

BMW EfficientDynamics
Less emissions. More driving pleasure.

BMW 3 Series
Sedan
Sports Wagon

bmwusa.com



The Ultimate
Driving Machine®

40 YEARS OF REDEFINING DRIVE.
THE BMW 3 SERIES SEDAN AND SPORTS WAGON.



ORDINARY
IS NOT AN OPTION.

3



If ever a digit defined a brand and a feeling, it's 3. Since 1975, the BMW 3 Series has elevated what were ordinary trips into extraordinary drives. Now comes the newest in the 3 Series Sedan and Sports Wagon families. With 320 hp,¹ TwinPower Turbo technology, a host of corner-conquering chassis enhancements, an 8-speed Sport Automatic transmission or 6-speed manual,² available Adaptive LED Headlights, and a dynamic new take on classic styling that is even more emotional, yet very much "3."

¹ 340i and 340i xDrive.

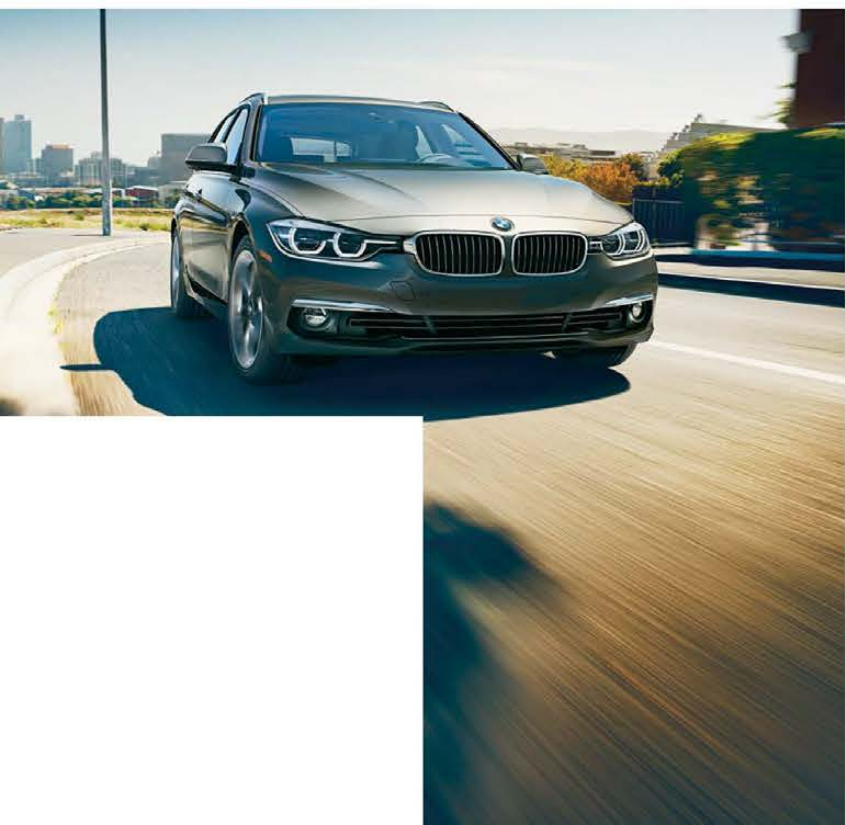
² 6-speed manual is available only on select models.

Get the latest information on BMW standard and optional features, packages and technical specifications. Visit bmwusa.com and select the BMW model of your choice.



40 YEARS. CREATE ICON. REPEAT.

Once upon a time a sports car had two seats, a softtop, a tiny trunk – and tons of fun. The sedan and station wagon? They knew their place, which was daily driving duty. If runs to the store were vanilla, well then, what would one expect? Then came the introduction of the BMW 3 Series in 1975. Suddenly, sedans were sexy. Six generations since, millions of 3 Series Sedans and Sports Wagons have transformed billions of everyday drives into eye-opening experiences. Here's to 40 more!



40 YEARS OF



ICONS LOOK TIMELESS.



An icon looks just right at any age. Our designers have always looked forward to evolving the styling of the 3 Series to appear forever fresh, yet unmistakably "3." A single glance at the front tells you that this is a 3 Series with a new attitude. You encounter it in the "eyes" – signature BMW halo headlights with the brilliance of available LED beams framing the famous kidney grille. Cast your glance across the body and you'll admire the crisp, sculpted surfaces, front to rear. At the rear, the athletic stance is strikingly evident. As are light bars, arranged in the distinctive BMW "L" and, again, all LED. And it's all formed into a shape that has been optimized in BMW's wind tunnel for minimal aerodynamic drag – and maximum fun.

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CORNERING OFFICE.

How to design a legendary driving space: first, delight the driver. That's a challenge we at BMW eagerly accept. Displays, dials and controls are scientifically arranged for intuitive access, helping you focus on the road ahead. BMW ConnectedDrive® keeps you connected, serving up critical navigation and traffic information, as well as entertainment and mobile office options, at the command of a touch. Sport seats hug you in just the right spots and, along with the leather-wrapped sport steering wheel, make you feel like you've been with them forever. Which could be the way you feel about staying inside a legendary BMW 3 Series.

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TwinPowerTurbo



BMW

POWER AND EFFICIENCY PLAY WELL TOGETHER.

For more than 40 years, 3 Series engines have delivered soul-stirring power and environmentally conscious efficiency. An all-new 3.0-liter inline six-cylinder engine in the 340i pours on 320 hp with 330 lb-ft of torque.

In the 328i, you'll love its powerful and efficient TwinPower turbocharged four-cylinder, with 240 hp and 255 lb-ft of torque. Also available is our incredibly efficient four-cylinder TwinPower Turbo diesel with a silky-smooth 180 hp and 280 lb-ft of torque. Sending power to the rear wheels, or all four in xDrive models, is our enhanced 8-speed Sport Automatic transmission. On models equipped with the BMW Navigation system, gear selection is optimized using real-time GPS data to match performance to your road. Smart engines. Smart transmissions. Expect nothing less of a car that hasn't stopped learning in the 40 years since it was born.

¹BMW AG preliminary test results for 340i with automatic transmission and xDrive. See technical data page for detailed information. 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.



THE MOVES OF A CHAMPION, REFINED.

Since 1975, the BMW 3 Series racers have been no strangers to winner's circles around the world. The championship formula for the world's original sports sedan has always included near-perfect 50/50 front-to-rear weight distribution and relentless refinement. The new 3 Series displays enhanced dynamics delivering more precise steering, reduced body roll, greater directional stability – and driving confidence. For an elevated sporting experience, an available Track Handling Package adds Variable Sport Steering, Adaptive M Suspension, M Sport brakes, and 18-inch light alloy wheels with Michelin® Pilot Super Sport performance tires.¹ No matter the level of suspension you choose, do so knowing that it's designed with a focus on achieving the ultimate driving experience.

¹Performance tires include Mobility Kit and increased top-speed limiter; not recommended for driving in ice and snow conditions. Get the latest information on BMW standard and optional features, packages and technical specifications. Visit bmwusa.com and select the BMW model of your choice.



NO FUN LEFT BEHIND.

"You can't take it with you." Says who? This is a true wagon with all the extra room you need for groceries, bikes and what have you. Yet this is an Ultimate Driving Machine[®] that lives up to the "Sports" in its name. With 40/20/40 split fold-down through-load rear seats and a rear hatch providing easy access to up to 53 cu. ft. of cargo space, you can carry more without settling for less than the extraordinary power and handling of a BMW 3 Series. So what we have here is the BMW Sports Wagon. And thus it shall ever be. All aboard.

ENGINEERING A LEGEND.

A CONVERSATION WITH THE BMW 3 SERIES DESIGN AND ENGINEERING TEAM:

What characteristics of the 3 Series do you strive to maintain and enhance?

A BMW 3 Series is the benchmark for dynamic design, being fun to drive and offering all-day usability. We wanted to create a larger smile on the faces of our customers when they are in the driver's seat. For instance, the interior is the typical BMW driver-focused orientation. This is important for a car that is driven in a very sporty manner. We've also made many elements of the Sport Line standard on 328i and 340i models, made a comprehensive improvement in the chassis and introduced a new engine for the 340i and the 340i xDrive – a six-cylinder with more performance that will create sheer driving pleasure.

As the team designed and developed the 3 Series suspension how did you want the final product to feel to the driver?

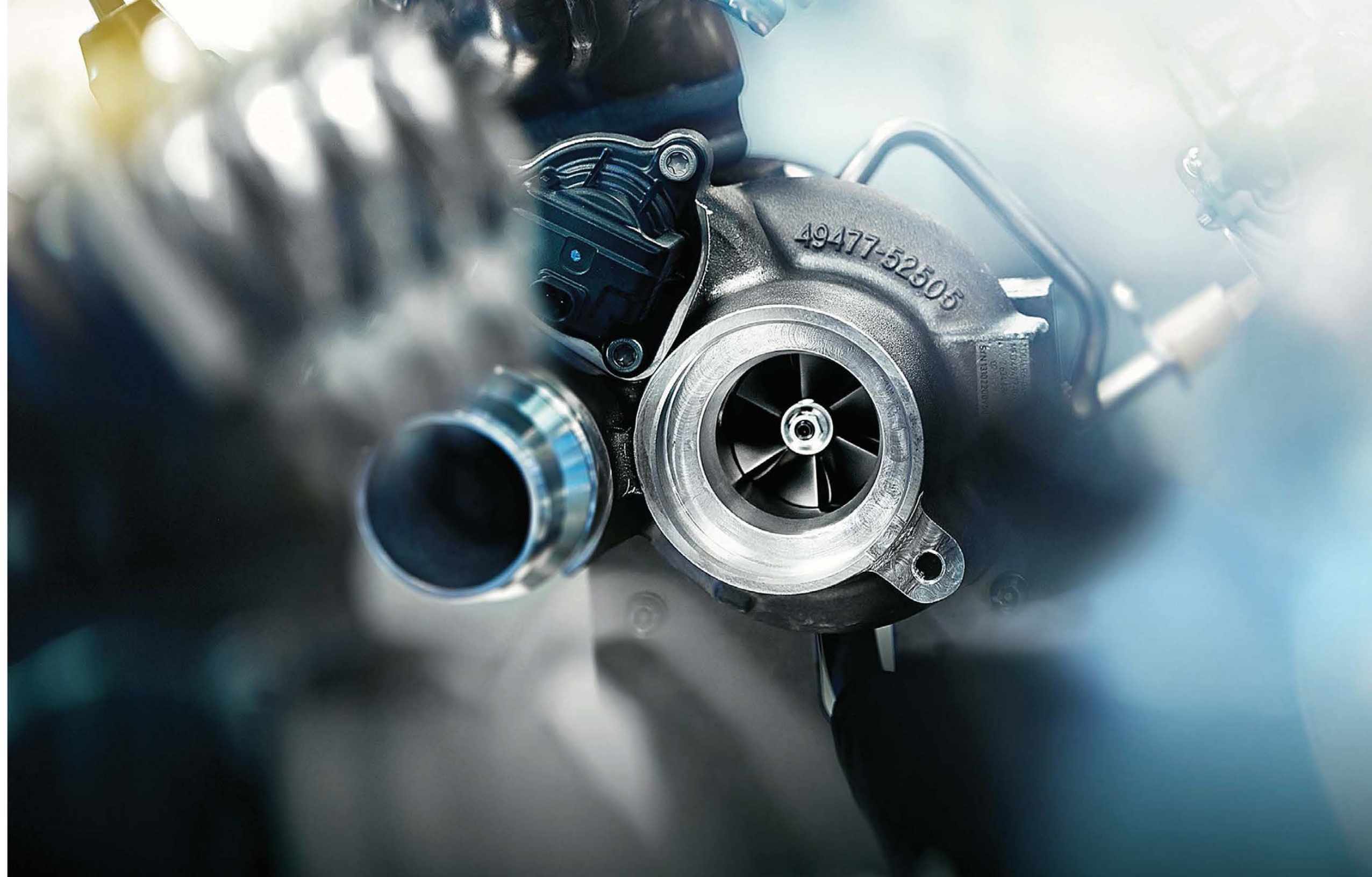
More sporty! We've made improvements on all three chassis types – the standard, M Sport and the Adaptive M Suspension chassis. By introducing new damper technology and refined steering, the chassis has been made stiffer for a sportier feel without compromising comfort. We recently drove the new 340i with Adaptive M Suspension on a handling course, and the precision of steering combined with the light-footed, effortless handling through the tight curves was amazing. That makes you look forward to the next curve!

Why is the 3 Series' near-perfect 50/50 weight distribution so important to its character and to the driver?

The near-perfect 50/50 weight distribution between the front and rear axles makes a BMW superbly agile. The car benefits from a secure steering feel and provides good traction even with heavy cornering loads. This, combined with Dynamic Stability Control, means your BMW remains easy to control even in extreme situations.

What will drivers of this latest 3 Series notice that's different from its predecessors?

First, they will see new headlights and a broader stance on the road. Our customers will especially appreciate higher steering precision and improved handling. In the interior, they will enjoy the new mix of materials: additional high-gloss surfaces and chrome accents. Finally, information and communications technology is even more important to our customers, and they will see improvements here, too. For example, the navigation updates wirelessly via the car's 4G LTE connection.



THREE WAYS TO MAKE A 3 SERIES YOURS.

SPORT COMES STANDARD

Here's the perfect way to express your sporting intentions. Front and rear intakes in high-gloss black play well with matching kidney grille slats. Inside you'll see trim that boldly states, "Drivers rule": leather-wrapped sport steering wheel; sport seats in SensaTec or optional highlighted Leather; instrument controls with red highlights; Driving Dynamics Control with SPORT+ mode and more.

M SPORT PACKAGE

Dial the driving thrills all the way up to level M. Show the road who's boss with the M Aerodynamic kit, M Sport suspension,¹ M light alloy wheels with performance tires, multi-function M sport steering wheel, short-throw shift lever knob (manual transmission only), exclusive Aluminum Hexagon trim and more. This is serious stuff for serious fun, M-style.

LUXURY PACKAGE

Express sophistication and elegance in the spirit of the 3 Series with a signature key fob and exclusive exterior chrome design elements, including bumper accents, air intakes, kidney grille slats, exterior trim and exhaust pipe finishers.



¹M Sport suspension not available on xDrive models.

Leather: Leather on all seating surfaces; other components may be Leather or SensaTec. Get the latest information on BMW standard and optional features, packages and technical specifications. Visit bmwusa.com and select the BMW model of your choice.

EXTERIOR COLORS – NON-METALLIC



300
Alpine White

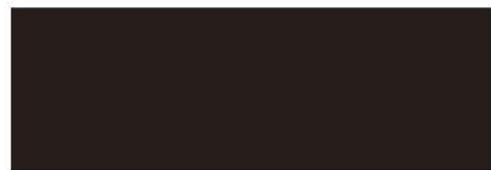


668
Jet Black

EXTERIOR COLORS – METALLIC



A96
Mineral White Metallic



B65
Jatoba Brown Metallic



C08
Platinum Silver Metallic



C10
Mediterranean Blue Metallic



A83
Glacier Silver Metallic



A89
Imperial Blue Metallic



B39
Mineral Gray Metallic



A75
Melbourne Red Metallic



475
Black Sapphire Metallic

WHEELS



Double Spoke light alloy wheels (Style 392), 17 x 7.5; and 225/50 run-flat¹ all-season tires^{2,3}



V Spoke black light alloy wheels (Style 398), 18 x 8.0 front, 18 x 8.5 rear; and 225/45 front, 255/40 rear Michelin[®] Pilot Super Sport performance tires^{1,2,3}



Double Spoke light alloy wheels (Style 397), 18 x 8.0 front, 18 x 8.5 rear; and 225/45 front, 255/40 rear run-flat¹ performance tires^{2,3}

18 x 8.0; and 225/45 run-flat¹ performance^{2,3} or all-season tires²



Star Spoke light alloy wheels (Style 400M), 18 x 8.0 front, 18 x 8.5 rear; and 225/45 front, 255/40 rear run-flat¹ performance tires^{2,3}

18 x 8.0; and 225/45 run-flat¹ performance^{2,3} or all-season tires²



Double Spoke Orbit Gray light alloy wheels (Style 442M), 19 x 8.0 front, 19 x 8.5 rear; and 225/40 front, 255/35 rear run-flat¹ performance tires^{2,3}



Star Spoke light alloy wheels (Style 403M), 19 x 8.0 front, 19 x 8.5 rear; and 225/40 front, 255/35 rear run-flat¹ performance tires^{2,3}



Star Spoke light alloy wheels (Style 407), 19 x 8.0 front, 19 x 8.5 rear; and 225/40 front, 255/35 rear run-flat¹ performance tires^{2,3}

M SPORT EXCLUSIVE



B45
Estoril Blue Metallic



4WF
Aluminum Hexagon / Estoril Blue highlight



4WG
Aluminum Hexagon / High-gloss Black highlight

Estoril is a small town in Portugal with a rich motorsport history that includes a circuit used for Formula 1[®]. First offered on the E36 M3, these color and trim options are available exclusively on cars equipped with the M Sport Package.



UPHOLSTERY – SENSATEC



KCSW
Black SensaTec



KCDF
Venetian Beige SensaTec



KCL3
Black SensaTec / Red highlight

UPHOLSTERY – DAKOTA LEATHER



LCDJ
Saddle Brown Dakota Leather / Dark Brown highlight



LCL5
Coral Red Dakota Leather / Black highlight



LCL3
Black Dakota Leather / Red highlight



LCDY
Saddle Brown Dakota Leather / Dark Brown highlight / Brown lower dashboard



LCOM
Oyster Dakota Leather / Dark Oyster highlight



LCFJ
Venetian Beige Dakota Leather / Dark Oyster highlight



LCL8
Black Dakota Leather / Dark Oyster highlight

INTERIOR TRIMS



4FU
Fineline Anthracite Wood / Pearl Gloss Chrome highlight



4FT
Brushed Aluminum / High-gloss Black highlight



4FW
Burl Walnut Wood / Pearl Gloss Chrome highlight



4GA
Ash Grain Wood / metal inlay / Pearl Gloss Chrome highlight

¹ Do not come equipped with a spare wheel and tire.
² 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.
³ Performance tires include Mobility Kit and increased top-speed limiter; not recommended for driving in ice and snow conditions.

Leather: Leather on all seating surfaces; other components may be Leather or SensaTec.
 For details on the availability of standard and optional exterior paints, interior trims, and upholstery materials and colors, please visit bmwusa.com/byo.
 Wheel and tire specifications are subject to change. Get the latest information on BMW standard and optional features, packages and technical specifications. Visit bmwusa.com and select the BMW model of your choice.



TECHNICAL DATA

	328i	328i xDrive	328i Sports Wagon	328d	328d xDrive	328d Sports Wagon	340i	340i xDrive
Engine	DOHC 2.0-liter TwinPower Turbo Inline 4 240 hp @ 5000 rpm 255 lb-ft @ 1250-4800 rpm			DOHC 2.0-liter TwinPower Turbo Diesel Inline 4 180 hp @ 4000 rpm 280 lb-ft @ 1750-2750 rpm			DOHC 3.0-liter TwinPower Turbo Inline 6 320 hp @ 5500-6500 rpm 330 lb-ft @ 1380-5000 rpm	
0-60 mph (sec) ¹	5.8 (5.7)	5.7	6.0	7.4	7.3	7.6	4.8 (4.9)	4.6 (4.7)
City/Highway mpg ²	23/35 (22/34)	22/33	22/33	32/45	31/43	31/43	TBD	TBD

Above figures in () refer to vehicles with manual transmission.

DIMENSIONS

3 Series Sedan and Sports Wagon			
Vehicle Length	182.8	Vehicle Width	71.3
Vehicle Height	56.3	Ground Clearance	5.5 (5.7 with xDrive)
Luggage Volume (Sedan / Wagon)	13 cu. ft. / 27.5 cu. ft.	Legroom Front / Rear	42 / 35



All dimensions in inches unless otherwise noted.

¹BMW AG preliminary 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.

²Preliminary 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. Please visit bmwusa.com for the latest information.



AWAKEN YOUR DRIVING SPIRIT AT THE BMW PERFORMANCE DRIVING SCHOOLS.

Explore the limits of a BMW and yourself at the BMW Performance Driving School, now in two locations. Our East Coast school, located in Spartanburg, South Carolina, features a two-mile track with decreasing and increasing radius turns, elevation changes and straightaways. It also includes a polished concrete skid pad and five water walls to avoid. The School's close proximity to our factory also allows you to pick up your new BMW directly and drive it home.

On the West Coast, BMW has built an exclusive paddock and track area at The Thermal Club, located in Thermal, California. Spanning over 30 acres, the 1.6-mile road course has many of the Spartanburg features, plus beautiful California sunshine.

Choose from Teen School, Driver's School, or M School. With each, you'll have the time of your life while gaining asphalt-conquering confidence.

TO BOOK A CLASS, PLEASE CALL 1-888-345-4BMW OR VISIT BMWUSA.COM/PDS.



TO BUILD YOUR OWN 3 SERIES, VISIT BMWUSA.COM/BYO.

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BMW recommends Original BMW Engine Oil.