

The 2011 BMW Frozen Gray M3 Coupe Marking the 25th year of the BMW M3.

Woodcliff Lake, NJ – 4:00 PM Eastern Time, June 17, 2010... Nearing the 25th anniversary of the original BMW M3, BMW of North America today announced a production run of thirty identically-equipped 2011 Frozen Gray M3 Coupes for the United States. The 2011 Frozen Gray M3 Coupe features a special matte-gray paint with a deep metallic luster to further accentuate the athletic lines of the legendary M3. Unique Fox Red / Black bi-color Novillo leather interior is also specified. This is the first and only opportunity to obtain Frozen Gray Metallic exterior paint on the M3 for the 2011 model year in the United States.

BMW M enthusiasts will be able to reserve a 2011 Frozen Gray M3 Coupe by dialing 1-800-245-4269 no earlier than 11:30AM Eastern Time (8:30AM Pacific) on Monday, June 21, 2010. The first 2011 Frozen Gray M3 Coupes will become available for delivery in late June 2010 through Authorized BMW Centers, and the production run will be completed by the end of July 2010. A complete equipment list is provided at the end of this press release. MSRP will be \$77,600¹.

Each 2011 Frozen Gray M3 Coupe will be powered by the now famous 4.0-liter, 414-horsepower M V8 and equipped with BMW's M Double Clutch Transmission (M DCT). Also specified is the new M3 Competition Package, which adds an exclusive set of 19-inch wheels and other upgrades. Additionally, each purchase of the 2011 Frozen Gray M3 Coupe will include a one-day enrollment at the BMW Performance Driving School in Spartanburg, South Carolina.

The 2011 Frozen Gray M3 Coupe continues the tradition of innovation and passion for driving by incorporating key changes to the M3's dynamic qualities. The equipped Competition Package reduces vehicle ride height by 10mm and includes unique 19" wheels with wider offset for enhanced stability, standard Electronic Damping Control with enhanced programming, and higher-threshold programming for the M Dynamic Mode. The 2011 Frozen Gray M3 Coupe is also equipped with the M Double Clutch Transmission (M

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¹ Including \$875 Destination & Handling and excluding \$1,300 federal gas guzzler tax.



DCT) which lowers the 0-60mph acceleration time of the M3 to 4.5 seconds from 4.7 (6-speed manual).

Introducing Frozen Gray Metallic Paint.

The special BMW Individual matte paintwork on the Frozen Gray M3 adds a rare metallic luster to the vehicle. Compared to conventional exterior colors with gloss finish, the sculpture-like character of Frozen Gray paint highlights the athletic contours of the M3. To achieve this luster, a special BMW ColorSystem silk matte clear coat is applied over the Space Gray Metallic base coat.

25 Years and Four Generations of BMW M3.

Racing provided the reason for the original M3's 1986 creation. BMW produced the M3 as a road-going homologation version of its 3 Series to gain eligibility to compete in the German Touring Car Championship. Popularity and strong consumer demand substantiated the case to continue developing the M3, making it both a better performer and more inviting road car as it evolved along with the underlying 3 Series, the company's most popular vehicle. In 1988, North Americans met the BMW M3 for the first time, and its high-revving 2.3-liter inline-4 with 192-hp became a legend on this side of the Atlantic.

The next generation M3 arrived in the 1995 model year with a 3.0-liter (and later, 3.2-liter) 240-hp inline-6 powerplant. That car began the next chapter of M3 Racing history which lasted a decade on both sides of the Atlantic. In 1997 the first M3 Sedan joined the family and the M3 Convertible followed shortly thereafter.

The third-generation M3, available from 2001-2006 as a coupe and convertible, again was offered with six-cylinder power, this time providing a remarkable 333 hp from 3.2 liters. From the 2002 model year, this M3 marked BMW's first offering of the Sequential Manual Gearbox (SMG) for the United States.

The fourth and current generation M3 was introduced for the 2008 model year as a Coupe, Sedan, and Convertible, featuring an all-new 4.0-liter, 414-horsepower V8 engine with eight individual throttle bodies and an 8,400-rpm redline. Showcasing its remarkable performance envelope, the newest M3 Coupe serves as the basis for the M3 GT2 race car, which successfully competes in endurance races against the most exotic cars from around the world in the American Le Mans Series.



Equipment List: 2011 BMW Frozen Gray M3 Coupe

- BMW Individual Frozen Gray Metallic exterior paint.
- BMW Individual bi-color (Fox Red with Black) Novillo Leather interior.
- M DCT Transmission
- Competition Package
 - o Electronic Damping Control, 19" light-alloy wheels, lowered suspension, sport mapping for EDC and DSC.
- Premium Package
 - Power folding mirrors, universal garage door opener, digital compass mirror, BMW Assist with Bluetooth, Novillo Leather, Carbon Leather trim.
- Technology Package
 - M Drive system, Comfort Access system, Navigation system, Voice Command system, Real Time Traffic Information system.
- Heated Front Seats
- Rear Park Distance Control
- Enhanced Premium Sound System
- Satellite Radio with 1-year subscription
- iPod and USB Adaptor

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The BMW Group

With its three brands – BMW, MINI and Rolls-Royce – the BMW Group is one of the world's most successful premium manufacturers of cars and motorcycles. It operates internationally with 24 production sites in 13 countries and a global sales network with representation in more than 140 countries.

During the financial year 2009, the BMW Group sold approximately 1.29 million cars and more than 87,000 motorcycles worldwide. The profit before tax for 2009 was euro 413 million, revenues totaled euro 50.68 billion. At 31.December 2009, the BMW Group had a workforce of approximately 96,000 employees.

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