



BMW UK
September 2015

THE NEW BMW 3 SERIES SALOON/TOURING.

PRESS LAUNCH PRODUCT OVERVIEW.

**BMW
GROUP**



MODEL POSITIONING.



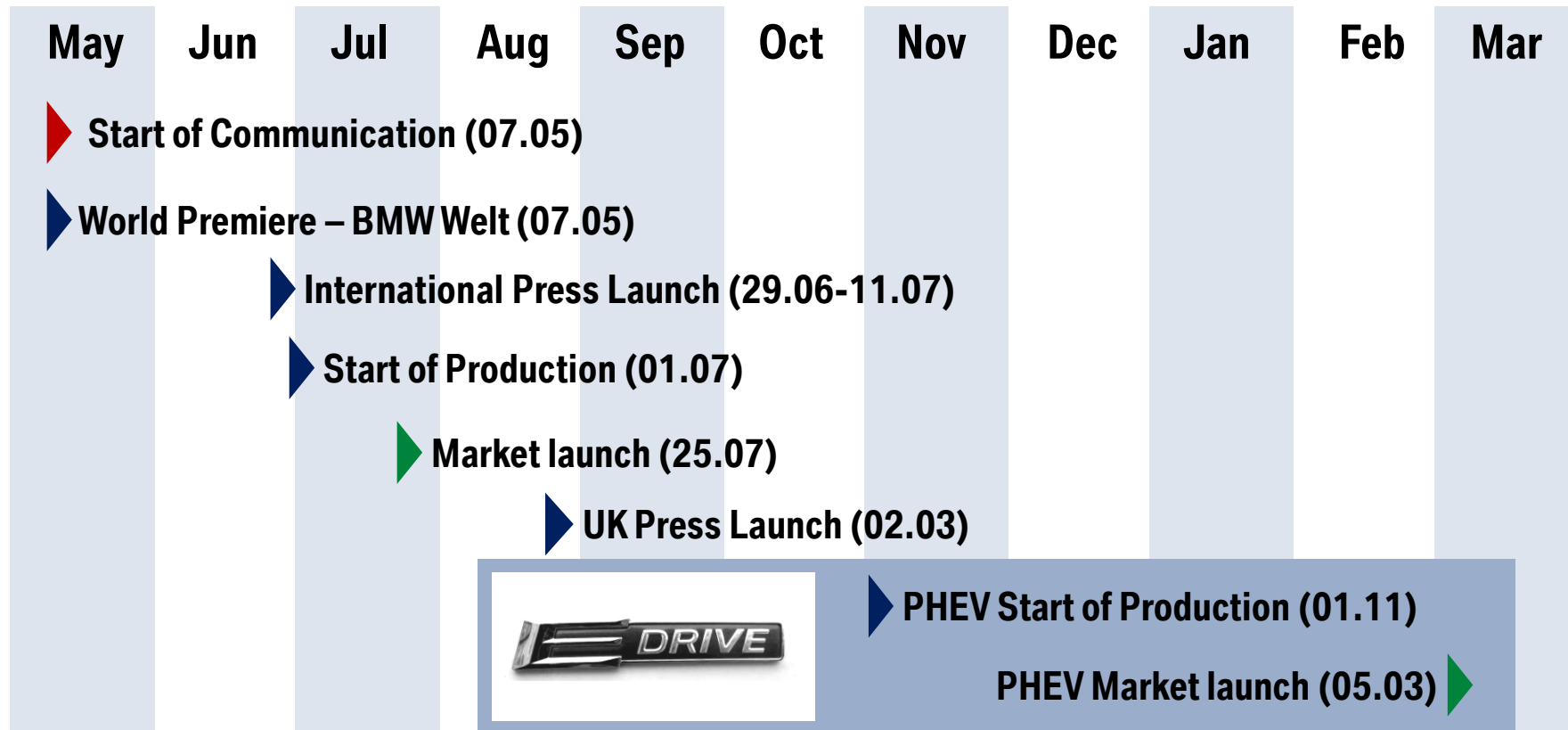
SALOON

- **Continue the success story** of the 3 Series as the segment benchmark.
- **Defend and extend** our segment leadership position against existing competitors (Mercedes-Benz and Audi) and new entrants (Jaguar).
- Fulfil the role as the **heart and core of the BMW brand**.

TOURING

- Uniquely combine **sporty and elegant design** with the highest functionality.
- Offer a **lifestyle-oriented alternative** to the 3 Series Saloon with class-leading driving dynamics.
- **Extend** leadership position over the Audi A4 Avant and counteract new C-Class Estate .

LAUNCH DATE – 25 JULY 2015.



THE ONLY CAR WITH A 40 YEAR HEADSTART



1st Generation
1975–1983



2nd Generation
1983–1991



3rd Generation
1991–1998



4th Generation
1998–2005



5th Generation
2005–2012

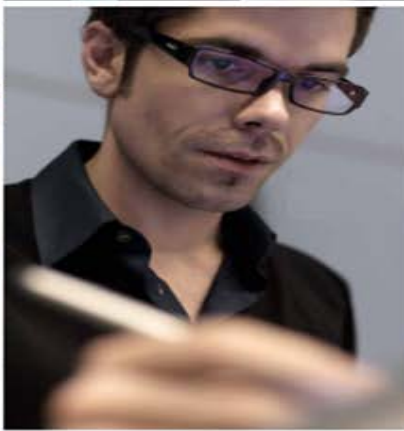


6th Generation
2012+



- The BMW 3 Series Saloon is the most iconic sports saloon and the only car in its segment to have a 40 year heritage.
- The new 3 Series is the most sporty, dynamic, efficient and powerful 3 Series ever.
- F30/31 a major success since launch.

EXTERIOR DESIGN.



THE NEW BMW 3 SERIES SALOON.



THE NEW BMW 3 SERIES SALOON.



THE NEW BMW 3 SERIES SALOON.



FRONT END DESIGN CHANGES.



Pre-LCI Sport

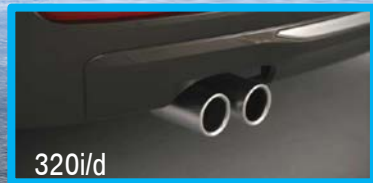


LCI Sport

REAR END DESIGN CHANGES AND FULL LED TAILLIGHTS.



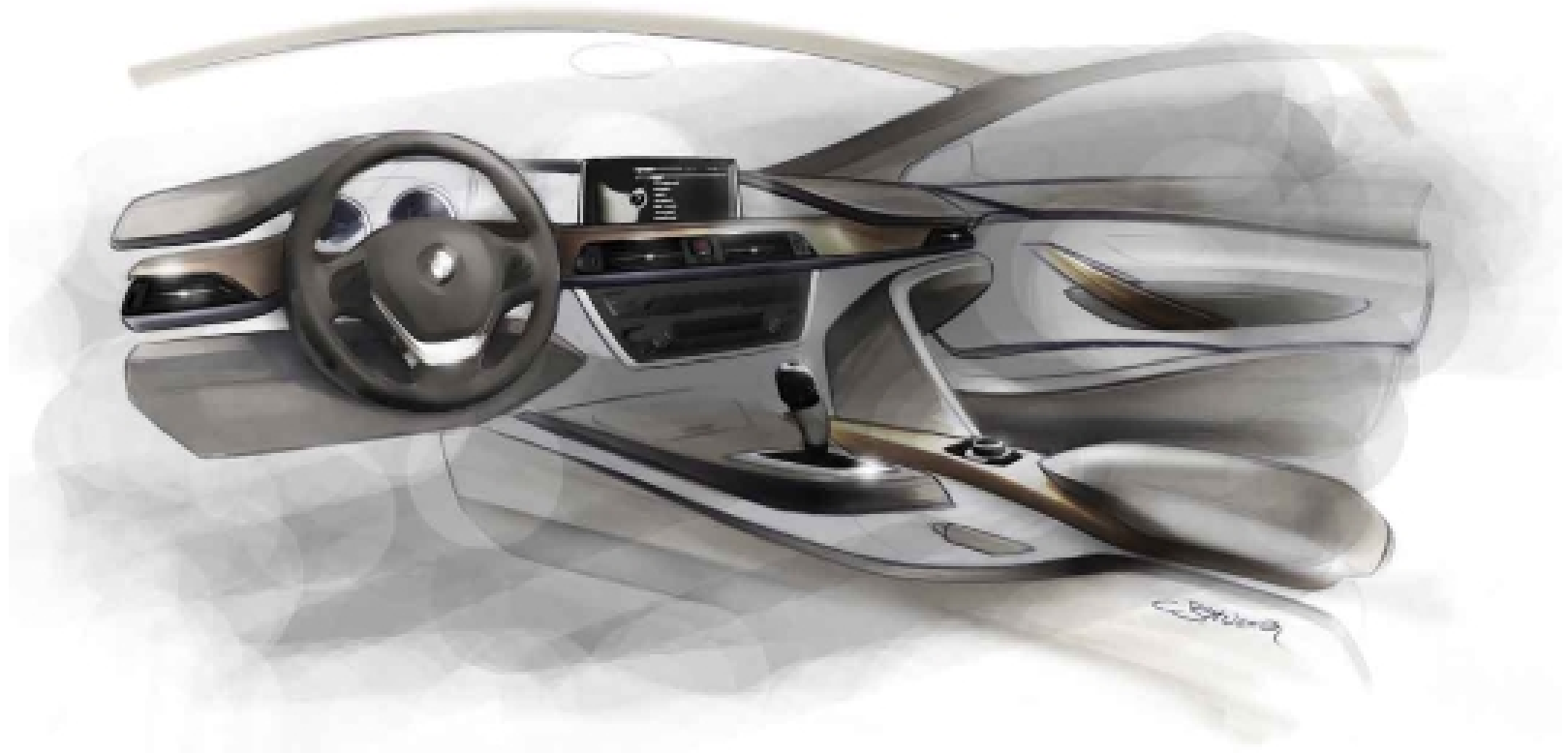
Pre-LCI Sport



320i/d

340i Sport N/A for UK **LCI Sport**

INTERIOR DESIGN.



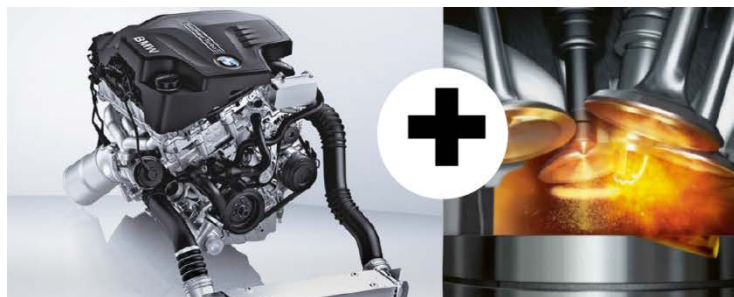
NUMEROUS INTERIOR ENHANCEMENTS.



ENGINE PROGRAMME.



NEXT-GENERATION TWINPOWER TURBO ENGINES.



Next-generation modular 'B' engines based around 500cc cylinders in 3-cyl, 4-cyl or 6-cyl configurations.

Minimised friction and reduced thermal losses.

Water-cooled turbine on petrol engines.

TwinPower		Turbo
VANOS	High-precision direct injection (petrol)	Single turbo (3-cyl)
VALVETRONIC	Common-rail injection (diesel)	TwinScroll turbo (4/6-cyl)
Variable Turbine Geometry		Bi-turbo / Tri-turbo (diesel)

Improved performance, lower emissions, reduced consumption.

UK ENGINE PROGRAMME INTRODUCTION.

2015

2016

07/15

318i

320i / xDrive

330i

340i

316d

318d

320d / ED / xDrive

330d / xDrive

335d xDrive

07/15
Launch

11/15
330e

03/16
330e Launch

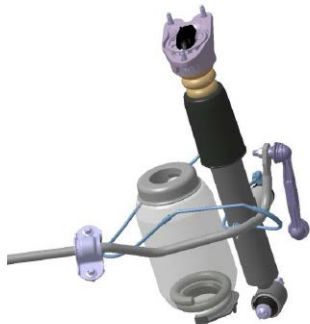
NAMING STRATEGY

Change in nomenclature to reflect new engines with associated increases in power and reductions in emissions.

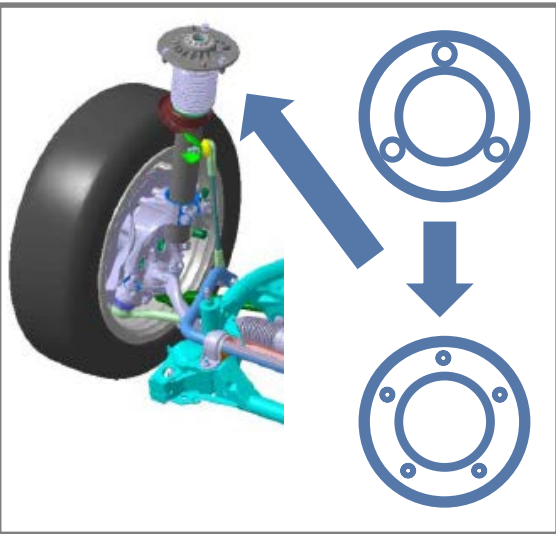
Engine		LCI Engine	Power (hp)	CO2 (g/km)
16i	➡	18i	0	-14
28i	➡	30i	+7	-11 (AT)
35i	➡	40i	+20	-12 (AT)



DRIVING DYNAMICS FURTHER ENHANCED.



All chassis setups improved hardware and software for (Base, M Sport & Adaptive) to increase secondary ride and keep same level of comfort



Change of strut top mounts from 3 to 5 bolts to spread load and increase performance while reducing bolt size for no increase in weight.

Thickness of steel increased from 1.6mm – 3mm for additional stiffness and to allow higher loads to be transmitted in sporty driving.



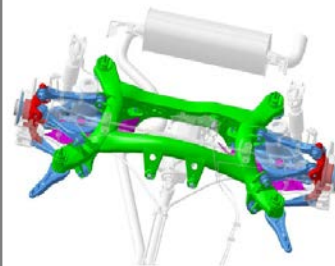
New steering setup for Base, Servotronic and Sports steering – improved performance and feel



New Michelin Sport Performance tyres optionally available on M Sport increasing acceleration, slalom and braking distances

(One wheel choice)

New damper settings, new bump stops front and rear, thicker roll bars for adaptive, less roll with same level of comfort



IMPROVED 8-SPEED STEPTRONIC TRANSMISSION.

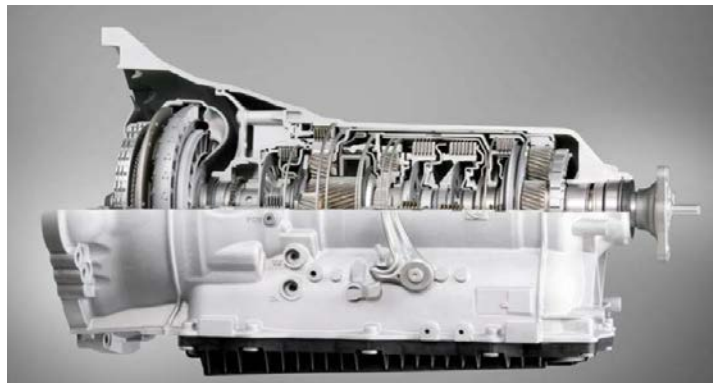
Already regarded as the benchmark automatic transmission within the segment.

Compact architecture and optimised weight.

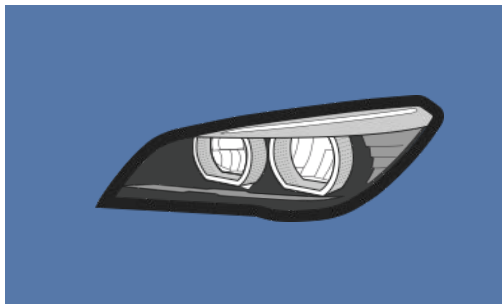
Proactive Driving Assistant uses navigation data and route profile to predict required gear.

Predictive Drivetrain sets up vehicle by taking into account driver preferences.

Greater differentiation between COMFORT and SPORT mode than ever before.



NEW BMW LED HEADLIGHT TECHNOLOGIES.



BMW LED Headlights

Main beam: LED

DRLs: LED

Indicators: LED

LED foglights: optional

High-beam assist: optional

£710



BMW Adaptive LED Headlights

Main beam: LED **adaptive**

DRLs: LED

Indicators: LED

LED foglights: **standard**

High-beam assist: **standard**

£1,460



THE NEW BMW 320d ED PLUS AT LCI DELIVERS 10G/KM SAVING OVER PREDECESSOR WITH ADDITIONAL WHEEL OPTIONS.



Available as Saloon and Touring models.
Equipment as per 320d SE.

(16" alloy wheels). Some restrictions applicable.



163hp

74.3mpg

99g/km
(MT : 102g/km)

£0 VED
17% BIK

£29,705

THE NEW BMW 320d ED SPORT DELIVERS SPORTY STYLING WITH EXCELLENT EMISSIONS



Model shown with optional 19" Alloy wheels

OPTIONAL WHEELS

19"
£1,160



18"
£575



17"
Standard
Wheel



163hp

70.6mpg

104g/km
(MT : 108g/km)

£20 VED
18% BIK

£30,205

320D ED SPORT AUTO- BEST IN SEGMENT WITH SPORTY APPEAL

	Manual			
	320d ED Sport	A4 2.0 TDI Ultra S Line	MB C220 BlueTEC Sport	Jaguar XE 2.0 R-Sport
Wheel size	17"	17"	17"	17"
Power (hp)	163	163	170	163
Torque (Nm)	400	400	400	380
0-62mph (secs)	7.9	8.3	7.7	8.4
Combined (mpg)	68.9	67.3	70.6	75.0
CO ₂ (g/km)	108	109	103	99
Retail Price	£30,615	£32,225†	£32,305*	£32,325
BIK % (15/16)	19%	19%	18%	17%
BIK 2015 - 40%	£2,295	£2,448	£2,325	£2,198

	Auto			
	320d ED Sport Auto	A4 2.0 TDI Ultra S Line	MB C220 BlueTEC Sport	Jaguar XE 2.0 R-Sport
Wheel size	17"	17"	17"	17"
Power (hp)	163	N/A	170	163
Torque (Nm)	400	N/A	400	380
0-62mph (secs)	7.8	N/A	7.4	8.2
Combined (mpg)	70.6	N/A	65.7	67.3
CO ₂ (g/km)	104	N/A	109	106
Retail Price	£31,755	N/A	£33,805*	£34,075
BIK % (15/16)	18%	N/A	19%	19%
BIK 2015 - 40%	£2,286	N/A	£2,704	£2,589



Segment leader on efficiency, BIK and price for 320d ED Sport Auto

* Includes £995 for Exec Pack (Nav/Heated Seats)

† Includes £1,695 for Nav (half leather std)

THE NEW BMW 330e PLUG IN HYBRID.



NEW OPTIONAL 16" WHEEL

+70Nm over 330i

+60mpg from 320d ED

-50g/km from 320d ED

-12% from 320d ED

*Draft figures

252hp*

134.5
mpg*

<50g/km*

ZERO VED
5% BIK

£TBC

RETAIL PRICING WITH MINOR INCREASE AT LCI. DESPITE INCREASES IN ALL AREAS OF PERFORMANCE.

Fuel	Engine	Trim level	Increase from Pre-LCI	Power	Torque	Emissions	Economy
Petrol	18i, 20i, 30i, 40i	All	£0	+2%	+7%	-7%	+8%
Diesel	16d, 18d, 20d, 30d	All	£310	+3%	+3%	-6%	+6%
Diesel	35d	All	£0	No change	No change	No change	No change

- All F30/31 petrol models gain new engines at no additional cost
- All F30/31 diesel models gain new engines with the exception of 30d which is optimised to EU6 and 35d which is already EU6 and therefore has no price increase.
- Increase in Power, Torque Economy and Reductions in CO2



3 SERIES PRICING COMPETITOR COMPARISON.

VOLUME MODEL LEADS ON PERFORMANCE, EFFICIENCY AND PRICE.

Marque	Model	Power (hp)	CO2 (g/km)	0-62 (s)	RRP (£)	BIK (%)	Initial Rental (£)	Monthly Cost (£)
BMW	320d M Sport Auto	190	111	7.2	£32,855	20%	£1,764	£294
Mercedes	C220d AMG Line Auto	170	119	7.4	£35,695	21%	£2,066	£344
Audi	A4 2.0TDI S Line Auto	190	126	7.8	£32,440	23%	£2,051	£342
Jaguar	2.0d R-Sport Auto	180	111	7.8	£34,775	20%	£2,165	£361

Monthly cost based on 6+36m / 10,000 Miles/yr
320d M Sport is the highest selling 3 Series model

OFFER STRUCTURE AND STANDARD EQUIPMENT.



INCREASED STANDARD SPECIFICATION.



6.5" colour screen and iDrive Controller



Two-zone A/C



Cruise control



Rear PDC



BMW Emergency Call



Drive Performance Control/ECO PRO



**Rain sensor/
auto. headlight**



DAB digital radio



**Bluetooth/USB
inc. audio streaming**



Comfort Go



Extra 12V sockets



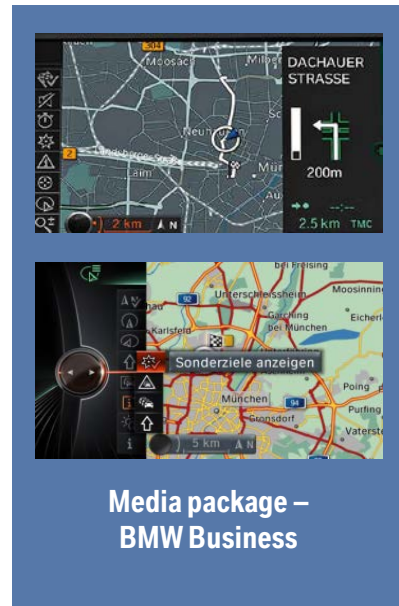
**Automatic tailgate
(Touring only)**



**40:20:40 folding seats
(Touring only)**



New 17" alloy wheels



**Media package –
BMW Business**

TRIM STRUCTURE.

- 18" M Sport alloy wheels
- Dakota leather upholstery
- M Sport leather steering wheel
- M aerodynamic bodystyling
- M Sport suspension / Sport seats
- Aluminium Hexagon interior trim
- High-gloss Shadowline exterior trim

M Sport

+£2,300

+£2,500

Luxury

- 18" Luxury alloy wheels
- Dakota leather upholstery
- Exclusive contrast stitching
- Fineline Anthracite interior trim
- Chromeline exterior trim

- 17" Sport alloy wheels
- Sport leather steering wheel
- Contrast stitching
- Sport seats
- High-gloss Black interior trim

Sport

+£300

- 17" Sport alloy wheels
- Sport leather steering wheel
- Contrast stitching
- Sport seats
- High-gloss Black interior trim

ED Sport

+£500

Over ED Plus

- **NEW** 17" alloy wheels
- **BMW Business Navigation**
- BMW Emergency Call
- Two-zone air conditioning
- Extended lighting (30i + above)
- Automatic tailgate (Touring only)

- Auto. dimming rear-view mirror
- Rain sensor with auto. headlights
- Front/rear PDC (30i + above)
- Servotronic (30i + above)
- Metallic paint (30d + above)
- 40:20:40 split-folding rear seats (Touring only)

SE

- Dakota Leather upholstery
- Heated front seats
- 16" Alloy wheels

ED Plus

+£700

Over SE

Prices shown are vs. SE/ED

MODEL IMAGERY.



SE



Sport



Luxury



M Sport

FIVE KEY SELLING POINTS.



Sporty design and styling

- New exterior & interior design inc. LED taillights
- New SE wheel design
- 320i/d dual exhausts

1



New-generation of BMW TwinPower Turbo engines

- 'Building-blocks' cylinder approach
- 320d ED
- 330e PHEV

2



Class-leading driving dynamics

- Wide scale chassis improvements
- Drive Performance Control allows selection of tailored driving modes
- PHEV, xDrive, Adaptive M Sport suspension and Sport automatic transmission with Launch Control available

3



High level of standard equipment

- Business Navigation on all models
- Auto. tailgate on Touring
- New optional alloy wheels for lines

4



The latest BMW ConnectedDrive technologies

- Intelligent light technologies including new Adaptive LED headlights
- Latest connectivity including RTTI, Head up-Display, Driving Assistant and Message Dictation, plus over the air nav updates and improved PDC functionality including park assistance.

5



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September 2015

THE NEW BMW 3 SERIES SALOON/TOURING

THANK YOU FOR YOUR ATTENTION.

**BMW
GROUP**

