

2. Concept: Perfect Harmony of the Drivetrain, Suspension and Body.

- **Concept harmony of the highest standard.**
- **Tangible progress on the drivetrain and chassis, plus enhanced motoring comfort.**
- **The best-in-class moves up the benchmark once again.**

Going from good to better, from better to best. This is certainly the right way to describe the new BMW 3 Series. But even this description is inadequate, since the fifth(!) generation of the 3 Series is now moving up the benchmark once again over its predecessor already acknowledged as the leader. Be it as it may, the BMW 3 Series is and remains the best car in its class – which has been the case now for no less than 30 years!

Throughout these three decades, the 3 Series has been far more to the BMW brand than “just” a highly successful car: In technological terms the 3 Series has remained an ongoing success thanks to its many innovations proving their qualities for the first time in large-scale series production.

In terms of market strategy, it has been an equally significant success, representing the “small” BMW premium series until the introduction of the 1 Series, in many cases being the first BMW bought by customers and aficionados of the brand the world over. And in economic terms, finally, the 3 Series has been an outstanding success with production and sales of more than three million units so far, making this the absolute best seller in the BMW world: Roughly every other BMW is a 3 Series!

Can the 3 Series become even more perfect?

A great success in technological terms, in terms of market strategy, and economically – these attributes clearly show the challenge BMW’s engineers, designers and other specialists faced in developing the new car. The question was how can such a mature, such a truly outstanding car be enhanced to an even higher standard?

The new 3 Series shows that BMW's designers and engineers have mastered this challenge to perfection. And they have done so not just through a wide range of technical details enhanced to an even higher level than before. No – what makes BMW's latest model is so unique and impressive is the immense progress in engine technology, on the chassis and suspension, and in terms of motoring comfort, with all kinds of innovative features benefitting both the driver and the passengers alike. And it is indeed in these three areas of engine technology, suspension management, and motoring comfort that BMW has been the leader in innovation for years.

Now more than three years of thorough development by BMW's top-notch project team have once again gone into this best-in-class winner. With the result that the 3 Series once again sets a significantly higher benchmark in its class, offering both the driver and his passengers even more driving pleasure than any other 3 Series in the past.

Concept harmony never seen before.

No other car offers the same all-round concept harmony as the BMW 3 Series. BMW defines this kind of harmony as the perfect symbiosis of a powerful drivetrain, a dynamic chassis and suspension, a stiff but spacious body, as well as refined motoring comfort for the driver and passengers alike.

Depending on the model series, BMW's engineers and development specialists re-align their focus among three characteristics fundamentally of equal value: Uncompromisingly agile like the Z4, supremely comfortable like the 7 Series, or, in the case of the sporting and compact 3 Series saloon, powerful and dynamic in every respect.

A competent car for all purposes.

This successful concept is based on the clear knowledge that the driver of a BMW 3 Series, with his – or her – sporting and dynamic lifestyle, wishes to enjoy the best of life not only in terms of sports motoring, but also for all everyday purposes – driving to work, going shopping, travelling on holiday with the family. In all these cases the driver of a BMW 3 Series wishes to benefit from the perfect car. And now the new 3 Series fulfils these substantial demands even contradictory themselves to a certain extent by offering a wide range of qualities never seen before in this class: Even more sporting and dynamic than its predecessor, the new 3 Series guarantees greater driving pleasure, more safety, and extra comfort.

More than any other premium brand, BMW offers the very best beneath the engine lid at the front: Powerful and refined engines in combination with a “crisp” sports gearbox have become the outstanding feature of the brand. And this applies most of all to the 3 Series: No other BMW model series offers such a wide range of engines combining superior power and performance with muscular refinement of the highest standard.

Making its world debut with four new engines.

The BMW 3 Series Saloon is making its world debut with three new petrol engines and a new diesel, each of which represents a significant innovation in technology in its own right: The new BMW 320i features the world's only four-cylinder power unit with VALVETRONIC built in large numbers, an engine combining infinite valve control with precise adjustment geared to the position of the gas pedal. In both the 330i and 325i, the straight-six power unit comes for the first time with a magnesium crankcase as well as VALVETRONIC technology. The 320d, finally, features a second-generation common-rail intake system, other highlights of this sports diesel being multiple fuel injection as well as an exhaust turbocharger with variable turbine geometry and electrical adjustment.

All four engines offer significantly more power, an even higher standard of motoring refinement, and superior economy raised to an even higher level than before, thus once again underlining the technological leadership of BMW's engineers particularly in engine construction.

All new 3 Series with six-speed transmission.

Even the best and most powerful engine requires the right kind of transmission to become a genuine athlete. And by tradition, BMW has always been the leader in transmission technology. Accordingly, the new 3 Series comes with six-speed transmission on all models – a manual gearbox featured as standard, six-speed automatic with Steptronic coming as an option. The fortes of all these transmission units are supreme comfort in control and operation, technical precision of the highest standard, low noise, and superior efficiency in the use of energy.

Top-class technology for an even better chassis and suspension.

With the former 3 Series already being acknowledged as the most dynamic car in its class, the new model now outperforms its predecessor once again. For BMW's engineers have succeeded in giving the chassis and suspension new features and progressive benefits both the driver and his passengers will feel right away. Featuring the new five-arm rear axle as well as a double-arm front axle and optional Active Steering, the new 3 Series comes with

outstanding innovations taken over from BMW's top models and specially optimised for this new car. As a result, the new 3 Series literally "runs on rails" even under the toughest conditions – none of the 3 Series' competitors offers similarly perfect driving behaviour. So that the new BMW 3 Series not only maintains its top position, but rather offers even greater leadership above all in the area of chassis technology.

This is also attributable to the latest generation of BMW's DSC Dynamic Stability Control which, featuring functions and qualities raised to an even higher level on the six-cylinder models, helps the driver come even closer to the absolute limits of physical control. And while the customer will not consciously experience some of these functions, the fact remains that they enhance safety to an unprecedented standard especially when driving to the extreme. The dry-braking function, for example, keeps the brake discs dry at all times for the shortest possible stopping distance.

Warning: This 3 Series causes addiction!

The bottom line behind the many improvements to the chassis is a significant increase in agility the driver and his passengers have never felt before. The standard of driving pleasure is unbelievable. You almost "fear" that you will be addicted to this 3 Series!

Body progress: lighter, stiffer, safer.

The same kind of progress also comes beneath the car's sheet metal: Even stiffer but specifically lighter than before, the bodyshell makes a significant contribution to the perfect concept harmony of the new BMW 3 Series. In this case, "intelligent" lightweight construction means not only replacing steel

by aluminium, but also using high-grade steel and steel-forming technologies exactly where and in the manner required. Innovative solutions of this kind

thus set off the increase in weight one would actually expect as a result of the greater demands made of the car and its larger range of equipment.

Bar and support concept reinforcing the body.

While in many areas further progress is only possible by way of detailed improvement looking at the most minute items, BMW's engineers, focusing on the stiffness and strength of the bodyshell, have directed their attention to age-old traditions while at the same time looking beyond the confines of automobile production alone: Taking up the century-old concept of truss and girder structures, they have introduced a concept for the car's load-bearing construction incorporating interconnected bars and supports at all points

subject to particularly high loads. At the same time they have supplemented the conventional reinforcement of materials by using newly developed high-grade steel previously not available.

As a result, body stiffness is up by 25 per cent over the former model, benefitting also the car's driving dynamics thanks to the significant reduction of body vibration. And a stiffer body also means a higher standard of passive safety.

Also in collisions from the side: the safest 3 Series the world has ever seen.

The new BMW 3 Series was designed from the start to achieve optimum results in the EuroNCAP crash test. And it is one of the first saloons in the world to fulfill the latest, extremely demanding side crash standards in the USA, with a mass of 1.3 tonnes hitting the front door of the car – that is the most sensitive point – at a speed of 50 km/h. This crash simulates an impact with an offroader, that is a sports utility vehicle with its higher ground clearance, hitting the car above the side sills with their protective effect.

Featuring impact-absorbing multi-phase and high-grade steel, the new 3 Series meets even this extreme requirement without the slightest problem. And the same applies to the new high-speed rear end test required in the USA, the car at rest being hit from behind by another vehicle travelling at 80 km/h and with only 70 per cent overlap.

Larger in size for greater driving stability, enhanced passive safety, and superior comfort.

The new BMW 3 Series has grown both outside and inside, and in particular in its wheelbase, benefitting the rear-seat passengers most of all now enjoying almost 50 per cent more kneeroom. The increase in exterior width also means an overproportional increase in interior space, the new Saloon thus enhancing its leadership over the competition in terms of passenger comfort and enjoyment.

All the space of a modern car.

The increase in length and width translates into superior "roominess" in every respect, meaning not just larger dimensions inside, but also an entirely new experience in space. The interior is light, bright and generous, reflecting the lifestyle and spirit of its young, urban target group.

This increase in size is also the response to a simple but essential trend: With the average height of people these days growing by about one millimetre each year, the cars we drive obviously have to grow accordingly – which means about 7 millimetres with each new generation of cars. So the new 3 Series also meets this requirement in every respect.

Interior harmoniously integrating all functions for the driver and passengers.

The instrument panel has also been re-interpreted. While the cockpit of the former 3 Series was regarded as very driver-oriented, the new interior slightly dilutes this one-directional focus. Now, therefore, functions not restricted exclusively to the driver also address the front passenger more clearly and distinctly, allowing him or her to comfortably operate the radio, climate control, navigation, iDrive, and telematics functions. Naturally, however, the cockpit

fully retains that clear structure so typical of BMW and remains oriented towards the driver: Within the driver zone you find all the information you need presented with optimum clarity, allowing you to concentrate on the essential also in the interest of traffic safety. The middle section on the dashboard, by contrast, is defined as the “comfort zone” within easy reach from both the driver’s and front passenger’s seat and subdivided into a control level and the information level higher up.

Comfort options like in the luxury performance class.

Well-conceived design and engineering of the interior allows the new 3 Series to offer its occupants a large number of new, comfort-oriented functions. And at the same time these functions are even easier to control with maximum ergonomic benefits. So the new Saloon offers such a wide range of sensible and helpful features for smooth everyday motoring that it is able to compare in every respect with the luxury performance class. Again clear proof that the old borders between the individual classes and market segments are starting to disappear.

Distinctive design making the 3 Series a dynamic and elegant saloon.

Inside and outside, the exclusive design of the new BMW 3 Series transforms the very substance of the product in its overall complexity into a unique, multi-sensual experience: Through its design language, the 3 Series is different, independent, and full of self-confidence. Clearly reflecting BMW’s modern design spectrum, the new 3 Series is a dynamic and elegant saloon in every respect.

Agile, dynamic and light, the new 3 Series offers perfect harmony of all the values so typical of the BMW brand: powerful fascination, unique identity, strong independence. And all this comes at a level higher than ever before in the 80-year history of the Company.

3. Design: Dynamic before even Moving.

- **Strong expression of concept harmony.**
- **Unique character with a clear family resemblance.**
- **Thrilling to behold.**

Agility, dynamics, comfort – these are the features borne out by the “package” making this a genuine BMW. A car with that typical design as the fundamental element creating the unique thrill exuded by all cars bearing the white-and-blue logo the world over.

The fifth generation of the 3 Series was a particular challenge to BMW’s designers. Their first task was to establish a perfect balance of sportiness, dynamism, and elegance. At the same time they had the second job to provide a clear signal pointing into the future and harmonising perfectly with the unique look of BMW’s new family. And in its final design, the new 3 Series stands out clearly and impressively as an authentic product personality pointing into the future.

More sporting than the 5 Series – more elegant than the Z4 and 1 Series.

Joining the range as the last new model, the new 3 Series closes the gap in the BMW brand’s design spectrum ranging from the Z4 at one end all the way to the 7 Series at the other end. With its discreet but clear interplay of convex and concave surfaces as well as the powerful, flowing lines of light and shade, the 3 Series comes close to the expressive design language of the Z4 and

the 1 Series. But at the same time it stands out clearly from those two models through its greater length, longer engine compartment lid, longer wheelbase, and many other details. And through its more compact proportions, it is more agile and dynamic at first sight than the 5 and 7 Series upmarket and luxury saloons. Through its strategic position alone within BMW’s model portfolio, the 3 Series makes a clear commitment to its eye-opening design:

It is more sporting and dynamic than the 5 Series and more elegant and sophisticated than the Z4 and 1 Series.

Over the years and decades, the design of the 3 Series has developed consistently, sometimes in small, sometimes in big, steps. Now, looking at the overall history of the 3 Series, the new model marks a particularly progressive design leap into the future. While only growing moderately beyond the dimensions of its predecessor, the new 3 Series is conspicuously different in its surface design and configuration. In the eyes of the observer, therefore, this is quite clearly a unique new car standing out from the former model in every respect.

Perfect harmony of effect and reality.

The BMW 3 Series has always had a unique agile, dynamic and light appearance, a look the car's driver and occupants will certainly experience on the road. So it is appropriate to say that the 3 Series offers perfect concept harmony in its effect and reality. This is borne out in particular in the new 3 Series Saloon through the car's classic three-box design, its coupé character, as well as the authentic visualisation of BMW's typical drive concept with the engine fitted lengthwise at the front and transmitting its power to the rear wheels.

The three-box design – engine compartment, greenhouse, rear section – so typical of a classic saloon is particularly elegant on the new 3 Series thanks to the car's unique, flowing lines. The coupé-like impression is borne out above all by the greenhouse appearing small and light in relation to the overall body of the car, with its roof line softly tapering out at the rear. A further touch of dynamism is added once again by the typical "Hofmeister kick", that reverse curvature at the bottom of the C-pillar so characteristic of all fixed-roof BMWs.

Perfect interaction of the powerful engine and rear-wheel drive promises superior dynamics and sporting performance. This drive concept so characteristic of BMW is visualised by the long and slender engine compartment lid, the distinctive powerdome, the greenhouse moved far to the rear, and the centre of gravity lying optically in the C-pillar behind the rear axle. Further highlights are the clearly contoured rear end as well as short body overhangs.

Harmonious and well-balanced proportions despite the increase in size.

Although the new 3 Series is much longer and wider overall than its predecessor, the proportions of the car as such remain harmoniously balanced, creating that perfect blend of sportiness, dynamism and elegance which has characterised particularly this BMW model series for no less than 30 years. Another feature also to be found as before is the short front and rear overhangs even shorter and more compact, in fact, than on the former model. At the front this compact look is further accentuated by the direction indicators extending round to the side and merging precisely at one point.

From the front: a clear and self-confident pledge to the BMW family.

Seen from the front, the 3 Series clearly displays its membership in the BMW family. Combining the double kidney grille with double round headlights bordered at the top by flowing, curved lines, the new model boasts the front end so typical of a modern BMW. The direction indicators wrapped around at the side emphasize the sheer width of the car, the "concentrated" expression of the front end presenting a look of agility and alertness.

A further feature is the powerdome with its distinct and dynamic contours. Forming part of a complete mould starting right at the bottom in the bumper, the lines of the powerdome extend via the A-pillars and roof contours all the way to the rear. The powerdome also surrounds the double kidney grille re-interpreted at the top by two strikingly wide chrome trim bars giving the sporting front end a particularly elegant and unique character. The top-of-the-range 330i, finally, comes with chrome-plated slats in the double kidney grille.

From the side: sporting, sleek, dynamic.

From the side, the new 3 Series is visually dominated by a clear structure based on three equally clear and powerful character lines interacting with tense surfaces. The **first character line** starts at the front wheels and extends back along the side-sills. The surfaces directly above this line are convex and concave in shape, thus appearing smaller than they really are, conveying a light and dynamic look in line with the sporting side of BMW's design spectrum. Moving further back, the surface above the first character line rises up until it merges with the surfaces just in front of and around the rear wheels.

The **second character line** comes with that typical "waist" so characteristic of every BMW. But here this waistline has been re-interpreted in a unique, very three-dimensional style never seen before. It consists of two tense sur-

faces facing one another, running powerfully and at a slightly rising angle from the muscular front wheel arches nearly all the way to the rear light clusters where the waistline slowly fades away among the surrounding surfaces. The ultimate message conveyed in this way is one of dynamism, elegance, lightness, and power.

Forming the car's shoulder, the **third character line** extends from the headlights at the front nearly all the way to the rear. Positioned as a fine, tense and very precise dividing line beneath the greenhouse, it marks a striking contrast to the relatively large side surfaces, stretching the car visually and interrupting the surface beneath the C-pillar, which as a result appears somewhat smaller. A similar effect is provided by the rear light clusters extending far into the side panel.

From the rear: wide, low, and with those rear lights so typical of the 3 Series.

The rear end is also BMW all the way. With its convex and concave surfaces, it takes up the particular shape and design of the side panels smoothly and harmoniously, creating several horizontal lines to give the rear end a wider and lower look. At the top the rear section starts with a clear light bar merging one level further down into a dominant, concave shade area automatically guiding down the eye of the observer. Beneath the rear lid comes a concave surface merging around the sills into a concave, tense section. In their outer line, the rear light clusters follow the overall shape and design of the car, the individual colour sections re-interpreting the L-shaped design so typical of the 3 Series.

Setting a new standard also in its interior design.

The interior design of the new 3 Series again underlines BMW's pledge to premium motoring: The interior is modern and harmonious throughout, creating a sense of emotion and added value you clearly feel and enjoy. The generous ambience all round develops a feeling of controlled dynamism and lightness, the occupant firmly sensing the two characters harmoniously combined within the BMW 3 Series: that of a comfortable midrange saloon and that of a dynamic driving machine. Precisely this tangible sense of sporting performance distinguishes the car from the 5 or 7 Series. Reflecting its exterior look and the actual driving experience, therefore, the 3 Series remains the sports saloon in the BMW family also through its interior design.

Continuing the exterior design language also inside the car.

Like the exterior, the interior of the new 3 Series is characterised throughout by the interplay of convex and concave surfaces clearly bearing testimony to the expressive design language of the Z4. The guiding principle of a “rotating ribbon” extends in a flowing motion along all surfaces and panels, the positive and negative “twist” of the surfaces presenting a new and fresh look from every perspective. Through their diversity alone, therefore, they create an ambience of controlled dynamics and lightness.

Driver-oriented cockpit integrating the front passenger.

The main elements of the interior are symmetric and integrated with one another in their design. As before, the powerful horizontal look of the instrument panel places the emphasis on motoring, all secondary controls and displays facing slightly towards the driver. But including the front passenger at the same time, the specific geometric arrangement of the dashboard, together with the horizontal accentuation, creates a generous feeling of space. Precisely this distinguishes the 3 Series most significantly from its predecessors with their far stricter interpretation of driver orientation and the strict separation of driver and front passenger functions.

Now the instrument panel is turned towards the driver only by a small but clearly perceptible margin of 4°, while tapering out gently on the front passenger’s side. The centre console, in turn, literally “dives” beneath the dashboard, giving the latter a very light appearance as if it were hovering in the air, particularly due to the contrast of light and shade.

The gearshift lever, in turn, faces clearly towards the driver thanks to the striking “swing” of the centre console. Standing out distinctly from the horizontal form of the cockpit created by the instrument panel, the lines and surfaces of the centre console flowing in the direction of travel as well as the doors add to the flair of dynamism within the car.

To calm down the interior, the number of switches and knobs has been reduced dramatically in a process only possible with iDrive. Together with the driver orientation of the cockpit, the ergonomic design of all controls and displays creates an overall concept quite unique in this class. The clear subdivision of the driver’s zone and the comfort zone, as well as the additional subdivision of the latter into a control and information zone, enables both the driver and front passenger to control a wide range of car functions with optimum comfort and convenience.

Optionally available with a double pinnacle, a monitor and BMW iDrive.

The “High” equipment option incorporates the front-seat passengers and, indeed, all other passengers in the actual process of driving the car even more than the ‘basic’ equipment. This greater involvement is attributable primarily to the monitor beneath a pinnacle right in the middle of the instrument panel as well as the iDrive control concept featured for the first time in this configuration in the 3 Series. While the driver benefits from optimum support through the control and display functions facing his way, the iDrive Display makes general information and comfort functions accessible to the passengers, too.

Materials and colours reflecting the great diversity of the 3 Series.

The various facets of the 3 Series ranging from sporting dynamism all the way to comfortable elegance are also to be found in the car’s versatile concept of materials and colours. Interior and exterior colours as well as seat materials developed especially for this model series clearly distinguish the new 3 Series within the BMW family. Other colours, the surface grain concept, Dakota standard leather, and the surface touch are shared by the new 3 Series Saloon and the other saloons within the BMW range.

It is the perfect balance and flair of colours, materials and designs, as well as their harmonious interplay, that creates the exclusive, sporting, and dynamic aesthetic quality so typical of a BMW. All this highlights the flowing forms of the interior and supports the feeling of space or “roominess”. The various shades and darker areas coming out particularly on cars with a brighter interior clearly emphasise the focus on the driver. Other design elements adding particular class and style in all models and with all levels of equipment are the surfaces on the dashboard, the centre console and doors with their natural grain as well as the fine grain finish of the injection-cast plastic components. The overall pattern of seams, finally, enhances the car’s design language as well as the sheer value and sophistication of the interior.

624 combinations for your individual style.

The eight equipment colours Black, Grey, Beige, Anthracite, Quartz Grey, Blue, Terra, and Lemon accentuate the interior in their own unique style, offering

the customer virtually every option and freedom of choice. So depending on his or her personal taste, the customer can combine any of these interior colours with trim surfaces in titanium matt, aluminium with a fine longitudinal grain, burr walnut or poplar grain to give the interior of the 3 Series a more classic or a more modern touch. Together with four material concepts using

fabric, leatherette, fabric/leather, and leather all round, as well as 12 exterior and 8 interior colours and four different trim options, the customer can choose from some 470 recommended and, in all, no less than 624 different combinations. Clearly, this is customisation and personalisation of the highest calibre.