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The new 2025 BMW 3 Series

- New design details for the interior and exterior.
- BMW Curved Display features iDrive 8.5 with QuickSelect.
- New chassis tuning further improves the balance between capable and comfortable.
- Worldwide launch to commence in July 2024, with production for the US beginning in August.

Woodcliff Lake, NJ – May 28, 2024...For almost 50 years now, the BMW 3 Series has resided at the core of the BMW brand. It epitomizes sporty driving pleasure in the premium midsize class and has made significant contributions to design, driving dynamics, and technological innovations in this segment time and again across seven model generations. The extensive revisions already introduced for model year 2022 in the areas of design, powertrain, digitalization, and equipment are heightened with a fresh package of updates that take the 3 Series' visual appeal and cutting-edge modernity to new levels. New chassis tuning further enhances the balance between sporting capability and comfort. And on the topic of digitalization, BMW Operating System 8.5 provides the basis for more intuitive and comfortable operation – via the upgraded BMW iDrive with QuickSelect – and for extended navigation functions including Augmented View.

These technological advances are accompanied by new design details and features for the exterior and interior. New exterior paint finishes and alloy wheels accentuate the aura of

sporting elegance while in the interior, the newly designed steering wheels and dashboard and sophisticated equipment features deliver driving pleasure in an ambience of premium modernity.

The new BMW 3 Series Sedan will be launched worldwide with a production phase-in in August 2024. Models for the US market will be produced at BMW Group Plant San Luis Potosí in Mexico.

The BMW 3 Series has embodied driving pleasure, elegantly sporty design, and sustained technological progress ever since its debut in 1975. More than 20 million examples of the BMW 3 Series have been sold around the world to date, with the current, seventh generation now accounting for almost three million of these alone.

Base MSRPs (+ \$1,175 destination and handling)

2025 BMW 330i	\$45,500
2025 BMW 330i xDrive	\$47,500
2025 BMW M340i	\$59,600
2025 BMW M340i xDrive	\$61,600

Exterior design, interior, and equipment; Progressive aura, refined ambience.

The spectrum of exterior colors for 2025 includes two new colors: Arctic Race Blue metallic and Vegas Red metallic. To take personalization even further, customers may choose from two new BMW Individual shades: Frozen Pure Grey metallic and Frozen Portimao Blue metallic.

Vehicles with the M Sport package (optional on 330i models, standard on M340i models) will be fitted with new 19-inch M alloy wheels in double-spoke design (Style 995M) in either a bi-color or Jet Black finish. Alternatively, new BMW Individual 19-inch alloy wheels in Y-spoke design (Style 1038i) with a bi-color finish are optionally available across all models.

New design elements and features have also been introduced in the interior, further highlighting the cockpit's clean, uncluttered, and tech-forward appearance. Drivers are presented with one of two new steering wheel designs. BMW 330i models come standard with a new two-spoke wheel with a polygonal rim. M340i models and 330i models equipped with the M Sport package feature a new three-spoke flat-bottomed M steering wheel with a subtle

stripe at top dead center – black on 330i M Sport models, red on M340i models. Both of the newly designed steering wheels have illuminated multifunction buttons and gearshift paddles.

Selectable light moods, premium materials.

The interior lighting now includes cascade lighting integrated into the trim around the new central vents. It can be adjusted for color and brightness according to personal preference, with users able to select from nine colors. Their choice of color and brightness settings are stored as part of their profile. The functionality of the interior lighting also includes an atmospheric Welcome and Goodbye Animation and light signals indicating certain scenarios such as an incoming phone call or an open door.

Revisions have also been made to the range of interior trim elements. Fineline Light open-pored fine-wood trim is standard in the new BMW 330i, while the M340i gets M Aluminum Rhombicle as standard. Ash Grey open-pored fine-wood trim, Aluminum Fine Brushed, and, on the M340i, Carbon Fiber are all optionally available.

The use of high-quality materials also allows distinctive touches to be included throughout the interior to enhance its modern and premium character. For example, customers can specify Galvanic controls – which adds a unique luster to the window switches, door lock button, and air vent adjustment stalks. The optional Sensatec dashboard now has a more refined surface and decorative stitching in a contrasting color.

Engines with 48V mild hybrid technology. Powerful and efficient.

The new B58B30M2 3-liter inline 6-cylinder engines in the 2025 M340i models feature a new 48V mild hybrid (MHEV) technology for sharper power deliver and greater efficiency. The auxilliary electric drive of the 48V starter generator can provide 11 hp of boost to the TwinPower Turbo engine, resulting in a maximum system output of 386 hp @ 5,200-6,250 rpm and 398 lb-ft of torque @ 1,900-4,800 rpm.

The engine is paired with an 8-speed Steptronic Sport transmission to propel the BMW M340i from 0-60 mph in only 4.4 seconds, or 4.1 seconds when fitted with xDrive intelligent all-wheel drive. The engine's surge of power is accompanied by an exhilarating soundtrack from the M Sport exhaust system. Top speed is electronically limited to 155 mph.

The B48B20O2 2-liter inline 4-cylinder engine in the 2025 330i models also benefits from 48V mild hybrid technology, as well as incorporation of the Miller cycle combustion process, a redesign of the intake ports and combustion chambers, and innovations in the areas of camshaft control, injection, ignition system, and exhaust gas routing. The TwinPower Turbo 4-cylinder engine produces 255 hp @ 4,700-6,500 rpm, and 295 lb-ft of torque @ 1,600-4,500 rpm.

Chassis offers an even better blend of sportiness and comfort.

The chassis technology of the new BMW 3 Series also benefits from rigorous development work. The blend of sporting flair and ride comfort for which the 3 Series is renowned has been further refined across all models with a series of targeted updates. A stiffer mounting connecting the rear dampers to the body is just one of the measures used to achieve this.

With these developments, drivers will enjoy a notable increase in comfort across all driving situations – regardless of the road surface conditions or the selected driving mode – without any loss of dynamic capability. The new 3 Series handles with even greater overall precision, composure, and controllability. The steering effort has also been reduced in Comfort mode to achieve greater steering ease in everyday driving.

BMW Operating System 8.5 and innovative digital services.

The latest version of the BMW iDrive with QuickSelect is fitted in the new BMW 3 Series, enabling vehicle functions to be controlled more intuitively and providing access to digital services. It is now based on BMW Operating System 8.5 and features a new home screen and QuickSelect rapid-access tech, bringing an improved menu structure that takes its cue from consumer electronics devices.

The BMW iDrive home screen now continuously displays the navigation system's map view in a large format or another individually selectable view. The system's QuickSelect functionality permits a flatter menu structure, enabling the driver to select the desired function directly from the home screen without any need to enter submenus.

On the driver's side of the control display, there is a bar of widgets for accessing media, phone, and other functions by swiping vertically. Swiping a widget horizontally displays additional related information and settings options. The widget bar can be customized by installing new

widgets, removing existing ones, or changing their arrangement. And the home icon at the lower edge of the control display makes it possible to return to the home screen from any application with a simple tap. Icons for direct access to the climate control menu, All Apps menu and, if activated, Apple CarPlay and Android Auto can also now be found next to the home icon.

The introduction of the latest-generation BMW iDrive with QuickSelect based on BMW Operating System 8.5 in the new BMW 3 Series simplifies operation of the ventilation and climate control functions. An operating concept focused on touch control and natural language enables a further reduction in the number of physical buttons and controls in the cockpit. Temperature selection, fan speed, seat heating and – if specified – steering wheel heating can now be adjusted on the BMW Curved Display or by voice command via the BMW Intelligent Personal Assistant. New adjustment controls for the air vent grilles in the center of the instrument panel and on the driver's and front passenger side of the cockpit allow the intensity and direction of airflow to be adjusted using rotating and tilting movements.

Enhanced navigation with BMW Maps and Augmented View.

The BMW Maps navigation system forming part of the standard BMW Live Cockpit Plus in the new 3 Series makes it easier to input destinations and can offer additional information while driving. New features include better usability of filters, a flatter menu structure with touch buttons shown directly on the map view, and proactive route recommendations.

The optional BMW Live Cockpit Professional adds not only the BMW Head-Up Display, but also the Augmented View function. This supplements the navigation system's map display by showing a live video stream of the driver's view on the information display or control display and augmenting it with contextual real-time information. At confusing junctions, for instance, an animated directional arrow is integrated into the video image to help the driver take the best turn-off for the planned route.

Individual user experience with the BMW ID and My BMW App.

The arrival of BMW Operating System 8.5 makes it even easier to personalize the user experience in the BMW 3 Series by simplifying the process for linking the vehicle with the BMW ID and My BMW App. Customers initially sign in to the vehicle with their BMW ID by scanning a QR code with their smartphone. The personal user profile is then imported

automatically. Synchronizable settings are loaded and the key detected in the vehicle is associated with the BMW ID.

At the same time, the vehicle is added to the My BMW App – the universal interface that serves as a gateway to BMW's digital ecosystem. It provides information on the vehicle's status, its remaining range and any servicing and maintenance requirements.

Besides this, the My BMW App also lets users send destination addresses from their smartphone to the vehicle's navigation system for route planning, or access the online BMW ConnectedDrive Store where upgrades and additional functions for the new BMW 3 Series can be initiated, purchased or extended over the air. The "My Trips" feature including Efficiency Trainer and monthly review provides the user with valuable data and evaluations for distance travelled, consumption and average speed, as well as offering helpful tips for driving efficiently. Optimum connectivity with Personal eSIM and 5G mobile standard. In addition to the vehicle's built-in mobile SIM, customers can also use the Personal eSIM included in the new BMW 3 Series as standard. Linked to the user's BMW ID rather than the car, this fully integrates the vehicle into the customer's digital ecosystem. The Personal eSIM makes it possible to use the communications and connectivity functions covered by a separate mobile phone contract from the car with ease – even in situations where the smartphone itself isn't actually in the vehicle. The Personal eSIM enables use of the 5G mobile communications standard. It also allows data streaming via a WiFi hotspot by means of a connection to the vehicle's exterior antenna. All phone functions can be operated with the BMW iDrive system or the BMW Intelligent Personal Assistant.

Specifications.

	330i	330i xDrive
Body		
No. of doors/seats	4 / 5	4 / 5
Length / Width / Height (in)	185.9 / 71.9 / 56.8	185.9 / 71.9 / 57.0
Wheelbase (in)	112.5	112.5
Track, front / rear (in)	62.3 / 61.7	62.3 / 61.7
Ground clearance (in)	5.7	5.4
Turning circle (ft)	37.4	39.4
Curb weight (lbs)	3,644	3,752

GVWR (lbs)	4,718	4,872
Luggage capacity (cu ft)	16.9	16.9
Engine		
Config. / no. cylinders / valves	Inline / 4 / 16	
Engine technology	BMW TwinPower Turbo technology, twin-scroll turbocharger, High Precision Injection, VALVETRONIC fully variable valve timing, Double-VANOS variable camshaft timing, 48V mild hybrid technology	
Capacity (CC)	1,998	
Stroke / bore (mm)	94.6 / 82.0	
Compression ratio (:1)	10.5	
Max output (hp @ RPM)	255 @ 4,700-6,500	
Max torque (lb-ft @ RPM)	295 @ 1,600-4,500	
Driving Dynamics and Safety		
Suspension, front	Double-joint spring strut axle in lightweight aluminum-steel construction, hydraulically damped torque strut bearing	
Suspension, rear	Five-link axle in lightweight aluminum-steel construction	
Brakes, front	Vented, with single-piston floating calipers	
Brakes, rear	Vented, with single-piston floating calipers	
Driving stability systems	Standard: DSC incl. ABS, ASC, and DTC (Dynamic Traction Control), CBC (Cornering Brake Control), DBC (Dynamic Brake Control), Performance Control, Dry Braking function, Fading Compensation, Start-Off Assistant, optional: M Sport Suspension, Adaptive M Suspension, M Sport Differential	
Safety equipment	Airbags for driver and front passenger, side airbags for driver and front passenger, head airbags for front and rear seat, 3-point inertia-reel belt on all seats, with seat belt stopper, belt tensioner and belt force limiter at the front, crash-active front head restraints, crash sensors, tire pressure display	
Steering	EPS with Servotronic, optional: variable sport steering	

Steering ratio overall (:1)		14.9	
Tires front / rear (std)		225/45 R18 / 225/45 R18	
Rims, front / rear (in) (std)		7.5J x 18 / 7.5J x 18	
Transmission			
Type		8-speed Steptronic	
Gear ratios	I	:1	5.25
	II	:1	3.36
	III	:1	2.17
	IV	:1	1.72
	V	:1	1.32
	VI	:1	1.00
	VII	:1	0.82
	VIII	:1	0.64
	R	:1	3.71
Final drive		:1	2.81
Performance			
Acceleration 0-60 mph (sec)		5.6	5.4
Top speed (mph) / w/ performance tires		130 / 155	130 / 155

	M340i	M340i xDrive
Body		
No. of doors/seats	4 / 5	4 / 5
Length / Width / Height (in)	185.9 / 71.9 / 56.4	185.9 / 71.9 / 56.7
Wheelbase (in)	112.5	112.5
Track, front / rear (in)	62.3 / 61.7	62.3 / 61.7
Ground clearance (in)	5.3	5.1
Turning circle (ft)	37.4	39.4
Curb weight (lbs)	3,896	4,008
GVWR (lbs)	4,982	5,104
Luggage capacity (cu ft)	16.9	16.9
Engine		
Config. / no. cylinders / valves	Inline / 6 / 24	
Engine technology	M TwinPower Turbo technology with twin-scroll turbocharger, high precision injection, VALVETRONIC fully variable valve control and Double-VANOS	

		variable camshaft timing, 48V mild-hybrid technology	
Capacity (CC)		2,998	
Stroke / bore (mm)		94.6 / 82.0	
Compression ratio (:1)		10.2	
Max output (hp @ RPM)		386 @ 5,200 - 6,250	
Max torque (lb-ft @ RPM)		398 @ 1,900 – 4,800	
Driving Dynamics and Safety			
Suspension, front		Double-joint spring strut axle in lightweight aluminum-steel construction, hydraulically damped torque strut bearing	
Suspension, rear		Five-link axle in lightweight aluminum-steel construction	
Brakes, front		Vented, with four-piston fixed calipers	
Brakes, rear		Vented, with single-piston floating calipers	
Driving stability systems		Standard: DSC incl. ABS and DTC (Dynamic Traction Control), CBC (Cornering Brake Control), DBC (Dynamic Brake Control), Performance Control, Dry Braking function, Start-Off Assistant, Fading compensation	
Safety equipment		Standard: Airbags for driver and front passenger, side airbags for driver and front passenger, head airbags for front and rear seat, 3-point inertia-reel belt on all seats with seat belt stopper, belt tensioner and belt force limiter at the front, crash-active front head restraints, crash sensors, tire pressure display	
Steering		EPS variable sport steering with Servotronic	
Steering ratio overall (:1)		13.6	
Tires front / rear (std)		225/40 R19 / 225/40 R19	
Rims, front / rear (in) (std)		8.0J x 19.0 / 8.0J x 19.0	
Transmission			
Type		8-speed M Steptronic with Drivelogic	
Gear ratios	I	:1	5.25
	II	:1	3.36
	III	:1	2.17
	IV	:1	1.72

	V	:1	1.32
	VI	:1	1.00
	VII	:1	0.82
	VIII	:1	0.64
	R	:1	3.71
Final drive		:1	2.81
Performance			
Acceleration 0-60 mph (sec)		4.4	4.1
Top speed (mph) / w/performance tires		130 / 155	130 / 155

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 Rolls-Royce 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 the BMW Group global center of competence for BMW X models and assembles the X3, X4, X5, X6 and X7 Sports Activity Vehicles as well as the BMW XM. The BMW Group sales organization is represented in the U.S. through networks of 349 BMW passenger car and BMW Sports Activity Vehicle centers, 146 BMW motorcycle retailers, 104 MINI passenger car dealers, and 38 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 Group and its products in the USA is available to journalists on-line at www.bmwusanews.com, www.miniusanews.com and www.press.bmwna.com.

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