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**The 2011 BMW Frozen Black Edition M3 Coupe**

**Woodcliff Lake, NJ – June 10th, 2011…** BMW of North America today announced a production run of twenty identically-equipped 2011 Frozen Black Edition M3 Coupes for the United States. The 2011 Frozen Black Edition M3 Coupe features BMW Individual Frozen Black exterior paint with a deep metallic luster to accentuate the athletic lines of the legendary M3. Extended Novillo Leather with unique red-contrast stitching is also specified, as are M3 GTS black wheels, red brake calipers, and gloss black exterior trim elements. With the Frozen Black Edition M3 Coupe, BMW is celebrating the availability of its exotic Frozen paint colors under the custom-tailored BMW Individual program. MSRP will be $79,650[[1]](#footnote-1), and a complete equipment list is provided at the end of this press release.

BMW M enthusiasts may call to reserve the first nineteen 2011 Frozen Black Edition M3 Coupes by dialing **1-800-245-4269** no earlier than 11:30AM Eastern Time (8:30AM Pacific) on Thursday, June 16, 2011. Nineteen of the twenty Frozen Black Edition M3 Coupes will become available for delivery in late June 2011 through Authorized BMW Centers, and the production run will be completed by the end of July 2011. The twentieth car will be held by BMW of North America and may be sold at a later date.

Each 2011 Frozen Black Edition M3 Coupe will be powered by the award-winning 4.0-liter, 414-horsepower M V8 engine, equipped with BMW’s M Double Clutch Transmission (M DCT) which lowers the 0-60mph acceleration time of the M3 to 4.5 seconds from 4.7. Redline is a breathtaking 8,400 rpm.

The 2011 Frozen Black Edition M3 Coupe continues the tradition of innovation and passion for driving by incorporating key changes to the M3’s dynamic qualities. The included Competition Package reduces vehicle ride height by 10mm and includes M3 GTS 19” wheels (in black for this Edition) with wider offset for enhanced stability, standard Electronic Damping Control with enhanced programming, and higher-threshold programming for the M Dynamic Mode.

**About BMW Individual Frozen Paint Colors.**

The special BMW Individual matte paintwork on the Frozen Black Edition M3 adds a rare metallic luster to the vehicle. Compared to conventional exterior colors with gloss finish, the sculpture-like character of Frozen Black paint highlights the athletic contours of the M3. To achieve this luster, a special BMW-developed silk matte clear coat is applied over the Black Metallic base coat. BMW Individual’s Frozen paints meet or exceed all BMW standards for durability and longevity, and feature a full factory warranty. Special care guidelines are provided to customers and authorized BMW centers to prevent the finish from becoming glossy.

**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) A pair of BMW M3 GT2s are preparing to take on the 24 Hours of Le Mans this weekend. American BMW team driver Joey Hand is looking to add to his wins at both the Daytona 24 Hours and the Twelve Hours of Sebring earlier this year.

[equipment list next page]

**Equipment List, Frozen Black Edition M3 Coupe:**

* BMW Individual Frozen Black Exterior Paint
* Black Extended Novillo leather with Red Contrast Stitching on seats, headrests, door inserts, armrests, middle console, and door pulls.
* Black M3 GTS wheels, 19” diameter with high-performance summer tires
* Red brake calipers
* Gloss black kidney grills
* Gloss black side-gill elements
* Gloss black exhaust pipe tips

Additional specified equipment from M3 catalog:

* M-DCT Transmission with Drivelogic
* Competition Package
	1. Lowered suspension
	2. Sport mapping for EDC/DSC
* Premium Package 2
	1. Power folding auto-dimming mirrors
	2. Universal garage-door opener
	3. Power front seats
	4. Carbon Leather interior trim
	5. Interior mirror with compass
	6. BMW Assist with Bluetooth
* Convenience Package
	1. Anti-theft alarm system
	2. Comfort Access keyless entry system
	3. Park Distance Control (rear)
	4. Navigation System
	5. Voice-command
	6. iPod and USB adapter
	7. Real-time Traffic Information
* Heated Front Seats
* Satellite Radio with 1-year subscription
* BMW Individual Enhanced Premium Sound System

## BMW Group In AmericaBMW 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 and X3 Sports Activity Vehicles and X6 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 339 BMW passenger car and BMW Sports Activity Vehicle centers, 138 BMW motorcycle retailers, 105 MINI passenger car dealers, and 36 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.

Information about BMW Group products is available to consumers via the Internet at: [www.bmwgroupna.com](http://www.bmwgroupna.com)

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