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The 2026 BMW M340i xDrive 50 Jahre Edition

- A limited-edition BMW M340i xDrive commemorating 50 years of the 3 Series.
- Five exclusive design packages inspired by colors from historic generations.
- Extended Merino Leather offered for the first time in a US-market 3 Series.
- BMW M Performance exhaust and carbon fiber rear spoiler.
- MSRP of \$75,200 plus \$1,175 destination and handling.

Woodcliff Lake, NJ – November 16, 2025...In July of 1975 at Olympic Stadium in Munich, the world was introduced to the very first BMW 3 Series. The 3 Series has since become the byword for 'sports sedan' and has embodied the very soul of BMW for five decades. Today, BMW marks this anniversary with a special, limited-edition 3 Series: the 2026 BMW M340i xDrive 50 Jahre Edition. The 50 Jahre Edition pays homage to 3 Series that came before with distinctive BMW Individual paint finishes taken from five previous generations. Inside, one of three tones of Extended Merino Leather – available on a 3 Series model for the first time in the US – is coordinated with the chosen paint color. An M Performance exhaust system and carbon fiber rear spoiler further distinguish the 50 Jahre Edition.

The M340i xDrive 50 Jahre Edition is offered in a single equipment profile – no additional options available – at an MSRP of \$75,200 plus \$1,175 destination and handling. Production has begun with deliveries expected to commence in the first quarter of 2026.

Heritage paint finishes paired with exclusive leather interiors.

The M340i xDrive 50 Jahre Edition may be had in one of five exclusive design packages that blend a BMW Individual paint color with a complimentary shade of Extended Merino Leather upholstery and either red or blue calipers for the M Sport brakes. Each paint color is from one of the first five generations of BMW 3 Series:

Generation	Paint	Upholstery	Brake Calipers
1 st (E21)	Ruby Red Metallic	Ivory	Red
2 nd (E30)	Boston Green Metallic	Tartufo	Blue
3 rd (E36)	Avus Blue Metallic	Tartufo	Blue
4 th (E46)	Carbon Black Metallic	Black	Red
5 th (E90)	Sparkling Graphite Metallic	Tartufo	Red

Each finish is enhanced by the standard Shadowline Package, which adds M Shadowline Adaptive Full LED lights and Shadowline trim on the kidney grille and lower air intake. At the back is an M Performance carbon fiber spoiler and a special “50 JAHRE EDITION” badge on the trunk lid.

The 50 Jahre Edition announces its presence through a dual-branch M Performance exhaust system with Shadowline tailpipe finishers. At each corner is a 19-inch M Dual-spoke Bicolor Black 792M wheel mounted on an all-season runflat tire.

Moving inside, the aforementioned Extended Merino Leather interior of every 3 Series 50 Jahre Edition is elevated further by carbon fiber trim. A Harman Kardon surround sound system and the BMW Curved Display with Head-Up Display are included with the standard Premium Package. The front door entry sills and a metal plaque on the cupholder cover are inscribed with “3 SERIES 50 JAHRE EDITION”, adding another touch of exclusivity.

Of course, the foundation of the 50 Jahre Edition is the car that has been revered as the sports sedan benchmark for decades. Motivation is provided by BMW’s celebrated 3-liter inline 6-cylinder engine featuring TwinPower Turbo and 48-volt mild hybrid technologies. Paired with an 8-speed Steptronic transmission and xDrive intelligent all-wheel drive, the M340i xDrive can accelerate from 0-60 in just 4.1 seconds. The silken powertrain works in harmony with an exceptionally well-balanced chassis, creating a peerless blend of precision, composure, and

controlability.

3 Series 50 Jahre Edition Standard Equipment.

BMW Individual Paint

Extended Merino Leather Upholstery

Carbon Fiber Interior Trim

19-inch M Dual-spoke Bicolor Black 792M wheels

All-Season Runflat Tires

M Performance Exhaust

M Performance Rear Spoiler in Carbon Fiber

Shadowline Package

- M Sport Package Professional
- M Sport Brakes
- M Shadowline Lights
- Adaptive Full LED Lights
- Extended Shadowline Trim

Parking Assistance Package

- Parking Assistant Plus
- Active Park Distance Control
- Rear View Camera
- Surround View with 3D View

Premium Package

- Harman Kardon Surround Sound System
- BMW Curved Display with Head-Up Display

Specifications.

2026 BMW M340i xDrive 50 Jahre Edition	
Body	
No. of doors/seats	4 / 5
Length / Width / Height (in)	185.9 / 71.9 / 56.7
Wheelbase (in)	112.2
Track, front / rear (in)	62.2 / 61.7
Ground clearance (in)	5.1

Turning circle diameter (ft)	39.4		
Fuel tank capacity (gal)	15.6		
Curb weight (lbs)	4,008		
Luggage capacity (cu ft)	16.9		
Engine			
Config. / no. cylinders / valves	Inline / 6 / 24		
Capacity (cc)	2,998		
Bore / stroke (mm)	82.0 x 94.6		
Compression ratio (:1)	11.0		
Max output (hp @ rpm)	386 @ 5,200-6,250		
Max torque (lb-ft @ rpm)	398 @ 1,900-4,800		
Chassis			
Steering	Electric Power Steering (EPS) with Servotronic function		
Steering ratio overall (:1)	14.9		
Tires front / rear (std)	225/40 R19 / 225/40 R19		
Rims, front / rear (in) (std)	19 x 8.0 / 19 x 8.0		
Transmission			
Type	8-speed STEPTRONIC transmission		
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			
0-60 mph (sec)	4.1		
Top Speed (mph)	130		

BMW Group in the US

BMW of North America, LLC was established 50 years ago to support the sales, marketing and distribution of BMW automobiles and motorcycles in the U.S. In 1993 BMW Group Financial Services NA, LLC was founded, and one year later BMW Manufacturing Co., LLC began assembling vehicles in South Carolina. In 2002 and 2003, BMW Group established MINI USA, and Rolls-Royce Motor Cars NA, LLC relaunching two iconic brands and rounding out its product portfolio.

Today, the BMW Group has a nationwide corporate footprint in the U.S. which consists of nearly 30 locations in 12 different states. Beyond the National Sales Company and Financial Services headquarters in Woodcliff Lake, NJ, its manufacturing plant in Spartanburg, South Carolina, and numerous other operational facilities, BMW Group in the U.S. also includes Designworks, a strategic design consultancy in Santa Monica, CA, BMW Group Technology Office USA, a technology research and development center in Silicon Valley, and BMW i Ventures, a venture capital fund, also in Silicon Valley.

BMW Group Plant Spartanburg is the largest single BMW production facility in the world, and the global center of competence for BMW Sports Activity Vehicles including the X3, X4, X5, X6, X7, and XM. The plant assembles more than 1,500 vehicles each day, and up to 450,000 annually. Since 1994, Plant Spartanburg has assembled over 7 million BMW vehicles in the U.S.

The BMW Group sales organization in the U.S. is represented through a network of 350 BMW retailers, 147 BMW motorcycle retailers, 104 MINI passenger car dealers, and 38 Rolls-Royce Motor Car dealers. The company's activities provide and support over 120,000 jobs across the U.S. and contribute more than 43.3 billion to the U.S. economy annually.

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