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| **For Release:** | **IMMEDIATE** |
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**2011 BMW Frozen Gray M3 Coupes Claimed in Twelve Minutes**

**Woodcliff Lake, NJ – June 21, 2010…** Less than fifteen minutes after the hotline opened to reserve one of only thirty 2011 BMW Frozen Gray M3 Coupes, each has been reserved for sale. Customers will be able to take delivery of the 2011 Frozen Gray M3 Coupe through an Authorized BMW Center starting later this month.

“We leapt at the chance to bring this truly special vehicle to the United States,” said Larry Koch, M Brand Manager for BMW of North America. “The Frozen Gray M3 is a striking work of sculpture, speed, and style, and perfectly marks the 25th birthday of the M3 model. I’m personally thrilled to see that our customers are as excited about it as we are. We filled the thirty reservation slots within twelve minutes and took the names of at least fifty alternates in the first hour. The 2011 Frozen Gray M3 Coupe will be one of the most unique BMW vehicles ever imported to the US.”

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 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). As a result, the 2011 Frozen Gray M3 Coupe will be the most dynamic and exclusive M3 ever to come to 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)

**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.

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

* BMW Individual Frozen Gray Metallic exterior paint.
* BMW Individual bi-color (black with red) 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, 97 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)

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**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).

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