

BMW Canada Inc. 2018 Product Planning Bulletin



The All-New BMW 3 Series Sedan.

BMW proudly introduces the seventh generation of the iconic sports sedan - the BMW 3 Series. Over the past 40 years, no single model has embodied the concept of the Ultimate Driving Machine better than the BMW 3 Series Sedan. Modern design, agile handling, exceptional efficiency and innovative features, all signature characteristics of a BMW, have been raised to a higher level than ever before through tireless engineering and testing.

Model Range:

330i xDrive

M340i RWD

M340i xDrive

SOP: 12/18 (330i) / 04/19 (M340i)

Retail Launch: March 9, 2019

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The All-New BMW 3 Series at a Glance:

- **2019MY 330i xDrive** to launch on March 9, 2019 at a **starting MSRP of \$49,000.**
- **2020MY M340i** to launch late Spring 2019 at a **starting MSRP of \$59,150 (RWD) and \$61,850 (xDrive).**
- **330i xDrive 4-Cyl model with increased output:** 255hp (+7) and 295 lb-ft. (+37).
- **First-Ever 3 Series M Performance model M340i** with 6-Cyl Engine producing 382hp and 369 lb-ft.
- **Standard BMW Live Cockpit Professional** with 10.25" Touch Screen Display and Full Digital Instruments.
- **Standard Driving Assistant** including FWD Collision, Blind Spot, Lane Departure warning and more.
- **Standard BMW Intelligent Personal Assistant** with enhanced voice control.
- **Standard BMW Connected Professional:** ARTTI, Apple CarPlay, Remote Services, Concierge Services
- **Available Advanced Driving Assistant with semi-autonomous lane keeping,** Traffic Jam Assist.
- **Largest-ever tire selection** with non-RFT, RFT, A/S, and Performance Tire options.

Detailed M340i Packaging and Pricing to be released closer to market launch.

Base MSRP	
330i xDrive Sedan	\$49,000
Standard Equipment Changes vs. F30	
New Inline 4-Cylinder Engine (+7hp / +37lb-ft.)	✓
2VB - Tire Pressure Monitor	✓
302 - Alarm System	✓
403 - Glass Sunroof	✓
465 - Through-Loading System	✓
493 - Storage Compartment Package	✓
508 - Front and Rear Parking Sensors	✓
563 - Lights Package	✓
5AV/5AS - Driving Assistant + 5AL - Active Protection (Fwd. Collision, Blind Spot, Lane Departure Warning, Cross-Traffic Alert (rear), Rear Collision Prevention, Speed Limit Info)	✓
6U3 - BMW Live Cockpit Professional Navigation (12.3" Digital Instrument Cluster + 10.25" Touch Screen)	✓
6C3 - BMW Connected Package Professional (ARTTI, Remote Services, Concierge Services, Apple CarPlay Prep.)	✓
5A1 - Front Fog Lights	X

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Base Model – Highly Equipped Entry Level Offering.

The launch of the all-new BMW 3 Series brings significant enhancements to standard equipment of the entry variant. At its base MSRP of \$49,000, the 330i xDrive features BMW's latest top-tier infotainment with a 12.3" Full Digital Instrument Cluster and 10.25" High-Resolution Touch Screen display running iDrive 7.0. The full suite of ConnectedDrive services is also standard including Advanced Real-Time Traffic, Remote Services, Concierge Services, and Apple CarPlay preparation. The focus on standard technology also carries over to safety equipment with standard Alarm System, Front/Rear Parking Sensors, and Driving Assistant (FWD Collision, Blind Spot, Lane Departure Warning, Rear Cross Traffic Alert, and Speed Limit Info).

With the highest-ever standard equipment level of any BMW 3 Series, the base model 330i xDrive makes for a very attractive entry level offer. The all-new 3 Series becomes the clear segment leader in standard Safety and Technology.

Sample Entry Level Specifications.



\$49,750

- + 1CR Remote Start
- + 248 Heated Steering



\$51,600

- + ZMB Prem. Essential
 - Remote Start
 - Heated Steering
 - Comfort Access
 - Lumbar Support
 - SiriusXM Radio
- + 1PU 19" Wheels
- + 5A1 Fog Lights

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Exterior Design – An Expression of Sporting Prowess.

The exterior design of the new BMW 3 Series Sedan uses a combination of precisely drawn lines and strikingly contoured surfaces to create a modern interpretation of the sporting aesthetic. Its new design language provides a clear showcase for the athletic character of the car. The new 3 Series Sedan is **7.3 cm longer** than its predecessor, **1.5 cm wider** and **1.2 cm taller**. These dimensions lend the latest-generation model dynamically stretched proportions and a muscular stature. The car's **4 cm longer wheelbase** and **increased track widths of +4.3 cm front and +2 cm rear**, meanwhile, have a direct and positive influence on its poise and agility.



In keeping with the sporting theme, the front end of the BMW 3 Series Sedan cuts a wide, low-slung and aggressive figure. The large BMW kidney grill elements are framed by a single surround and split up by wide bars that link to the headlight units. A technically sophisticated and visually smaller interpretation of the customary BMW twin headlights gives them a road-focused stare. Their familiar two-way split is emphasized by an eye-catching notch in the front bumper that rises up into the headlight contour. **Full-LED headlights with extended features and U-shaped daytime driving lights are standard.** The optional Adaptive LED headlights with BMW Laserlight stand apart with their hexagonal daytime driving light rings and blue, L-shaped elements in the inner and outer light sources.

The hood is shaped by four contour lines flowing towards the BMW kidney grill. At its leading edge, it sits flush with the upper edge of the headlights and kidney grill. Below it, the front bumper has large surfacing and a modern look. Both the optional front fog lamps and the Air Curtains are integrated into the outer air intakes, which are inserted into the front bumper in a horizontal T shape on Sport Line models. This design was originally developed by the National Advisory Committee for Aeronautics (NACA) for the intake air in jet engines and later became a feature on racing cars.



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Exterior Design – An Expression of Sporting Prowess.

The car's hood, long wheelbase, short overhangs and elegantly flowing roofline accentuate its sporting profile when viewed from the side. A pair of character lines, which rise up to the rear of the car at door-handle level, strengthen the visual impact made by the forward-surgings body. A contour line near the side skirts guides the eye to the sculpted rear wheel arches.



Another feature treated to a striking new look is the Hofmeister kink – the familiar counterswing at the trailing edge of the side window graphic. A BMW hallmark, this element of the window frame is now integrated into the C-pillar, giving the rear doors a “freestanding” glass edge. The new design language majors on clear forms and precise lines, and this approach is also visible in the transition of the flanks into the car's rear end. Surface contours flow stylistically into the rear bumper from the side skirts and extend in an upwards movement via the rear lights up to the spoiler lip on the trunk lid. Horizontal lines and the slim, stylishly darkened light units housing L-shaped LED taillights give the rear a wide and athletic stance. The T-shaped trim elements in the outer edges of the rear bumper – which also include a light function in the form of reflectors – mimic the design of the front air intakes on the Sport Line model. The exhaust system's 80 or 90-millimeter (depending on the model variant) twin tailpipes play a role in the car's arresting sporty appearance.



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Exterior Design – M Sport Package.

The M Sport model variant of the new BMW 3 Series Sedan is all about complementing the car's handling and appearance. The Line's standard M Sport Suspension or optional Adaptive M Suspensions are enhanced by Variable Sport steering. This variant features larger air intakes in the front end and an equally distinctive design for the side skirts and rear bumper. These elements are joined by BMW Individual high-gloss Shadow Line trim, kidney grille bars in High-gloss Black, air intake trim in High-gloss Black and a rear diffuser in Dark Shadow. The M Sport Package also features 19" Double-Spoke M Light Alloy Wheels in Style 791 M (pictured below) available with A/S, HP, RFT and Non-RFT.



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Interior Design – A Classy Route to Sporting Flair.

The brand's new design language brings a clear arrangement of surfaces to the interior of the new BMW 3 Series Sedan. This accentuates the increased spaciousness of the cabin and, together with the cockpit's focus on the driver, enhances their focus on the road ahead. The instrument panel has a modern, light look, and its horizontal lines, high-quality electroplated trim strips and contours extending into the doors lend themselves to a feeling of width and elegance. The coordinated design of the door trim, instrument panel and center console create an all-round feeling of space and a sporting aura. With their dynamic lines and clasp-style door openers, the front and rear door trim panels create a neatly coherent impression.



*M Sport Package interior shown.

The newly designed instrument cluster and Control Display form a large surfaced screen grouping, while the controls not included in these units are clustered into clearly structured function panels. In the center of the instrument panel, the displays and buttons for the air conditioning and the central air vents form a sharply designed unit, while the light functions are operated from a panel of buttons next to the steering wheel. The start/stop button for the engine is now positioned in a classy control panel in the center console, where the gearshift lever or newly designed selector lever is joined by the iDrive Controller and the buttons for the Driving Experience Control switch unit and electromechanical parking brake.



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Performance and Dynamics – Setting the Benchmark.

Boasting numerous detail upgrades, the new 2.0-liter, inline 4-cylinder and 3.0-liter, inline 6-cylinder engines powering the 2019 BMW 3 Series deliver **impressive performance (255hp / 279 lb-ft. and 382hp / 369 lb-ft. respectively)**. The significant increases compared with the predecessor engines are the result of the focused optimization of the BMW TwinPower Turbo system. Other improved characteristics of these engines include an optimized direct injection system, a lighter crankshaft, reduced internal friction, optimized heat management, and a new digital engine management system.

MY2019 330i xDrive: 0 – 100km/h

5.6 Seconds.

MY2020 M340i xDrive: 0 – 100km/h

4.4 Seconds.

The increased engine output of the new 3 Series is complimented by a complete overhaul of the vehicle's dynamic properties. An intelligent material mix including increased use of high-strength steels and aluminum throughout, lends to **weight savings of up to 55kg vs. F30** as well as perfect 50:50 weight distribution. Strategic chassis reinforcement and suspension design increase overall body rigidity by 25 percent, rising to as much as a 50 percent in certain areas. Contributing to the beautifully balanced chassis of the new 3 Series is the premiere of a newly developed suspension and damping system. Used for the first time in a BMW model, **lift-related damping technology** reduces body movement by perceptibly smoothing out vibrations caused by bumpy road surfaces and dynamic cornering, which paves the way for sporty, authoritative handling. For further details, reference the official BMW 3 Series Press Release.

Optimised aerodynamics
(Cd: from 0.23).

New shock absorber
technology.

Body rigidity
increased by up to 50 %.

New shock absorber
technology.

M Sport differential.*



50 %

Lower weight (up to - 55 kg).

50 %

Wider
front track:
+ 43 mm.

50 : 50 weight distribution.

Longer wheelbase (+ 41 mm).

Wider
rear track:
+ 21 mm.

* Optional equipment.

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Infotainment – BMW Live Cockpit and Connected Services.

6U3 – BMW Live Cockpit Professional (Standard)

The Standard BMW Live Cockpit Professional includes a **12.3-inch high resolution digital instrument cluster display** and a **10.25-inch digital touch screen Control Display featuring the all-new iDrive 7.0 Operating System**. This equipment package also features the Connected Navigation system, a hard drive-based multimedia system with 20 GB of memory, Touch Controller, one USB-A and one USB-C port for data transfer, Apple CarPlay and WiFi interface.

BMW Live Cockpit Professional also brings enhanced BMW iDrive 7.0 benefits to the new BMW 3 Series Sedan. The latest generation of BMW iDrive boasts fully digital displays and is geared even more closely to the driver's personal needs – with the aim of maximizing their attention levels. The system's clear presentation and structuring are designed to provide drivers with the right information at the right time, aided further by the customizable and personalized displays. The redesigned information display in the middle of the instrument cluster now leaves enough room for an excerpt from the navigation map, for instance. In the main menu on the Control Display, the driver is able to configure up to ten pages, each showing two to four pads (tiles) with live content.

6C3 – BMW Connected Package Professional (Standard)

The Connected Package Professional includes Remote Services, Concierge Services, and Real Time Traffic Information and is standard on the all-new 3 Series for a duration of 4 years. Having this package on the vehicle will allow for easy integration and adaptation of new technology over time. Customers can continue to download various new digital services individually as they become available or renew existing services via the ConnectedDrive Store.



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Driving Assistance Systems – Most Advanced to Date.

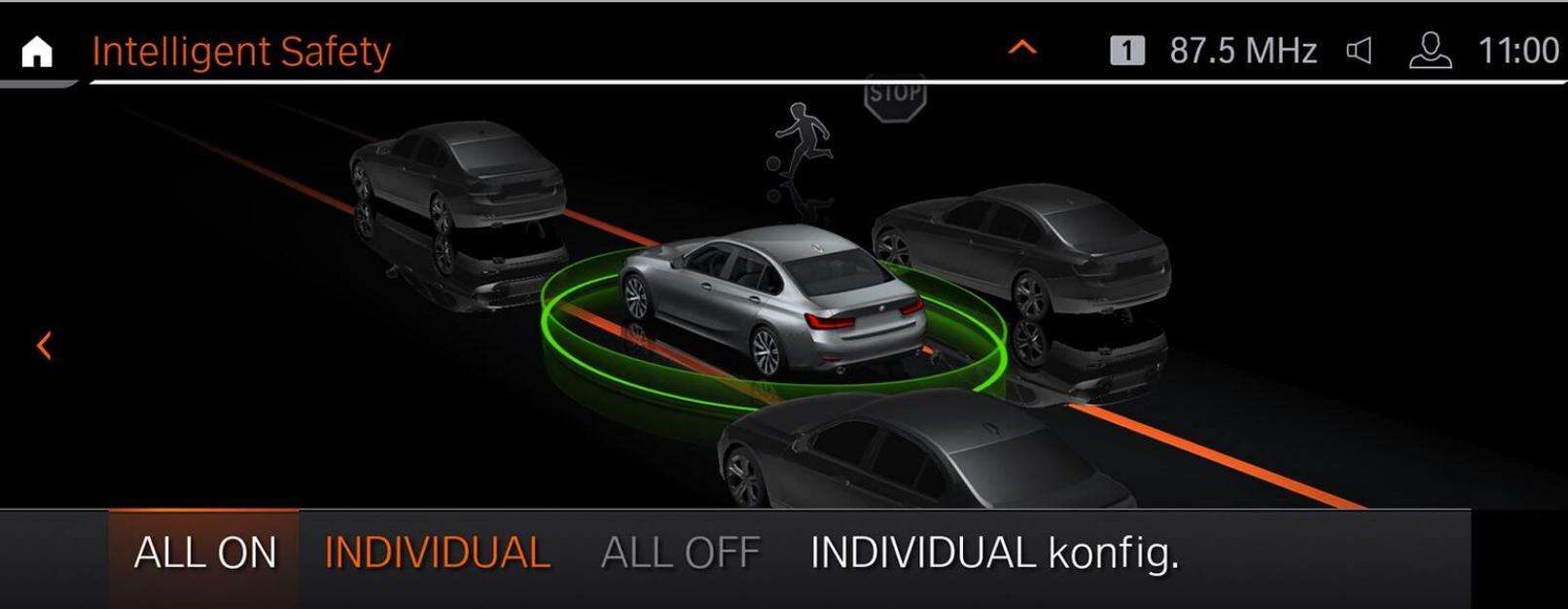
The new BMW 3 Series Sedan comes with the highest level of standard safety equipment of not just any 3 Series, but of any segment competitor:

5AV – Active Guard Collision and Pedestrian Warning with City Braking function (Standard)

Alerts the driver when a vehicle, pedestrian, or even cyclist is detected. Depending on the situation, the system can bring the vehicle to a halt to either avoid a collision or minimize its consequences.

5AS – Driving Assistant (Standard)

Lane Departure Warning (70-210 km/h) and Blind Spot Detection (from 20 km/h) systems help the driver to guide the car back onto the correct path with a steering input. Also included is Rear Collision Protection and Cross-Traffic Alert, thereby reducing the risk of a collision when reversing into roads that are obstructed from the driver's view. To help it keep an eye on what's happening behind the car, Cross-Traffic Alert is able to employ both the radar sensors in the rear apron and the rear view camera. Finally, Speed Limit Information increases driver awareness without distraction.



5AU Driving Assistant Professional (Optional)

Includes Active Stop & Go Cruise + Steering and Lane Control, which takes its cues from road markings and vehicles driving ahead and works together with the driver to help keep the vehicle in the detected lane. A dedicated button on the steering wheel's left-hand spoke ensures the systems are easy to operate.

Lane Keeping Assistant with active side collision avoidance provides steering assistance to avoid lane departure and side collisions, while the Evasion Assistant helps to keep the vehicle under control when the driver has triggered an avoidance maneuver.

Finally, the Extended Traffic Jam Assistant integrates Lane Keeping Assistant, Active Cruise Control with Stop and Go and a driver attention monitoring camera that removes the need to touch the steering wheel every 30-50 seconds if the driver's attention is clearly on the road ahead. It is designed to operate on limited access highways at speeds up to 60 km/h and greatly reduced the stress and monotony of stop-and-go traffic situations.

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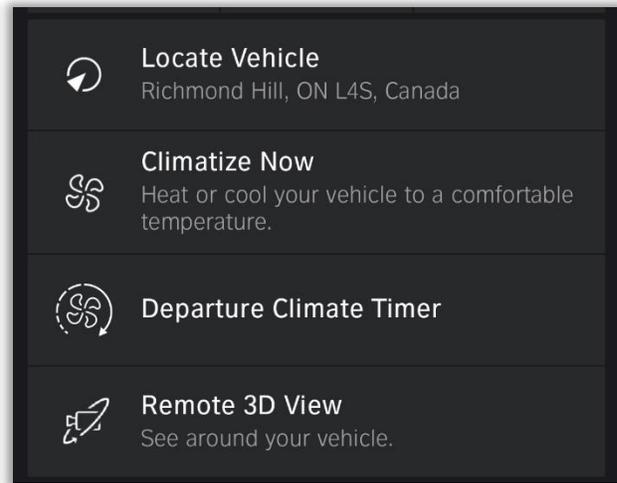
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Technology – More Intuitive and Convenient Than Ever Before.

1CR – Remote Engine Start (Optional)

For the first time ever, the all-new BMW 3 Series is available with Remote Engine Start capability. A triple-press of the unlock button on the key-fob or the “Climatize” functionality within the BMW Connected App can be used to activate.



BMW Intelligent Personal Assistant (Standard)

Making its debut in the new BMW 3-Series Sedan is the BMW Intelligent Personal Assistant, an intelligent, digital character that responds to the prompt "Hey BMW". The new system learns routines, habits, preferences, and is familiar with the driver's favourite settings - e.g. for the seat heating or the places they drive to frequently using the navigation system ("Take me home"). One unique feature over other digital assistants is that drivers can give him a name (for example, "Hey Charlie") to lend even greater individuality and personality. The system is familiar with the vehicle's functions and is able to operate them as required. Saying "Hey BMW, I'm cold" will prompt the system to adjust the temperature inside the car accordingly. The assistant will benefit from constant technical upgrades and be able to learn more and more preferences and favoured settings.



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For any questions or comments about the all-new 2019 BMW 3 Series Sedan, please contact:

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