



The Ultimate
Driving Machine



PRODUCT LAUNCH GUIDE.

THE NEW BMW 3 SERIES
SALOON AND TOURING.

INTRODUCTION.



The new BMW 3 Series Saloon and Touring have been updated with sporty styling cues as well as the introduction of the new M Sport Shadow Edition, gifting you the opportunity to open new conversations with customers and prospective customers. The enhanced looks, specification and optional equipment strengthens our class-leading position against recent competitor launches.

Packed with the latest BMW technologies, including the new BMW 6.5" Navigation system (latest ID6 software) with live main tile menus, LED headlights and fog lights; all are now standard across the range. The simplified model line-up provides a clearer sporty positioning for the new BMW 3 Series, aligning it with the wider BMW range.

DESIGN.

EXTERIOR.

A new exterior colour, Sunset Orange, plus LED headlights as standard that deliver significantly better lighting of the road, work together to enhance the aesthetics of the latest incarnation of the BMW 3 Series Saloon and Touring models.



LED headlights and fog lights.

LED headlights and fog lights are now standard across the range and provide a modern and distinctive character that stands out in day and night-time driving conditions.

Visibility to other road users is maximised by the LED daytime driving lights, whilst the low and high beam LED headlights with automatic beam throw control provide better illumination of the road. LED headlights also reduce energy consumption for greater efficiency.



Optional BMW Icon Adaptive Headlights.

The new optional BMW Icon Adaptive LED Headlights, with their hexagonal corona rings, further boost the sporty aesthetics of these new models, while simultaneously providing greater visibility than standard LED headlights.

Enabling optimum illumination of the road ahead without risking glare for other road users, BMW Selective Beam brings together intelligent technologies within the adaptive lights to distribute light around other vehicles in respect of the traffic situation.

POSITIONING.

MODEL LINE-UP.

A strong focus on sporty aesthetics has led to the introduction of the new M Sport Shadow Edition and the removal of the Luxury trim. The new trim levels, available on both Saloon and Touring models, are detailed on the following page.

Please also note that the BMW 3 Series now boasts an increased standard specification across the range.

M SPORT SHADOW EDITION

+ £1,900

M SPORT

+ £1,900

SPORT

+ £300

SE



POSITIONING.

MODEL LINE-UP.

A strong focus on sporty aesthetics has led to the introduction of the M Sport Shadow Edition and the removal of the Luxury trim. Please also note that the BMW 3 Series now boasts an increased standard specification across the range.

The new trim levels, showing equipment highlights available on both Saloon and Touring models, are as below:

SE/ED

- **Servotronic steering**
- **LED headlights and fog lights**
- 17" alloy wheels
- BMW 6.5" Navigation System (latest ID6 software)
- BMW Emergency Call + RTTI
- Two-zone air conditioning
- Auto dimming rear-view mirror
- Rain sensor with auto. headlights
- 40:20:40 split-folding rear seats (Touring only)
- Metallic paint (30d and above)
- Automatic tailgate (Touring only)
- Extended lighting (30i and above)
- Sport seats
- High-gloss Black interior trim

SPORT

- **Servotronic steering**
- **LED headlights and fog lights**
- 17" Sport alloy wheels
- Sport leather steering wheel
- Contrast stitching
- Sport seats
- High-gloss Black interior trim

M SPORT

- **Servotronic steering**
- **LED headlights and fog lights**
- 18" M Sport alloy wheels
- Dakota leather upholstery
- M Sport leather steering wheel
- M aerodynamic bodystyling
- M Sport suspension
- Aluminium Hexagon interior trim
- High-gloss Shadowline exterior trim



Features highlighted in blue are new to each trim.

All trim highlights are in addition or as replacement to the SE trim equipment.

THE NEW BMW 3 SERIES M SPORT SHADOW EDITION.

The new BMW 3 Series M Sport Shadow Edition features a range of unique darkened elements in addition to an increased level of standard specification over the standard M Sport trim.

EXTERIOR

The eye-catching exterior of this unique edition features:

- New Sunset Orange paint
- New Dark LED Front and Rear Lights
- New Dark Elements in High Gloss Black: Kidney Grilles, Mirror Caps and Tailpipe trim
- 19" Bi-Colour Orbit Grey wheels
- M Sport Braking System
- Sun Protection Glass

INTERIOR

Inside, you'll find the superior quality touches that you'd expect including:

- New Aluminium Carbon Interior Trim
- New Dashboard with grey contrast stitching
- New BMW 6.5" Navigation system (ID6 software)
- harman/kardon loud speaker system
- High Beam Assist
- Extended Instrument Cluster



Ensure you contact customers who would be looking for a more unique model using the customer-facing flyer, available on BMW LaunchPad.

TECHNOLOGY.

TECHNOLOGY.



BMW NAVIGATION SYSTEM (LATEST ID6 SOFTWARE).

The new BMW 3 Series now includes the latest generation ID6 interface that features the following functionalities and benefits:

- Live tiles in the main menu update automatically to show the car's location and display the most recent content
- The content and the order of the tiles can be customised to suit the driver's preferences
- Navigation can also be customised, with a split-screen function that can improve ease of use for driver and passengers

BMW TOUCH CONTROL.

Using the latest system design and architecture, BMW Touch Control with ID6 builds on the latest BMW Navigation with touch functionality in conjunction with the iDrive controller. Customisable menu screens provide greater opportunities for personalisation, and an 'always on' navigation tile ensures drivers will always be aware of their location. ID6 BMW Professional Navigation System with Touch Control comes as part of the BMW Professional Media Package at £900.

DIGITAL COCKPIT.

The Digital Cockpit combines chrome-ringed instruments with a high-resolution 10.25" screen equipped with Black Panel Technology. Depending on the selected Drive Performance Control mode (ECO PRO, Comfort or Sport), the screen will display a different design.

Digital Cockpit is a £295 option on all models, including the M Sport Shadow Edition.