



## The BMW Performance Edition brings more horsepower, more torque and unlimited exhilaration to your Ultimate Driving Machine.

**Woodcliff Lake, NJ - July 20...** Performance breeds excitement and the BMW Performance Edition for the 2011 335i xDrive Sedan ensures that new car buyers are in for that extra thrill beyond the outstanding performance that can already be realized with these exciting vehicles. Customers can now option their vehicles with a special BMW Performance Edition (option code ZMZ) that includes an all-new Power Kit, black kidney grilles and a "BMW Performance Edition" badge for only \$550.

The BMW Performance Edition for the 335i highlights a Power Kit which consists of engine tuning software (no additional hardware):

- Increases the engine power output from 300 hp to 320 hp and torque from 300 lb ft to 317 / 332 lb ft (manual / automatic transmission); this is the same horsepower rating as the 335is!
- Acceleration from 0-60 mph is 0.2 seconds faster than the standard model and 0.5 seconds faster than the standard model from 50 mph to 75 mph.
- Emissions and fuel consumption ratings are unaffected by the power upgrade.
- Black kidney grilles and a BMW Performance Edition badge will visually identify these
  Performance Edition vehicles from other 3 Series vehicles.

The BMW Performance Edition is offered only for a limited time on 335i Sedans through the end of 2011 which will ensure that owners of these vehicles will belong to a very special club of performance purists.

BMW is also pleased to announce that the contents of the BMW Performance Edition will be made available to existing 135i and 335i customers. Pricing to purchase the contents of this edition as a retrofit will be announced in August 2011.

## **BMW Group In America**

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; DesignworksUSA, a strategic design consultancy in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group's global manufacturing network and is the exclusive manufacturing plant for all X5 and X3 Sports Activity Vehicles and X6 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S.

through networks of 338 BMW passenger car centers, 336 BMW Sports Activity Vehicle centers, 143 BMW motorcycle retailers, 100 MINI passenger car dealers, and 31 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

Information about BMW Group products is available to consumers via the Internet at: <a href="https://www.bmwgroupna.com">www.bmwgroupna.com</a>.

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Journalist note: Information about BMW and its products in the USA is available to journalists on-line at <a href="https://www.bmwusanews.com">www.bmwusanews.com</a>.

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Additional information and news from BMW is available at http://www.media.bmw.com.