

IMMEDIATE

David J. Buchko  
BMW Product Communications Manager  
201-307-3789 / dave.buchko@bmwna.com

Gordon B. Keil  
BMW Product Communications Specialist  
201-307-3790 / gordon.keil@bmwna.com

## **2002 BMW 3 SERIES PRODUCT HIGHLIGHTS**

### **General**

- BMW's most accessible, best-selling Series, significantly updated for 2002, with exterior design freshening for sedans and sport wagons
- 10 models in four body types:
  - sedans – 325i, 330i; 325xi, 330xi with all-wheel drive
  - sport wagons – 325i; 325xi with all-wheel drive
  - coupes – 325Ci, 330Ci
  - convertibles – 325Ci, 330Ci
- All models powered by latest generation of BMW's turbine-smooth, high-performing "straight six" engine. Two levels: 2.5-liter for 325 models, 3.0-liter for 330 models.
- Base prices including destination charge:
  - 325i sedan – \$27,745
  - 325xi sedan – \$29,495
  - 325i sport wagon – \$30,145
  - 325xi sport wagon – \$31,895
  - 325Ci coupe – \$29,745
  - 325Ci convertible – \$36,745
  - 330i sedan – \$34,635
  - 330xi sedan – \$36,385
  - 330Ci coupe – \$35,635
  - 330Ci convertible – \$43,045
- U.S. sales in calendar 2000: 89,681 units, up 16.3% over calendar 1999

-more-

- U.S. sales January-August 2001: 71,738 units, up 26.4% over comparable period in 2000

## **What's new for 2002**

### **All models**

- New functionality for standard Dynamic Stability Control traction- and stability-enhancing system: Dynamic Traction Control function, with reduced intervention at low speeds for very slippery road surfaces, phase-in of full intervention at higher speeds; Hill Descent Control added to system of all-wheel-drive models
- Optional Xenon headlights evolve from low beam to low and high beams; now called Bi-xenon
- Coupes and convertibles with optional Sport Package get clear turn-signal lenses (standard lenses continue to be amber)
- New exterior colors
- Optional BMW Onboard Navigation System updated with larger, easier-to-read monitor format, newly arranged controls and swing-down panel
- In-dash single-disc CD player now standard; replaces cassette player, which becomes a no-cost option
- Radio presets now included in Key Memory System (individual user's remote captures that user's settings)
- New Natural Brown color for leather upholstery (optional all models except 330Ci convertible, where leather is standard)
- Titanium-finish interior trim replaces high-gloss color-keyed or aluminum-look trim as standard equipment

### **Design freshening for sedans and wagons**

- Traditional BMW dual "kidney" grilles widened, hood newly contoured
- Front lighting units (head- and parking lights, turn signals, side indicators) reshaped
- Restyled front and rear bumpers
- Newly shaped front fenders, with bolder wheel-opening flares
- Rear lighting units' functional segments rearranged to give greater illuminated area to main taillights

**Standard equipment added during 2001, continuing for 2002:**

- 325 sedans and sport wagons – foglights, heated outside mirrors and windshield-washer jets, multi-function steering-wheel controls, cruise control and automatic climate control
- All 330 models – Harman Kardon premium audio system
- 330i sedan – sport suspension and power front seats

**What's new, model-by-model:**

**325i/xi sedan and sport wagons, 330i/xi sedan**

- Design freshening as described above
- New exterior colors: Gray Green Metallic and Electric Red
- xi models only: Hill Descent Control added to Dynamic Stability Control system; controls vehicle speed in steep downhill driving

**325Ci/330Ci coupe and convertible**

- Rear-seat side-impact airbags become available (optional)
- New exterior color: Electric Red (Gray Green Metallic was already available)

**All 330 models**

- New optional run-flat tires and Flat Tire Monitor (17-in. wheels and tires, same as standard sizes)
- Automatic headlight control now included in Premium Package; automatically switches on headlights in low ambient lighting conditions

**All rear-wheel-drive 330 models (not 330xi)**

- New optional 18-in. sport wheels with differentiated front/rear sizes, available as of November '01 production, only in combination with Sport Package

**Powertrain, all models**

- Inline 6-cylinder engines with –
  - Aluminum block and cylinder head
  - Dual overhead camshafts (DOHC), 24 valves
  - Steplessly variable intake- and exhaust-valve timing
  - Dual resonance intake system
  - Fully electronic ("drive-by-wire") throttle
  - Electronically controlled engine cooling
  - Direct ignition system with knock control

### **Powertrain, all models (cont.)**

- Choice of 5-speed manual transmission or optional STEPTRONIC 5-speed automatic transmission with Sport and manual shift modes and Adaptive Transmission Control
- Specific for 325 models:
  - 2.5-liter displacement
  - 184 hp, 175 lb-ft. torque
  - Low Emissions Vehicle (LEV) rating
  - EPA mileage 18-20 mpg city / 25-29 mpg highway depending on model
- Specific for 330 models:
  - 3.0-liter displacement
  - 225 hp, 214 lb-ft. torque
  - Ultra Low Emissions Vehicle (ULEV) rating
  - EPA mileage 17-21 mpg city / 25-30 mpg highway depending on model

### **Available all-wheel drive (325xi and 330xi models)**

- Permanent system, with planetary center differential
- Basic torque distribution of 38% to front wheels, 62% to rear wheels preserves typical BMW handling, minimizes torque effects on front wheels, promotes excellent directional stability
- Dynamic Stability Control (DSC-X) – adds 4-wheel traction control and new Hill Descent Control to DSC functions of other models

### **Other highlights**

#### **All models**

- BMW Full Maintenance Program for 3 years/36,000 miles included in base price
- Manual transmission has self-adjusting clutch for long clutch life
- Fully independent suspension system:
  - Strut-type front suspension with aluminum lower arms, optimized geometry and hydraulic cushions
  - Multi-link rear suspension with aluminum transverse links
  - Hydraulic mount for differential
- Powerful 4-headlight system standard, new Bi-xenon headlights optional

- Vehicle and Key Memory allows users to personalize many electronic comfort, convenience and security features

**Other highlights, all models (cont.)**

- Standard multi-function remote control, integrated into head of master key; includes selective unlocking, remote trunk release; opening of power windows and available moonroof (sedan, sport wagon, coupe), switch-on of interior lights upon unlocking
- Leather-covered tilt/telescopic steering wheel with fingertip multi-function controls
- Windshield wipers with adjustable and vehicle-speed-sensitive wiping interval, single-wipe function
- BMW Ambiance Lighting: LED lights in roof bathes console area in soft orange light, helping occupants find controls at night
- 6-way manual front seats standard in 325 sedans, sport wagons and coupe; 6-way power in 330 models; 8-way power in convertibles
- All Sport Packages include sport front seats with manual thigh-support adjustment; 8-way power if combined with 325 models' Premium Package or power-seats option, 8-way power in all 330 models
- All models with power front seats include –
  - Driver's-seat and outside-mirror memory system, 3 positions
  - Automatic tilt-down of right outside mirror for backing up
  - Inclusion of driver's-seat settings in Vehicle Memory functions
- Interior trim panels in new titanium-finish (standard) or Myrtle wood (optional)
- Standard automatic climate control with microfilter ventilation and automatic recirculation control
- Standard 10-speaker audio system in 325 models; premium Harman Kardon audio system optional in 325 models, standard in 330 models; speaker configurations specific to each body type
- 1-touch operation of all side windows
- Body structure engineered for excellent occupant protection in full and offset frontal impacts, side impacts and rear impacts
- Optimized safety design of steering column
- Front-seat safety belts with automatic tensioners and force limiters
- Front-seat Head Protection System (HPS) standard in sedan, sport wagon and coupe

- Front-seat side-impact airbags standard
- Rear-seat side-impact airbags optional, now in all models

**Other highlights, all models (cont.)**

- Differentiated deployment system – manages deployment of front-impact airbags and front safety-belt tensioners as follows:
  - There are two thresholds of frontal impact severity.
  - At the lower threshold, if the occupant is belted, only the belt tensioner is deployed. If the occupant is not belted, the airbag is deployed.
  - At the higher threshold, the airbag and tensioner are deployed. If the occupant is not belted, the belt tensioner is not deployed.
  - If the passenger seat is not occupied, neither the belt tensioner nor the airbag for that seat will be deployed. In cases where the car can be repaired after an accident, this can save repair costs (and therefore be favorably reflected in insurance rates).
  - Additionally, if the airbag is deployed, 2-stage deployment according to impact severity (Smart Airbags)
  - Automatically unlocks doors, turns on interior lights & 4-way hazard flashers after accident impact
- ?? Battery Safety Terminal standard: after a severe impact, severs high-current connection between battery and starter cable to help prevent possible short circuit