

Retailer Principal	Sales Manager New Cars	Service Manager Parts Manager	Service Personnel	Parts and Accessories	Administration
Bulletin No. 3 Series-2011-01	Issued 01/18/10 For use within the BMW organization only		Jeremy Chiu Tel.: 905-428-5443 Fax: 905-428-5071		

BMW Canada Inc.

2011 Product Planning Bulletin



Subject: MY2011 3 Series (incl. M3) – Preliminary Product Ordering Information

BMW Canada Inc. is pleased to provide you with ordering information for the MY2011 3 Series effective as of March 2010 production.



BMW 3 Series Coupé & Cabriolet LCI

The new BMW 3 Series Coupé and the BMW 3 Series Cabriolet combine the typical driving pleasure of a BMW 3 Series with individual style and a truly sporty, elegant look. The characteristic driving experience that makes both models so special is becoming even more fascinating and enjoyable. Carefully conceived design modifications at the front, at the side and on the rear of both models, an updated engine for the 335i and innovative design features make these distinctive two-door models even more dynamic, efficient and up-to-date than ever before.

The BMW 3 Series Coupé and Convertible now feature headlights with newly designed contour lines, a modified structure, and innovative LED technology for the turn signals. The rear taillights in their two-piece L-shape design are further accentuated by a new all-red colour scheme. Featuring two rows of lights, the new taillights create a typical BMW night design. The MY2011 M3 Coupé and M3 Cabriolet also benefit from the new taillight design.

New headlight design with LED turn signals, illuminated eyebrow and LED Corona Rings (daytime running lights)

New two-piece L-shaped taillight design with LED technology in all-red design with two LED light conducting rods



Continuous lower air intake with side fins and strong front lip emphasize wide track and sportiness

Fog light optics compliment revised air intake design

Emphasized character line is wider and lower, underscoring the wide track and sportiness

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30mm longer front bumper emphasizes an athletic and elegant appearance

Two contrasting character lines reinforce the impression of dynamics and agility while visually lowering the 3 Series Coupé and Cabriolet

Rising character line and slightly sloping shoulder line converge for a lighter appearance

STANDARD EQUIPMENT

N55 Engine

The BMW 335i Sedan, Coupé and Cabriolet models feature a brand new 3.0-litre inline-six cylinder engine with BMW TwinPower Turbo Technology. This new engine combines a single advanced twin-scroll turbocharger with VALVETRONIC technology and High Precision Injection for the first time on a BMW 6-cylinder engine. The result is improved throttle response at all engine speeds while substantially enhancing fuel economy. Typical of all BMW EfficientDynamics Technologies, drivability and performance have not been sacrificed. With an impressive output of 300hp @ 5,800rpm and 300 lb-ft of torque at 1,200rpm (vs. 1,400rpm for the N54 engine) the new N55 engine with TwinPower Turbo Technology ensures that the 3 Series remains the benchmark in its segment.

335i Coupé & Cabriolet (RWD only)	New 18" V-Spoke Alloy Wheels – Style 342
335i Cabriolet	Harman/Kardon Surround Sound System (688) replaces HiFi System Professional (677) <ul style="list-style-type: none"> Harman/Kardon badge on the a-pillar/mirror triangle speaker

OPTIONAL EQUIPMENT

All Models (non-M)	Shift Paddles <ul style="list-style-type: none"> The logic and appearance of the steering-wheel-mounted shift paddles have been revised, using one side for upshifting and one for downshifting (+/- symbols are added to the paddles).
328i Models (excl. 328i Cabriolet)	Executive Package <ul style="list-style-type: none"> Burl Walnut Interior Wood Trim deleted from package and offered as stand-alone option Premium Sound Package <ul style="list-style-type: none"> Harman/Kardon Surround Sound System (688) replaces HiFi System Professional (677) Harman/Kardon badge on the a-pillar/mirror triangle speaker

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335i Models	<p>Executive Package (excl. 335i Cabriolet)</p> <ul style="list-style-type: none"> • Includes Audiophile Sound Package contents from MY10 <ul style="list-style-type: none"> ◦ BMW Individual Audio System (Option 688) ◦ SIRIUS Satellite Radio Tuner with one-year subscription (Option 655) • Compass Mirror deleted <p>M Sport Package deleted (Deleted for 335i Coupé, RWD & 335i Cabriolet only)</p>
335d	<p>Executive Package</p> <ul style="list-style-type: none"> • Burl Walnut Interior Wood Trim deleted from package and offered as stand-alone option • Includes Audiophile Sound Package contents from MY10 <ul style="list-style-type: none"> ◦ BMW Individual Audio System (Option 688) ◦ SIRIUS Satellite Radio Tuner with one-year subscription (Option 655) <p>M Sport Package added, replaces Sport Package.</p>
328i Coupé	<p>Sport Package</p> <ul style="list-style-type: none"> • New 18" V Spoke Alloy Wheel – Style 189
335i xDrive Coupé	<p>Sport Package</p> <ul style="list-style-type: none"> • New 18" V Spoke Alloy Wheel – Style 342
328i Cabriolet	<p>Executive Package</p> <ul style="list-style-type: none"> • Includes Harman/Kardon HiFi Sound System (Option 688) and SIRIUS Satellite Radio Tuner with one-year subscription (Option 655) <p>Sport Package</p> <ul style="list-style-type: none"> • New 18" V Spoke Alloy Wheel – Style 189
M3 Sedan & Coupé	<p>Executive Package</p> <ul style="list-style-type: none"> • Compass Mirror deleted

PAINT, UPHOLSTERY AND TRIM

All Models (excl. 323i & M3 models)	<u>New</u>
	<p>Paint Finishes</p> <ul style="list-style-type: none"> • Vermillion Red Metallic (A82) • Deep Sea Blue Metallic (A76) (available for 323i Sedan) <p>Upholsteries (Coupé & Cabriolet only)</p> <ul style="list-style-type: none"> • Oyster Dakota Leather (LCCX) <p>Interior Trims (Coupé & Cabriolet only)</p> <ul style="list-style-type: none"> • Walnut Light Wood Trim (4A3) • Bamboo Anthracite Trim (4BY)
	<u>Deleted</u>
	Paint Finishes

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	<ul style="list-style-type: none"> • Barbera Red Metallic (A39) • Monaco Blue Metallic (A35) <p>Upholsteries (Coupé & Cabriolet only):</p> <ul style="list-style-type: none"> • Jade Grey Dakota Leather (LCD2) <p>Interior Trims (Coupé & Cabriolet only)</p> <ul style="list-style-type: none"> • Poplar Grey Wood Trim (4AS) <p>To minimize ordering complexity and improve customer value, the following options will only be available as a Special Order:</p> <p>Paint Finishes</p> <ul style="list-style-type: none"> • Bluewater Metallic (896) • Montego Blue Metallic (A51) • Platinum Bronze Metallic (A53) • Crimson Red Metallic (A61) • Tasman Metallic (A81) • Havanna Metallic (A17) (Coupé & Cabriolet only) <p>Upholsteries:</p> <ul style="list-style-type: none"> • Grey Dakota Leather (LCAD)
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Updated Product Ordering Information is attached. Ordering information will be available in Reynolds and Reynolds and ONE-EIGHTY systems by Wednesday January 20th, 2009.

Pricing for the MY2011 3 Series will be released closer to market launch.

Please advise all concerned personnel.

BMW Canada Inc.
Marketing

2011 3 Series
323i Sedan

Product Planning
Edition 03.10

Optional Equipment
Manufacturer's Suggested Retail Pricing
Manufacturer's Suggested Tourist Pricing
Manufacturer's Suggested Diplomat Pricing

Model Code	Car Model	Restrictions
PG73 / PG77	323i Sedan with 6 Speed Manual Transmission	Start Date 03/10
PG73 / PG77	323i Sedan with 6 Speed Manual Transmission	Suggested Diplomat Pricing

Option Code	Packages	Restrictions
ZGJ	Premium Package	
248	Heated Steering Wheel	
403	Glass Sunroof	
431	Auto Dimming Mirror, Interior	
ZGP	Executive Package	Only with Premium Package
2BZ	17" Double Spoke Alloy Wheels - Style 161	
459	Electric Seats with Driver Memory	
ZJE	Hands Free Package	
639	BMW Assist with Bluetooth Wireless Technology	Includes 1 year of Safety & Security Package
6FL	USB Audio Integration	Y-cable for iPod included from Aftersales

Option Code	Optional Equipment	Restrictions
CODE	Metallic Paint	Order by Colour Code
CODE	Leatherette Upholstery	Order by Colour Code
205	6 Speed Automatic Transmission with Steptronic	
248	Heated Steering Wheel	
655	SIRIUS Satellite Radio Tuner	Includes 1 year subscription to SIRIUS Satellite Radio
ZED	European Delivery	Includes Velour Floor Mats, Warning Triangle & First Aid Kit
ZSP	Special Orders	
	Administrative fee for ordering special colours, interiors or equipment.	
	Prices for special orders will be quoted at wholesale prices only.	

PRICES AND SPECIFICATIONS ARE SUBJECT TO CHANGE WITHOUT NOTICE
PRICES AT DATE OF DELIVERY WILL APPLY
LOCAL FREIGHT AND RETAILER PREPARATION ARE NOT INCLUDED
RETAILERS MAY SELL FOR LESS

BMW Canada Inc.
Marketing

2011 3 Series
328i Sedan

Optional Equipment
Manufacturer's Suggested Retail Pricing
Manufacturer's Suggested Tourist Pricing
Manufacturer's Suggested Diplomat Pricing

Product Planning
Edition 03.10

Model Code	Car Model	Restrictions
PH73	328i Sedan with 6 Speed Manual Transmission	Start Date 03/10
PH73	328i Sedan with 6 Speed Manual Transmission	Suggested Diplomat Pricing

Option Code	Packages / Editions	Restrictions
ZFU	Navigation Package	
609	BMW On-Board Navigation	Includes iDrive, Programmable Memory Keys and Hard Drive
620	Voice Control	Includes BMW TeleServices Deletes Compass Mirror in combination with Premium Package
ZGM	Premium Package	
248	Heated Steering Wheel	
302	Alarm System	
430	Auto Dimming Mirror, Ext.	Includes Power Folding Mirrors
4NA	Compass Mirror	
CODE	Dakota Leather Upholstery	Order by Colour Code
ZLB	Executive Package	
319	Universal Garage Door Opener (HomeLink® compatible)	
322	Comfort Access	
488	Lumbar Support	
507	Park Distance Control - Rear	
ZKU	Premium Sound Package	
655	SIRIUS Satellite Radio Tuner	Includes 1 year subscription to SIRIUS Satellite Radio
688	Harman/Kardon Sound System	
ZKF	Sport Package	
255	3 Spoke Leather Sport Steering Wheel	
2S1	17" Alloy Wheels	
	Performance Run-Flat Tires: 225/45 R 17 & 255/40 R 17	
481	Sport Seats	Includes Electrically Adjustable Seat Width
704	Sport Suspension	
760	High-gloss Shadow Line	
775	Anthracite Roof Liner	
840	High Speed Maximum	Increases electronic speed limiter to 240km/h

Option Code	Optional Equipment	Restrictions
CODE	Metallic Paint	Order by Colour Code
CODE	Leatherette Upholstery	Order by Colour Code
205	6 Speed Automatic Transmission with Steptronic	Not with Sport Package
ZER	6 Speed Automatic Transmission with Steptronic Shift Paddles	Only with Sport Package
248	Heated Steering Wheel	
4AB	Burl Walnut Wood Trim	
4A3	Walnut Light Wood Trim	
ZED	European Delivery	Includes Velour Floor Mats, Warning Triangle & First Aid Kit
ZSP	Special Orders	
	Administrative fee for ordering special colours, interiors or equipment.	
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BMW Canada Inc. 2011 3 Series
Marketing 328i xDrive Sedan

Product Planning
Edition 03.10

Optional Equipment
Manufacturer's Suggested Retail Pricing
Manufacturer's Suggested Tourist Pricing
Manufacturer's Suggested Diplomat Pricing

Model Code	Car Model	Restrictions
PK73	328i xDrive Sedan with 6 Speed Manual Transmission	Start Date 03/10
PK73	328i xDrive Sedan with 6 Speed Manual Transmission	Suggested Diplomat Pricing

Option Code	Packages / Editions	Restrictions
ZFU	Navigation Package	
609	BMW On-Board Navigation	Includes iDrive, Programmable Memory Keys and Hard Drive
620	Voice Control	Includes BMW TeleServices Deletes Compass Mirror in combination with Premium Package
ZGM	Premium Package	
248	Heated Steering Wheel	
302	Alarm System	
430	Auto Dimming Mirror, Ext.	Includes Power Folding Mirrors
4NA	Compass Mirror	
CODE	Dakota Leather Upholstery	Order by Colour Code
ZLB	Executive Package	
319	Universal Garage Door Opener (HomeLink® compatible)	
322	Comfort Access	
488	Lumbar Support	
507	Park Distance Control - Rear	
ZKU	Premium Sound Package	
655	SIRIUS Satellite Radio Tuner	Includes 1 year subscription to SIRIUS Satellite Radio
688	Harman/Kardon Sound System	
ZKS	Sport Package	
255	3 Spoke Leather Sport Steering Wheel	
2S1	17" Alloy Wheels	
	Performance Run-Flat Tires: 225/45 R 17 & 255/40 R 17	
481	Sport Seats	Includes Electrically Adjustable Seat Width
760	High-gloss Shadow Line	
775	Anthracite Roof Liner	
840	High Speed Maximum	Increases electronic speed limiter to 240km/h

Option Code	Optional Equipment	Restrictions
CODE	Metallic Paint	Order by Colour Code
CODE	Leatherette Upholstery	Order by Colour Code
205	6 Speed Automatic Transmission with Steptronic	Not with Sport Package
ZER	6 Speed Automatic Transmission with Steptronic Shift Paddles	Only with Sport Package
216	Servotronic	
248	Heated Steering Wheel	
4AB	Burl Walnut Wood Trim	
4A3	Walnut Light Wood Trim	
ZED	European Delivery	Includes Velour Floor Mats, Warning Triangle & First Aid Kit
ZSP	Special Orders	
	Administrative fee for ordering special colours, interiors or equipment.	
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BMW Canada Inc. Marketing
2011 3 Series
335i Sedan

Product Planning
Edition 03.10

Optional Equipment
Manufacturer's Suggested Retail Pricing
Manufacturer's Suggested Tourist Pricing
Manufacturer's Suggested Diplomat Pricing

Model Code	Car Model	Restrictions
PM53	335i Sedan with 6 Speed Manual Transmission	Start Date 03/10
PM53	335i Sedan with 6 Speed Manual Transmission	Suggested Diplomat Pricing

Option Code	Packages	Restrictions
ZFU	Navigation Package	
609	BMW On-Board Navigation	Includes iDrive, Programmable Memory Keys and Hard Drive
620	Voice Control	Includes BMW TeleServices
ZLF	Executive Package	
302	Alarm System	
319	Universal Garage Door Opener (HomeLink® compatible)	
322	Comfort Access	
430	Auto Dimming Mirror, Ext.	Includes Power Folding Mirrors
488	Lumbar Support	
507	Park Distance Control - Rear	
655	SIRIUS Satellite Radio Tuner	Includes 1 year subscription to SIRIUS Satellite Radio
752	BMW Individual Audio System with Dirac Live™ Technology	
ZKJ	M Sport Package	
2MF	18" M Star Spoke Alloy Wheels - Style 193M	Deletes Heated Steering Wheel
	Performance Run-Flat Tires: 225/40 R 18 & 255/35 R 18	
337	M Sport Package	
	M Sport Steering Wheel, M Aerodynamic Package, M Shift Knob (Manual Only),	
	M Footrest, High-gloss Shadow Line, Anthracite Roof Liner, Aluminum Glacier Silver Trim	

Option Code	Optional Equipment	Restrictions
CODE	Metallic Paint	Order by Colour Code
CODE	Dakota Leather	Order by Colour Code
ZER	6 Speed Automatic Transmission with Steptronic Shift Paddles	Not with M Sport Package
ZKK	6 Speed Automatic Transmission with Steptronic Shift Paddles	Only with M Sport Package
217	Active Steering	
4AB	Burl Walnut Wood Trim	
4A3	Walnut Light Wood Trim	
ZED	European Delivery	Includes Velour Floor Mats, Warning Triangle & First Aid Kit
ZSP	Special Orders	
	Administrative fee for ordering special colours, interiors or equipment.	
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BMW Canada Inc. Marketing
2011 3 Series
335i xDrive Sedan

Product Planning
Edition 03.10

Optional Equipment
Manufacturer's Suggested Retail Pricing
Manufacturer's Suggested Tourist Pricing
Manufacturer's Suggested Diplomat Pricing

Model Code	Car Model	Restrictions
PL53	335i xDrive Sedan with 6 Speed Manual Transmission	Start Date 03/10
PL53	335i xDrive Sedan with 6 Speed Manual Transmission	Suggested Diplomat Pricing

Option Code	Packages / Editions	Restrictions
ZFU	Navigation Package	Includes iDrive, Programmable Memory Keys and Hard Drive
609	BMW On-Board Navigation	Includes BMW TeleServices
620	Voice Control	
ZLF	Executive Package	
302	Alarm System	
319	Universal Garage Door Opener (HomeLink® compatible)	
322	Comfort Access	
430	Auto Dimming Mirror, Ext.	Includes Power Folding Mirrors
488	Lumbar Support	
507	Park Distance Control - Rear	
655	SIRIUS Satellite Radio Tuner	Includes 1 year subscription to SIRIUS Satellite Radio
752	BMW Individual Audio System with Dirac Live™ Technology	
ZGX	Sport Package	Not with M Sport Package
2S2	18" Star Spoke Alloy Wheels - Style 287	
	Performance Run-Flat Tires: 225/40 R 18 & 255/35 R 18	
481	Sport Seats	Includes Electrically Adjustable Seat Width
840	High Speed Maximum	Increases electronic speed limiter to 240km/h
ZKJ	M Sport Package	Not with Sport Package
2MF	18" M Star Spoke Alloy Wheels - Style 193M	Deletes Heated Steering Wheel
	Performance Run-Flat Tires: 225/40 R 18 & 255/35 R 18	
337	M Sport Package	
	M Sport Steering Wheel, M Aerodynamic Package, M Shift Knob (Manual Only), Sport Seats	
	M Footrest, High-gloss Shadow Line, Anthracite Roof Liner, Aluminum Glacier Silver Trim,	
	High Speed Maximum	

Option Code	Optional Equipment	Restrictions
CODE	Metallic Paint	Order by Colour Code
CODE	Dakota Leather	Order by Colour Code
ZER	6 Speed Automatic Transmission with Steptronic Shift Paddles	Not with M Sport Package
ZKK	6 Speed Automatic Transmission with Steptronic Shift Paddles	Only with M Sport Package
216	Servotronic	
481	Sport Seats	Includes Electrically Adjustable Seat Width
4AB	Burl Walnut Wood Trim	
4A3	Walnut Light Wood Trim	
ZED	European Delivery	Includes Velour Floor Mats, Warning Triangle & First Aid Kit
ZSP	Special Orders	
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BMW Canada Inc.
Marketing

2011 3 Series
335d Sedan

Product Planning
Edition 03.10

Optional Equipment
Manufacturer's Suggested Retail Pricing
Manufacturer's Suggested Tourist Pricing
Manufacturer's Suggested Diplomat Pricing

Model Code	Car Model	Restrictions
PN73	335d Sedan with 6 Speed Automatic Transmission	Start Date 03/10
PN73	335d Sedan with 6 Speed Automatic Transmission	Suggested Diplomat Pricing

Option Code	Packages / Editions	Restrictions
ZFU	Navigation Package	
609	BMW On-Board Navigation	Includes iDrive, Programmable Memory Keys and Hard Drive
620	Voice Control	Includes BMW TeleServices Deletes Compass Mirror in combination with Premium Package
ZGM	Premium Package	
248	Heated Steering Wheel	
302	Alarm System	
430	Auto Dimming Mirror, Ext.	Includes Power Folding Mirrors
4NA	Compass Mirror	
CODE	Dakota Leather	Order by Colour Code
ZLH	Executive Package	
319	Universal Garage Door Opener (HomeLink® compatible)	
322	Comfort Access	
488	Lumbar Support	
507	Park Distance Control - Rear	
655	SIRIUS Satellite Radio Tuner	Includes 1 year subscription to SIRIUS Satellite Radio
752	BMW Individual Audio System with Dirac Live™ Technology	
ZLJ	M Sport Package	
2MF	18" M Star Spoke Alloy Wheels, Mixed - Style 193M	
	Performance Run-Flat Tires: 225/40 R 18 & 255/35 R 18	
7XA	3 Spoke M Leather Sport Steering Wheel with Steptronic Paddles	
337	M Sport Package	
	M Sport Steering Wheel, M Aerodynamic Package, M Footrest, Sport Seats, High-gloss Shadow Line	
	Anthracite Roof Liner, Aluminum Glacier Silver Trim, High Speed Maximum	

Option Code	Optional Equipment	Restrictions
CODE	Metallic Paint	Order by Colour Code
CODE	Leatherette Upholstery	Order by Colour Code
248	Heated Steering Wheel	
4AB	Burl Walnut Wood Trim	
4A3	Walnut Light Wood Trim	Replaces Burl Walnut when ordered with Executive Package
ZED	European Delivery	Includes Velour Floor Mats, Warning Triangle & First Aid Kit
ZSP	Special Orders	
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BMW Canada Inc. 2011 3 Series
Marketing 328i xDrive Touring

Product Planning
Edition 03.10

Optional Equipment
Manufacturer's Suggested Retail Pricing
Manufacturer's Suggested Tourist Pricing
Manufacturer's Suggested Diplomat Pricing

Model Code	Car Model	Restrictions
UU33	328i xDrive Touring with 6 Speed Manual Transmission	Start Date 03/10
UU33	328i xDrive Touring with 6 Speed Manual Transmission	Suggested Diplomat Pricing

Option Code	Packages / Editions	Restrictions
ZFU	Navigation Package	Includes iDrive, Programmable Memory Keys and Hard Drive
609	BMW On-Board Navigation	Includes BMW TeleServices
620	Voice Control	Deletes Compass Mirror in combination with Premium Package
ZGM	Premium Package	
248	Heated Steering Wheel	
302	Alarm System	
430	Auto Dimming Mirror, Ext.	Includes Power Folding Mirrors
4NA	Compass Mirror	
CODE	Dakota Leather Upholstery	Order by Colour Code
ZLB	Executive Package	
319	Universal Garage Door Opener (HomeLink® compatible)	
322	Comfort Access	
488	Lumbar Support	
507	Park Distance Control	Rear sensors only
ZKU	Premium Sound Package	
655	SIRIUS Satellite Radio Tuner	Includes 1 year subscription to SIRIUS Satellite Radio
688	Harman/Kardon Sound System	
ZKS	Sport Package	
255	3 Spoke Leather Sport Steering Wheel	
2S1	17" Alloy Wheels, Style 286	
	Performance Run-Flat Tires: 225/45 R 17 & 255/40 R 17	
481	Sport Seats	Includes Electrically Adjustable Seat Width
760	High-gloss Shadow Line	
775	Anthracite Roof Liner	
840	High Speed Maximum	Increases electronic speed limiter to 240km/h

Option Code	Optional Equipment	Restrictions
CODE	Metallic Paint	Order by Colour Code
CODE	Leatherette Upholstery	Order by Colour Code
205	6 Speed Automatic Transmission with Steptronic	Not with Sport Package
ZER	6 Speed Automatic Transmission with Steptronic Shift Paddles	Only with Sport Package
216	Servotronic	
248	Heated Steering Wheel	
4AB	Burl Walnut Wood Trim	
4A3	Walnut Light Wood Trim	
ZED	European Delivery	Includes Velour Floor Mats, Warning Triangle & First Aid Kit
ZSP	Special Orders	
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BMW Canada Inc.
Marketing

2011 3 Series
328i Coupé

Optional Equipment
Manufacturer's Suggested Retail Pricing
Manufacturer's Suggested Tourist Pricing
Manufacturer's Suggested Diplomat Pricing

Product Planning
Edition 03.10

Model Code	Car Model	Restrictions
KE33	328i Coupé with 6 Speed Manual Transmission	Start Date 03/10
KE33	328i Coupé with 6 Speed Manual Transmission	Suggested Diplomat Pricing

Option Code	Packages / Editions	Restrictions
ZFU	Navigation Package	
609	BMW On-Board Navigation	Includes iDrive, Programmable Memory Keys and Hard Drive
620	Voice Control	Includes BMW TeleServices Deletes Compass Mirror in combination with Premium Package
ZGM	Premium Package	
248	Heated Steering Wheel	
302	Alarm System	
430	Auto Dimming Mirror, Ext.	Includes Power Folding Mirrors
4NA	Compass Mirror	
CODE	Dakota Leather Upholstery	Order by Colour Code
ZLB	Executive Package	
319	Universal Garage Door Opener (HomeLink® compatible)	
322	Comfort Access	
488	Lumbar Support	
507	Park Distance Control	Rear sensors only
ZKU	Premium Sound Package	
655	SIRIUS Satellite Radio Tuner	Includes 1 year subscription to SIRIUS Satellite Radio
688	Harman/Kardon Sound System	
ZLN	Sport Package	
2C6	18" Star-Spoke Alloy Wheels - Style 189 Performance Run-Flat Tires: 225/40 R 18 & 255/35 R 18	
481	Sport Seats	Includes Electrically Adjustable Seat Width
760	High-gloss Shadow Line	
775	Anthracite Roof Liner	
840	High Speed Maximum	Increases electronic speed limiter to 240km/h

Option Code	Optional Equipment	Restrictions
CODE	Metallic Paint	Order by Colour Code
CODE	Leatherette Upholstery	Order by Colour Code
ZER	6 Speed Automatic Transmission with Steptronic Shift Paddles	
248	Heated Steering Wheel	
481	Sport Seats	Includes Electrically Adjustable Seat Width
4A3	Walnut Light Wood Trim	
4AB	Burl Walnut Wood Trim	
4BY	Bamboo Anthracite Trim	
ZED	European Delivery	Includes Velour Floor Mats, Warning Triangle & First Aid Kit
ZSP	Special Orders	
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Marketing

2011 3 Series
328i xDrive Coupé

Optional Equipment
Manufacturer's Suggested Retail Pricing
Manufacturer's Suggested Tourist Pricing
Manufacturer's Suggested Diplomat Pricing

Product Planning
Edition 03.10

Model Code	Car Model	Restrictions
KF33	328i xDrive Coupé with 6 Speed Manual Transmission	Start Date 03/10
KF33	328i xDrive Coupé with 6 Speed Manual Transmission	Suggested Diplomat Pricing

Option Code	Packages / Editions	Restrictions
ZFU	Navigation Package	
609	BMW On-Board Navigation	Includes iDrive, Programmable Memory Keys and Hard Drive
620	Voice Control	Includes BMW TeleServices Deletes Compass Mirror in combination with Premium Package
ZGM	Premium Package	
248	Heated Steering Wheel	
302	Alarm System	
430	Auto Dimming Mirror, Ext.	Includes Power Folding Mirrors
4NA	Compass Mirror	
CODE	Dakota Leather Upholstery	Order by Colour Code
ZLB	Executive Package	
319	Universal Garage Door Opener (HomeLink® compatible)	
322	Comfort Access	
488	Lumbar Support	
507	Park Distance Control	Rear sensors only
ZKU	Premium Sound Package	
655	SIRIUS Satellite Radio Tuner	Includes 1 year subscription to SIRIUS Satellite Radio
688	Harman/Kardon Sound System	
ZLN	Sport Package	
2C6	18" Star Spoke Alloy Wheels - Style 189	
	Performance Run-Flat Tires: 225/40 R 18 & 255/35 R 18	
481	Sport Seats	Includes Electrically Adjustable Seat Width
760	High-gloss Shadow Line	
775	Anthracite Roof Liner	
840	High Speed Maximum	Increases electronic speed limiter to 240km/h

Option Code	Optional Equipment	Restrictions
CODE	Metallic Paint	Order by Colour Code
CODE	Leatherette Upholstery	Order by Colour Code
ZER	6 Speed Automatic Transmission with Steptronic Shift Paddles	
216	Servotronic	
248	Heated Steering Wheel	
481	Sport Seats	Includes Electrically Adjustable Seat Width
4A3	Walnut Light Wood Trim	
4AB	Burl Walnut Wood Trim	
4BY	Bamboo Anthracite Trim	
ZED	European Delivery	Includes Velour Floor Mats, Warning Triangle & First Aid Kit
ZSP	Special Orders	
	Administrative fee for ordering special colours, interiors or equipment.	
	Prices for special orders will be quoted at wholesale prices only.	

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RETAILERS MAY SELL FOR LESS

BMW Canada Inc. 2011 3 Series
Marketing 335i Coupé

Product Planning
Edition 03.10

Optional Equipment
Manufacturer's Suggested Retail Pricing
Manufacturer's Suggested Tourist Pricing
Manufacturer's Suggested Diplomat Pricing

Model Code	Car Model	Restrictions
KG73	335i Coupé with 6 Speed Manual Transmission	Start Date 03/10
KG73	335i Coupé with 6 Speed Manual Transmission	Suggested Diplomat Pricing

Option Code	Packages / Editions	Restrictions
ZFU	Navigation Package	
609	BMW On-Board Navigation	Includes iDrive, Programmable Memory Keys and Hard Drive
620	Voice Control	Includes BMW TeleServices
ZLF	Executive Package	
302	Alarm System	
319	Universal Garage Door Opener (HomeLink® compatible)	
322	Comfort Access	
430	Auto Dimming Mirror, Ext.	Includes Power Folding Mirrors
488	Lumbar Support	
507	Park Distance Control	Rear sensors only
655	SIRIUS Satellite Radio Tuner	Includes 1 year subscription to SIRIUS Satellite Radio
752	BMW Individual Audio System with Dirac Live™ Technology	

Option Code	Optional Equipment	Restrictions
CODE	Metallic Paint	Order by Colour Code
CODE	Dakota Leather Upholstery	Order by Colour Code
ZER	6 Speed Automatic Transmission with Steptronic Shift Paddles	
217	Active Steering	
4A3	Walnut Light Wood Trim	
4AB	Burl Walnut Wood Trim	
4BY	Bamboo Anthracite Trim	
ZED	European Delivery	Includes Velour Floor Mats, Warning Triangle & First Aid Kit
ZSP	Special Orders	
	Administrative fee for ordering special colours, interiors or equipment.	
	Prices for special orders will be quoted at wholesale prices only.	

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BMW Canada Inc. 2011 3 Series
Marketing 335i xDrive Coupé

Product Planning
Edition 03.10

Optional Equipment
Manufacturer's Suggested Retail Pricing
Manufacturer's Suggested Tourist Pricing
Manufacturer's Suggested Diplomat Pricing

Model Code	Car Model	Restrictions
KF93	335i xDrive Coupé with 6 Speed Manual Transmission	Start Date 03/10
KF93	335i xDrive Coupé with 6 Speed Manual Transmission	Suggested Diplomat Pricing

Option Code	Packages / Editions	Restrictions
ZFU 609 620	Navigation Package BMW On-Board Navigation Voice Control	Includes iDrive, Programmable Memory Keys and Hard Drive Includes BMW TeleServices
ZLF 302 319 322 430 488 507 655 752	Executive Package Alarm System Universal Garage Door Opener (HomeLink® compatible) Comfort Access Auto Dimming Mirror, Ext. Lumbar Support Park Distance Control SIRIUS Satellite Radio Tuner BMW Individual Audio System with Dirac Live™ Technology	Includes Power Folding Mirrors Rear sensors only Includes 1 year subscription to SIRIUS Satellite Radio
ZGY 2KG	Sport Package 18" V-Spoke Alloy Wheels - Style 342 Performance Run-Flat Tires: 225/40 R 18 & 255/35 R 18	Not with M Sport Package
481 840	Sport Seats High Speed Maximum	Includes Electrically Adjustable Seat Width Increases electronic speed limiter to 240km/h
ZKN 2MF 337	M Sport Package 18" M Star Spoke Alloy Wheels - Style 193M Performance Run-Flat Tires: 225/40 R 18 & 255/35 R 18 M Sport Package M Sport Steering Wheel, M Aerodynamic Package, M Shift Knob (Manual Only), Sport Seats M Footrest, High-gloss Shadow Line, Anthracite Roof Liner, Aluminum Glacier Silver Trim, High Speed Maximum	Not with Sport Package Deletes Heated Steering Wheel

Option Code	Optional Equipment	Restrictions
CODE	Metallic Paint	Order by Colour Code
CODE	Dakota Leather Upholstery	Order by Colour Code
ZER	6 Speed Automatic Transmission with Steptronic Shift Paddles	Not with M Sport Package
ZKK	6 Speed Automatic Transmission with Steptronic Shift Paddles	Only with M Sport Package
216	Servotronic	
481	Sport Seats	Includes Electrically Adjustable Seat Width
4A3	Walnut Light Wood Trim	
4AB	Burl Walnut Wood Trim	
4BY	Bamboo Anthracite Trim	
ZED	European Delivery	Includes Velour Floor Mats, Warning Triangle & First Aid Kit
ZSP	Special Orders Administrative fee for ordering special colours, interiors or equipment. Prices for special orders will be quoted at wholesale prices only.	

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BMW Canada Inc. 2011 3 Series
Marketing 328i Cabriolet

Product Planning
Edition 03.10

Optional Equipment
Manufacturer's Suggested Retail Pricing
Manufacturer's Suggested Tourist Pricing
Manufacturer's Suggested Diplomat Pricing

Model Code	Car Model	Restrictions
DW33	328i Cabriolet with 6 Speed Manual Transmission	Start Date 03/10
DW33	328i Cabriolet with 6 Speed Manual Transmission	Suggested Diplomat Pricing

Option Code	Packages / Editions	Restrictions
ZFU	Navigation Package	Includes iDrive, Programmable Memory Keys and Hard Drive
609	BMW On-Board Navigation	Includes BMW TeleServices
620	Voice Control	Deletes Compass Mirror in combination with Executive Package
ZGZ	Executive Package	
302	Alarm System	
319	Universal Garage Door Opener (HomeLink® compatible)	
430	Auto Dimming Mirror, Ext.	Includes Power Folding Mirrors
488	Lumbar Support	
4NA	Compass Mirror	
507	Park Distance Control	Rear sensors only
ZKU	Premium Sound Package	
655	SIRIUS Satellite Radio Tuner	Includes 1 year subscription to SIRIUS Satellite Radio
688	Harman/Kardon Sound System	
ZLO	Sport Package	
2C6	18" Star-Spoke Alloy Wheels - Style 189	
	Performance Run-Flat Tires: 225/40 R 18 & 255/35 R 18	
481	Sport Seats	Includes Electrically Adjustable Seat Width
704	Sport Suspension	
840	High Speed Maximum	Increases electronic speed limiter to 240km/h

Option Code	Optional Equipment	Restrictions
CODE	Metallic Paint	Order by Colour Code
CODE	Dakota Leather Upholstery	Order by Colour Code
ZER	6 Speed Automatic Transmission with Steptronic Shift Paddles	
481	Sport Seats	Includes Electrically Adjustable Seat Width
4A3	Walnut Light Wood Trim	
4AB	Burl Walnut Wood Trim	
4BY	Bamboo Anthracite Trim	
ZED	European Delivery	Includes Velour Floor Mats, Warning Triangle & First Aid Kit
ZSP	Special Orders	
	Administrative fee for ordering special colours, interiors or equipment.	
	Prices for special orders will be quoted at wholesale prices only.	

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BMW Canada Inc. 2011 3 Series
Marketing 335i Cabriolet

Product Planning
Edition 03.10

Optional Equipment
Manufacturer's Suggested Retail Pricing
Manufacturer's Suggested Tourist Pricing
Manufacturer's Suggested Diplomat Pricing

Model Code	Car Model	Restrictions
DX73	335i Cabriolet with 6 Speed Manual Transmission	Start Date 03/10
DX73	335i Cabriolet with 6 Speed Manual Transmission	Suggested Diplomat Pricing

Option Code	Packages / Editions	Restrictions
ZFU	Navigation Package	Includes iDrive, Programmable Memory Keys and Hard Drive
609	BMW On-Board Navigation	Includes BMW TeleServices
620	Voice Control	Deletes Compass Mirror
ZGG	Audiophile Sound Package	
655	SIRIUS Satellite Radio Tuner	Includes 1 year subscription to SIRIUS Satellite Radio
752	BMW Individual Audio System with Dirac Live™ Technology	

Option Code	Optional Equipment	Restrictions
CODE	Metallic Paint	Order by Colour Code
CODE	Dakota Leather Upholstery	Order by Colour Code
ZER	6 Speed Automatic Transmission with Steptronic Shift Paddles	
217	Active Steering	
4A3	Walnut Light Wood Trim	
4AB	Burl Walnut Wood Trim	
4BY	Bamboo Anthracite Trim	
ZED	European Delivery	Includes Velour Floor Mats, Warning Triangle & First Aid Kit
ZSP	Special Orders	
	Administrative fee for ordering special colours, interiors or equipment.	
	Prices for special orders will be quoted at wholesale prices only.	

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BMW Canada Inc.
Marketing

2011 M
M3 Sedan

Optional Equipment
Manufacturer's Suggested Retail Pricing
Manufacturer's Suggested Tourist Pricing
Manufacturer's Suggested Diplomat Pricing

Product Planning
Edition 03.10

Model Code	Car Model	Restrictions
PM93	M3 Sedan with 6 Speed Manual Transmission	Start Date 03/10
PM93	M3 Sedan with 6 Speed Manual Transmission	Suggested Diplomat Pricing

Option Code	Packages / Editions	Restrictions
ZGE	MDrive Package	Includes iDrive, Programmable Memory Keys and Hard Drive Includes BMW TeleServices
2MD	MDrive	
609	BMW On-Board Navigation	
620	Voice Control	
ZLP	Executive Package	Rear sensors only Includes 1 year subscription to SIRIUS Satellite Radio
313	Power Fold Mirrors	
319	Universal Garage Door Opener (HomeLink® compatible)	
415	Electric Rear Sunshade	
417	Manual Side Sunshades	
490	Adjustable Seat Width with Lumbar Support	
507	Park Distance Control	
655	SIRIUS Satellite Radio Tuner	
752	BMW Individual Audio System with Dirac Live™ Technology	
ZGG	Audiophile Sound Package	Includes 1 year subscription to SIRIUS Satellite Radio
655	SIRIUS Satellite Radio Tuner	
752	BMW Individual Audio System with Dirac Live™ Technology	

Option Code	Optional Equipment	Restrictions
CODE	Metallic Paint	Order by Colour Code
CODE	Speed Cloth / Leather Upholstery	Order by Colour Code
CODE	Novillo Leather Upholstery	Order by Colour Code
CODE	Extended Novillo Leather Upholstery	Order by Colour Code. Only with MDrive Package.
223	Electronic Damper Control	
2MK	M Double Clutch Transmission with Drivelogic	
2MT	19" M Double Spoke Alloy Wheels - Style 220M Performance Tires: 245/35 ZR 19 & 265/35 ZR 19	
326	Rear Spoiler Deletion	
ZZZ	Glass Sunroof Deletion	
490	Adjustable Seat Width with Lumbar Support	
4MY	Carbon Black Leather Trim	
4MZ	Sycamore Anthracite Wood Trim	
507	Park Distance Control	Rear sensors only
760	High-Gloss Shadow Line	
ZED	European Delivery	Includes Velour Floor Mats, Warning Triangle & First Aid Kit
ZSP	Special Orders Administrative fee for ordering special colours, interiors or equipment. Prices for special orders will be quoted at wholesale prices only.	

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BMW Canada Inc.
Marketing

2011 M
M3 Coupé

Product Planning
Edition 03.10

Optional Equipment
Manufacturer's Suggested Retail Pricing
Manufacturer's Suggested Tourist Pricing
Manufacturer's Suggested Diplomat Pricing

Model Code	Car Model	Restrictions
KG93	M3 Coupé with 6 Speed Manual Transmission	Start Date 03/10
KG93	M3 Coupé with 6 Speed Manual Transmission	Suggested Diplomat Pricing

Option Code	Packages / Editions	Restrictions
ZGE	MDrive Package	Includes iDrive, Programmable Memory Keys and Hard Drive Includes BMW TeleServices
313	MDrive	
609	BMW On-Board Navigation	
620	Voice Control	
ZLQ	Executive Package	Rear sensors only Includes 1 year subscription to SIRIUS Satellite Radio
313	Power Fold Mirrors	
319	Universal Garage Door Opener (HomeLink® compatible)	
415	Electric Rear Sunshade	
490	Adjustable Seat Width with Lumbar Support	
507	Park Distance Control	
655	SIRIUS Satellite Radio Tuner	
752	BMW Individual Audio System with Dirac Live™ Technology	
ZGG	Audiophile Sound Package	Includes 1 year subscription to SIRIUS Satellite Radio
655	SIRIUS Satellite Radio Tuner	
752	BMW Individual Audio System with Dirac Live™ Technology	

Option Code	Optional Equipment	Restrictions
CODE	Metallic Paint	Order by Colour Code
CODE	Speed Cloth / Leather Upholstery	Order by Colour Code
CODE	Novillo Leather Upholstery	Order by Colour Code
CODE	Extended Novillo Leather Upholstery	Order by Colour Code. Only with MDrive Package.
223	Electronic Damper Control	
2MK	M Double Clutch Transmission with Drivelogic	
2MT	19" M Double Spoke Alloy Wheels - Style 220M	
	Performance Tires: 245/35 ZR 19 & 265/35 ZR 19	
326	Rear Spoiler Deletion	Deletes carbon fibre roof
403	Glass Sunroof	
490	Adjustable Seat Width with Lumbar Support	
4MY	Carbon Black Leather Trim	
4MZ	Sycamore Anthracite Wood Trim	
507	Park Distance Control	Rear sensors only
760	High-Gloss Shadow Line	
ZED	European Delivery	Includes Velour Floor Mats, Warning Triangle & First Aid Kit
ZSP	Special Orders	

Administrative fee for ordering special colours, interiors or equipment.
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BMW Canada Inc.
Marketing

2011 M
M3 Cabriolet

Product Planning
Edition 03.10

Optional Equipment
Manufacturer's Suggested Retail Pricing
Manufacturer's Suggested Tourist Pricing
Manufacturer's Suggested Diplomat Pricing

Model Code	Car Model	Restrictions
DX93	M3 Cabriolet with 6 Speed Manual Transmission	Start Date 03/10
DX93	M3 Cabriolet with 6 Speed Manual Transmission	Suggested Diplomat Pricing

Option Code	Packages / Editions	Restrictions
ZGE	MDrive Package	Includes iDrive, Programmable Memory Keys and Hard Drive Includes BMW TeleServices
2MD	MDrive	
609	BMW On-Board Navigation	
620	Voice Control	
ZLR	Executive Package	Rear sensors only Includes 1 year subscription to SIRIUS Satellite Radio
313	Power Fold Mirrors	
319	Universal Garage Door Opener (HomeLink® compatible)	
490	Adjustable Seat Width with Lumbar Support	
507	Park Distance Control	
655	SIRIUS Satellite Radio Tuner	
752	BMW Individual Audio System with Dirac Live™ Technology	
ZGG	Audiophile Sound Package	Includes 1 year subscription to SIRIUS Satellite Radio
655	SIRIUS Satellite Radio Tuner	
752	BMW Individual Audio System with Dirac Live™ Technology	

Option Code	Optional Equipment	Restrictions
CODE	Metallic Paint	Order by Colour Code
CODE	Novillo Leather Upholstery	Order by Colour Code
CODE	Extended Novillo Leather Upholstery	Order by Colour Code. Only with MDrive Package.
223	Electronic Damper Control	
2MK	M Double Clutch Transmission with Drivelogic	
2MT	19" M Double Spoke Alloy Wheels - Style 220M	
	Performance Tires: 245/35 ZR 19 & 265/35 ZR 19	
490	Adjustable Seat Width with Lumbar Support	
4MY	Carbon Black Leather Trim	
4MZ	Sycamore Anthracite Wood Trim	
507	Park Distance Control	Rear sensors only
ZED	European Delivery	Includes Velour Floor Mats, Warning Triangle & First Aid Kit
ZSP	Special Orders	
	Administrative fee for ordering special colours, interiors or equipment. Prices for special orders will be quoted at wholesale prices only.	

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3 Series Sedan & Touring

323i Sedan
328i Sedan
335i Sedan
335d Sedan
328i Touring



The Ultimate Driving Experience.®



BMW 3 Series Sedan & Touring.

MY2011 PRODUCT GUIDE.

2011 - 3 Series Sedan and Touring Technical Specifications

	323i	328i	328i xDrive	328i xDrive Touring	335i	335i xDrive	335d
Dimensions (mm)							
Length/Width/Height	4541/1817/1421			4537/1817/ 1418	4541/1817/1421		
Wheelbase	2760						
Turning circle (m)	11.0	11.0	11.8	11.8	11.0	11.8	11.0
Track, front/rear	1500/1529						
Interior width, front/rear	1408/1399			1408/1400	1408/1399		
Leg room, front/rear	1054/879						
Headroom, front/rear	978/953			978/964	978/953		
Luggage capacity (L)	460			460-1385	450		
Fuel capacity (L)	61						

Weight (kg)							
Curb weight, man/auto	1500/1530	1525/1555	1635/1655	1710/1730	1625/1635	1730/1735	- /1735
Weight distribution, front, man/auto (%)	51.0/51.3	50.5/51.1	52.6/52.9	50.9/51.2	50.5/51.1	53.8/53.9	- /51.0
Weight distribution, rear, man/auto (%)	49.0/48.7	49.5/48.9	47.4/47.1	49.1/48.8	49.5/48.9	46.2/46.1	- /49.0
Max. gross weight, man/auto	1980/2011	2005/2035	2115/2135	2210/2230	2110/2115	2210/2215	- /2215
Max. payload	460			480	460		
Max. axle load, front/rear	955/1100	965/1120	1045/1140	1055/1200	1005/1195	1105/1155	1080/1200
Max. roof load	75						

Engine				
Type	DOHC I-6 24V		TwinPower Turbo DOHC I-6 24V	
Engine management system	Siemens MSV 80	Siemens MSV 80	Siemens MEVD 17.2	DDE 6.2.6
Displacement (cm ³)	2497	2996	2979	2993
Bore and stroke (mm)	82.0 x 78.8	85.0 x 88.0	84.0 x 89.6	84.0 x 90.0
Power (SAE hp @ rpm)	200 @ 6000	230 @ 6500	300 @ 5800	265 @ 4200
Torque (lb/ft @ rpm)	180 @ 4000	200 @ 2750	300 @ 1200	425 @ 1750
Compression ratio	11.0	10.7	10.2	16.5
Fuel grade	Premium unleaded			Diesel



2011 - 3 Series Sedan and Touring Technical Specifications

	323i	328i	328i xDrive	328i xDrive Touring	335i	335i xDrive	335d
Drivetrain							
Drive configuration	Rear drive		Front engine xDrive AWD		Rear drive	xDrive AWD	Rear drive
Transmission type	6-M/6-A						6-A
Gear ratios, man/auto (:1)							
- 1 st	4.32/4.07		4.35/4.07		4.11/4.17		4.17
- 2 nd	2.46/2.37		2.50/2.37		2.32/2.34		2.34
- 3 rd	1.66/1.55		1.67/1.55		1.54/1.52		1.52
- 4 th	1.23/1.20		1.23/1.20		1.18/1.14		1.14
- 5 th	1.00/0.85		1.00/0.85		1.00/0.87		0.87
- 6 th	0.85/0.67		0.85/0.67		0.85/0.69		0.69
- Reverse	3.94/3.20		3.93/3.20		3.73/3.40		3.40
- Final drive ratio	3.23/3.73		3.38/3.91		3.08/3.46		2.81

Body / Suspension							
Steering Type	Rack & Pinion						
Steering Ratio	16.0		18.2		16.0	18.2	16.0
Braking system	4 channel ABS						
Front brake type / diameter (mm)	Ventilated disc / 312				Ventilated disc / 348		
Rear brake type / diameter (mm)	Ventilated disc / 300				Ventilated disc / 336		
Suspension, front	Double pivot strut type						
Suspension, rear	5-link independent						
Drag coefficient	0.28	0.29 / 0.30	0.30	0.31	0.30	0.32	0.30
Tire size, front	205/55 R 16		225/45 R 17		225/40 R 18		225/45 R 17
Wheel size, front	7.0J x 16		8.0J x 17		8.0J x 18		8.0J x 17
Tire size, rear	205/55 R 16		225/45 R 17		255/35 R 18		225/45 R 17
Wheel size, rear	7.0J x 16		8.0J x 17		8.5J x 18		8.0J x 17

Electrical							
Battery capacity (amp-hrs)	70						
Alternator output, man/auto (amps/watts)	180/2520						

Performance							
Top speed, electronically limited (km/h)	210				240.0	210	
Acceleration 0-100 km/h, man/auto (sec.)	7.4/8.1	6.7/7.3	7.2/7.5	7.4/7.7	5.7/5.9	5.6/5.7	- /6.3

Fuel Consumption							
City, man/auto (L/100km)	TBD	TBD	TBD	TBD	TBD	TBD	TBD
Highway, man/auto (L/100km)	TBD	TBD	TBD	TBD	TBD	TBD	TBD
Combined, man/auto (L/100km)	TBD	TBD	TBD	TBD	TBD	TBD	TBD



2011 - 3 Series Sedan and Touring Features & Amenities

	323i	328i	328i xDrive	328i xDrive Touring	335i	335i xDrive	335d	
Technical								
Technical Features	Inline 6-cylinder engine, 24 valves, 2.5 L, 200hp	■						
	Inline 6-cylinder engine, 24 valves, 3.0 L, 230hp		■	■	■			
	Inline 6-cylinder engine, 24 valves, 3.0 L, 300hp				■	■		
	Inline 6-cylinder diesel engine, 24 vales, 3.0L, 265hp						■	
	TwinPower Turbo Technology				■	■		
	Variable Twin Turbochargers						■	
	Electronically controlled engine cooling	■	■	■	■	■	■	
	Fully electronic "drive-by-wire" throttle system				■			
	Selective Catalytic Reduction (SCR) with AdBlue injection						■	
	Start/Stop button				■			
	6-speed automatic transmission	□	□	□	□	□	□	
	6-speed manual transmission	■	■	■	■	■	■	
	Self-adjusting clutch (SAC)	■	■	■	■	■	■	
	Engine-speed sensitive power steering				■			
	Front and rear anti-roll (stabilizer) bars				■			
	Sport Suspension		□			■		
	xDrive, all-wheel drive system with variable torque split			■	■		■	
	Efficient Dynamics							
	Common-rail direct injection							■
	Double VANOS steplessly variable valve timing	■	■	■	■	■	■	
High Precision Injection (direct injection)					■	■		
Valvetronic engine technology	■	■	■	■	■	■		
Lighting								
Adaptive LED Brakelights, with third brakelight				■				
Adaptive Headlights					■	■		
Automatic Headlamps				■				
BMW Ambiance lighting integrated in door handles		■	■	■	■	■	■	
Halogen free-form foglights				■				
Halogen headlights, low and high beam with luminous rings	■							
Headlight high-pressure washer system			■	■		■		
Xenon headlights, low and high-beam with luminous rings		■	■	■	■	■	■	
Active Safety								
Dynamic Stability Control (DSC), with extended functionality				■				
- Automatic Differential Brake (ADB-X)			■	■		■		
- Automatic Stability Control + Traction (ASC+T)				■				
- Cornering Brake Control (CBC)				■				
- Dynamic Brake Control (DBC)				■				
- Dynamic Traction Control (DTC)				■				
- Electronic Brake force distribution (EBD)				■				
- Electronic limited slip differential	■	■			■		■	
Anti-Lock Braking System (ABS)				■				
Car/Key Memory with follow-me-home function				■				
Heated exterior mirrors, electrically adjustable				■				
Heated windshield washer jets				■				
Tire Pressure Warning (TPW)				■				
Windshield wipers, speed sensitive with rain sensor				■				
Airbags								
Advanced Head Protection System (AHPS), front and rear				■				
Front airbags for driver and passenger, incl. occupant detector				■				
SMART airbag deployment system				■				
Side thorax airbags for driver and front passenger				■				
Passive Safety								
Battery Safety Terminal (BST)				■				
Crash sensor (incl. fuel cutoff, lights on, door unlock)				■				
Collapsible tube crash technology				■				
Interlocking door anchoring system				■				
Side impact protection door reinforcements				■				
Front headrests, active anti-whiplash				■				
Rear headrests, adjustable with foldable centre headrest				■				
Safety belt force limiters, front and rear outer positions				■				
Safety belt pyrotechnical tensioning system, outer positions				■				
Vehicle Protection								
Central remote locking including fuel filler door				■				
Coded driveway protection				■				
Mechanical refuelling lock-out of gasoline filler nozzle							■	
Multi-function remote control, self-charging				■				












■ Standard □ Optional

2011 - 3 Series Sedan and Touring Features & Amenities

	323i	328i	328i xDrive	328i xDrive Touring	335i	335i xDrive	335d
Exterior Features							
Exterior							
Body coloured bumpers and door handles				■			
Exterior mirrors in body colour, blue tinted				■			
Front chrome grille with black kidney bars	■	■	■	■			
Front chrome grille with chrome-plated kidney bars					■	■	■
Front air scoop with black grille and cross-bar	■	■	■	■			
Front air scoop with black grille and titanium cross-bar					■	■	
Front air scoop with titanium grille and cross-bar							■
Roof strips in body colour		■	■	■	■	■	■
Roof strips in black	■						
Non-metallic paint				■			
Roof Rails, black				■			
Side window frame trim, black	■	■	■	■			
Side window frame trim, chrome					■	■	■
Split exhaust tips, chrome					■	■	■
Twin exhaust tips, chrome	■	■	■	■			
White turn signal indicator lenses				■			
Comfort & Convenience							
Auto-dimming interior mirror	□	■	■	■	■	■	■
Armrest, centre front with storage				■			
Armrest, centre rear, folding				■			
BMW Ambiance lighting				■			
Central lock switch				■			
Cupholders, integrated in dashboard and rear armrest				■			
Door entry sills with "BMW" in chrome				■			
Dynamic Cruise Control				■			
Fully finished trunk				■			
Heated Steering Wheel	□	□	□	□	■	■	□
Interior electric trunk release				■			
Locking illuminated glovebox				■			
Glass sunroof, electrically adjustable	□	■	■		■	■	■
Panorama sunroof, electrically adjustable				■			
Multi-function leather steering wheel, 3-spoke	■	■	■	■			■
Multi-function leather sport steering wheel, 3-spoke					■	■	
Multi-purpose center console storage				■			
Tilt/telescopic steering wheel column				■			
Through load, 60/40 split folding rear seats				■			
Sun visors with illuminated vanity mirrors, incl. slide cover				■			
Window lifts electric, anti-trap and comfort open/close				■			
Seating							
Front seats, 6-way manually adjustable	■				-		
Front seats, 8-way electrically adjustable with driver memory		■	■	■	■	■	■
Front Sport Seats with adjustable side bolsters		□	□	□	■	□	□
Heated front seats, 3 stage				■			
Upholstery: Leatherette	■	■	■	■			■
Upholstery: Dakota Leather		□	□	□	■	■	□
Climate Control							
Dual zone automatic air conditioning with micro filter				■			
Automatic air recirculation function				■			
Rear air vents with temperature and air flow adjustments				■			
Entertainment							
Anti-theft AM/FM audio system with RDS and diversity antenna				■			
Auxiliary input, in center console				■			
CD Player, in-dash with MP3 capability				■			
6-speaker sound system, include. 2 subwoofers	■				-		
HiFi 8-speaker sound system, incl. 2 subwoofers					■		
High Definition Radio Tuner				■			
Pre-wiring for SIRIUS Satellite Radio Tuner				■			
USB Audio Integration with Apple iPod Y-Cable	□				■		
Communication							
Bluetooth wireless technology	□				■		
BMW Assist with 1 year subscription	□				■		
Instrumentation							
Check control vehicle monitor system				■			
Condition Based Service (CBS) display				■			
On-board computer, 4 functions				■			

■ Standard □ Optional

2011 - 3 Series Sedan and Touring Wheels & Tires

	Standard	Executive Package	Sport Package	M Sport Package
323i	 <p>V Spoke - Style 360 7.0J x 16 205/55 R 16 All Season Run-Flat Tires</p>	 <p>Double Spoke - Style 161 8.0J x 17 225/45 R 17 All Season Run-Flat Tires</p>		
328i*	 <p>Radial Spoke - Style 284 8.0J x 17 225/45 R 17 All Season Run-Flat Tires</p>		 <p>Star Spoke - Style 286 8J x 17 front / 8.5J x 17 rear 225/45 R 17 front / 255/40 R 17 rear Performance Run-Flat Tires**</p>	
335i	 <p>Star Spoke - Style 287 8J x 18 front / 8.5J x 18 rear 225/40 R 18 front / 255/35 R 18 rear Performance Run-Flat Tires**</p>			 <p>M Star Spoke - Style 193M 8J x 18 front / 8.5J x 18 rear 225/40 R 18 front / 255/35 R 18 rear Performance Run-Flat Tires**</p>
335i xDrive	 <p>V Spoke - Style 285 8.0J x 17 225/45 R 17 All Season Run-Flat Tires</p>		 <p>Star Spoke - Style 287 8J x 18 front / 8.5J x 18 rear 225/40 R 18 front / 255/35 R 18 rear Performance Run-Flat Tires**</p>	 <p>M Star Spoke - Style 193M 8J x 18 front / 8.5J x 18 rear 225/40 R 18 front / 255/35 R 18 rear Performance Run-Flat Tires**</p>
335d	 <p>Radial Spoke - Style 284 8.0J x 17 225/45 R 17 All Season Run-Flat Tires</p>			 <p>M Star Spoke - Style 193M 8J x 18 front / 8.5J x 18 rear 225/40 R 18 front / 255/35 R 18 rear Performance Run-Flat Tires**</p>

* Includes xDrive

** Not recommended for winter use. Increased treadwear is normal for performance tires.

2011 - 3 Series Sedan and Touring

Paint, Upholstery & Trims - 323i

Model	Upholstery	Colour	Standard Seat	Key Number	Metallic Paint				Non-Metallic Paint		Interior Trim
					354	475	A52	A76	300	668	
					Titanium Silver	Black Sapphire	Space Grey	Deep Sea Blue	Alpine White	Jet Black	Satin Silver Matte
323i	Leatherette	Black	■	KASW	■	■	■	■	■	■	S
		Beige	■	KAB4	■	■	■	■	■	■	S

■ = Recommended

S = Standard

2011 - 3 Series Sedan and Touring

Paint, Upholstery & Trims - All (Excluding 323i)

Model	Upholstery	Colour	Standard Seat	Sport Seat	Key Number	Metallic Paint						Non-Metallic Paint		Interior Trim				
						Titanium Silver	Le Mans Blue ²	Black Sapphire	Space Grey	Deep Sea Blue ¹	Vermillion Red ¹	Alpine White	Jet Black ¹	Black High-Gloss	Brushed Aluminum ^{1,3}	Burl Walnut Wood	Walnut Light Wood	Aluminum Glacier Silver ²
						354	381	475	A52	A76	A82	300	668	-	-	4AB	4A3	4MG
328i* 335d	Leatherette	Black	■	■	KASW	■	■	■	■	■	■	■	■	S		O	O	O
		Beige	■	■	KAB4	■	■	■	■	■	■	■	■	S		O	O	O
328i* 335i* 335d	Dakota Leather	Black	■	■	LCSW	■	■	■	■	■	■	■	■	S	S	O	O	O
		Beige	■	■	LCB4	■	■	■	■	■	■	■	■	S	S	O	O	O
		Oyster	■	■	LCCX	■	■	■	■	■	■	■	■	S	S	O	O	O
		Chestnut Brown	■	■	LCCZ	■		■	■			■	■	S	S	O	O	O
		Saddle Brown	■	■	LCD3	■		■	■	■			■	■	S	S	O	O

* Includes xDrive

¹ Not available with M Sport Package

² Only available with M Sport Package

³ Only available for 335i models

■ = Recommended

S = Standard

O = Optional

2011 - 3 Series Sedan and Touring

Colour linked parts

	Leatherette		Dakota Leather				
	Black KASW	Beige KAB4	Black LCSW	Beige LCB4	Oyster LCCX	Chestnut Brown LCCZ	Saddle Brown LCD3
Seat centre parts	Black	Beige	Black ^L	Beige ^L	Oyster ^L	Chestnut Brown ^L	Saddle Brown ^L
Seat side panels	Black	Beige	Black ^L	Beige ^L	Oyster ^L	Chestnut Brown ^L	Saddle Brown ^L
Rear of seat back	Black	Beige	Black	Beige	Black	Black	Black
Door panels	Black	Beige	Black	Beige	Black	Black	Black
Door panel inserts	Black	Beige	Black ^L	Beige ^L	Oyster ^L	Chestnut Brown ^L	Saddle Brown ^L
Door pull handle, passengers	Black	Beige	Black	Beige	Black	Black	Black
Armrest top front	Black	Beige	Black	Beige	Oyster	Chestnut Brown	Saddle Brown
Instrument panel upper trim section	Black	Beige	Black	Beige	Black	Black	Black
Instrument panel lower trim section	Black	Beige	Black	Beige	Black	Black	Black
Centre console, top	Black	Beige	Black	Beige	Black	Black	Black
Centre console, sides	Black	Beige	Black	Beige	Black	Black	Black
Gearshift gaiter	Black	Black	Black ^L	Black ^L	Black ^L	Black ^L	Black ^L
Handbrake gaiter	Black	Beige	Black ^L	Beige ^L	Black ^L	Black ^L	Black ^L
Floor carpet	Anthracite	Beige	Anthracite	Beige	Anthracite	Anthracite	Anthracite
Roof liner	Sky Grey	Beige	Sky Grey	Beige	Sky Grey	Sky Grey	Sky Grey
Parcel shelf	Anthracite	Beige	Anthracite	Beige	Anthracite	Anthracite	Anthracite

^L - Items in Leather

**3 Series Coupé &
Cabriolet**

328i Coupé
335i Coupé
335is Coupé
328i Cabriolet
335i Cabriolet
335is Cabriolet



**The Ultimate
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BMW 3 Series Coupé & Cabriolet.

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2011 - 3 Series Coupé and Cabriolet

Wheels & Tires

	Standard	Sport Package	M Sport Package
328i*	 <p>V Spoke - Style 338 8.0J x 17 225/45 R 17 All Season Run-Flat Tires</p>	 <p>Star Spoke - Style 189 8.0J x 18 front / 8.5J x 18 rear 225/40 R 18 front / 255/35 R 18 rear Performance Run-Flat Tires**</p>	
335i	 <p>V Spoke - Style 342 8.0J x 18 front / 8.5J x 18 rear 225/40 R 18 front / 255/35 R 18 rear Performance Run-Flat Tires**</p>		
335i xDrive	 <p>Star Spoke - Style 340 8.0J x 17 225/45 R 17 All Season Run-Flat Tires</p>	 <p>V Spoke - Style 342 8.0J x 18 front / 8.5J x 18 rear 225/40 R 18 front / 255/35 R 18 rear Performance Run-Flat Tires**</p>	 <p>M Star Spoke - Style 193M 8.0J x 18 front / 8.5J x 18 rear 225/40 R 18 front / 255/35 R 18 rear Performance Run-Flat Tires**</p>

2011 - 3 Series Coupé and Cabriolet

Paint, Upholstery & Trims

Model	Upholstery	Colour	Standard Seat			Sport Seat			Key Number			Metallic Paint						Non-Metallic Paint		Interior Trim					
			354	381	475	A52	A76	A82	Titanium Silver	Le Mans Blue ²	Black Sapphire	Space Grey	Deep Sea Blue	Vermillion Red	Alpine White	Jet Black ¹	Black High-Gloss ³	Brushed Aluminum ⁴	Burl Walnut Wood	Walnut Light Wood	Bamboo Anthracite Trim	Aluminum Glacier Silver, Dark ²			
328i Coupé*	Leatherette	Cream Beige	■	■	KAGE	■	■	■	■	■	■	■	■	■	S		O	O	O	O/S					
		Black	■	■	KASW	■	■	■	■	■	■	■	■	■	S		O	O	O	O/S					
328i Coupé* 335i Coupé* 328i Cabriolet 335i Cabriolet	Dakota Leather	Oyster	■	■	LCCX	■	■	■	■	■	■	■	■	■	S	S	O	O	O	O/S					
		Coral Red	■	■	LCD1	■		■	■				■	■	S	S	O	O	O	O/S					
		Saddle Brown	■	■	LCD3	■		■	■	■			■	■	S	S	O	O	O	O/S					
		Cream Beige	■	■	LCGE	■	■	■	■	■	■	■	■	■	S	S	O	O	O	O/S					
		Black	■	■	LCSW	■	■	■	■	■	■	■	■	■	■	S	S	O	O	O	O/S				

* Includes xDrive

¹ Not available with M Sport Package

² Only available with M Sport Package

³ Only available for 328i Models

⁴ Only available for 335i Models

■ = Recommended

S = Standard

O = Optional

2011 - 3 Series Coupé and Cabriolet

Colour linked parts

	Leatherette		Dakota Leather				
	Cream Beige KAGE	Black KASW	Oyster LCCX	Coral Red LCD1	Saddle Brown LCD3	Cream Beige LCGE	Black LCSW
Seat centre parts	Cream Beige	Black	Oyster	Coral Red	Saddle Brown	Cream Beige	Black
Seat side panels	Cream Beige	Black	Oyster	Coral Red	Saddle Brown	Cream Beige	Black
Rear of seat back	Cream Beige	Black	Black	Black	Black	Cream Beige	Black
Door panels	Cream Beige	Black	Black	Black	Black	Cream Beige	Black
Door panel inserts	Cream Beige	Black	Oyster	Coral Red	Saddle Brown	Cream Beige	Black
Door pull handle, passengers	Cream Beige	Black	Oyster	Coral Red	Saddle Brown	Cream Beige	Black
Armrest top front	Cream Beige	Black	Oyster	Coral Red	Saddle Brown	Cream Beige	Black
Instrument panel upper trim section	Black	Black	Black	Black	Black	Black	Black
Instrument panel lower trim section	Cream Beige	Black	Black	Black	Black	Cream Beige	Black
Centre console, top	Cream Beige	Black	Black	Black	Black	Cream Beige	Black
Centre console, sides	Cream Beige	Black	Black	Black	Black	Cream Beige	Black
Gearshift gaiter	Black	Black	Black	Black	Black	Black	Black
Handbrake gaiter	Black	Black	Black	Black	Black	Black	Black
Floor carpet	Cream Beige	Anthracite	Anthracite	Anthracite	Anthracite	Cream Beige	Anthracite
Roof liner*	Cream Beige	Light Grey	Light Grey	Light Grey	Light Grey	Cream Beige	Light Grey
Parcel shelf	Cream Beige	Anthracite	Anthracite	Anthracite	Anthracite	Cream Beige	Anthracite

* - Black for all Cabriolet models

M

M3 Sedan
M3 Coupé
M3 Cabriolet



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Driving Experience.®



BMW M3.

MY2011 PRODUCT GUIDE.

2011 - M3

Technical Specifications

	M3 Sedan	M3 Coupé	M3 Cabriolet
Dimensions (mm)			
Length/Width/Height	4583/1817/1447	4618/1804/1418	4618/1804/1392
Wheelbase		2761	
Turning circle (m)		11.7	
Track, front/rear		1540/1539	
Interior width, front/rear	1408/1399	1404/1318	1404/1251
Leg room, front/rear	1054/879	1061/857	1068/814
Headroom, front/rear	978/953	975/934	965/927
Luggage capacity (L)	450	430	210-350
Fuel capacity (L)		63	

Weight (kg)			
Curb weight	1690	1680	1880
Weight distribution, front (%)	52.2	51.2	47.2
Weight distribution, rear (%)	47.8	48.8	52.8
Max. gross weight	2150	2080	2280
Max. payload	460	400	400
Max. axle load, front/rear	1020/1190	1020/1120	1060/1270
Max. roof load	75	75	-

Engine	
Type	DOHC V8 32V
Engine management system	BMW MS60
Displacement (cm ³)	3999
Bore and stroke (mm)	92.0 x 75.2
Power (SAE hp @ rpm)	414 @ 8300
Torque (lb/ft @ rpm)	295 @ 3900
Compression ratio	12.0
Fuel grade	Premium unleaded



2011 - M3

Technical Specifications

	M3 Sedan	M3 Coupé	M3 Cabriolet
Drivetrain			
Drive configuration		Front engine Rear drive	
Transmission type		6-M/7-DCT	
Gear ratios, man/DCT (:1)			
- 1 st		4.06/4.78	
- 2 nd		2.40/3.06	
- 3 rd		1.58/2.15	
- 4 th		1.19/1.68	
- 5 th		1.00/1.39	
- 6 th		0.87/1.20	
- 7 th		- /1.00	
- Reverse		3.68/4.45	
- Final drive ratio		3.85/3.15	

Body / Suspension			
Steering Type		Rack & Pinion	
Steering Ratio		12.5	
Braking system		4 channel ABS	
Front brake type / diameter (mm)		Ventilated disc / 360	
Rear brake type / diameter (mm)		Ventilated disc / 350	
Suspension, front		Double pivot strut type	
Suspension, rear		5-link independent	
Drag coefficient	0.30	0.31	0.32
Tire size, front		245/40 ZR 18	
Wheel size, front		8.5J x 18	
Tire size, rear		265/40 ZR 18	
Wheel size, rear		9.5J x 18	

Electrical			
Battery capacity (amp-hrs)	70	70	90
Alternator output (amps/watts)		180/2520	

Performance			
Top speed, electronically limited (km/h)		250	
Acceleration 0-100 km/h, man/DCT (sec.)	4.9/4.7	4.8/4.6	5.3/5.1

Fuel Consumption*			
City, man/auto (L/100km)		TBD	TBD
Highway, man/auto (L/100km)		TBD	TBD
Combined, man/auto (L/100km)		TBD	TBD



2011 - M3

Features & Amenities

	M3 Sedan	M3 Coupé	M3 Cabriolet	
Technical				
Technical Features	V8 M engine, 32 valves, 4.0 L, 414hp		■	
	8 individual electronically controlled throttle butterflies		■	
	Cylinder-specific ion flow knock control		■	
	Hydraulic valve play compensation		■	
	Light-alloy cylinder head		■	
	Light-alloy special reinforced crankcase		■	
	M low-pressure Double VANOS steplessly variable valve timing		■	
	Oil quality sensor		■	
	Oil supply with lateral force control		■	
	6-speed manual transmission		■	
	Comfort start, with Start/Stop button		■	
	Dual-mass flywheel		■	
	Front and rear anti-roll (stabilizer) bars		■	
	M3 specific sport suspension calibration		■	
	Fully electronic "drive-by-wire" throttle system		■	
	M Power button for enhanced throttle response		■	
	Inner vented and cross-drilled brakes, front and rear		■	
	M Servotronic vehicle-speed sensing power steering		■	
	Self-adjusting clutch (SAC)		■	
	Variable M differential lock		■	
Lighting				
Safety & Protection	Adaptive Brakelights		■	
	Adaptive Headlights		■	
	Automatic Headlamps		■	
	Headlight high-pressure washer system		■	
	Third brakelight integrated into rear window	■		
	Third brakelight integrated into trunk lid			■
	Xenon headlights, low and high-beam with luminous rings		■	
	Active Safety			
	Dynamic Stability Control (DSC), with extended functionality		■	
	- Automatic Stability Control + Traction (ASC+T)		■	
- Cornering Brake Control (CBC)		■		
- Dynamic Brake Control (DBC)		■		
- Electronic Brake force distribution (EBD)		■		
Anti-Lock Braking System (ABS)		■		
Car/Key Memory with follow-me-home function		■		
Heated exterior mirrors, electrically adjustable		■		
Heated windshield washer jets		■		
Tire Pressure Warning (TPW)		■		
Windshield wipers, speed sensitive with rain sensor		■		
Airbags				
Advanced Head Protection System (AHPS), front and rear	■			
Front airbags for driver and passenger, incl. occupant detector		■		
Knee airbags for driver and front passenger			■	
SMART airbag deployment system		■		
Side thorax airbags for driver and front passenger, includes integrated head airbag for M3 Cabriolet		■		
Passive Safety				
Battery Safety Terminal (BST)		■		
Crash sensor (incl. fuel cutoff, lights on, door unlock)		■		
Collapsible tube crash technology		■		
Interlocking door anchoring system		■		
Roll-over protection system, integrated behind rear headrests			■	
Side impact protection door reinforcements		■		
Front headrests, active anti-whiplash		■		
Rear headrests, adjustable		■		
M Mobility System		■		
Safety belt force limiters, front and rear		■		
Safety belt pyrotechnical tensioning system, front		■		
Vehicle Protection				
Alarm system with interior motion sensor		■		
Central remote locking including fuel filler door		■		
Coded driveaway protection		■		
Multi-function remote control, self-charging		■		

■ Standard □ Optional

2011 - M3

Features & Amenities

	M3 Sedan	M3 Coupé	M3 Cabriolet
Exterior Features			
Exterior			
Carbon fibre reinforced plastic roof		■	
Front chrome grille with black kidney bars		■	
M exterior mirrors in body colour, blue tinted		■	
M front spoiler and gills in front fenders		■	
M rear apron/air diffuser		■	
M side sills		■	
M trunk lid rear spoiler (gurney flap)	■		
Metallic or non-metallic paint		■	
Side window frame trim, black		■	
Split twin exhaust tips, chrome		■	
Three piece retractable hard top, electrically operated			■
White turn signal indicator lenses		■	
Comfort & Convenience			
Anthracite roof liner		■	
Auto-dimming interior mirror		■	
Armrest, centre front and rear		■	
Cupholders, front integrated in dashboard		■	
Cupholders, rear	■		■
Multi-purpose centre console storage, rear			■
BMW Ambiance lighting; includes door and rear side trim on M3 Coupé and Cabriolet		■	
Comfort Access; includes remote top open/close and comfort loading for M3 Cabriolet		■	
Cruise Control		■	
Door entry sills with "M" designation in chrome		■	
Fully finished trunk		■	
Glass sunroof, electrically adjustable	■	□	
M multi-function leather sport steering wheel, 3-spoke		■	
Tilt/telescopic steering wheel column		■	
M shifter, illuminated		■	
Shopping bag holders on rear bulkhead behind seat			■
Through load, 60/40 split folding rear seats	■		
Through load, single piece folding rear seat			■
Sun visors with illuminated vanity mirrors, incl. slide cover		■	
Window lifts electric, anti-trap and comfort open/close		■	
Interior Features			
Seating			
Automatic seatbelt assistant		■	
Comfort entry to the rear seats			■
Front M sport seats, with manual thigh support		■	
Front seats, 8-way electrically adjustable with driver memory		■	
Heated front seats, 3 stage		■	
Upholstery: Speed Cloth/Leather combination	■		
Upholstery: Novillo Leather with SunReflective technology			■
Climate Control			
Dual zone automatic air conditioning with micro filter		■	
Automatic air recirculation function		■	
Rear air vents with temperature and air flow adjustments		■	
Entertainment			
Anti-theft AM/FM audio system with RDS and diversity antenna		■	
Auxiliary input, in center console below front armrest		■	
CD Player, in-dash with MP3 capability		■	
Harman/Kardon sound system, 13 speakers incl. 2 subwoofers (11 speakers for M3 Cabriolet)		■	
Pre-wiring for SIRIUS Satellite Radio Tuner		■	
USB Audio Integration with Apple iPod Y-Cable		■	
Communication			
Bluetooth wireless technology		■	
BMW Assist with 1 year subscription		■	
Instrumentation			
Check control vehicle monitor system		■	
Condition Based Service (CBS) display		■	
M instrument dials with aluminum trim		■	
On-board computer, 4 functions		■	
Variable rpm display with warning function for engine speed		■	

■ Standard □ Optional

2011 - M3

Wheels & Tires

Standard

Optional

M3



M Double Spoke - Style 219M
8.5J x 18 front / 9.5J x 18 rear
245/40 ZR 18 front /
265/40 ZR 18 rear
Performance Tires*



M Double Spoke - Style 220M
8.5J x 19 front / 9.5J x 19 rear
245/35 ZR 19 front /
265/35 ZR 19 rear
Performance Tires*

* Not recommended for winter use. Increased treadwear is normal for performance tires.

2011 - M3

Paint, Upholstery & Trims

Model	Upholstery	Colour	M Sport Seat	Key Number	Metallic Paint						Non-Metallic Paint		Interior Trim			
					Le Mans Blue	Silverstone	Interlagos Blue	Space Grey	Jerez Black	Melbourne Red	Alpine White	Jet Black	Aluminum Shadow	Carbon Black Leather	Sycamore Anthracite	
					381	A29	A30	A52	A73	A75	300	668	-	4MY	4MZ	
M3 Sedan M3 Coupé	Speed Cloth/Leather	Black	■	GEAT	■	■	■	■	■	■	■	■	S	O	O	
All	Novillo Leather ¹	Palladium Silver	■	NCH1	■	■	■	■	■	■	■	■	S	O	O	
		Fox Red	■	NCH2			■	■			■	■	S	O	O	
		Bamboo Beige	■	NCH3			■	■	■	■	■	■	S	O	O	
		Black	■	NCSW	■	■	■	■	■	■	■	■	S	O	O	
	Extended Novillo Leather ¹	Palladium Silver	■	NDH1	■	■	■	■	■	■	■	■	■	S	O	O
		Fox Red	■	NDH2				■	■			■	■	S	O	O
		Bamboo Beige	■	NDH3			■	■	■	■	■	■	■	S	O	O
		Black	■	NDSW	■	■	■	■	■	■	■	■	■	S	O	O

■ = Recommended

¹ Includes SunReflective Technology for the M3 Cabriolet

S = Standard

O = Optional

2011 - M3

Colour linked parts

	Speed Cloth/Leather	Novillo Leather				Extended Novillo Leather			
	Black GEAT	Bamboo Beige NCH3	Black NCSW	Fox Red NCH2	Palladium Silver NCH1	Bamboo Beige NCH3	Black NCSW	Fox Red NCH2	Palladium Silver NCH1
Seat centre parts	Black ^C	Bamboo Beige ^L	Black ^L	Fox Red ^L	Palladium Silver ^L	Bamboo Beige ^L	Black ^L	Fox Red ^L	Palladium Silver ^L
Seat side panels	Black ^L	Bamboo Beige ^L	Black ^L	Fox Red ^L	Palladium Silver ^L	Bamboo Beige ^L	Black ^L	Fox Red ^L	Palladium Silver ^L
Rear of seat back	Black	Black	Black	Black	Black	Black	Black	Black	Black
Door panels	Black	Black	Black	Black	Black	Black	Black	Black	Black
Door panel inserts	Black ^L	Bamboo Beige ^L	Black ^L	Fox Red ^L	Palladium Silver ^L	Bamboo Beige ^L	Black ^L	Fox Red ^L	Palladium Silver ^L
Door pull handle, passenger	Black	Bamboo Beige ^L	Black ^L	Fox Red ^L	Palladium Silver ^L	Bamboo Beige ^L	Black ^L	Fox Red ^L	Palladium Silver ^L
Armrest top front	Black	Bamboo Beige ^L	Black ^L	Fox Red ^L	Palladium Silver ^L	Bamboo Beige ^L	Black ^L	Fox Red ^L	Palladium Silver ^L
Instrument panel upper trim section	Black	Black	Black	Black	Black	Black	Black	Black	Black
Instrument panel lower trim section	Black	Black	Black	Black	Black	Bamboo Beige ^L	Black ^L	Fox Red ^L	Palladium Silver ^L
Centre console, top	Black ^L	Black ^L	Black ^L	Black ^L	Black ^L	Black ^L	Black ^L	Black ^L	Black ^L
Centre console, sides	Black	Black	Black	Black	Black	Bamboo Beige ^L	Black ^L	Fox Red ^L	Palladium Silver ^L
Gearshift gaiter	Black ^L	Black ^L	Black ^L	Black ^L	Black ^L	Black ^L	Black ^L	Black ^L	Black ^L
Handbrake gaiter	Black ^L	Black ^L	Black ^L	Black ^L	Black ^L	Black ^L	Black ^L	Black ^L	Black ^L
Floor carpet	Anthracite	Anthracite	Anthracite	Anthracite	Anthracite	Anthracite	Anthracite	Anthracite	Anthracite
Roof liner	Anthracite	Anthracite	Anthracite	Anthracite	Anthracite	Anthracite	Anthracite	Anthracite	Anthracite
Parcel shelf	Anthracite	Anthracite	Anthracite	Anthracite	Anthracite	Anthracite	Anthracite	Anthracite	Anthracite

^C - Items in cloth

^L - Items in Leather