

# INSIDETRACK

January 2012



Proud Partner

## DRIVE IT YOUR WAY: THE ALL-NEW 3 SERIES SEDAN

**BMW EfficientDynamics**  
Less emissions. More driving pleasure.



Inside Track

January 2012



The Ultimate  
Driving Machine®



## THE ALL-NEW BMW 3 SERIES: POWERFUL. EFFICIENT. PERSONAL.

BMW originated the sports sedan concept – and for five generations, the 3 Series Sedan has been the world’s benchmark for four doors, fun and function. For 2012, the all-new BMW 3 Series takes this formula to new heights in performance, efficiency, technology, comfort and personalization.

It starts with a choice of two TwinPower Turbo engines. In the 328i: the new 240-hp inline four-cylinder engine. Its 260 lb-ft of torque kicks in at just 1250 rpm and continues all the way to 4800 rpm. Harnessed to the 6-speed manual transmission, the 328i attains 60 mph in 5.7 seconds; with the new optional 8-speed automatic, 5.9 seconds – a second quicker than its predecessor.<sup>1</sup> Thanks to new BMW EfficientDynamics technology, the 328i also achieves greater fuel efficiency and fewer emissions than before.

The all-new 335i is powered by BMW’s award-winning 300-hp inline six-cylinder engine that develops 300 lb-ft of torque. Fitted with a standard 6-speed manual or an optional 8-speed Sport Automatic transmission, it roars from 0–60 in 5.4 seconds.<sup>1</sup>

The interior of the all-new 3 Series has grown, providing rear-seat occupants with noticeably more room. And there’s more big news: the creation of the optional Sport Line, Modern Line and Luxury Line. Each offers its own signature exterior design elements and materials, as well as unique interior colors and trims, all designed to further personalize the driving experience.

Thanks to these, and an innovative new collection of available driving-assist technologies and ConnectedDrive features, the all-new BMW 3 Series stands alone – and miles ahead of the pack.

<sup>1</sup> BMW AG test results. BMW urges you to obey all posted speed laws and always wear safety belts.

# WHAT'S NEW

## BMW PARTNERS WITH MOG FOR ANY MUSIC, ANYTIME, ON-DEMAND



You're cruising down the highway and suddenly the urge strikes to hear a specific rock song, jazz piece or opera diva. Thanks to a partnership between BMW Apps and MOG, you can enjoy instant gratification with music on-demand – anytime, anywhere, totally ad-free.

Browse, search and play your MOG selections with ease using the iDrive Controller and steering wheel controls. Store them on your smartphone. Adding to your enjoyment, this BMW Apps Certified App streams your music at 320 kbps for the highest quality sound.

It's easy to experience this benefit. Simply install the optional BMW Apps smartphone app integration in your BMW vehicle and subscribe to the MOG Primo plan. Then plug in your smartphone and drive to the sounds that move you.

For details, ask your BMW center or visit [MOG.com](http://MOG.com).



# BMW FINANCIAL SERVICES

## DRIVE CONFIDENTLY WITH INSURANCE YOU CAN RELY ON

Discover the many advantages of BMW Performance Insurance.<sup>1</sup> You'll enjoy a special group discount,<sup>2</sup> as well as other discounts based on your vehicle's standard safety features. Lock in your rate for a full year. Coverage includes Original BMW Replacement Parts on repairs,<sup>3</sup> 24-hour Roadside Assistance, towing and claims service, and many other valuable benefits. For a coverage evaluation and free, no-obligation rate quote, call 1-877-269-4677.



Residents of Texas can save with the Liberty Mutual Advantage program, which includes Original BMW Replacement Parts, Enhanced Roadside

Assistance, Concierge Service, and towing to the nearest BMW repair center. Safety features, such as anti-lock brakes, air bags or automatic safety belts, can qualify for additional discounts. For a coverage evaluation and free, no-obligation rate quote, call 1-877-269-4677.

<sup>1</sup> BMW Performance Insurance not available to residents of Texas.

<sup>2</sup> Group discount not available to residents of Massachusetts.

<sup>3</sup> Except where prohibited by state law.

Discounts available where state laws and regulations allow, and may vary by state. Certain discounts apply to specific coverages only. To the extent permitted by law, applicants are individually underwritten; not all applicants may qualify. Savings will vary by state. Inquire for details. Products are offered through BMW Insurance Agency, 300 Chestnut Ridge Rd., Woodcliff Lake, NJ 07677 (CA license OD63198, GA license 101757, MN license IA-20578410), which is not affiliated with Liberty Mutual Insurance Co. and its affiliates. Policies are underwritten and provided by Liberty Mutual Insurance Co. and its affiliates, principal office at 175 Berkeley St., Boston, MA 02116. In Texas, policies underwritten and provided by Liberty County Mutual Insurance Company, 2100 Walnut Hill Lane, Irving, TX 75038.

# BMW ACCESSORIES

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## **COLD WEATHER TIRES – WARM WEATHER PERFORMANCE**

Just as you wouldn't wear sandals to hike in the snow, your BMW needs BMW Approved Cold Weather Tires to get a sure grip on wintry roads. Here's why.

First, the chemical composition of performance tires and all-season tires is not geared for cold weather. At 45°F they harden and start losing traction. This is when BMW Approved Cold Weather Tires begin performing at their peak. They are scientifically formulated to keep their grip at lower temperatures. Even their tread pattern is specially designed to help you conquer snowy surfaces with confidence.

When the thermometer drops, it's time for four BMW Approved Cold Weather Tires – the best performance footwear for the Ultimate Driving Machine.®



To see the entire Accessories collection, visit [shopbmwusa.com](http://shopbmwusa.com).  
For complete information, including prices and availability, and to order Original BMW Accessories, contact your local BMW center.

# BMW EFFICIENT DYNAMICS

## SPECTACULAR AND SUSTAINABLE: THE NEW BMW ACTIVE HYBRID 5



If you want to increase your pulse rate along with environmental sustainability, here is exciting news: the BMW ActiveHybrid 5 is set to debut this spring.

This agile sedan can drive exclusively on electric power for approximately 2.5 miles at up to 37 mph. The BMW ActiveHybrid is the perfect example of EfficientDynamics, as it can sprint from 0-60 mph in just 5.7 seconds<sup>4</sup> while its 8-speed automatic transmission and hybrid technology help deliver a significant reduction in fuel consumption.

Five adults enjoy the roomy cabin filled with the latest in fine materials and luxurious appointments, and in comfort, convenience and safety features. Riding in silent electric mode, the full-bodied sound system takes center stage. Equally entertaining is the iDrive Display that indicates the level of driving efficiency.

Elegant, athletic, efficient: the BMW ActiveHybrid 5 eloquently answers your driving needs of today – and tomorrow.

<sup>4</sup> Preliminary data. BMW urges you to obey all posted speed laws and always wear safety belts.

# CAR TIPS

## DRIVE WITH CONFIDENCE FOR YEARS – AND MILES – TO COME



Carefree driving shouldn't end when your BMW Maintenance Program does. The BMW Ultimate Protection Program was designed to maintain your vehicle's great performance, looks and resale value for many years and miles down the road.

This program offers a suite of products that covers everything from eligible repairs and gap insurance, to repairing windshields and minor dents, to wheel and tire replacement.

For more information and program limitations, visit the Owners section at [bmwusa.com](http://bmwusa.com).

To request additional information on many of the topics you see here, call BMW Customer Relations toll-free at 1-800-831-1117, or log on to our award-winning website at [bmwusa.com](http://bmwusa.com).

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