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**BMW 3 SERIES COUPES AND CONVERTIBLES FOR 2006:  
Classic Performance, Handling and Panache**

**Woodcliff Lake, New Jersey, December 15, 2005...**The BMW 3 Series is an icon, a benchmark, a legend. As the sportiest expression of the Series' core values, the Coupes and Convertibles have traditionally put an especially elegant and energetic accent on this, the traditional core of BMW's automobile line.

For 2006, the 3 Series Coupes and Convertibles continue in their established form, along Sedans and a Sports Wagon that have moved on to a new generation. As such, these 2-door models acquire a classic aura, continuing to work their charms on enthusiasts the world over.

It's not an overstatement to refer to this E46 3 Series – the platform that has appeared as Coupes and Convertibles since model year 2000 – as a “serial award winner.” Its list of accolades is endless, but among the most recent honors are:

- 10Best, *Car and Driver*, January '05. “Few cars have inspired so much competition as this family of perennial segment pacesetters, and fewer still have resisted competition so successfully. What's the 3 Series' secret? Smooth six-cylinder power, exemplary ergonomics, silky-smooth shifting, supple ride quality, eager responses, superb seats, and proportions that never look out of date. No loose skin on this baby. No flab, no excess, no nonsense.”
- Best Luxury Car under \$40,000, *Automobile Magazine* All-Stars, February '04; and Readers' Choice All-Stars, May '04. “If you are intensely aware of the difference between what is simply very good and what is genuinely excellent, if you love to drive yet are constrained to run a four- or five-seat vehicle, not the mid-engined two-seater of your dreams, then BMW 3 Series cars are the perfect answer.”
- Best Coupe, *AutoWeek*, July 7, '03. “Ask an enthusiast to name the best coupe in America and the answer inevitably comes back, ‘BMW 3 Series.’ Why is the Bimmer such a lock? Perhaps it's the classic styling or the thrum of the engine or the comfort of the seats. Maybe it's the heritage BMW brings as a driver's car, through and through. Or it could be that when you're seen in a BMW 3 Series coupe, you get an equal mix of admiration, awe and envy poured your way. Whatever it is, it happens.”

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The range of two Coupes and two Convertibles is unchanged for '06:

- **325Ci Coupe.** 2-door format for sport and elegance; yet also practical thanks to its standard split folding rear seats. \$32,995 including destination charge. Powered by 2.5-liter, 184-hp engine.
- **325Ci Convertible,** offering BMW's contemporary design and engineering for style, enjoyment and safety in an open-bodied vehicle. Same power as Coupe; \$40,295.
- **330Ci Coupe,** with a 3.0-liter, 225-hp engine and further upmarket features to enhance the Coupe's innate appeal. \$38,295.
- **330Ci Convertible,** with standard leather interior and numerous other features that make it the luxury flagship of the Series. \$45,595.

### **What's new for 2006**

#### **All models**

- Three new metallic exterior colors

#### **330Ci models**

- Sequential Manual Gearbox (SMG) no longer offered

#### **Coupes**

- Power rear-window sunshade newly offered as a regular option

### **Unmatched combination of performance, handling, driving enjoyment and quality**

As impressive as many of its individual features and options are, the heart of the 3 Series' appeal remains its unique concept:

- Each model is compact and tightly dimensioned, with short overhangs, a long wheelbase in relation to its overall length, and wheels/tires that fill out their fender openings with serious road adhesion.
- Every model is powered by an acclaimed inline 6-cylinder engine that delivers not merely strong, but also esthetically satisfying performance.
- All models offer a choice of manual or STEPTRONIC automatic transmission, the latter with selectable Sport and Manual modes.
- For optimum handling, all 3 Series models employ rear-wheel drive. (At present, 3 Series all-wheel drive comes only in the Sedans and Sports Wagon.
- A unique combination of strut-type front and multi-link rear suspension system also contributes to outstanding handling and roadability.

- All models have 4-wheel disc brakes, with larger dimensions for the higher-powered 330Ci models.
- Like all BMWs, 3 Series vehicles are meticulously built and finished and comprehensively equipped. Every 3 Series interior exudes quality; with the available leather upholstery <sup>1</sup> and across-the-board standard wood trim, every model embodies luxury as well.

**The Performance Package:  
a unique offering that enhances  
the 330Ci models' innate sportiness**

This dazzling Package was introduced during the '03 model year on the 330i Sedan, then made available on the 330Ci Coupe and Convertible in '04. It takes the current two models, already inherently sporty, to their highest level of sportiness ever.

Developed by BMW M, it includes very extensive enhancements to performance, roadability, exterior design and interior features:

- **Engine modifications** that add 10 horsepower, 8 pounds-feet of torque, even quicker throttle response and 300 rpm to the rev limit of the 330 models' 3.0-liter inline 6-cylinder engine. These boost the 330Ci engine to 235 hp and 222 lb-ft. of torque.
- **Short shift lever** with the 6-speed manual transmission; this enhances the transmission's already ultra-precise, short-throw shift mechanism.
- **155-mph maximum-speed limiter** instead of other 330Ci models' 129 mph.
- **BMW M sport suspension system** that bonds the 330i even more intimately to the road than its standard sport suspension.
- **Unique 18-inch wheels** in differentiated front/rear sizes, wearing Z-rated, low-profile performance tires.
- **BMW M body components**, including front bumper/spoiler, side sills, rear bumper/apron/air diffuser and (on the Coupe) a trunklid spoiler.
- **Special exterior trim elements**, including Anthracite (charcoal-gray) headlight and foglight surrounds; also, high-gloss Shadowline trim around the Coupe side windows and along the Convertible's beltline.
- **A special color**, the rich and sporty Imola Red, as part of the exterior paint selection. (Certain colors from the regular 3 Series palette are not available with the Performance Package.)

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<sup>1</sup> – Leather is standard in the 330Ci Convertible.

- **Large-diameter stainless-steel dual exhaust outlets.**
- **Sport steering wheel** with its extra-thick rim wrapped in partially perforated leather.
- **Sport seats.**
- **Cloth/Alcantara upholstery.**
- **Exclusive interior trim materials:** Black Cube standard, Silver Cube available at no extra cost.
- **Anthracite-color headliner** in the Coupe.
- **Special instruments**, with red needles and (on the tachometer) a red warning zone corresponding to the engine's greater "revving" capability.

Here's what *AutoWeek* had to say about the Performance Package in its August 4, '03 issue: "The Performance Package turns what is already a darn good performer into a great one. I love the Alcantara steering wheel <sup>2</sup> – look at me, I'm in a Williams F1 car! In fact, I love all the Alcantara interior trim, as well as the Black Cube trim. I'm not quite sure what the stuff is made of (Plastic? Nylon? Who cares?), but it looks *tight*. The suspension changes are great: still the same BMW comfort we're used to, but the 330 now feels brand-new-razor sharp."

#### **A spectacular variety of wheel sizes and designs**

BMW is known for handsome alloy wheels that express the enjoyable and competent performance its vehicles deliver. These models offer a rich variety of wheel designs, all of them complementary to its lean and dynamic designs:

- **325Ci Coupe and Convertible standard** – generously dimensioned at 16 x 7.0 inches, wheels in a Double Spoke design wear 205/55R-16 H-rated all-season tires.
- **325Ci Coupe and Convertible Sport Package** – sized 17 x 8.0 in., these wheels are in a Star Spoke design. Their very open design showcases (and helps cool) the large ventilated disc brakes and their calipers. They wear 225/45R-17 W-rated performance tires.
- **330Ci Coupe and Convertible standard** – at 17 x 7.0, these Double Spoke wheels carry 205/50R-17 V-rated all-season tires or the optional, identically sized V-rated run-flats.

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<sup>2</sup> – The wheel is now wrapped in even more attractive partially perforated leather.

- **330Ci Coupe and Convertible Sport Package** – As a 1st-stage sport upgrade, very sporty M Double Spoke wheels are differentiated front-to-rear – 17 x 7.5 front / 17 x 8.5 rear – and carry Z-rated performance tires of 225/45R-17 front / 245/40R-17 rear dimensions.
- **330Ci Coupe and Convertible 18-in. option** – as if that weren't enough, 18-in. wheels and tires are available in place of the 17-in. Sport Package equipment. Here the front wheels are 18 x 8.0, the rear 18 x 8.5. Their Double Spoke Composite design employs a construction BMW reserves for its sportiest models; each wheel is cast in two pieces, bolted together near the rim. They carry ultra-low-profile Z-rated performance tires sized 225/40R-18 front / 255/35ZR-18 rear. 330Ci models with the Performance Package have the same dimensions but a different wheel design.

### **3 Series Coupe/Convertible interiors: an environment that supports skillful and enjoyable driving**

As the focal point of the driver's control center, these models' instrument panel presents an upscale look. A 4-function Onboard Computer is standard in all models; BMW's Service Interval Indicator displays the remaining miles to the next required service. Other standard features include –

- Automatic climate control
- Standard Myrtle wood trim across the dash and on the side armrests; a more technical-looking "brushed columns" aluminum trim material is available at no extra cost.
- Leather-wrapped tilt/telescopic steering wheel
- Dual cupholders in the center console.

In the 325Ci Coupe, the standard front seats offer 6-way manual adjustment, including cushion height. 8-way power seats are standard in the 330Ci Coupe; both Convertible models have standard 10-way power seats, adding a head-restraint/safety-belt height adjustment. All power seats include a memory system for the driver's seat and exterior mirrors. 4-way power lumbar support is included in the Premium Package for all except the 330Ci Convertible, where it is standard.

### **Rear seating: practical accommodations for four or five**

In all models, when a front backrest is folded over, the entire seat can be moved 3.5 in. forward to ease access to rear seating. In Convertibles, this function is powered. Split

folding rear seats, standard in the Coupes, add versatility to people- and gear-carrying capacity; a ski bag is available in all models as part of the Cold Weather Package.

### **Audio systems: appealing choices**

A spacious, ergonomically designed in-dash audio panel is the user interface for an appealing set of audio choices. Standard in both 325Ci models is a 10-speaker system; optional in the 325Ci models and standard in both 330Ci models is a Harman Kardon system with higher audio power, speed-dependent equalization and upgraded components throughout. With this system, Coupes have 10 speakers plus 2 subwoofers, Convertibles 10 plus a dual-coil subwoofer. Available for installation at BMW centers are a 6-disc CD changer, Sirius Satellite Radio (subscription required) and an iPod adapter kit.

### **Other options and accessories**

In addition to the Performance Package, three other Packages are offered:

- Premium Package for 325Ci Coupe and Convertible and 330Ci Coupe, consisting of enhanced front seating, auto-dimming interior mirror and BMW Assist with Bluetooth cellphone interface.
- Sport Package for all models, including sportier wheel/tire equipment and sport front seats. Convertible Packages add sport suspension; it's standard on the Coupes.
- Cold Weather Package, consisting of a headlight cleaning system, heated front seats and a ski bag.

Stand-alone options include –

- STEPTRONIC automatic transmission
- Run-flat tires for the 330Ci models
- 18-in. wheels and tires for Sport Package-equipped 330C models
- Xenon Adaptive headlights
- Park Distance Control, a parking assist for backing up
- Removable hardtop for Convertibles
- On-board Navigation System
- New power rear-window sunshade for the Coupes
- Rear-seat side-impact airbags.

Certain features included in the Packages are also available as stand-alone options: leather upholstery, heated front seats, power front seats (for the 325Ci Coupe, the only model in which they aren't standard) and BMW Assist, described later.

### **Comprehensive safety equipment**

The 3 Series Coupes and Convertibles incorporate an array of safety features that has contributed to widespread recognition of these vehicles' excellent occupant protection. Among many impressive test results, the Insurance Institute of Highway Safety accorded the previous 3 Series Sedan (whose body structure is closely related to that of current 3 Series Coupes) its Best Pick rating in offset crash testing. Features include

- "Intelligent lightweight" body structure, designed for effective energy management in a crash impact without excess weight.
- Optimized steering-column design for outstanding protection of the driver, again without excess weight.
- Head Protection System (HPS) in Coupes: BMW's inflatable tubular cushion, anchored in the windshield pillar and roof, deploys to afford protection of front-seat occupants' heads – particularly in side impacts, but also in some mixed-direction collisions.
- 2-stage "smart" front-impact airbags.
- Front-seat side-impact airbags, standard in all models.
- Rear-seat side-impact airbags, optional in all models.
- Rollover Protection System (RPS) in Convertibles: An independent module behind each of the two rear-seat passengers' heads deploys rollbars in case of an impending vehicle rollover.
- Height-adjustable front safety belts with automatic tensioners and force limiters. In the Convertibles, the belts are integrated with the seats and are power-adjusted along with the head restraints.
- Interlocking door anchoring system for side impacts.
- Battery Safety Terminal, automatically severing the high-current connection between the battery and starter cable to reduce the likelihood of fire after a severe crash impact.

Standard security features include –

- Coded Driveaway Protection, a rolling-code immobilizer system proven to reduce the probability of theft

- A central locking system with double-lock anti-theft feature to hinder the opening of doors even if a thief breaks a window
- Pathway Lighting, which via the headlight flasher switch activates the headlights and interior lights for 40 seconds.

**BMW Assist:  
extra security and convenience  
for the BMW owner**

BMW Assist – a comprehensive program of safety- and convenience-oriented customer services – is available throughout the 3 Series: as part of the Premium Package on all except the 330Ci Convertible, as a stand-alone option on all models.

The in-vehicle equipment for BMW Assist includes GPS technology and two buttons at the bottom of the interior rearview mirror: one for SOS situations, the other for less urgent Assist requests. Vehicle occupants may request emergency or other services simply by pressing one of the buttons; the system then transmits the location and vehicle information to the BMW Assist Response Center. A response specialist will then speak with the occupants to coordinate dispatch, notify emergency contacts on file, and link BMW Roadside Assistance or emergency services as needed and requested. Deployment of an airbag automatically activates BMW Assist as well.

A Bluetooth cellphone interface is included with BMW Assist. It provides a wireless connection between select compatible cell phones and the vehicle for hands-free calling. With a compatible Bluetooth cell phone, drivers can place and answer calls and select numbers from the phonebook by simply using the multi-function steering wheel or dashboard controls.

A year's subscription to the BMW Assist Safety Plan is included with the option; after the initial year, the annual fee is \$240. In addition to the safety-related benefits, subscribers to the Convenience Plan (available for an additional \$140 per year) can call a toll-free 800 number to avail themselves of many BMW Assist Concierge services, from travel planning to dining reservations, shopping assistance and event tickets.

Like all current models, each 3 Series Coupe and Convertible is covered by BMW's 4-year/50,000-mile limited warranty and 12-year/unlimited-mileage corrosion coverage,

and continues to come standard with a 4-year/50,000-mile Full Maintenance Program for customer convenience, peace of mind and economic benefit.

### **Performance with a conscience**

BMW strives to produce its motor vehicles and other products with the utmost attention to environmental compatibility and protection. Integrated into the design and development of BMW automobiles are such criteria as resource efficiency and emission control in production; environmentally responsible selection of materials; recyclability during production and within the vehicle; elimination of CFCs and hazardous materials in production; and continuing research into environmentally friendly automotive power sources. Tangible results of these efforts include the recycling of bumper cladding into other vehicle components; water-based paint color coats and powder clear coats; near-future availability of hydrogen-powered models; and various design and engineering elements that help make BMWs easier to dismantle at the end of their service life.

### **BMW Group In America**

BMW of North America, LLC has been present in the United States since 1975. ROLLS-ROYCE Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand, the MINI brand, and the ROLLS-ROYCE brand of Motor Cars; DesignworksUSA, an industrial design firm in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group's global manufacturing network and is the exclusive manufacturing plant for all Z4 Roadster and X5 Sports Activity Vehicles. The BMW Group sales organization is represented in the U.S. through networks of 340 BMW passenger car centers, 327 BMW Sports Activity Vehicle centers, 148 BMW motorcycle retailers, 80 MINI passenger car dealers, and 25 ROLLS-ROYCE Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North, Central and South America, is located in Woodcliff Lake, New Jersey.

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