

Product Planning and Strategy

BMW Dealer Bulletin

Announcing the all-new 3 Series Coupe

The 3 Series Coupe, since its introduction in MY1977, has been the benchmark for compact luxury performance coupes. The current E46 325Ci and 330Ci Coupe have received numerous awards from the automotive press over the past seven years and it has met our customers expectations for performance, luxury, and appearance. The MY2007 328i and 335i (E92) will mark the introduction of a new generation of 3 Series Coupe that sets an even higher standard and truly delivers on BMW's tagline: "The Ultimate Driving Machine."

The all-new 3 Series Coupe will also introduce an all-new engine, the N54. The 335i Coupe will be the most powerful 3 Series Coupe ever. Powered by a twin-turbocharged 3.0-liter inline 6-cylinder, it produces 300 hp and 300 ft. lbs of torque. That is more torque than a BMW M3. The 335i Coupe with a 6-speed manual transmission will reach 60 mph from a standing start in 5.3 seconds. The new 6-speed STEPTRONIC automatic, which can be specified with steering wheel mounted paddle shifters, will reach 60 mph in just 5.5 seconds. Both transmissions deliver truly exhilarating performance.

The entry level model, which is hardly "entry" is the 328i. It's powered by a new version of the magnesium/aluminum N52 producing 230 hp and 200 ft. lbs of torque. The 328i Coupe with a 6-speed manual transmission will accelerate to 60 mph in 6.2 seconds. That is .2 seconds faster than the outgoing top engine model, the E46 330Ci (6.4 seconds 0-60mph.)

For the first time on a Coupe, xDrive all-wheel drive will be available. We believe that the availability of xDrive will significantly increase the appeal of the Coupe in the snowbelt and to those customers that want all-weather capability. Production for the 328xi Coupe will begin in September. It should arrive in showrooms by this October. The 335xi Coupe is also planned, but it will not go into production until Q4 2007.

Product Highlights:

Design

Exterior

- Front
 - Xenon Adaptive headlights with corona head light rings are standard
 - Unique Kidney grille, front spoiler and bumper
 - Hood is more aggressively sculpted
- Side
 - Coupe specific front fenders and doors
 - Chrome surrounds on the windows will be standard
 - Differentiated Wheels. The 3 Coupe does not share any wheels with the 3 Series E90 Sedan.
 - 17-inch wheels standard on both the 328i and 335i
 - 18-inch wheels optional within the Sport Package on both the 328i and 335i Coupe
- Rear
 - L-shaped rear lights
 - 335i will have two large single round chrome exhaust pipes on both the left and right hand side, similar to the M3 exhaust configuration. The 328i/xi will have dual round chrome exhaust pipes on the left hand side only, similar to the E90 330i Sedan.

Interior

- Sport Steering wheel standard
- Upgraded lighting. In addition to the waterfall lighting in the center console, ambient lighting will also be along the front doors and below the rear windows. The light gives the interior a very premium appearance at night.
- Upholsteries
 - 5 leather upholsteries
 - Black and Gray (same as the E90 3 Sedan)
 - Crème Beige (same as the 6 Series Beige), Coral Red and Saddle Brown are unique to the 3 Coupe
 - 2 Leatherette upholsteries
 - Black and Crème Beige
- Trim
 - Dark Burl Wood, Light Poplar Wood Trim, and Aluminum (same as the E90 Sedan)
 - Gray Poplar Wood Trim (Unique to the 3 Coupe)

Engines:

- 328i engine: 3.0-liter inline 6-cylinder producing 230 horsepower, a 46 horsepower improvement over the 2006 325Ci.
- 335i engine: 3.0-liter twin turbo inline 6-cylinder producing 300 horsepower. This represents a 45 horsepower improvement over the 2006 E90 330i Sedan and a 65 horsepower improvement over the 2006 E46 330Ci equipped with the Performance Package.

Transmission:

- 6-speed manual
- 6-speed STEPTRONIC automatic. On the 335i, when equipped with Sport Package, steering wheel mounted paddle shifter will be added.

Launch Timing

The official retail launch of the 3 Series Coupe will be September 1, just in time for Labor Day weekend.

Start of Production / Retail

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|---------------|--------------------------------|
| • 335i Coupe | June 2006 SOP/September Retail |
| • 328i Coupe | June 2006 SOP/September Retail |
| • 328xi Coupe | September 2006/October Retail |
| • 335xi Coupe | To be announced (Q4 2007) |

Marketing Materials

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| • 3 Series Coupe Flyers (small brochure) | June 2006 |
| • 3 Series Coupe Brochures (full brochure) | Late August 2006 |

Pricing will be announced at a later date. Expect pricing to be released by mid-summer.

Ordering information for the MY2007 328i and 335i will be available on bmwcenternet by Monday, April 24th.

The 3 Series Coupe is a very exciting addition to our product line-up. Pictures and specifications were uploaded to bmwusa.com this morning. I encourage you to spend some time on the website to learn more about the Coupe and to share it with your Coupe customers and prospects.