|  |  |
| --- | --- |
| **For Release:** | **EMBARGO: 4:00 PM Eastern Time, June 17, 2010** |
|  |  |
| **Contact:** | **Thomas Plucinsky**  BMW Product and Technology Communications Manager  Tel. 201-307-3783  [Thomas.Plucinsky@bmwna.com](mailto:Thomas.Plucinsky@bmwna.com)  **David J. Buchko**  Advanced Powertrain Communications  Motorsport & Heritage Communications  Tel. 201-307-3709  [Dave.Buchko@bmwna.com](mailto:Dave.Buchko@bmwna.com)  **Matthew Russell**  BMW Product and Technology Communications  Tel. 201-307-3755  [Matthew.Russell@bmwna.com](mailto:Matthew.Russell@bmwna.com) |
|  |

**The 2011 BMW Frozen Gray M3 Coupe**

**Marking the 25th year of the BMW M3.**

**Woodcliff Lake, NJ – 4:00 PM Eastern Time, June 17, 2010…** Nearing the 25th anniversary of the original BMW M3, BMW of North America today announced a production run of thirty identically-equipped 2011 Frozen Gray M3 Coupes for the United States. The 2011 Frozen Gray M3 Coupe features a special matte-gray paint with a deep metallic luster to further accentuate the athletic lines of the legendary M3. Unique Fox Red / Black bi-color Novillo leather interior is also specified. This is the first and only opportunity to obtain Frozen Gray Metallic exterior paint on the M3 for the 2011 model year in the United States.

BMW M enthusiasts will be able to reserve a 2011 Frozen Gray M3 Coupe by dialing 1-800-245-4269 no earlier than 11:30AM Eastern Time (8:30AM Pacific) on Monday, June 21, 2010. The first 2011 Frozen Gray M3 Coupes will become available for delivery in late June 2010 through Authorized BMW Centers, and the production run will be completed by the end of July 2010. A complete equipment list is provided at the end of this press release. MSRP will be $77,600[[1]](#footnote-1).

Each 2011 Frozen Gray M3 Coupe will be powered by the now famous 4.0-liter, 414-horsepower M V8 and equipped with BMW’s M Double Clutch Transmission (M DCT). Also specified is the new M3 Competition Package, which adds an exclusive set of 19-inch wheels and other upgrades. Additionally, each purchase of the 2011 Frozen Gray M3 Coupe will include a one-day enrollment at the BMW Performance Driving School in Spartanburg, South Carolina.

The 2011 Frozen Gray M3 Coupe continues the tradition of innovation and passion for driving by incorporating key changes to the M3’s dynamic qualities. The equipped Competition Package reduces vehicle ride height by 10mm and includes unique 19” wheels with wider offset for enhanced stability, standard Electronic Damping Control with enhanced programming, and higher-threshold programming for the M Dynamic Mode. The 2011 Frozen Gray M3 Coupe is also equipped with the M Double Clutch Transmission (M DCT) which lowers the 0-60mph acceleration time of the M3 to 4.5 seconds from 4.7 (6-speed manual).

**Introducing Frozen Gray Metallic Paint.**

The special BMW Individual matte paintwork on the Frozen Gray M3 adds a rare metallic luster to the vehicle. Compared to conventional exterior colors with gloss finish, the sculpture-like character of Frozen Gray paint highlights the athletic contours of the M3. To achieve this luster, a special BMW ColorSystem silk matte clear coat is applied over the Space Gray Metallic base coat.

**25 Years and Four Generations of BMW M3.**

Racing provided the reason for the original M3’s 1986 creation. BMW produced the M3 as a road-going homologation version of its 3 Series to gain eligibility to compete in the German Touring Car Championship. Popularity and strong consumer demand substantiated the case to continue developing the M3, making it both a better performer and more inviting road car as it evolved along with the underlying 3 Series, the company’s most popular vehicle. In 1988, North Americans met the BMW M3 for the first time, and its high-revving 2.3-liter inline-4 with 192-hp became a legend on this side of the Atlantic.

The next generation M3 arrived in the 1995 model year with a 3.0-liter (and later, 3.2-liter) 240-hp inline-6 powerplant. That car began the next chapter of M3 Racing history which lasted a decade on both sides of the Atlantic. In 1997 the first M3 Sedan joined the family and the M3 Convertible followed shortly thereafter.

The third-generation M3, available from 2001-2006 as a coupe and convertible, again was offered with six-cylinder power, this time providing a remarkable 333 hp from 3.2 liters. From the 2002 model year, this M3 marked BMW’s first offering of the Sequential Manual Gearbox (SMG) for the United States.

The fourth and current generation M3 was introduced for the 2008 model year as a Coupe, Sedan, and Convertible, featuring an all-new 4.0-liter, 414-horsepower V8 engine with eight individual throttle bodies and an 8,400-rpm redline. Showcasing its remarkable performance envelope, the newest M3 Coupe serves as the basis for the [M3 GT2](http://www.bmwusa.com/motorsport) race car, which successfully competes in endurance races against the most exotic cars from around the world in the [American Le Mans Series.](http://www.americanlemans.com)

**Equipment List: 2011 BMW Frozen Gray M3 Coupe**

* BMW Individual Frozen Gray Metallic exterior paint.
* BMW Individual bi-color (Fox Red with Black) Novillo Leather interior.
* M DCT Transmission
* Competition Package
  + Electronic Damping Control, 19” light-alloy wheels, lowered suspension, sport mapping for EDC and DSC.
* Premium Package
  + Power folding mirrors, universal garage door opener, digital compass mirror, BMW Assist with Bluetooth, Novillo Leather, Carbon Leather trim.
* Technology Package
  + M Drive system, Comfort Access system, Navigation system, Voice Command system, Real Time Traffic Information system.
* Heated Front Seats
* Rear Park Distance Control
* Enhanced Premium Sound System
* Satellite Radio with 1-year subscription
* iPod and USB Adaptor

## 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 of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; DesignworksUSA, a strategic design consultancy in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group’s global manufacturing network and is the exclusive manufacturing plant for all X5 Sports Activity Vehicles and X6 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 338 BMW passenger car centers, 336 BMW Sports Activity Vehicle centers, 143 BMW motorcycle retailers, 94 MINI passenger car dealers, and 31 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group’s sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

**The BMW Group**

With its three brands – BMW, MINI and Rolls-Royce – the BMW Group is one of the world’s most successful premium manufacturers of cars and motorcycles. It operates internationally with 24 production sites in 13 countries and a global sales network with representation in more than 140 countries.

During the financial year 2009, the BMW Group sold approximately 1.29 million cars and more than 87,000 motorcycles worldwide. The profit before tax for 2009 was euro 413 million, revenues totaled euro 50.68 billion. At 31.December 2009, the BMW Group had a workforce of approximately 96,000 employees.

Long-term thinking and responsible action have long been the foundation of the BMW Group’s success. Striving for ecological and social sustainability along the entire value-added chain, taking full responsibility for our products and giving an unequivocal commitment to preserving resources are prime objectives firmly embedded in our corporate strategies. For these reasons, the BMW Group has been sector leader in the Dow Jones Sustainability Indices for the last five years.

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

[www.bmwgroupna.com](http://www.bmwgroupna.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.bmwna.com](http://www.press.bmwna.com). Additional information, images and video may be found at [www.bmwgroupusanews.com](http://www.bmwgroupusanews.com). Broadcast quality video footage is available via The NewsMarket at [www.thenewsmarket.com](http://www.thenewsmarket.com).

# # #

1. Including $875 Destination & Handling and excluding $1,300 federal gas guzzler tax. [↑](#footnote-ref-1)