

BMW 2004 M



The Ultimate
Driving Machine®

M3 Coupe
M3 Convertible







You live only once.
Be M-powered.



Handling that
grips the road – and
frees your imagination.



Instrument cluster gauges including speedometer (0-180 mph), tachometer (0-9,000 RPM), and various auxiliary gauges.

Steering wheel with BMW logo and M badge, featuring multiple control buttons for audio and driving functions.

Two air vents with control sliders and buttons for fan speed and temperature.

Infotainment system screen displaying a menu with the following text:
MENU
On-Board Computer GPS-Navigation Code
Settings Monitor Off
1:32 pm 01/30/2003

Climate control panel with a digital temperature display showing 70.0°F and various control buttons.

Center console featuring a chrome gear shifter and handbrake.



M3 Coupe design details.

1 19" M Double Spoke (Style 67) polished and forged alloy wheel.¹ 2 Sequential Manual Gearbox (SMG).² 3 Dual twin stainless steel exhaust tips. 4 Chrome side gill. 5 Tilt/telescopic M three-spoke steering wheel with SMG² paddles. 6 BMW M front spoiler with halogen free-form M oval foglights.

¹ Optional. Due to low-profile tires, please note: wheels, tires and suspension parts are more susceptible to road hazard and consequential damages.

² Optional.





1 2
3 4

M3 Convertible design details.

1 Dual twin stainless steel exhaust tips. 2 M aerodynamic side-view mirror. 3 Tilt/telescopic M three-spoke steering wheel. 4 19" M Double Spoke (Style 67) polished and forged alloy wheel¹. 5 BMW M front spoiler with halogen free-form M oval foglights. 6 Front seat with integrated safety belt.

¹ Optional. Due to low-profile tires, please note: wheels, tires and suspension parts are more susceptible to road hazard and consequential damages.

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	M3 Coupe	M3 Convertible
Performance and efficiency		
3.2-liter dual overhead cam (DOHC), 24-valve inline 6-cylinder engine with Double-VANOS "steplessly" variable valve timing	●	●
6 individual throttles, electronically controlled (drive-by-wire), with M Dynamic Driving Control (throttle control)	●	●
Digital Motor Electronics (DME) with on-board diagnostics	●	●
Distributorless electronic ignition system	●	●
6-speed manual transmission with heavy-duty clutch	●	●
Sequential Manual Gearbox (SMG) ¹	○	○
Handling, ride and braking		
Dynamic Stability Control	●	●
All Season Traction with M Variable Differential Lock	●	●
Engine-speed-sensitive, variable-assist power steering	●	●
Aluminum double-pivot strut-type front suspension and 4-link integral rear suspension	●	●
Aluminum trailing-link assembly rear suspension	●	●
Independent suspension with M calibration (stiffened dampers, springs and anti-roll bars; modified rear axle geometry)	●	●
Gas-pressurized front struts and rear shock absorbers	●	●
Massive, 4-wheel BMW M vacuum-assisted ventilated disc brakes	●	●
High-performance-tuned anti-lock braking system (ABS) with Dynamic Brake Control	●	●
Interior seating and trim		
Black Nappa leather upholstery with BMW M cloth seat inserts	●	●
BMW M front sport seats with adjustable thigh support	●	●
Nappa leather upholstery	○/★	●
Titan shadow interior trim	●	●
Aluminum interior trim	○	○
Power-adjustable front seats with 3-setting memory system for driver's seat, and outside mirrors	○/★	●
Width-adjustable power front seat backrests with 4-way lumbar support ²	○	
4-way lumbar support for front seats		○
Seatback easy-entry feature	●	●
Split fold-down rear seats	●	
3-stage heated front seats	○/◆	○/◆
Front armrest	●	●
M3-badged doorsills	●	●
Audio system		
Anti-theft AM/FM stereo/CD audio system with 10 speakers, Radio Data System (RDS), Auto-Store, and 3-channel FM diversity antenna system, pre-wired for 6-CD changer	●	●
Harman Kardon AM/FM stereo/CD audio system with 12 upgraded speakers (including 2 subwoofers), upgraded amplification, and vehicle-speed-sensitive equalization	○	○
Pre-wiring for accessory BMW cellular phone and Auxiliary Input	●	●

- = Standard
- = Optional
- ★ = Included in optional Premium Package
- ◆ = Included in optional Cold Weather Package

¹ Includes Park Distance Control (PDC).

² Requires Power-adjustable front seats or Premium Package.

	M3 Coupe	M3 Convertible
Exterior		
M-style alloy wheels with Satin Chrome finish and safe-stop rim design, 18 x 8.0 front, 18 x 9.0 rear, with asymmetric hump; 225/45R-18 front and 255/40R-18 rear performance tires ³	●	●
M Double Spoke (style 67) polished and forged alloy wheel, and safe-stop rim design, 19 x 8.0 front, 19 x 9.5 rear; 225/40R-19 front and 255/35R-19 rear performance tires ³	○	○
Flat tire warning	●	●
BMW M-design front and rear body-color bumpers with hydraulic energy absorbers and front-compressible elements	●	●
Xenon low- and high-beam headlights with auto-leveling feature	○	○
Halogen free-form M oval design foglights	●	●
High-pressure liquid headlight cleaning system	◆	◆
Aluminum hood with "power dome"	●	●
Flared front and rear fenders, including wheel arches; vent gills in front fenders	●	●
M-style side-view mirrors	●	●
Fully lined fabric automatic softtop with glass rear window and electric rear-window defroster		●
Body-color hardtop with integrated rear-window defroster, retractable coat hooks, and individual reading lights front and rear		○
Automatic tilt-down of passenger's side-view mirror when vehicle is shifted into reverse gear	● ⁴	●
Heated side-view mirrors, windshield washer jets and door locks	●	●
Rain-sensing windshield wipers with automatic headlight control	●	●
White turn-signal lenses, front, side and rear	●	●
4 polished stainless-steel exhaust tips	●	●
Park Distance Control (rear) ⁵	○	○
Metallic paint	○	○
Comfort and convenience		
Air conditioning	●	●
Automatic climate control with automatic recirculation	●	●
Micro-filtered ventilation system with replaceable activated charcoal filter	●	●
Power, glass 2-way moonroof with remote, "one-touch" operation and sliding interior sunshade	○/★	
Power front/rear windows with "one-touch" up/down operation (front only)	● ⁶	
Automatic-dimming inside rear-view mirror	●	●
3-spoke, leather-wrapped multi-function M sport steering wheel with fingertip cruise, audio and (accessory) phone controls, M color stitching and tilt/telescopic adjustment	●	●
Cruise control	●	●
Dual sun visors with vanity mirrors	●	●
Courtesy lights with fade-in/fade-out feature, actuation from remote control	●	●
BMW Ambiance Lighting	●	●
Front and rear reading lights, separately controllable left/right	●	
Console valet and cupholders	●	●
Ski bag	◆	◆
Vehicle & Key Memory	●	●
Keyless entry with multi-function remote, 2-step unlocking, remote trunk release	●	●
Electric interior trunk release	●	●
Fully finished trunk with drop-down tool kit	●	●
Rechargeable take-out flashlight in glovebox	●	●

³ Due to low-profile tires, please note: wheels, tires and suspension parts are more susceptible to road hazard and consequential damages.

⁴ Included with optional Power-adjustable front seats or Premium Package.

⁵ Included with SMG.

⁶ Includes rear-window vent.

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	M3 Coupe	M3 Convertible
Instrumentation and controls		
M-design instrument cluster featuring titanium-finish-ringed instrument dials with gray backgrounds and red needles	●	●
Service Interval Indicator	●	●
Check Control vehicle monitoring system	●	●
Oil temperature gauge	●	●
Variable Warning Tachometer	●	●
External temperature display	●	●
On-board computer	●	●
On-board navigation system (available with in-dash CD player)	○	○
Safety and security		
Driver's and passenger's front airbag supplemental restraint system (SRS) with "smart" dual-stage and dual-threshold deployment, and sensor to help prevent unnecessary passenger's airbag deployment	●	●
Head Protection System (HPS)	●	●
Front-door-mounted side-impact airbags	●	●
Adaptive Brake Lights	●	●
Rollover Protection System	●	●
Automatic front safety belt pretensioners and force limiters	●	●
Manual height adjustment for front safety belts	●	●
Automatic height adjustment for front safety belts	●	●
Child seat automatic safety belt locking device	●	●
Interlocking door anchoring system to help protect against door intrusion in side impacts	●	●
Central locking system (leaves gas filler door unlocked) and double-lock feature	●	●
Coded Driveaway Protection (prevents engine start when your key, with constantly changing electronic code, is not used)	●	●
Crash sensor that automatically turns on hazard lights, interior lights and unlocks doors	●	●
Battery Safety Terminal	●	●
Automatic fuel cut-off, triggered by airbag deployment	●	●
M Mobility System (includes lifetime BMW Roadside Assistance for tire assistance)	●	●
BMW Maintenance Program		
BMW Full Maintenance ⁷	●	●
Premium Package		
Power, glass 2-way moonroof with remote, one-touch operation and sliding interior sunshade; power-adjustable front seats with 3-setting memory system for driver's seat and outside mirrors; Nappa leather interior	○	○
Cold Weather Package		
3-stage heated front seats, high-pressure liquid headlight cleaning system, ski bag	○	○
Accessories⁸		
BMW cellular telephone	△	△

- = Standard
- = Optional
- △ = BMW center-installed accessory

⁷ Full Maintenance Program covers all factory-recommended maintenance, as determined by the Service Interval Indicator for 4 years or 50,000 miles, whichever comes first. Full Maintenance Program includes items that need replacement due to normal wear and tear, provided wear and tear exceeds BMW specifications. This includes items such as brake pads, brake rotors and wiper blades that are not covered by the original New Vehicle Limited Warranty. Any adjustments required due to normal operating conditions are also included. For exclusions and limitations, refer to the Service and Warranty Information booklet that came with your new BMW, or see your authorized BMW center for details.

⁸ Aftersales items. Please see your BMW center for additional information.
BMW urges you to obey all posted speed laws and always wear safety belts.

		M3 Coupe	M3 Convertible
Weight			
Unladen	lbs	3415	3781
Weight distribution, front/rear	%	50.3/49.7	49.9/50.1
Engine			
Liters/type/valves		3.2/inline 6/24	3.2/inline 6/24
Displacement	cu cm	3246	3246
Bore/stroke	in	3.43/3.58	3.43/3.58
Nominal output/rpm	hp	333/7900	333/7900
Max torque/rpm	lb-ft	262/4900	262/4900
Fuel grade		Premium unleaded	Premium unleaded
Brakes			
Front/rear	in	12.8/12.9	12.8/12.9
Wheels			
Tire dimensions (performance tires ¹)	front rear	225/45R-18 255/40R-18	225/45R-18 255/40R-18
Wheel dimensions	front/rear	18 x 8.0/18 x 9.0	18 x 8.0/18 x 9.0
Material		Light cast alloy	Light cast alloy
Transmission			
Manual gear ratio			
I/II/III	:1	4.23/2.53/1.67	4.23/2.53/1.67
IV/V/VI/R	:1	1.23/1.00/0.83/3.75	1.23/1.00/0.83/3.75
Final drive ratio	:1	3.64	3.64
Performance			
Drag coefficient	C _d	0.33	0.35
Top speed ²	mph	155	155
Acceleration 0-60 mph	sec	4.8 ²	5.4 ³
Fuel Consumption⁵			
City	mpg	16	16
Highway	mpg	24	23

¹ Due to low-profile tires, please note: wheels, tires and suspension parts are more susceptible to road hazard consequential damages.

² Top speed limited electronically.

³ BMW of North America, LLC test results.

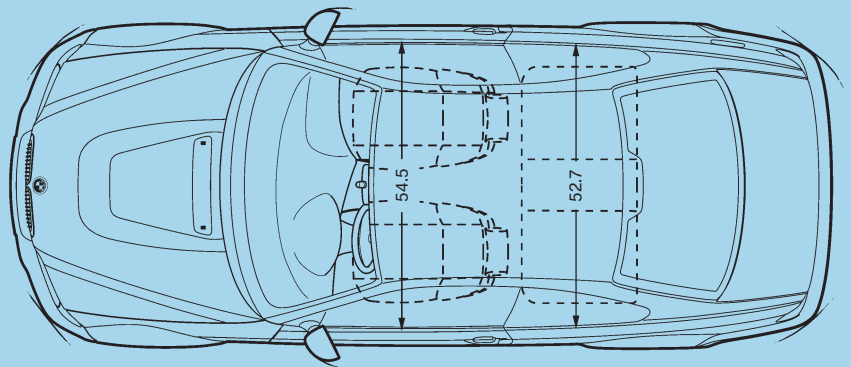
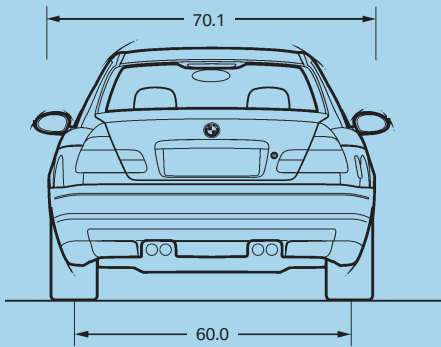
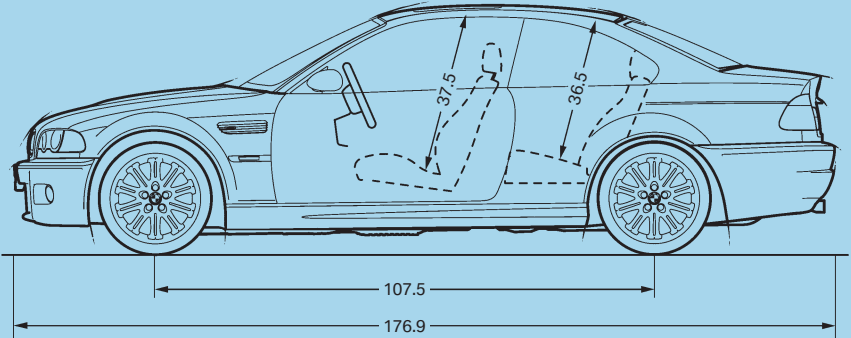
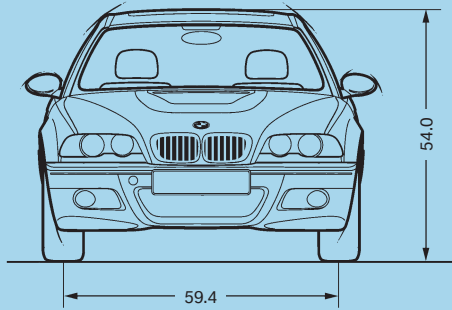
⁴ BMW AG test results. Actual acceleration results may vary, depending on specification of vehicle; road and environmental conditions; testing procedures and driving style. These results should be used for comparison only and verification should not be attempted on public roads.

⁵ EPA-estimated figures are for comparison purposes only. Your actual mileage will vary, depending on speed, driving habits, trip length and driving conditions; actual mileage will most likely be lower.

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M3 Coupe



M3 Convertible

