

BMW Announces Prices for All-New 3 Series Sedans

2012 BMW 328i and 335i Sedans priced at \$35,795 and \$43,295 respectively

Woodcliff Lake, NJ – November 23, 2011... BMW of North America today announced prices for the all-new 2012 BMW 3 Series Sedans. The 2012 328i Sedan will be priced from \$35,795 while the 2012 335i Sedan will be priced from \$43,295. Both prices include \$895 destination and handling. These represent a \$320 and \$370 base price increase over the outgoing models, however, in addition to the completely redesigned exterior and interior the new cars include a significantly higher level of standard equipment. This includes a 6.5-inch central display with iDrive controller, Bluetooth® connectivity, USB/iPod interface, 8-Speed Automatic Transmission, Automatic Start/Stop, Dynamic Driving Control with ECO PRO Mode and Brake Energy Regeneration. Both models also feature larger wheels and tires as standard equipment.

With the announcement of the sixth generation BMW 3 Series Sedan, the benchmark by which all sport sedans are measured was raised once again. The pioneering history of the 3 Series serves as inspiration for the new sports sedan, whose powerful styling represents a fresh interpretation and conscientious development of traditional BMW design cues. It will not only set new standards for performance and handling but also for luxury, technology and efficiency. The all-new 3 Series Sedan will continue to offer outstanding value as well.

Both the 328i Sedan with its TwinPower Turbo four-cylinder engine and the 335i, featuring BMW's TwinPower Turbo 3.0-liter inline six will be available in a trio of trim and equipment variants – the Sport Line, Luxury Line and Modern Line. Each presents its own individual take on the character of the sports sedan.

The all-new BMW 3 Series Sedan will debut at the North American International Auto Show in January and arrive in US showrooms in February 2012 as a 2012 model.

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 339 BMW passenger car and BMW Sports Activity Vehicle centers, 139 BMW motorcycle retailers, 110 MINI passenger car dealers, and 36 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.

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