



Sheer
Driving Pleasure



THE NEW BMW 3 SERIES SALOON.

BMW EFFICIENT DYNAMICS.
LESS EMISSIONS. MORE DRIVING PLEASURE.

THE NEW BMW 3 SERIES SALOON.



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.

INNOVATION AND TECHNOLOGY.



18 Dynamics and efficiency
19 Powertrain and suspension



20 Connectivity and infotainment
21 Comfort and functionality

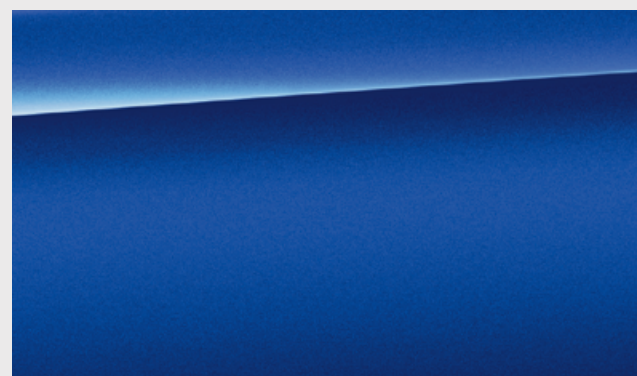
EQUIPMENT.



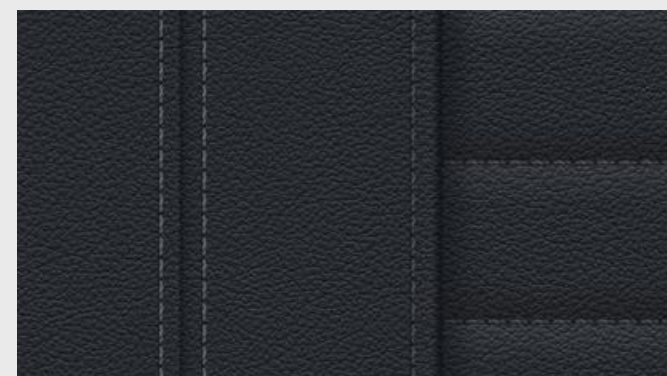
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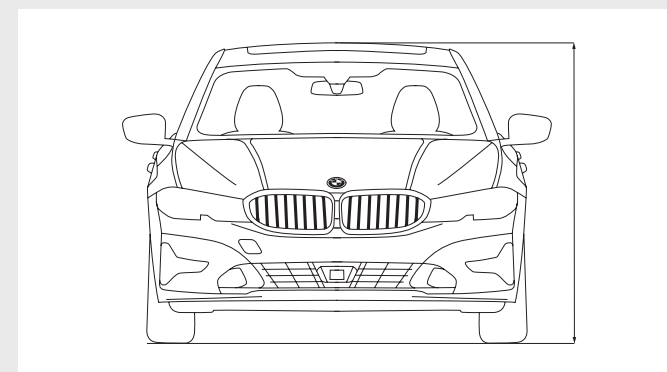
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A CAR
MOVES
YOU.
**A BMW
TOUCHES
YOU.**



THE ONLY THING THAT KEEPS
PACE IS YOUR EXCITEMENT.



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

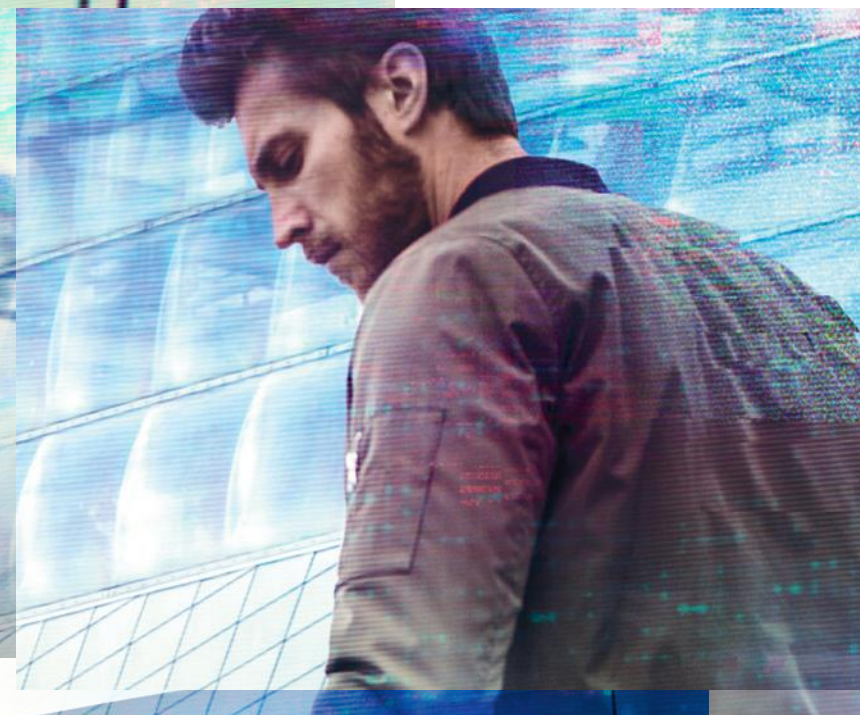
IT ATTRACTS.
ESPECIALLY LOOKS.





READY FOR A
TRAILBLAZER.





LEAVE A MARK.
TAKE AWAY IMPRESSIONS.

THE MOST BEAUTIFUL EXPECTATIONS:
THE EXCEEDED ONES.



Timeless athleticism sporty proportions with optimal aerodynamics || BMW LED Headlights with Extended Contents || LED rear lights || 18" light alloy wheels. **Next-level driver assistance and connectivity** Customisable BMW Live Cockpit Professional with a display network consisting of a 12.3" fully digital instrument display and a 10.25" Control Display || Digital Key. **Comfortable equipment** Ambient light including Welcome Light Carpet || Improved interior acoustics. **Outstanding driving dynamics** || Active air stream kidney grille || Efficient Lightweight. **An icon on the way to the future – the new BMW 3 Series Saloon.**

Pictures and spec shown above is 330i M Sport.

DYNAMICS AND EFFICIENCY.

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



AERODYNAMICS

■ Thanks to targeted aerodynamic measures, every BMW boasts excellent air resistance figures. This has a positive impact on efficiency and driving stability, and reduces the level of noise in the interior. This is thanks to sophisticated solutions such as the Active air stream kidney grille, the flat underbody cover, the Air Blades on the rear or the Air curtain in the front apron.

ACTIVE AIR STREAM KIDNEY GRILLE

■ The Active air stream kidney grille opens and closes the air vents in the radiator grille according to the cooling requirements of the engine and the air conditioning. The movable vents are located behind the kidney grille slats and at the same time reduce air resistance when closed, thereby improving aerodynamics.

STEPTRONIC SPORT TRANSMISSION

■ The 8-speed Steptronic Sport transmission offers incredibly sporty gear changes. Whether automatic or manual using gearshift paddles or gear lever – for comfortable coasting or incredibly dynamic driving. In SPORT mode and with the gear lever in the left-hand S/M position, the gear shifts are configured for the best performance.

DRIVING EXPERIENCE CONTROL

■ The Driving Experience Control offers the driver the choice between the standard COMFORT mode, ECO PRO Mode, geared towards efficiency, and SPORT mode, which enables even more dynamic driving.

BRAKE ENERGY REGENERATION

■ With Brake Energy Regeneration, the alternator generates electricity primarily when the driver brakes or takes their foot off the accelerator. Previously unused kinetic energy is thereby transformed into electrical energy and fed into the battery.

POWERTRAIN AND SUSPENSION.

Innovation and technology 18 | 19

■ Standard equipment □ Available only for 330i M Sport

□ The **M Sport suspension** is set approximately 10 mm lower and features more athletic settings.

□ The powerful **M Sport brake** features large brake discs and exclusive blue-painted brake callipers with the M logo.

ENGINE HIGHLIGHTS OF THE NEW BMW 3 SERIES SALOON.

BMW 330i M Sport
BMW TwinPower Turbo 4-cylinder petrol engine with 190 kW (258 hp) and 400 Nm torque.
Acceleration 0 – 100 km/h: 5.8 s
Top Speed: 250 km/h
Combined fuel consumption: 6.4 l/100 km
Combined CO₂ emissions: 147 g/km

BMW 320i Sport
BMW TwinPower Turbo 4-cylinder petrol engine with 135 kW (184 hp) and 300 Nm torque.
Acceleration 0 – 100 km/h: 7.1 s
Top Speed: 235 km/h
Combined fuel consumption: 6.3 l/100 km
Combined CO₂ emissions: 144 g/km.



The data for fuel consumption, CO₂ emissions and energy consumption are determined in accordance with the measurements processes as defined by European Regulation (EU) 2007/1715 in the applicable version. Data refer to a vehicle with base-level equipment in Germany, and the ranges account for differences according to the selected wheel and tyre size and the optional equipment and may change during the configuration process. Figures have been determined on the basis of the new WLTP test cycle and have been converted back into NEDC figures for comparability.
The Standard and Optional equipment may differ between countries. Please consult your local BMW partner for more information.

CONNECTIVITY AND INFOTAINMENT.

BMW ConnectedDrive Connected to be free.



BMW INTELLIGENT PERSONAL ASSISTANT

□ ‘Hello, BMW. Who are you?’ Wouldn’t it be incredible if your BMW acted like your personal assistant? Communicate in a new and easy way with your vehicle using the BMW Intelligent Personal Assistant . It knows you, learns your behaviours to improve every day and helps out whatever the situation. It can explain everything about your vehicle and help you get better acquainted with your BMW. You can even assign your own personal activation word.

DIGITAL KEY

■ Why put your key in the ignition if you have your Android smartphone with you? The Digital Key allows you to lock and unlock your BMW and even start the engine without needing a physical key. It can be downloaded to your Android smartphone using the BMW Connected app and shared with family and friends.

BMW LIVE COCKPIT PROFESSIONAL

□ 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.

REMOTE SOFTWARE UPGRADE

□ Do you want your BMW to be up to date with the latest software? With Remote Software Upgrade, your BMW will always be like new. Convenient, reliable and stress-free – without having to visit your BMW service partner. Upgrades are installed over-the-air, just as they are for your smartphone.

COMFORT AND FUNCTIONALITY.

■ Standard equipment □ Available only for 330i M Sport

■ **Ambient light**, including Ambient contour lighting in the front and rear doors, creates a relaxed, cosy lighting atmosphere in the interior. The Welcome Light Carpet illuminates the area in front of the car doors when entering and exiting. Six dimmable light designs in White, Blue, Orange, Bronze, Lilac and Green are available.



BMW 330i M Sport.

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

powered by 



■ M Leather steering wheel including multifunction buttons, steering wheel rim in leather, 'Walknappa' Black with contoured thumb rests.



■ The Sport seats for driver and front passenger feature optimum support and various adjustment options, including backrest width.



■ 18 M light alloy wheels Double-spoke style 790 M Bicolour Orbit Grey with mixed tyres and run-flat properties, gloss-lathed, front 7.5J x 18 with 225/45 R18 tyres, rear 8.5J x 18 with 255/40 R18 tyres.

M Sport package exterior equipment:

- M Aerodynamics package with front apron, side sills and rear apron in body colour with diffuser insert in Dark Shadow metallic
- BMW kidney grille with exclusively designed vertical slats in black high-gloss and grille frame in Chrome high-gloss.
- LED fog lights
- 18" M light alloy wheels Double-spoke style 790 M in Bicolour with mixed tyres and run-flat properties
- M Sport brake with blue painted brake callipers with M designation
- M Sport suspension incl. Variable sport steering
- BMW Individual high-gloss Shadow Line
- M designation on the sides
- Exterior mirror caps in body colour
- Roof mouldings in body colour
- Tailpipe trims in Chrome high-gloss.
- Exclusive paintwork in Portimao Blue metallic

M Sport package interior equipment:

- M door sill finishers
- M pedals
- Floor mats with exclusive M designation
- Sport seats for the driver and front passenger in leather Vernasca
- M Leather steering wheel
- Car key with exclusive M designation
- BMW Individual headliner anthracite
- Instrument cluster with M specific display
- Interior trim finishers in Aluminium Tetragon

BMW 320i Sport.

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



■ The black Sport leather steering wheel with a thick rim and contoured thumb rests has an exceptionally pleasant, high-grip feel.



■ The Sport seats for driver and front passenger feature optimum support and various adjustment options, including backrest width.



■ 18" light alloy wheels V-spoke style 780 Bicolour Orbit Grey, gloss-lathed, wheel size 7.5J x 18 with 225/45 R18 tyres.

Sport Line exterior equipment features:

- Front bumper with specific design elements and side air intakes in black high-gloss
- 18" light alloy wheels V-spoke style 780 Bicolour
- Exterior mirror caps in body colour
- Roof trim in body colour
- BMW Individual high-gloss Shadow Line with mirror foot
- B-pillar trim, window guide, window recess finisher front and rear in black high-gloss
- Rear bumper with specific design elements in black high-gloss
- Exhaust tailpipe finishers, two-sided in high-gloss chrome

Sport Line interior equipment features:

- Door sill finishers in Aluminium, in front with "BMW" designation
- Sport seats in leather Vernasca
- Sport leather steering wheel
- Line-specific car key with Chrome detailing
- BMW Live Cockpit Plus including instrument cluster with 5.7" display
- BMW Navigation system with 8.8" touch sensitive display

ADDITIONAL EQUIPMENT.

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■ Standard equipment □ Available only for 330i M Sport



■ The Adaptive LED headlights with cornering lights generate a bright and efficient bi-LED light for low and high-beam headlights. The bend lighting and cornering lights with LED technology allow for adaptive light distribution with increased side illumination for city driving. The LED daytime running lights and parking lights in the light tubes of the main headlights create a distinctive feature characteristic of a BMW.



■ The rear lights are made up of individual high-performance LED lighting elements. They have the characteristic, striking BMW L-shape, meaning that the vehicle is clearly recognisable as a BMW even in the dark.



■ Why put your key in the ignition if you have your Android smartphone with you? The Digital Key allows you to lock and unlock your BMW and even start the engine without needing a physical key. It can be downloaded to your Android smartphone using the BMW Connected app and shared with family and friends.

ADDITIONAL EQUIPMENT.

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

■ Standard equipment □ Available for 330i M Sport only



□ 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.



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



□ ‘Hello, BMW. Who are you?’ Wouldn’t it be incredible if your BMW acted like your personal assistant? Communicate in a new and easy way with your vehicle using the BMW Intelligent Personal Assistant. It knows you, learns your behaviours to improve every day and helps out whatever the situation. It can explain everything about your vehicle and help you get better acquainted with your BMW. You can even assign your own personal activation word.



■ The Through-loading system includes rear seat backrests that can be divided in a 40:20:40 ratio for the greatest possible flexibility. For example, two passengers can be seated comfortably in the rear, while long objects such as ski and snowboard bags can be transported at the same time. The two cupholders in the centre armrest are very practical.



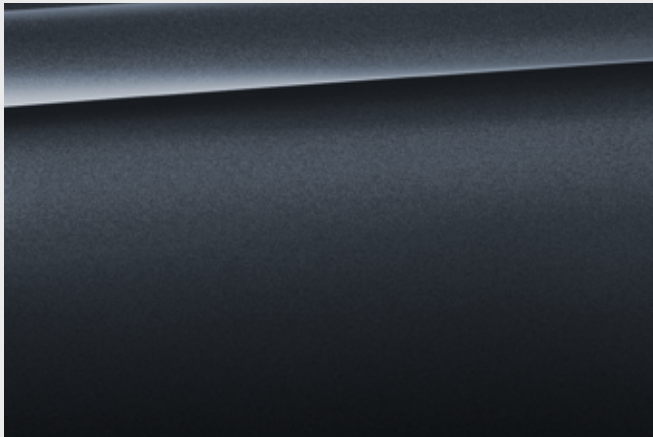
■ Telephony with wireless charging offers a comprehensive telephony package with Bluetooth connectivity.

EXTERIOR COLOURS.

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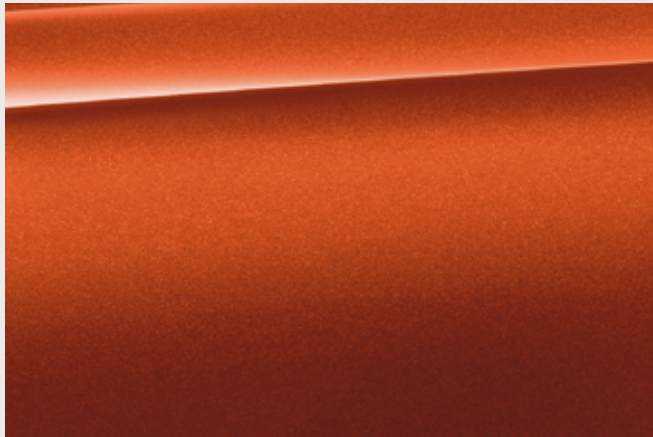
□ Non-metallic 300 Alpine White



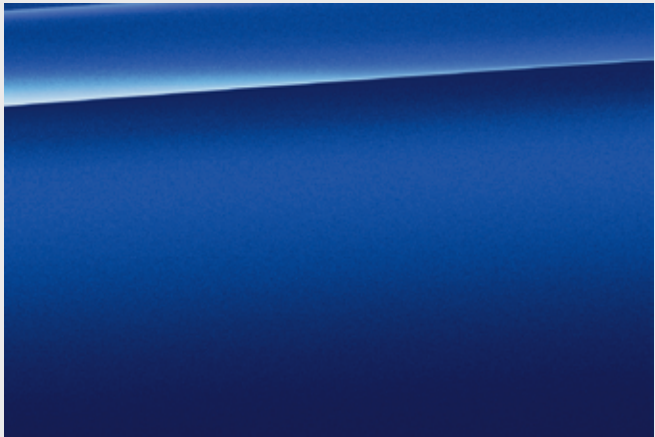
□ Metallic B39 Mineral Grey



□ Metallic 475 Black Sapphire



□ Metallic C1X Sunset Orange



□ Metallic C31 Portimao Blue
Available only for 330i M Sport



□ Metallic C10 Mediterranean Blue
Available only for 320i Sport

[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 partner or in your dealership. There you can also see original samples and be assisted with special requests.

INTERIOR COLOURS.

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LEATHER



■ Available for both
330i M Sport and
320i Sport

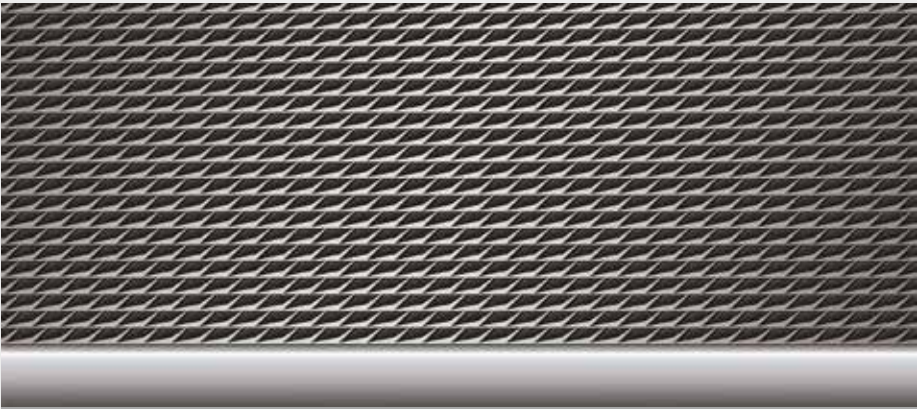
Leather Vernasca
MAH7 Black decor
stitching, interior colour
Black



■ Available only for
330i M Sport

Leather Vernasca
MAPQ Cognac decor
stitching, interior colour
Black

INTERIOR TRIM



Available with

■ Standard for
330i M Sport

Interior trim finishers
Aluminium Tetragon
with highlight trim
finisher in Pearl
Chrome.



■ Standard for
320i Sport

Interior trim finishers
Aluminium 'Mesheffect'
with highlight trim finisher
in Pearl Chrome.

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.

ORIGINAL BMW ACCESSORIES.

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■ Standard equipment □ Optional equipment ○ Accessories



○ 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.



○ The high-quality 20" M Performance forged wheels Cross-spoke style 794 M are designed in Bicolor Jet Black, gloss-lathed and feature the colour M Logo. TPMS summer complete wheel set with run-flat tyres, wheel size 8J x 20 with tyre size 225/35 R20 90Y XL RSC at the front and 8.5J x 20 with tyre size 255/30 R20 92Y XL RSC at the rear.



○ 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 extraordinary movement. The Connectivity Module app enables additional innovative functions such as live streaming, GPS vehicle location tracking, and Cloud storage of all recordings.



○ High-quality 20" M Performance forged wheels Y-Spoke 795 M in Bicolor Ferric Grey matt, gloss-milled. TPMS summer complete wheel set with run-flat tyres.



○ Thanks to the BMW wireless charging station universal, the smartphone can be charged comfortably without a cable – even outside the vehicle.



○ 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.



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

Discover the all-round innovative solutions on offer in many categories: exterior, interior, communication & information and transport & luggage compartment. Your BMW partner will be happy to advise you and provide you with a special catalogue detailing the entire range of Original BMW Accessories. For further information, please visit www.bmw.com/accessories

The Standard and Optional equipment may differ between countries. Please consult your local BMW partner for more information.

BMW 3 Series Saloon	BMW 330i M Sport	BMW 320i Sport

Weight				
Unladen weight EU¹	kg	[1545]	kg	[1535]
Unladen weight EU (xDrive)¹	kg	–	kg	–
Maximum permissible weight	kg	[2060]	kg	[2050]
Max. permissible weight (xDrive)	kg	–	kg	–
Permitted load	kg	[590]	kg	[590]
Permitted load (xDrive)	kg	–	kg	–
Permitted trailer load, unbraked²	kg	[750]	kg	[750]
Permitted trailer load, unbraked (xDrive)²	kg	–	kg	–
Permitted trailer load, braked, max. 12 % gradient/max. 8 % gradient²	kg	[1600/1600]	kg	[1600/1600]
Permitted trailer load, braked, max. 12 % gradient/max. 8 % gradient (xDrive)²	kg	–	kg	–
Luggage compartment capacity	l	480	l	480

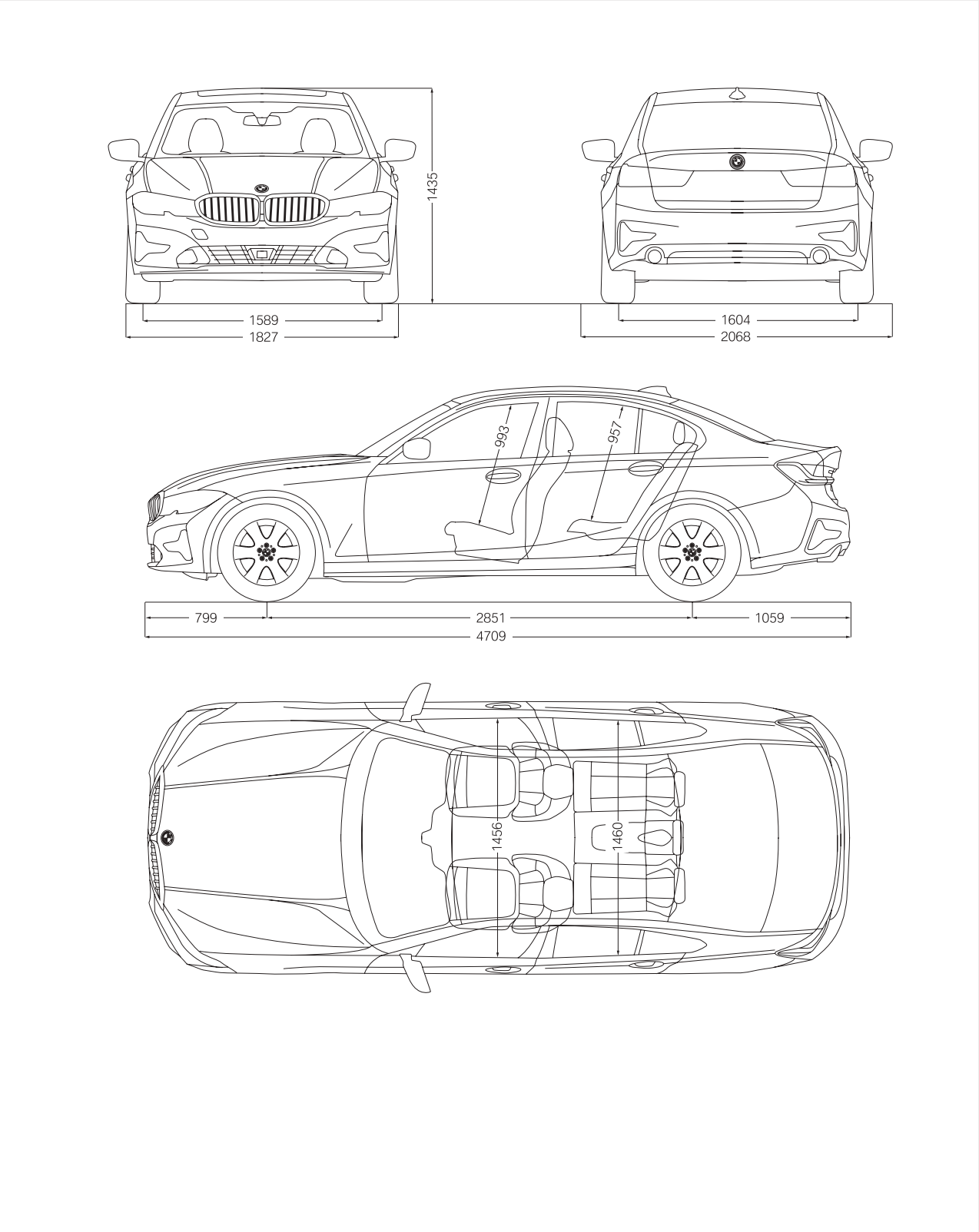
BMW TwinPower Turbo engines				
Cylinders/valves		4/4		4/4
Capacity	cc	1998	cc	1998
Rated output/rated engine speed	kW (hp)/rpm	190 (258)/5000–6500	kW (hp)/rpm	135 (184)/5000–6500
Max. torque/engine speed	Nm/rpm	400/1550–4400	Nm/rpm	300/1350–4000

Power transmission		
Type of drive	Rear-wheel	Rear-wheel
Standard transmission	Steptronic Sport	Steptronic Sport
Standard transmission (xDrive)	–	–

Performance				
Top speed	km/h	[250]⁴	km/h	[235]⁴
Top speed (xDrive)	km/h	–	km/h	–
Top electric speed	km/h	–	km/h	–
Acceleration 0–100 km/h	s	[5.8]	s	[7.1]

Fuel consumption⁴,⁵,⁶				
Urban	l/100 km	[7.9]	l/100 km	[7.4]
Urban (xDrive)	l/100 km	–	l/100 km	–
Extra-urban	l/100 km	[5.6]	l/100 km	[5.6]
Extra-urban (xDrive)	l/100 km	–	l/100 km	–
Combined	l/100 km	[6.4]	l/100 km	[6.3]
Combined (xDrive)	l/100 km	–	l/100 km	–
Consumption range, combined	km	–	kWh/100 km	–
Exhaust emissions standard (type-certified)		EU6d-temp		EU6d-temp
CO₂ emissions, combined	g/km	[147]	g/km	[144]
CO₂ emissions, combined (xDrive)	g/km	–	g/km	–
Tank capacity, approx.	l	59	l	59

Wheels/tyres		
Tyre dimensions	225/45 R18 255/40 R18	225/45 R18
Wheel dimensions	7.5J x 18 8.5J x 18	7.5J x 18
Material	Light alloy	Light alloy



Figures in [] are for vehicles with Steptronic transmission.

¹ The EC unladen weight refers to a vehicle with standard equipment and does not include any optional extras. The unladen weight includes a 90% full tank and a driver weight of 75 kg. Optional equipment may affect the weight of the vehicle, the payload and the top speed if the selected equipment has an impact on the vehicle's aerodynamics.

² The actual total weight of the trailer must not exceed the maximum permitted trailer load, taking into account the maximum tow bar download.

³ Range depends on the equipment and various factors. In particular: personal driving style, route characteristics, exterior temperature, heating/air conditioning, pre-conditioning and the chosen equipment.

⁴ Electronically limited.

⁵ Performance data of petrol engines apply to vehicles using RON 98 fuel. Fuel consumption data apply to vehicles using reference fuels in accordance with EU Regulation 2007/715. Unleaded RON 91 and higher with a maximum ethanol content of 10% (E10) may also be used. BMW recommends RON 95 super unleaded petrol.

⁶ The data for fuel consumption, CO₂ emissions and energy consumption are determined in accordance with the measurements processes as defined by European Regulation (EU) 2007/715 in the applicable version. Data refer to a vehicle with base-level equipment in Germany, and the ranges account for differences according to the selected wheel and tyre size and the optional equipment and may change during the configuration process. Figures have been determined on the basis of the new WLTP test cycle and have been converted back into NEDC figures for comparability. [For vehicles indicated with **, values other than those specified here may apply for the assessment of taxes and other vehicle-related charges that are (also) based on CO₂ emissions].

BMW 330i SALOON WITH M SPORT PACKAGE:

BMW TwinPower Turbo 4-cylinder petrol engine, 190 kW (258 hp), 18" M Sport light alloy wheels Double-spoke style 790 M Bicolour, exterior colour in Portimao Blue metallic, BMW LED Headlights with Extended Contents, Seats in leather Vernasca Black with, interior trim finishers 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 after 09/03/2018, the date when this brochure went to press, or according to the specific requirements of other markets. Your local BMW Partner is available to provide further details. Subject to change in design and equipment.

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411 003 380 91 2 2018 BC. Printed in Germany 2018.

