

2011 BMW  
3 Series Coupe

328i  
328i xDrive  
335i  
335i xDrive  
335is



The Ultimate  
Driving Machine®



# THE BMW 3 SERIES COUPE.

JOY TURNS DRIVEWAYS INTO FINISH LINES.

**BMW EfficientDynamics**  
Less emissions. More driving pleasure.



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## JOY RAISES THE BAR.

What elicits joy in driving? At BMW, it's about raising bars – as we have with the 3 Series Coupe for 2011. Its bold styling turns heads; a choice of two advanced, fast-response TwinPower Turbo engines deliver push-you-back-in-the-seat thrills. And to our acclaimed 6-speed manual and STEPTRONIC automatic transmissions we've added a 7-speed, paddle-shifting Double Clutch Transmission that changes gears in a flash, with no interruption in power. Why all these enhancements to a car that has been selected among **Car and Driver's** "10Best" Cars for a record 20 years running? Our joy – and yours – is born of striving for perfection. Not resting on laurels.





## The BMW 3 Series Coupe

### JOY RAISES THE BAR.

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Advanced design – perfected in Virtual Reality, yet finalized by human hand.
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Tactile, spacious and comfortable – with the ambiance of quality.

[bmwusa.com/3seriescoupe](http://bmwusa.com/3seriescoupe)

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[bmwusa.com/byo](http://bmwusa.com/byo)

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Exclusive offers for BMW customers.

[bmwusa.com](http://bmwusa.com)



Want the inside scoop on BMW? You can find us on Facebook® at [facebook.com/bmwusa](https://www.facebook.com/bmwusa).

You'll automatically get the latest BMW news, learn about new models and concept vehicles, meet other enthusiasts, share your photos and stories, and get invited to BMW events.

#### BMW 335i Coupe shown with the following equipment:

Engine: 24-valve BMW TwinPower Turbo 3.0-liter inline six-cylinder engine  
Nominal output: 300 hp @ 5800 rpm  
Wheels: Star Spoke (Style 339) light alloy  
Exterior color: Vermilion Red Metallic  
Upholstery: Black Dakota Leather  
Interior trim: Aluminum

For information on specifications please see page 64-65.

## Editorial

# A BREED APART.

Is it surprising that we sell a lot of manual transmissions to 3 Series Coupe drivers? For them, it isn't about Point A to Point B. Pavement is their playground. It's not uncommon for a Coupe driver to hop in and just... drive.

These enthusiast drivers keep our engineers up at night, creating innovations to satisfy virtually insatiable driving appetites. It's for this breed of driver that we created the 335is High Performance model, brandishing a 320-hp turbocharged engine with 332 lb-ft of torque that boosts to 370 lb-ft of track-worthy acceleration. Of course it's available with a 7-speed, sport automatic Double Clutch Transmission with steering wheel-mounted paddle shifters. After all, to a Coupe driver, joy is always a hands-on experience.

There are also not one, but two dynamic TwinPower Turbo inline six 3.0-liter engines with High Precision fuel injection. Both give Coupe drivers what they crave: more power with increased fuel efficiency and virtually no fun-robbing "turbo lag." And, of course, for all 3 Series Coupe models, we offer an array of performance-enhancing technologies to keep "coupistas" grinning from ear to ear.

This spirit also infuses our styling for the 2011 3 Series Coupe: the long hood and bold accents that flow into the Coupe's low-slung roofline. Brilliant lighting designs front and rear. For the 335is and M Sport Package, wind-tunnel-tested front and rear air dams are sprouting up, too. As usual, all this technology and style is integrated into what could very well be the sweetest handling sports coupe on the road.

It's just one more of the 3 Series Coupe's many qualities that make a big difference for drivers who are just a bit different from the rest.







Joy is beautiful. Step closer to the 2011 BMW 3 Series Coupe and you'll discover that its wide signature kidney grille is surrounded with tantalizing styling cues and accents. Performance-bred front and rear air dams and side skirts express the muscular attributes of the M Sport Package and 335is High Performance Coupe. And here's a bright idea: LED exterior lighting that exudes the fun you're having behind the wheel. Yet even with these bold strokes, one glance and you know this is unmistakably a BMW – The Ultimate Driving Machine.® Approach. Anticipate. Open. Enjoy.

For details on the availability of standard and optional features, please refer to the Equipment charts section at the back of this brochure.

**YOUR PULSE QUICKENS  
BEFORE YOU OPEN THE DOOR.**



Joy loves the environment. That's the idea behind BMW EfficientDynamics: more driving pleasure with minimized fuel consumption and less emissions. On the outside, all BMWs are wind-tunnel tested to optimize a body shape that minimizes fuel-wasting aerodynamic drag. Under the hood, BMW engines continue to win awards for ever-more powerful output along with advanced fuel-extending technologies, such as the unique Valvetronic engine breathing technology and High Precision injection. Do you love both sporty driving and our planet? Your Coupe is waiting. Please obey all posted speed limits on your way to your BMW center.

[bmwusa.com/efficientdynamics](http://bmwusa.com/efficientdynamics)

**BMW EfficientDynamics**  
Less emissions. More driving pleasure.



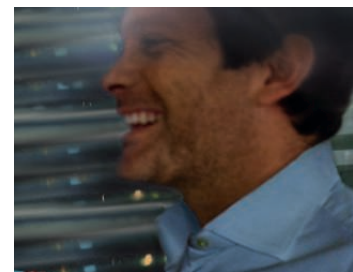
**SUSTAINABLE TECHNOLOGY THAT  
DOESN'T FORGET TO SUSTAIN THE FUN.**



## LIGHTING – THE BETTER TO SEE AND BE SEEN.

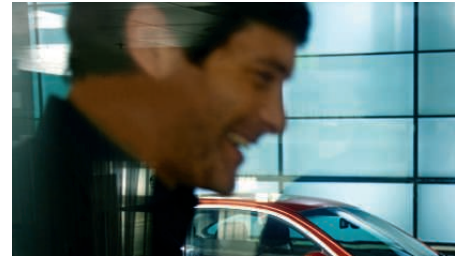


Joy is brilliant. Consider the lighting for the 2011 3 Series Coupe. At the front, circling the daylight-bright Xenon headlights are four Corona headlight-rings, powered by bright LED lights. Also used as Daytime Running Lights, the headlight-rings' distinctive look announces your presence to other drivers. The far edge of each headlight fixture is illuminated with a daring LED "string" array; above, a light trim bar gives the 3 Series Coupe a focused look. Moving to the rear, long-lasting LED tail- and brakelights are arrayed in horizontal tubes that illuminate simultaneously, creating a unique, eye-catching design with depth and dimension. And inside the cabin, the drama of warm Ambiance interior lighting, streaming down from under the ledge on the door and side panels, puts you and your passengers at ease. It's easy to see: your BMW 3 Series Coupe will own the night.





Joy is confident – whether you're turning into a tight country-road bend, accelerating onto the busy Interstate, or twisting through hectic city streets. The 2011 BMW 3 Series Coupe puts you in firm command with intelligent vehicle technology like Active Steering, which matches steering response and feel to your driving demands. For instance, at low speeds the steering wheel needs only two turns lock-to-lock, making parking gymnastics a breeze. As you accelerate, it actively adapts the steering ratio to maintain a consistent, razor-sharp feel. Meanwhile, Dynamic Stability Control and Dynamic Traction Control help prevent driving problems before you notice them. And, of course, like all BMWs, the 3 Series Coupe is balanced with near-perfect 50/50 weight distribution and a race-proven suspension, engineered to provide the pinnacle of driving performance – all of which can be experienced on a stretch of blacktop near your BMW center.



**NO MATTER WHERE,  
THE BLACKTOP BELONGS TO YOU.**





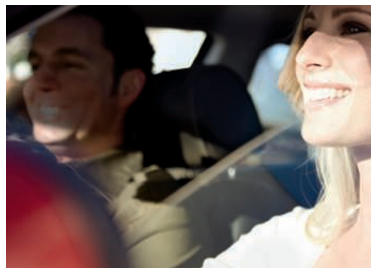


## ADVANCED DESIGN. YET ONE GLANCE SAYS “BMW.”

Joy is timeless. That's why BMWs produced 10, 20 or even 30 years ago still look current. This is not by chance. Our spirited designers ceaselessly innovate to advance the BMW look into one that is of its time – yet timeless. The 2011 BMW 3 Series Coupe is no exception. Its iconic BMW kidney grille is wider and integrated into its athletic shape, with an eager stance and long, sleek hood. These work in perfect harmony with the sporty low roofline, distinctive shoulder line, crisp hood creases and the tail's elegant short overhang. Even the sleek side-view mirrors were created to blend effortlessly into this powerfully sculpted design. It's the latest expression of the classic BMW 3 Series allure.







**CLOSE THE DOOR.**

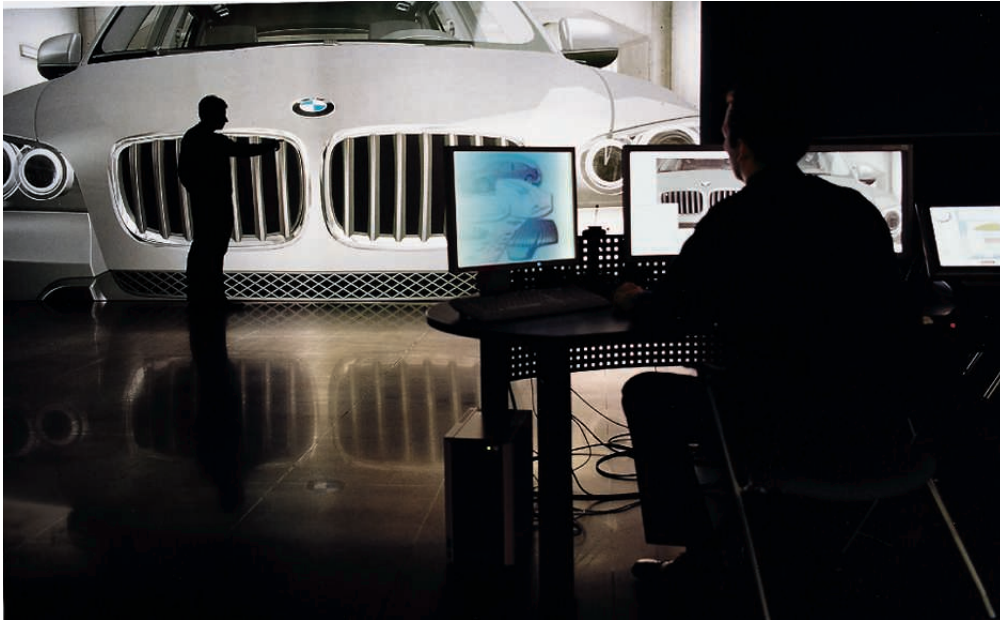
**RELAX – YOU'RE PROTECTED.**



Joy gives you peace of mind. That's because every BMW bristles with active and passive safety features. In addition to quick acceleration, powerful fade-resistant brakes and agile handling, the 3 Series Coupe's active safety features include daylight-quality Xenon Adaptive Headlights that automatically level and illuminate around corners, and Dynamic Stability Control (DSC) and Dynamic Traction Control (DTC), which help keep you coolly in command when wheelspin threatens. Passive features, which become very much active when required, include advanced front- and side-impact airbags; a reinforced door-anchoring system that, in a side impact, hooks a reinforcing bar between the door and the body to create a rigid passenger cell; and an ultra-stiff body made of advanced steel. There is also optional BMW Assist,<sup>TM</sup> which automatically calls for help immediately after airbags deploy, locates your vehicle if it's stolen, and offers a host of other reassuring features. Active or passive, BMW safety technologies are always working to care for you and your passengers.

For details on the availability of standard and optional features, please refer to the Equipment charts section at the back of this brochure.





The projection screen (top) shows, with minute precision, what a future vehicle will look like. Details can be enlarged to any desired magnification.

# EXPERIENCE TOMORROW, TODAY.

**To create the perfect vehicle, BMW designers and engineers do much of their work in a computer-generated virtual reality. This enables early design verification, shortening development cycles and saving resources.**

The future vehicle can be viewed from any perspective. You can zoom in and out, and turn it in any direction. You can open the doors, or look under the hood. You can even get in and take a seat. But this vehicle, as convincing as it may look, is not made of metal and plastic. It consists of data – an unimaginably huge amount of data, converted into spatial images by high-performance computers. The images feel as real as reality, even though they are only a simulation. Virtual Reality (VR) is the watchword of today's automotive engineers. In the past, it was necessary to create several prototypes in order to test various modules. Today, designers, developers and product engineers in the BMW Research and Innovation Center work on a single digital model that they optimize on-screen. This protects the environment, lowers costs and shortens the development cycle.

In addition, VR enables the early assessment of design alternatives. Each design can be visually represented, evaluated and compared. A 3-D model is generated based on the design. To do this, the computer subdivides the vehicle into tiny triangles, or polygons, placing over the design a virtual grid that describes the vehicle's geometry.

In this virtual world, designers and engineers can view the future vehicle and even move around in it. In the so-called CAVE (Cave Automated Virtual Environment), the observer, sitting in a car seat, is surrounded by walls that have real-time moving images projected onto them. In this way, the viewer gains the realistic impression of a cockpit with all its switches, displays and a natural landscape surrounding the vehicle. A radio signal provided by special 3-D glasses tells the computers what the "driver" is currently looking at, and a data glove enables him or her to operate the vehicle's controls. This allows verification of the cockpit's layout and ergonomics. The software is so clever, it displays light reflections in the vehicle's windows, and even shows the quality of the materials. In this way, designers can enjoy their first "test drive" before the first prototype is built.

Despite its amazing degree of realism, virtual reality is only one tool in the design and development of a new vehicle. It is no substitute for creativity, experience and intuition. Even today, every vehicle design begins with a sketch – still the quickest way to visualize an idea. And of course, the designer also has to be able to see and work on a full-scale clay model, to get a sense for the feel of the design, and to be able to develop and perfect the unmistakable character of every new BMW.

The computer has simplified and accelerated much in the design process. But for a final understanding, designers still need to be able to touch and feel the actual design in the form of a physical model.



How to turn the two dimensions of a screen display into 3-D: in the CAVE (below), the driver feels as though he or she were actually sitting in a car and driving through a landscape. In this way, features and characteristics, such as cockpit ergonomics, can be tested.





## SCENERY CAN BE TOUCHING. SO CAN INTERIORS.

Joy is tactile. Come, sit and feel the difference. It's in the premium materials we use throughout the cabin, and the expert care with which they are crafted. The surfaces of the comfortable, ergonomically designed seats are wrapped in supple yet durable Dakota Leather. The steering wheel and shift lever are covered in hand-stitched leather, ready for action with a racing-inspired feel. Instrument rings, interior door handles and more are finished in a pearl-gray brushed metal with a satiny feel. All other surfaces are invitingly soft, yet firm, to the touch. Please visit your BMW center for a test touch.

For details on the availability of standard and optional features, please refer to the Equipment charts section at the back of this brochure.







Joy enlightens. Imagine you're driving down the road in your 3 Series Coupe in the middle of East Nowhere, en route to West Whoknows. You'll stay connected when your BMW is equipped with on-board Navigation. Select "Navigation" from the four iDrive buttons and the monitor lights up. Now you're on the right track, following directions on the 3-D map. Press the "Telephone" button and up pops your "Contacts" screen. Select the phone number and you're connected. Now you have company. All the while enjoying peace of mind knowing that Automatic Collision Notification, Emergency Request, Enhanced Roadside Assistance, Door Unlock, Stolen Vehicle Recovery and more are just a push of a button away, thanks to BMW Assist.™ Simply put, you can fit a world of information inside your BMW 3 Series Coupe. How's that for roomy?

[bmwusa.com/iDrive](http://bmwusa.com/iDrive)

For details on the availability of standard and optional features, please refer to the Equipment charts section at the back of this brochure.

**PUT THE WORLD  
AT YOUR FINGERTIPS.**



**THE WORDS “BACK SEAT” AND “HOSPITABLE” WILL  
NOW APPEAR IN THE SAME SENTENCE.**

Joy welcomes rear-seat passengers. In the 3 Series Coupe, the front seats slide forward quickly and easily, and the retracting front safety belts means your guests won't have to be contortionists to get in. Once comfortably seated, your guests will appreciate the convenient center console rear armrest with individual storage boxes, air outlet vents, footwell lights and convenient cupholders. When you visit your BMW center to inspect the 3 Series Coupe, we suggest you test the rear seats, too. It's surprising how hospitable and spacious a sports coupe can be.

For details on the availability of standard and optional features, please refer to the **Equipment charts** section at the back of this brochure.





## BMW EFFICIENT DYNAMICS: VEHICLES THAT REQUIRE LITTLE AND GIVE A LOT.

BMW was one of the first automotive manufacturers to pursue efficient driving technologies – one part of our award-winning sustainability strategy. Our commitment to EfficientDynamics means we are continuously developing innovative systems that bring us closer to our long-term goal of emissions-free mobility. However, we remain equally committed to driving pleasure, which is being pursued in different ways. First, there is the continuing optimization of conventional diesel- and gasoline-powered models. Second, BMW hybrid vehicles are already on the road. Third, the first 100% electrically powered BMW – the BMW ActiveE – is being distributed in a field trial to customers. And fourth, the fleet of BMW Hydrogen 7 vehicles impressively demonstrated the potential for combining hydrogen drive with a combustion engine.

Since 1995 BMW has been able to reduce the CO<sub>2</sub> emissions of its entire fleet by approximately 30 percent. BMW has rolled out more than two million vehicles equipped with EfficientDynamics: 31 models already produce less than 225g of CO<sub>2</sub> per mile, and BMW intends to achieve a further 25 percent reduction by 2020. BMW EfficientDynamics represents the most comprehensive package of innovative technologies currently in production, for reducing fuel consumption and emissions while simultaneously creating The Ultimate Driving Machine.<sup>®</sup>

### Different paths to the same destination: unmistakable BMW driving pleasure.

In early 2010 BMW launched its first production models with hybrid drive: the BMW ActiveHybrid 7 and the BMW ActiveHybrid X6. Both models offer an unparalleled combination of increased fuel efficiency, reduced emissions and thrilling performance. The BMW ActiveE, with its innovative 100% electric drive system, will introduce a whole new form of dynamic performance, paving the way for the future of emissions-free mobility. Finally, a completely new vehicle concept targeted at meeting the need for sustainable mobility in fast-growing metropolitan areas will soon become reality: the BMW i3.



**BMW Vision EfficientDynamics: Vision becomes reality.** In 2014 BMW plans to debut the BMW Vision EfficientDynamics test model – a 2+2 sports car featuring groundbreaking plug-in hybrid technology that combines sports-car performance with compact-class consumption. Powered by the latest-generation, full-hybrid system, the vehicle – in concept form – generates a total of 328 hp through a 161-hp, three-cylinder turbo diesel engine with 214 lb-ft of torque, as well as a hybrid synchronous engine on the front axle and fully hybrid drive system on the rear axle. With a range of up to 435 miles, its ratio of performance to fuel consumption is without equal, positioning BMW as the world's leading manufacturer of exceptionally efficient, sporty vehicles.

[bmwusa.com/EfficientDynamics](http://bmwusa.com/EfficientDynamics)

## THE BMW 3 SERIES COUPE'S EFFICIENT DYNAMICS INITIATIVE AT A GLANCE.



### High Precision direct fuel injection.

In this latest-generation direct fuel injection system, the piezo injectors are positioned very close to the spark plugs. They inject fuel at high pressure, with extreme precision, for very efficient combustion.

### Valvetronic.

BMW's Valvetronic valve control system improves engine response and refinement, while also helping to reduce fuel consumption. The system helps the engine "breathe" better by providing fully variable lift adjustment of the inlet valves.

### 7-speed sport automatic Double Clutch Transmission.

This transmission enables lightning-fast gear shifts without interruption of power. In automatic mode, it provides considerable fuel savings by selecting the ideal gear for every situation with speed and precision.

### Electric Power Steering.

Unlike conventional, hydraulic steering systems, electric power steering draws power only during actual steering movements. When the steering wheel position is constant, the electric motor is inactive.

### BMW TwinPower Turbo technology.

This innovative twin-scroll turbocharging technology efficiently reclaims the energy contained in exhaust gases (335i, 335i xDrive, 335is).

### Brake Energy Regeneration.

In vehicles with Brake Energy Regeneration, the alternator normally generates electricity only when the driver takes his or her foot off the accelerator or brake pedal. Kinetic energy that was previously unharnessed is transformed into electrical energy, then fed into the battery. In this way, electricity is generated without consuming fuel.

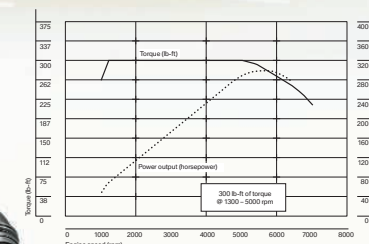
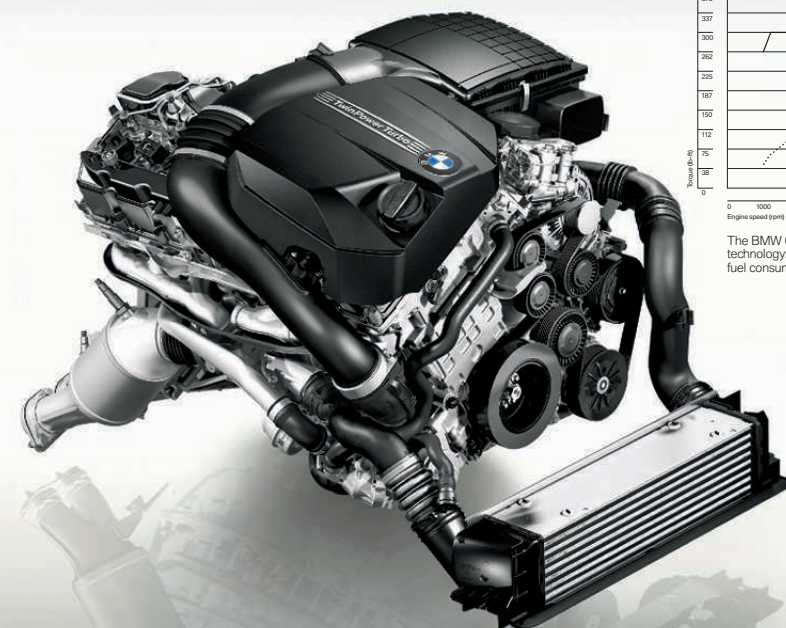
Not all BMW EfficientDynamics features are available on all models. Please see your authorized BMW center for details.

**BMW EfficientDynamics**  
Less emissions. More driving pleasure.





## EVERYTHING REVOLVES AROUND JOY. SEVERAL THOUSAND TIMES PER MINUTE.



The BMW Coupe 335i with TwinPower Turbo technology: maximum output combined with minimum fuel consumption.

**Engines that power innovation.** Year after year, numerous BMW engines have garnered accolades for their output, refinement and high-revving ability. Among this pantheon of powerplants, the most frequently honored has been the inline six-cylinder. It is only natural, then, that BMW has poured its expertise into providing three exceptional inline six-cylinder engines for the 3 Series Coupe. All are designed to deliver on BMW's EfficientDynamics philosophy: increased power with decreased fuel consumption and emissions. Whichever engine you select, you'll enjoy the thrill of BMW performance while helping to protect the environment every day.

### BMW 335i TwinPower Turbo.

This unique engine combines a twin-scroll TwinPower Turbo, High Precision direct fuel injection, and – in a first for turbocharged engines – BMW's Valvetronic variable intake technology that helps the engine "breathe" better. The result: turbo lag is virtually eliminated, while posting one of the most fuel-efficient ratings in its class. The 335i TwinPower Turbo develops maximum output of 300 hp at 5800 rpm, redlining at 7000 rpm. Peak torque of 300 lb-ft kicks in almost immediately at 1300 rpm. It continues to push you back in your seat all the way to 5000 rpm. In just 5.3 seconds you're easily passing 60 mph<sup>1</sup> – and just as easily surpassing all expectations.

### BMW 328i.

BMW's engine-building heritage is masterfully realized in the 328i. This naturally aspirated 230-hp unit uses a composite magnesium/aluminum engine block, whose lighter weight allows agile handling and a 0-60 time of 6.2 seconds.<sup>2</sup> BMW's advanced Valvetronic technology and Double-VANOS "steplessly" variable valve timing deliver quick and potent engine response, a smooth idle, and enhanced fuel efficiency. Drawing on 200 lb-ft of torque, the power pours on early and strong, and continues throughout the power-band.

### BMW 335is High Performance.

To create the 335is engine, BMW gave its multi-award-winning turbocharged inline six 20 more horsepower, 32 more lb-ft of torque – and an additional 38 lb-ft of temporary torque boost for adrenaline-producing bursts of acceleration. Of course, BMW EfficientDynamics ensures that every ounce of fuel is optimized during the performance.

### Power to the pavement.

As befits The Ultimate Driving Machine<sup>®</sup> the 3 Series Coupe comes with a smooth-shifting 6-speed manual transmission as standard. For those who want both automatic and clutchless manual transmissions, a remarkably smooth 6-speed STEPTRONIC automatic is available in the 335i/335i xDrive and 328i/328i xDrive; add the M Sport Package for race-inspired steering wheel-mounted paddle shifters. In the 335is High Performance, a 7-speed sport automatic Double Clutch Transmission (DCT) effortlessly channels its 320 horses to the road with lightning speed.

<sup>1</sup> BMW AG preliminary test results, manual transmission; 5.5 seconds, STEPTRONIC automatic. BMW urges you to obey all posted speed laws and always wear safety belts.

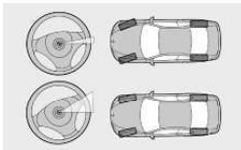
<sup>2</sup> BMW AG test results, manual transmission; 6.8 seconds, STEPTRONIC automatic. BMW urges you to obey all posted speed laws and always wear safety belts.



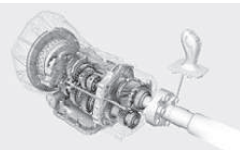


The 3 Series Coupe offers a host of innovative performance-enhancing technologies as well as active and passive safety features that help you get the most pleasure out of every drive.

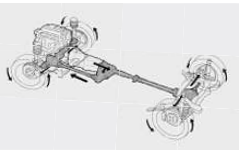
# IF THE 3 SERIES COUPE IS BEAUTIFUL TO LOOK AT, WHAT'S INSIDE IS POSITIVELY STUNNING.



**Active Steering.** The Active Steering system adjusts both steering ratio and steering force in relation to driving speed. At low to medium speeds, a small turn of the steering wheel translates into a big turn of the front wheels. You enjoy more agility in city driving, quicker turns on twisting roads, and easier parking maneuvers. At higher speeds, a larger turn of the steering wheel is needed to turn the front wheels, resulting in greater straight-line stability.



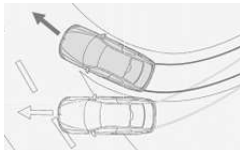
**7-speed sport automatic Double Clutch Transmission.** Available in the 335is High Performance, this transmission features two separate clutches for the odd and even gears. When one gear is disengaging, the next one is already engaged. You experience lightning-quick gear shifts with maximum precision, for acceleration without interruption of power. When you prefer hands-on control, both the racing-inspired steering wheel-mounted paddle shifters and the gear shift lever allow clutchless shifting.



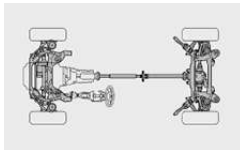
**xDrive all-wheel drive.** BMW's xDrive intelligent all-wheel-drive system takes all-road traction to new heights. On smooth, dry roads, the 328i xDrive and 335i xDrive have a rear-wheel-drive feel. But hit a wet uphill curve, for instance, or wet leaves, water or snow, and even before wheelspin can occur, the system immediately recognizes any need for a change in power distribution. It can send more torque to the front axle to achieve stability. And should one wheel on an axle spin faster than the other, the brakes automatically engage, as needed, to bring all wheels back in sync. With xDrive, you enjoy optimum traction at all times.



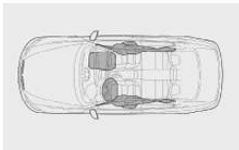
**Hill Descent Control (HDC).** When driving down steep hills, Hill Descent Control automatically keeps the 328i xDrive and 335i xDrive models to a low speed without having to "ride the brakes," so you can concentrate on steering. At the same time, the brakelights are automatically activated to warn other drivers to slow down. HDC is especially useful when driving downhill on slippery surfaces, such as gravel, snow or grass.



**Dynamic Stability Control (DSC).** DSC helps to stabilize the 3 Series Coupe in just milliseconds when it senses an impending skid. Whenever the system senses over- or understeer, it modulates engine power and can apply brakes individually to each wheel to help keep the vehicle under control and going in the intended direction. For sportier driving or in deep snow, **Dynamic Traction Control (DTC)** allows increased wheelslip.

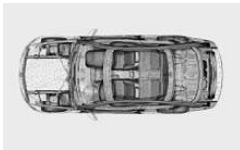


**Lightweight chassis.** Lightweight construction is used throughout the 3 Series Coupe. In the front section, for example, aluminum is used extensively for suspension components and in the steering rack. This enhances the Coupe's agile performance while ensuring superb ride comfort. BMW's six-cylinder TwinPower Turbo engines are all aluminum, and the naturally aspirated inline six is an aluminum/magnesium composite – the lightest in its class.



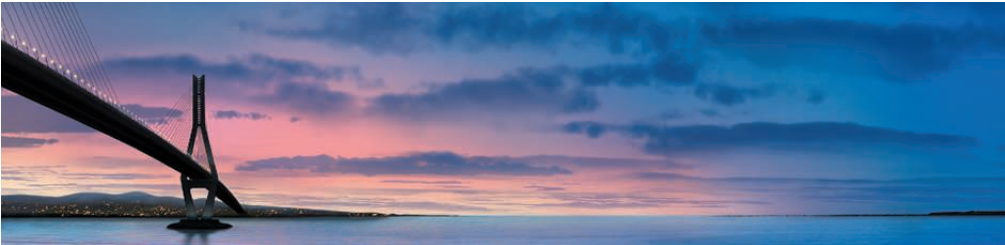
**Airbags.** In the event of a collision, BMW's supplemental restraint system (SRS) determines which of six airbags to deploy for optimal protection. This includes front airbags with advanced technology for driver and front passenger; front-seat-mounted side-impact airbags; and BMW's Head Protection System (HPS), which is designed to help protect passengers in both front and rear compartments.

Note: These pictures of airbags are for illustrative purposes only. Depending upon the type of accident, none, some or all airbags may deploy.



**Occupant cell.** An extremely rigid steel "safety cage" surrounds the occupant compartment, with deformable crush tubes front and rear. In a severe crash, impact energy is routed around the passenger cabin and absorbed by the safety cage. In a severe side impact, a reinforcing bar hooks the door to the body, locking them together to make a more rigid passenger cell. When the pressure is released, the system is designed to snap back so that the doors can open.

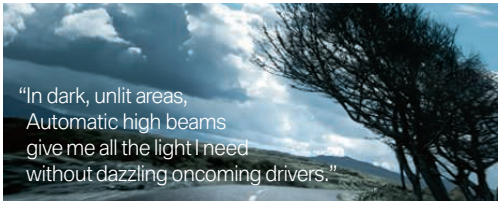




Today's technology allows greater interactivity between vehicles, consumer electronics, the internet, and the driver. In a BMW, this is called ConnectedDrive.

BMW ConnectedDrive offers innovations in the areas of Convenience, Safety and Infotainment. Although these electronic systems will never replace the joy of driving, they do enhance the driving experience.

Take, for example, Automatic high beams that optimize nighttime visibility while making sure oncoming traffic isn't dazzled. Or BMW's on-board Navigation system, which helps you plan your route; its hard drive even has room to store your favorite music. The Navigation system also includes Real Time Traffic Information, which helps you avoid traffic jams. No matter where you go, in a BMW, you're connected with the world.



"In dark, unlit areas, Automatic high beams give me all the light I need without dazzling oncoming drivers."

**Automatic high beams** let you enjoy the convenience of switching between high and low beams automatically. When the Automatic high beams system is activated, an image sensor at the back of the rear-view mirror monitors oncoming traffic and lighting conditions. Based on this data, the system decides whether or not the high beams should be switched on. When it detects vehicles ahead, or the sensor dictates that ambient light is sufficient, the high beams are automatically switched off.



BMW's on-board **Navigation system** uses Global Positioning System (GPS) satellites and data stored on an internal hard drive to guide you to your destination, which is displayed on a 16:9 high-resolution screen. Enhancements include 3-D daytime and nighttime maps, zoom, travel planner, and an Assistance Window. The system also offers Voice command for convenient, hands-free operation, and 12 GB of storage for your favorite media files. Online Information Services include MyInfo, which allows Google Maps™ destinations to be sent to your vehicle, as well as BMW Online when your vehicle is also equipped with BMW Assist™ Convenience Services.



**Real Time Traffic Information** is a valuable feature, included with the Navigation system, that makes you aware of traffic congestion in most large cities before you encounter it. This feature displays and describes current local traffic information on your Control Display; in case of delays greater than five minutes, it suggests alternate routes.

# STAY TOTALLY IN TOUCH WHEREVER YOU GO – WITH BMW CONNECTED DRIVE.

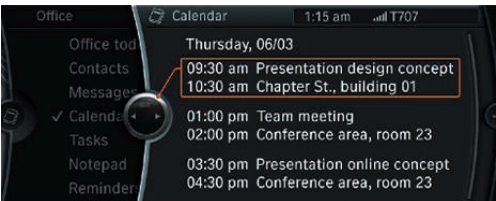


Whether you're far from home or just in the next town, BMW Assist™ offers convenience and peace of mind. There are new ConnectedDrive features that extend BMW's leadership in wireless communications. Marvel at an extensive array of new Mobile Office functions. Get a visual image of your callers. With BMW Assist, you enjoy all this – and more.

**BMW Assist** gives you peace of mind knowing that a friendly response specialist is there to help you 24/7, at the touch of a button. The **Safety Plan** includes Automatic Collision Notification, Emergency Request (SOS), TeleService, Enhanced Roadside Assistance, Door Unlock, Stolen Vehicle Recovery, Customer Relations and MyInfo. The **Convenience Plan** adds personalized Directions, Traffic and Weather reports, BMW Online and Concierge services for restaurant and hotel recommendations, with the destination address and phone number sent to your BMW. Make up to four operator-assisted calls per year with Critical Calling if your mobile phone is not available or its battery is discharged.



Use the time you spend in your vehicle even more effectively with BMW's **Mobile Office** feature. For example, when your vehicle is paired with a selected Bluetooth® interface, text messages and emails are transferred to your iDrive Display screen – and our system even reads them aloud to you. Thanks to Bluetooth audio streaming, you can enjoy wireless playback of your music files; your personal audio library can even be accessed via the iDrive Controller.



What's on today's agenda? Bring up the **Calendar** and **To-do List** on your Display screen while en route, to help you stay on schedule. Need to call your 11 o'clock appointment? Use the iDrive Controller knob to **click on the phone number** in the Calendar – and it's ringing. Meeting with several people? Conduct conference calls; the Display screen keeps you informed of the status of incoming calls. Who's calling you? If you've uploaded photos to your on-board phonebook, you'll see the caller's picture. Even missed calls are listed on the Display screen. It's never been easier to stay in touch while in transit.



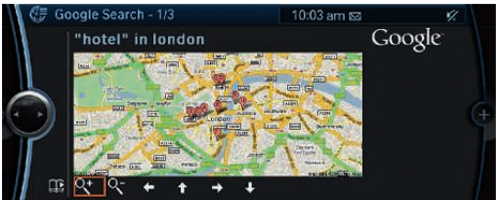
**Enhanced functions** for the iPod® and USB adapter add to the ease and pleasure of using your iPod or iPhone®. Want to know which CD that song comes from? The album cover is shown on your display screen. Don't purchase additional cables – your iPod or iPhone's original USB cable connects to your BMW's USB port. Another rare feature: with BMW Assist and Bluetooth audio streaming, you can wirelessly play music through the BMW audio system from any Bluetooth compatible music player or mobile phone, from anywhere in your vehicle. In fact, the audio library appears on the Display screen, where you can use the iDrive Controller knob to make your selection.



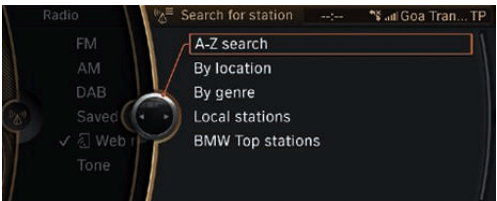
**MyInfo** allows you to send business locations and street addresses to your BMW from Google Maps™. Destinations and phone numbers can be accessed and exported to your Navigation system for immediate route guidance, while you can call the destination with your Bluetooth linked phone.



"Whenever I'm far from home, I have peace of mind knowing that BMW Assist is right there, ready to help me should I need it."

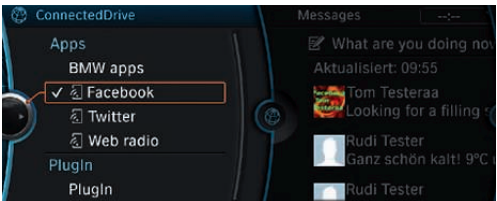


**BMW Online** allows online access to up-to-date fuel prices and gas station locations; the latest weather forecasts, advisories and warnings; Dow Jones, S&P 500 and NASDAQ indices; and the powerful reach of the Google Maps database – all delivered on the Control Display inside your vehicle. Access news headlines and have them read aloud via Text-to-speech technology. "Send to Mail" pinpoints your current location and planned destination, and allows you to send the information to any smartphone or email account. Then it's just a quick hyperlink to Google Maps for your friends and family to see where you are and where you're going.

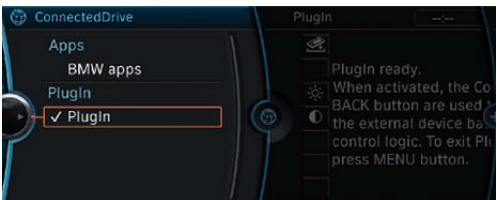


**BMW Apps** lets you access Social Networks, music PlugIn and Video Playback through your iPhone, and see them on the Display screen.<sup>1</sup> Tune in to **Web radio** and search for stations from around the globe by name, location or genre. You can also store your favorite stations, find similar stations, display station information, and change the quality of the audio. Your favorite entries are stored on your iPhone, so you can take them with you from one vehicle to another.

Please note:   
• Available in models manufactured as of April 2011.   
• Not all features available while vehicle is in motion; see dealer for details.   
• Web radio audio quality depends on the bit rate of the station, and data reception depends on your cell service. Data transfer comes over the iPhone.



Access content from your **Twitter™** and **Facebook®** accounts to stay on top of what's happening with friends and family.<sup>1</sup> The system can even read posts aloud, so you can keep your focus on the road. You can quickly post prewritten tweets that are further personalized by your BMW to let everyone know where you are and that you're enjoying the drive.



When you select **PlugIn** from the BMW Apps menu, the iPhone exports a typical iPod look and control to your BMW through the video connection.<sup>1</sup> You can then search for your favorite music by playlist, artist, album, song, genre or composer, just as you would on your iPhone.

Please note: The BMW App must be installed on your iPhone for the PlugIn to connect.

<sup>1</sup> Requires BMW Apps option and an iPhone.

For details on the availability of standard and optional features, please refer to the **Equipment charts** section at the back of this brochure.





## MEETING IN THE GREEN HELL.

**Loved, hated, feared – the Nürburgring Nordschleife (“Northern Loop”) never fails to elicit a response. We joined touring car champion Andy Priaulx for a drive on this legendary track in the BMW 3 Series Coupe.**

Despite his three World Touring Car Championship (WTCC) titles, Andy Priaulx approaches the Nordschleife with a lot of respect. Jackie Stewart once referred to it as “The Green Hell,” the trees along its track coalescing to form a continuous green blur. In 2005, Priaulx won the 24-hour race in the BMW M3 GTR, as part of a team of four. “Each time I am here, the Nordschleife presents a different aspect: hot, wet, foggy or snowy – but never boring. Winning here really means something.”

Not having any racing experience, sitting next to Andy Priaulx in a 335i Coupe feels like sitting in a real racecar. During the twisting Hatzenbach descent, the British driver speaks of the special virtues that each BMW possesses. “Driving any BMW is a very special feeling. The balanced weight distribution makes the vehicle very poised, and the steering tells me exactly what the car is doing at any given time.” Even sitting in the passenger seat, you can tell that Andy Priaulx and the 3 Series Coupe feel very much at home here. It has the Nürburgring in its genes, so to speak: since the mid-1960s, BMW engineers have tested every new model here prior to the start of production. The

challenging racetrack reveals both the sporting prowess and the durability of many parts. BMW was the first manufacturer to establish its own test center here in 1992.

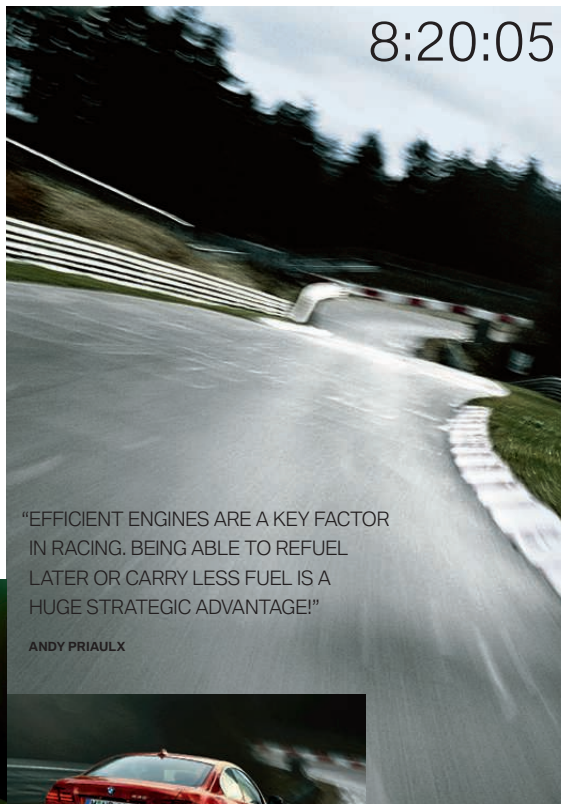
Although Andy Priaulx usually drives a touring car powered by a high-revving four-cylinder racing engine, he clearly enjoys the BMW six-cylinder TwinPower Turbo in the 335i Coupe. “On the long ascent to the Bergwerk section and then on to the Hohe Acht, you need every one of the 300 hp. No matter which BMW engine you prefer, its combination of power and efficiency guarantees driving pleasure without a guilty conscience.” Although the turbocharged inline six-cylinder engine has the same power output as its predecessor, the BMW engineers managed to lower its average fuel consumption. In the twisting bends around the famous Karussell, Priaulx praises the feeling of security and confidence that the BMW 3 Series Coupe evokes in the driver. “This applies to the slower technical passages as much as for the top-speed sections, such as the long finishing straight at Döttinger Höhe.”

The BMW 3 Series Coupe and its driver would clearly like to add another lap, but as a passenger, you quickly reach your limit at this kind of speed. However, Priaulx’s enthusiasm for the BMW 3 Series Coupe and the Nordschleife is infectious. For a small fee, anyone can do a lap here.

The British racing driver Andy Priaulx won the 2005, 2006 and 2007 World Touring Car Championships with BMW Team UK. He tested the BMW 3 Series Coupe with six-cylinder TwinPower Turbo on the Nürburgring.



8:20:05



“EFFICIENT ENGINES ARE A KEY FACTOR IN RACING. BEING ABLE TO REFUEL LATER OR CARRY LESS FUEL IS A HUGE STRATEGIC ADVANTAGE!”

ANDY PRIAULX



## The M Sport Package. Sporting flair.



**M Sport Package:** An Aerodynamic kit and increased top-speed limiter hint at the M Sport Package's performance-oriented attitude. The 335i below is shown in exclusive Le Mans Blue Metallic paint set off by shadowline exterior trim, and features available Star Spoke (Style 230) 19" light alloy wheels with 225/35 front, 255/30 rear run-flat<sup>1</sup> performance tires.<sup>2</sup> The high-performance look continues inside with highly bolstered sport seats and a leather-wrapped multi-function M sport steering wheel.<sup>3</sup> Dark Glacier Aluminum trim, an Anthracite headliner, M door sills and an M footrest complete the expressive visual touches. (M Sport Package not available in 335is High Performance.)



**Door sills** with the instantly identifiable M logo announce that this is a special breed of coupe as soon as a door is opened.



**Star Spoke (Style 193M)** light alloy wheels with **run-flat<sup>1</sup> performance tires.<sup>2</sup>** In front: 18 x 8.0 wheels with 225/40 tires; in back: 18 x 8.5 wheels with 255/35 tires.



**Star Spoke (Style 230)** light alloy wheels with **run-flat<sup>1</sup> performance tires.<sup>2</sup>** In front: 19 x 8.0 wheels with 225/35 tires; in back: 19 x 9.0 wheels with 255/30 tires.



**Star Spoke (Style 340)** 17 x 8.0 light alloy wheels with 225/45 **run-flat<sup>1</sup> all-season tires.**



**V Spoke (Style 194M)** 17 x 8.0 light alloy wheels with 225/45 **run-flat<sup>1</sup> all-season tires.**



**V Spoke (Style 152)** light alloy wheels with **run-flat<sup>1</sup> performance tires.<sup>2</sup>** In front: 18 x 8.0 wheels with 225/40 tires; in back: 18 x 8.5 wheels with 255/35 tires.



Please note: Driving over rough or damaged road surfaces, as well as debris, curbs and other obstacles, can cause serious damage to wheels, tires and suspension parts. This is more likely to occur with low-profile tires, which provide less cushioning between the wheel and the road. Be careful to avoid road hazards and reduce your speed, especially if your vehicle is equipped with low-profile tires.

<sup>1</sup>Run-flat tires do not come equipped with a spare tire and wheel.

<sup>2</sup>Performance tires not recommended for driving in ice and snow.

<sup>3</sup>When STEPTRONIC automatic transmission is ordered with the M Sport Package, steering wheel-mounted paddle shifters are automatically added.



## 335is High Performance model.

The 335is is a High Performance Coupe with performance features as impressive as its looks. It starts with all the features of the M Sport Package, then kicks performance up a notch by increasing horsepower to 320 and torque to 332 lb-ft – with a temporary boost to 370 lb-ft. With all this power on tap, oil and water coolers have been added to provide increased cooling capacity. Those who demand hands-on control will delight in the 6-speed manual

transmission's M sport short gear shift knob. A lightning-quick sport automatic 7-speed Double Clutch Transmission with paddle shifters is also available. Additional interior features include high-quality steel pedal pads; Dark Glacier Aluminum trim; an instrument cluster with a colored dial; and special 335is badge. A sport exhaust system with black chromed tailpipes finishes the rear diffuser of the M sport rear bumper.



The 335is High Performance's refreshing design, complemented by powerful performance enhancements, promise to make it an unmistakable yardstick whenever luxury/performance coupes are compared. The black chrome air intake grills with blacked-out kidney surround, black side-view mirror caps, and shadowline trim framing the windows, provide a dramatic contrast to the Crimson Red paint. Large Double Spoke (Style 313) 18" wheels and distinct 335is badging behind the front wheels enhance the aggressive look of this exquisite automobile.



The **335is interior** makes the driving experience even more enjoyable. Eight-way power front sport seats feature adjustable side bolsters that can be power-adjusted to fit your back comfortably while helping to hold you firmly in place during cornering. Included are two-way manual headrests and adjustable thigh support. The Dark Glacier Aluminum trim and instrument cluster with colored dials and 335is badge at the right, as well as the M sport steering wheel, are distinctive elements found in the 335is.



**Foot pedals** are not only attractive but highly functional. Made of high-quality steel with rubber inserts, they provide a non-slip surface for enhanced control. Shown: the pedal configuration for 335is equipped with 7-speed Double Clutch Transmission.



**Double Spoke (Style 313)** light alloy wheels with **run-flat performance tires.**<sup>1</sup> In front: 18 x 8.0 wheels with 225/40 tires; in back: 18 x 8.5 wheels with 255/35 tires. (Available as an option: **Double Spoke (Style 313M)** light alloy wheels with **run-flat performance tires.**<sup>1</sup> In front: 19 x 8.0 wheels with 225/35 tires in front; 19 x 9.0 wheels with 255/30 tires in back.)



**Instrument cluster** with colored dials is unique to the 335is. The design offers quicker legibility during performance driving maneuvers.

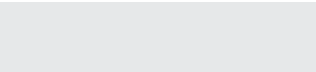


**7-speed Double Clutch Transmission** is available in the 335is. You'll enjoy exceptionally fast, smooth shifting whether in full automatic mode, or when clutchlessly shifting by using the gear shift knob or steering wheel-mounted paddle shifters.


Please note: Driving over rough or damaged road surfaces, as well as debris, curbs and other obstacles, can cause serious damage to wheels, tires and suspension parts. This is more likely to occur with low-profile tires, which provide less cushioning between the wheel and the road. Be careful to avoid road hazards and reduce your speed, especially if your vehicle is equipped with low-profile tires.

<sup>1</sup> Run-flat tires do not come equipped with a spare tire and wheel; performance tires are not recommended for driving in ice and snow.

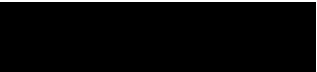
Exterior colors.




■ **300** Alpine White (Non-metallic)




■ **A61** Crimson Red<sup>1</sup> (Non-metallic)




■ **668** Jet Black<sup>1, 2</sup> (Non-metallic)




□ **A96** Mineral White Metallic<sup>1, 2</sup>




□ **354** Titanium Silver Metallic




□ **A53** Platinum Bronze Metallic<sup>1, 2</sup>




□ **896** Blue Water Metallic<sup>2</sup>




□ **A76** Deep Sea Blue Metallic<sup>1, 2</sup>




□ **A51** Montego Blue Metallic<sup>1, 2</sup>




□ **381** Le Mans Blue Metallic<sup>3</sup>




□ **A82** Vermilion Red Metallic<sup>1, 2</sup>




□ **A52** Space Gray Metallic



□ **A17** Mojave Metallic<sup>1, 2</sup>




□ **A81** Tasman Green Metallic<sup>1, 2</sup>




□ **475** Black Sapphire Metallic

<sup>1</sup> Not available with M Sport Package.  
<sup>2</sup> Not available in 335is.  
<sup>3</sup> Requires M Sport Package in all models except 335is.


Upholstery colors and materials.




■ **KAGE** Cream Beige Leatherette




■ **KASW** Black Leatherette




□ **LCSW** Black Dakota Leather




□ **LCAD** Gray Dakota Leather




□ **LCCX** Oyster/Black Dakota Leather



□ **LCGE** Cream Beige Dakota Leather



□ **LCD1** Coral Red/Black Dakota Leather



□ **LCD3** Saddle Brown Dakota Leather

Please refer to the Recommended color combinations chart on page 47 for details on limitations and exclusivity when selecting 3 Series Coupe exterior paint colors and upholstery materials and colors.

The pages in this section show available colors and materials for the BMW 3 Series Coupe. Use these samples to compare paint, upholstery, trim colors and combinations. Please note that these samples are representations; they are not exact reproductions. To see the actual colors, visit your local BMW center or [bmwusa.com/byo](http://bmwusa.com/byo)



Interior trims.



4B9 Aluminum<sup>6</sup>



4WA Dark Glacier Aluminum<sup>8</sup>



4AB Dark Burl Walnut Wood<sup>6</sup>



4A3 Light Burl Walnut Wood<sup>6</sup>



4BY Bamboo Anthracite Wood<sup>6</sup>

Please refer to the Recommended color combinations chart on the facing page for details on limitations and exclusivity when selecting 3 Series Coupe interior trim.

Recommended color combinations.

	BMW Upholstery colors								
Upholstery material	Leatherette <sup>1</sup>		Dakota Leather <sup>2</sup>						
	Cream Beige	Black	Black	Gray	Oyster/Black	Cream Beige	Coral Red/Black	Saddle Brown	
Upholstery colors									
BMW exterior colors									
Alpine White <sup>1</sup> (Non-metallic)		•	•	•	•	•	•	•	•
Crimson Red <sup>1, 3</sup> (Non-metallic)		•	•	•	•	•	•	•	•
Jet Black <sup>1, 4</sup> (Non-metallic)		•	•	•	•	•	•	•	•
Mineral White Metallic <sup>4, 5</sup>		•	•	•	•	•	•	•	•
Titanium Silver Metallic <sup>5</sup>		•	•	•	•	•	•	•	•
Platinum Bronze Metallic <sup>4, 5</sup>		•	•	•	•	•	•	•	•
Blue Water Metallic <sup>5, 6</sup>		•	•	•	•	•	•	•	•
Deep Sea Blue Metallic <sup>4, 5</sup>		•	•	•	•	•	•	•	•
Montego Blue Metallic <sup>4, 5</sup>		•	•	•	•	•	•	•	•
Le Mans Blue Metallic <sup>7</sup>		•	•	•	•	•	•	•	•
Vermilion Red Metallic <sup>4, 5</sup>		•	•	•	•	•	•	•	•
Space Gray Metallic <sup>5</sup>		•	•	•	•	•	•	•	•
Mojave Metallic <sup>4, 5</sup>		•	•	•	•	•	•	•	•
Tasman Green Metallic <sup>4, 5</sup>		•	•	•	•	•	•	•	•
Black Sapphire Metallic <sup>5</sup>		•	•	•	•	•	•	•	•
BMW interior trims									
Aluminum trim <sup>6</sup>		•	•	•	•	•	•	•	•
Dark Glacier Aluminum <sup>8</sup>		•	•	•	•	•	•	•	•
Dark Burl Walnut Wood <sup>6</sup>		•	•	•	•	•	•	•	•
Light Burl Walnut Wood <sup>6</sup>		•	•	•	•	•	•	•	•
Bamboo Anthracite Wood <sup>6</sup>		•	•	•	•	•	•	•	•

<sup>1</sup> Standard.  
<sup>2</sup> Optional and included with Premium Package.  
<sup>3</sup> Not available with M Sport Package.  
<sup>4</sup> Not available in 335is or with M Sport Package.  
<sup>5</sup> Optional.  
<sup>6</sup> Not available in 335is.  
<sup>7</sup> Optional (requires M Sport Package in all models except 335is).  
<sup>8</sup> Standard in 335is; optional and requires M Sport Package in all other models.

Standard/optional equipment.



■ **Xenon Adaptive Headlights** optimize road illumination when entering a turn or corner, helping to enhance visibility when driving at night. Sensors continuously monitor the angle of the steering wheel to determine the direction in which the vehicle is heading. The outer headlights swivel accordingly, up to 15 degrees left or right. **Xenon low- and high-beam headlights** illuminate the road ahead and to the side with brilliant clarity. An auto-leveling feature adjusts for varying passenger and cargo loads. The **LED Corona headlight-rings** that circle both headlights and high beams also act separately as Daytime Running Lights and parking lights.



■ BMW's **distinctive front kidney-shaped grille** features a chrome surround and vertical slats on 328i and 335i 3 Series Coupes. The 335is slats are chrome-plated with a blacked-out kidney grill surround.



□ **Shadowline trim** replaces the front and rear side-window chrome frames and door-sill trim strips with the more rugged, sporting look of a black finish.



□ **Automatic dimming interior and exterior mirrors** respond to the brightness of following headlights to minimize their reflection in the eyes of the driver. The automatic anti-glare function improves safety and comfort when driving at night by helping to eliminate the eye strain from excess glare. The digital compass, integrated into the mirror, is a convenient way to constantly keep your bearings while driving. The power-adjustable exterior mirrors include a fold-in function, and the passenger-side mirror also helps when parking by folding down to reveal the curb when the transmission is shifted into reverse gear to back up.



□ When activated, **Automatic high beams** switch high-beam headlights to low beams automatically when there is oncoming traffic or another car just ahead, or when the road is sufficiently illuminated. Then when the sensor detects decreased illumination, the low beams are automatically switched back to high beams.



■ **Rain sensor** uses infrared light to measure the amount of falling rain and spray from other vehicles. When the wipers are in the "intermittent" mode, the rain sensor automatically adjusts the windshield wiping interval as needed. **Automatic headlight control** activates headlights by means of a sensor that responds to darkness.



■ **V Spoke (Style 338)** 17 x 8.0 light alloy wheels with 225/45 **run-flat<sup>1</sup> all-season tires**.



■ **Star Spoke (Style 339)** 17 x 8.0 light alloy wheels with 225/45 **run-flat<sup>1</sup> all-season tires**.



□ **Star Spoke (Style 340)** 17 x 8.0 light alloy wheels with 225/45 **run-flat<sup>1</sup> all-season tires**.



□ **V Spoke (Style 194M)** 17 x 8.0 light alloy wheels with 225/45 **run-flat<sup>1</sup> all-season tires**.



□ **Star Spoke (Style 230)** light alloy wheels with **run-flat<sup>1</sup> performance tires<sup>2</sup>**. In front: 19 x 8.0 wheels with 225/35 tires; in back: 19 x 9.0 wheels with 255/30 tires.



□ **V Spoke (Style 152)** light alloy wheels with **run-flat<sup>1</sup> performance tires<sup>2</sup>**. In front: 18 x 8.0 wheels with 225/40 tires; in back: 18 x 8.5 wheels with 255/35 tires.



□ **Star Spoke (Style 193M)** light alloy wheels with **run-flat<sup>1</sup> performance tires<sup>2</sup>**. In front: 18 x 8.0 wheels with 225/40 tires; in back: 18 x 8.5 wheels with 255/35 tires.



■ **Double Spoke (Style 313)** light alloy wheels with **run-flat<sup>1</sup> performance tires<sup>2</sup>**. In front: 18 x 8.0 wheels with 225/40 tires; in back: 18 x 8.5 wheels with 255/35 tires. (Standard on 335is.)



□ **Double Spoke (Style 313M)** light alloy wheels with **run-flat<sup>1</sup> performance tires<sup>2</sup>**. In front: 19 x 8.0 wheels with 225/35 tires; in back: 19 x 9.0 wheels with 255/30 tires. (Optional on 335is.)

Please note: Driving over rough or damaged road surfaces, as well as debris, curbs and other obstacles, can cause serious damage to wheels, tires and suspension parts. This is more likely to occur with low-profile tires, which provide less cushioning between the wheel and the road. Be careful to avoid road hazards and reduce your speed, especially if your vehicle is equipped with low-profile tires.

For details on the availability of standard and optional features, please refer to the **Equipment charts** section at the back of this brochure.

<sup>1</sup> Run-flat tires do not come equipped with a spare tire and wheel.  
<sup>2</sup> Performance tires not recommended for driving in ice and snow.



Standard/optional equipment.



■ **Three-spoke leather-wrapped multi-function sport steering wheel** lets you keep both hands on the wheel while adjusting various comfort functions, such as changing the radio, CD selections and volume.



■ ☐ **Three-spoke, leather-wrapped multi-function M sport steering wheel**, included in the M Sport Package and 335is, provides excellent grip, with its thicker, leather-wrapped rim and pronounced thumb profile.



☐ **Steering wheel-mounted paddle shifters** provide sportier manual gear shifts without the use of a clutch. When equipped with STEPTRONIC automatic transmission and the M Sport Package, paddle shifters are automatically added. In the 335is, paddle shifters are included with the 7-speed Double Clutch Transmission.



■ **Engine Start/Stop button**<sup>1</sup> and key fob control the engine. Upon inserting the key fob into the starter switch slot, and the electronic identification system confirms that it is the correct key fob, the engine can be started (or later, shut off) by pressing the Start/Stop button.



■ **Dynamic Cruise Control** lets you store and maintain a chosen speed above 20 mph. It is activated via the left-hand steering column switch, and deactivated by applying the brakes or via the switch.<sup>2</sup>



☐ **Active Cruise Control (ACC) with Stop & Go**<sup>3</sup> allows the driver to preset both a desired speed and distance. When ACC recognizes slower vehicles ahead, it reduces your speed to maintain the preset distance. Stop & Go can bring you to a complete stop if traffic calls for it. When you press the accelerator, ACC resumes your speed according to your presets.



■ **The on-board computer** with Check Control provides valuable feedback on the vehicle's operating status: oil level indicator and distance to next service appointment/oil change, as well as other detailed information, such as spark plug and micro-filter status. It also provides travel information: travel range on remaining fuel, external temperature and more.



☐ **Navigation system** features a high-resolution, glare-free monitor. Using GPS satellites in conjunction with data stored on an internal hard drive, a choice of detailed maps show – and tell – the directions to your desired destination. Enhancements include 3-D daytime and nighttime maps, zoom, travel planner and an Assistance Window. In many areas, it also provides Real Time Traffic Information on potential traffic problems along your route, and can even plan a detour around them. The Voice command feature can be used to change radio stations and audio selection, Navigation system destinations, and (accessory) telephone entries.



■ **Automatic climate control system** allows occupants to select a specific cabin temperature and choice of fan speeds, as well as automatic or manual airflow and recirculation. The automatic recirculation control activates whenever certain air pollutants are detected. The system also includes defrost/demist and MAX A/C functions.



■ **BMW anti-theft AM/FM stereo CD/MP3 player audio system** includes Radio Data System (RDS), Auto-Store, and 3-channel FM diversity antenna, as well as reads and displays song title and other information. ■ **HD Radio**<sup>TM</sup> receives free, digital AM/FM broadcasts across the U.S. in clear, static-free quality sound – AM sounds like FM; FM sounds like CD. Also enjoy "multicast" FM stations, as well as a variety of innovative data services. HD Radio can be ordered with optional Harman Kardon Surround Sound Audio System. For more information on HD Radio receivers and to find HD Radio AM/FM stations near you, visit HDRadio.com.

For details on the availability of standard and optional features, please refer to the **Equipment charts** section at the back of this brochure.



☐ **SIRIUS Satellite Radio** delivers 130 channels of the most innovative satellite radio music, news, sports, talk, comedy and entertainment. All 69 music channels are commercial-free – and it's delivered coast-to-coast in crystal-clear digital sound, 24 hours a day. Add "The Best of XM" to enjoy additional premium programs, like Oprah Radio<sup>®</sup> XM Public Radio<sup>®</sup> The Virus<sup>®</sup> and top-notch sports action, plus 10 channels of XM Play-by-Play sports. If your BMW is equipped with iDrive, you can also select SIRIUS XM channels through your vehicle's iDrive system or Voice command, and enter them into the programmable memory buttons.



☐ **Park Distance Control** uses ultrasonic sensors in the front and rear bumpers to help you judge the distance to other vehicles and unseen objects when parking. While engaged in a parking maneuver, the image on the screen visually changes and warning beeps come faster as your bumper approaches a stationary object, turning into a constant tone when the distance is less than 12 inches.

<sup>1</sup> Foot must be on brake or, with manual transmission, must also depress the clutch in order to start.  
<sup>2</sup> Cruise Control is not a substitute for the driver's own responsibility in adjusting speed and otherwise controlling the vehicle. After evaluating road, traffic and visibility conditions, the driver must decide whether and how the system is used.  
<sup>3</sup> Requires automatic transmission. Active Cruise Control is not a substitute for the driver's own responsibility in adjusting speed and otherwise controlling the vehicle. After evaluating road, traffic and visibility conditions, the driver must decide whether and how the system is used.

Standard/optional equipment.



□ **Harman Kardon Surround Sound Audio System** with vehicle-specific equalizing and powerful 420W amplifier. The 11-speaker system includes four tweeters, two midrange speakers located in the door panels and two midrange speakers located under the rear shelf space, two bass speakers located under the front seats and one midrange center channel speaker located in the dashboard.



■ **Auxiliary input port** lets you connect an external audio source, such as an iPod® or MP3 player.  
□ **iPod and USB adapter** lets you scroll through and select the music you want by using the car's radio controls, the multi-function steering wheel buttons or iDrive Controller. Music titles are displayed on the radio or Navigation screen.



□ **BMW Apps**, an optional feature of the BMW ConnectedDrive interface, allows an iPhone iOS 4.x to play apps specially modified for BMW and BMW approved third-party apps. Imagine listening to Web Radio while you drive – or accessing your Twitter® or Facebook® accounts in the Display monitor. Use the iPod Out function with your smartphone to select music tracks, compile playlists and use Genius (if enabled) to find similar sounds. **Smartphone Integration**, which provides connectivity for iPhone® and similar devices, is included with BMW Apps. This allows access to stored music, can improve signal reception, and recharges the battery. (See your authorized BMW center for phone models compatible with this feature.)



■ **Storage compartments** are integrated into both doors. A tilt-out bin below the armrest offers different compartments in which to tuck away sunglasses, change and other small items; a convenient open storage space for maps and larger items is just behind it.



■ **Cupholders** integrated into the dashboard are located within convenient reach of the driver and front passenger. The driver's cupholder is located to the right of the radio, and the passenger's cupholder is located above the glove compartment. Both cupholders fold out as shown above, and can be conveniently closed back into the dash when not in use.



□ **6-speed STEPTRONIC automatic transmission** provides a choice of three modes: "Drive" with Adaptive Transmission Control; a more dynamic "Sport" mode; and STEPTRONIC automatic, for the hands-on control of a manual without a clutch. (When STEPTRONIC automatic transmission and M Sport Package are ordered, steering wheel-mounted paddle shifters are automatically added.)



■ **6-speed manual transmission** delivers a precise, athletic feel. Its responsiveness is due, in part, to the enhanced synchronization of shifts from neutral to each gear. A shortened shift lever and "throw" add to the sporty feel of the gearbox. The sixth gear drops revs at highway speeds for smooth cruising.



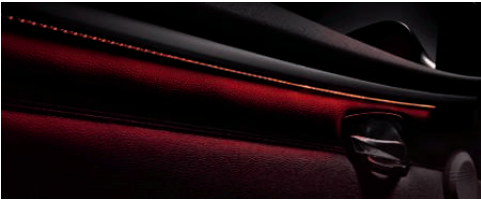
□ **7-speed Double Clutch Transmission (DCT)** provides smooth, lightning-quick gear changes and enhanced fuel efficiency by automatically shifting between two transmission structures. While one gear is disengaging, the next is already in position. Shift gears manually without a clutch by using paddle shifters or the gear selector (available in 335is).



□ **Lumbar support** for front seats adds four-way adjustable comfort for the lower back. The up/down and in/out lumbar support positioning is electrically adjustable.



□ **Power seat adjustments** included with eight-way power front seats allow customized comfort and convenience for driver and front passenger. The two-setting memory system automatically adjusts the driver's seat and side-view mirror positions, with individual preferences available at your fingertips.



■ **BMW Ambiance lighting** adds a touch of elegance to cabin lighting. In addition to soft, white light, turn the headlights on to enjoy the drama of a warm reddish light that runs from front to rear beneath the inner door ledge.



## Standard/optional equipment.



☐ **Heated front seats** are a welcome feature for driver and front passenger in cooler weather. With the touch of a button, seat surface and backrest are heated and quickly radiate comfortable warmth in your choice of three settings.



☒ **Automatic safety-belt assistant** for the two front seats makes buckling up easier by bringing the belt forward whenever you get into the vehicle. As soon as the safety belt is clicked, the arm retracts into its housing. (If the safety belt for an occupied seat isn't used, the arm retracts after one minute or as soon as the vehicle reaches a speed of about 4 mph.)



☒ **Armrest** in the center console is at an excellent height and proximity to the driver and front passenger to provide a comfortable resting position. The lid folds up, exposing the integrated storage compartment.



☒ **Standard seats** in the 328i and 328i xDrive are eight-way adjustable for the driver and six-way adjustable for the front passenger. Both seats also include a two-way headrest. The driver's seat provides individual adjustments for seat height and backrest, fore and aft position and seat angle.



☒ **8-way power front sport seats** include adjustable side bolsters, two-way manual headrests with BMW's Active Head Restraints feature, thigh support, and driver memory for exterior mirror and seat positions.



☒ ☐ **Two-way power glass moonroof** with remote, expanded one-touch operation, slides backward or tilts up to let in as much fresh air and sky as you like. Includes a sliding interior sunshade.



☐ **Power sunshade for the rear window** can be conveniently raised and lowered. This feature helps eliminate glare, maintains occupant privacy, and helps keep the cabin temperature pleasant by reflecting intense sunlight.



☒ **Rear fold-down seats** allow you to load long objects in the trunk by folding down one or both rear seats, as needed.



☐ **Comfort Access system** offers convenient keyless access to your vehicle. Simply carrying the remote key in a pocket or purse allows you to unlock the doors by touching the door handle. You can also turn the engine on or off by pressing the Start/Stop button<sup>1</sup> without inserting the remote key.



☐ **Anti-theft alarm system** features remote control, anti-theft device and electronic immobilizer for effective protection. In the event of an attempted break-in or unauthorized transport, the system sounds an alarm and switches on the hazard warning lights.



☐ **Ski bag** allows clean and secure transport of up to four pairs of skis and ski poles. When the ski bag is not extended, the center armrest can be left down for use or folded up.

For details on the availability of standard and optional features, please refer to the **Equipment charts** section at the back of this brochure.

<sup>1</sup>Foot must be on brake or, with manual transmission, must also depress the clutch in order to start.

Original BMW Accessories.



**Snap-in Adapter** plays stored music, charges the phone and accesses the car antenna.



**19" Star Spoke (Style 311) Chrome Wheels** reflect the Coupe's sporty style and dynamic performance. Corrosion-fighting coatings help keep them looking new.

**Rear Deck Spoiler** in body color intensifies the look of power and performance.

If driving a BMW adds to the quality of life, Original BMW Accessories personalize the pleasure. Want to set your BMW apart? Add unique wheels, sporty aerodynamic components, or even an elegant wood gear shift knob. Do you lead an active life? BMW roof rack systems let you easily transport bikes, skis, snowboards and more. From start (Advanced Battery Charging System) to finish (BMW Car Care Products), Original BMW Accessories turn your BMW into a sporty, practical and even luxurious reflection of yourself.

For detailed information on ordering Original BMW Accessories, please contact your authorized BMW center. Some details shown in photographs may not be available in the United States.

	328i	328i xDrive	335i	335i xDrive	335is
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Performance and efficiency					
3.0-liter dual overhead cam (DOHC), 24-valve inline 230-horsepower 6-cylinder engine with composite magnesium/aluminum engine block, Valvetronic, and Double-VANOS steplessly variable valve timing	●	●			
3.0-liter dual overhead cam (DOHC), 24-valve inline turbocharged 300-horsepower 6-cylinder engine with TwinPower Turbo technology, Valvetronic, and Double-VANOS steplessly variable valve timing			●	●	
3.0-liter dual overhead cam (DOHC), 24-valve inline turbocharged 320-horsepower 6-cylinder engine with TwinPower Turbo technology and Double-VANOS steplessly variable valve timing					●
Electronic throttle control	●	●	●	●	●
6-speed manual transmission	●	●	●	●	●
6-speed STEPTRONIC automatic transmission with Adaptive Transmission Control	○	○	○	○	
7-speed sport automatic Double Clutch Transmission (DCT); includes steering wheel-mounted paddle shifters					○
Steering wheel-mounted paddle shifters (included with 7-speed Double Clutch Transmission; require and are automatically added with the M Sport Package and STEPTRONIC transmission)	○	○	○	○	○
Additional oil cooler and water cooler for increased cooling performance					●
Sports exhaust system					●

Handling, ride and braking					
Dynamic Stability Control (DSC), including Brake Fade Compensation, Start-off Assistant, Brake Drying, and Brake Stand-by features, with Dynamic Traction Control (DTC)	●	●	●	●	●
Extensive aluminum componentry, including front suspension components (forged-aluminum lower arms, steering knuckle); subframe; steering rack; and brake components	●		●		●
Double-pivot type front and five-link rear suspension	●	●	●	●	●
xDrive all-wheel-drive system		●		●	
Front and rear anti-roll (stabilizer) bars	●	●	●	●	●
Twin-tube gas-pressure shock absorbers	●	●	●	●	●
Sport suspension calibration	●		●		●
4-wheel ventilated anti-lock disc brakes with Dynamic Brake Control (DBC)	●	●	●	●	●
Engine-speed-sensitive, variable-assist power steering	●	●	●	●	●
Active Steering with Servotronic power assist			○		○
Increased top-speed limiter	■	■	■	■	●
Hill Descent Control		●		●	

- Standard
- Optional
- Included in M Sport Package



	328i	328i xDrive	335i	335i xDrive	335is

Exterior					
V Spoke (Style 338) 17 x 8.0 light alloy wheels, 225/45 run-flat <sup>1</sup> all-season tires	●	●			
Star Spoke (Style 339) 17 x 8.0 light alloy wheels, 225/45 run-flat <sup>1</sup> all-season tires			●	●	
Star Spoke (Style 340) 17 x 8.0 light alloy wheels, 225/45 run-flat <sup>1</sup> all-season tires		■			
V Spoke (Style 194M) 17 x 8.0 light alloy wheels, 225/45 run-flat <sup>1</sup> all-season tires				■	
V Spoke (Style 152) light alloy wheels, 18 x 8.0 front, 18 x 8.5 rear; 225/40 front, 255/35 rear run-flat <sup>1</sup> performance tires <sup>2</sup> (328i xDrive requires M Sport Package)	■	○			
Star Spoke (Style 193M) light alloy wheels, 18 x 8.0 front, 18 x 8.5 rear; 225/40 front, 255/35 rear run-flat <sup>1</sup> performance tires <sup>2</sup> (335i xDrive requires M Sport Package)			■	○	
Star Spoke (Style 230) light alloy wheels, 19 x 8.0 front, 19 x 9.0 rear; 225/35 front, 255/30 rear run-flat <sup>1</sup> performance tires <sup>2</sup> (requires M Sport Package)			○		
Double Spoke (Style 313) light alloy wheels, 18 x 8.0 front, 18 x 8.5 rear; 225/40 front, 255/35 rear run-flat <sup>1</sup> performance tires <sup>2</sup>					●
Double Spoke (Style 313M) light alloy wheels, 19 x 8.0 front, 19 x 9.0 rear; 225/35 front, 255/30 rear run-flat <sup>1</sup> performance tires <sup>2</sup>					○
Tire Pressure Monitor	●	●	●	●	●
Xenon Adaptive Headlights with dynamic auto-leveling and Corona headlight-rings	●	●	●	●	●
Halogen free-form front foglights	●	●	●	●	
Retractable, high-intensity headlight washers	★	●	★	●	★
Heated dual power mirrors and heated windshield washer jets	●	●	●	●	●
Chrome-plated exhaust tips	●	●	●	●	
Black chrome-plated exhaust tips					●
Shadowline trim	■	■	■	■	●
Aerodynamic kit	■	■	■	■	●
Distinct interior and exterior 335is badging					●
Air intake and kidney grills in black chrome with blacked-out kidney grill surround					●
Metallic paint	○	○	○	○	○

Interior seating and trim					
8-way adjustable driver's seat and 6-way adjustable front passenger's seat (includes 2-way headrests)	●	●			
8-way power front seats with 2-way manual headrests and driver memory with 2 presets for seat and exterior mirror positions	○/◇	○/◇	●	●	
8-way manual front sport seats with adjustable side bolsters, 2-way manual headrests and thigh support	■	■			
8-way power front sport seats with adjustable side bolsters, 2-way manual headrests with Active Head Restraints feature, and thigh support; driver memory for exterior mirror and seat positions (328i and 328i xDrive require optional power seats or Premium Package)	■	■	■	■	●
4-way adjustable power lumbar support for front seats	◇	◇	◇	◇	◇
Leatherette upholstery	●	●	●	●	●
Dakota Leather upholstery	○/◇	○/◇	○/◇	○/◇	○/◇
3-stage heated front seats	○/★	○/★	○/★	○/★	○/★
<div><div><div>● Standard</div><div>○ Optional</div><div>■ Included in M Sport Package</div><div>◇ Included in Premium Package</div><div>★ Included in Cold Weather Package</div></div><div>Please note: Driving over rough or damaged road surfaces, as well as debris, curbs and other obstacles, can cause serious damage to wheels, tires and suspension parts. This is more likely to occur with low-profile tires, which provide less cushioning between the wheel and the road. Be careful to avoid road hazards and reduce your speed, especially if your vehicle is equipped with low-profile tires.</div><div><div><sup>1</sup> Run-flat tires do not come equipped with spare tire and wheel.</div><div><sup>2</sup> Performance tires are not recommended for driving in snow and ice.</div><div><sup>3</sup> Cruise Control is not a substitute for the driver's own responsibility in adjusting speed and otherwise controlling the vehicle. After evaluating the road, traffic and visibility conditions, the driver must decide whether and how the system is used.</div></div></div>					

	328i	328i xDrive	335i	335i xDrive	335is

Interior seating and trim (Continued)					
Dark Burl Walnut Wood trim	●	●	●	●	
Light Burl Walnut Wood trim	○	○	○	○	
Bamboo Anthracite Wood trim	○	○	○	○	
Aluminum trim	○	○	○	○	
Dark Glacier Aluminum trim (requires M Sport Package in all models except 335is)	○	○	○	○	●
Anthracite headliner	■	■	■	■	●
M door sills and M footrest	■	■	■	■	●
Split fold-down rear seats	●	●	●	●	●
Ski bag	★	★	★	★	★

Comfort and convenience					
Engine Start/Stop button	●	●	●	●	●
Comfort Access keyless entry with multi-function remote control	○	○	○	○	○
Automatic climate control – includes micro-filter, automatic air recirculation, left/right temperature control, temperature- and volume-controlled rear outlets, windshield misting sensor, maximum air conditioning, heat at rest, and recall of individual user settings	●	●	●	●	●
2-way power glass moonroof with "one-touch" operation and sliding interior sunshade	○/◇	○/◇	●	●	●
Door storage pockets	●	●	●	●	●
Front-seat center armrest with storage compartment	●	●	●	●	●
Front cupholders	●	●	●	●	●
Rear seat with fold-down center armrest with dual cupholders, and storage bin with retractable cover	●	●	●	●	●
Tilt/telescopic steering wheel column	●	●	●	●	●
Park Distance Control (PDC) (front and rear)	○	○	○	○	○
Interior and power-adjustable folding exterior mirrors with automatic-dimming function; digital interior mirror compass	◇	◇	◇	◇	◇
Power front windows with "one-touch" up/down operation	●	●	●	●	●
Power rear sunshade	○	○	○	○	○
Dynamic Cruise Control <sup>3</sup>	●	●	●	●	●
Active Cruise Control <sup>3</sup> (requires automatic transmission)	○	○	○	○	○
Automatic high beams (requires Premium Package)	○	○	○	○	○
BMW Ambiance lighting	●	●	●	●	●
Courtesy lights – include fade in/fade out, actuation from remote, automatic switch-on when engine is turned off, separately controlled left/right front and rear reading lights, front footwell lighting, and illuminated vanity mirrors	●	●	●	●	●
Ground lighting located in bottom of exterior door handles	●	●	●	●	●
Automatic safety-belt assistant	●	●	●	●	●
Locking glovebox	●	●	●	●	●
Electric interior trunk release	●	●	●	●	●
Rain-sensing windshield wipers and Automatic headlight control	●	●	●	●	●
Integrated 3-button Universal garage-door opener	◇	◇	◇	◇	◇
Heated steering wheel (not available with M Sport Package)	★	★	★	★	

	328i	328i xDrive	335i	335i xDrive	335is

Audio system					
Anti-theft AM/FM stereo CD/MP3 player audio system with Radio Data System (RDS)	●	●	●	●	●
Harman Kardon Surround Sound Audio System with vehicle-specific equalizing and powerful 420W amplifier; the 11-speaker system includes four tweeters, two midrange speakers located in the door panels and two midrange speakers located under the rear shelf space, two bass speakers located under the front seats and one midrange center channel speaker located in the dashboard	○	○	○	○	○
Auxiliary audio input for portable music players located in the center armrest	●	●	●	●	●
HD Radio™ with "multicast" FM station reception	●	●	●	●	●
Sirius Satellite Radio with one-year subscription	○	○	○	○	○
iPod® and USB adapter	○	○	○	○	○

Safety and security					
Anti-lock braking system (ABS)	●	●	●	●	●
Adaptive Brakelights	●	●	●	●	●
BMW's Advanced Safety System for integrated deployment of passive and active safety features	●	●	●	●	●
Front and rear Head Protection System (HPS)	●	●	●	●	●
Automatic safety-belt pretensioners at front seating positions	●	●	●	●	●
Driver's and passenger's front airbag supplemental restraint system (SRS) with advanced technology: dual-threshold, dual-stage deployment; and front-passenger seat sensors designed to prevent unnecessary airbag deployment	●	●	●	●	●
Seat-mounted front side-impact airbags	●	●	●	●	●
Front passenger seat-occupation recognition with Passenger's Airbag Off indicator	●	●	●	●	●
Interlocking door anchoring system to help protect against door intrusion in side impacts	●	●	●	●	●
Central locking system with center console switch (leaves gas filler door unlocked), double-lock feature and 2-step unlocking	●	●	●	●	●
Coded Driveway Protection	●	●	●	●	●
Anti-theft alarm system	○	○	○	○	○
Automatic-locking retractors (ALR) on all passenger-seat safety belts for installation of child-restraint seat	●	●	●	●	●
LATCH attachments for child-restraint safety installation	●	●	●	●	●
Crash sensor that activates Battery Safety Terminal disconnect of alternator, fuel pump and starter from battery; automatically unlocks doors, and turns on hazard and interior lights	●	●	●	●	●
Programmable Daytime Running Lights	●	●	●	●	●
BMW Assist™ Safety Plan with Bluetooth® wireless technology; includes four years of Automatic Collision Notification, Emergency Request, Enhanced Roadside Assistance, Door Unlock, Stolen Vehicle Recovery, Customer Relations, TeleService; Mobile Office features; MyInfo lets you send business locations and street addresses directly to your BMW and Navigation system (for complete details, visit bmwassist.com)	○/◇	○/◇	○/◇	○/◇	○/◇

- Standard
- Optional
- ◇ Included in Premium Package
- Included in M Sport Package
- ★ Included in Cold Weather Package

	328i	328i xDrive	335i	335i xDrive	335is

Instrumentation and controls					
Service Interval Indicator with miles-to-service readout	●	●	●	●	●
3-spoke leather-wrapped multi-function sport steering wheel with audio and hands-free phone controls	●	●	●	●	
3-spoke leather-wrapped multi-function M sport steering wheel with audio and hands-free phone controls	■	■	■	■	●
On-board computer with Check Control – provides feedback on the vehicle's operating status; oil level indicator and distance to next service appointment/oil change, as well as other detailed information such as micro-filter status. It also provides travel information – travel range on remaining fuel, external temperature, and more	●	●	●	●	●
BMW Navigation system with 16:9 high-resolution, 3-D screen, Voice command system, and Real Time Traffic Information; iDrive system with high-function on-board computer, Controller, and 6 programmable memory buttons; and 12 GB storage for audio files (also includes Online Information Services when equipped with BMW Assist)	○	○	○	○	○
BMW Apps with Smartphone Integration (requires iPod and USB adapter, BMW Navigation system and either Premium Package or BMW Assist)	○	○	○	○	○

BMW Services					
BMW Ultimate Service® (for complete details on BMW Ultimate Service, visit <a href="http://bmwusa.com/ultimateservice">bmwusa.com/ultimateservice</a> )	●	●	●	●	●

Premium Package					
8-way power front seats with 2-way manual headrests and driver memory with 2 presets for seat and exterior mirror positions (335is has power front sport seats)	○/◇	○/◇	●	●	●
2-way power glass moonroof with "one-touch" operation and sliding interior sunshade	○/◇	○/◇	●	●	●
4-way adjustable power lumbar support for front seats	◇	◇	◇	◇	◇
Dakota Leather upholstery	○/◇	○/◇	○/◇	○/◇	○/◇
Interior and power-adjustable folding exterior mirrors with automatic-dimming function; digital interior mirror compass	◇	◇	◇	◇	◇
Integrated 3-button Universal garage-door opener	◇	◇	◇	◇	◇
BMW Assist Safety Plan with Bluetooth wireless technology; includes four years of Automatic Collision Notification, Emergency Request, Enhanced Roadside Assistance, Door Unlock, Stolen Vehicle Recovery, Customer Relations, TeleService; Mobile Office features; MyInfo lets you send business locations and street addresses directly to your BMW and Navigation system (for complete details, visit <a href="http://bmwassist.com">bmwassist.com</a> )	○/◇	○/◇	○/◇	○/◇	○/◇

Cold Weather Package					
Retractable, high-intensity headlight washers	★	●	★	●	★
3-stage heated front seats	○/★	○/★	○/★	○/★	○/★
Ski bag	★	★	★	★	★
Heated steering wheel (not available with M Sport Package)	★	★	★	★	



	328i	328i xDrive	335i	335i xDrive	335is
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M Sport Package					
Steering wheel-mounted paddle shifters (included with 7-speed Double Clutch Transmission; require and are automatically added with M Sport Package and STEPTRONIC transmission)	○	○	○	○	○
Star Spoke (Style 340) 17 x 8.0 light alloy wheels, 225/45 run-flat <sup>4</sup> all-season tires		■			
V Spoke (Style 194M) 17 x 8.0 light alloy wheels, 225/45 run-flat <sup>4</sup> all-season tires				■	
V Spoke (Style 152) light alloy wheels, 18 x 8.0 front, 18 x 8.5 rear; 225/40 front, 255/35 rear run-flat <sup>4</sup> performance tires <sup>5</sup> (328i xDrive requires M Sport Package)	■	○			
Star Spoke (Style 193M) light alloy wheels, 18 x 8.0 front, 18 x 8.5 rear; 225/40 front, 255/35 rear run-flat <sup>4</sup> performance tires <sup>5</sup> (335i xDrive requires M Sport Package)			■	○	
Star Spoke (Style 230) light alloy wheels, 19 x 8.0 front, 19 x 9.0 rear; 225/35 front, 255/30 rear run-flat <sup>4</sup> performance tires <sup>5</sup> (requires M Sport Package)			○		
8-way manual front sport seats with adjustable side bolsters, 2-way manual headrests and thigh support	■	■			
8-way power front sport seats with adjustable side bolsters, 2-way manual headrests with Active Head Restraints feature, and thigh support; driver memory for exterior mirror and seat positions (328i and 328i xDrive require optional power seats or Premium Package)	■	■	■	■	●
3-spoke leather-wrapped multi-function M sport steering wheel with audio and Bluetooth® phone controls (if so equipped)	■	■	■	■	●
Increased top-speed limiter	■	■	■	■	●
Shadowline trim	■	■	■	■	●
Anthracite headliner	■	■	■	■	●
Aerodynamic kit	■	■	■	■	●
M door sills and M footrest	■	■	■	■	●
<div><div>● Standard</div><div>○ Optional</div><div>■ Included in M Sport Package</div><div>◇ Included in Premium Package</div><div>★ Included in Cold Weather Package</div></div> <div><div><sup>4</sup>Run-flat tires do not come equipped with spare tire and wheel.</div><div><sup>5</sup>Please note: Driving over rough or damaged road surfaces, as well as debris, curbs and other obstacles, can cause serious damage to wheels, tires and suspension parts. This is more likely to occur with low-profile tires, which provide less cushioning between the wheel and the road. Be careful to avoid road hazards and reduce your speed, especially if your vehicle is equipped with low-profile tires. Performance tires are not recommended for driving in snow and ice.</div><div><sup>6</sup>Cruise Control is not a substitute for the driver's own responsibility in adjusting speed and otherwise controlling the vehicle. After evaluating the road, traffic and visibility conditions, the driver must decide whether and how the system is used.</div></div>					

	328i	328i xDrive	335i	335i xDrive	335is
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Stand-alone optional equipment					
Dakota Leather upholstery	○/◇	○/◇	○/◇	○/◇	○/◇
Metallic paint	○	○	○	○	○
V Spoke (Style 152) light alloy wheels, 18 x 8.0 front, 18 x 8.5 rear; 225/40 front, 255/35 rear run-flat <sup>4</sup> performance tires <sup>5</sup> (328i xDrive requires M Sport Package)	■	○			
Star Spoke (Style 193M) light alloy wheels, 18 x 8.0 front, 18 x 8.5 rear; 225/40 front, 255/35 rear run-flat <sup>4</sup> performance tires <sup>5</sup> (335i xDrive requires M Sport Package)			■	○	
Star Spoke (Style 230) light alloy wheels, 19 x 8.0 front, 19 x 9.0 rear; 225/35 front, 255/30 rear run-flat <sup>4</sup> performance tires <sup>5</sup> (requires M Sport Package)			○		
Double Spoke (Style 313M) light alloy wheels, 19 x 8.0 front, 19 x 9.0 rear; 225/35 front, 255/30 rear run-flat <sup>4</sup> performance tires <sup>5</sup>					○
Light Burl Walnut Wood interior trim	○	○	○	○	
Bamboo Anthracite Wood trim	○	○	○	○	
Aluminum interior trim	○	○	○	○	
Dark Glacier Aluminum trim (requires M Sport Package in all models except 335is)	○	○	○	○	●
6-speed STEPTRONIC automatic transmission	○	○	○	○	
7-speed sport automatic Double Clutch Transmission (DCT); includes steering wheel-mounted paddle shifters					○
Steering wheel-mounted paddle shifters (included with Double Clutch Transmission; require and are automatically added with M Sport Package and STEPTRONIC transmission)	○	○	○	○	○
Active Steering with Servotronic power assist			○		○
Comfort Access keyless entry	○	○	○	○	○
2-way power glass moonroof with "one-touch" operation and sliding interior sunshade	○/◇	○/◇	●	●	●
Power rear sunshade	○	○	○	○	○
8-way power front seats with 2-way manual headrests and driver memory with 2 presets for seat and exterior mirror positions (335is includes sport seats)	○/◇	○/◇	●	●	●
3-stage heated front seats	○/★	○/★	○/★	○/★	○/★
Park Distance Control (PDC) (front and rear)	○	○	○	○	○
Active Cruise Control <sup>6</sup>	○	○	○	○	
Automatic high beams (requires Premium Package)	○	○	○	○	○
Navigation system with 16:9 screen and Voice command system; iDrive system with high-function on-board computer and Controller; includes Real Time Traffic Information feature	○	○	○	○	○
BMW Assist™ Safety Plan with Bluetooth® wireless technology; includes four years of Automatic Collision Notification, Emergency Request, Enhanced Roadside Assistance, Door Unlock, Stolen Vehicle Recovery, Customer Relations, TeleService; Mobil Office features; MyInfo lets you send business locations and street addresses directly to your BMW and Navigation system (for complete details, visit bmwassist.com)	○/◇	○/◇	○/◇	○/◇	○/◇
Harman Kardon Surround Sound Audio System with vehicle-specific equalizing and powerful 420W amplifier; the 11-speaker system includes four tweeters, two midrange speakers located in the door panels and two midrange speakers located under the rear shelf space, two bass speakers located under the front seats and one midrange center channel speaker located in the dashboard	○	○	○	○	○
Sirius Satellite Radio with one-year subscription	○	○	○	○	○
iPod® and USB adapter	○	○	○	○	○
BMW Apps with Smartphone Integration (requires iPod and USB adapter, BMW Navigation system and either Premium Package or BMW Assist™)	○	○	○	○	○
Anti-theft alarm system	○	○	○	○	○

		328i	328i xDrive	335i	335i xDrive	335is
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Weight						
Unladen	lbs	3362 (3428)	3583 (3627)	3560 (3582)	3582 (3759)	3571 (3593)
Weight distribution, front/rear						
Manual transmission	%	49.8/50.2	51.4/48.6	51.1/48.9	52.2/47.8	50.9/49.1
Automatic transmission	%	49.8/50.2	52.0/48.0	51.4/48.6	53.1/46.9	51.2/48.8

Engine						
Liter/type/valves per cylinder		3.0/inline 6/4	3.0/inline 6/4	TwinPower Turbo 3.0/inline 6/4	TwinPower Turbo 3.0/inline 6/4	TwinPower Turbo 3.0/inline 6/4
Bore/stroke	inch	3.35/3.46	3.35/3.46	3.31/3.53	3.31/3.53	3.31/3.53
Nominal output/rpm	hp	230/6500	230/6500	300/5800	300/5800	320/5900
Maximum torque/rpm	lb-ft	200/2750	200/2750	300/1300-5000	300/1300-5000	332/1500 <sup>1</sup>
Compression ratio	:1	10.7	10.7	10.2	10.2	10.2
Fuel grade		unleaded premium	unleaded premium	unleaded premium	unleaded premium	unleaded premium

Transmission						
Manual gear ratios						
I/II	:1	4.32/2.46	4.35/2.50	4.11/2.32	4.11/2.32	4.06/2.40
III/IV	:1	1.66/1.23	1.67/1.23	1.54/1.18	1.54/1.18	1.58/1.19
V/VI/R	:1	1.00/0.85/3.94	1.00/0.85/3.93	1.00/0.87/3.70	1.00/0.85/3.73	1.00/0.87/3.68
Final drive ratio	:1	3.23	3.38	3.08	3.08	3.08
Automatic gear ratios						
I/II	:1	4.07/2.37	4.07/2.37	4.17/2.34	4.17/2.34	4.78/3.06
III/IV	:1	1.55/1.20	1.55/1.20	1.52/1.14	1.52/1.14	2.15/1.68
V/VI/VI/R	:1	0.85/0.67/—/3.20	0.85/0.67/—/3.20	0.87/0.69/—/3.40	0.87/0.69/—/3.40	1.39/1.20/1.00/4.45
Final drive ratio	:1	3.73	3.91	3.46	3.46	2.56

Performance						
Drag coefficient	C <sub>d</sub>	0.29	0.31	0.30	0.33	0.30
Top speed <sup>2</sup>	mph	130 [150]	130 [150]	130 [150]	130 [150]	[150]
Acceleration 0-60 mph <sup>3</sup>						
Manual transmission	sec	6.2	6.8	5.3	5.2	5.1
Automatic transmission	sec	(6.8)	(7.0)	(5.5)	(5.3)	(5.0) <sup>5</sup>

Figures in ( ) apply to vehicles with automatic transmission.  
Figures in [ ] apply to 335is and models with M Sport Package.

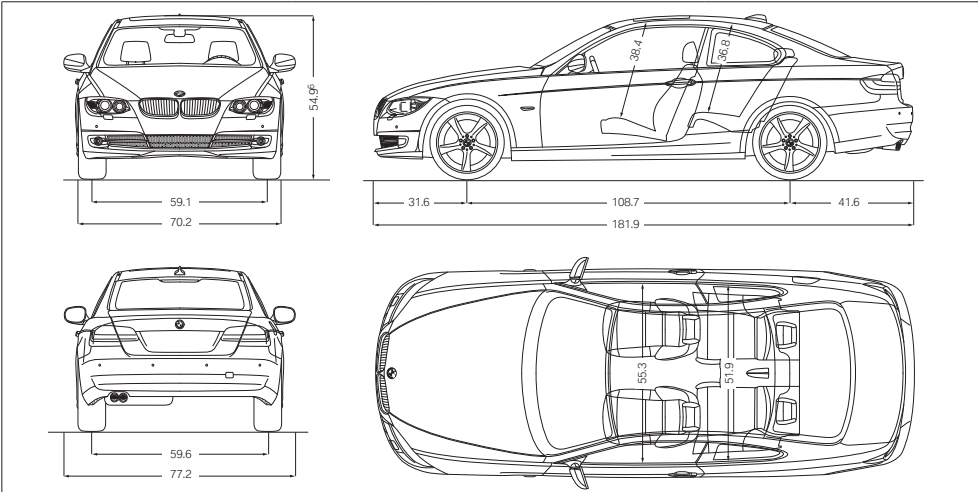
<sup>1</sup> An additional 38 lb-ft of temporary torque is delivered with the standard turbo boost function.  
<sup>2</sup> Top speed limited electronically.  
<sup>3</sup> BMW AG test results. Actual acceleration results may vary, depending on specification of vehicle, road and environmental conditions; testing procedures and driving style. These results should be used for comparison only and verification should not be attempted on public roads. BMW urges you to obey all posted speed laws and always wear safety belts.  
<sup>4</sup> 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 may be lower.  
<sup>5</sup> Figures apply to 7-speed Double Clutch Transmission (DCT).  
<sup>6</sup> 54.9 inches: 328i, 328i xDrive; 54.1 inches: 335i, 335i xDrive, 335is.

		328i	328i xDrive	335i	335i xDrive	335is
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Fuel consumption <sup>4</sup>						
Manual transmission – City/Highway	mpg	18/28	17/25	19/28	19/26	18/26
Automatic transmission – City/Highway	mpg	18/28	17/26	19/28	18/27	17/24 <sup>5</sup>

Tires and wheels						
Tire dimensions	standard	225/45	225/45	225/45	225/45	225/40 front – 255/35 rear
Wheel dimensions	standard	17 x 8.0	17 x 8.0	17 x 8.0	17 x 8.0	18 x 8.0 front – 18 x 8.5 rear
Material	standard	light alloy	light alloy	light alloy	light alloy	light alloy

Brakes						
Front – diameter	inch	12.3	12.3	13.7	13.7	13.7
Rear – diameter	inch	11.8	11.8	13.2	13.2	13.2



Illustrations above: all dimensions in inches.

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**We constantly monitor your BMW's needs – so you don't have to.** Tackling mountain switchbacks, the last thing you should be thinking about is the state of your brake pads. Thanks to BMW's integrated on-board diagnostics system, you will always know exactly when the next service is due, and what work will be required.

Condition-Based Service (CBS) measures the condition of key parts that are subject to wear and tear. It also tracks fluid levels and monitors your BMW's time- and mileage-dependent service requirements. Using this data, the Info

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to BMW's advanced engineering, most owners enjoy a well-balanced maintenance schedule, with flexible routine service intervals that can save you time. When your vehicle requires attention, your authorized BMW center ensures that it receives only genuine BMW parts – your assurance of exacting quality standards.

**BMW Roadside Assistance** is provided free of charge for the first four years – with no mileage limit. Call **1-800-332-4BMW (4269)** for friendly on-the-road help, 24/7, anywhere in the United States, Canada and Puerto Rico. This includes everything from flat-tire changes, emergency gasoline and lock-out service, to towing, alternative transportation and even trip-interruption benefits. This service also provides valuable trip-routing advice.

The **BMW Assist** Safety Plan is an optional four-year program. You'll enjoy peace of mind knowing that a friendly response specialist is there to help you, 24/7, at just the push of a button. The Safety Plan includes Automatic Collision Notification, Emergency Request, Enhanced Roadside Assistance, Door Unlock, Stolen Vehicle

Display in the cockpit automatically alerts you in advance whenever any part of your vehicle will require servicing. You can also use the optional iDrive Control Display to find out which components will need to be serviced, and when.

When combined with TeleService – the innovative telematics service included with the optional BMW Assist™ Safety Plan<sup>1</sup> – the CBS-collected data is automatically transmitted to your BMW center, which then contacts you to set up a service appointment. And because they use only **Original BMW Parts**, you can rely on expert fit and long-lasting BMW quality.

Recovery and Customer Relations. Included in the BMW Assist Safety Plan, MyInfo allows you to send business locations and street addresses with their associated phone numbers from the Google Maps™ website directly to your BMW. The destination can be sent to your Navigation system for turn-by-turn directions. With the BMW Navigation system and certain BlackBerry smartphones linked to your BMW via Bluetooth® technology, BMW's Mobile Office feature transfers text messages and emails to your iDrive Display screen and reads them aloud to you. A Calendar and To-do List can also appear on your Display screen while en route. Running late? Click on the phone number in the Calendar to call your appointment.

For the ultimate in coverage, add the optional **Convenience Plan**.<sup>4</sup> You'll enjoy unlimited access to personalized Directions, Traffic and Weather reports, as well as our Concierge feature, which can send a destination address and phone number, such as a restaurant or hotel, right to your BMW. You can make up to four operator-assisted calls per year with Critical Calling if your cell phone is not available, or if its battery is discharged. BMW Online allows online

access to up-to-date fuel prices and the latest weather forecasts, as well as Bloomberg's stock indices and the powerful reach of the Google Maps database – delivered to the iDrive Display right inside your vehicle.

BMW's unique **TeleService**, included in the BMW Assist Safety Plan, continually monitors specific parts that are subject to wear and tear – including the engine oil, micro-filter, spark plugs, brake linings and various fluids – as well as services that require attention at regular intervals, such as vehicle service inspections. This data is automatically transmitted to your BMW center, which will then call you to schedule a service appointment. You don't have to keep track of when your vehicle requires routine maintenance. An added benefit: any needed maintenance service parts will already be on hand, so your BMW is serviced and returned to you as quickly as possible.

For more details on BMW Ultimate Service, visit your authorized BMW center or log on to **[bmwusa.com/ultimateservice](http://bmwusa.com/ultimateservice)**.



### BMW Virtual Center.

If you get the sudden urge to shop for a BMW but your BMW center is closed, there's good news – the BMW Virtual Center is open 24 hours a day! Log on to **[bmwusa.com](http://bmwusa.com)**, and in the top navigation bar, choose "Build Your Own," and then the model that interests you. Configure the BMW of your dreams, and see what the monthly payments would be. You can even send the specifications to your authorized BMW center, apply for financing, or request a test drive – all online!

### BMW Financial Services.

Arranging to buy or lease a BMW is easier than you may think. Your authorized BMW center offers leasing and financing to suit your personal needs through BMW Financial Services.<sup>5</sup> Start the process at our website, where you can build your "dream vehicle," get an estimate on a monthly lease or financing payment, submit a credit application to BMW Financial Services – and get approval – all online!<sup>6</sup> To find out how BMW Financial Services can help put you behind the wheel of your favorite BMW model, log on to **[bmwusa.com/fs](http://bmwusa.com/fs)** or call, toll-free, **1-800-578-5000**.

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The new **BMW Welt** ("BMW World") delivery and brand-experience center in Munich is bold proof of BMW's passion for design. When you take advantage of the BMW European Delivery Program,<sup>6</sup> this is where you will meet your new BMW – in a personalized process that is highly dramatic and totally unforgettable. (You might also realize substantial savings that just may pay for your trip.) While you're there, marvel at the historic BMWs in the Museum; learn about our engineers' newest innovations in the Technology and Design Atelier; and take a tour of the plant to experience firsthand the state-of-the-art methods used to create a BMW. Then comes the unique experience of driving your new BMW on the roads it was designed for. To learn more, visit **[bmwusa.com/europeandelivery](http://bmwusa.com/europeandelivery)**.

<sup>1</sup> The BMW Assist and Bluetooth Hands-free Calling system with 4 years of Safety Plan services is optional or included in the Premium Package. In order to receive BMW Assist services, a subscriber agreement must be completed and transferred to the BMW Assist Response Center. GPS and underlying wireless services must be available and functioning; vehicle ignition must be turned on (except for Door Unlock and Stolen Vehicle Recovery), battery charged and connected and vehicle's electrical system operational; services may be limited to certain geographic areas. Call toll-free **1-888-333-6118**, go to **[bmwassist.com](http://bmwassist.com)**, or visit your BMW center for additional program details. Services are subject to the terms and conditions of your subscriber agreement.

<sup>2</sup> See your authorized BMW center for details on these limited warranties.

<sup>3</sup> The BMW Maintenance Program covers factory-recommended maintenance services as determined by the Service Interval Indicator for all new eligible MY 2004 and later BMW vehicles. Specific additional items that need replacement due to normal wear and tear are also covered. The maintenance coverage period is for the first 4 years or 50,000 miles, whichever comes first. Exclusions from coverage include: gasoline, gasoline additives, windshield washer fluid and additives, battery, tires, wheels, wheel alignment and tire balancing. All work must be performed by an authorized BMW center. See the Service and Warranty Information booklet for specific terms, conditions and limitations. Further information can also be obtained from your authorized BMW center.

<sup>4</sup> Requires BMW Assist Safety Plan subscription. Services are subject to the terms and conditions of your subscriber agreement. Please go to **[bmwassist.com](http://bmwassist.com)** for additional details on the optional Convenience Plan.

<sup>5</sup> Subject to credit approval and other terms and conditions.

<sup>6</sup> Not all models available for BMW European Delivery Program. Please go to **[bmwusa.com](http://bmwusa.com)** or visit your authorized BMW center for details.



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#### **BMW and the environment.**

BMW is a strong proponent of the environment and social responsibility. We launched BMW EfficientDynamics back in 2000 – the philosophy of providing greater power with increased efficiency and fewer emissions. This has resulted in significant benefits today – for our customers, the climate and the environment.

That year, ecological sustainability was also declared one of BMW's core strategic principles; it is now firmly anchored in our entire production chain. It starts with the development of fuel-saving and alternative vehicle concepts, continues with environmentally friendly production processes, and ends with innovative recycling methods. This effort has been recognized worldwide; in 1999, BMW AG – the parent company of BMW of North America and BMW Manufacturing Co. in Spartanburg, SC – was the first automotive company to be represented on the Dow Jones Sustainability Group Index. It has remained on the Index ever since; moreover, for the last six years, BMW has been voted the world's most sustainable automobile manufacturer. At BMW, we strive for and achieve high performance in all we do.



**BMW recommends**