



Media Information  
27 June, 2016

## **THE NEW BMW M3 30 JAHRE LIMITED EDITION**

- BMW M celebrates the 30th anniversary of its benchmark-setting high-performance sports car.
- Limited to the UK with only 30 cars available.
- On sale from Summer 2016 and priced £82,675 OTR.

With the launch of the first generation of the BMW M3 in 1986, the BMW M GmbH revolutionised the sporty mid-range segment and since then BMW M has continuously refined its automotive icon across five model generations. To mark the 30th anniversary of this automotive icon this summer, BMW M is launching the exclusive special BMW M3 30 Jahre Special Edition, which is limited in the UK to only 30 cars.

The BMW M3 30 Jahre Edition builds on the Competition Package which is already available for the BMW M3. The Competition Package comprises an increase in engine output by 19hp to 450hp and a combined fuel consumption of 34mpg with 194 g/km CO<sub>2</sub> emissions. Also included on this model is the Adaptive M suspension, which has been comprehensively aligned to the increased performance. Optimised features also include new springs, dampers and stabilisers, modified characteristic curves of the three modes COMFORT, SPORT and SPORT+ as well as a correspondingly modified standard Active M differential on the rear axle and Dynamic Stability Control feature (DSC).

<b>Model</b>	<b>Power Hp</b>	<b>Torque Nm</b>	<b>0 – 62mph Seconds</b>	<b>Top Speed Mph</b>	<b>Combined Mpg</b>	<b>CO<sub>2</sub> Emissions g/km</b>
M3 30 Jahre	450	550	4.0	155*	34.0	194

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Moreover, the edition model includes forged 20-inch M light-alloy wheels with 666 M star spoke design and mixed tyres (front: 265/30 R20, rear: 285/30 R20).

All of these measures lead to a noticeable increase in dynamic performance, which is not least also reflected in enhanced acceleration. The BMW M3 30 Jahre Edition with

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the 7-speed M DCT gearbox sprints from 0 to 62mph in just 4 seconds, which is 0.1 seconds faster than the series production model.

However, the changes on this car are not just technical, the special-edition M3 has been given the BMW Individual treatment. As a result, it cuts a more dynamic, head-turning figure than its standard siblings.

The striking BMW Individual Frozen Silver metallic paint accentuates the elegantly muscular forms of the BMW M3 and in terms of exterior design, it also includes the BMW Individual High Gloss Shadow Line with enhanced features, including a black chrome tailpipe trim for the M sports exhaust system as well as a variety of carbon fibre additions. These include a carbon fibre front splitter and trims, mirror caps, rear diffuser and a carbon fibre rear spoiler.

The edition model also features exclusively designed M gills in the front wings bearing the logo "M3 30 Jahre".

#### **Sporty, functional interior with an exceptionally high-class ambience.**

Both the driver and front passenger in the M3 30 Jahre Edition can settle into the specific BMW M sports seats with a skeletal design that combine perfect support with distinct travel comfort over long-distances. Seatbelts with woven-in BMW M strips also enhance the sporty interior ambience. Other additions include the BMW M Performance Alcantara Steering wheel and the BMW M Performance Alcantara Gear Selector trim and surround.

The logo "M3 30 Jahre" on the front doorsills reminds owners of the BMW M icon's unique history. The wording "30 Jahre M3 1/30" on the carbon fibre interior trim of the instrument panel and stitching on the front headrests gives indication of the exclusiveness of the BMW 30 Jahre M3.

The BMW M3 30 Jahre Edition features an exclusive full leather Merino trim in bicolour Black/Fjord Blue with colour-matching contrast seams that effectively underscore the anniversary model's sporty and sophisticated character.

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This special edition model features a high standard specification including harman/kardon surround-sound system with a total of 16 speakers. In addition to the exclusive content this car it also features as standard such equipment as Adaptive LED Headlights, BMW M Carbon Ceramic braking system, BMW M Head-up display, BMW M Double-Clutch Transmission, Comfort Access, Surround View, Comfort Access, Advanced Parking Pack, Extended Storage and a Speed Limit Display.

Priced at £82,675 OTR, the BMW M3 30 Jahre Edition goes on sale in Summer 2016, this being exactly 30 years after the signing of the first contract for the purchase of a BMW M3 – the original version of the car having made its debut at the 1985 Frankfurt Motor Show.

**Ends**

#### **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 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 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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