)

- 18" Luxury alloy.
- Dakota leather upholstery.
- Finition Anthracite wood.
- Chromeline exterior trim.

+ £1,000

**Modern**  
(not 16d)

- 17" Modern alloy.
- Sport leather s/wheel.
- Cloth / leather upholstery.
- Pearl trim.
- Extended lighting.

**SE**  
(not 35i)

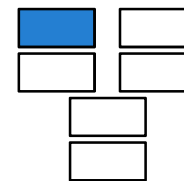
**ES**  
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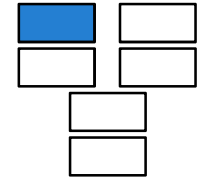
Pricing shown as relative to SE model.



# THE NEW BMW 3 SERIES SALOON. M SPORT.



# THE NEW BMW 3 SERIES SALOON. M SPORT.





# THE NEW BMW 3 SERIES SALOON. CLASS-LEADING DRIVING EXPERIENCE.



- BMW 3 Series has always set the benchmark for dynamic performance - 'the driver's car'
- New chassis philosophy combines sporty and agile dynamics with increased comfort
- Drive Performance Control allows selection of driving mode and tailored characteristics
- Optional Adaptive M Sport suspension and Variable Sport Steering take best-in-class dynamic performance a step further
- Chassis testing on UK roads as part of development programmes



# THE NEW BMW 3 SERIES SALOON.

## NEW DRIVER ASSISTANCE AND CONNECTIVITY OPTIONS.

### Convenience

- Comfort Access with smart-opener.
- Park Assist.
- Reversing Assist camera.
- Surround-view.

### Safety

- Dynamic Safety.
- Head-up Display.
- Lane Change Warning.
- Lane Departure Warning.

### Infotainment

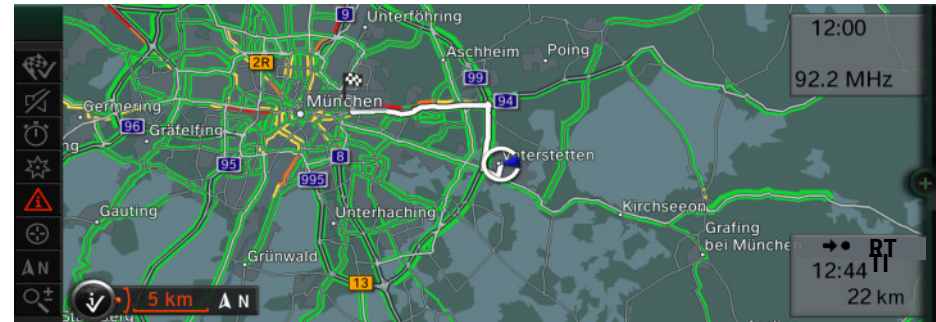
- BMW Apps.
- BMW Live.
- Real Time Traffic Information (RTTI).



# THE NEW BMW 3 SERIES SALOON. NEW DRIVER ASSISTANCE AND CONNECTIVITY OPTIONS.

## Real Time Traffic Information (RTTI)

- Included FOC with Professional Navigation.
- Colour-coded down to 500m intervals.
- Updated every three minutes.



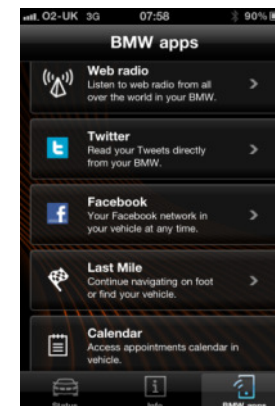
## Head-up Display

- New to the segment.
- Displays all key driving data, as well as integrates with optional equipment (e.g. navigation, speed limit info, etc).



## BMW Apps

- In-car access to social media (Facebook, Twitter) and web radio.
- iPhone app integrates with vehicle and displays vehicle information, e.g. range.



# THE NEW BMW 3 SERIES SALOON.

## CLASS-LEADING PRODUCT WITH COMPETITIVE PRICING.

Engine	Trim level	Predecessor retail price	New model retail price	Change vs. predecessor
316d	ES	£23,780	£24,100	£320
318d	SE	£25,900	£26,200	£300
320d	SE	£27,120	£27,300	£180
320i	SE	£24,875	£24,950	£75
325i	SE	£27,485		£665 / -£2,875
328i	SE		£28,150	
330i	SE	£31,025		
335i	SE*	£32,675	£33,300	£625

- Even with significant improvements to design, quality, size and standard equipment, increases in price will be minimal.

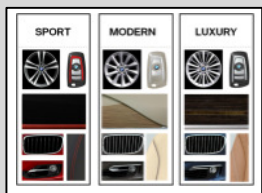
Nominal value as 335i SE variant not available in UK.



# THE NEW BMW 3 SERIES SALOON. SUMMARY.



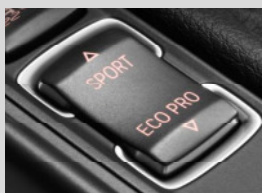
Increased comfort and practicality:  
50mm longer wheelbase, 15mm greater kneeroom, 20 litres more boot space.



Greater customer choice and enhanced standard specification.  
Sport, Modern and Luxury offered as well as ES, SE and M Sport.



Class-leading driving dynamics:  
UK tested chassis.



Class-leading BMW EfficientDynamics technology as standard:  
All models see improved performance and economy despite increased car dimensions and level of standard specification.



Enhanced optional equipment and package offer:  
Head-up Display and Park Assist segment firsts.

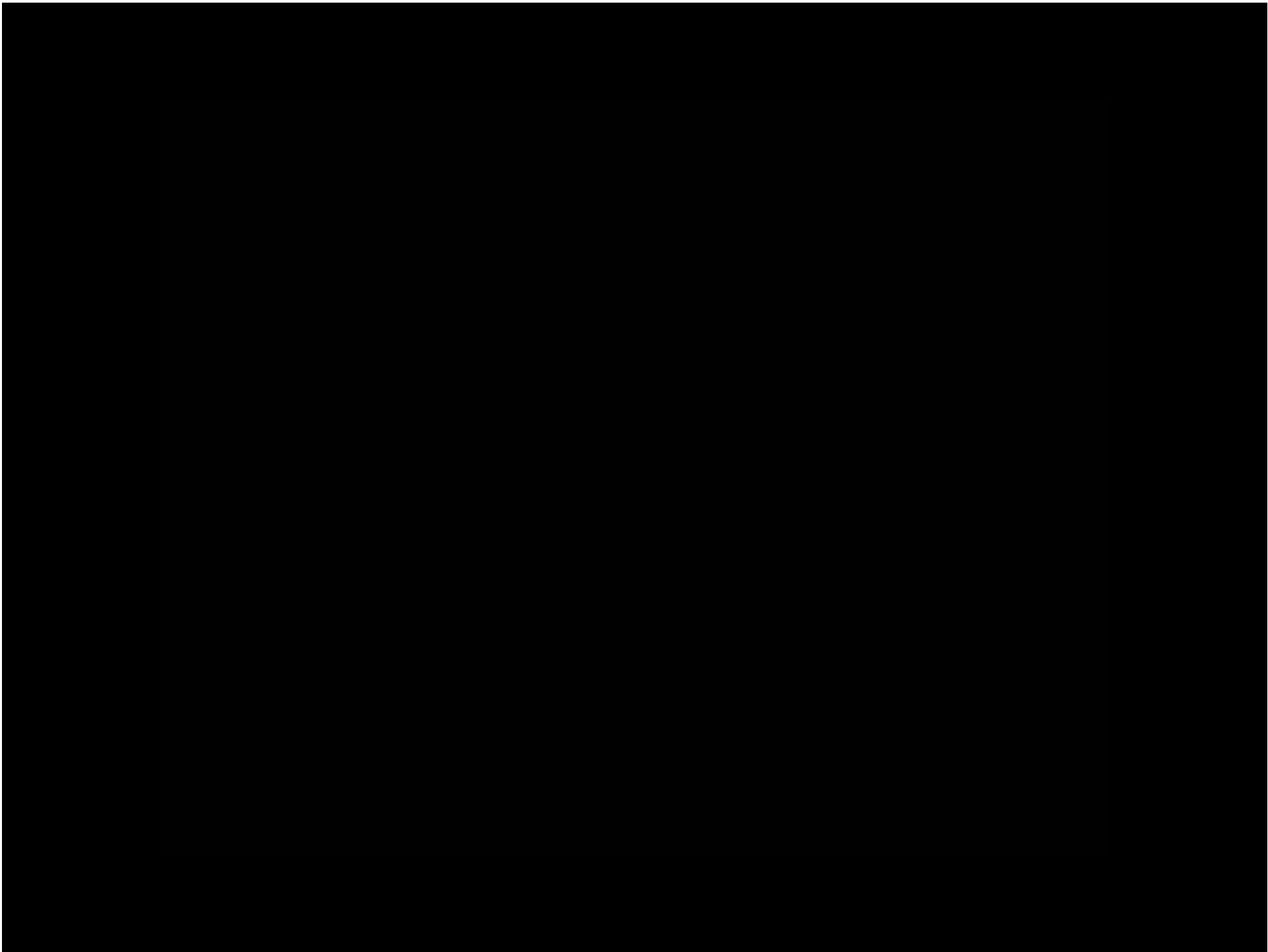


# THE NEW BMW 3 SERIES SALOON.

THANKYOU FOR YOUR ATTENTION.

**BMW  
GROUP**









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**BMW  
GROUP**

