



The Ultimate
Driving Machine



THE 3

SALOON

THE BMW 3 SERIES SALOON.



18 Equipment Highlights



20 Exterior Colours / Interior Colours



24 Wheels and Tyres / Genuine BMW Accessories



26 Packages



A CAR
MOVES
YOU.
A BMW
TOUCHES
YOU.



THE ONLY THING THAT KEEPS
PACE IS YOUR EXCITEMENT.



WE HAVE PUT IN
THE VERY BEST.
BRING IT OUT.

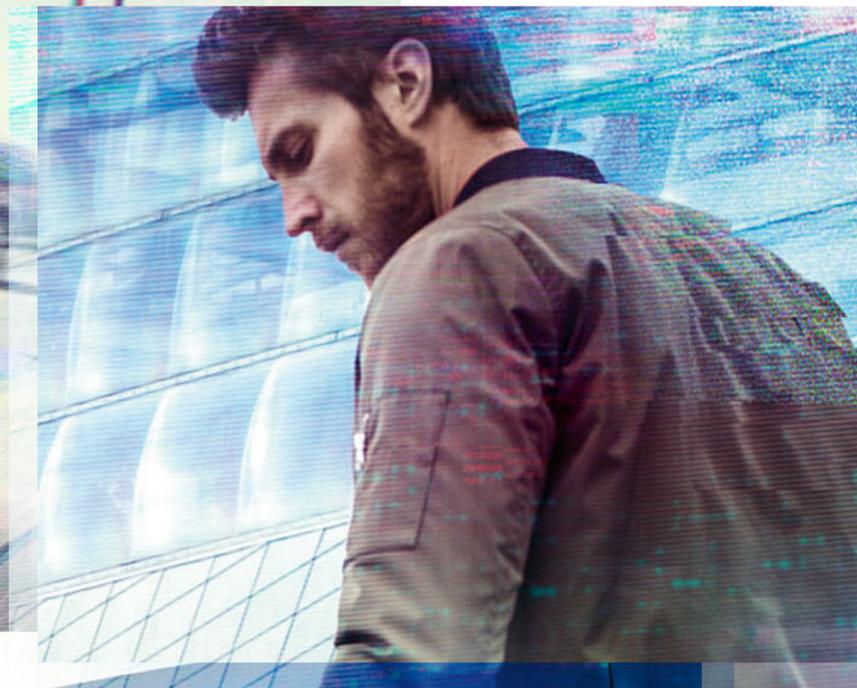
IT ATTRACTS.
ESPECIALLY LOOKS.





READY FOR A
TRAILBLAZER.





LEAVE A MARK.
TAKE AWAY
IMPRESSIONS.

THE MOST BEAUTIFUL EXPECTATIONS:
THE EXCEEDED ONES.



Timeless athleticism sporty proportions with optimal aerodynamics II optional BMW Laserlights II LED rear lights II optional 19" light alloy wheels. **Next level driver assistance and connectivity** BMW Intelligent Personal Assistant for M Sport models upwards II optional Driving Assistant Professional II optional Parking Assistant Plus¹ II Customisable BMW Live Cockpit Professional with a display network consisting of a 12.3" fully digital instrument display and a 10.25" Control Display, exclusively for M Sport, M Sport Plus Edition and M340i xDrive models II optional Digital key². **Inviting comfort** Ambient Lighting including Welcome Light Carpet II Improved interior acoustics. **Outstanding driving dynamics** optional M Sport differential II optional Adaptive M suspension. **Standard dynamic features** Active Air Stream Kidney grille II Efficient Lightweight. **An icon on the way to the future – the BMW 3 Series Saloon.**

¹ Not available for SE or Sport models. Only with BMW Drive Recorder.
² Prerequisite is a BMW ConnectedDrive account and a compatible smartphone with Android operating system, NFC technology and integrated secure element. Only compatible with selected Android smartphones with Android 8.0 or higher. For customers with non-compatible smartphones, a Digital key card is provided.

■ Standard equipment □ Optional equipment



□ In laser high-beam mode, BMW Laserlights illuminate a range of up to 500m. Better visibility in the dark significantly increases safety. Blue accents and the lettering "BMW Laserlight" in the headlight also underline the technological standards and the sportiness of the vehicle. Exclusively available as part of the Visibility package.



■ The rear lights with their characteristic L-shape and lighting elements in full LED technology identify the vehicle as a BMW even in the dark.



□ Parking Assistant Plus¹ includes all Parking Assistant functions plus a Surround View system and Remote 3D View.



■ "Hey, BMW. Who are you?" Wouldn't it be incredible if your BMW also came with a personal assistant? Communicate with your vehicle using the BMW Intelligent Personal Assistant. It knows you, gets better every day and helps out whatever the situation. You can assign your own personal activation word. It can explain everything about your car and helps you to get to know your BMW even better. Exclusively available on M Sport, M Sport Plus Edition and M340i xDrive models.



■ The BMW Live Cockpit Professional features a display cluster consisting of a fully digital 12.3" instrument display and a high-resolution 10.25" Control Display as well as the BMW Operating System 7.0. Exclusively available as standard for M Sport, M Sport Plus Edition and M340i xDrive models.



■ Ambient lighting, including Ambient contour lighting in the front and rear doors, creates a relaxed lighting atmosphere in the interior. The 11 dimmable lighting designs also include a dynamic function in four applications. The light carpet illuminates the area in front of the vehicle doors when getting in and out.



□ Automatic tailgate operation allows remote opening with a key and closing of the tailgate by simply pressing the tailgate button or key. The tailgate can also be opened in the conventional manner, using the outside handle, and closed pressing a button on the inside of the tailgate. Only available as part of the Comfort package.



□ BMW packages are designed to group together certain options around a particular aspect of your BMW driving experience to help make your choice of options easier. The M Sport Plus package comprises 19" light alloy Double-spoke style 791 M wheels, Bicolour Jet Black with run-flat tyres, Adaptive M suspension, Sun protection glass, M seat belts, Extended High-gloss Shadowline exterior trim and M rear spoiler. M Sport brakes are also available on 318d, 320d, 320i and 330e models (already standard on 330i and 330d M Sport models) and M Sport differential is available on 330i and 330d M Sport models only.



■ The Split-folding rear seats with rear seat backrests, which are divisible in a 40:20:40 ratio, guarantee flexibility when transporting people and objects.



□ Driving Assistant Professional² offers optimum comfort and maximum safety during critical or monotonous driving situations. It includes Active Cruise control with Approach control, Steering and Lane control Assistant, Automatic Speed Limit Assist, Lane Keeping Assistant with active side collision protection, Crossing Traffic Warning (front), Evasion Aid, Crossroads Warning with city braking function and Wrong-way Warning. Exclusively available on M Sport, M Sport Plus Edition and M340i xDrive models. Only available with Automatic transmission or Sport automatic transmission. Only available with BMW Live Cockpit Professional.



□ Comfort Access enables keyless access to the vehicle through all doors and the tailgate. It also includes a Digital key for locking and unlocking as well as starting the vehicle using a compatible smartphone³. Only available as part of the Comfort package.



□ Enhanced Bluetooth⁴ with wireless charging enables a wireless connection of the telephone with the vehicle as well as the technical capacity for a WiFi hotspot⁵.



■ Your BMW will take care of you. It invigorates you when you are tired, relaxes you after a stressful day and adapts your vehicle's interior to perfectly suit your mood. With In-Car Experiences, your vehicle will make sure you feel your best. Exclusively available for M Sport, M Sport Plus Edition and M340i xDrive models. Available on a three year subscription, renewable on the BMW ConnectedDrive portal thereafter.

¹ Not available for SE or Sport models. Only with BMW Drive Recorder.
² Function may be limited in darkness, fog or bright glare.
³ Prerequisite is a BMW ConnectedDrive account and a compatible smartphone with Android operating system, NFC technology and integrated secure element. Only compatible with selected Android smartphones with Android 8.0 or higher. For customers

with non-compatible smartphones, a Digital key card is provided.
⁴ For smartphones without an inductive charging function, charging cases are available to purchase via Genuine BMW Accessories.
⁵ The WiFi hotspot fulfils all in-vehicle requirements for use of the internet with the maximum LTE standard. Usage is subject to cost.

EXTERIOR COLOURS.

■ Standard equipment □ Optional equipment



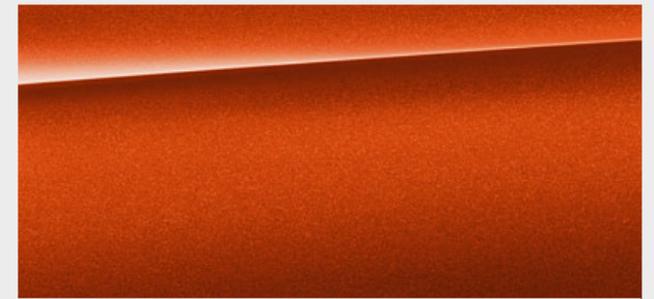
■ Non-metallic 300 Alpine White¹



□ Metallic A96 Mineral White¹



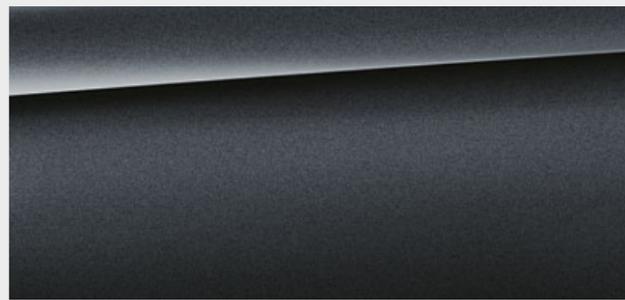
□ Metallic C1Z Vermont Bronze^{1,2}



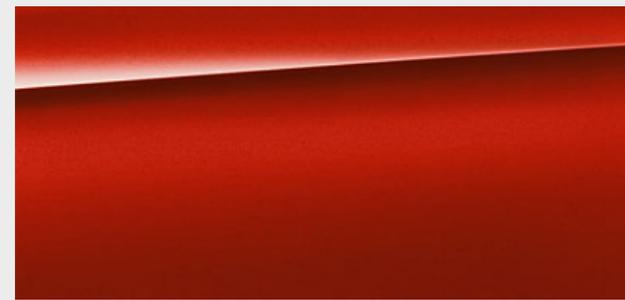
□ Metallic C1X Sunset Orange¹



□ Metallic A83 Glacier Silver^{1,2}



□ Metallic B39 Mineral Grey¹



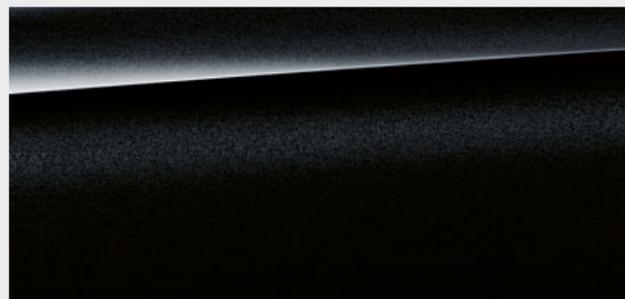
□ Metallic A75 Melbourne Red^{1,2}



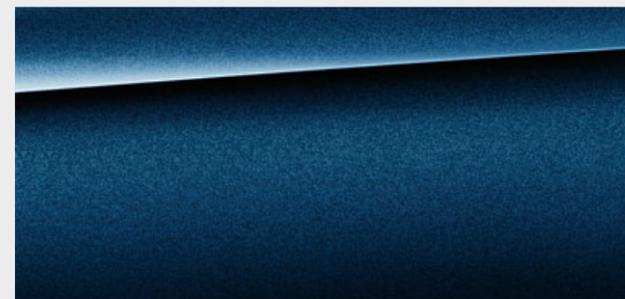
□ Metallic C31 Portimao Blue^{1,3}



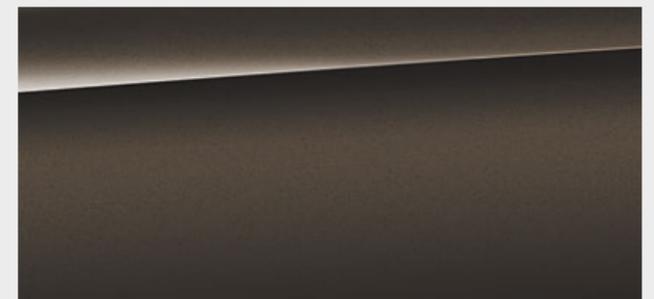
■ Non-metallic 668 Jet Black^{1,2}



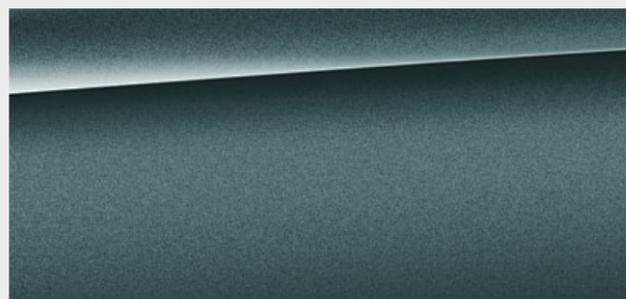
□ Metallic 475 Black Sapphire¹



■ Metallic C3Z Tanzanite Blue⁴



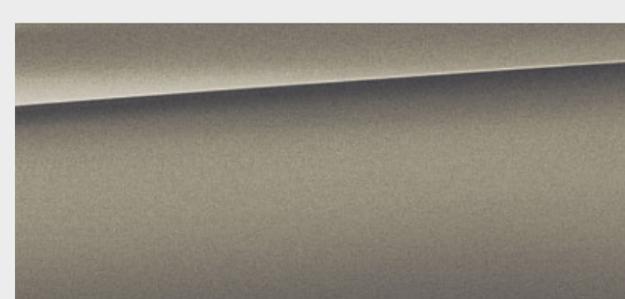
■ Metallic C36 Dravit Grey⁴



□ Metallic C35 Blue Ridge Mountain^{1,2}



□ Metallic C10 Mediterranean Blue^{1,2}



■ Metallic C4A Oxide Grey⁴

[Colour samples] These colour samples are intended as an initial guide to the colours and materials available for your BMW. However, experience has shown that printed versions of paint, upholstery and interior trim colours cannot in all cases faithfully reproduce the

appearance of the original colour. Please discuss your preferred colour choices with your BMW Retailer. There you can also see original samples and be assisted with any requests.

¹ Not available for M Sport Plus Edition models.

² Exclusively available for SE and Sport models.

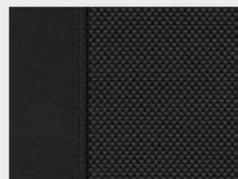
³ Exclusively available for M Sport and M340i xDrive models.

⁴ Exclusively available for M Sport Plus Edition and M340i xDrive models. Standard for M Sport Plus Edition models and optional for M340i xDrive models.

■ Standard equipment □ Optional equipment

CLOTH

Available with



■ SE

Cloth
EHAT Anthracite

LEATHER

Available with



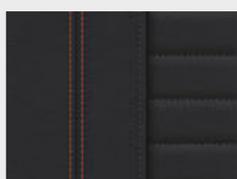
■ Sport
■ M Sport
■ M Sport Plus Edition
■ M340i xDrive

Vernasca leather
MAH7 Black with
Grey stitching



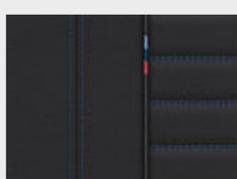
■ Sport
■ M Sport
■ M Sport Plus Edition
■ M340i xDrive

Vernasca leather
MAMU Mocha with
Night Blue stitching



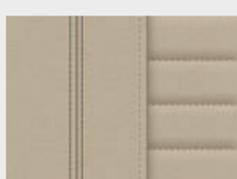
■ Sport

Vernasca leather
MANJ Black with
Orange stitching



□ M Sport
□ M Sport Plus Edition
■ M340i xDrive

Vernasca leather
MANL Black with
Blue stitching²



■ Sport
■ M Sport
■ M Sport Plus Edition
■ M340i xDrive

Vernasca leather
MAOI Oyster with
Grey stitching

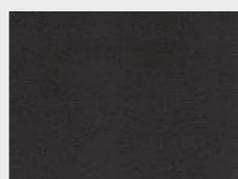


■ Sport
■ M Sport
■ M Sport Plus Edition
■ M340i xDrive

Vernasca leather
MAPQ Cognac with
Mocha stitching

SENSATEC

Available with



□ SE

Sensatec leather
KCSW Black¹

BMW INDIVIDUAL LEATHER

Available with



□ M Sport Plus Edition
□ M340i xDrive

BMW Individual
Extended
Merino leather
VAEW Ivory White³



□ M Sport Plus Edition
□ M340i xDrive

BMW Individual
Extended
Merino leather
VAHZ Fiona
Red / Black³



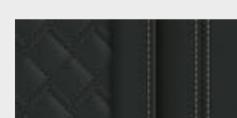
□ M Sport Plus Edition
□ M340i xDrive

BMW Individual
Extended
Merino leather
VATQ Tartufo³



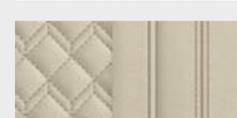
□ M Sport Plus Edition
□ M340i xDrive

BMW Individual
Extended
Merino leather
ZAFV Fjord
Blue / Black³



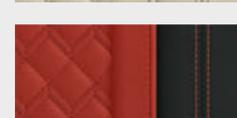
□ M Sport Plus Edition
□ M340i xDrive

BMW Individual
Extended
Merino leather
ZASW Black³



□ M340i xDrive

BMW Individual Full
Merino leather
VBEW Ivory White⁴



□ M340i xDrive

BMW Individual Full
Merino leather
VBHZ Fiona
Red / Black⁴



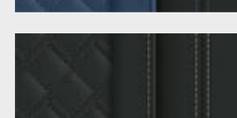
□ M340i xDrive

BMW Individual Full
Merino leather
VBTQ Tartufo⁴



□ M340i xDrive

BMW Individual Full
Merino leather
ZBFV Fjord
Blue / Black⁴



□ M340i xDrive

BMW Individual Full
Merino leather
ZBSW Black⁴

INTERIOR TRIMS

Available with



■ SE
■ Sport

4AT High-gloss Black



■ M Sport
■ M340i xDrive

4KK Aluminium
Tetragon



□ SE
□ Sport
□ M Sport
□ M340i xDrive

4KA Finewood Oak
grain, open-pored



□ SE
□ Sport
□ M Sport
□ M340i xDrive

4KC Finewood Ash
Grey-Brown High-gloss

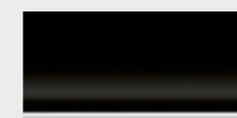


□ Sport
□ M Sport
□ M340i xDrive

4KL Aluminium Mesh
effect

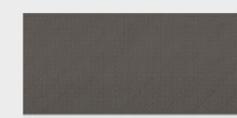
BMW INDIVIDUAL INTERIOR TRIMS

Available with



□ M Sport
□ M Sport Plus Edition
□ M340i xDrive

4ML BMW Individual
Piano Black

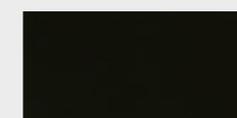


■ M Sport Plus Edition
□ M340i xDrive

XED BMW Individual
Aluminium Fabric
High-gloss

HEADLINING

Available with



■ M Sport
■ M Sport Plus Edition
■ M340i xDrive

775 Anthracite

¹ Exclusively available for SE models as part of the optional SE Plus package.
² Only in combination with the optional Instrument panel in Sensatec.

³ Only with harman/kardon loudspeaker system.

⁴ Only with Extended storage, harman/kardon loudspeaker system and Instrument panel in leather.

Please note that the interior colour depends on the selected upholstery colour. Please note that even normal long or short-term use can lead to permanent upholstery damage. This can be caused in particular by non-colourfast clothing.

WHEELS AND TYRES.



■ 17" light alloy V-spoke style 778 wheels, 7.5 J x 17 with 225/50 R17 tyres. Standard on SE models.



□ 18" light alloy Double-spoke style 782 wheels, Bicolour Orbit Grey, 7.5 J x 18 with 225/45 R18 run-flat tyres. Optional on SE models.



■ 18" light alloy V-spoke style 780 wheels, Bicolour Orbit Grey, 7.5 J x 18 with 225/45 R18 run-flat tyres. Standard on Sport models.¹



■ 18" M light alloy Double-spoke style 790 M wheels, Bicolour Orbit Grey, front 7.5 J x 18 with 225/45 R18, rear 8.5 J x 18 with 255/40 R18 run-flat tyres. Standard on M Sport models.¹



□ 19" M light alloy Double-spoke style 791 M wheels, Bicolour Jet Black, front 8 J x 19 with 225/40 R19, rear 8.5 J x 19 with 255/35 R19 run-flat tyres. Optional on M Sport models. Only available as part of M Sport Plus package.



□ 19" BMW Individual light alloy Double-spoke style 793 wheels, Bicolour Orbit Grey, front 8 J x 19 with 225/40 R19, rear 8.5 J x 19 with 255/35 R19 run-flat tyres. Optional on Sport and M Sport models. Not available with M Sport Plus package.

GENUINE BMW ACCESSORIES.

Equipment 24 | 25

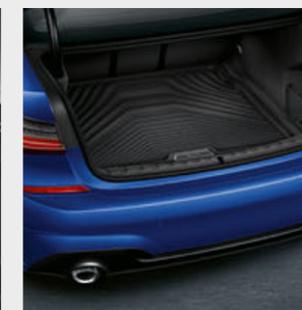
■ Standard equipment □ Optional equipment ○ Accessories



○ There are a range of eye-catching BMW M Performance products available for the BMW 3 Series. These include Front Splitter (Matt Black) and Front Splitter Pro (Carbon), Rear Diffuser (available in Carbon or Matt Black) and Rear Spoiler (available in Carbon or Matt Black).



○ BMW Advanced Car Eye 2.0 is a highly sensitive full HD camera, which automatically records what is going on around the vehicle during disturbances and driving situations.



○ Anti-slip, water-resistant mat for protecting the luggage compartment from dirt and moisture. In Black with stainless steel inlay matching the interior.



○ The BMW All-weather Floor Mats ensure precisely fitted protection against moisture and dirt in the front footwell. Featuring a Black design with a stainless steel inlay, they perfectly complement the interior.



○ The modern BMW roof box in Black with Titanium Silver side panels has a storage capacity of 420 litres and is compatible with all BMW roof rack systems. Due to the fact that it can be opened from both sides and has triple central locking on each side it is convenient to load and lock for theft protection. BMW roof boxes in other sizes are also available.



○ High-quality 20" M Performance forged wheels Y-Spoke 795 M in Bicolour Ferric Grey Matt, gloss-milled. Also available in Black.



○ The high-quality 20" M Performance forged wheels Cross-spoke style 794 M are designed in Bicolour Jet Black, gloss-lathed and feature the colour M Logo.

¹ 330e models without run-flat tyres.

PACKAGES.

BMW packages, in the BMW 3 Series Saloon, are designed to create greater convenience, functionality, desire and comfort on any drive. With options ranging from the utmost in advanced headlight technologies to the comfort of keyless access, this generous selection of combinations will enhance any journey in your BMW 3 Series Saloon.

■ Standard equipment □ Optional equipment



M SPORT PLUS PACKAGE.

Enhance your BMW 3 Series M Sport Saloon with the M Sport Plus package. This package enhances the vehicle through a selection of visual and performance upgrades to deliver the ultimate BMW experience.

The M Sport Plus package comprises:

- 19" light alloy Double-spoke style 791 M wheels, Bicolour Jet Black with run-flat tyres
- Adaptive M Suspension
- Sun protection glass
- M seat belts
- Extended High-gloss Shadowline exterior trim
- M rear spoiler

Differing content:

- M Sport braking system is also available on 320i, 318d, 320d and 330e M Sport models
- M Sport braking system is standard on 330i and 330d M Sport models
- M Sport differential is exclusively available on the 330i and 330d M Sport models



PREMIUM PACKAGE.

For a luxurious driving experience, the Premium package is the perfect companion. Including an Electric glass sunroof, which is electrically operated, this feature allows for more light to enter the cabin than ever before.

The Premium package comprises:

- Electric glass sunroof
- Seat adjustment, electric with memory
- Lumbar support for the driver and front passenger



TECHNOLOGY PACKAGE.

Offering the latest innovations inside your BMW 3 Series Saloon, the Technology package makes the perfect companion on any journey. From the ability to charge your phone wirelessly, to the convenience of relevant driving information projected onto the windscreen, this package combines functionality with the latest BMW technology just for you.

For SE and Sport models the Technology package comprises:

- Head-up Display
- HiFi loudspeaker system
- Enhanced Bluetooth with wireless charging
- WiFi hotspot preparation

Additionally, M Sport, M Sport Plus Edition and M340i xDrive models receive:

- Harman/kardon loudspeaker system
- BMW Gesture Control



COMFORT PACKAGE.

The Comfort package combines convenient and innovative functionality with pure comfort. You can now access your car with greater ease and keyless entry thanks to Comfort Access. With additional and practical storage compartments, generous space and storage options can be utilised for your convenience in the BMW 3 Series Saloon.

The Comfort package comprises:

- Steering wheel heating
- Automatic tailgate operation
- Comfort Access with smart opener
- Extended storage



SE PLUS PACKAGE.

Exclusively available for SE models, the SE Plus package allows the driver to enhance the interior feel of the vehicle. Relax against the Black Sensatec upholstery with heated front seats.

The SE Plus package comprises:

- Black Sensatec upholstery
- Larger Fuel Tank
- Heated Seats for driver and front passenger



VISIBILITY PACKAGE.

Intelligently combining the most advanced BMW headlight technologies, the Visibility package delivers an extremely innovative headlight system that ensures maximum illumination of the road ahead without glaring other road users. Striking iconic daytime running lights with Blue laser diodes gives the car its most appealing visual appearance.

The Visibility package comprises:

- BMW Laserlights
- High-beam Assistant

BMW 330i M SPORT SALOON WITH M SPORT PLUS PACKAGE:

BMW TwinPower Turbo four-cylinder petrol engine, 258hp (190kW), 19" M light alloy Double-spoke style 791 M wheels in Bicolour Jet Black, exterior paint in Portimao Blue metallic, BMW Laserlights, Sun protection glass, Adaptive M Suspension, M rear spoiler, BMW Individual High-gloss Shadowline exterior trim, Instrument panel in Sensatec, Sport seats in Vernasca Black leather with Blue contrast stitching, M seat belts, interior trim in Aluminium Tetragon.

The models illustrated in this brochure show the equipment and configuration options (standard and optional) for vehicles produced by BMW AG for the German market. Alterations in standard and optional equipment and the configurations available for the different models, as described in this brochure, may occur after going to print or according to the specific requirements of other markets. Your local BMW Retailer is available to provide further details. Subject to change in design and equipment. Part number 01 29 5 A11 DE9 V1. December 2019.

© BMW AG, Munich, Germany. Not to be reproduced wholly or in part without prior written permission of BMW AG, Munich.

411 003 243 21 2 2019 BC. Printed in Germany 2019.