

Media Information
14 October 2011

Launch of the new BMW 3 Series

BMW 3 Series most successful vehicle in premium segment
More than 12 million cars sold since 1975
Reithofer: New BMW 3 Series will continue success story
Investments of over one billion euros in global production

Munich. The BMW Group will launch the new BMW 3 Series Sedan, the sixth generation of its most important high-volume model, in early February 2012. “We are confident that the new BMW 3 Series will build on the tremendous success of its predecessors,” said Chairman of the Board of Management of BMW AG, Norbert Reithofer, at the world premiere in Munich on Friday. More than 12 million models from this series have been sold since the first generation was launched in 1975. “That makes the BMW 3 Series the world’s most successful premium vehicle,” added Reithofer.

New BMW 3 Series Sedan on the market from February 11

The new BMW 3 Series Sedan will reach markets worldwide on February 11, 2012. “The sixth generation of the BMW 3 Series is the sportiest car in its segment and offers sheer driving pleasure at the highest level,” commented Reithofer. The 328i and 335i models with petrol engine and the 320d and 320d EfficientDynamics diesel variants will be offered at market launch. Prices for the above models will lie between 35,350 euros (320d) and 43,600 euros (335i).

The new 3 Series Sedan offers a choice of four strong, refined, fuel-efficient engines that operate with the new BMW TwinPower Turbo technology. Additional variants will join the model line-up in spring 2012. A full-hybrid version of the new BMW 3 Series will also be available in autumn 2012.

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More performance, less consumption – also thanks to innovative lightweight construction

The new BMW 3 Series Sedan exceeds the already outstanding performance of the previous model, but, at the same time, is even more fuel-efficient. The vehicle also offers greater driving comfort. The new BMW 3 Series is larger (+93 millimetres) and noticeably more spacious. There is also more legroom behind the front seats (+15 millimetres), as well as more headroom (+8 millimetres). Despite the increase in size, smart lightweight construction ensures that the vehicle is still up to 45 kilograms lighter than the previous model, depending on the engine.

In combination with fuel-saving EfficientDynamics technologies, this also has a positive impact on consumption: For instance, the 320d EfficientDynamics Edition with an engine output of 163 hp uses only 4.1 litres/100 kilometres in the EU test cycle, with CO₂ emissions of 109 g/km. The BMW 335i with six-cylinder engine and 306 hp has a fuel consumption of between 7.2 and 7.9 litres/100 kilometres in the EU test cycle, depending on vehicle configuration. The Auto Start-Stop function comes as standard for all engine-transmission versions. “With EfficientDynamics, we have a highly-effective package of efficiency technologies which we have integrated throughout our entire line-up,” commented Reithofer.

The new BMW 3 Series models also feature a so-called Driving Experience Control. Alongside COMFORT, SPORT, and SPORT+ settings, there is also an Eco Pro mode, which enables additional fuel savings, depending on individual driving style, of up to 20%.

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New BMW 3 Series offers unique innovations in its class

The new BMW 3 Series Sedan features a range of innovations that are unique in its vehicle class. BMW is the first manufacturer in the premium midrange segment to offer not only a Head-Up Display option, which projects all key data directly into the driver's line of vision on the windscreen, but also an optional eight-speed transmission for all engines with Auto Start-Stop function. This also has a positive impact on fuel economy.

With BMW ConnectedDrive, the car also offers the latest in infotainment services, as well as numerous assistance systems to make the vehicle even safer and more convenient. These include Active Cruise Control with Stop & Go function, lane change and lane departure warning with collision warning and Surround View. The parking assistant also takes care of manoeuvring the vehicle into parking spaces. Real-time traffic info (RTTI) and special apps for accessing social networks are further options.

The new BMW 3 Series will also be available for the first time in "Sport Line," "Modern Line" and "Luxury Line" configurations, which will offer customers additional opportunities for customising their vehicle.

Main markets: U.S., China, U.K. and Germany

The new BMW 3 Series will be built at the Group's plants in Munich, Regensburg and Rosslyn (South Africa). The company is investing more than one billion euros worldwide in its plants in this connection. The main markets for the vehicle will be the U.S. (24%), China (22%), the U.K. (16%), Germany (10%) and the remaining European countries (14%).

Around 2.8 million models of the BMW 3 Series now being phased out have been sold since its market launch in March 2005. Last year alone, the BMW Group sold about 399,000 of these highly-successful models – which therefore accounted for just under

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33% of total BMW brand deliveries. “The new BMW 3 Series has excellent prospects for expanding its leading global market position,” noted Reithofer.

The world premiere of the new BMW 3 Series can also be followed from 4:00 p.m. by Video Live Stream at www.bmwgroup.com and www.press.bmwgroup.com.

Photos will be available for download from 5:15 p.m. in our PressClub at www.press.bmwgroup.com

The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 25 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

During the financial year 2010, the BMW Group sold 1.46 million cars and more than 110,000 motorcycles worldwide. The profit before tax for 2010 was euro 4.8 billion on revenues amounting to euro 60.5 billion. At December 31, 2010, the BMW Group had a workforce of approximately 95,500 employees.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last seven years.