



For Release: IMMEDIATE

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2017 BMW “30 Jahre M3” Limited Edition.

Woodcliff Lake, N.J. – August 2, 2016... With the launch of the first generation of the BMW M3 in 1986, the BMW M GmbH, operating under the name BMW Motorsport GmbH at that time, revolutionized the sports car as it was built first and foremost for performance. The original M3 was developed as a homologation special to enter the World, European and German Touring Championship (DTM) racing. It was very successful in its time and is still considered as one of the purest high performance street legal sports coupes. To mark the 30th anniversary of this automotive icon, 500 “30 Jahre M3” (30 Years M3) special editions will be produced, of which 150 units will reach U.S. shores. The limited edition is available with a manual transmission for \$83,250 plus Destination and Handling or with Dual-Clutch transmission for \$86,150 plus Destination and Handling.

A legendary color Macao Blue metallic for an exclusive model.

As a tribute to the first generation of the BMW M3, the anniversary edition “30 Jahre M3” is built in the exclusive BMW Individual exterior color Macao Blue metallic, which once celebrated its premiere in Europe as an option for the last and most powerful version of the first generation of the Sport Evo BMW M3. Combining the uncompromising driving dynamics of the Competition Package with unique exclusivity of stylish details from BMW Individual, the limited edition also features BMW Individual Full Merino Leather in bi-color Black/Fjord Blue with color-matching contrast seams. BMW Individual High-gloss Shadow Line with enhanced features such as the kidney frame, rear M3 designation and Sports exhaust system with black chrome tailpipes highlight the model’s sporty but elegant stance on the road.

“30 Jahre M3 1/500” badging.

Highlighting the unique and limited production, special “30 Jahre M3” logos embellish the interior. Exclusively designed M gills bear the logo as well as the doorsill finishers, interior trim finishers in carbon fiber with Black Chrome accents and the embroidered front headrests. Additionally, M sports seats with woven-in BMW M stripes enhance the sporty interior ambience.

Performance meets power.

The Limited Edition comprises an increase in engine output by 19 hp to 444 hp and 406 lb-ft. Also included in the Competition Package is the Adaptive M suspension, which has been comprehensively aligned to the increased performance. Optimized features also include new springs, dampers and stabilizers, modified characteristic curves of the three modes COMFORT, SPORT and SPORT+ as well as a correspondingly modified standard Active M differential on the rear axle and new Dynamic Stability Control (DSC) feature settings.

Moreover, the Competition Package of this special edition model includes 20-inch forged Light Alloy wheels with 666 M star spoke design and mixed Performance Tires (front: 265/30 R20, rear: 285/30 R20).

All of these measures lead to a noticeable increase in performance. The BMW M3 “30 Jahre M3” with optional 7-speed M double clutch transmission sprints from 0 to 60 mph in just 3.8 seconds and 4.0 seconds with manual transmission.

U.S. market models only.

All 150 U.S. models will be equipped with the Driver Assistance Plus Package which includes safety features such as Active Blind Spot Detection, Active Driving Assistance, Side and Top View Cameras and Speed Limit Information. Additional equipment includes the Executive Package, which includes Head-up Display and provides additional comfort with the Heated Steering Wheel, Rear View Camera, Heated Rear Seats, Park Distance Control, Wireless Charging. Also included are Adaptive Full LED lights and Automatic High beams.

The BMW “30 Jahre M3” Limited Special Edition “will be available at selected dealers beginning in August, 2016.

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; Designworks, a strategic design consultancy based 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 and X4 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 341 BMW passenger car and BMW Sports Activity Vehicle centers, 153 BMW motorcycle retailers, 126 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.

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Journalist note: Information about BMW and its products in the USA is available to journalists on-line at www.bmwusanews.com.

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