

8. Interior and Equipment: For even more Driving Pleasure.

- **Larger dimensions benefitting all passengers.**
- **Sports seats with backrest width adjustment.**
- **ID sensor replacing the ignition key.**
- **Best-in-class heating and air conditioning.**
- **Sunblinds for additional comfort.**

While growing in size, the BMW 3 Series remains a compact Sports Saloon. And since only a relatively small share of the larger dimensions serves to provide an increase in passive safety, the extra space offers significant benefits for all the car's occupants. Indeed, the new BMW 3 Series offers almost the same space inside as the former BMW 5 Series. The new model thus stands out clearly from its predecessor in terms of space and comfort and thus builds up its leadership over the competition.

A car with the right space for today's requirements.

The interior is a convincing commitment to the "roominess" appreciated so much by people in our day and age: This means not only the sheer size of the car, but rather the "feeling of space" as such: The BMW 3 Series conveys an impression of brightness and generosity, clearly reflecting the way of life of its young and young-at-heart customers.

This increase in size is no coincidence: Quite generally, our flats and houses, our workplaces and leisure time facilities are larger today than they used to be. And the generous feeling of space is also borne out increasingly by modern architecture creating large and bright rooms and spaces for the human being.

At the same time the interior of the new BMW 3 Series is the response to a simple fact of life: Human beings are growing on average by about one millimetre a year. So our cars have to grow accordingly, meaning approximately 7 millimetres in each generation of cars. Particularly the space provided at the rear has been enlarged in the 3 Series, young people often growing taller than their parents.

Ergonomics and comfort becoming increasingly important.

A further point is that people these days spend more time in their car than they used to. Ergonomics, ease of control, seating and entertainment comfort as well as the flair and appeal of all features and materials are therefore becoming increasingly significant. So ultimately, these are the factors crucial to the occupant's well-being. And since virtually every feature added means extra weight, BMW's development engineers focus consistently on intelligent lightweight technology also inside the car. This keeps extra weight within very tight limits easily compensated by technical improvements and modifications of the drivetrain, the running gear, and the body.

Good seats for good motoring.

Particularly the driver of the new 3 Series benefits from an excellent seating position. The driver's seat is sporting and low, ensuring very ample headroom and excellent side support. All controls and switches relevant to the driver are within very easy and convenient reach. And the driver has an excellent overview of all instruments and displays in all situations and under all light conditions.

The new 3 Series comes as standard with fabric upholstery, a further range of upgraded fabric as well as fabric/leather combinations and all-leather upholstery being available as an option. A further option is electrical adjustment of the driver's seat fore-and-aft, together with electrical adjustment of seat height, seat angle and backrest angle. A memory function serves to pre-set the personal seat positions of one or two drivers. Seat heating is also available as an option covering the entire seat bottom and backrest including the side supports on the seat itself and again on the backrest. The result is very consistent and well-balanced heating of the entire contact area.

Sports seats with backrest width and lumbar adjustment.

The sports seats come additionally with individual adjustment of backrest width, a feature so far only available in the BMW M3. This allows the customer to adjust the width of the backrest by means of air cushions electropneumatically to his body contours, thus meeting this personal comfort requirements and reflecting his personal style of motoring. The seat literally cocoons the driver, intensifying his contact with the car.

Electropneumatic lumbar support also serves to provide optimum comfort, adjusting the backrest on the level of the lumbar spine to the driver's personal requirements. Featuring this four-way horizontal and vertical adjustment, the new 3 Series now ranks equal to BMW's luxury

performance models also in this respect and is far superior to the competition.

The centre armrest available as an option for the driver adjusts fore-and-aft according to individual requirements. The large storage compartment beneath the padded armrest conveniently houses odds and ends such as beverage cans without any rattling noise. And if the car is fitted with automatic air conditioning as an option, the storage compartment is even ventilated.

More shoulder width and kneeroom at the rear.

Particularly the passengers at the rear enjoy much larger and more generous dimensions, benefitting from more than 50 per cent of the increase in length. Despite the coupé-like roofline, headroom is just as generous as on the former model. Shoulder width and kneeroom, in turn, are up significantly.

Whenever the centre seat at the rear remains unoccupied, the centre armrest offers the passengers a significant improvement of motoring comfort to an even higher level. In basic trim the rear-seat backrest is fitted firmly in position, while as an option it comes with a 60:40 split folding down as required.

In that case a cupholder and ski-bag are integrated in the armrest.

With the new 3 Series being a very versatile car, it obviously requires a particularly large range of storage and luggage options. So even in standard trim, the car comes with several convenient open storage boxes as well as storage recesses within easy reach of the driver and front passenger. An optional storage package offers additional facilities, nets in the seat backrests as well as two power sockets in the centre console.

Larger luggage compartment with practical details.

The luggage compartment is 20 litres larger than before, offering total capacity of 460 litres or 16.1 cu ft. This is sufficient for two large and one small Samsonite cases or three 46-inch golf bags.

The storage package available as an option comes with folding hooks for hanging up bags, a power socket, nets on the side panels, a net with lashing points on the floor of the luggage compartment, an umbrella holder as well as a two-piece storage trough at the bottom of the luggage compartment. The wet compartment protects the luggage area as a whole from wet or dirty objects and may also be used as a transport bag.

The highly innovative drawer beneath the parcel shelf is extremely practical in everyday use: Extra-large and able to carry a load of up to 5 kilos, it can hold two full office files and helps to keep the luggage compartment tidy and uncluttered at all times. And should the driver require the full capacity of the luggage compartment from time to time, the drawer is easy to remove within a matter of seconds. This is the first time that BMW has such a feature.

Another option is the modular ski-bag. "Modular" means that the bag may be removed completely, for example to dry it outside the car. In that case it may be replaced by a storage box, cupholders for the rear-seat passengers, or a cooling box.

Cockpit with BMW's classic two-eye instrument cluster.

The cockpit in the new BMW 3 Series comes in the look and with all the functions so typical of the brand: The instrument cluster in its classic two-eye combination of the speedometer and rev counter is naturally featured in all models from the ground up. And in comparison with the former model, Check/Control now comes with a wider range of functions as on the BMW 5 Series.

Apart from the standard steering wheel, the customer has the choice of two multifunction steering wheels or a sports steering wheel, the latter also with multifunction buttons where required. Finished in leather, the sports steering wheel is made up of a steel rim cast into a magnesium skeleton to ensure specific, predetermined deformation of the spokes in the event of a collision.

The new 3 Series makes the conventional ignition key a thing of the past.

The new BMW 3 Series does without a conventional ignition key and has no ignition lock for starting the engine. Instead, these functions are performed by a modern remote control key with smooth edges all round – which, incidentally eliminates the old problem of a sharp-edged key making a hole in your trouser pocket. In particular, however, this new key technology offers two optional features in the interest of much greater motoring comfort – keyless access to the car and a keyless engine start.

On models with this feature and to start the engine without using a key, all the driver has to do is insert the remote control key into the slot next to the steering wheel and press the start/stop button to fire the engine – while pressing down the brake in an automatic transmission model or the clutch in a manual gearbox car. To switch off the engine he again just presses the

start/stop button. And on a car with automatic transmission the remote control key can only be removed with the transmission set to park.

On cars fitted with optional Comfort Access the new key concept puts an end to the tedious process of looking for the key: In this case the driver does not even have to hold the key now referred to as the ID sensor in order to open, start, drive and switch off the car. Rather, all you have to do is carry the ID sensor somewhere on your body, for example in your jacket, in your briefcase, or in a bag.

Keeping the “key” in your pocket while entering the car.

Walking up to his BMW properly locked and secured, all the driver has to do with Comfort Access is pull the door handle in order to open the door. Then, as he is taking his seat at the wheel, the Personal Profile functions serve to adjust, say, the driver’s seating position, the automatic air conditioning and the radio station according to the driver’s personal requirements.

Over and above these three functions, Car & Key Memory (CKM) also sets the interior and exterior mirrors, the central locking and interior lights, the audio system sound effects and, in a car appropriately equipped, the presentation on the Control Display as well as the voice entry setting.

Once the driver is ready to go, he simply presses the start/stop button. Once he has reached his destination, in turn, he presses the same button to switch off the engine. Then, placing his finger on the marked surface on the door handle after getting out and closing the door, he automatically locks and secures the car without requiring any further action. If he has forgotten the ID sensor in the car the doors will not lock and the driver will receive an appropriate warning. And should the electronic key control system ever fail to operate, the driver can insert the ID sensor into a slot in the instrument panel in order to drive the car just as conveniently the “conventional” way.

Many functions also for the front passenger.

The control concept of the new 3 Series integrates the front passenger more actively than on the former model. Most of the comfort and additional functions, for example, are controlled from the middle in the centre console, with convenient access from both seats. This control area referred to as the Centre Stack forms the intersection between the driver zone (left) and the comfort zone (right) as well as the information level (top) and the control level (bottom). This subdivision is highlighted in particular by the binnacle in the instrument panel with the Display just below, whenever the customer

has his car fitted with a navigation system. But we also find the same allocation of functions on the basic model as such.

Optimum heating and air conditioning.

Heating and air conditioning are becoming increasingly important in a modern car these days. The objective BMW's engineers gave themselves for the new 3 Series was to have the fastest heating and cooling response of all cars in this segment, together with enhanced noise control and a wide range of individual settings and adjustments. To reach this goal they optimised the throughput

of air, increasing the flow volume to a level never seen before in this class: In theory the entire amount of air within the passenger compartment can be completely replaced three times a minute. And the consistent left/right separation of temperature settings ensures a high level of personalisation.

Automatic air conditioning available as an option offers optimum climate comfort and control at all times. Without causing the slightest draught or noise, the system builds up the temperature required very quickly indeed, then consistently maintaining that temperature without any fluctuations. This high standard of climate control is further refined by a micro-activated carbon filter, a harmful gas sensor, individual control maps for the automatic air conditioning, automatic anti-misting, as well as a solar sensor. So again, these sophisticated components contribute to the 3 Series' significant leadership in the area of climate management and control.

Glass roof for a genuine convertible feeling.

Opening the glass roof available as an optional extra, the driver and passengers will enjoy a genuine convertible feeling in BMW's Sports Saloon. With its sliding/vent functions and large opening, the sunroof literally floods the interior with bright light. Moved back in or in its vent position, the glass roof perfectly rounds off the effect of the air conditioning venting the interior even faster and more effectively. With the roof closed, in turn, a special sliding film in the grooves closes the roof seam for perfect visual and acoustic insulation. The roof lining sliding to-and-fro closes completely into position, without leaving any air vents or slots open. This ensures optimum protection from high and low temperatures and helps again to keep the noise level to a minimum.

Keep the sunshine out – sundim glazing and sunblinds.

Direct sun glare sometimes has a dazzling effect and is quite generally unpleasant. So sundim glass available as an option on the rear side windows as well as the rear window itself is able to prevent any such unpleasant ef-

fects, filtering out more than 50 per cent of the light and heat irradiation while at the same time naturally fulfilling all safety and security requirements.

A further advantage appreciated by many customers is that sun dim glass ensures much greater privacy inside the car. The same effect is provided by the optional sunblinds on both sections of the rear side windows opening and closing by hand. The sunblind on the rear window, in turn, opening and closing electrically, helps to keep high temperatures outside of the car. The BMW 3 Series is incidentally the only car in its class to currently offer sunblinds on the side windows.

Interior illumination – important for the occupants' well-being.

The interior illumination has an often underestimated influence on the feeling of roominess and well-being. Precisely this is why the BMW 3 Series comes with a separate light at the front and rear of the roof liner ensuring very good illumination throughout the interior. Further features are the illumination of the glove box as well as the luggage compartment.

An additional lights package available as an option illuminates the interior even more homogeneously and without the slightest dazzle, thus providing an even better feeling of space and roominess. Use of ambient light diodes enhances both the feeling of security as well as ease of control in the dark and the occupants' general feeling of well-being. Further features included in the package are footwell lights at the front, two lights in the vanity mirrors, cutout lights in the doors, and complete illumination of the outside door area.

Door area illumination now also in the midrange segment.

The BMW 3 Series is the only car in its class to offer illumination of the area around the doors. The LEDs used for this purpose are fitted in the door handles at the outside and are activated by remote control or, respectively, Comfort Access together with the interior lights. The effect is bright illumination up to approximately 1.5 metres in front of the door once the customer approaches the car in order to get in.

Park Distance Control for easier parking.

Ultrasound distance measurement by PDC Park Distance Control makes the process of parking the car much easier by warning the driver both graphically and through sound signals of any obstacles. Available as an option, PDC starts to emit its warning signals as soon as an obstacle is only 1.5 metres (front) and, respectively, 2 metres (rear) away from the car. The graphic display presents the car from above as well as any obstacles, which are shown as coloured spots for exact location by the driver. Again, the new 3 Series

is the only car in its class to provide both an optical and an acoustic warning.

Audio system with luxury sound quality.

The audio system offers a high standard of home quality sound and reception. A complete stereo unit with a radio and CD player comes as standard, four loudspeakers ensuring high-quality sound.

The HIFI and HIFI Professional stereo systems are available as optional extras, featuring the same loudspeakers as in the 6 Series with the same level of performance. The two central woofers are housed beneath the front seats to ensure a consistent, steady quality of deep bass sound within the car.

The woofer volume required for this purpose is provided by integrating the side-sills. The HIFI Professional system, in addition to all these features, also boasts the amplifier fitted in the 6 Series.

Additional sub-woofers included in this system ensure excellent surround sound also at the rear. Road noise, finally, is efficiently compensated in fine stages by a speed-dependent equalising effect in the deep bass band.

LOGIC7 – not only one, but rather all the world’s concert halls in your car.

The HIFI Professional system uses the LOGIC7 concept, a special audio signal processing method for two-channel stereo signals and multi-channel multi-media signals. The result is a surround sound effect coming very close to the original. To provide this effect, a matrix circuit breaks down every analogue or digital stereo signal into 7 individual signals then processed according to the specific vehicle involved and its requirements.

Featuring the LOGIC7 concept, HIFI Professional offers the occupants not only one, but rather all the world’s concert halls in their car: To develop a surround sound effect as true as possible to the original, LOGIC7 uses the spatial information included in every stereo signal and splits up this information into two sound dimensions: The place where the sound was generated in the first place and the acoustic surroundings or the room where the sound is now able to develop. The effect for the listener is a very “spatial” sound experience together with precise sound resolution. It is also much easier to pinpoint the respective sources of sound, particularly moving sources coming out far more impressively and with a much more plastic effect.

Receiver for analogue and digital television.

BMW is the first car maker to offer a hybrid TV receiver able to receive and process both analogue and digital television signals. This offers significant advantages in terms of both quality and control, especially because the customer no longer requires an additional box for digital reception.

In most large European cities and densely populated areas, digital television currently allows reception of up to 30 TV channels in brilliant quality, offers a videotext function and comes with an electronic programme guide. For legal reasons the TV image is blackened while driving, but the sound remains.

Integration of the telephone with a Bluetooth interface.

Equipped with a universal mobile phone preparation kit, the 3 Series is open for various mobile phones featuring Bluetooth technology. Since the mobile phone is networked to the car's electronic system through a wireless connection, it may be operated from the multifunction steering wheel allowing all control functions as well as hands-free use even if the mobile phone is not in its cradle. All it has to do is remain within a radius of approximately 10 metres around the car.

9. Accessories: Tailor-Made for Every Taste.

The customer can choose from various equipment packages giving his BMW 3 Series even more individual style and character. The wide range of special equipment, in turn, makes the car even more personal and functional, ranging from styling-oriented design features all the way to the latest technologies in mobile communication.

For sheer driving pleasure in your own individual style.

Original BMW Parts and Accessories are tailored precisely to the BMW 3 Series and naturally fulfill all quality and safety criteria also applicable to the car itself and its equipment packages.

Light-alloy wheels are among the highlights within the wide range of BMW Parts and Accessories, giving the 3 Series an even more dynamic look. And since Original BMW Light-Alloy Wheels are already included in the 3 Series' homologation, the customer is not required to enter such wheels subsequently in his car's documents.

Bigfoot: 19-inch light-alloy wheels.

The 19-inch light-alloy wheels in 199 star-spoke and 179 star-spoke design are absolute highlights in terms of both looks and their technical features. Combined with 225/35 tyres up front and 255/30 tyres at the rear, they are the largest combination of wheels and tyres approved for the 3 Series. Star-spoke 199 is a cast aluminium wheel with visible wheel bolts. The two-piece star-spoke 179 wheel, in turn, stands out through its titanium bolts and high-polish rim.

18-inch wheels in two spoke design options.

The 18-inch cast aluminium wheels featuring visible wheel bolts – double-spoke 195 and radial-spoke 196 – are somewhat smaller. Like the 19-inch wheels, they come with runflat technology interacting with EH2 rims to prevent the tyre jumping off the wheel under a loss in pressure. This enables the driver to go on driving his BMW with certain restrictions even on a completely empty tyre.

Dark tail lights.

Not only does the new BMW 3 Series offer striking night-time design – there is also the additional Black Line design option for the tail lights distinguishing the car clearly from its “regular” brothers. On these very sporting rear lights, the direction indicators and reversing lights are finished in grey, the brake and tail lights come in a darker red than usual.

M3-style front air dam and rear spoiler.

The BMW M3 is the epitome of the sports saloon. Which means it is no surprise that many a driver of a 3 Series would like to give his car the same look. So BMW's wide range of Original Parts and Accessories offers ideal options for precisely this purpose, such as an add-on element for the front air dam and the rear spoiler. The front element is made of carbon, an ultra-light racing material. Optimised by BMW's engineers in the wind tunnel, this special feature is finished in clear paint to visually highlight the special look of

carbon-fibre. The rear spoiler finished in body colour fits on to the bootlid of the car, providing exactly the right counterpart to the front air dam.

Retrofittable parking aid.

To park the car more safely and to avoid problems when approaching an obstacle, BMW PDC Park Distance Control is also retrofittable.

The four PDC distance sensors are fitted, respectively, in the numberplate supports front and rear.

Welcome!

“Welcome to the 3 Series” – that is the message presented by the illuminated model designation on the entry strip featured for the first time in this model series and adding a particularly individual touch. Illuminated by an electro-luminescent film within the stainless steel trimstrip, the model designation is clearly visible at dusk, while in bright light the designation stands out just as clearly in its chrome look.

Selector lever and handbrake handle in wood and leather.

Wood and leather are simply inimitable in their look and touch. Exuding an aura of luxury and sportiness, these materials are available as accessories in the 3 Series: The gearshift lever knob or selector lever come in burr walnut or grained poplar as a perfect match for the interior trim. This is combined

with black Nasca leather on the gaiter, while the handbrake lever is made completely of wood.

Snap-in adapter for the Siemens S65 mobile phone.

The original BMW snap-in adapter, for example for the Siemens S65 mobile phone, offers an even higher standard of comfort and convenience, enabling the user to place this popular phone where it belongs in the centre console. This automatically charges the battery and connects the phone to the car's aerial, offering the customer perfect reception in this BMW.

Retrofittable DVD for the car, your hotel room and leisure time.

The retrofittable portable DVD system in high-quality BMW design makes every trip on holiday with your children, time spent at the airport or at a hotel a genuine cinema experience: The system consists of a DVD player with a 10.2-inch TFT monitor for playing DVD, CD, MP3 and WMA formats inside and outside the car. Playback is by cordless infra-red headsets or via built-in loudspeakers.