

IMMEDIATE

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**BMW 3 SERIES FOR 2002:
DESIGN FRESHENING FOR SEDANS
AND SPORT WAGONS,
NEW FEATURES AND OPTIONS FOR ALL MODELS**

Woodcliff Lake, New Jersey, October 1, 2001...Since its debut in model year 1999, the current 3 Series has gone from strength to resounding strength, repeatedly winning awards while evolving from the original two sedan models to today's multi-faceted 10-model line of sedans, sport wagons, coupes and convertibles. Along the way, the Series' inline 6-cylinder engines have become more powerful. All-wheel drive has been made available. And technology and features have benefited from BMW's practice of continual improvement.

For 2002, the evolutionary process gets a new burst of energy with –

- A subtle, yet significant design freshening for the sedans and sport wagons.
- Upgrading of the optional Xenon headlights to Bi-xenon lights, which include both low and high beams.
- Additional functions for the standard Dynamic Stability Control system, including a new traction-control mode and (in all-wheel-drive models) Hill Descent Control.
- Steering and suspension refinements that enhance handling and road feel.
- New optional run-flat tires and Flat Tire Monitor on the 330 models.
- Newly available 18-in. sport wheels and tires on 330 models.
- New wheel designs and other new features in some option packages.
- Automatic headlight control added to all 330 models equipped with the Premium Package.

- Rear-seat side-impact airbags newly available in coupes and convertibles, thus now optional in all 3 Series models.
- New exterior and interior colors.
- New interior trim

Other equipment improvements flowed into the Series in mid-2001.

The range of models has not changed from 2001, when new 325 and 330 designations signified a new generation of more powerful engines:

- **325i sedan**, the most accessible model; powered by a 2.5-liter, 184-hp engine.
- **325xi sedan**, an all-wheel-drive version of the 325i sedan.
- **325i sport wagon**, a 5-door that adds space and versatility while maintaining its sedan counterpart's innate sportiness.
- **325xi sport wagon**, with all-wheel drive to make it an ideal vehicle for winter sports activities.
- **325Ci coupe**, in 2-door format for added sport and elegance; yet also practical thanks to its standard split folding rear seats.
- **325Ci convertible**, with all of BMW's contemporary design and engineering for style, enjoyment and safety in a convertible.
- **330i sedan**, with the same profile as the 325i sedan but more power, additional standard equipment and design upgrades.
- **330xi sedan**, the 330i sedan with all-wheel drive.
- **330Ci coupe**, adding a larger engine and further upmarket features to the sport and elegance of the 325Ci coupe.
- **330Ci convertible**, open motoring taken to a new level..

AN EXTERIOR FRESHENING IN THE BMW TRADITION, REFINING BOTH DESIGN AND FUNCTION

Even when BMW "facelifts," the company's usual standards of design restraint, good taste and functional relevance apply. So it is with the '02 sedans, the longest-running models in this Series, and the sport wagons that share their front-end sheet metal, lower door structures and taillight configuration. The changes are subtle, yet interesting and complementary to the excellent original design. Some of them also refine functional aspects.

At the front, the lighting clusters have been reshaped, with new cutouts beneath the headlights and upward-sweeping wraparounds. The optional Bi-xenon headlights, formerly for low beams only, now encompass high beams as well: The outer lamps provide high-intensity-discharge illumination on low and high beams, while the inner ones augment the high beams with halogen lighting. Auto-leveling of the Bi-xenon lights continues to be included in this option.

Finally, new automatic headlight control, included in the 330 models' Premium Package, turns on exterior lighting in low ambient light conditions.

The grilles, continuing BMW's dual "kidneys" tradition, have been widened; the hood's character lines now sweep outward and rearward from the grilles' upper outer corners back to the body's A-pillars. Front fenders are also modified, with more prominent wheel-opening flares that "interrupt" the side character lines for an additional element of design interest.

Bumpers, front and rear, have been given a simpler, cleaner look and the taillight units' functional segments reapportioned to give the main taillights greater illuminated area. And the sedans' and sport wagon's Sport Package provides a handsome new wheel design as well.

Coupes and convertibles, whose design is about a year "newer" than that of the sedans, go into 2002 with few design changes but share in the functional and equipment evolution. Sports Package equipped coupes and convertibles now get clear turn signal lenses. All models, however, get at least one new color: sedans and wagons the aptly named Electric Red and subtle Gray Green Metallic, coupes and convertibles Electric Red only; Gray Green Metallic was added to their color selection during the '01 model year.

NEW FUNCTIONALITY FOR THE STANDARD DYNAMIC STABILITY CONTROL SYSTEM

BMW has led in engineering traction and stability-enhancement systems into its vehicles and then evolving them. For 2002, the 3 Series' Dynamic Control System, standard since mid-'99 and upgraded by addition of Dynamic Brake Control in September '00, has been refined once more.

A function called Automatic Differential Brake, which via a brief push of the DSC button on the console de-activates the system's engine intervention but leaves the brake intervention functional, was already present; this "softens" the traction-control effect of DSC and is useful on certain very slippery surfaces, such as gravel or packed snow. In this mode, when the drive wheels begin to slip, individual wheel brakes react to control the slip but the usual reduction of engine power does not occur.

New for '02 in this mode is a phase-in of engine intervention with increasing vehicle speed, adding stability at higher speeds while leaving the moderated traction-control effect at low speeds. BMW calls this **Dynamic Traction Control**. As before, pressing the DSC button for a longer period (2 seconds) completely de-activates all DSC functions except antilock braking.

As an all-encompassing system, DSC includes the following functions:

All-Season Traction control. intervening via engine power and/or brakes as described to optimize traction at all vehicle speeds. BMW first made this feature standard in 1997; it has always been part of the overall DSC system.

Automatic Differential Brake (ADB) and Dynamic Traction Control (DTC), as described earlier.

Antilock braking. The most familiar DSC function, hindering wheel lockup or skidding to help the driver control the vehicle under hard braking.

Electronic Brake Proportioning. Anytime the brakes are applied, there is some degree of wheel slip (not to be confused with skidding or sliding); in turn, the slip indicates the degree of braking at any given wheel. EBP continually monitors this slip and distributes braking force accordingly to the wheels for optimal braking effect and relatively even brake and tire wear.

Dynamic Brake Control. In hard or emergency braking, DBC intervenes to assist the driver in achieving the shortest possible stopping distance.

Stability enhancement. In avoidance maneuvers or hard cornering, DSC recognizes when the vehicle departs from its normal cornering path and intervenes via the wheel brakes and engine power to help keep it on course.

The three all-wheel-drive models – 325xi sedan and sport wagon, 330xi sedan – come with **DSC-X**, the AWD version of Dynamic Stability Control. In addition to traction control via the four driving wheels and all the functions listed above, for '02 DSC-X adds **Hill Descent Control**, a function familiar from BMW's X5 Sports Activity Vehicle.

Hill Descent Control helps the driver maintain speed and stability on steep downhill runs. The driver needs only to press a dedicated button on the console to activate it; HDC then takes over, gently applying the brakes as necessary to help keep the speed to a brisk walking pace.

WHEELS AND TIRES: NEW OPTIONS, NEW STANDARD EQUIPMENT

Generous "running gear" is part of the formula that makes every BMW, from the entry-level 325i to the largest 7 Series sedan, a true driver's machine. For 2002, BMW has not simply stood pat on this formula.

As in 2001, 16-in. wheels are standard on every 325 model, 17-in. on every 330. New in the rear-wheel-drive 325 models' Sport Package is a handsome Star Spoke wheel design, with seven ribbed spokes reaching out to the 17 x 8.0-in. rims. All 325s come standard with H-rated all-season tires; all-wheel-drive models with Sport Package get 17-in. V-rated all-season tires for optimum traction, while rear-wheel-drive models' Sport Package includes W-rated 17-in. performance tires.

All '02 330 models come standard with V-rated all-season 17-in. tires, up from H-rated in 2001. As in '01, the 330xi all-wheel-drive sedan with Sport Package gets the same tires (on distinctive wheels), while rear-wheel-drive models with Sport Package get performance-oriented 17 x 7.5 front / 17 x 8.5 rear M Double Spoke wheels with Z-rated 225/45R-17 tires at the front, 245/40R-17 at the rear. For 2002, an even heartier wheel-and-tire combination arrives: Optional on rear-drive 330s with the Sport Package. It consists of 18 x 8.0 front / 18 x 8.5 rear wheels in a new M V-Spoke design, connected to the road through 225/40R-18 front / 255/35R-18 rear Z-rated performance tires. This equipment, to be available as of November '01 production, approaches that of the M3.

Yet another new option for '01 330s is **run-flat tires and wheels**. Sized and speed-rated like the standard 330 tires, thus 17 x 7.0 wheels with 205/50 "V" tires, this option includes –

- Special wheels designed to hold a deflated tire securely
- Self-supporting tires
- Flat Tire Monitor.

In their design and configuration, the self-supporting tires are distinguished primarily by special sidewalls, with specific construction and highly heat-resistant rubber compounds. These features allow a deflated tire to maintain its essential shape and guidance characteristics for up to 100 miles, so that the driver can continue on at reduced speed until reaching a place to have the tire repaired or replaced. The wheel rims include an extended center hump that helps keep the tire in place.

Whenever tire pressure drops by 30% or more, the tire's rolling radius changes and the wheel rotates at a different speed from the other tires. Via DSC's wheel-speed sensors, the Flat Tire Monitor recognizes any such major deviation. Within a short time of 1-3 minutes, this system triggers a pressure-loss indication in the instrument cluster, plus an audible warning.

INSIDE THE 2002 3 SERIES: SUBTLE UPDATES

Having presented a uniquely appealing blend of function, style and quality upon their debut three years ago, the 3 Series cabins now introduce a variety of subtle improvements to their function and style while refining their exemplary quality.

On the functional side, vehicles with the new automatic headlight control add an "A" position to the rotary head- and parking-lights switch. An in-dash single-disc CD player replaces the former cassette deck as standard equipment; the cassette deck is now available as a no-extra-cost option. BMW's pioneering Onboard Navigation System, which embodies not only GPS navigation but audio, trip-computer and (if the vehicle is so equipped) phone functions, has been redesigned with –

- An enlarged, easier-to-read color monitor in 16:9 format
- Rearranged controls for easier operation

- A panel that pivots downward to reveal the cassette player ¹.

The concealed cassette player frees up more space on the unit's face panel, allowing the larger monitor improved arrangement of controls within the same overall panel size as before.

BMW's Vehicle and Key Memory provides for the programming of various electronic functions to suit individual customers', and even individual users', preferences. For '02, radio presets have been added to the list of Key Memory functions, meaning that a user's own remote control recalls his or her presets upon unlocking of the vehicle with that remote. Two remotes are included with the new vehicle; customers may purchase additional remotes and the system accommodates up to four of them.

One major control has been revamped in a simple, though fundamental way: The STEPTRONIC automatic transmission's manual shift motions, formerly forward for upshifts and rearward for downshifts, have been reversed so that tipping the shift lever forward effects downshifts and rearward gets upshifts. Also found on all other '02 STEPTRONIC-equipped BMWs, this change brings them into consistency with the Sequential Manual Transmission soon to be available on M3 models.

Leather upholstery is optional in all 3 Series models except the 330Ci convertible, where it is standard; a new Natural Brown color has been added for the leather, bringing the color selection to four. New titanium-finish trim on the instrument panel, console and doors is newly standard in all models; genuine Myrtle wood remains optional.

REAR-SEAT SIDE-IMPACT AIRBAGS NOW AVAILABLE IN ALL MODELS

Door-mounted side-impact airbags have always been standard in the front doors of sedans and sport wagon, and in the doors of the 2-door coupe and convertible. Rear-compartment side-impact airbags were optional in the sedans and sport wagon, this feature being a choice BMW believes best left

¹ - Presently the Navigation System is not available with the single-disc CD player; thus the cassette option is required

to customers. As of the '02 model year, rear side airbags are also available in the coupes and convertible.

In addition, the 3 Series incorporates as standard equipment an array of safety features that has contributed to widespread recognition of these vehicles' excellent occupant protection. Among many other impressive test results, the Insurance Institute of Highway Safety rated the 3 Series sedan its Best Pick rating in offset crash testing. Other safety features include –

- “Intelligent lightweight” body structure, designed for effective energy management in a crash impact without excess weight.
- Optimized steering-column design: a complex 2-section system employing aluminum and magnesium to achieve outstanding protection of the driver, again without excess weight.
- Head Protection System (HPS) in closed-body models: BMW's pioneering inflatable tubular cushion, anchored in the windshield pillar and roof, deploys to afford protection of front-seat occupants' heads – particularly in side impacts, but also in mixed-direction collisions.
- 2-stage “smart” front-impact airbags.
- Rollover Protection System (RPS) in convertibles: an independent module behind each of the two rear-seat passengers' heads, deploying automatically in case of an impending vehicle rollover.
- Height-adjustable front safety belts with automatic tensioners and force limiters. In the convertibles, the belts are integrated with the seats and are power-adjusted along with the head restraints.
- Interlocking door anchoring system for side impacts.
- Battery Safety Terminal, automatic severing of the high-current connection between the battery and starter cable to reduce the likelihood of fire after a severe crash impact.

Standard security features include

- Coded Driveaway Protection, a rolling-code immobilizer system proven to reduce the probability of theft
- A central locking system with double-lock anti-theft feature to hinder the opening of doors even if a thief breaks a window

- Pathway Lighting, which via the headlight flasher switch activates the headlights and interior lights for 40 seconds.

Like all current models, each 3 Series vehicle is covered by BMW's 4-year/50,000-mile limited warranty and comes with a 3-year/36,000-mile Full Maintenance Program for customer convenience and peace of mind.

PERFORMANCE WITH A CONSCIENCE

BMW strives to produce its motor vehicles and other products with the utmost attention to environmental compatibility and protection. Integrated into the design and development of BMW automobiles are such criteria as resource efficiency and emission control in production; environmentally responsible selection of materials; recyclability during production and within the vehicle; elimination of CFCs and hazardous materials in production; and continuing research into environmentally friendly automotive power sources. Tangible results of these efforts include the recycling of bumper cladding into other vehicle components; water-based paint color coats and powder clear coats; future availability of hydrogen-powered models; and various design and engineering elements that help make BMWs easier to dismantle at the end of their service life.

BMW GROUP IN AMERICA

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Information about BMW Group products is available to consumers via the World Wide Web on the BMW homepage at <http://www.bmwusa.com>, <http://www.bmwmotorcycles.com> and <http://www.miniusa.com>.

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