

2010 BMW
3 Series Convertible

328i
335i



The Ultimate
Driving Machine®



THE BMW 3 SERIES CONVERTIBLE.
THE PERFECT LINK BETWEEN SKY AND ROAD.

2010 BMW 3 Series Convertible
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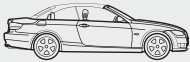
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Any convertible can deliver the sun. But the pleasures of the BMW 3 Series Convertible start from the ground up. Blending legendary power, handling and control with a retractable hardtop and other innovative concepts, the 3 Series Convertible is a breath of fresh air and a liberating idea.

At BMW, we believe that ideas are everything. Because we are an independent company, we have the freedom to make sure that great ideas live on to become Ultimate Driving Machines.®

➔ www.bmwusa.com

	335i shown with the following equipment:
	Engine: 24-valve, Advanced Turbo, 3.0-liter, inline six-cylinder Wheels: Star Spoke (Style 189) light alloy wheels Exterior color: Platinum Bronze Metallic Upholstery: Cream Beige Dakota Leather Interior trim: Dark Burl Walnut Wood Options: Premium Package, Sport Package, Cold Weather Package, STEPTRONIC automatic transmission, paddle shifters, Navigation system
BMW 335i Convertible	
For details on Standard and Optional equipment, please refer to Equipment charts pages 58 62.	



To build a great convertible,
you don t start with the top.



A BMW that's open to the air and to innovative engineering.

Push its Start button, and it will push yours.



The 3 Series Convertible was designed to please. It's hard not to smile when you're comfortably seated in a cabin so luxurious, it could double as a private club for four. Touch the Start button and jab the accelerator; the powerful engine roars its enthusiasm. Even on the most familiar roads, the 3 Series Convertible takes you someplace completely special. While you're trying out sporty performance maneuvers, unleash the sound system – preferably enhanced with the CD-quality sound, free “multicast” FM stations and innovative data services of HD Radio.™

Raises the roof and the standard for all-around performance.

Inspiring. Compelling. Perfect adjectives to describe the way the 3 Series Convertible performs, as much as the way it looks. In the 335i, BMW's 300-horsepower direct-injected Advanced Turbo inline six delivers a jaw-dropping 0-60 time of 5.5 seconds.¹ Put this power to the test with the 6-speed automatic transmission with steering wheel-mounted, F1-inspired paddle shifters.² The 328i unleashes the power of 230 horses and 200 lb-ft of torque by way of a lightweight composite magnesium/aluminum inline six. The 3 Series Convertible's extra-stiff bodyside and fine-tuned suspension let you navigate gracefully through every corner and bend. Once you're underway, you'll hardly need to stop – this is one of the most fuel-efficient vehicles in its class. And should you have a significant loss of tire pressure, you can still travel from 30 to 150 miles at 50 mph, thanks to its standard run-flat tires.³

¹Manual transmission; 5.7 seconds, automatic. BMW AG test results; obey local speed laws and always wear safety belts.
²Steering wheel-mounted paddle shifters are automatically included when STEPTRONIC automatic transmission and Sport Package or M Sport Package are ordered.
³Run-flat tires do not come equipped with a spare. Please see the Owner's Manual for more information detailing allotted miles to travel and load weight rules for run-flat tires.



A vehicle in which innovation and comfort are synonymous.



The engineers at BMW went out of their way to create an innovative new roof design, so you won't have to go out of your way to enjoy open-air driving. At the push of a button, the hardtop retracts and slides into the trunk in just 22 seconds. And even with the top down, the sun's rays won't heat up the Dakota Leather-upholstered interior, thanks to BMW's exclusive Sun-Reflective Technology. Trust BMW to keep you cool while enjoying fun in the sun.

For details on the availability of standard and optional features, please refer to the Standard equipment | Optional equipment charts at the back of this brochure.

Get your love of driving out in the open.

To onlookers, the 3 Series Convertible radiates the joy and freedom of open-air driving. But it communicates even more to those behind the wheel. Lightweight materials and advanced construction techniques help maintain the Convertible's balanced weight distribution and remarkably responsive, sporty handling. Active Steering adjusts the amount of steering input needed to change direction, resulting in greater agility at lower speeds, and improved stability at higher speeds. The Dynamic Stability Control (DSC) system includes four braking enhancements, including Brake Drying and Brake Stand-by, that add to its active safety quotient. And in the unlikely event of a rollover with the top down, the rollover feature helps guard the driver and passengers. In the 3 Series Convertible, performance and protection go hand in hand.

For details on the availability of standard and optional features, please refer to the Standard equipment | Optional equipment charts at the back of this brochure.



Even with an abundance of fresh air, you'll still be left breathless.



Bright ideas to light up the night.

When the temperature goes down, the hardtop goes up, keeping the interior of the 3 Series Convertible comfortably conditioned and remarkably quiet, 365 days a year. And after the sun has set, Xenon Adaptive Headlights not only brilliantly illuminate what's directly ahead, but turn when you do, lighting up the road around bends. Inside, exquisite Ambiance lighting discreetly bathes the sides of the cabin with a soft, red glow. And even in the darkest night, you'll find your way to virtually any destination with ease – while avoiding traffic jams – courtesy of the Navigation system with Real Time Traffic Information.

For details on the availability of standard and optional features, please refer to the **Standard equipment** | **Optional equipment** charts at the back of this brochure.



The 3 Series Convertible:
It's time to open up.





You're looking at the most inspiring view of the 3 Series Convertible: the one from behind the driver's seat. Because for all its sun-bathed sensuality, the 3 Series Convertible is first and foremost an Ultimate Driving Machine.® Settle into the ergonomic cockpit. Grab hold of the leather-clad, multi-function sport steering wheel, with paddle shifters that let you switch gears in a fraction of a second without using a clutch. Each piece of equipment works together to offer the most natural connection between you and the road. Take the central instrument panel: it is from here that you'll plan your greatest trips. For example, the optional Navigation system with Real Time Traffic Information keeps you abreast of traffic jams and provides alternate routes around them. At just an arm's-length away are six programmable memory buttons for quick retrieval of your favorite iDrive settings. And by using the iDrive Controller, situated just in front of the armrest, you'll be able to adjust most comfort features. The center console also houses the control that raises and lowers the top so when the mood strikes, open air is just a touch away.



The road ahead. The skies above. And the perfect connection between the two.

The luxurious and inviting interior, easy-to-reach dash controls, and flowing cabin lines remind you that every trip should feel like your favorite. In fact, the 10-way power front sport seats, upholstered in sumptuous Dakota Leather with Sun-Reflective Technology, will quickly become your favorite chairs anywhere. Their form-fitting, adjustable side bolsters, thigh and lumbar support, and other settings will comfortably support both you and your front passenger better than anything at home. With HD Radio,™ you'll also have access to static-free (and fee-free) digital AM/FM broadcasts, multicast FM stations, and innovative data services. And enjoy your favorite soundtracks to the fullest, courtesy of the advanced Logic7 Surround Sound audio system and the 3 Series Convertible's best-in-class quiet cabin.

For details on the availability of standard and optional features, please refer to the Standard equipment | Optional equipment charts at the back of this brochure.

**The roof can be raised or lowered
but the rear-cabin comfort level stays high.**



The 3 Series Convertible's rear cabin comfortably accommodates two adults with ample seating and legroom, plenty of headroom, and a wide-open feeling – and that's with the top up. Front seats are designed with integrated safety belts and a power tilt/sliding feature to allow rear-seat passengers quick and easy entry and exit. There's also a center storage console/armrest for added comfort.

When there are no rear-seat passengers, fold down the rear seatbacks for added cargo-carrying space. There are even two convenience hooks to hold shopping bags upright. When the hardtop is up, its storage area can be flattened to enlarge the trunk's capacity; when the top is down, the Comfort Access system with Comfort Opening and Loading feature moves the hardtop temporarily out of the way, making it easier to stow cargo.

For details on the availability of standard and optional features, please refer to the Standard equipment | Optional equipment charts at the back of this brochure.

The large rear-view mirror affords excellent rearward peripheral vision. With the Premium Package, it automatically dims the reflected glare of bright headlights, and includes a digital compass and three-button Universal garage-door opener.



When there are no rear-seat occupants, the seatback can be folded down to create added storage space. Two handy convenience hooks hold shopping bags upright.



A generously sized pass-through with cargo bag securely holds skis, snowboards, golf clubs and other long items, while protecting the interior.



This is how much has gone in.

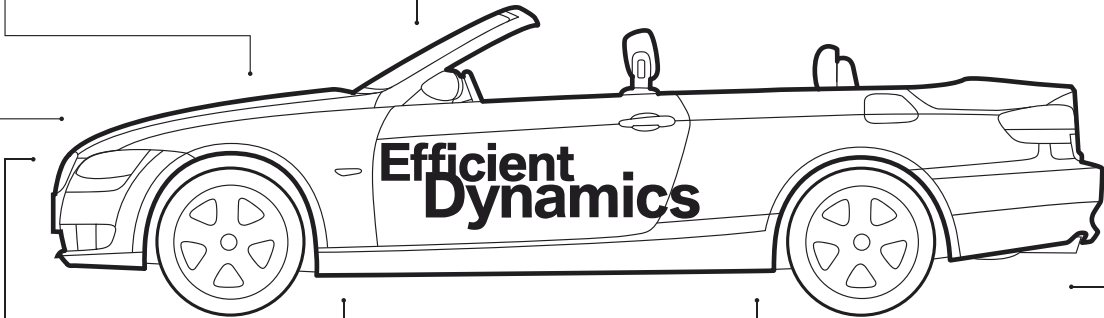
At BMW, we create dynamic vehicles that thrill you with quick acceleration, predictable handling and unshakable control. We are also busy finding ways to sustain this level of performance while incorporating innovative fuels and technologies to help preserve the environment. This is what we refer to as EfficientDynamics. This goal has led to the visionary CleanEnergy hydrogen-powered engine, which is currently used in the BMW Hydrogen 7 Sedan. BMW Advanced Diesel with BluePerformance, which offers diesel power with quick acceleration, increased fuel efficiency and reduced emissions, was introduced to the U.S. in select models in 2009. In fact, every BMW on the road today comes standard with technology that boosts performance while simultaneously reducing fuel consumption and CO₂ emissions.

Double-VANOS

VANOS is BMW's valve timing system that can steplessly vary the points in the combustion cycle when valves open and close. Double-VANOS refers to the fact that it operates on both the intake and exhaust camshafts. Electronically controlled in response to engine speed, load and temperature, VANOS reduces emissions, and enhances low- to medium-speed torque, as well as fuel efficiency.

Aerodynamics

The more smoothly that air flows over a vehicle, the more efficiently it can operate. All BMWs are designed for a low coefficient of aerodynamic drag, which translates into quicker acceleration, more stable handling, quieter operation and greater fuel efficiency. A BMW's integrated front spoilers reduce the amount of air flowing underneath, minimizing front-end lift. This allows a BMW to hug the road at higher speeds for excellent stability.



Valvetronic

Instead of using a traditional throttle, Valvetronic technology in the 328i lets the engine breathe more easily by varying the lift height of the valves to regulate air intake. The result: improved cold starts, smoother running, and a significant drop in fuel consumption. Using revolutionary technology such as this, BMW has improved its overall average fuel economy more than any other manufacturer.

Efficient transmissions

The 3 Series Convertible offers a choice of two 6-speed transmissions: a smooth-shifting manual, and an equally fuel-efficient STEPTRONIC automatic transmission.

Lightweight construction

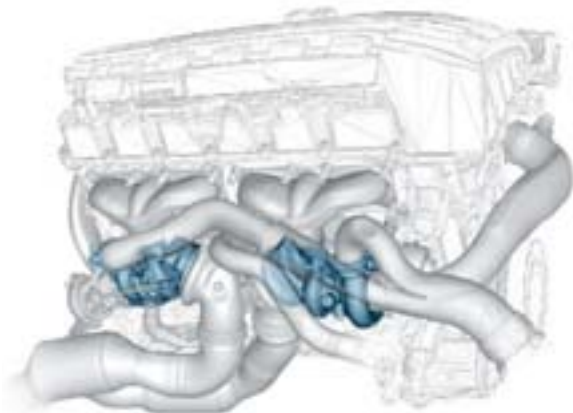
Our engineers use lightweight aluminum throughout our vehicles in the front section, for example, or for the suspension. BMW's inline six-cylinder Advanced Turbo engine is all aluminum; the naturally aspirated inline six is an aluminum/magnesium composite the lightest in its class. Taken together, these weight savings lead to lower fuel consumption and better axle load distribution for more agility especially in curves.

Advanced Turbo engine

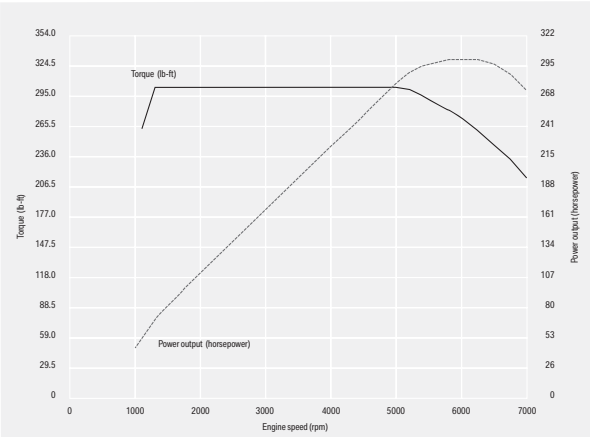
Benefiting from BMW's Advanced Turbo technology, the 300-hp 335i delivers quick acceleration while virtually eliminating turbo lag. Fuel economy is strong, as well, thanks to precise piezo direct fuel injection.

And this is what comes out.

BMW models have low CO₂ emissions today. But that's just for starters. We're carrying on our research in the quest to bring you greater driving pleasure, with fewer emissions and decreased fuel consumption.



Fast buildup of pressure: the two parallel turbochargers (shown in blue) make a key contribution to the outstanding responsiveness of the inline six-cylinder engine.



Portrait of an engineering masterpiece: the 335i s Advanced Turbo engine produces 300 horsepower at 5800 rpm, and quickly develops 300 lb-ft of torque at 1400 rpm, which continues without fading through to the 5000 rpm range. With such a broad range of powerful torque, you can enjoy smooth, robust acceleration in any gear, at any speed.

BMW creates two revolutions in power.

Engines are our passion. That's why a BMW engine does not just deliver power and performance – it also does so very smoothly and efficiently. So it comes as no surprise that we are not the only ones to call our engines refined. It's this refinement that makes our powerplants unique.

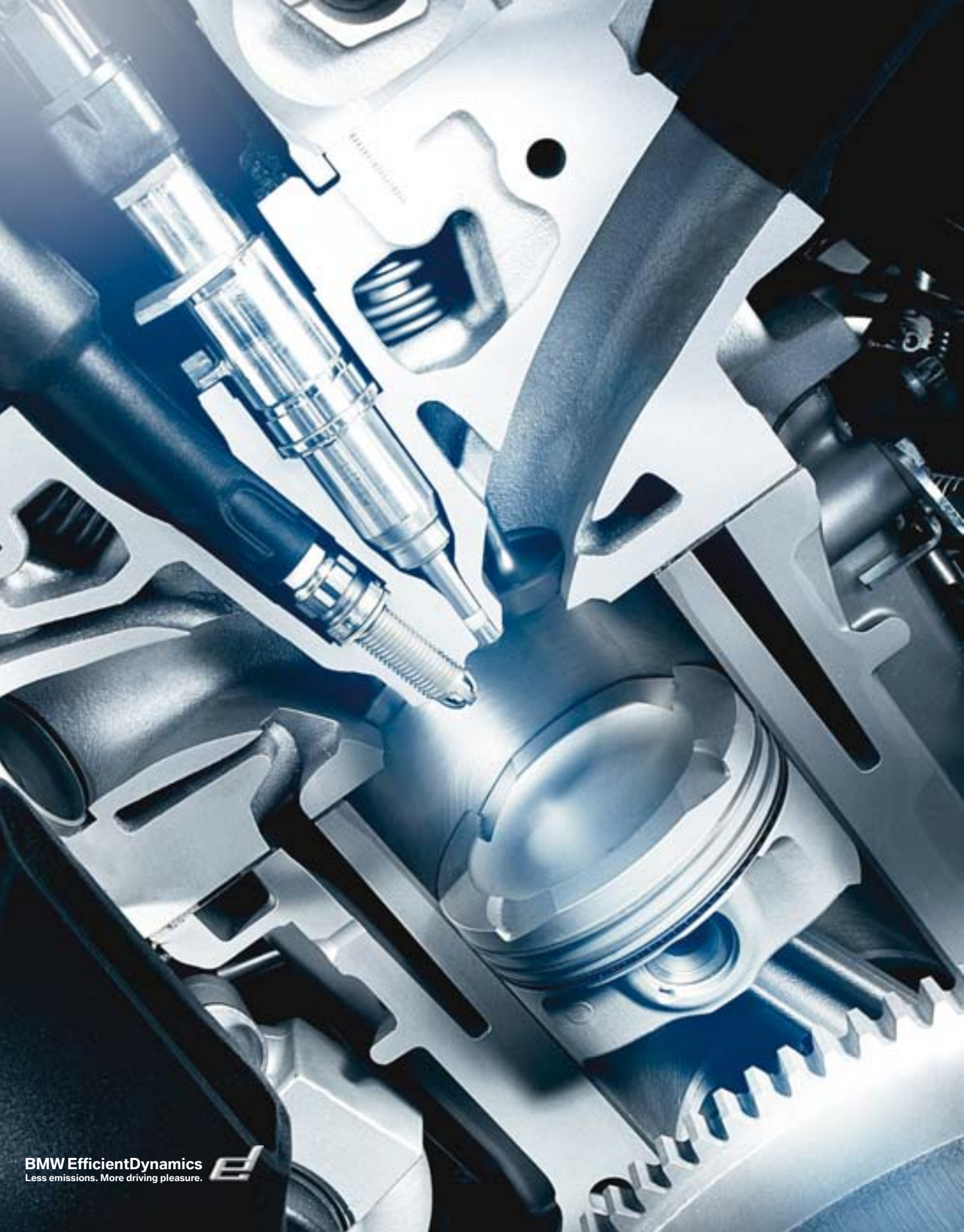
Beneath the long hoods of the 3 Series Convertibles lie two of the world's most sophisticated inline six-cylinders. The innovative powerplant in the 335i generates 300 horsepower and 300 lb-ft of torque, accelerating with a force that reaches 60 mph in just 5.5 seconds.¹ Turbo lag has been virtually eliminated, thanks to Double-VANOS – steplessly variable valve timing, direct fuel injection, and BMW's inspired use of the latest turbo technology. By using direct fuel injection – a high-precision fuel injection system – our engineers have overcome the traditionally poor gas mileage of turbocharging. Every ounce of fuel is maximized, making the Advanced Turbo engine more efficient than a naturally aspirated engine of equal power.

A lightweight aluminum engine block, extra-light camshafts, and BMW's Double-VANOS technology further enhance its smooth power delivery, fuel efficiency, and lowered emissions.

Hit the accelerator of the 328i, and in 6.7 seconds² you're sailing past 60 mph, thanks to its 230-horsepower engine. Advanced Valvetronic technology lets this powerplant breathe better than its predecessor, resulting in greater power, higher torque, quicker engine response, a smoother idle, and enhanced fuel efficiency. The lightweight composite magnesium/aluminum engine block adds to the 328i's spirited acceleration and nimble handling. With 200 lb-ft of torque, the power pours on early and strong, and continues throughout the powerband.

¹ BMW AG test results: with manual transmission; 5.7 seconds with STEPTRONIC automatic. BMW urges you to obey all posted speed laws and always wear safety belts.

² BMW AG test results: with manual transmission; 7.2 seconds with STEPTRONIC automatic. BMW urges you to obey all posted speed laws and always wear safety belts.



The BMW 3 Series Convertible, featuring the world s most beautiful, versatile and intelligent convertible hardtop.

The 3 Series Convertible is truly a 365-day-a-year car. The hardtop folds into the trunk in 22 seconds but should the weather take a turn for the worse, it takes just 23 seconds to raise it back up. This not only gives the Convertible a sleek, aerodynamic silhouette, it also improves the vehicle s torsional stiffness, making an already solid ride that much better. And thanks to rear-side windows that are 30 percent larger than the last-generation 3 Series, and an expanded rear window, you enjoy class-leading all-around visibility.

The hardtop headliner is designed to insulate the cabin from outside noise, while keeping the interior comfortably warmed or cooled. Another plus: when the hardtop is up, the variable partition that separates its storage compartment from the trunk can be moved, creating more usable trunk space. And in a bow to tradition, with the top up, the 3 Series Convertible sports a design feature usually seen only on hardtop models: BMW s signature Hofmeister kink in the rear pillar.

You can enjoy it up, down or somewhere in between.

When BMW decided to create a retractable hardtop for the 3 Series Convertible, the thinking went beyond simply making a steel version of a softtop. This innovative, new design separates the roof into three parts that stack one atop the other, then disappear neatly into a special compartment in the trunk. Like the softtop before, the hardtop opens and closes via a conveniently placed control in the cockpit. And now, the Comfort Opening and Loading feature, which is included with Comfort Access, lets you use the remote key to raise or lower the roof.

Should you want to stow large packages in the trunk when the top is down, a touch of the remote button raises the stacked roof up and conveniently out of the way, letting you access more trunk space; another press lowers it back down. All of which makes the 3 Series Convertible hardtop not just one of the sleekest, most beautiful convertible hardtops on the road today, but the smartest, as well.

For details on the availability of standard and optional features, please refer to the Standard equipment | Optional equipment charts at the back of this brochure.



1. With the hardtop up, the silhouette is sleek and aerodynamic; the interior ambiance, comfortable and quiet.



2. With the vehicle stopped, holding down a button on the console or on the key fob, with Comfort Opening and Loading operates the motor that electrohydraulically unlocks and separates the three-part roof. As a safety measure, once the button is released, the motion stops.



3. The three parts of the roof smoothly move towards the rear and stack, one above the other, while the trunk lid unlocks at the front and swings up.



4. The stacked roof lowers into its special storage compartment, and then the trunk lid closes.



5. Total time from top-up to top-down: 22 seconds. The sporty, elegant Convertible emerges. The trunk can now be opened from the back, and gently closed using the soft-close feature.





The 3 Series Convertible s manual and STEPTRONIC automatic transmissions both offer six forward gears for more dynamic and efficient driving.

How do you like your power? Choose a transmission to suit your style.

Do you like the sporty, hands-on control of a manual gearshift? The ease of STEPTRONIC automatic? Or perhaps the excitement of racing-inspired steering wheel-mounted paddle shifters? Whatever your style, you can indulge it in the 3 Series Convertible.

All models come with a 6-speed transmission. The addition of a sixth forward gear gives you sportier acceleration, smoother cruising and better fuel efficiency. The gear ratios are spaced closer together than with a 5-speed, so the transmission has the right ratio for virtually every situation.

In addition to a silky-smooth, performance-oriented manual transmission, you also have the choice of a STEPTRONIC automatic, which offers Adaptive Transmission Control that learns your driving style

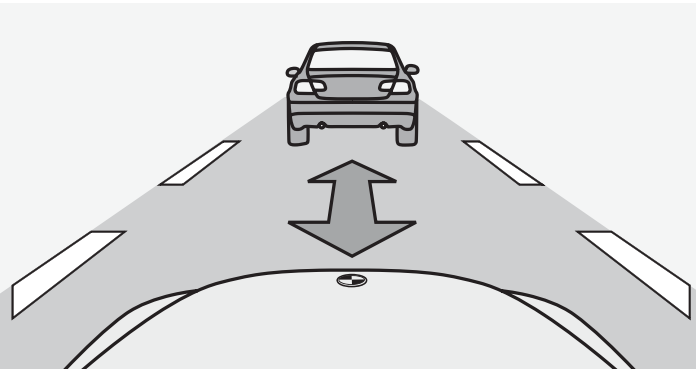
and shifts accordingly, and a Sport mode for more dynamic shifts. You can also change gears manually: simply select STEPTRONIC mode, then tap the gear lever back to shift up, or forward to shift down, for a more sporting driving experience.

The 3 Series Convertible, when equipped with STEPTRONIC automatic transmission and Sport Package or M Sport Package, automatically comes with steering wheel-mounted paddle shifters. These allow you to upshift and downshift quickly without using a clutch, for racing-inspired fun whenever the mood strikes.

For details on the availability of standard and optional features, please refer to the Standard equipment | Optional equipment charts at the back of this brochure.



The Active Cruise Control system uses radar sensors in front to gauge the distance and speed of vehicles ahead of you.



Using radar measurements, Active Cruise Control automatically maintains a preset speed and distance between your vehicle and the one ahead in both traffic and highway driving.

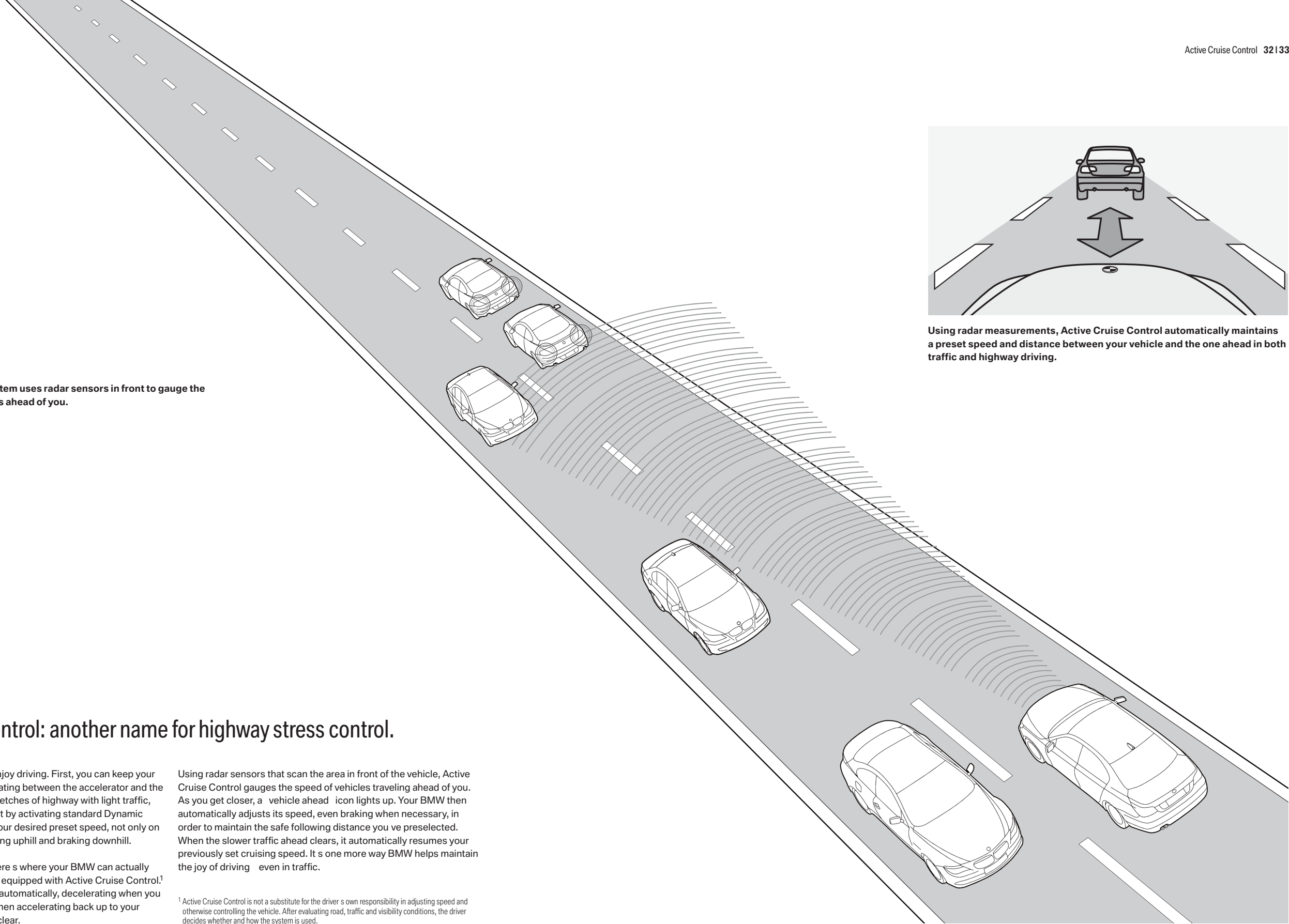
Active Cruise Control: another name for highway stress control.

BMW gives you many ways to enjoy driving. First, you can keep your right foot firmly in control, alternating between the accelerator and the brake pedal. Second, on long stretches of highway with light traffic, you can give your right foot a rest by activating standard Dynamic Cruise Control. It keeps you at your desired preset speed, not only on level stretches, but by accelerating uphill and braking downhill.

Then there's driving in traffic. Here's where your BMW can actually help relieve stress—that is, if it's equipped with Active Cruise Control.¹ This feature adjusts your speed automatically, decelerating when you approach a slower vehicle, and then accelerating back up to your preset speed when the coast is clear.

Using radar sensors that scan the area in front of the vehicle, Active Cruise Control gauges the speed of vehicles traveling ahead of you. As you get closer, a vehicle ahead icon lights up. Your BMW then automatically adjusts its speed, even braking when necessary, in order to maintain the safe following distance you've preselected. When the slower traffic ahead clears, it automatically resumes your previously set cruising speed. It's one more way BMW helps maintain the joy of driving—even in traffic.

¹ Active Cruise Control is not a substitute for the driver's own responsibility in adjusting speed and otherwise controlling the vehicle. After evaluating road, traffic and visibility conditions, the driver decides whether and how the system is used.



Even in the sun, BMW has you covered.

When BMW engineers developed the 3 Series Convertible, their concern was equally on safety as it was on fun. This safety engineering starts with the body: because a convertible does not have the added support of a roof, it requires added body stiffeners. BMW added reinforcements in the underfloor and door areas, to give the 3 Series Convertible an extraordinary degree of flexural and torsional stiffness. At the front, the strengthened windshield, featuring reinforcements in the front A-pillars and cowl top panel, acts as an integrated rollover bar. Thanks to BMW's innovative production process, this design achieves a degree of stability that is on a par with that of a sedan.

In addition to large front airbags for the driver and front passenger, front seat-integrated airbags help provide optimum protection in the event of a side impact. These side airbags are designed to always be in an ideal location, no matter where the seat is positioned. In the event of a frontal collision, the pedals are moved away from the driver, further helping to minimize injuries.

The three-point seat-integrated safety belt system offers excellent protection, with optimum belt geometry at all four seats.



In a side impact, large seat-integrated side airbags are designed to provide head protection.

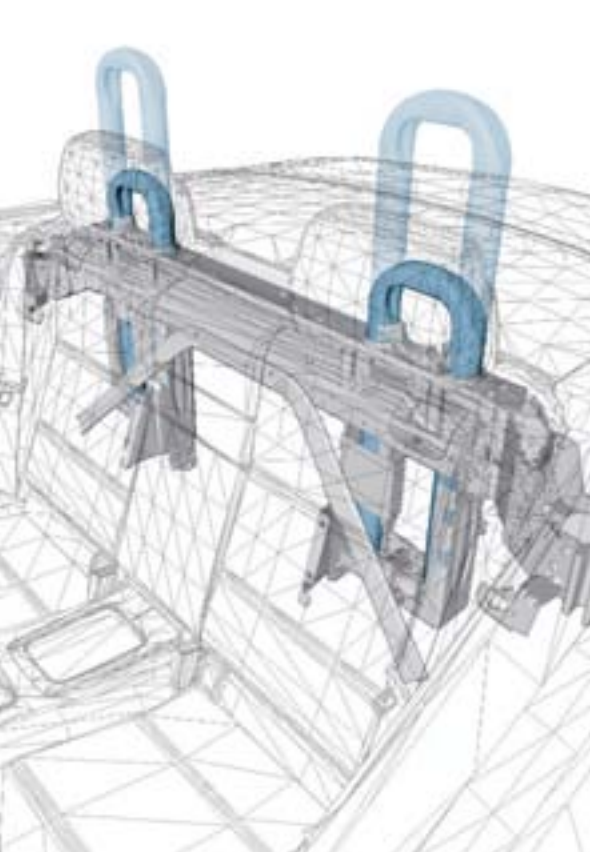


Although you can't see them, you can rely on BMW's state-of-the-art safety systems in the 3 Series Convertible. Highly accurate sensors react immediately to parameters such as vehicle angle, longitudinal and lateral acceleration, or loss of ground contact. This data is evaluated by high-speed electronic processors, which can then deploy air bags and/or rollover bars from behind the rear-seat headrests within fractions of a second. Together with the reinforced windshield, door reinforcing bars and the remarkably strong body, they combine to form an occupant safety zone. And in case of a severe collision, headlights flash, interior lights come on and the doors automatically unlock to assist emergency aid. In addition, the battery safety terminal disconnects the starter cable from the battery in milliseconds, reducing the risk of an electrical fire.

Rollover bars are integrated behind the rear headrests, but they are invisible under normal conditions.



In the event of a rollover, sensors ensure that the rollover bars are deployed within fractions of a second.





When an upcoming service need is detected, your BMW automatically transmits all relevant information to your BMW Service Advisor, who then contacts you to arrange an appointment.

Select not only the fastest, but also the most interesting roads to reach your destination.

Heading for a traffic jam? **Real Time Traffic Information** lets you know in advance and recommends an alternative route.

Get into a serious accident? Your BMW automatically calls for help and communicates all relevant information.

All drivers sometimes need to stop and refuel. Let a **BMW Assist™** Concierge locate and send the address of your preferred gas station and the best local restaurant to your BMW.

Need an address or telephone number? **BMW Search™** uses Google Maps™ to find them, then your Navigation system guides you there.

Find many more ways how **BMW Assist** makes every trip you take more enjoyable.



MyInfo allows you to send business locations and street addresses to your BMW from your computer. Destinations and phone numbers can be accessed and exported to your Navigation system for immediate routing, while you can call the destination with your Bluetooth® linked phone.



BMW Search allows online access to up-to-date fuel prices, the latest weather forecasts, Bloomberg stock indices and the powerful reach of the Google Maps database delivered on your control display inside your vehicle.



In most large cities, **Real Time Traffic Information** makes you aware of traffic congestion before you encounter it. This feature displays and describes current local traffic information on your control display; in case of congestion, it suggests alternate routes.



BMW is the first automobile manufacturer to offer **BMW Trips**, giving you the opportunity to directly transfer personally planned trips from the Internet to your Navigation system via a USB memory stick. (Delayed availability.)

Two for the road: Navigation and BMW Assist

When you're far from home or just in the next town, it's easy to find your way with confidence and peace of mind with the convenient features and services available on your BMW.

BMW Assist Safety Plan gives you peace of mind knowing that a friendly response specialist is there to help you 24/7 at the touch of a button. Enjoy four years of a wide range of services at no additional charge. The Safety Plan includes Automatic Collision Notification, Emergency Request (SOS), TeleService, Enhanced Roadside Assistance, Door Unlock, Stolen Vehicle Recovery, Customer Relations and MyInfo.

The **BMW Assist Convenience Plan** adds personalized Directions, Traffic and Weather reports, BMW Search and Concierge services to not only recommend restaurants and hotels, but then also send the destination address and phone number 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 its battery is discharged.



For details on the availability of standard and optional features, please refer to the Standard equipment | Optional equipment charts at the back of this brochure.

Exterior paints

■◆ 300 Alpine White Non-metallic	■◆ A61 Crimson Red Non-metallic
■◆ 668 Jet Black Non-metallic	
□ 354 Titanium Silver Metallic	□◆ A53 Platinum Bronze Metallic
□ 896 Blue Water Metallic	□ A52 Space Gray Metallic
□◆ A17 Mojave Metallic	□◆ A13 Atlantic Blue Metallic
□◆ A51 Montego Blue Metallic	□◆ A35 Monaco Blue Metallic
□ 381 Le Mans Blue Metallic (requires M Sport Package)	□◆ A39 Barbera Red Metallic
□◆ A81 Tasman Green Metallic	□ 475 Black Sapphire Metallic

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](#)

Upholstery colors and materials

■ KAGE Cream Beige Leatherette¹	■ KASW Black Leatherette¹
□/■ LCGE Cream Beige Dakota Leather²	□/■ LCD3 Gray Dakota Leather²
□/■ LCD1 Coral Red/Black Dakota Leather²	□/■ LCD3 Saddle Brown/Black Dakota Leather²
□/■ LCSW Black Dakota Leather²	

¹Leatherette standard in 328i; not available in 335i.
²Dakota Leather standard in 335i; optional and included in 328i Premium Package.
Dakota Leather upholstery includes Sun-Reflective Technology.

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

Interior trims

■ **4AB** Dark Burl Walnut Wood



▲ **4A3** Light Burl Walnut Wood



▲ **4AS** Gray Poplar Wood

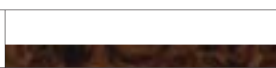
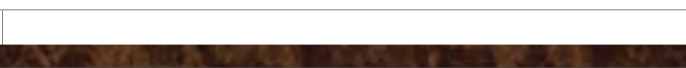
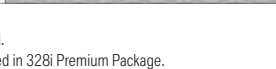
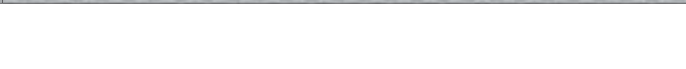


▲ 4B9 Aluminum

▲ **4MG** Glacier Silver Aluminum (requires M Sport Package)



Recommended color combinations

Materials		Leatherette ¹		Dakota Leather with Sun-Reflective Technology ²				
Upholstery colors		Cream Beige	Black	Cream Beige	Gray	Coral Red/Black	Saddle Brown/Black	Black
								
Exterior colors								
300	Alpine White Non-metallic ³							
A61	Crimson Red Non-metallic ^{3, 4}							
668	Jet Black Non-metallic ^{3, 4}							
354	Titanium Silver Metallic ⁵							
A53	Platinum Bronze Metallic ^{4, 5}							
896	Blue Water Metallic ⁵							
A52	Space Gray Metallic ⁵							
A17	Mojave Metallic ^{4, 5}							
A13	Atlantic Blue Metallic ^{4, 5}							
A51	Montego Blue Metallic ^{4, 5}							
A35	Monaco Blue Metallic ^{4, 5}							
381	Le Mans Blue Metallic ^{5, 6}							
A39	Barbera Red Metallic ^{4, 5}							
A81	Tasman Green Metallic ^{4, 5}							
475	Black Sapphire Metallic ⁵							
Interior trims								
4AB	Dark Burl Walnut Wood ³							
4A3	Light Burl Walnut Wood ⁷							
4AS	Gray Poplar Wood ⁷							
4B9	Aluminum ⁷							
4MG	Glacier Silver Aluminum ⁸							
¹ Standard in 328i; not available in 335i. ² Standard in 335i; optional and included in 328i Premium Package. ³ Standard. ⁴ Not available with M Sport Package. ⁵ Optional. ⁶ Requires M Sport Package. ⁷ No-cost option. ⁸ No-cost option; requires M Sport Package.								



Sporting class: an interior that pairs attention-getting Saddle Brown and Black Dakota Leather upholstery with a gleaming Tasman Green Metallic exterior.

Open to the skies and for all to see, nothing identifies your inner spirit like a convertible. What better way to declare your true nature – subtle, sophisticated, playful, elegant, athletic – than by your choice of interior and exterior colors, materials and trims. This Tasman Green Metallic Convertible makes a strong personal statement when filled with the rich, warm hue of supple Saddle Brown Dakota Leather, and strikingly accented with Black Dakota Leather and Gray Poplar Wood trim.

Gray Poplar Wood trim is lavished throughout the elegant interior of the BMW 3 Series Convertible.



Create an interior that reflects your own sophistication.



328i Convertible shown with the following equipment:	
Exterior color:	Tasman Green Metallic
Upholstery:	Saddle Brown/Black Dakota Leather
Interior trim:	Gray Poplar Wood



328i Convertible shown with the following equipment:	
Exterior color:	Blue Water Metallic
Interior upholstery:	Cream Beige Dakota Leather
Interior trim:	Dark Burl Walnut Wood
Optional equipment:	Navigation system



The driver-oriented cabin invites you to take the wheel and take off.

If a cool blue convertible is your fantasy freedom machine, take it to the limit with a Blue Water Metallic 3 Series Convertible. A Cream Beige Dakota Leather interior intensifies the excitement of open-sky freedom.

The pleasing curves of the interior design are enhanced by the elegance of Dakota Leather upholstery, trimmed in Dark Burl Walnut Wood.



Indulge your fantasies.



■ **Xenon Adaptive Headlights** provide brilliant clarity of the road ahead and to the side at night and in conditions with poor visibility. The dynamic auto-leveling feature adjusts for varying passenger and cargo loads, helping to keep headlight glare out of the eyes of oncoming drivers. BMW Adaptive Headlights provide optimum road illumination around corners, thanks to an electromechanical control system that directs the headlights into and around the bend as soon as the vehicle begins cornering. The Corona headlight-rings that circle both headlights and high beams also act separately as Daytime Running Lights and parking lights.



■ BMW's distinctive front kidney-shaped grille features a chrome surround and vertical slats on all 3 Series Convertibles.



■ **Halogen free-form foglights**, integrated into the deep front spoiler, enhance your margin of safety in bad visibility. Ellipsoid free-form technology ensures even light distribution on the road.



■ **Adaptive Brake Lights** help other drivers recognize the intensity of your braking actions. In emergency braking, the illuminated area of the brake lights increases, alerting drivers behind you to brake quickly.



■ **Star Spoke (Style 157)** 17 x 8.0 light alloy wheels with 225/45 **run-flat¹** all-season tires. (Standard on 328i.)



■ **Star Spoke (Style 185)** 17 x 8.0 light alloy wheels with 225/45 **run-flat¹** all-season tires. (Standard on 335i.)



□ **Cross Spoke (Style 197)** light alloy wheels with **run-flat¹** performance tires.² In front: 18 x 8.0 wheels with 225/40 tires; in back: 18 x 8.5 wheels with 255/35 tires. (Included in 328i Sport Package.)



□ **Star Spoke (Style 230)** light alloy wheels with **run-flat¹** performance tires.² In front: 19 x 8.0 wheels with 225/35 tires; in back: 19 x 9.0 wheels with 255/30 tires. (Optional on 335i, requires optional Sport Package.)



□ **Star Spoke (Style 189)** light alloy wheels with **run-flat¹** performance tires.² In front: 18 x 8.0 wheels with 225/40 tires; in back: 18 x 8.5 wheels with 255/35 tires. (Included in 335i Sport Package.)

¹Run-flat tires do not come equipped with a spare tire.
²Performance tires not recommended for driving in ice and snow. Due to low-profile tires, please note: wheels, tires and suspension parts are more susceptible to road hazard and consequential damages.



□ **Steering wheel-mounted paddle shifters** allow you to quickly upshift and downshift without a clutch.



■ **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.



□ **6-speed STEPTRONIC automatic transmission** provides a choice of three modes: **Drive** with Adaptive Transmission Control; a more dynamic **Sport** mode; and STEPTRONIC automatic, for the hands-on control of a manual without a clutch.



■ **Storage compartments** are integrated into both doors. A tilt-out bin below the armrest offers different compartments in which to tuck away sunglasses, change and other small items; a convenient open storage space for maps and larger items is just behind it.



■ **Rear console** provides rear-seat occupants with ample storage, both open and covered, and rear-cabin climate controls.



■ **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.



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



□ **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. In many areas, it also provides Real Time Traffic Information on potential traffic problems along your route, and can even plan a detour around them.



□ With the Navigation system, you can program up to six easy-access **memory buttons** with your most frequently used functions. At a touch, call up your favorite radio stations, Navigation system addresses, phone numbers,¹ and more.

¹ Requires optional Bluetooth® wireless technology and a BMW-approved Bluetooth enabled mobile phone.



■ **Dynamic Cruise Control** lets you store and keep to a chosen speed above 20 mph, automatically applying the brakes on a downhill. It is activated via the left-hand steering column switch and deactivated by applying the brakes or via the switch.²

² Cruise Control is not a substitute for the driver's own responsibility in adjusting speed and otherwise controlling the vehicle. Due to road, traffic and visibility conditions, the driver decides whether and how the system is used.



■ **Engine Start/Stop button³ and remote key** control the engine. First, insert the remote key into the starter switch slot. After the electronic identification system confirms that it is the correct remote key, you can start (or later, turn off) the engine by pressing the Start/Stop button.

³ Foot must be on brake, and with manual transmission must also depress the clutch, in order to start.



■ **Auxiliary input port** lets you connect an external audio source, such as an iPod® or MP3 player. □ **iPod and USB adaptor** lets you scroll through and select the music you want by using the car's radio controls, the multi-function steering wheel buttons or iDrive Controller. Music titles are displayed on the radio or Navigation screen.



□ **Logic7 Surround Sound anti-theft AM/FM stereo CD/MP3 player audio system** provides outstanding sound with 13 speakers and the adjustable surround sound function to create a luxurious soundscape all around you. The subwoofer speakers are in the door sill and produce an authentic bass sound.



□ **SIRIUS Satellite Radio** delivers almost 200 channels of nonstop sports, news/talk, entertainment, traffic/weather, and 100% commercial-free music all day, all night, across the continental U.S.



■ **BMW anti-theft AM/FM stereo CD/MP3 player audio system** includes Radio Data System (RDS), Auto-Store, and 3-channel FM diversity antenna; reads/displays song title 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. Can be ordered in conjunction with Logic7 Surround Sound stereo.



■ The **on-board computer** with Check Control provides 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.



□ **Active Cruise Control** system uses radar measurements to automatically maintain a preset speed and distance between your vehicle and the one ahead in highway driving.¹

¹Active Cruise Control is not a substitute for the driver's own responsibility in adjusting speed and otherwise controlling the vehicle. Due to the road, traffic and visibility conditions, the driver decides whether and how the system is used.



□ **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. (Optional and included in Cold Weather Package.)



□ **Park Distance Control** uses ultrasonic sensors in the rear bumper to help you judge the distance to other cars and unseen objects when parking. The beeping becomes faster as your bumper approaches the object, turning into a constant tone when the distance is less than 12 inches.



□ **Comfort Access system** offers keyless access to your car. By carrying the remote key in a pocket or purse, you can unlock the doors by touching the door handle, and turn the engine on or off by pressing the Start/Stop button.³ This option also includes the Comfort Opening and Loading feature.



□ **Comfort 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.



□ **BMW Assist™²** and Bluetooth® system offers hands-free calling through your BMW-approved Bluetooth phone. The BMW Assist Safety Plan is included for four years, providing Automatic Collision Notification. (Optional and included in Cold Weather Package.)

²The optional Convenience Plan offers Directions, Traffic, Weather, Critical Calling and Concierge services. See page 66 for detailed information on standard and optional services.

Premium Package: Add more luxury, practicality and security to the 3 Series Convertible with the Premium Package. You'll enjoy the beauty and comfort of supple Dakota Leather upholstery⁴ with Sun-Reflective Technology, and front-seat four-way adjustable lumbar support. Automatic-dimming mirrors enhance nighttime visibility: the exterior side-view mirrors are power-adjustable; inside, the rear-view mirror includes a handy digital compass. Both exterior mirrors have a power-folding feature, and the right side-view mirror automatically tilts down when the vehicle is shifted into reverse gear. The Premium Package also includes an integrated three-button Universal garage-door opener, BMW Assist for roadgoing peace of mind, and Bluetooth wireless technology to let you make and receive calls without taking your eyes from the road.⁵

⁴Dakota Leather upholstery standard in 335i.
⁵Requires BMW-approved Bluetooth enabled phone.



BMW Universal garage-door opener takes the place of up to three remote-control devices, helping to eliminate clutter. It can activate remote functions outside the vehicle, such as garage-door openers or home-lighting systems. Also shown: the **automatic-dimming rear-view mirror** with digital compass.



Dakota Leather upholstery cradles driver and passengers in softly gathered comfort. Durable and easy to maintain, a leather interior adds elegance and refinement. In the Convertible, Dakota Leather upholstery includes BMW's exclusive Sun-Reflective Technology, which helps keep seats and other upholstered surfaces cooler to the touch, even when the top is left down. Ten-way power-adjustable front seats offer customized comfort and the convenience of seat and exterior mirror memory.



Lumbar support for front seats adds four-way adjustable comfort for the lower back. Lumbar support can be adjusted up/down and in/out.



BMW Assist™⁶ and Bluetooth system offers hands-free calling through your BMW-approved Bluetooth phone. The BMW Assist Safety Plan is included for four years, providing Automatic Collision Notification, Emergency and Roadside Assistance, Door Unlock, Stolen Vehicle Recovery, TeleService and more.

⁶The optional Convenience Plan offers Directions, Traffic, Weather, Critical Calling and Concierge services. See page 66 for detailed information on standard and optional services.

³Foot must be on brake, and with manual transmission must also depress the clutch, in order to start.

Smoker's Package/ashtray (shown) not available.

Cold Weather Package: Enjoy winter to the fullest with the Cold Weather Package. There's nothing like the feeling of quick-warming heated front seats and a heated steering wheel on a chilly morning or the reassurance of clean, bright headlights on a stormy night. And for transporting long objects, such as skis and snowboards, the through-loading rear seats offer a convenient solution for those en route to the slopes. A cargo bag is also included to protect the items you are transporting, as well as the interior cabin and trunk surfaces.



Retractable **high-intensity headlight washers** help keep lights clean of ice, mud, road salt and other coatings, for maximum road lighting and enhanced driving safety.

Sport Package: The Sport Package's larger wheels and run-flat performance tires add to the excitement of the 3 Series Convertible, while sport suspension calibration adds to cornering stability. Adjustable side bolsters in the 10-way power front sport seats hold you firmly in place during sporty driving maneuvers and cradle you comfortably over long distances. When equipped with the Sport Package and optional STEPTRONIC automatic transmission, the Convertible comes with steering wheel-mounted paddle shifters.



Cross Spoke (Style 197) light alloy wheels with **run-flat¹ performance tires.²**
In front: 18 x 8.0 wheels with 225/40 tires;
in back: 18 x 8.5 wheels with 255/35 tires.
(328i Sport Package)



Heated steering wheel is a feature that, like heated seats, becomes a must-have once it's experienced. The heating switch is conveniently located on the steering column.



Through-loading hatch opening is almost 16 inches wide. With the backrest folded down, skis, snowboards, and other long items can be transported even with the top down. Two fastener hooks conveniently transport items, such as grocery bags, in an upright position.



Heated front seats are a welcome feature for driver and front passenger in cooler weather. With the touch of a button, the seat surface and backrest are heated and quickly radiate comfortable warmth in your choice of three settings.



10-way power adjustable front sport seats with two-way manual headrests and thigh support make the driving experience more enjoyable. Side bolsters can be power-adjusted to fit your back comfortably while helping to hold you firmly in place during cornering.

Shown with Coral Red/Black Dakota Leather upholstery and Aluminum interior trim.



Star Spoke (Style 189) light alloy wheels with **run-flat¹ performance tires.²**
In front: 18 x 8.0 wheels with 225/40 tires;
in back: 18 x 8.5 wheels with 255/35 tires.
(335i Sport Package)



Star Spoke (Style 230) light alloy wheels with **run-flat¹ performance tires.²**
In front: 19 x 8.0 wheels with 225/35 tires;
in back: 19 x 9.0 wheels with 255/30 tires.
(Optional on 335i, requires optional Sport Package.)

¹ Run-flat tires do not come equipped with spare tire.
² Performance tires not recommended for driving in snow and ice. Due to low-profile tires, please note: wheels, tires and suspension parts are more susceptible to road hazard and consequential damages.

For details on the availability of standard and optional features, please refer to the Standard equipment | Optional equipment charts at the back of this brochure.

Smoker's Package/ashtray (shown) not available.

M Sport Package: An Aerodynamic kit and increased top-speed limiter hint at the package s performance-oriented attitude. Exclusive to the M Sport Package is the choice of Le Mans Blue Metallic paint. The interior boasts sport seats and a leather-wrapped multi-function M sport steering wheel; M door sills and an M footrest add an expressive visual touch. The M-tuned sport suspension is complemented by gleaming Star Spoke (Style 193M) 18" M light alloy wheels with mixed-size performance tires¹; the 335i Convertible also offers the choice of 19" Double Spoke (Style 225M) M light alloy wheels with 225/35 front, 255/30 rear performance tires.¹

¹ Run-flat tires do not come equipped with a spare tire. Due to low-profile tires, please note: wheels, tires and suspension parts are more susceptible to road hazard and consequential damages. Performance tires not recommended for driving in ice and snow.



Star Spoke (Style 193M) M light alloy wheels with **performance tires**.¹ In front: 18 x 8.0 wheels with 225/40 tires; in back: 18 x 8.5 wheels with 255/35 tires.



Rear apron not only adds to the sporty look of the 3 Series Convertible, it helps reduce drag at higher speeds.



The **Aerodynamic kit** includes a front air dam with generous air intakes, dynamic side skirts and an athletic rear spoiler. The M Sport chassis is lowered for tighter handling when cornering and a more aggressive look.



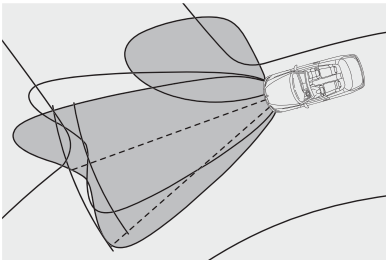
Three-spoke, leather-wrapped multi-function M sport steering wheel includes a thick, textured rim and thumb indents that are designed for performance driving. The integrated multi-function buttons can be used to operate the radio, CD player and telephone (if installed), while keeping both hands on the wheel. When STEPTRONIC automatic transmission is included, steering wheel-mounted paddle shifters offer race-inspired clutch-free manual shifting.



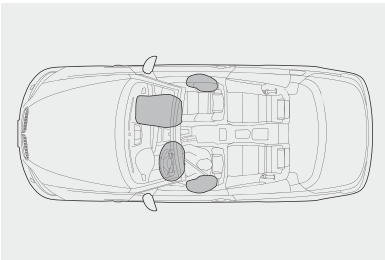
M entry door sills with chrome inserts and the M logo perfectly complement the M Sport Package.



Park Distance Control uses ultrasonic sensors in the rear bumper to help you judge the distance to other cars and unseen objects when parking. The beeping becomes faster as your bumper approaches the object, turning into a constant tone when the distance is less than 12 inches.

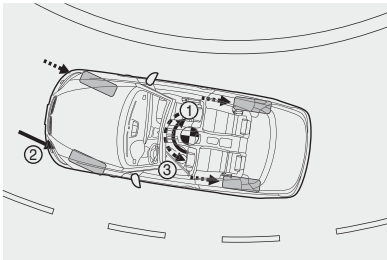


Xenon Adaptive Headlights illuminate the road ahead and to the side with brilliant clarity; Xenon headlights also have a dynamic auto-leveling feature. **BMW Adaptive Headlights** illuminate the road around corners by directing the headlights into and through the bend, as soon as the vehicle begins cornering.

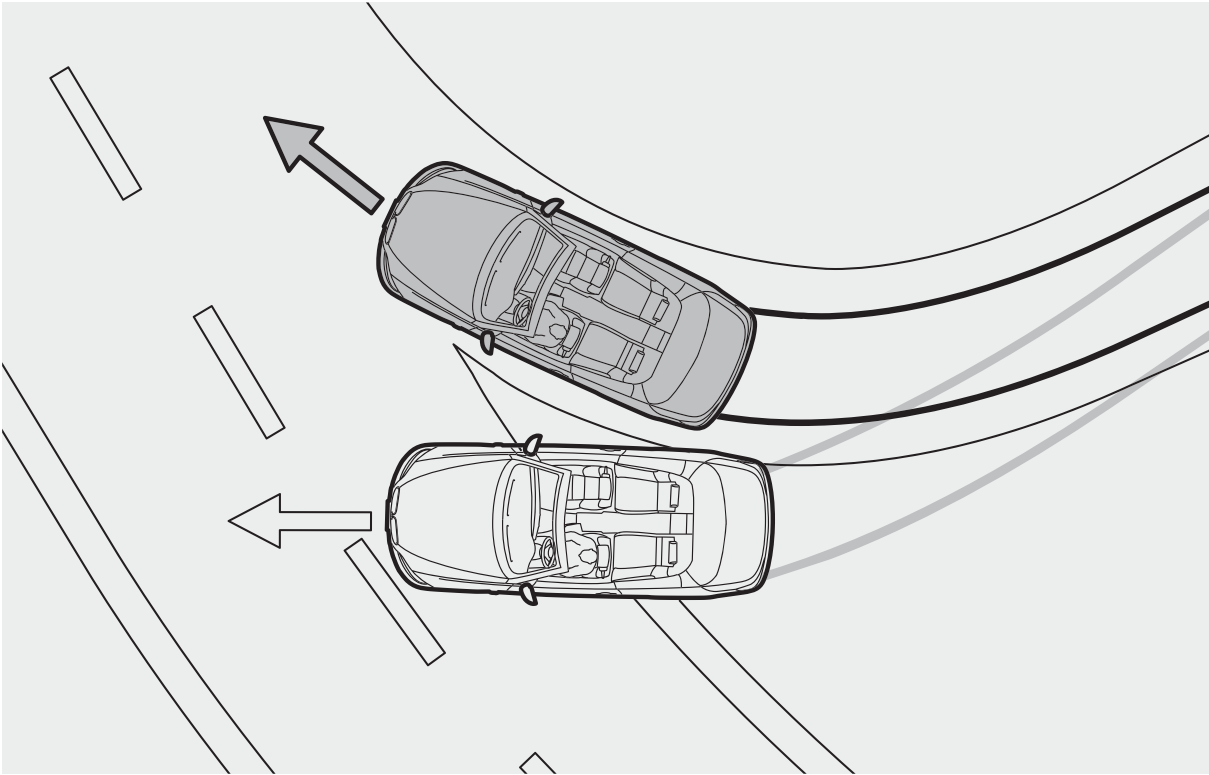


In the event of a collision, BMW's supplemental restraint system (SRS) with advanced technology for the driver and passenger front **airbags** determines which airbags to deploy for optimal protection. The system also includes front seat-mounted side-impact airbags and Active Knee Protection airbags (not shown).

Please note: These pictures of airbags are for illustrative purposes only. Depending upon the type of accident, none, some or all airbags may deploy.



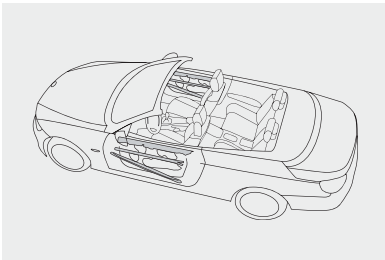
Cornering Brake Control increases vehicle stability by proportioning the braking force while turning. When you brake in a turn, the pressure comes off the rear wheels, which causes the vehicle to swerve inward (oversteer) (1) Cornering Brake Control counteracts this action by asymmetrically adjusting brake pressure (2), creating stabilizing counter-torque (3), independently of the ABS system.



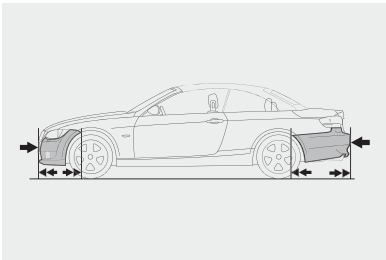
Dynamic Stability Control (DSC) with Dynamic Traction Control (DTC) features Brake Drying, Brake Stand-by, Brake Fade Compensation and Start-off Assistant. DSC is a braking control system that, when it senses an impending skid, helps to stabilize the 3 Series Convertible in just milliseconds. If the system senses over- or understeer, it modulates engine power and can apply brakes individually to help keep the vehicle under control and going in the intended direction. For sportier driving or in deep snow, the DTC system allows increased wheelslip.



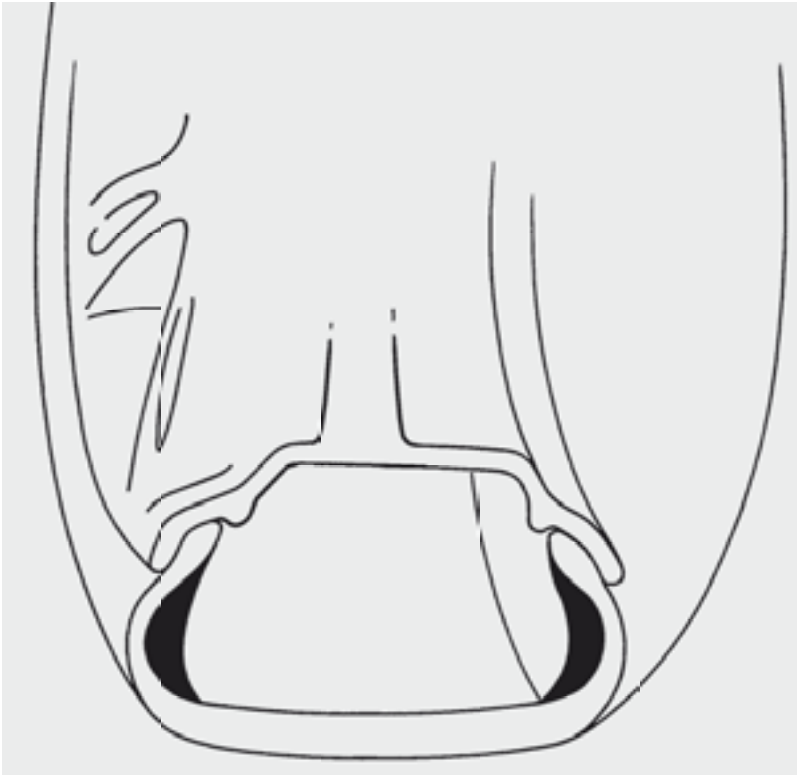
BMW restraint system for the driver and front passenger combines three-point safety belts, automatic safety-belt pretensioners, seat bolsters that help prevent occupants from sliding forward, and head restraints. This system helps provide optimum restraint in a collision.



BMW's door-anchoring system includes a reinforcing bar with a hook-like member within each door. In a severe side impact, the reinforcing bar hooks the door to the body, locking them together to make a more rigid passenger cell. When the pressure is released, the anchoring system is designed to snap back so that the doors can open.

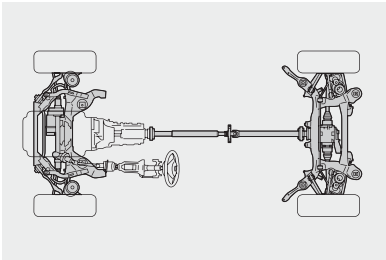


Impact-absorbing bumpers and compressible crush tubes front and rear help absorb the force of impact in collisions up to nine mph, helping to minimize damage to the vehicle's body and simplifying repairs. Only at higher impact speeds do structural supports begin to deform, dissipating impact energy to help protect occupants.

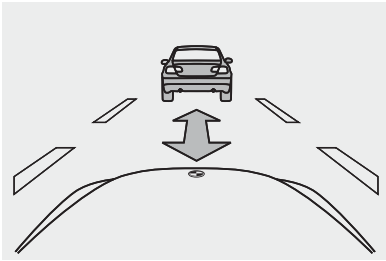


Run-flat tires allow speeds of up to 50 mph and travel from 30 to 150 miles after a loss of air pressure, depending on the passenger load and weight of articles being transported.¹ In situations that would normally result in a flat tire, reinforced sidewalls help prevent the tires from collapsing or loosening from the rim. In the event of a decline in tire pressure, the driver is warned by the **Tire Pressure Monitor**.

¹ Please see the Owner's Manual for more information detailing allotted miles to travel and load weight rules.



Innovative chassis is constructed using the latest technology in steel production. Using a stronger steel for the chassis results in a smoother ride, remarkable handling and enhanced margin of active and passive safety.



Active Cruise Control (optional) uses radar measurements to automatically maintain a preset speed and distance between your vehicle and the one ahead in both heavy traffic and high-way driving.²

² Active Cruise Control is not a substitute for the driver's own responsibility in adjusting speed and otherwise controlling the vehicle. After evaluating road, traffic and visibility conditions, the driver determines whether and how the system is used.

Performance and efficiency	328i	335i
3.0-liter dual overhead cam (DOHC), 24-valve inline 230-horsepower 6-cylinder engine with composite magnesium/aluminum engine block, Valvetronic, and Double-VANOS steplessly variable valve timing	●	
3.0-liter dual overhead cam (DOHC), 24-valve inline turbocharged 300-horsepower 6-cylinder engine with Advanced Turbo technology and Double-VANOS steplessly variable valve timing		●
Electronic throttle control	●	●
6-speed manual transmission	●	●
6-speed STEPTRONIC automatic transmission with Adaptive Transmission Control	○	○
Steering wheel-mounted paddle shifters (automatically included when STEPTRONIC automatic transmission and Sport Package or M Sport Package are ordered)	○	○

Handling, ride and braking		
Dynamic Stability Control (DSC), including Brake Fade Compensation, Start-off Assistant, Brake Drying, and Brake Stand-by features, with Dynamic Traction Control (DTC)	●	●
Extensive aluminum componentry, including front suspension components (forged-aluminum lower arms, steering knuckle); subframe; steering rack; and brake components	●	●
Double-pivot type front and five-link rear suspension	●	●
Front and rear anti-roll (stabilizer) bars	●	●
Twin-tube gas-pressure shock absorbers	●	●
Sport suspension calibration	□/■	□/■
4-wheel ventilated anti-lock disc brakes with Dynamic Brake Control (DBC)	●	●
Engine-speed-sensitive, variable-assist power steering	●	●
Active Steering with Servotronic power assist		○
Increased top speed limiter	□/■	□/■

Exterior		
Star Spoke (Style 157) light alloy wheels, 17 x 8.0; 225/45 run-flat ¹ all-season tires	●	
Star Spoke (Style 185) light alloy wheels, 17 x 8.0; 225/45 run-flat ¹ all-season tires		●
Cross Spoke (Style 197) light alloy wheels, 18 x 8.0 front, 18 x 8.5 rear; 225/40 front, 255/35 rear run-flat ¹ performance tires ²	□	
Star Spoke (Style 189) light alloy wheels, 18 x 8.0 front, 18 x 8.5 rear; 225/40 front, 255/35 rear run-flat ¹ performance tires ²		□
Star Spoke (Style 230) light alloy wheels, 19 x 8.0 front, 19 x 9.0 rear; 225/35 front, 255/30 rear run-flat ¹ performance tires ² (requires Sport Package)		○
Star Spoke (Style 193M) M light alloy wheels, 18 x 8.0 front, 18 x 8.5 rear; 225/40 front, 255/35 rear run-flat ¹ performance tires ²	■	■
Double Spoke (Style 225M) M light alloy wheels, 19 x 8.0 front, 19 x 9.0 rear; 225/35 front, 255/30 rear run-flat ¹ performance tires ² (requires M Sport Package)		○
Tire Pressure Monitor	●	●
Xenon Adaptive Headlights with dynamic auto-leveling and Corona headlight-rings	●	●
Halogen free-form foglights	●	●
Power-folding retractable hardtop with integrated rear window defroster	●	●
Retractable, high-intensity headlight washers	★	★
Heated dual power mirrors and heated windshield washer jets	●	●
Aerodynamic kit	■	■
Metallic paint	○	○
● Standard ○ Optional □ Included in Sport Package ■ Included in M Sport Package ◇ Included in Premium Package ★ Included in Cold Weather Package ▲ No-cost option ¹ Run-flat tires do not come equipped with spare tire and wheel. ² Performance tires are not recommended for driving in snow and ice. Due to low-profile tires, please note: wheels, tires and suspension parts are more susceptible to road hazard and consequential damages.		

Interior seating and trim	328i	335i
10-way power-adjustable front seats with driver memory with 2 pre-sets for seat and exterior mirror positions	●	●
10-way power-adjustable front sport seats with adjustable side bolsters, manual thigh support; driver memory for seat and exterior mirror positions (requires Dakota Leather upholstery or Premium Package in 328i)	□/■	□/■
4-way adjustable power lumbar support for front seats	◇	◇
Leatherette upholstery	●	
Dakota Leather upholstery with Sun-Reflective Technology	○/◇	●
Dark Burl Walnut Wood trim	●	●
Light Burl Walnut Wood trim	▲	▲
Gray Poplar Wood trim	▲	▲
Aluminum trim	▲	▲
Glacier Silver Aluminum trim (requires M Sport Package)	▲	▲
3-stage heated front seats	○/★	○/★
Heated steering wheel	★	★
Front seatback storage nets	●	●
Seatback easy-entry feature with memory and 2x-speed power fore-aft control	●	●
Fold-down rear seats with two convenience hooks	●	●
Through-loading rear seats	○/★	○/★

Comfort and convenience		
Engine Start/Stop button	●	●
Comfort Access keyless entry with multi-function remote control, Comfort Opening and Loading functions	○	○
Automatic climate control includes micro-filter, automatic air recirculation, left/right temperature control, temperature- and volume-controlled rear outlets, windshield misting sensor, maximum air conditioning, heat at rest, and recall of individual user settings	●	●
Door storage pockets with covers	●	●
Front-seat center armrest	●	●
Front cupholders	●	●
Tilt/telescopic steering wheel column	●	●
Park Distance Control (PDC) (rear only)	○/■	○/■
Power-adjustable folding exterior mirrors with automatic-dimming function; interior rear-view mirror with automatic-dimming function and digital compass	◇	◇
Power windows with one-touch up/down operation	●	●
Dynamic Cruise Control	●	●
Active Cruise Control	○	○
Automatic high beams	○	○
BMW Ambiance interior lighting along doors and side of rear cabin	●	●
Courtesy lights include fade in/fade out, actuation from remote, automatic switch-on when engine is turned off, separately controlled left/right front reading lights, and front footwell lighting	●	●
Ground lighting located in bottom of exterior door handles	●	●
Locking glovebox	●	●
Electric interior trunk release	●	●
Rain-sensing windshield wipers and Automatic headlight control	●	●
Integrated 3-button Universal garage-door opener	◇	◇

Audio system	328i	335i
Anti-theft AM/FM stereo CD/MP3 player audio system with Radio Data System (RDS)	●	●
Logic7 Surround Sound anti-theft AM/FM stereo CD/MP3 player audio system with Digital Sound Processing (DSP), Radio Data System (RDS), Auto-Store and 3-channel FM diversity antenna; displays MP3 song title and artist	○	○
Auxiliary audio input for portable music players, located in the center armrest	●	●
SIRIUS Satellite Radio with one-year subscription	○	○
iPod® and USB adaptor (includes cable connector)	○	○
Smartphone integration (requires iPod and USB adaptor and Premium Package or BMW Assist™)	○	○
HD Radio™ with multicast FM station reception	●	●

Instrumentation and controls		
3-spoke leather-wrapped multi-function sport steering wheel with audio and hands-free phone controls	●	●
3-spoke leather-wrapped multi-function M Sport steering wheel with audio and hands-free phone controls	■	■
Service Interval Indicator with miles-to-service readout	●	●
Check Control vehicle monitor system with pictogram display, oil status display, and Condition Based Service indicator	●	●
On-board computer with Check Control provides 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	●	●
BMW Navigation system with 16:9 high-resolution, 3-D screen, Voice Command system, and Real Time Traffic Information; iDrive system with high-function on-board computer, Controller, and 6 programmable memory buttons; and 12 GB storage for audio files (also includes Online Information Services when equipped with BMW Assist)	○	○

Safety and security		
Anti-lock braking system (ABS)	●	●
Adaptive Brake Lights	●	●
Rollover Protection System	●	●
Seat-integrated front safety belts	●	●
Automatic safety-belt pretensioners at front seating positions	●	●
Driver s and passenger s front airbag supplemental restraint system (SRS) with advanced technology: dual-threshold, dual-stage deployment; and front-passenger seat sensors designed to prevent unnecessary airbag deployment	●	●
Seat-mounted front side-impact airbags	●	●
Driver and front passenger Active Knee Protection	●	●
Interlocking door anchoring system to help protect against door intrusion in side impacts	●	●
Central locking system with center console switch (leaves gas filler door unlocked), double-lock feature and 2-step unlocking	●	●
Coded Driveaway Protection	●	●
Automatic locking retractors (ALR) on all passenger-seat safety belts for installation of child-restraint seat	●	●
LATCH attachments on child-restraint safety installation	●	●
Crash sensor that automatically turns on hazard lights and interior lights, unlocks doors, and disconnects battery terminal	●	●
Programmable Daytime Running Lights	●	●
BMW Assist with Bluetooth® wireless technology for hands-free calling (with Bluetooth enabled mobile phone), with phonebook downloading and speech recognition capabilities (please visit your authorized BMW center for details on standard and optional services and a list of BMW-approved Bluetooth technology enabled mobile phones; also includes Online Information Services when equipped with BMW Navigation system)	○/◇	○/◇
● Standard ○ Optional □ Included in Sport Package ■ Included in M Sport Package ◇ Included in Premium Package ★ Included in Cold Weather Package		

³ Run-flat tires do not come equipped with spare tire and wheel.

⁴ Performance tires are not recommended for driving in snow and ice. Due to low-profile tires, please note: wheels, tires and suspension parts are more susceptible to road hazard and consequential damages.

BMW Services	328i	335i
BMW Ultimate Service™ (for complete details on BMW Ultimate Service, visit bmwusa.com/ultimateservice)	●	●

Premium Package		
4-way adjustable power lumbar support for front seats	◇	◇
Dakota Leather upholstery	○/◇	●
Interior and power-adjustable folding exterior mirrors with automatic-dimming function; digital interior mirror compass	◇	◇
Integrated 3-button Universal garage-door opener	◇	◇
BMW Assist with Bluetooth wireless technology for hands-free calling (with Bluetooth enabled mobile phone), with phonebook downloading and speech recognition capabilities (please visit your authorized BMW center for details on standard and optional services and a list of BMW-approved Bluetooth technology enabled mobile phones; also includes Online Information Services when equipped with BMW Navigation system)	○/◇	○/◇

Sport Package (not available with M Sport Package)		
Cross Spoke (Style 197) light alloy wheels, 18 x 8.0 front, 18 x 8.5 rear; 225/40 front, 255/35 rear run-flat ³ performance tires ⁴	□	
Star Spoke (Style 189) light alloy wheels, 18 x 8.0 front, 18 x 8.5 rear; 225/40 front, 255/35 rear run-flat ³ performance tires ⁴		□
Star Spoke (Style 230) light alloy wheels, 19 x 8.0 front, 19 x 9.0 rear; 225/35 front, 255/30 rear run-flat ³ performance tires ⁴		○
10-way power-adjustable front sport seats with adjustable side bolsters, manual thigh support; driver memory for seat and exterior mirror positions (requires Dakota Leather upholstery or Premium Package in 328i)	□	□
Sport suspension calibration	□	□
Increased top-speed limiter	□	□
Steering wheel-mounted paddle shifters (automatically included when STEPTRONIC automatic transmission and Sport Package are ordered)	○	○

M Sport Package (not available with Sport Package)		
Star Spoke (Style 193M) M light alloy wheels, 18 x 8.0 front, 18 x 8.5 rear; 225/40 front, 255/35 rear run-flat ³ performance tires ⁴	■	■
Double Spoke (Style 225M) M light alloy wheels, 19 x 8.0 front, 19 x 9.0 rear; 225/35 front, 255/30 rear run-flat ³ performance tires ⁴ (requires M Sport Package)		○
10-way power-adjustable front sport seats with adjustable side bolsters, manual thigh support; driver memory for seat and exterior mirror positions (requires Dakota Leather upholstery or Premium Package in 328i)	■	■
3-spoke leather-wrapped multi-function M Sport steering wheel with audio and Bluetooth phone controls (if so equipped)	■	■
Park Distance Control (PDC) (rear only)	○/■	○/■
Sport suspension calibration	■	■
Increased top-speed limiter	■	■
Aerodynamic kit	■	■
Steering wheel-mounted paddle shifters (automatically included when STEPTRONIC automatic transmission and M Sport Package are ordered)	○	○

Cold Weather Package		
Retractable, high-intensity headlight washers	★	★
3-stage heated front seats	○/★	○/★
Heated steering wheel	★	★
Through-loading rear seats	○/★	○/★

Stand-alone optional equipment	328i	335i
Steering wheel-mounted paddle shifters (automatically included when STEPTRONIC automatic transmission and Sport Package or M Sport Package are ordered)	○	○
Dakota Leather upholstery with Sun-Reflective Technology	○	●
Metallic paint	○	○
Light Burl Walnut Wood interior trim	▲	▲
Gray Poplar Wood interior trim	▲	▲
Aluminum interior trim	▲	▲
Glacier Silver Aluminum trim (requires M Sport Package)	▲	▲
6-speed STEPTRONIC automatic transmission	○	○
Active Steering with Servotronic power assist		○
Comfort Access keyless entry	○	○
Through-loading rear seats	○/★	○/★
3-stage heated front seats	○/★	○/★
Park Distance Control (PDC) (rear only)	○/■	○/■
Active Cruise Control	○	○
BMW Navigation system with 16:9 high-resolution, 3-D screen, Voice Command system, and Real Time Traffic Information; iDrive system with high-function on-board computer, Controller, and 6 programmable memory buttons; and 12 GB storage for audio files (also includes Online Information Services when equipped with BMW Assist)	○	○
BMW Assist with Bluetooth® wireless technology for hands-free calling (with Bluetooth enabled mobile phone), with phonebook downloading and speech recognition capabilities (please visit your authorized BMW center for details on standard and optional services and a list of BMW-approved Bluetooth technology enabled mobile phones; also includes Online Information Services when equipped with BMW Navigation system)	○/◇	○/◇
SIRIUS Satellite Radio with one-year subscription	○	○
Logic7 Surround Sound audio system	○	○
Automatic high beams	○	○
iPod® and USB adaptor (includes cable connector)	○	○
Smartphone integration (requires iPod and USB adaptor and Premium Package or BMW Assist)	○	○
Anti-theft alarm system	○	○
● Standard ○ Optional ▲ No-cost option ■ Included in M Sport Package ◇ Included in Premium Package ★ Included in Cold Weather Package		

Weight		328i	335i
Unladen	lbs	3792 (3858)	3946 (3957)
Weight distribution, front/rear			
Manual transmission	%	46.8/53.2	47.5/52.5
Automatic transmission	%	47.1/52.9	47.6/52.4

Engine			
Liter/type/valves per cylinder		3.0/inline 6/4	turbocharged 3.0/inline 6/4
Bore/stroke	inch	3.35/3.46	3.31/3.53
Nominal output/rpm	hp	230/6500	300/5800
Maximum torque/rpm	lb-ft	200/2750	300/1400-5000
Compression ratio	:1	10.7	10.2
Fuel grade		unleaded premium	unleaded premium

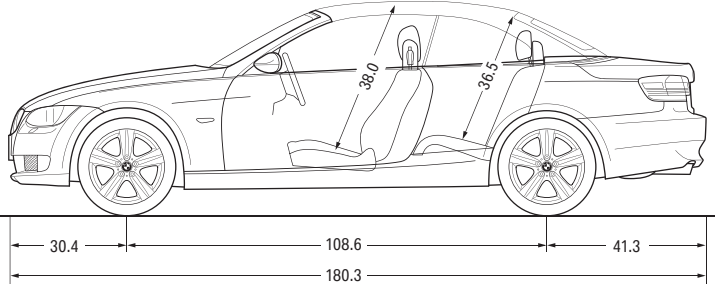
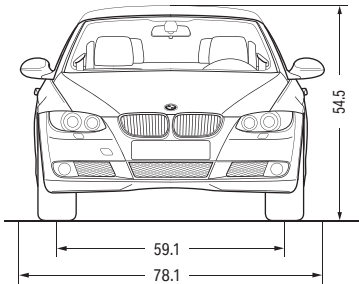
Transmission			
Manual gear ratios			
I/II	:1	4.32/2.46	4.06/2.40
III/IV	:1	1.66/1.23	1.58/1.19
V/VI/R	:1	1.00/0.85/3.94	1.00/0.87/3.68
Final drive ratio	:1	3.39	3.08
Automatic gear ratios			
I/II	:1	4.07/2.37	4.17/2.34
III/IV	:1	1.55/1.16	1.52/1.14
V/VI/R	:1	0.85/0.67/3.20	0.87/0.69/3.40
Final drive ratio	:1	3.91	3.46

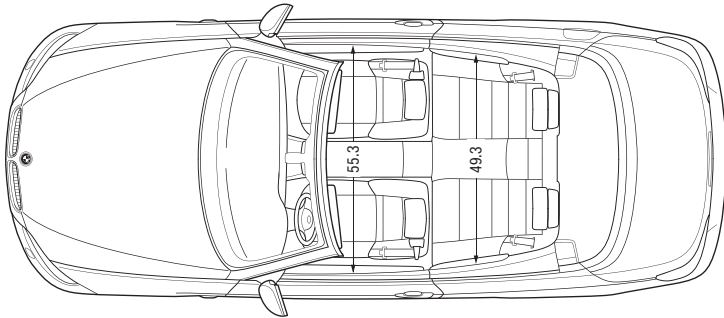
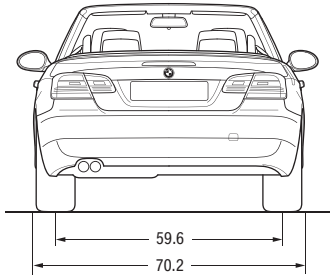
Performance			
Drag coefficient	C _d	0.30	0.31
Top speed ¹	mph	130 [150]	130 [150]
Acceleration 0-60 mph ²			
Manual transmission	sec	6.7	5.5
Automatic transmission	sec	7.2	5.7
Figures in () apply to vehicles with automatic transmission. Figures in [] apply to vehicles with Sport Package or M Sport Package.			
¹ Top speed limited electronically. ² 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.			

Fuel consumption ³		328i	335i
Manual transmission	city/highway	mpg	17/27
Automatic transmission	city/highway	mpg	18/27

Tires and wheels			
Tire dimensions	standard	225/45	225/45
Wheel dimensions	standard	17 x 8.0	17 x 8.0
Material	standard	light alloy	light alloy

Brakes			
Front	diameter	inch	12.9
Rear	diameter	inch	11.8





All dimensions in inches.

³ 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.

Equipped with the best ideas.
Original BMW Accessories.



Aerodynamic kit, Wind Deflector with design print, Star Spoke (Style 199) 19" cast alloy wheels.

Driving a BMW is always a special experience, which can be enhanced even further with Original BMW Accessories. Benefit from innovative solutions combining unique ideas, stunning design and supreme functionality. Discover the wide range of Original BMW Accessories available to you, enhancing such vehicle aspects as the exterior, interior, technology, transporters, protection and details to customize

your vehicle. The aerodynamic BMW Accessory Wind Deflector, for example, will help deflect wind turbulence and reduce wind noise, increasing your overall comfort when driving with the top down. For additional information on BMW Accessories, please visit your authorized BMW center or online at accessories.bmwusa.com.



Lockable rear carrier securely holds up to three bicycles.



Luggage set to fit the rear seat includes two rolling suitcases and two attache cases.



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

BMW European Delivery: Save money and drive your new BMW on the roads it was designed for.

The new **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,¹ 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.

BMW Ultimate Service.™

At BMW, 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 2009 and later model year vehicle. The New Vehicle Limited Warranty, the BMW Maintenance Program, and Roadside Assistance come standard, with BMW Assist™ offered as an option. BMW Ultimate Service starts with the **New Vehicle Limited Warranty**, 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.² **BMW Maintenance Program** is one of the most comprehensive maintenance programs in its class. We cover all factory-recommended maintenance during the New Vehicle 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.³ 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 or BMW SAV® center ensures that it receives only genuine BMW parts – your assurance of exacting quality standards.

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.

The **BMW Assist** Safety Plan⁴ is an optional four-year program. You'll 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. 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, and you can call the destination via your Bluetooth® linked cell phone. And for the ultimate in coverage, add the optional **Convenience Plan**.⁵ 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 Search™ allows online 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 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.

For more details on BMW Ultimate Service, visit your preferred BMW or BMW SAV center or log on to bmwusa.com/ultimateservice.

BMW Virtual Center.

If you get the sudden urge to shop for a BMW but your BMW center is closed, there's good news – the BMW Virtual Center is open 24 hours a day! Log on to bmwusa.com, then click on the model series you are interested in. After selecting the BMW that interests you, click on Build Your Own. 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 SAV center offers leasing and financing to suit your personal needs through BMW Financial Services.⁶ 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!⁶ 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 or call, toll-free, **1-800-578-5000**.

BMW Publications and Media Gallery.

Sent to new owners and lessees several times a year, **BMW Magazine** is a fascinating view of the latest events and products in the world of BMW, including personality profiles, travel reviews, and the latest BMW technologies. You can read articles from **BMW Magazine**, as well as **Mdriver** and **Inside Track**, on the BMW website at bmwusa.com in the Media Gallery/News Feed, found in the Experience section. Here you can also view featured videos and images, read recent news articles, and download BMW wallpapers. For more information, call Customer Assistance at **1-800-334-4BMW (4269)** or visit BMW online at bmwusa.com.

¹ Not all models available for BMW European Delivery Program. Please go to bmwusa.com or visit your authorized BMW center for details.

² See your authorized BMW center for details on these limited warranties.

³ 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, 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.

⁴ The BMW Assist and Bluetooth Hands-free Calling system with 4 years of Safety Plan services is optional or included in the Premium Package. 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**, log on to bmwassist.com, or visit your BMW center for additional program details. Services are subject to the terms and conditions of your subscriber agreement.

⁵ Requires BMW Assist Safety Plan subscription. Services are subject to the terms and conditions of your subscriber agreement. Please go to bmwassist.com for additional details on the optional Convenience Plan.

⁶ Subject to credit approval and other terms and conditions.

More about BMW

bmwusa.com
1-800-334-4BMW



The Ultimate
Driving Machine®

BMW and the environment.

BMW is a strong proponent of the environment and social responsibility. It is important to manage the earth's resources responsibly, and not jeopardize the needs of future generations. That is why BMW makes vehicles that minimize adverse environmental impact, from production (pollution prevention and waste minimization at the plant) through owner use (low emissions) to eventual disposal (easy drainability of all fluid-related components and easy neutralization of all pyrotechnic devices).

This effort has been recognized worldwide and, as a result, we are pleased to have received numerous environmental honors. In the U.S., for example, the Environmental Protection Agency accepted BMW's Spartanburg, SC production and manufacturing facility as a charter member of the agency's National Environmental Performance Track. Internationally, BMW AG – the parent company of both BMW of North America and BMW Manufacturing Co., Spartanburg, SC – was the first automotive company to be represented on the Dow Jones Sustainability Group Index, and has remained on the Index ever since. At BMW, we strive for high performance in everything we do.

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