THE 3

Sheer Driving Pleasure

BMW 3 Series.

EFFICIENT DYNAMICS.
LESS EMISSIONS. MORE DRIVING PLEASURE.

For more information, call 1800 102 2269.

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THE ALL-NEW BMW 3 SERIES.

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DISCOVER MORE.

Scan the code to get more information, more driving pleasure on the all-new BMW 3 Series.
THRILL SEEKER, TECH BUFF. PACKED INTO ONE.
THE ONLY THING THAT KEEPS PACE IS YOUR EXCITEMENT.
WE HAVE PUT IN THE VERY BEST. BRING IT OUT.
IT ATTRACTS.

ESPECIALLY LOOKS.
TECH ON THRILLS.
What drives us?
What makes us tick?
What keeps us alive?
It is the need for thrills.
And the path leading to it needs to be enthralling, exciting and exhilarating.
So you can live life and not let it just pass by.
Generation after generation we have been enabling it.
And now it comes to you in its most technologically advanced form.
It speaks to you and fulfils your need for sport.
It is built for thrills and driven by tech.
ENGINE.

BMW 320d
- BMW TwinPower Turbo 4-cylinder diesel engine
- 140 kW (190 hp) and 400 Nm torque
- Acceleration: 0–100 km/h: 6.8 s
- Top speed: 230 km/h
- Fuel economy km/l: 19.6
- CO₂ emissions g/km: 135.0

BMW 330i
- BMW TwinPower Turbo 4-cylinder petrol engine
- 190 kW (258 hp) and 400 Nm torque
- Acceleration: 0–100 km/h: 5.8 s
- Top speed: 250 km/h
- Fuel economy km/l: 16.1
- CO₂ emissions g/km: 147

AERODYNAMICS
Thanks to targeted aerodynamic measures, every BMW boasts excellent air resistance figures. This has a positive impact on efficiency and driving stability, and reduces the level of noise in the interior. This is thanks to sophisticated solutions such as the active air stream kidney grille, the flat underbody cover, the air blades on the rear and the air curtain in the front apron.

ACTIVE AIR STREAM KIDNEY GRILLE
The Active Air Stream Kidney Grille opens and closes the air vents in the radiator grille according to the cooling requirements of the engine and the air conditioning. The movable vents are located behind the kidney grille slats and at the same time reduce air resistance when closed, thereby improving aerodynamics.

STEPTRONIC SPORT TRANSMISSION
The 8-speed Steptronic Sport Transmission offers incredibly sporty gear changes – for comfortable coasting or incredibly dynamic driving. Whether automatic or manual using gearshift paddles or gear lever. In SPORT mode and with the gear lever in the left-hand S/M position, the gear shifts are configured for the best performance.

DRIVING EXPERIENCE CONTROL
The Driving Experience Control offers the driver the choice between the standard COMFORT mode, ECO PRO mode geared towards efficiency, and SPORT mode, which enables even more dynamic driving.

BRAKE ENERGY REGENERATION
With Brake Energy Regeneration, the alternator generates electricity primarily when the driver brakes or takes their foot off the accelerator. Previously unused kinetic energy is thereby transformed into electrical energy and fed into the battery.

INTELLIGENT START/STOP FUNCTION
The Intelligent Auto StartStop Function uses data from the navigation system, camera and if it is detected that further travel is imminent (e.g. during a turning manoeuvre), the engine is not automatically switched off when the vehicle stops.

1 Performance data as measured in the emission test done under controlled conditions of environment, driving cycle, fuel, etc. as specified in Rule 115 of Central Motor Vehicle Rules, 1989.
COMFORT AND FUNCTIONALITY.

FOLDING HEADRESTS
For the three rear seats provide a better view through the rear window. They make it much easier for the driver to park and manoeuvre when space is limited, and also provide a better view of the traffic behind.

AMBIENT LIGHT
Including Ambient contour lighting in the front and rear doors, creates a relaxed, cozy lighting atmosphere in the interior. The Welcome Light Carpet illuminates the area in front of the car doors when entering and exiting. Six dimmable light designs in White, Blue, Orange, Bronze, Lilac and Green are available.

ACOUSTIC GLAZING
On the front windscreen significantly reduces the level of noise for everyone inside the vehicle. It minimises noise created by the outside surroundings and flow of air, as well as by the engine, tyres and windshield wipers. Music listeners and hands-free device users in particular will appreciate the difference this makes.

DRIVER ASSISTANCE AND CONNECTIVITY.

BMW VIRTUAL ASSISTANT
Hello, BMW. Who are you? Wouldn’t it be incredible if your BMW acted like your personal assistant? Communicate in a new and easy way with your vehicle using the BMW Virtual Assistant. It knows you, learns your behaviour to improve every day and helps out whatever the situation. It can explain everything about your vehicle and helps you get better acquainted with your BMW. You can even assign your own personal activation word.

BMW LIVE COCKPIT PROFESSIONAL
The BMW Live Cockpit Professional with navigation function includes a high-quality display network consisting of a high-resolution 10.25" (26 cm) Control Display that can be operated by touch and a fully digital 12.3" (31.2 cm) Instrument Display. The BMW Operating System 7.0 can also be operated via the iDrive Controller.

PARKING ASSISTANT
The Parking Assistant with Rear View Camera can handle the most difficult parking spots with ease. You can go in and out of parking spots with precision due to the system controls the steering while you still have control of the accelerator, gear, and brakes.

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SPORT.

**Standard equipment features:**
- Active Air Stream Kidney Grille
- 8-Speed Automatic Sport Transmission
- Sports leather steering wheel with gear shift paddles
- Cruise Control with braking function
- 3-zone automatic air conditioning
- Electrically operated glass roof
- Electrically adjustable seats with memory function (driver’s side)
- Through-loading system with 40:20:40 split
- HiFi Loudspeaker System
- BMW Live Cockpit with high-resolution touch-enabled 8.8” Control Display
- Park Distance Control (front and rear)
- Rear View Camera
- Rain sensor
- LED headlights with extended contents

**Exterior Design:**
- BMW Kidney Grille in Black High-Gloss with Chrome High-Gloss frame
- Front bumper with specific design elements in Black High-Gloss and side intakes in Black High-Gloss
- Side window graphic in Aluminium with satinised look
- B-pillar finisher and window guides in Black High-Gloss
- Roof trim in body colour
- Twin Tailpipe trims in Chrome look
- 17” (43.18 cm) Light alloy wheels V-spoke style 775 bicolour with run-flat tyres

**Interior Design:**
- Door sill finishers in Aluminium, in front with “BMW” designation
- Upholstery in Sensatec
- Black High-Gloss trim with highlight in Pearl Chrome
LUXURY 'edition'.

Exterior Design:
- BMW Kidney Grille in Black High-Gloss with Chrome High-Gloss frame
- Front bumper with specific design elements in Black High-Gloss
- Side window graphic in Aluminium with satinised look
- B-pillar finisher and window guides in Black High-Gloss
- Roof trim in body colour
- Twin Tailpipe trims in Chrome look
- 17" (43.18 cm) Light alloy wheels V-spoke style 775 bicolour with run-flat tyres

Interior Design:
- Door sill finishers in Aluminium, in front with “BMW” designation
- Upholstery in Sensatec
- Ambient light including contour lighting in front and rear doors
- Fine-wood trim Ash Grey-Brown High-Gloss
M SPORT.

Exterior Design:
- M Aerodynamics package with front apron, side sills and rear apron in body colour with diffuser insert in Dark Shadow Metallic
- BMW Kidney Grille with exclusively designed vertical slats in Black High-Gloss and grille frame in Chrome High-Gloss
- LED fog lights
- BMW Individual High-Gloss Shadow Line
- M designation on the sides
- Twin Tailpipe trims in Chrome look
- 18" (45.72 cm) M light alloy wheels double-spoke style 790 M in bicolour with run-flat tyres

Interior Design:
- M door sill finishers
- Sport seats for driver and front passenger in leather ‘Vernasca’
- M Leather steering wheel
- Car key with exclusive M designation
- BMW Individual headliner Anthracite
- Instrument cluster with M specific display
- Aluminium Pentagon trim with highlight in Pearl Chrome
The Glass Roof with slide and lift function, including an electric sliding interior roof, anti-trap protection, as well as comfort opening and closing, allows the airflow to be individually regulated to create a pleasant interior climate. The integrated wind deflector prevents draughts from developing in the interior and ensures a lower level of wind noise.

The BMW Individual Exterior Line in Aluminium satinated sets luxurious highlights with the window recess finishers and window surrounds in Silk Matt brushed Aluminium. The B-pillar trims, the exterior mirror frames, foot and base, along with the vertical window guides, come in Black High-Gloss, creating a distinctive feature characteristic of a BMW.

The Adaptive LED Headlights with cornering lights generate a bright and efficient bi-LED light for low and high-beam headlights. The bend lighting and cornering lights with LED technology allow for adaptive light distribution with increased side illumination for city driving. The LED day time running lights and parking lights in the light tubes of the main headlights create a distinctive feature characteristic of a BMW.

The BMW Live Cockpit Professional with navigation function includes a high-quality display network consisting of a high-resolution 10.25” (26 cm) Control Display that can be operated by touch and a fully digital 12.3” (31.24 cm) instrument display. The BMW Operating System 7.0 can also be operated via the iDrive Controller.

The Parking Assistant with Rear View Camera can handle the most difficult parking spots with ease. You can go in and out of parking spots with precision while the system controls the steering, you still have control of the accelerator, gears, and brakes.

The rear lights are made up of individual high-performance LED lighting elements. They have the characteristic, striking BMW L-shape, meaning that the vehicle is clearly recognisable as a BMW even in the dark.

The BMW Individual Exterior Line in Aluminium satinated sets luxurious highlights with the window recess finishers and window surrounds in Silk Matt brushed Aluminium. The B-pillar trims, the exterior mirror frames, foot and base, along with the vertical window guides, come in Black High-Gloss, creating a stylish contrast to these elements.

The upper part of the instrument panel in Sensatec Black lends the interior of the vehicle a highly exclusive atmosphere. The wear resistant material is finished with attractive double lap seams.

With BMW Gesture Control, certain functions can be operated by means of defined hand movements. For certain operations the system will, for example, recognize gestures such as ‘swiping’ or ‘pointing’ for accepting or rejecting an incoming call, or circular motions of the index finger to adjust volume.

Ambient light, including ambient contour lighting in the front and rear doors, creates a relaxed, cozy lighting atmosphere in the interior. The six dimmable lighting designs also include a dynamic function in four applications. The Welcome Light Carpet illuminates the area in front of the vehicle doors when getting in and out.

The Parking Assistant with Rear View Camera can handle the most difficult parking spots with ease. You can go in and out of parking spots with precision while the system controls the steering, you still have control of the accelerator, gears, and brakes.

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Telephony with wireless charging offers a comprehensive telephony package with Bluetooth connectivity.

The through-loading system includes rear seat backrests that can be divided in a 40:20:40 ratio for the greatest possible flexibility. For example, two passengers can be seated comfortably in the rear, while long objects such as golf bags can be transported at the same time. The two cupholders in the centre armrest are very practical.
ORIGINAL BMW ACCESSORIES.

As a proud BMW owner, accessories are customised to your own individual taste. Now you can further enhance your driving pleasure with Original BMW Accessories and personalise your all-new BMW 3 Series for a greater level of thrill. Choose from our wide range of accessories specially designed for the interior, exterior, entertainment, connectivity, travel and comfort to suit your individual needs.
**BMW M Performance Kidney Grille, Black.** The High-Gloss Black Kidney Grille gives the front of the car an even more dynamic and athletic look. The glossy Black surrounds make the air inlet appear more striking and bigger than ever.

**M Performance Front Splitter in Black High-Gloss.** The front attachment is perfectly tailored to the vehicle design. A unique motorsport look for anybody who refuses to compromise.

**Exterior Mirror Caps, Carbon Fibre.** The striking Carbon Fibre exterior mirror caps underscore the vehicle’s high-tech pedigree, adding an individual athletic touch.

**M Performance Rear Bumper Trim in Black High-Gloss**

**M Performance Floor Mats, Front and Rear.** The M Performance floor mats perfectly round out the upscale, dynamic appearance of the car’s interior.

**M Performance Rear Diffuser, Black High-Gloss.** The high-tech rear diffuser creates an even more dynamic appearance and makes the car’s muscular look even more impressive.

**BMW M Performance Rear Diffuser, Carbon Fibre.** The high-tech rear diffuser creates an even more dynamic appearance and makes the car’s muscular look even more impressive.

**BMW M Performance Rear Spoiler, Black Matt.** The BMW M Performance rear spoiler underscores the individual appearance of the vehicle and guarantees optimised aerodynamic values.

**BMW M Performance Rear Spoiler, Carbon Fibre.** The 100 percent carbon fibre front splitter provides optimum aerodynamics and emphasises the vehicle’s masculine appearance.

**Exterior Mirror Caps, Carbon Fibre.** The striking Carbon Fibre exterior mirror caps underscore the vehicle’s high-tech pedigree, adding an individual athletic touch.

**M Performance Side Skirt attachment in Black High-Gloss**

**M Performance Side Skirt Transfers, Frozen Black.** The side skirt transfers in Black perfectly complements the vehicle’s design, underscoring its individual, athletic profile. With coloured BMW M Performance lettering.

**BMW Side Skirt Transfers, Frozen Black.** The side skirt transfers in Black perfectly complements the vehicle’s design, underscoring its individual, athletic profile. With coloured BMW M Performance lettering.

**M Performance Side Decals in Frozen Black.** The M Performance side skirt foils are perfectly tailored to the car’s design and geometry. They lend the car an exceptionally sporty look.

**BMW M Performance Rear Diffuser, Carbon Fibre.** The M Performance side skirt foils are perfectly tailored to the car’s design and geometry. They lend the car an exceptionally sporty look.

**BMW M Performance Kidney Grille, Black.** The High-Gloss Black Kidney Grille gives the front of the car an even more dynamic and athletic look. The glossy Black surrounds make the air inlet appear more striking and bigger than ever.

**BMW M Performance Rear Bumper Trim in Black High-Gloss**

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**BMW M Performance Rear Bumper Trim in Black High-Gloss**
**WHEELS AND TYRES.**

- Light Alloy Wheel, Style 778, 17" (43.18 cm)
- Light Alloy Wheel, Style 780, 18" (45.72 cm)
- Light Alloy Wheel, Style 782, 18" (45.72 cm)

**ORIGINAL BMW ACCESSORIES.**

- **Advanced Car Eye 2.0.** A highly sensitive full-HD camera that captures events in front and behind the car, even when it is parked. In the event of disturbances and extraordinary movement outside the vehicle, the camera automatically records the situation in order to document possible accidents or (attempted) break-ins.

- **LED Door Projectors.** The innovative door projectors are automatically activated when the doors are opened. They project an image onto the ground next to the car using an interchangeable slide.

- **Fitted Luggage Compartment Mat.** The anti-slip, waterproof and durable mat with a border helps protect the luggage compartment.

- **Floor Mat.** The perfectly fitted, durable all-weather floor mats with a raised border and elegant design protect the front and rear footwell from moisture and dirt. They are Black and feature a Black inlay.
Clothes Hanger. The Travel & Comfort System clothes hanger in an attractive BMW design makes it possible to hang pieces of clothing on the rear side of the backrest.

Base Carrier. Provides an option to attach clothes hangers, a folding table, universal hooks or holders for GoPro cameras, iPads® or Samsung Galaxy Tabs to the front seat headrest.

Universal Hook. The universal hook makes it possible to hang items of clothing or light bags on the rear side of the backrest, protecting them from dirt in the footwell.

Universal Cradle. The Travel & Comfort System clothes hanger in an attractive BMW design makes it possible to hang pieces of clothing on the rear side of the backrest.

Clothes Hanger. The Travel & Comfort System clothes hanger in an attractive BMW design makes it possible to hang pieces of clothing on the rear side of the backrest.

BMW Leather Key Case. The perfectly fitted key case, made from high-quality leather, is fixed to the key with a stylish metal clasp. It protects against scratches, dirt and moisture and protects buttons from accidental usage.

BMW Junior Seat Group 2/3. The BMW Junior Seat Group 2/3 can be adjusted as the child grows and offers maximum safety and comfort for children aged approx. 3 to 12 years (approx. 15–36 kg).

BMW Junior Seat Group 1. The BMW Junior Seat Group 1 is the safe choice for children from approx. 12 months to 4 years old (approx. 9–18 kg).

BMW Baby Seat Group 0+. The BMW Baby Seat Group 0+ with a five-point belt offers unsurpassed safety and comfort for babies up to approx. 13 kg (approx. 15 months old).

The Travel Set. Includes a carry-on sized trolley suitcase and a carry bag that help to create extra storage space in the rear seat. The luggage can be transported individually or stacked and secured with the safety belts. This feature locks to prevent theft.

The Travel and Comfort System provides options to attach clothes hangers, a folding table, universal hooks or holders for GoPro cameras, iPads® or Samsung Galaxy Tabs to the front seat headrest.

Universal Hook. The universal hook makes it possible to hang items of clothing or light bags on the rear side of the backrest, protecting them from dirt in the footwell.

Child Seat Underlay and Backrest Cover. Foam padding made of high-quality, robust polyester fabric to protect the seat from soiling and pressure marks. Wipe with a damp cloth to clean. Includes backrest cover. Quick and stable attachment.

only in conjunction with travel & comfort system/base carrier.
BMW Car Care Products are the BMW approved car cleaning products. Designed to keep your BMW in mint condition from the interior as well as the exterior. They also provide a protective shield against environmental conditions and preserve the high-quality finish of your vehicle.
**EXTERIOR COLOURS.**

- Alpine White
- Mineral Grey (Metallic)
- Black Sapphire (Metallic)
- Phytonic Blue (Metallic)
- Portimao Blue (Metallic)

**INTERIOR COLOURS.**

- Sensatec Canberra Beige with decorative stitching
  Available with
  - Sport
- Sensatec Black
  Available with
  - Sport
- Leather 'Vernasca' Canberra Beige with decorative stitching
  Available with
  - Luxury Line
  - M Sport
- Leather Vernasca Cognac decor stitching
  Available with
  - M Sport
- Leather 'Vernasca' Mocha with decorative stitching
  Available with
  - Luxury Line
  - M Sport

**INTERIOR TRIMS.**

- Fine-wood trim Ash Grey-Brown High-Gloss with highlight trim finisher in Pearl Chrome
  Available with
  - Luxury Line
- Aluminium T tetragon with highlight trim finisher in Pearl Chrome
  Available with
  - M Sport
- Black High-Gloss with highlight trim finisher in Pearl Chrome
  Available with
  - Sport

*Please note that even normal long or short-term use can lead to permanent upholstery damage. This can be caused in particular by non-colour fast clothing.*

*The interior colour is dependent on the chosen upholstery colour.*
DIMENSIONS.

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>589</td>
<td>mm</td>
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<tr>
<td>1827</td>
<td>mm</td>
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<tr>
<td>1624</td>
<td>mm</td>
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<td>2951</td>
<td>mm</td>
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<tr>
<td>1559</td>
<td>mm</td>
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BMW EXTENDED WARRANTY AND SERVICE PACKAGES.

A BMW will run well when it’s kept well. And to make your journey one with complete peace of mind, we have packages under BMW Service and Repair Inclusive that take care of maintenance, inspection, wear and tear and warranty.

**BMW Service Inclusive (BSI)**
- **Complete Cost Control.** Integrate the cost of service work in your leasing and finance installments.
- **Fully Flexible.** You have a choice of various packages with different durations and mileage. You can choose from 3 years with 40,000 km to 10 years with 2,00,000 km.
- **Easily Transferable.** Consistent maintenance by trained BMW Service staff and the use of Original BMW Parts secure the value of your car in the long term. In case you sell your car, BMW Service Inclusive is automatically transferred to the next owner – an additional selling point.

**Scope of Services**

<table>
<thead>
<tr>
<th>Service Inclusive Packages</th>
<th>Oil Inclusive</th>
<th>Service Inclusive Basic</th>
<th>Service Inclusive Plus</th>
<th>Repair Inclusive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engine oil service</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Engine oil top ups</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
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<tr>
<td>Vehicle check and standard scopes</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
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<tr>
<td>Service/replace air filter</td>
<td>✓</td>
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<tr>
<td>Service/replace fuel filter</td>
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<tr>
<td>Service/replace micro filter</td>
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<tr>
<td>Service/replace spark plugs</td>
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<tr>
<td>Service/replace brake fluid</td>
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<tr>
<td>Replacement of front/rear brake pads</td>
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<tr>
<td>Replacement of front/rear brake discs</td>
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<td>✓</td>
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<tr>
<td>Replacement of clutch (if necessary)</td>
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<tr>
<td>Replacement of wiper blades (once in a year)</td>
<td>✓</td>
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</tbody>
</table>

**Service packages starting at less than ₹ 1.00 per Km.**

**BMW Repair Inclusive (BRI)**
- BRI offers the ease of extending the warranty of your car with unlimited mileage up to 6 years. BRI too is automatically transferred to the next owner in the event of selling your car.

**BMW Financial Services**

BMW 360° Plan by BMW Financial Services is a programme that offers complete peace of mind. With multiple benefits, the programme offers better value and the freedom to appreciate every moment. A programme that brings thrills closer.

- **LOW MONTHLY PAYMENTS**
  Pay low monthly instalments, as you only pay for what you use.

- **FUTURE PROOF**
  With the BMW 360° Plan you get an Assured Buyback price for your current vehicle.

- **FLEXIBILITY**
  At the end of your finance contract, you can choose to Retain, Trade-In or Return your vehicle in the most hassle-free way possible.

For more information, please contact the Finance and Insurance Manager at the nearest BMW Authorised Dealership.
The pictorial representation does not purport to be the political map of India.