

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

PERFORMANCE PACKAGE NOW AVAILABLE ON 330Ci COUPES AND CONVERTIBLES
Debut at the Los Angeles International Auto Show

Woodcliff Lake, NJ - December 4, 2003 ... The widely-acclaimed 330i Performance Package, originally introduced on the 330i Sedan in January 2003, will make its debut on the 2004 330Ci Coupe and Convertible at the Los Angeles International Auto Show on December 29th, 2003. The 330i Performance Package has received rave reviews from the press on the strength of its performance and handling prowess. The extension of the Performance Package to these two additional models will raise the driving experience of the 330Ci Coupe and Convertible to an even higher standard.

The 330i and 330Ci Performance Package has been created exclusively for the North American market for enthusiasts by enthusiasts at BMW Individual, a division of BMW M GmbH. Every aspect of the driving experience has been enhanced by the Performance Package. Engine modifications, which include different camshafts and performance-modified Digital Motor Electronics, yield a 10 horsepower increase to 235 for the 3.0-liter in-line six. A six-speed manual transmission is already standard; however, with the Performance Package it will include a shorter shift lever. The package also includes a shorter final drive ratio. The benefits of these modifications are immediately evident - the 330Ci with Performance Package will accelerate from 0 – 60 mph in 5.9 seconds—about half a second faster than a standard 330Ci. To match this power boost, a new sports suspension—more aggressively tuned than the 330Ci's standard sport suspension—is mated to 18-inch wheels with mixed-size performance tires¹. In addition to the wheels and tires, the exterior of the 330Ci Performance Package is distinguished by its Aerodynamic Package, high gloss Shadowline trim and an exhaust that not only appears, but also sounds more aggressive.

¹ Includes space saver spare tire

The look and feel of the interior has been refined with cloth and Alcantara sport seats matching the Alcantara sport steering wheel. An anthracite headliner and Black Cube aluminum trim complete an ambiance tailored to the enthusiast. Attractive Silver Cube aluminum trim is optional at no extra cost. The instrumentation includes red needles while the tachometer reflects the modified engine's 300 higher rpm limit. Production of the 330Ci Coupe and Convertible Performance Package will begin in March 2004 with the first cars arriving at BMW centers in April.

BMW Group In America

BMW of North America, LLC has been present in the United States since 1975. ROLLS-ROYCE Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand, the MINI brand, and the ROLLS-ROYCE brand of Motor Cars; DesignworksUSA, an industrial design firm in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Corp. in South Carolina is part of BMW Group's global manufacturing network and is the exclusive manufacturing plant for all Z4 roadster and X5 Sports Activity Vehicles. The BMW Group sales organization is represented in the U.S. through networks of 340 BMW passenger car centers, 327 BMW Sports Activity Vehicle centers, 148 BMW motorcycle retailers, 73 MINI passenger car dealers, and 25 ROLLS-ROYCE Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North, Central and South America, is located in Woodcliff Lake, New Jersey.

Information about BMW Group products is available to consumers via the Internet at:

www.bmwusa.com

www.bmwmotorradusa.com

www.miniusa.com

www.rolls-roycemotorcars.com

#

Journalist note: Information about the BMW Group and its products is available to journalists on-line at the BMW Group PressClub at the following address:

www.press.bmwgroup.com

#