



The Ultimate  
Driving Machine



# THE NEW BMW 3 SERIES SALOON.

**BMW EFFICIENT DYNAMICS.**  
LESS EMISSIONS. MORE DRIVING PLEASURE.

# THE NEW BMW 3 SERIES SALOON.



**18** Highlights



**20** Exterior and Interior colours



**24** Wheels and tyres



**26** Packages

## DIGITAL DISCOVERY: THE NEW BMW BROCHURES APP.

More information, more driving pleasure: The new BMW brochures app offers you a brand new digital and interactive BMW experience. Download the BMW brochures app for your smartphone or tablet now and explore new perspectives of your BMW.





ANY CAR  
CAN MOVE  
YOU.  
**BUT TRUE  
JOY IS IN  
A BMW.**



UNPARALLELED EXCITEMENT.  
UNRIVALLED PASSION.



WE HAVE PUT IN  
THE VERY BEST.  
BRING IT OUT.

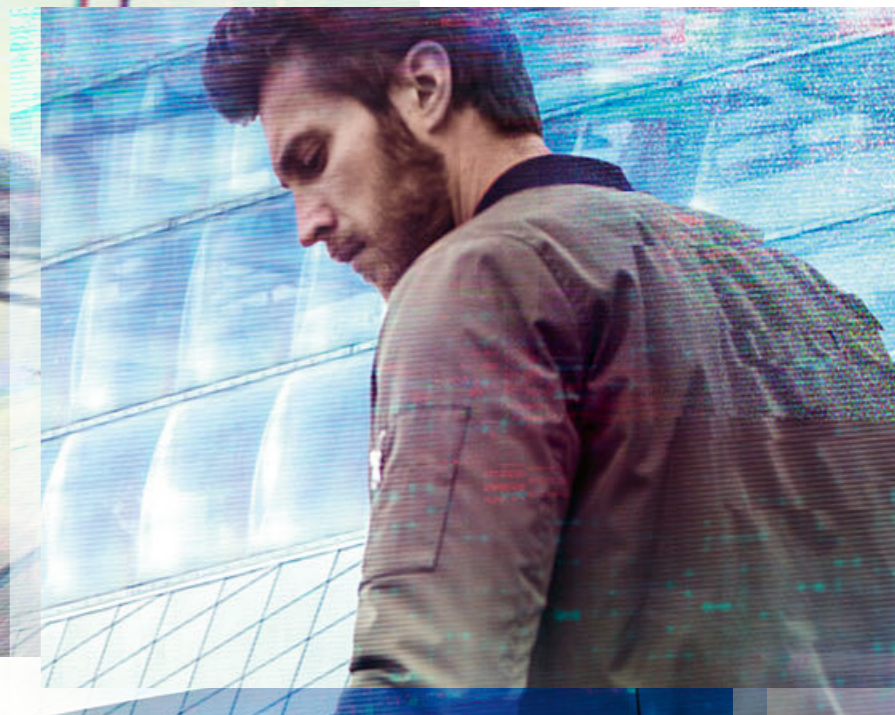
IT ATTRACTS.  
ESPECIALLY LOOKS.





READY FOR A  
TRAILBLAZER.





LEAVE AN IMPRESSION.  
A SHOW-STOPPING  
IMPRESSION.



THE MOST BEAUTIFUL EXPECTATIONS:  
THE EXCEEDED ONES.



**Timeless athleticism** sporty proportions with optimal aerodynamics II optional BMW Laserlights II LED tail lights II optional 19" light alloy wheels. **Next level driver assistance and connectivity** BMW Intelligent Personal Assistant II optional Driving Assistant Professional II optional Parking Assistant Plus II Customisable BMW Live Cockpit Professional with a display network consisting of a 12.3" fully digital instrument display and a 10.25" Control Display, exclusively for M Sport models II optional Digital key. **Inviting comfort** Ambient Lighting including Welcome Light Carpet II Improved interior acoustics. **Outstanding driving dynamics** optional M Sport differential II optional Adaptive M suspension. **Standard dynamic features** Active Air Stream Kidney grille II Efficient Lightweight. **An icon on the way to the future – the new BMW 3 Series Saloon.**

# HIGHLIGHTS.

Discover even more with the new BMW Brochures app. Available now, for your smartphone and tablet.

■ Standard equipment □ Optional equipment



□ In laser high-beam mode, BMW Laserlights illuminate a range of up to 500m. Better visibility in the dark significantly increases safety. Blue accents and the lettering "BMW Laserlight" in the headlight also underline the technological standards and the sportiness of the vehicle. Exclusively available as part of the Visibility package.



■ The rear lights with their characteristic L-shape and lighting elements in full LED technology identify the vehicle as a BMW even in the dark.



□ Parking Assistant Plus features the functions of Parking Assistant and Park Distance Control as well as Surround View and Remote View 3D.



■ Communicate in a new and easy way with your vehicle using the BMW Intelligent Personal Assistant. Intuitive operations options can be activated through voice command by saying "Hey BMW" or via direct-selection buttons, touch operation on the Control Display or through the optional BMW Gesture Control. It knows you and learns your behaviour to help out whatever the situation is. It can explain everything about your vehicle and help you get better acquainted with your BMW. For full functionality, optional Gesture Control should be selected. Exclusively available for M Sport models.



■ The BMW Live Cockpit Professional with navigation function includes a high-quality display network consisting of a high-resolution 10.25" Control Display that can be operated by touch and a fully digital 12.3" instrument display. The BMW Operating System 7.0 can also be operated via the iDrive Controller. Exclusively available as standard for M Sport models.



■ Ambient lighting, including Ambient contour lighting in the front and rear doors, creates a relaxed lighting atmosphere in the interior. The 11 dimmable lighting designs also include a dynamic function in four applications. The light carpet illuminates the area in front of the vehicle doors when getting in and out.



□ Automatic tailgate operation allows remote opening with a key and closing of the tailgate by simply pressing the tailgate button or key. The tailgate can also be opened in the conventional manner, using the outside handle, and closed pressing a button on the inside of the tailgate. Only available as part of the Comfort package.



□ BMW packages are designed to group together certain options around a particular aspect of your BMW driving experience to help make your choice of options easier. The M Sport Plus package comprises 19" light alloy Double-spoke style 791 M wheels, Bicolour Jet Black with run-flat tyres, Adaptive M Suspension, Sun Protection Glass, M Seat Belts, Extended High-gloss Shadowline exterior trim and M Rear Spoiler. M Sport brakes are also available on 320d models only (already standard on 330i M Sport models) and M Sport Differential is available on the 330i M Sport model only.



■ The Split-folding rear seats with rear seat backrests, which are divisible in a 40:20:40 ratio, guarantees flexibility when transporting people and objects.



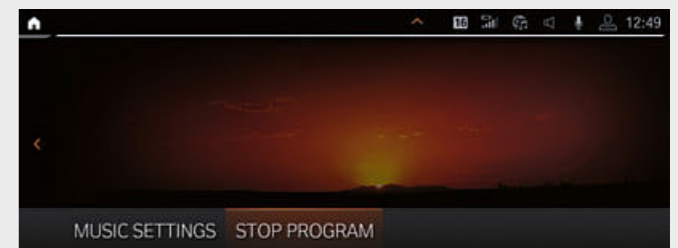
□ Driving Assistant Professional is a camera and radar-based driver assistance system that offers optimum comfort and maximum safety during complex or monotonous driving situations. Only available with Sport automatic transmission. Only available with BMW Live Cockpit Professional. Exclusively available for M Sport models.



□ The Comfort Access system makes it possible to open and close all of the vehicle doors and tailgate without using the key. The system automatically unlocks and locks the vehicle. A Digital key using a compatible smartphone with NFC technology can also be used for accessing and starting the vehicle (dependent on other options chosen). Exclusively available as the Comfort package.



□ Enhanced Bluetooth with wireless charging includes a wireless charging dock and additional USB ports. Two mobile telephones and an audio player can be connected simultaneously via Bluetooth. Also included is the technical capacity for a WiFi hotspot.<sup>1</sup> For smartphones without an inductive charging function, special charging cases are available to purchase via BMW Parts and Accessories for selected devices.

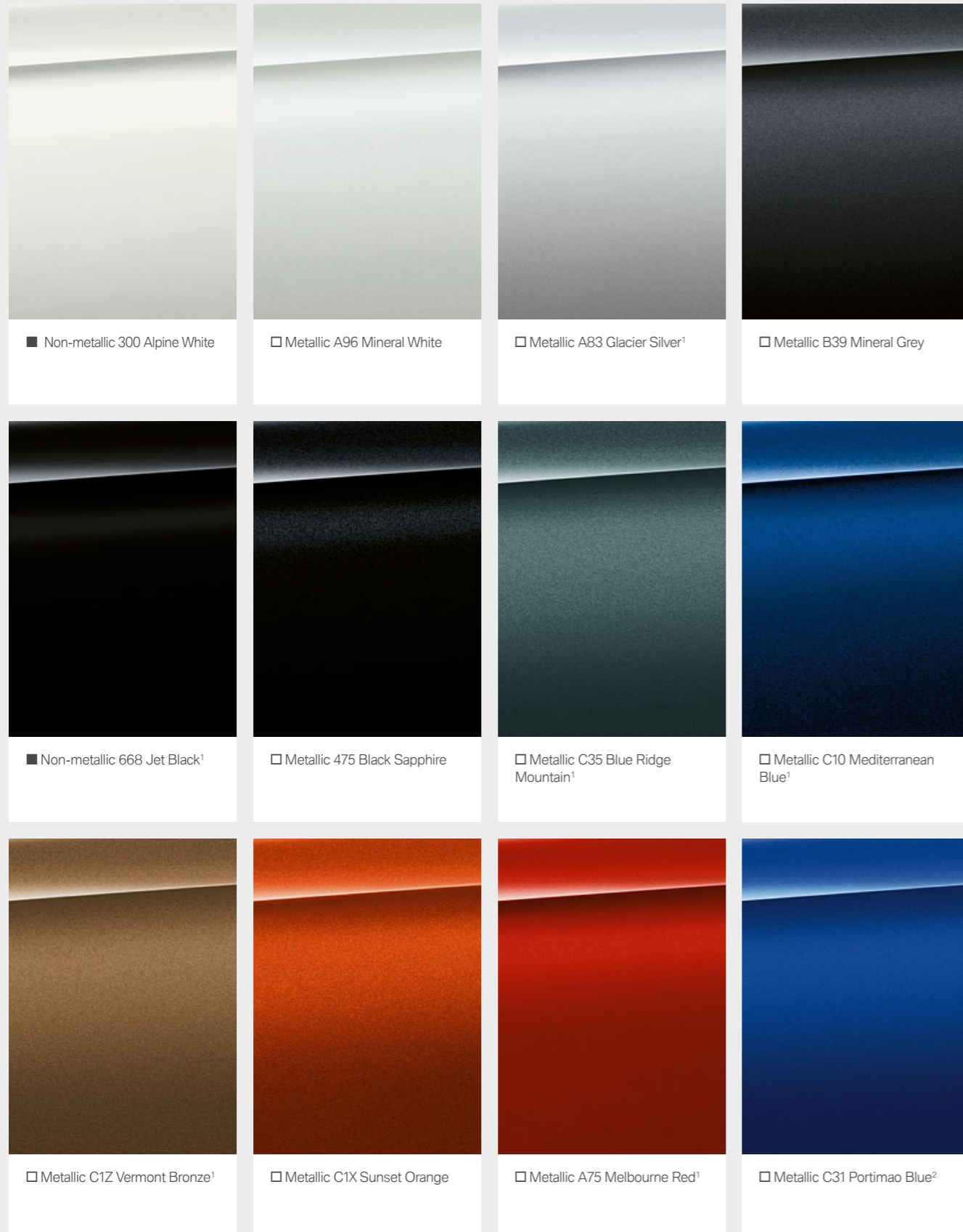


□ Your BMW will take care of you. It invigorates you when you are tired, relaxes you after a stressful day and adapts your vehicle's interior to perfectly suit your mood. With In-Car Experiences, your vehicle will make sure you feel your best. Exclusively available for M Sport models. Available on a three month subscription, renewable on the BMW ConnectedDrive portal thereafter.

<sup>1</sup> The WiFi hotspot fulfils all in-vehicle requirements for use of the internet with the maximum LTE standard. Usage is subject to cost.

# EXTERIOR COLOURS.

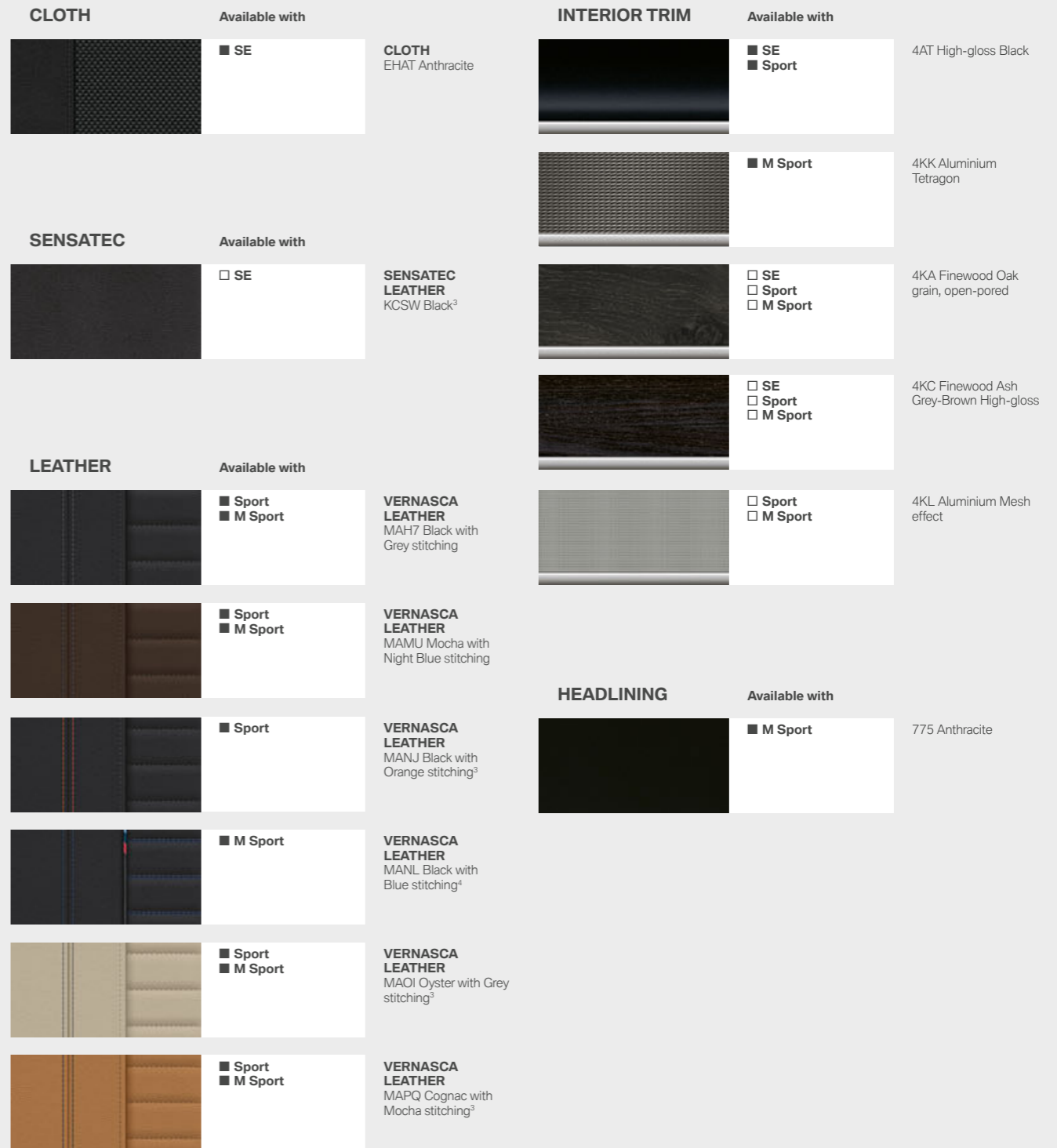
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# INTERIOR COLOURS.

Equipment 20121

Standard equipment  Optional equipment



**[Colour samples]** These colour samples are intended as an initial guide to the colours and materials available for your BMW. However, experience has shown that printed versions of paint, upholstery and interior trim colours cannot in all cases faithfully reproduce the

appearance of the original colour. Please discuss your preferred colour choices with your BMW Retailer. There you can also see original samples and be assisted with any requests.

<sup>1</sup> Exclusively available for SE and Sport models.

<sup>2</sup> Exclusively available for M Sport models.

<sup>3</sup> Exclusively available for SE models as part of the optional SE Plus package.

<sup>4</sup> Only in combination with the optional Instrument panel in Sensatec.

Please note that even normal long- or short-term use can lead to unrecoverable upholstery damage. This can be caused in particular by non-colourfast clothing.

# WHEELS AND TYRES.

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■ 17" light alloy V-spoke style 778 wheels, 7.5 J x 17 with 225/50 R17 tyres. Standard on SE models.



□ 18" light alloy Double-spoke style 782 wheels, Bicolour Orbit Grey, 7.5 J x 18 with 225/45 R18 run-flat tyres. Optional on SE models.



■ 18" light alloy V-spoke style 780 wheels, Bicolour Orbit Grey, 7.5 J x 18 with 225/45 R18 run-flat tyres. Standard on Sport models.



■ 18" M light alloy Double-spoke style 790 M wheels, Bicolour Orbit Grey, front 7.5 J x 18 with 225/45 R18, rear 8.5 J x 18 with 255/40 R18 tyres. Standard on M Sport models.



□ 19" M light alloy Double-spoke style 791 M wheels, Bicolour Jet Black, front 8 J x 19 with 225/40 R19, rear 8.5 J x 19 with 255/35 R19 run-flat tyres. Optional on M Sport models. Only available as part of M Sport Plus package.



□ 19" BMW Individual light alloy Double-spoke style 793 wheels, Bicolour Orbit Grey, front 8 J x 19 with 225/40 R19, rear 8.5 J x 19 with 255/35 R19 run-flat tyres. Optional on Sport and M Sport models. Not available with M Sport Plus package.

# GENUINE BMW ACCESSORIES.

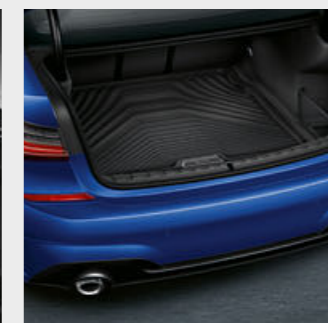
■ Standard equipment □ Optional equipment ○ Accessories



○ There are a range of eye-catching BMW M Performance products available for the BMW 3 Series. These include Front Splitter (PU) and Front Splitter Pro (Carbon), Rear Diffuser (available in Carbon or PU) and Rear Spoiler (available in Carbon or PU).



○ BMW Advanced Car Eye 2.0 is a highly sensitive full HD camera, which automatically records what is going on around the vehicle during disturbances and driving situations.



○ Anti-slip, water-resistant mat for protecting the luggage compartment from dirt and moisture. In black with stainless steel inlay matching the interior.



○ The BMW All-weather Floor Mats ensure precisely fitted protection against moisture and dirt in the front footwell. Featuring a Black design with a stainless steel inlay, they perfectly complement the interior.



○ The modern BMW roof box in Black with Titanium Silver side panels has a storage capacity of 420 litres and is compatible with all BMW roof rack systems. Due to the fact that it can be opened from both sides and has triple central locking on each side it is convenient to load and lock for theft protection.



○ High-quality 20" M Performance forged wheels Y-Spoke 795 M in Bicolour Ferric Grey matt, gloss-milled.



○ The high-quality 20" M Performance forged wheels Cross-spoke style 794 M are designed in Bicolour Jet Black, gloss-lathed and feature the colour M Logo.

# PACKAGES.

■ Standard equipment □ Optional equipment

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## M SPORT PLUS PACKAGE.



□ Enhance your new BMW 3 Series M Sport Saloon with the M Sport Plus package. This pack enhances the vehicle through a selection of visual and performance upgrades to deliver the ultimate BMW experience. The M Sport Plus package comprises 19" light alloy Double-spoke style 791 M wheels, Bicolour Jet Black with run-flat tyres, Adaptive M Suspension, Sun Protection Glass, M Seat belts, Extended High-gloss Shadowline exterior trim and M Rear Spoiler. **M Sport brakes** are also available on 320d models as they are already standard on 330i M Sport models and **M Sport Differential** is exclusively available on the 330i M Sport model.

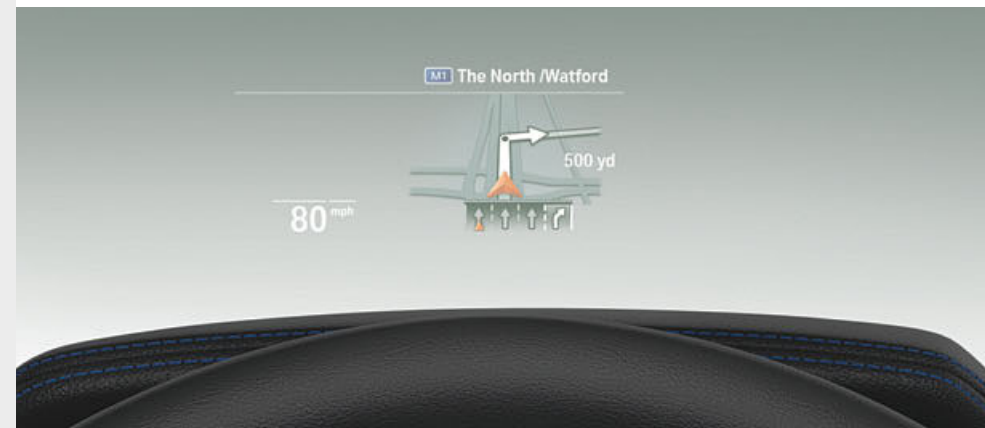


□ **Adaptive M suspension** offers a softer "Comfort" and a more engaging "Sport" suspension set-up. The driver can select the perfect ride depending on the situation and road conditions. Featured also: **19" M light alloy Double-spoke style 791 M wheels, Bicolour Jet Black with run-flat tyres.**



□ **The BMW Individual High-gloss Shadowline exterior trim** with extended contents includes the Kidney grille frame and struts in High-gloss Black and tailpipe finishers in Black Chrome. This incredibly striking design is sure to attract admiring glances and provides a pure sporty appearance to the exterior.

## TECHNOLOGY PACKAGE.



□ Offering the latest innovations for M Sport models, the Technology package is the perfect companion on any journey. From the ability to charge your phone wirelessly, to the convenience of relevant driving information projected onto the windscreen, this package combines functionality with the latest BMW technology just for you. The Technology package comprises a Head-up Display, harman/kardon loudspeaker system, BMW Gesture Control, Enhanced Bluetooth with wireless charging and Wifi hotspot preparation.



□ The perfect asset to any journey. With **BMW Gesture Control**, you can operate certain functions of the Central Instrument Display (CID) through predefined hand movements. For example, gestures such as 'swiping' or 'pointing' for accepting or rejecting an incoming call or circular motions of the index finger to adjust volume.

## SE PLUS PACKAGE.



□ Exclusively available for SE models, the SE Plus package allows the driver to enhance the interior feel of the vehicle. Relax against the Black Sensatec upholstery with heated front seats. The SE Plus package comprises Black Sensatec upholstery, Larger Fuel Tank and Heated Seats (driver and front passenger).



□ **The Black Sensatec upholstery** provides a comfortable cabin experience within SE models. Perfectly complementing the interior, the **seat heating for driver and front passenger** provides pleasant warmth, which is adjustable in three levels.

# PACKAGES.

Discover even more with the new BMW Brochures app. Available now, for your smartphone and tablet.

■ Standard equipment □ Optional equipment

## COMFORT PACKAGE.



□ The Comfort package combines convenient and innovative functionality with pure comfort. You can now access your car with greater ease and keyless entry thanks to the Automatic tailgate and Comfort Access. With additional and practical storage compartments, generous space and storage options can be utilised for your convenience in the new BMW 3 Series Saloon. The Comfort package comprises Steering Wheel heating, Automatic Tailgate Operation, Comfort Access and Extended Storage.



□ The **Comfort Access** can automatically lock or unlock the vehicle as you leave or approach it without using the key. A **Digital key** using a compatible card or selected smartphone with NFC technology can also be used for accessing the vehicle. The Digital Key is not available in combination with manual gearbox.



□ **Automatic tailgate operation** allows electric opening and closing of the tailgate by simply pressing the relevant button. The tailgate can also be opened with the key or by a quick wave of the foot under the rear bumper. Once the tailgate is opened, a range of storage options become available. **Extended Storage** includes a range of practical additional compartments, sockets, nets and hooks allowing for easier and convenient storage purposes.

## PREMIUM PACKAGE.



□ For a luxurious driving experience, the Premium package is the perfect companion. Including a stunning Electric glass sunroof, which is 10 cm larger than its predecessor, this feature allows for more light to enter the cabin than ever before. The Premium package comprises the Electric Glass Sunroof, Seat adjustment (electric with memory) and Lumbar support for the driver and front passenger.



□ The **lumbar support for the front seats** can be adjusted both vertically and laterally, allowing the driver and passenger to achieve perfect seating comfort. The **electric seat adjustment** is easy to use and allows you to move the seat height, position, base tilt and backrest tilt, while the memory function lets you save your preferred settings.

## VISIBILITY PACKAGE.



□ Intelligently combining the most advanced BMW headlight technologies, the Visibility package delivers an extremely innovative headlight system that ensures maximum illumination of the road ahead without glaring other road users. Striking iconic daytime running lights with Blue laser diodes gives the car its most appealing visual appearance. Illuminating the road, the **BMW Laserlights** extend the maximum headlight range in high-beam mode to over 500 metres. Accompanied by the **High-beam Assistant**, BMW Selective Beam supports driving in the dark by automatically adjusting the high-beam headlights in response to the traffic situation to avoid dazzling other road users.

**BMW 330i M SPORT SALOON WITH M SPORT PLUS PACKAGE:**

BMW TwinPower Turbo four-cylinder petrol engine, 258 hp (190 kW), 19" M light alloy Double-spoke style 791 M wheels in Bicolour, exterior paint in Portimao Blue metallic, BMW Laserlights, M rear spoiler, BMW Individual High-gloss Shadowline exterior trim, Instrument panel in Sensatec, Sport seats in Vernasca Black leather with Blue contrast stitching, interior trim in Aluminium Tetragon.

The models illustrated in this brochure show the equipment and configuration options (standard and optional) for vehicles produced by BMW AG for the German market. Alterations in standard and optional equipment and the configurations available for the different models, as described in this brochure, may occur according to the specific requirements of other EU member states. Please ask your local BMW retailer about the various versions that are offered depending on the country. Subject to change in design and equipment. Part number 01 29 2 466 870 V1. March 2019.

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