

IMMEDIATE

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**2004 BMW 3 Series  
Coupes & Convertibles  
Product Highlights**

**General**

- 2004 models of the Coupes and Convertibles of BMW's most accessible, best-selling Series, significantly updated:
  - Coupes – 325Ci, 330Ci
  - Convertibles – 325Ci, 330Ci
- All models powered by BMW's turbine-smooth, high-performing "straight six" engines: 2.5-liter for 325 models, 3.0-liter for 330 models
- Base prices including destination charge:
  - 325Ci Coupe – \$30,795
  - 325Ci Convertible – \$37,995
  - 330Ci Coupe – \$36,995
  - 330Ci Convertible – \$44,295
- Built in Germany; production of these 2004 models began on March 1, 2003; delivery to U.S. BMW Centers approximately six weeks later
- U.S. sales of entire 3 Series in calendar 2003: 115,428 units, up 11.2% over calendar 2001
- 3 Series Sedans and Sports Wagons continue as 2003 models:
  - 325i and 325xi Sedans
  - 325i and 325xi Sports Wagons
  - 330i and 330xi Sedans, including new Performance Package for 330i Sedan, whose production also began on March 1, 2003

–more–

## **What's new for 2004**

### **All Coupe and Convertible models**

As of 4/02 production:

- Rain-sensing windshield wipers and automatic headlight now standard (formerly optional with Premium Package)
- New front-end design
- New front and rear bumper contours
- Xenon headlights (low and high beams) now offered in combination with new Adaptive feature, which "steers" the headlights into roadway curves
- New taillight technology, incorporating BMW's innovative Adaptive Brakelights
- New wheel designs, both standard and optional
- New exterior colors
- Newly configured climate-control panel

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

#### **330Ci Coupe and Convertible**

- 6-speed manual transmission replaces former 5-speed

### **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
- Standard 5-speed (325Ci models) or 6-speed (330Ci models) manual transmission
- Optional STEPTRONIC 5-speed automatic transmission with Sport and Manual shift modes

### Powertrain, model-specific

- 325Ci models:
  - 2.5-liter displacement
  - 184 hp, 175 lb-ft. torque
  - Low Emissions Vehicle (ULEV2) or Super Low Emissions Vehicle (SULEV) rating, depending upon state in which vehicle is sold (Coupe with automatic transmission)
  - All Coupes with manual transmission and all Convertibles have LEV rating
  - EPA mileage (preliminary)

		City	Hwy		City	Hwy
325i Coupe	Automatic	20 mpg	28 mpg	Manual		20
		29				
325i Conv.	Automatic	18	26	Manual		19
		27				
- 330Ci models:
  - 3.0-liter displacement
  - 225 hp, 214 lb-ft. torque
  - Ultra Low Emissions Vehicle (ULEV2) rating
  - EPA mileage (preliminary)

		City	Hwy		City	Hwy
330i Coupe	Automatic	19 mpg	27 mpg	Manual		20
		30				
330i Conv.	Automatic	18	25	Manual		19
		28				

### Other highlights

#### All models

- BMW Full Maintenance Program for 4 years/50,000 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, optional Xenon headlights with auto-leveling combined with Adaptive Headlights.
- Vehicle and Key Memory allows users to personalize many electronic comfort, convenience and security features

- Standard multi-function remote control, integrated into head of master key; includes selective unlocking, remote trunk release; panic function; opening of power windows and optional moonroof; switch-on of interior lights with locked vehicle or upon unlocking

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

- Leather-covered tilt/telescopic steering wheel with multi-function controls
- Rain-sensing windshield wipers newly standard
- Automatic headlight control newly standard
- 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 325Ci Coupe; 8-way power in 330Ci Coupe models; 10-way power in 325Ci and 330Ci Convertibles
- All Sport Packages include sport front seats with manual thigh-support adjustment; 8-way power if combined with 325Ci Coupe's Premium Package or power-seats option, 10-way power in both Convertibles, and Performance Tires.
- 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 settings in Vehicle Memory functions
- Interior trim panels in titanium finish (standard) or Myrtle wood (optional)
- Standard automatic climate control with activated-charcoal microfilter ventilation and automatic recirculation control
- Standard 10-speaker audio system in 325Ci models; premium Harman Kardon audio system optional in 325Ci models, standard in 330Ci 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 sedans, Sports Wagons and coupes
- Front-seat side-impact airbags standard in all models
- Rear-seat side-impact airbags optional in all models
- Differentiated deployment system – manages deployment of front-impact airbags and front safety-belt tensioners according to accident severity, seat occupancy and other factors
- Battery Safety Terminal – after a severe impact, severs high-current connection between battery and starter cable to help prevent possible short circuit

### **Coupes (325Ci, 330Ci)**

- 2-door, 5-passenger models
- Standard sport suspension
- Many external styling details different from Sedans, including –
  - Distinctive grille, lighting ensembles and bumper/spoiler (new for '04)
  - Body-color side moldings
  - Rear reflectors in bumper rather than taillight units
  - Adaptive Brakelights (new for '04)
- 1-touch open/close door windows, 1-touch open rear-quarter windows
- Power side-window sealing system
- Easy-entry feature: when front seatbacks are folded forward, seats may be moved forward to ease rear-seat entry or exit
- Split folding rear seats with fold-up rear center armrest, standard; ski bag available in Cold Weather Package

### **Convertibles (325Ci, 330Ci)**

- 2-door, 4-passenger models, sharing many external styling details with coupe
- Convertible top has heated glass rear window
- 325Ci Convertible – manual top standard, power top in Premium Package  
330Ci Convertible – power top standard
- Removable aluminum hardtop optional
- 10-way power front seats with power head-restraint/safety-belt height and power easy-entry feature on both seats (seats move forward under power to ease access to rear seats)
- 1-touch open/close driver's window; other windows 1-touch open
- All-window switch with 1-touch open
- Seat-integrated front safety belts: entire belt system mounted to seat structure for optimum belt fit on occupants and unimpeded access to rear seats
- Glove compartment included in central locking system
- Variable softtop compartment in trunk; allows increased space when top is up

### **Both 330Ci models**

- 4-way power lumbar support for front seats included in Premium Package
- Sport Packages include 17-in. wheels and tires in differentiated front/rear sizes
- 18-in. wheels and tires optional in combination with Sport Package

### **330Ci convertible**

- Leather upholstery standard