

BMW  
3 Series Convertible

328i  
335i  
335is



The Ultimate  
Driving Machine®



# THE BMW 3 SERIES CONVERTIBLE.

**BRIGHTEN YOUR DAY – FAST.**

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



## **BECOME A SUN WORSHIPPER.**

For some, a sunroof isn't enough. They want the whole sky. If that's you, we invite you to greet the day in the BMW 3 Series Convertible. Jump in, press the Start button, lower the retractable hardtop and slip it into gear. Feel the surge of effortless power from an advanced, high-efficiency engine. Bend the Convertible into tight corners, with precise roadholding that never fails to dial up the fun. Need a soundtrack for your good times? Let the available Harman Kardon® Surround Sound system move you, as you luxuriate in comfort in the beautifully crafted cockpit. The sky above, the road below, and nothing but you in between. Perfect.



## The BMW 3 Series Convertible

### OPEN UP TO NEW HORIZONS.

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The essence of athletic performance.
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[bmwusa.com/technology](http://bmwusa.com/technology)

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World-class, yet personalizing.

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

#### Equipment of model shown: BMW 328i Convertible

Engine: 24-valve, 3.0-liter inline six-cylinder  
Nominal output: 230 hp @ 6500 rpm  
Wheels: V Spoke (Style 338) light alloy  
Exterior color: Deep Sea Blue Metallic  
Upholstery: Cream Beige Dakota Leather  
Interior trim: Bamboo Anthracite Wood trim

For information on specifications, please see pages 58-59.

## Editorial

# OPEN TO FRESH IDEAS.

Fresh styling. Fresh engine concepts. A fresh High Performance model. All these ideas and more: now opening on the BMW 3 Series Convertible. This sleek sun-lover sports refined styling and gorgeous lighting features, front and rear. Under the long hood, high-efficiency, TwinPower Turbo engines breathe fire while sipping gasoline. A quick-shifting 7-speed sport automatic Double Clutch Transmission (DCT) is available in the 335is High Performance, which features a race-inspired Aerodynamic kit, a 320-hp twin-scroll TwinPower Turbo engine with up to 370 lb-ft of torque, and more fun than anyone really deserves to have in a car. (Except you.)

All this is combined with a level of everyday practicality you wouldn't expect in a sporting vehicle: a fold-down rear seat cargo area, accessible trunk storage – even with the roof stowed – door storage compartments and more. It's all in this ever-popular member of the iconic BMW 3 Series, selected as one of **Car and Driver's** "10Best" Cars for a record 20 years in a row.<sup>1</sup> Want details? You'll discover a wealth of them in these pages. And what this can't answer, your friends at the nearest BMW center can.

<sup>1</sup> **Car and Driver**, "10Best" Cars, January 1992-2011.





## SEIZE THE DAY. AND NIGHT.

Life is best served al fresco. That's where the BMW 3 Series Convertible shines, unencumbered by a roof overhead. Its styling, a modern expression of classic BMW design, makes hearts beat faster. Note the long hood, side skirts and low shoulder line, all flowing into a tail section that accentuates the horizontal. Even when the sun is low on the horizon, you still cut a dazzling figure, courtesy of LED-powered Corona headlight-rings. If ever there was a car that radiates the free spirit of the convertible, you've found it.





**TOP-DOWN EFFICIENCY – THE BETTER  
TO SEE THE ENVIRONMENT YOU LOVE.**



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

10 11 Exterior

The BMW 3 Series Convertible is thirsty for fun, not fuel. In BMW's EfficientDynamics philosophy, planet-friendly fuel efficiency and low emissions coexist with world-class performance. Our award-winning engines achieve impressive power through intelligent fuel-distribution technologies. High Precision Direct Injection in our TwinPower Turbo engines, and Valvetronic adaptive engine "breathing" are just two examples. All this power is efficiently transmitted to the wheels through either a standard 6-speed manual, a 6-speed STEPTRONIC automatic, or an innovative 7-speed sport automatic Double Clutch Transmission. Drive smart.

Get the latest information on BMW standard and optional features, packages and technical specifications. Visit [bmwusa.com](http://bmwusa.com), select the BMW model of your choice, and click on "Features & Specs."

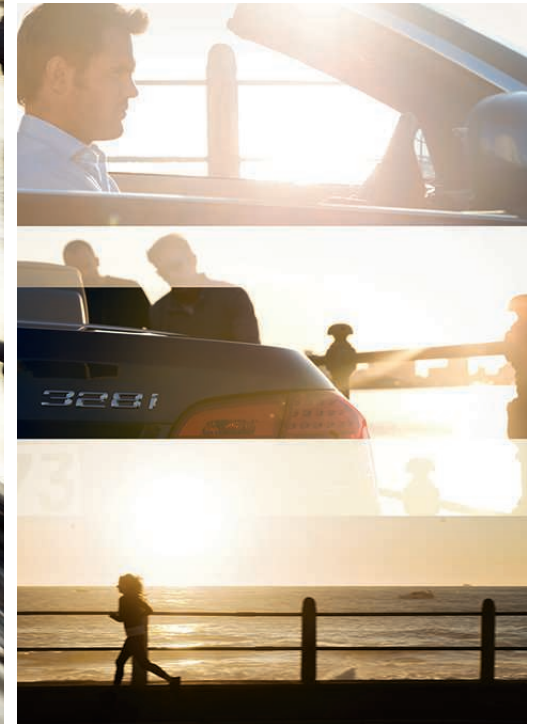
[bmwusa.com/efficientdynamics](http://bmwusa.com/efficientdynamics)



**WITH AMUSEMENT LIKE THIS  
YOU'LL NEVER WANT TO PARK.**

You are invited to play. The 3 Series Convertible offers roadholding thrills that rival a roller coaster on a summer day. Near-perfect weight distribution front to rear provides exceptional balance. Its taut suspension inspires cornering confidence, blended with a ride that is smooth while providing the road-feel required for precise driving. Active Steering makes it easier to carve tight turns or park in tight spaces, while providing greater stability at higher speeds. You can even add steering wheel-mounted paddle shifters to pop off gear changes just like a racecar driver. All the while, Dynamic Stability Control and Dynamic Traction Control help you take performance to the max without breaking the envelope. Please keep hands inside the cockpit until car comes to a complete stop.

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Active safety features and driving fun happily coexist in the BMW 3 Series Convertible. The powerful engine, fade-resistant brakes and agile handling that make driving a BMW so enjoyable also serve to help you avoid potentially dangerous situations. But should an accident prove unavoidable, BMW's array of state-of-the-art passive safety systems stand ready to help protect you. Three-point safety belts, a telescoping steering wheel, and steel-reinforced windshield and body help shield you from impact forces. The split second they are needed, rollover bars deploy from behind the rear seats, and airbags cushion blows from the front and sides – and in vehicles equipped with BMW Assist,<sup>TM</sup> response specialists are automatically notified, so you enjoy professional assistance around the clock.

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## SURROUND YOURSELF WITH ADVANCED SAFETY TECHNOLOGY.





## TIMELESS BEAUTY THAT'S ALWAYS IN SEASON.

Beautify the winter, summer, spring and fall. Top-down or top-up, the 3 Series Convertible expresses vitality and movement in any weather. Beyond the long hood and raked windshield, three sporty design lines – shoulder, character and lower sill – run the length of the body, drawing the eye swiftly back. With the hardtop closed to the elements, its sleek shape smoothly flows down to the rear deck, creating its own form of dynamic sculpture.





## A GALAXY OF FRESH LIGHTING IDEAS.

Consider this brilliant idea: the lighting for the 3 Series Convertible. 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 Convertible 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 3 Series Convertible will own the night.





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 that 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.

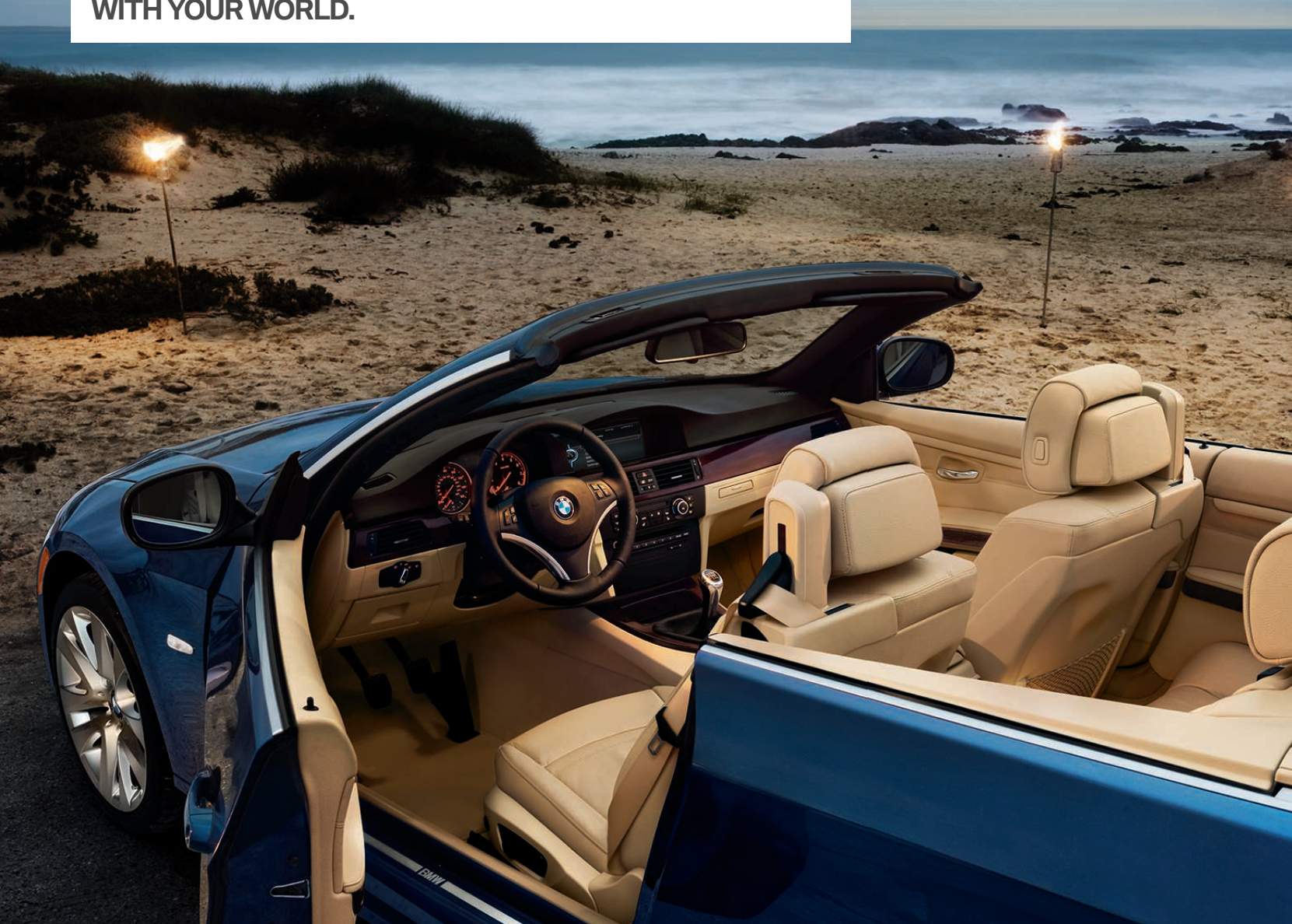
The computer has simplified and accelerated much in the design process. But for a final understanding, designers still need to be able to touch and feel the actual design in the form of a physical model.



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.



**STAY CONNECTED  
WITH YOUR WORLD.**



It's easy to stay in touch. While you're enjoying the scenery, find out where you are and where you're going with just a flick of the iDrive Controller. Included with the on-board Navigation system, this intuitive fingertip interface gives you command over a world of information, including navigation, comfort and entertainment settings. iDrive also connects you to friends and associates via a mobile phone interface. Want to add music to your beautiful day? iDrive makes it a joy to access and play music in Harman Kardon® Surround Sound – off a CD, from your iPod® with a USB adapter, or via Sirius/XM Satellite Radio. Six programmable buttons let you store your favorite radio stations, phone numbers and more. The MyInfo feature is included when you combine iDrive and BMW Assist,™ letting you send business addresses and phone numbers directly to your vehicle from your computer. You can then access driving directions and even initiate phone calls. BMW Assist also offers Automatic Collision Notification, Enhanced Roadside Assistance, Stolen Vehicle Recovery, Door Unlock and more. So no matter where your 3 Series Convertible takes you, you're never alone.

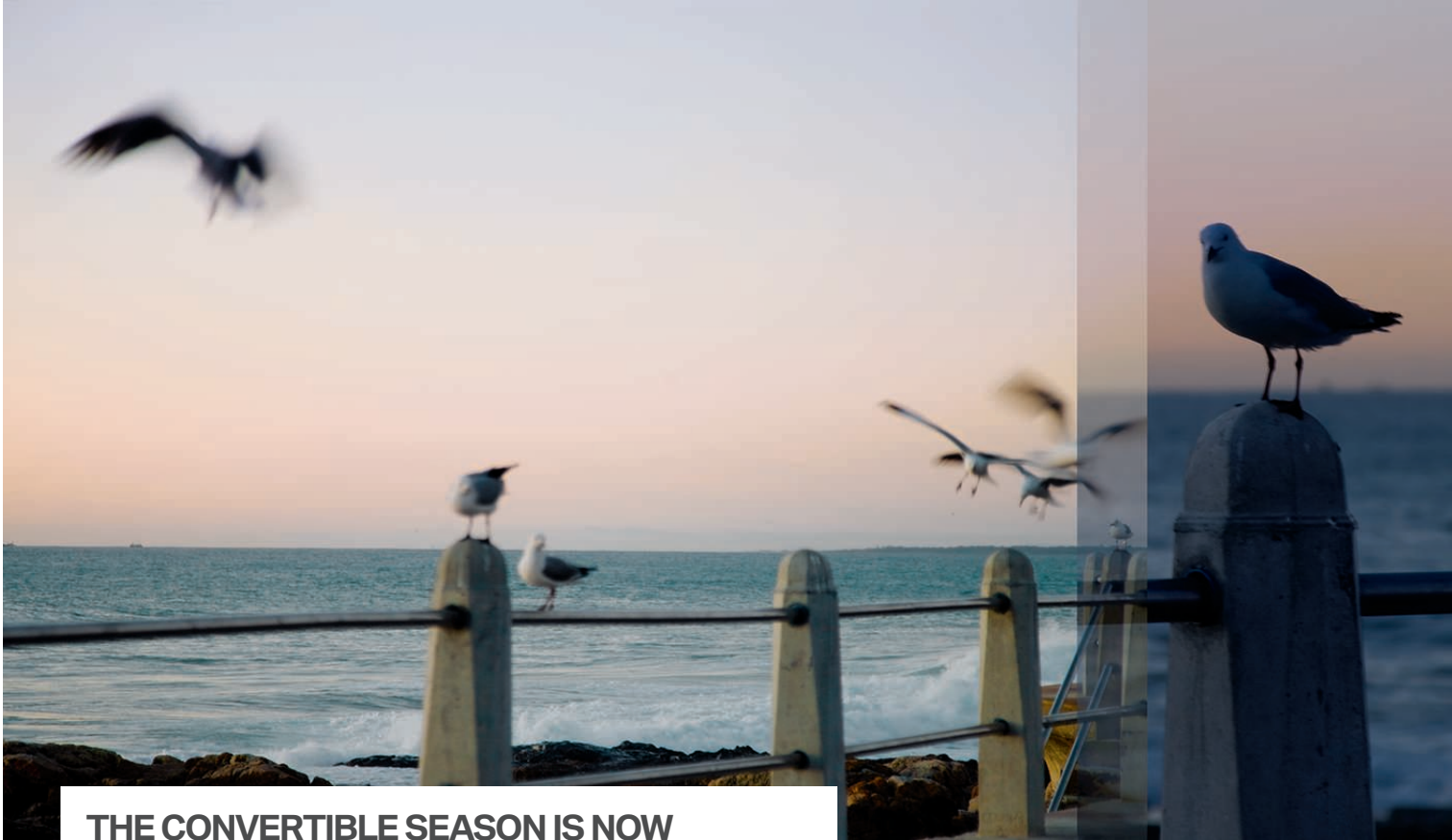
Get the latest information on BMW standard and optional features, packages and technical specifications. Visit [bmwusa.com](http://bmwusa.com), select the BMW model of your choice, and click on "Features & Specs."

A BMW's interior delights the sense of touch. And when that touch happens to be on a hot, sunny day with your top down, you'll feel the comfort of cooler seats. Thanks to innovative Sun-Reflective Technology, the Dakota Leather-upholstered seats stay up to 20 percent cooler in direct sunlight than conventional leather. If you think that's cool, the M Sport Package adds 12-way power front sport seats, with adjustable side bolsters and thigh support, to hold you and your passenger firmly in place while cornering. All the while, you're surrounded by quality materials crafted with skill and care. All controls are designed and precisely positioned for intuitive ergonomics, so you can concentrate on the road ahead, not knobs below. Come, sit, buckle up and wrap your fingers around the leather-wrapped M sport steering wheel. In an instant you'll know you're about to experience something special: the pleasure of The Ultimate Driving Machine.®

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## FEEL THE MATERIAL DIFFERENCE.





**THE CONVERTIBLE SEASON IS NOW  
LIMITED: JANUARY 1 TO DECEMBER 31.**

The BMW 3 Series Convertible is a year-round performer, thanks to a power retractable hardtop that raises and lowers in just 22 seconds via a switch on the center console or remote control. This may give rise to a few questions – such as, “How is visibility when the top is up?” Generous side and rear windows make it easier to see all around, while available Park Distance Control warns you of anything hidden behind your rear bumper. “What if the top is down and I want to put things in the trunk?” A Comfort Access option partially raises the hardtop up and out of the trunk, making it easier to stow your cargo. We’ve also heard, “Don’t convertible bodies flex more?” Not this one. Our innovative lightweight hardtop is torsionally rigid, as is the reinforced body and windshield. Or, “What happens to water on the roof while it’s being retracted?” It’s intelligently routed away, leaving the trunk high and dry. The 3 Series Convertible is now in season. Rain or shine.

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# 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.®

### 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, introduces 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 CONVERTIBLE'S EFFICIENT DYNAMICS INITIATIVE AT A GLANCE.



### BMW TwinPower Turbo technology.

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

### High Precision Direct 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.

### 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.

### 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.

### Electric Power Steering.

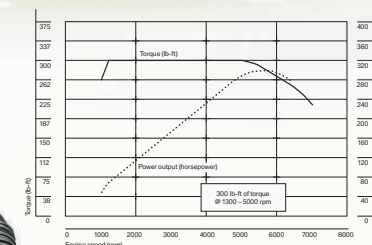
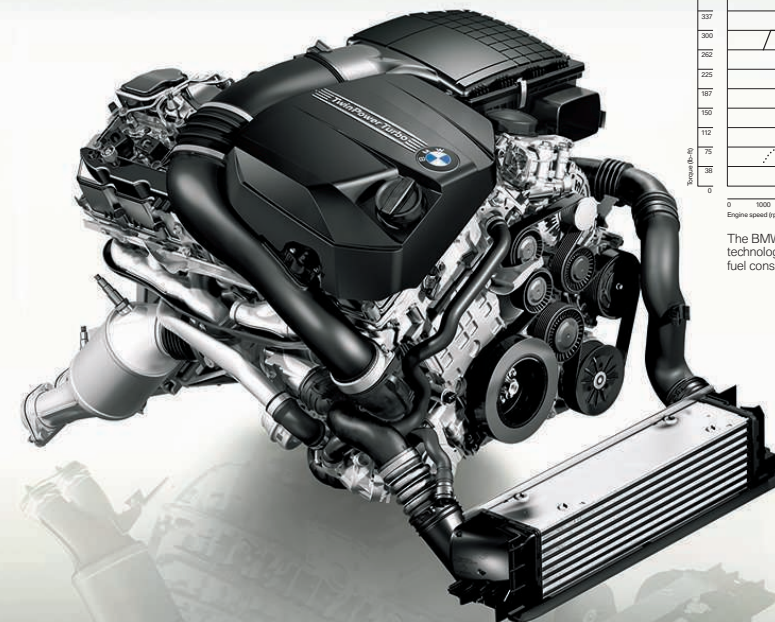
Unlike conventional, hydraulic steering systems, electric power steering draws power only during actual steering movements. When the steering wheel position is constant, the electric motor is inactive.

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.



## SATISFYING POWER SERVED UP IN THREE EXCITING FLAVORS.



The BMW Convertible 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 Convertible. 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 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 5.5 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 6.7 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 powerband.

**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® the BMW 3 Series Convertible 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 and 328i; 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 test results, manual transmission; 5.7 seconds, STEPTRONIC automatic. BMW urges you to obey all posted speed laws and always wear safety belts.

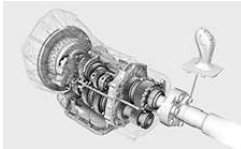
<sup>2</sup> BMW AG test results, manual transmission; 7.2 seconds, STEPTRONIC automatic. BMW urges you to obey all posted speed laws and always wear safety belts.



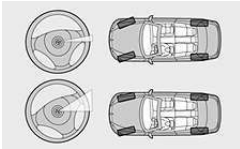
The BMW 3 Series Convertible offers a host of innovative performance-enhancing technologies as well as active and passive safety features that help you get the most pleasure out of every drive.



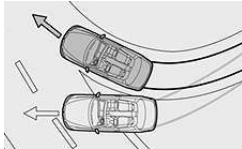
## IF THE 3 SERIES CONVERTIBLE IS BEAUTIFUL TO LOOK AT, WHAT'S INSIDE IS POSITIVELY STUNNING.



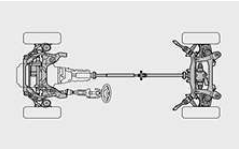
**7-speed sport automatic Double Clutch Transmission.** Available in the BMW 335is High Performance, this transmission features two separate clutches for the odd and even gears. When one gear is disengaging, the next one is already engaged. You experience lightning-quick gear shifts with maximum precision, 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.



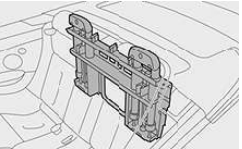
**Active Steering.** The Active Steering system adjusts both steering ratio and steering force in relation to driving speed. At low to medium speeds, a small turn of the steering wheel translates into a big turn of the front wheels. You enjoy more agility in city driving, quicker turns on twisting roads, 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.



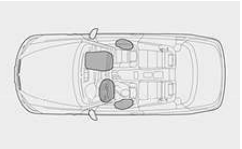
**Dynamic Stability Control (DSC).** DSC helps to stabilize the 3 Series Convertible in just milliseconds when it senses an impending skid. Whenever the system senses over- or understeer, it modulates engine power and can apply brakes individually to each wheel to help keep the vehicle under control 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 Convertible. In the front section, for example, aluminum is used extensively for suspension components and in the steering rack. This enhances the Convertible'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.



**Rollover Protection System.** The BMW 3 Series Convertible is built with a reinforced windshield frame and A-pillars, as well as a sturdy retractable hardtop. It also includes BMW's Rollover Protection System, where highly accurate sensors continually monitor vehicle angle, longitudinal and lateral acceleration, and amount of ground contact. When data indicates a rollover is imminent, rollover bars integrated behind the rear-seat headrests are deployed. Within fractions of a second they spring up and lock into place, helping to withstand rollover forces.



**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.



CONNECTED DRIVE: BMW'S INTELLIGENT NETWORK OF DRIVER, CAR AND ENVIRONMENT.



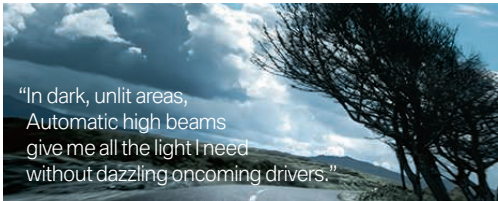
Today's technology allows greater interactivity between vehicles, consumer electronics, the internet, and the driver. In a BMW, this is called ConnectedDrive.

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.

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

**Enhanced mobile networking.** The BMW Vision ConnectedDrive is a visionary Roadster whose amazing design goes far deeper than its dynamic, flowing lines. Three levels in the interior each symbolize a facet of BMW ConnectedDrive: Safety, Convenience and Infotainment; accompanying functions and controls are highlighted with different colored lights that illuminate information. An extraordinary synthesis of exterior and interior style and substance, the BMW Vision ConnectedDrive points the way to a mobile networking future. More information on this concept vehicle and further research projects can be found in the Future Lab.

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



"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. Features 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.

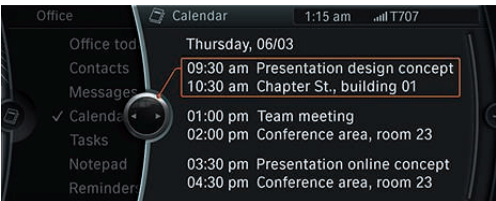
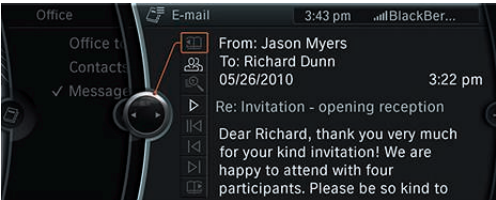


**Real Time Traffic Information** is a valuable feature, included with the Navigation system, that makes you aware of traffic congestion in most large cities before you encounter it. This feature displays and describes current local traffic information on your Control Display; in case of delays greater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

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

Get the latest information on BMW standard and optional features, packages and technical specifications. Visit [bmwusa.com](http://bmwusa.com), select the BMW model of your choice, and click on "Features & Specs."

# 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.

<sup>1</sup> Not all mobile phones are compatible with Mobile Office, and some compatible phones support a limited number of Mobile Office functions. For the complete list of compatible mobile phones and the details regarding which Mobile Office functions are supported by each phone, please visit [bmwusa.com/bluetooth](http://bmwusa.com/bluetooth).

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.

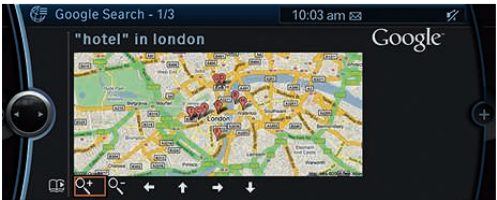
**Enhanced functions** for the iPod® and USB adapter add to the ease and pleasure of using your iPod or iPhone®. Want to know which CD that song comes from? The album cover is shown on your Display screen. Don't purchase additional cables – your iPod or iPhone's original USB cable connects to your BMW's 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.

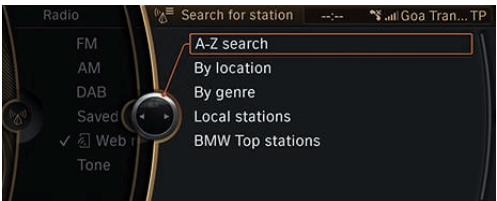
[bmwusa.com/connecteddrive](http://bmwusa.com/connecteddrive)



"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."

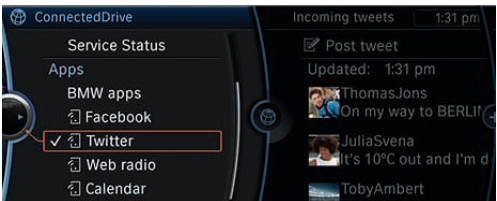


**BMW Online** allows online access to up-to-date fuel prices and gas station locations; the latest weather forecasts, advisories and warnings; Dow Jones, S&P 500 and NASDAQ indices; and the powerful reach of the Google Maps database – all delivered on the Control Display inside your vehicle. Access 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>2</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>2</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>2</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>2</sup> Requires BMW Apps option and an iPhone.

Get the latest information on BMW standard and optional features, packages and technical specifications. Visit [bmwusa.com](http://bmwusa.com), select the BMW model of your choice, and click on "Features & Specs."

**Corona headlight-rings.**  
The light-rings surrounding the headlights of the BMW 3 Series Convertible create the familiar BMW face. The rings can also be used as Daytime Running Lights. With the LED elements, the rings emit an arresting white light sometimes referred to as "Angel Eyes."

**Accent lights.**  
With the LED light elements, the two headlights also include a matte light trim bar near the top. As in the BMW 7 Series, this is lit by LEDs, creating an "eyebrow" effect in the dark. This lends the BMW face a more distinctive look.

**Glowing L-shape light rods.**  
The taillights of the BMW 3 Series Convertible feature the typical BMW L-shape. Two LED light strips extend from the car's side all the way into the trunk lid. Even with the lights switched off, they remain visible, exuding a subtle glow. In this way, the 3 Series Convertible can always be recognized as a BMW, even from behind.

**Dynamic Brakelights.**  
To warn vehicles following behind, the brakelights of the 3 Series Convertible become brighter when the car is braking hard within the ABS control range.

**Adaptive Headlights.**  
The headlights' dynamic swiveling technology ensures that they always follow the layout of the road ahead. Cornering Lights integrated in the main headlights illuminate tight corners and hairpin turns. Compared to conventional, fixed headlights, drivers can see up to 90 percent more in corners.

# ATTRACTING ATTENTION.

Lighting innovations, including Adaptive Headlights, LED technology and Dynamic Brakelights, help drivers see and be seen. This advanced lighting technology at both front and rear also creates a striking BMW nighttime signature.

## Serious performance spoken here.



White-hot on the outside, intense black on the inside, and outfitted with the M Sport Package: this BMW 335i Convertible means business. If the look of no-nonsense performance is your style, opt for the Alpine White exterior paint and Black Dakota Leather interior. The M Sport Package is your ticket to a stiffer M sport suspension and 18-inch Star Spoke (Style 193M) light alloy wheels with

run-flat<sup>1</sup> performance tires,<sup>2</sup> as well as highly supportive front sport seats, exclusive Dark Glacier Aluminum trim and a multi-function M sport steering wheel that includes paddle-shifters when combined with the STEPTRONIC automatic transmission.



## Elegance under the sun.



The 328i Convertible interior makes a sophisticated statement in Oyster/Black Dakota Leather with elegant Dark Burl Walnut Wood trim. Outside, the Liquid Blue Metallic paint is set off by 17-inch V Spoke (Style 338) light alloy wheels. Together with the run-flat<sup>1</sup> all-season tires, they lend the 3 Series Convertible an

athletic look while providing outstanding traction. The leather-wrapped sport steering wheel and smooth-shifting 6-speed STEPTRONIC automatic transmission add to the sporty handling, while the Navigation system and iDrive system provide a host of desirable convenience features.

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

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



## BMW 335is High Performance model.

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

short gear shift knob. Also available: a lightning-quick 7-speed sport automatic Double Clutch Transmission with paddle shifters. Additional features that set the BMW 335i High Performance interior apart: high-quality steel pedal pads, Dark Glacier Aluminum trim, an instrument cluster with colored dials, and special 335is badging. A sport exhaust system with black chrome-plated tailpipes finishes the rear diffuser of the M sport rear bumper.



The BMW 335is High Performance's design, complemented by powerful performance enhancements, makes it an unmistakable yardstick whenever luxury-performance convertibles are compared. The black chrome air intake grills with blacked-out kidney surround and black side-view mirror caps provide a dramatic contrast to the Le Mans Blue Metallic paint. Large Double Spoke (Style 313) 18-inch wheels and distinctive 335is badging behind the front wheels enhance the aggressive look of this exquisite automobile.



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



**7-speed sport automatic Double Clutch Transmission** is available in the BMW 335is. 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.



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



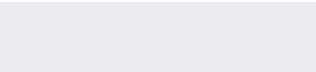
**Foot pedals** are not only attractive but highly functional. Made of high-quality steel with rubber inserts, they provide a non-slip surface for enhanced control. Shown: the pedal configuration for the 335is when equipped with 7-speed Double Clutch Transmission.



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

Exterior colors.



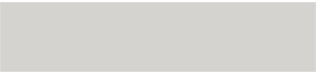
**300** Alpine White (Non-metallic)



**A61** Crimson Red (Non-metallic)



**668** Jet Black (Non-metallic)



**A96** Mineral White Metallic



**354** Titanium Silver Metallic



**A92** Orion Silver Metallic



**B40** Liquid Blue Metallic



**A76** Deep Sea Blue Metallic



**381** Le Mans Blue Metallic



**A82** Vermilion Red Metallic



**A52** Space Gray Metallic



**475** Black Sapphire Metallic

Upholstery materials and colors.



**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 BMW 3 Series Convertible exterior paint colors and upholstery materials and colors.

The pages in this section show available colors and materials for the BMW 3 Series Convertible. 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



**4WA** Dark Glacier Aluminum



**4AB** Dark Burl Walnut Wood



#### 4A3 Light Burl Walnut Wood



**4BY** Bamboo Anthracite Wood

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

## Recommended color combinations.

|                      |                                          | BMW Upholstery colors    |       |                             |      |              |             |                 |              |
|----------------------|------------------------------------------|--------------------------|-------|-----------------------------|------|--------------|-------------|-----------------|--------------|
| Upholstery materials |                                          | Leatherette <sup>1</sup> |       | Dakota Leather <sup>2</sup> |      |              |             |                 |              |
| Upholstery colors    |                                          | Cream Beige              | Black | Black                       | Gray | Oyster/Black | Cream Beige | Coral Red/Black | Saddle Brown |
| BMW exterior colors  |                                          |                          |       |                             |      |              |             |                 |              |
| 300                  | Alpine White <sup>3</sup> (Non-metallic) |                          | •     | •                           | •    | •            | •           | •               | •            |
| A61                  | Crimson Red <sup>4</sup> (Non-metallic)  |                          | •     | •                           | •    | •            | •           | •               | •            |
| 668                  | Jet Black <sup>4,7</sup> (Non-metallic)  |                          | •     | •                           | •    | •            | •           | •               | •            |
| A96                  | Mineral White Metallic <sup>6</sup>      |                          | •     | •                           | •    | •            | •           | •               | •            |
| 354                  | Titanium Silver Metallic <sup>6</sup>    |                          | •     | •                           | •    | •            | •           | •               | •            |
| A92                  | Orion Silver Metallic <sup>5</sup>       |                          | •     | •                           | •    | •            | •           | •               | •            |
| B40                  | Liquid Blue Metallic <sup>5</sup>        |                          | •     | •                           | •    | •            | •           | •               | •            |
| A76                  | Deep Sea Blue Metallic <sup>5</sup>      |                          | •     | •                           | •    | •            | •           | •               | •            |
| 381                  | Le Mans Blue Metallic <sup>6</sup>       |                          | •     | •                           | •    | •            | •           | •               | •            |
| A82                  | Vermilion Red Metallic <sup>5</sup>      |                          | •     | •                           | •    | •            | •           | •               | •            |
| A52                  | Space Gray Metallic <sup>5</sup>         |                          | •     | •                           | •    | •            | •           | •               | •            |
| 475                  | Black Sapphire Metallic <sup>6</sup>     |                          | •     | •                           | •    | •            | •           | •               | •            |
| BMW interior trims   |                                          |                          |       |                             |      |              |             |                 |              |
| 4B9                  | Aluminum trim <sup>7</sup>               |                          | •     | •                           | •    | •            | •           | •               | •            |
| 4WA                  | Dark Glacier Aluminum <sup>9</sup>       |                          | •     | •                           | •    | •            | •           | •               | •            |
| 4AB                  | Dark Burl Walnut Wood <sup>3,7</sup>     |                          | •     | •                           | •    | •            | •           | •               | •            |
| 4A3                  | Light Burl Walnut Wood <sup>7</sup>      |                          | •     | •                           | •    | •            | •           | •               | •            |
| 4BY                  | Bamboo Anthracite Wood <sup>7</sup>      |                          | •     | •                           | •    | •            | •           | •               | •            |

<sup>1</sup> Standard in 328i.

<sup>2</sup> Standard in 335i and 335is; optional and included in 328i Premium Package.

<sup>3</sup> Standard.

<sup>4</sup> Standard; not available with M Sport Package.

<sup>5</sup> Optional; not available in 335is or with M Sport Package.

<sup>6</sup> Optional.

<sup>7</sup> Not available in 335is.

<sup>8</sup> Optional (requires M Sport Package in all models except 335is).

<sup>9</sup> Standard in 335is; optional in 328i and 335i (requires M Sport Package).

## Equipment features and options.



**Convenience Opening and Loading** feature (included with Comfort Access) offers a quick, easy way to stow and remove luggage or large packages from the trunk when the top is down. Simply press a button on the remote key to raise the hardtop up and out of the trunk and “freeze” it in position; another press neatly lowers the hardtop back into the trunk.



**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.



**Rear center console** provides rear-seat occupants with the convenience of ample storage, both open and covered, as well as two cupholders.



**Through-loading system with transport bag** hatch opening is almost 16 inches wide. With the backrest folded down, the transport bag protects the cabin interior, as well as skis, snowboards and other long items that can be placed into the bag. Two fastener hooks are provided to stabilize items, such as grocery bags, by keeping them in an upright position.



BMW's **distinctive front kidney-shape grille** features a chrome surround and vertical slats on 328i and 335i Convertibles. The slats on the 335is are black chrome-plated with a blacked-out kidney grill surround.



**Retractable hardtop** automatically lowers, along with the windows, in just 22 seconds. When raised, the metal top provides a sleek, aerodynamic silhouette, as well as improves the Convertible's torsional stiffness. The chrome line exterior trim adds a bright, aluminum gleam to the side window surrounds and window recess finishers.

Equipment features and options.



**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 338)** 17 x 8.0 light alloy wheels with **run-flat<sup>1</sup> all-season tires.**



**Star Spoke (Style 339)** 17 x 8.0 light alloy wheels with **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.



**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.



**19-inch Double Spoke (Style 313)** 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.



**18-inch 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.



**6-speed STEPTRONIC automatic transmission** provides a choice of three modes: "Drive" with Adaptive Transmission Control, "Sport" and STEPTRONIC automatic, for manual control without a clutch. Steering wheel-mounted paddle shifters are automatically added when ordered with the M Sport Package.



**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.



**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 without inserting the remote key.



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



**7-speed sport automatic 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 steering wheel-mounted paddle shifters or the gear selector.



**Automatic-dimming interior and exterior mirrors** respond to the brightness of following headlights to minimize glare. A digital compass is integrated into the interior mirror. Both exterior mirrors are power-adjustable, with a fold-in function; the passenger-side mirror folds down to reveal the curb when in reverse gear.



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



**BMW Apps**, an optional feature of the BMW ConnectedDrive interface, lets an iPhone® iOS 4.x 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® account on 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 the 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.)

<sup>1</sup> Run-flat tires do not come equipped with a spare wheel and tire. 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>2</sup> Performance tires are 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](http://bmwusa.com), select the BMW model of your choice, and click on "Features & Specs."

Equipment features and options.



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.



Memory buttons provide access to the most frequently used functions of the iDrive system. The six convenient buttons allow the driver and front passenger to store and then easily access any functions of the Navigation system; the audio system – including specific radio stations or CD tracks; and the Bluetooth® enabled mobile phone (if so equipped).



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.



Harman Kardon® Surround Sound Audio System with vehicle-specific equalizing and powerful 340W 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.



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.



Dynamic Cruise Control<sup>1</sup> 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.



Active Cruise Control (ACC) with Stop & Go<sup>1</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.



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 titles and other information. HD Radio™ 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. For more information on HD Radio receivers and to find HD Radio AM/FM stations near you, visit [HDRadio.com](http://HDRadio.com).



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.



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 parking, 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.



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. Features include 3-D daytime and nighttime maps, zoom, travel planner and an Assistance Window. In many areas, it 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, audio selection, Navigation system destinations, and (accessory) telephone entries.



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 – 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® XM Public Radio® The Virus,® 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.



AUX-IN port connects external audio sources, 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 sport steering wheel buttons or iDrive Controller. Music titles are displayed on the radio or Navigation screen.

Get the latest information on BMW standard and optional features, packages and technical specifications. Visit [bmwusa.com](http://bmwusa.com), select the BMW model of your choice, and click on “Features & Specs.”

<sup>1</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.

Equipment features and options.



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



**Seat-integrated safety belts** help keep front-seat occupants firmly and comfortably in place. The seat-integrated design also helps ease entry and exit for rear-seat passengers.



**10-way power-adjustable front seats** in the BMW 328i and 335i include two-way manual headrests, and can be adjusted for fore and aft position, seat height, seat angle and backrest angle. Includes two presets for driver's seat and exterior mirror positions.



**Power front seat adjustments** provide customized comfort and convenience. A two-setting memory system automatically adjusts the driver's seat and side-view mirror positions, with individual preferences available at your fingertips.



**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.



**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.



**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.

# Original BMW Accessories.

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 carriers let you easily transport bikes 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.



**Rear-mounted bicycle carrier** allows the safe transportation of up to two bicycles. The lockable carrier conveniently attaches to the rear of the Convertible and provides easy access for loading and unloading.



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



**19-inch Star Spoke (Style 311) Chrome wheels** are available individually or as a complete set of four with tires. Complete set includes 19 x 8.0 front, 19 x 9.0 rear wheels, with 225/35 front, 255/30 rear Bridgestone run-flat tires.<sup>1</sup>



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



**BMW suitcase set** is designed to perfectly fit in the area created by folding down the rear seatbacks of the 3 Series Convertible, maximizing available storage space.



**Wind deflector** provides a more serene open-air driving experience without the noise or buffeting of the wind. Its two-part folding construction both protects and allows easy access to items stowed in the rear-seat area. When not needed, it can be easily removed, placed in its protective case, and stored in the trunk.



# CRAFT YOUR OWN BMW – AT BMWUSA.COM/BYO.



At BMW, we want you to create your own Ultimate Driving Machine®. That's why BMW offers one of the widest model ranges of any luxury automotive manufacturer. And each BMW model offers its own universe of personalizing possibilities.

It's easy to get the latest information on your favorite BMW model. Simply visit [bmwusa.com](http://bmwusa.com) and click on the BMW model of your choice. Select **"Features & Specs"** to see all the standard features and available options and packages, as well as technical specifications.

Then create the exact BMW model that fulfills your needs by clicking on **"Build Your Own"** – or just visit [bmwusa.com/byo](http://bmwusa.com/byo). Here you'll be able to select from among the many interior and exterior colors and trims, personalizing options and value-added packages. Build a BMW model that reflects your style, then view it in 360° detail. At the press of a button, see payment and financing options, get a same-day quote, download a product brochure and even schedule a test drive. BMW makes it easier than ever to make your ultimate driving dreams come true, at [bmwusa.com](http://bmwusa.com).

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

| Weight                          |     | 328i        | 335i        | 335is       |
|---------------------------------|-----|-------------|-------------|-------------|
| Unladen                         | lbs | 3825 (3891) | 3979 (4001) | 4001 (4034) |
| Weight distribution, front/rear |     |             |             |             |
| Manual transmission             | %   | 45.8/54.2   | 47.1/52.9   | 47.1/52.9   |
| Automatic transmission          | %   | 46.5/53.5   | 47.7/52.3   | 47.5/52.5   |

| Engine                         |       |                  |                                |                                |
|--------------------------------|-------|------------------|--------------------------------|--------------------------------|
| Liter/type/valves per cylinder |       | 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        | 3.31/3.53                      | 3.31/3.53                      |
| Nominal output/rpm             | hp    | 230/6500         | 300/5800                       | 320/5900                       |
| Maximum torque/rpm             | lb-ft | 200/2750         | 300/1300-5000                  | 332/1500 <sup>1</sup>          |
| Compression ratio              | :1    | 10.7             | 10.2                           | 10.2                           |
| Fuel grade                     |       | unleaded premium | unleaded premium               | unleaded premium               |

| Transmission          |    |                 |                 |                     |
|-----------------------|----|-----------------|-----------------|---------------------|
| Manual gear ratios    |    |                 |                 |                     |
| I/II                  | :1 | 4.32/2.46       | 4.11/2.32       | 4.06/2.40           |
| III/IV                | :1 | 1.66/1.23       | 1.54/1.18       | 1.58/1.19           |
| V/VI/R                | :1 | 1.00/0.85/3.94  | 1.00/0.85/3.73  | 1.00/0.87/3.68      |
| Final drive ratio     | :1 | 3.38            | 3.15            | 3.08                |
| Automatic gear ratios |    |                 |                 |                     |
| I/II                  | :1 | 4.07/2.37       | 4.17/2.34       | 4.78/3.06           |
| III/IV                | :1 | 1.55/1.20       | 1.52/1.14       | 2.15/1.68           |
| V/VI/VI/R             | :1 | 0.85/0.67/—3.20 | 0.87/0.69/—3.40 | 1.39/1.20/1.00/4.45 |
| Final drive ratio     | :1 | 3.91            | 3.46            | 2.56                |

| Performance                        |                |           |           |       |
|------------------------------------|----------------|-----------|-----------|-------|
| Drag coefficient                   | C <sub>d</sub> | 0.30      | 0.31      | 0.31  |
| Top speed <sup>2</sup>             | mph            | 130 [150] | 130 [150] | [150] |
| Acceleration 0-60 mph <sup>3</sup> |                |           |           |       |
| Manual transmission                | sec            | 6.7       | 5.5       | 5.2   |
| Automatic transmission             | sec            | (7.2)     | (5.7)     | (5.2) |

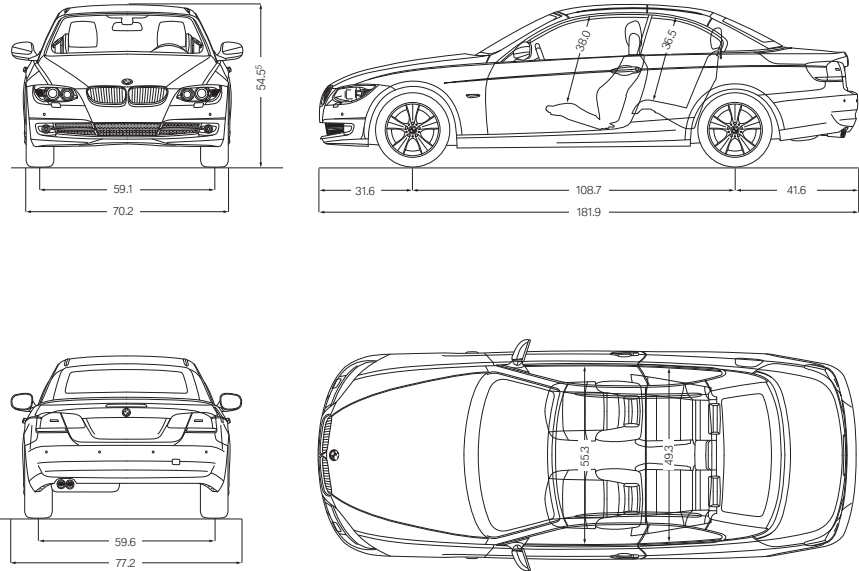
| Fuel consumption <sup>4</sup>         |     |         |         |         |
|---------------------------------------|-----|---------|---------|---------|
| Manual transmission – City/Highway    | mpg | 17/26   | 19/28   | 18/26   |
| Automatic transmission – City/Highway | mpg | (18/27) | (19/28) | (17/24) |

Figures in ( ) apply to vehicles with automatic transmission.  
Figures in [ ] apply to 328i and 335i with M Sport Package and 335is.

<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> 335is height is 54.0 inches.

| Tires and wheels |          | 328i        | 335i        | 335is                          |
|------------------|----------|-------------|-------------|--------------------------------|
| Tire dimensions  | standard | 225/45      | 225/45      | 225/40 front – 255/35 rear     |
| Wheel dimensions | standard | 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                    |

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



Illustrations above: all dimensions in inches.

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We believe that a premium ownership experience should feature performance and luxury, as well as safety and convenience. We believe you should be able to drive a BMW to its potential, while enjoying peace of mind and reduced cost of ownership. That's the idea behind **BMW Ultimate Service®**, a suite of comprehensive programs and services that are included in every new BMW vehicle.

## GOING BEYOND ENGINEERING: THE HIGH-PERFORMANCE BMW OWNERSHIP EXPERIENCE.

**BMW Maintenance Program** is one of the most comprehensive maintenance programs in its class. We cover all factory-recommended maintenance during the New Vehicle/ SAV Limited Warranty coverage period. This includes scheduled oil services and inspections. Also covered is the replacement of items that are subject to normal wear and tear, such as brake pads, wiper blade inserts and engine drive belts.<sup>2</sup> And, thanks 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.

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

**BMW Assist Safety Plan<sup>3</sup>** is a four-year program that lets you 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 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 your mobile phone linked to your BMW via Bluetooth® technology, BMW's Mobile Office feature<sup>4</sup> 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 a list of tested mobile phones, visit [bmwusa.com/bluetooth](http://bmwusa.com/bluetooth).

BMW Ultimate Service starts with the **New Vehicle/SAV Limited Warranty<sup>1</sup>**, providing you with coverage for the first four years or 50,000 miles, whichever comes first. Additionally, you have 12-year, unlimited-mileage warranty protection against corrosion and rust perforation.<sup>1</sup> The **BMW Maintenance Program<sup>2</sup>** and **BMW Roadside Assistance** also come standard, with **BMW Assist™**<sup>3</sup> offered as an option.

For the ultimate in coverage, add the optional **BMW Assist Convenience Plan<sup>3</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 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 authorized 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. And because they use only Original BMW Parts, you can rely on expert fit and long-lasting BMW quality. For more details on TeleService, visit [bmwassist.com](http://bmwassist.com).

**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.



**BMW Virtual Center.** If you get the sudden urge to shop for a BMW but your authorized BMW center is closed, there's good news – the BMW Virtual Center is open 24 hours a day! Log on to [bmwusa.com/byo](http://bmwusa.com/byo), and choose 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**.

**BMW Magazine.** A fascinating view of the latest events and products in the world of BMW, including travel reviews, personality profiles, and the latest BMW technologies. Sent to new owners and lessees several times a year, you can also read articles from **BMW Magazine** on the BMW website at [bmwusa.com](http://bmwusa.com) under the "Media Gallery & Library" heading, found in the "Experience" section.

**BMW Welt:** The **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>7</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> See your authorized BMW center for details on these limited warranties.

<sup>2</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>3</sup> BMW Assist with 4 years of Safety Plan services is optional. 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>4</sup> Not all mobile phones are compatible with Mobile Office, and some compatible phones support a limited number of Mobile Office functions. For the complete list of compatible mobile phones and the details regarding which Mobile Office functions are supported by each phone, please visit [bmwusa.com/bluetooth](http://bmwusa.com/bluetooth).

<sup>5</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>6</sup> Subject to credit approval and other terms and conditions.

<sup>7</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.



## THE MOST EXCITING PLACE IN AMERICA TO DRIVE THE BMW 3 SERIES.

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Just beyond the foothills of the Carolinas' Blue Ridge Mountains lies the \$12 million BMW Performance Center. This sprawling, modern complex houses the world-famous BMW Performance Driving School, as well as the Zentrum Museum, BMW Boutique, BMW Delivery Center, and a Corporate Conference Center. Nearby is BMW's only manufacturing facility in the U.S., where models, such as the SAV<sup>®</sup>, are built for export worldwide. It's a unique place where BMW enthusiasts can spend days – or, in the surrounding area, an entire vacation.

### BMW Performance Driving School.

Whether you've been driving for decades or just got your learner's permit, we can help take your driving skills to the next level. Behind the wheel of our new BMWs and under the expert guidance of professional driving instructors, you'll hone your driving skills on a versatile driving course – 1.7 miles of asphalt that can be configured in a multitude of ways. In one- and two-day schools you can tackle the skid pad, slalom course and water walls. The BMW Performance Driving School is about control and pushing a BMW to its limits – and yours.

To learn more about the BMW Performance Center, call 888-345-4269 or visit [bmwusa.com/performancecenter](http://bmwusa.com/performancecenter).

### BMW Performance Center Delivery.

You'll always remember the fun of taking delivery of your new BMW – with BMW Performance Center Delivery. After enjoying dinner and an overnight stay at a first-class hotel, we'll take you and your companion to the Performance Center where a Product Specialist will give you an in-depth introduction to your new BMW. Then at the Performance Driving School, you'll get tips from a professional driving instructor as you explore the dynamic capabilities of a similar model. It's exciting, it's enlightening – and it's all compliments of BMW with your new vehicle.

More about BMW

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The Ultimate  
Driving Machine®



#### **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, since 2005, BMW has been voted the world's most sustainable automobile manufacturer. At BMW, we strive for and achieve high performance in all we do.



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BMW recommends **Castrol** **EDGE**