

AUTO SPIES



The all-new 2007 BMW 3 Series Convertible:  
Open up.

**bimmerfest**

Bringing the BMW community together

The all-new 2007  
BMW 3 Series  
Convertible

328i  
335i



The Ultimate  
Driving Machine®



### 3 Series Convertible Product Ordering Guide

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## Built from the ground up for an incredible driving experience.

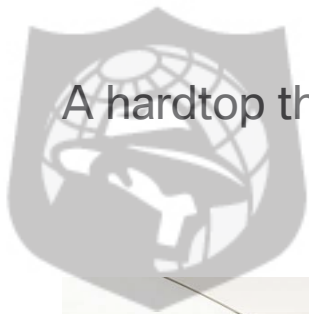
Introducing a liberating idea from BMW: the all-new 2007 3 Series Convertible with retractable hardtop.

The lean, aggressive body style, sharply raked windshield and sporty stance uphold BMW's dynamic motorsport heritage. Two potent engines, including BMW's first twin-turbo, deliver quick acceleration without sacrificing

fuel efficiency. New luxury and convenience features transform the interior, for a greater degree of elegance and comfort. And with the added security and durability of a retractable hardtop, the all-new 3 Series Convertible is equally at home from Maine to California, and ready to liberate your senses at a moment's notice – 365 days a year.



335i Convertible shown with Cream Beige Dakota Leather upholstery, Dark Burl Walnut Wood interior trim, and the following optional equipment: Platinum Bronze Metallic paint, Park Distance Control, Automatic STEPTRONIC Transmission, Sport Package, Cold Weather Package and Premium Package.



A hardtop that's easy on the eyes.



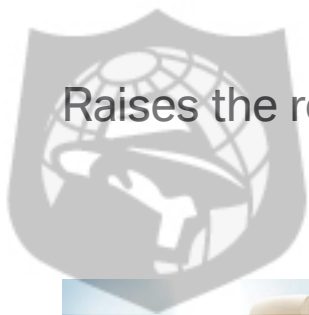
The all-new 2007 BMW 3 Series Convertible's low, wide stance exudes sports-car vibes; 18" alloy wheels<sup>1</sup> and sleek contours reinforce its thrill-seeking personality. New Corona light-rings and Xenon Adaptive Headlights, now standard, seem to stare down the roadway. In the back, exhaust tips in chrome (on the 335i) and stainless steel (on the 328i) lend

even more muscular attitude. Attention-getting metallic paint options such as Platinum Bronze and Barbera Red<sup>2</sup> add to its standout looks. And in a nod to tradition, the hardtop retains BMW's trademark Hofmeister Kink.

<sup>1</sup> With optional Sport Package; 17" standard. Please refer to page 11 for the complete list of wheel options.

<sup>2</sup> Barbera Red Metallic available March 2007 production.





## Raises the roof – and the standard for convertible convenience.



Enjoying the top-down driving experience has never been easier. The 3 Series Convertible's hardtop retracts via an electrohydraulic mechanism, sliding each of the roof's three sections into a compact roofstack that fits neatly into the trunk.

To make accessing the trunk's storage area easier when the top is down, the Comfort Loading feature,<sup>1</sup> activated by the key fob, moves the roofstack up and out of the way.

To create more cargo space, the rear seats can be folded

down; convenience hooks help hold bags upright. An accessory windscreen can also conceal the back-seat area (with the seats down), protecting belongings from the wind. And an optional through-loading rear-seat feature<sup>2</sup> makes it easier to haul skis and other long items.

<sup>1</sup>Included with optional Comfort Access feature; available March 2007 production.

<sup>2</sup>Optional and included in Cold Weather Package.







335i Convertible shown with Cream Beige Dakota Leather upholstery, Dark Burl Walnut Wood interior trim, and the following optional equipment: Platinum Bronze Metallic paint, Park Distance Control, Automatic STEPTRONIC Transmission, Sport Package, Cold Weather Package and Premium Package.

## An interior designed with the outside in mind.



The elegant interior of the all-new 2007 3 Series Convertible offers comfort and convenience features designed for open-air driving. With the top down, BMW's Sun-Reflective Technology keeps the Dakota Leather upholstered seats<sup>1</sup> cooler. Large, retractable door pockets store items like maps and sunglasses, and close securely to keep tissues, receipts and other small items from flying away.

On the dash, six programmable memory keys – included with the optional Navigation system – give quick, easy access to frequently used music settings, destinations and telephone numbers. In colder weather, optional three-stage heated front seats<sup>2</sup> keep both the driver and front-seat passenger comfortably warm.

<sup>1</sup> Standard in 335i; in 328i, optional and included in Premium Package.

<sup>2</sup> Optional and included in Cold Weather Package.



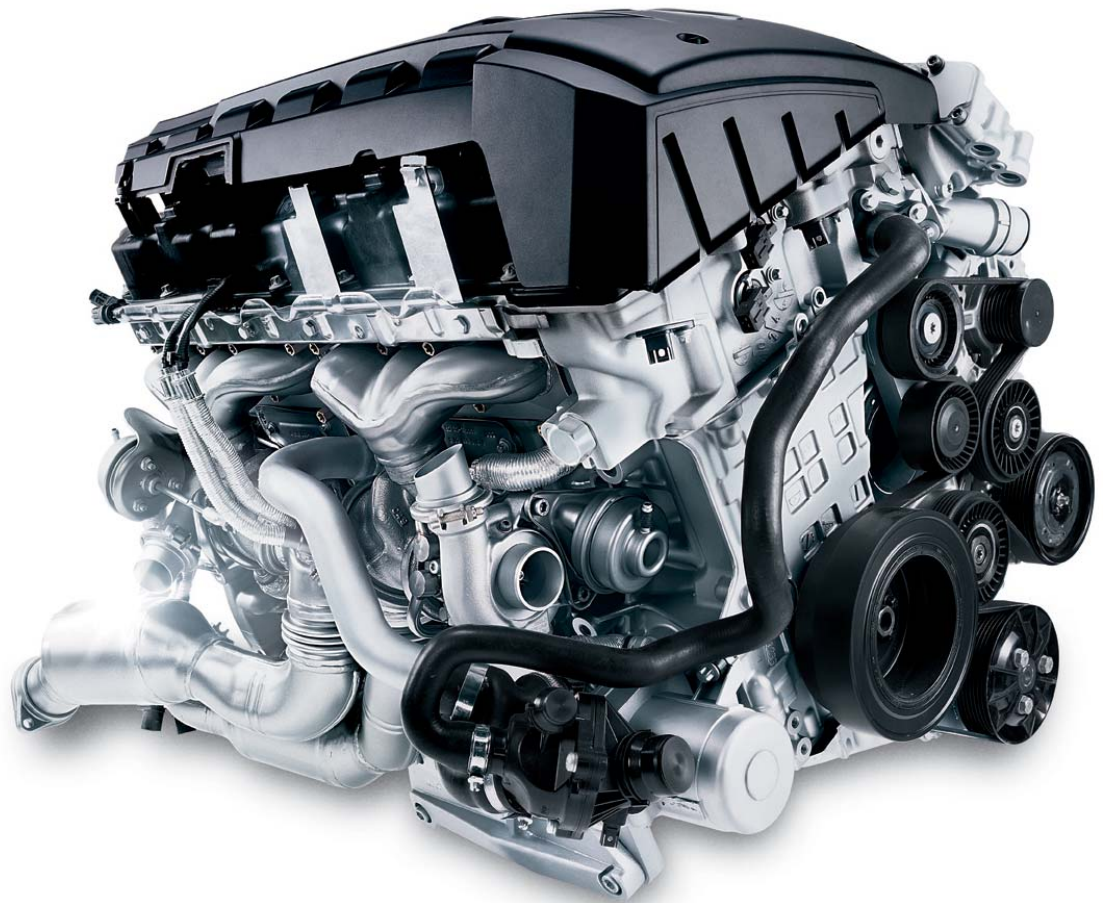
All thoroughbred performance.  
No mechanical bull.

Unlike other convertibles, the sporty attitude and impressive numbers of the 3 Series Convertible make it a true performance standout. A 300-hp twin-turbo 3.0-liter engine with piezo direct injection and 300 lb-ft of torque rockets the 335i Convertible from 0-60 in an astonishing 5.5 seconds.<sup>1</sup> The 328i uses a Valvetronic aluminum/magnesium 3.0-liter powerplant, which produces an exhilarating 230 horsepower and 200 lb-ft of torque. Both engines are also as fuel-efficient as they are potent.

Power is now harnessed by a choice of 6-speed transmissions: standard manual, or the optional STEPTRONIC automatic. When equipped with the optional Sport Package and automatic transmission, the 335i's optional paddle shifters<sup>2</sup> make every drive a Formula 1-inspired event.

<sup>1</sup> Manual transmission; 5.7 seconds with STEPTRONIC automatic. BMW AG test results. BMW urges you to obey all posted speed laws and always wear safety belts.

<sup>2</sup> When both optional Sport Package and optional STEPTRONIC automatic transmission are ordered, optional paddle shifters are automatically added.





## Inspired functionality that serves and protects.

The all-new 3 Series Convertible is packed with intelligent active and passive safety features. Should the tire pressure monitor alert you to a loss in air pressure, rest assured that the run-flat tires<sup>1</sup> can travel up to 150 miles, so you won't have to change a tire in an unsafe or inconvenient location. In case of a rollover, Rollover Protection Bars pop out of the front seats, and the reinforced windshield is designed to offer enhanced security. Dynamic Stability Control (DSC) now includes four braking enhancements – Brake Drying, Brake Stand-by, Brake Fade Compensation and Start-off Assistant.

The 3 Series Convertible also now offers optional Active Cruise Control and optional Active Steering, for greater convenience and active safety.

Open up to the all-new 2007 BMW 3 Series Convertible. With its sharp lines, sports-car performance, luxurious ambiance and thoughtful amenities, it sets you free each time you get behind the wheel.

<sup>1</sup> Run-flat tires do not come equipped with spare tire.

## 3 Series Convertible Exterior Paints

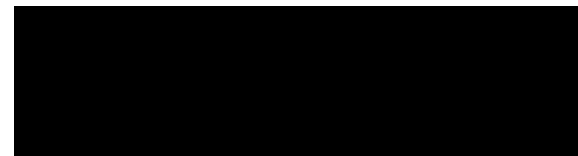
Non-metallic



300 Alpine White ■



A61 Crimson Red ■



668 Jet Black ■

Metallic



354 Titanium Silver □



A53 Platinum Bronze □



A34 Arctic □



A52 Space Gray □



A22 Sparkling Graphite □



A13 Atlantic Blue¹ □



A51 Montego Blue □



A35 Monaco Blue □



A43 Deep Green □



A39 Barbera Red¹ □



475 Black Sapphire □

Please note: Due to color monitor and printer capabilities, colors shown may not print out accurately.

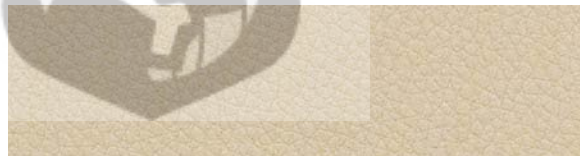
■ Standard  
□ Optional

¹ Availability delayed until March 2007.



## 3 Series Convertible Upholsteries and Interior Trims

### Leatherette upholstery



KAGE Cream Beige Leatherette<sup>1</sup> ■

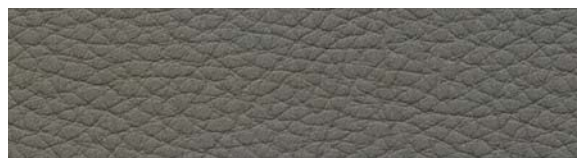


KASW Black Leatherette<sup>1</sup> ■

### Leather upholstery



LCGE Cream Beige Dakota Leather<sup>2</sup> ■/□



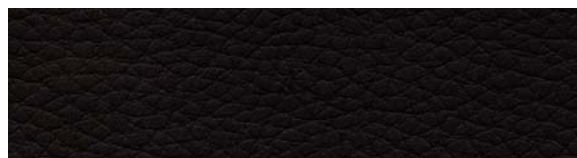
LCAD Gray Dakota Leather<sup>2</sup> ■/□



LCD1 Coral Red/Black Dakota Leather<sup>2</sup> ■/□



LCD3 Saddle Brown/Black Dakota Leather<sup>2</sup> ■/□

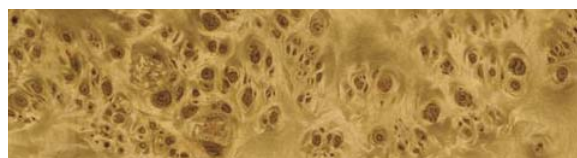


LCSW Black Dakota Leather<sup>2</sup> ■/□

### Interior trims



4AB Dark Burl Walnut Wood ■



4AC Light Poplar Natural Wood ▲



4AS Gray Poplar Wood ▲



4AD Brushed Aluminum ▲





















































































































Please note: Due to color monitor and printer capabilities, colors shown may not print out accurately.

- Standard
- Optional
- ▲ No-cost option

<sup>1</sup>Leatherette standard in 328i; not available in 335i.

<sup>2</sup>Dakota Leather standard in 335i; in 328i, optional or included in Premium Package. Dakota Leather upholstery includes Sun-Reflective Technology.

## 3 Series Convertible: Color Combinations

Materials		Leatherette <sup>1</sup> 		Dakota Leather <sup>2</sup> 				
Upholstery colors		Cream Beige	Black	Cream Beige	Gray	Coral Red/Black	Saddle Brown/Black	Black
Exterior paints								
300	Alpine White Non-metallic 							
A61	Crimson Red Non-metallic 							
668	Jet Black Non-metallic 							
354	Titanium Silver Metallic 							
A53	Platinum Bronze Metallic 							
A34	Arctic Metallic 							
A52	Space Gray Metallic 							
A22	Sparkling Graphite Metallic 							
A13	Atlantic Blue <sup>3</sup> 							
A51	Montego Blue Metallic 							
A35	Monaco Blue Metallic 							
A43	Deep Green Metallic 							
A39	Barbera Red Metallic <sup>3</sup> 							
475	Black Sapphire Metallic 							
Interior trims								
4AB	Dark Burl Walnut Wood 							
4AC	Light Poplar Natural Wood 							
4AS	Gray Poplar Wood 							
4AD	Brushed Aluminum 							

- Standard
- Optional
- ▲ No-cost option

<sup>1</sup> Leatherette standard in 328i; not available in 335i.

<sup>2</sup> Dakota Leather standard in 335i; in 328i, optional or included in Premium Package. Dakota Leather upholstery includes Sun-Reflective Technology.

<sup>3</sup> Availability delayed until March 2007.

Please note: Due to color monitor and printer capabilities, colors shown may not print out accurately.

## Equipment

Performance and efficiency	328i	335i
3.0-liter dual overhead cam (DOHC), 24-valve 230-horsepower inline 6-cylinder engine with composite magnesium/aluminum engine block, Valvetronic, and Double-VANOS steplessly variable valve timing	●	
3.0-liter dual overhead cam (DOHC), 24-valve twin-turbocharged 300-horsepower inline 6-cylinder engine with piezo direct ignition and Double-VANOS steplessly variable valve timing		●
Electronic throttle control	●	●
6-speed manual transmission	●	●
6-speed STEPTRONIC automatic transmission with Adaptive Transmission Control	○	○
Steering wheel-mounted paddle shifters <sup>1</sup>		○
Handling, ride and braking	328i	335i
Dynamic Stability Control (DSC), including Brake Fade Compensation, Start-off Assistant, Brake Drying, and Brake Stand-by features, with Dynamic Traction Control (DTC)	●	●
Extensive aluminum componentry, including front suspension components (forged-aluminum lower arms, steering knuckle); subframe; steering rack; and brake components	●	●
Double-pivot type front and 5-link rear suspension	●	●
Front and rear anti-roll (stabilizer) bars	●	●
Twin-tube gas-pressure shock absorbers	●	●
Sport suspension calibration	□	□
4-wheel ventilated anti-lock disc brakes with Dynamic Brake Control (DBC)	●	●
Engine-speed-sensitive, variable-assist power steering	●	●
Active Steering with Servotronic power assist	○	○

- Standard
- Optional
- Included in Sport Package
- ★ Included in Cold Weather Package

<sup>1</sup> Sport Package and STEPTRONIC automatic transmission required. When both optional Sport Package and optional STEPTRONIC automatic transmission are ordered, optional paddle shifters are automatically added.

<sup>2</sup> Run-flat tires do not come equipped with spare tire.

<sup>3</sup> Performance tires are not recommended for driving in snow and ice. Due to low-profile tires, please note: wheels, tires and suspension parts are more susceptible to road hazard and consequential damages.

Exterior	328i	335i
17 x 8.0 Star Spoke (Style 157) light alloy wheels, 225/45R-17 run-flat <sup>2</sup> all-season tires	●	
17 x 8.0 Star Spoke (Style 185) light alloy wheels, 225/45R-17 run-flat <sup>2</sup> all-season tires		●
Cross Spoke (Style 197) light alloy wheels, 18 x 8.0 front, 18 x 8.5 rear; 225/40R-18 front, 255/35R-18 rear run-flat <sup>2</sup> performance tires <sup>3</sup>	□	
Star Spoke (Style 189) light alloy wheels, 18 x 8.0 front, 18 x 8.5 rear; 225/40R-18 front, 255/35R-18 rear run-flat <sup>2</sup> performance tires <sup>3</sup>		□
Tire Pressure Monitor	●	●
Xenon Adaptive Headlights with auto-leveling	●	●
Halogen free-form foglights	●	●
Power folding retractable hardtop with integrated rear window defroster	●	●
Retractable, high-intensity headlight washers	★	★
Heated dual power mirrors and heated windshield washer jets	●	●
Metallic paint	○	○



Style 189



Style 157



Style 185



Style 197

## Equipment

Interior seating	328i	335i
10-way power front seats with driver memory with 2 pre-sets for seat and exterior mirror positions	●	●
10-way power front sport seats with adjustable side bolsters, manual thigh support; driver memory for seat and exterior mirror positions	□	□
4-way adjustable power lumbar support for front seats	◇	◇
Leatherette upholstery	●	
Dakota Leather upholstery with Sun-Reflective Technology	○/◇	●
3-stage heated front seats	○/★	○/★
3-spoke leather-wrapped multi-function sport steering wheel with audio and hands-free phone <sup>1</sup> controls	●	●
Front seatback storage nets	●	●
Seatback easy-entry feature with memory and 2x-speed power fore-aft control	●	●
Fold-down rear seats with 2 convenience hooks	●	●
Through-loading rear seats with cargo bag	○/★	○/★

Audio system	328i	335i
Anti-theft AM/FM stereo CD/MP3 player audio system with Radio Data System (RDS), Auto-Store and 3-channel FM diversity antenna; displays MP3 song title and artist	●	
Logic7 Surround Sound anti-theft AM/FM stereo CD/MP3 player audio system with Digital Sound Processing (DSP), Radio Data System (RDS), Auto-Store and 3-channel FM diversity antenna; displays MP3 song title and artist	○	●
Auxiliary audio input for portable music players, located in the center armrest	●	●
Pre-wiring for BMW center installation of 6-disc CD/MP3 changer, satellite radio	●	●
SIRIUS Satellite Radio <sup>2</sup>	○	○
iPod/USB adapter <sup>3</sup>	○	○
High Definition Radio with multi-casting feature (HD Radio™) <sup>3</sup>	○	○

- Standard
- Optional
- Included in Sport Package
- ◇ Included in Premium Package
- ★ Included in Cold Weather Package

<sup>1</sup> If equipped with optional Premium Package or BMW Assist™ Safety Services with Bluetooth® wireless technology.

<sup>2</sup> Satellite radio pre-wiring and trunk-mounted antenna can be deleted as no-cost option.

<sup>3</sup> Availability delayed until March 2007.

Instrumentation and controls	328i	335i
Service Interval Indicator with miles-to-service readout	●	●
Check Control vehicle monitor system with pictogram display, oil status display, and Condition Based Service indicator	●	●
On-board computer with Check Control – provides feedback on the vehicle's operating status: oil level indicator and distance to next service appointment/oil change, as well as other detailed information, such as spark plug and micro-filter status. It also provides travel information – travel range on remaining fuel, external temperature, and more	●	●
Navigation system with 16:9 screen and Voice Command system; iDrive system with high-function on-board computer and controller and 6 programmable function keys; includes Real Time Traffic Information feature (where available)	○	○





## Equipment

Comfort and convenience	328i	335i
Engine Start/Stop button	●	●
Comfort Access keyless entry with multi-function remote control, Comfort Opening and Comfort Loading functions <sup>1</sup>	○	○
Automatic climate control – includes micro-filter, automatic air recirculation, left/right temperature control, temperature- and volume-controlled rear outlets, windshield misting sensor, maximum air conditioning, heat at rest, and recall of individual user settings	●	●
Retractable door storage pockets with covers	●	●
Front-seat center armrest with climate-controlled storage compartment	●	●
Front passenger cupholders (dashboard-integrated)	●	●
Tilt/telescopic steering wheel column	●	●
Park Distance Control (PDC) (rear only)	○	○
Power-adjustable folding exterior mirrors with automatic-dimming function; interior rear-view mirror with automatic-dimming function and digital compass	◇	◇
Power windows with “one-touch” up/down operation	●	●
Dynamic Cruise Control	●	●
Active Cruise Control	○	○
BMW Ambiance interior lighting along doors and side of rear cabin	●	●
Courtesy lights – include fade in/fade out, actuation from remote, automatic switch-on when engine is turned off, separately controlled left/right front reading lights, and front footwell lighting	●	●
Ground lighting located in bottom of exterior door handles	●	●
Locking glovebox	●	●
Electric interior trunk release	●	●
Rain-sensing windshield wipers and Automatic headlight control	●	●
Integrated 3-button Universal garage-door opener	◇	◇
Pre-wiring for BMW center installation of mobile phone, alarm system	●	●

- Standard
- Optional
- ◇ Included in Premium Package

<sup>1</sup> Availability delayed until March 2007.



## Equipment

Safety and security	328i	335i
Anti-lock braking system (ABS)	●	●
Adaptive Brake Lights	●	●
Rollover Protection System	●	●
Seat-integrated front safety belts with force limiters	●	●
Automatic safety belt pretensioners at front seating positions	●	●
Driver's and passenger's front airbag supplemental restraint system (SRS) with "smart" dual-threshold, dual-stage deployment and sensor to help prevent unnecessary passenger's airbag deployment	●	●
Seat-mounted front side-impact airbags	●	●
Interlocking door anchoring system to help protect against door intrusion in side impacts	●	●
Central locking system with center console switch (leaves gas filler door unlocked), double-lock feature and 2-step unlocking	●	●
Coded Driveaway Protection	●	●
Automatic-locking retractors (ALR) on all passenger safety belts for installation of child-restraint seat	●	●

Safety and security (continued)	328i	335i
LATCH attachments on child-restraint safety installation	●	●
Crash sensor that automatically turns on hazard lights and interior lights, unlocks doors, and disconnects battery terminal	●	●
Programmable daytime running lights	●	●
Fiber-optics-based MOST-BUS architecture for safety systems	●	●
BMW Assist™ <sup>1</sup> with Bluetooth® wireless technology for hands-free calling (with BMW-approved Bluetooth-enabled mobile phone), phonebook downloading and speech recognition capabilities	○/◇	○/◇

BMW Services	328i	335i
BMW Ultimate Service™	●	●

- Standard
- Optional
- ◇ Included in Premium Package

<sup>1</sup> Includes 4-year BMW Assist™ Safety Services subscription.



## Packages

Premium Package	328i	335i
Dakota Leather upholstery with Sun-Reflective Technology	○/◇	●
4-way adjustable power lumbar support for front seats	◇	◇
Power-adjustable folding exterior mirrors with automatic-dimming function; interior rear-view mirror with automatic-dimming function and digital compass	◇	◇
Integrated 3-button Universal garage-door opener	◇	◇
BMW Assist™ <sup>1</sup> with Bluetooth® wireless technology for hands-free calling (with BMW-approved Bluetooth-enabled mobile phone), phonebook downloading and speech recognition capabilities	○/◇	○/◇
Sport Package	328i	335i
Cross Spoke (Style 197) light alloy wheels, 18 x 8.0 front, 18 x 8.5 rear; 225/40R-18 front, 255/35R-18 rear run-flat <sup>2</sup> performance tires <sup>3</sup>	□	
Star Spoke (Style 189) light alloy wheels, 18 x 8.0 front, 18 x 8.5 rear; 225/40R-18 front, 255/35R-18 rear run-flat <sup>2</sup> performance tires <sup>3</sup>		□
10-way power front sport seats with adjustable side bolsters, manual thigh support; driver memory for seat and exterior mirror positions	□	□
Sport suspension calibration	□	□
150 mph speed limiter	□	□
Steering wheel-mounted paddle shifters <sup>4</sup>		○
Cold Weather Package	328i	335i
Retractable, high-intensity headlight washers	★	★
3-stage heated front seats	○/★	○/★
Through-loading rear seats with cargo bag	○/★	○/★

- Standard
- Optional
- ▲ No-cost option
- Included in Sport Package
- ◇ Included in Premium Package
- ★ Included in Cold Weather Package

## Stand-alone Optional Equipment

Option Code	328i	335i
LC__ Dakota Leather upholstery with Sun-Reflective Technology	○/◇	●
MET Metallic paint	○	○
4AC Light Poplar Natural Wood	▲	▲
4AS Gray Poplar Wood	▲	▲
4AD Brushed Aluminum	▲	▲
205 6-speed STEPTRONIC automatic transmission with ATC	○	○
217 Active Steering with Servotronic power assist	○	○
322 Comfort Access keyless entry with Comfort Opening and Loading <sup>5</sup>	○	○
494 3-stage heated front seats	○/★	○/★
507 Park Distance Control (PDC) (rear only)	○	○
541 Active Cruise Control	○	○
609 Navigation system with Voice Command, iDrive with 6 programmable function keys, and Real Time Traffic Information where available	○	○
639 BMW Assist™ with Bluetooth® wireless technology	○/◇	○/◇
653 High Definition Radio with multi-casting feature (HD Radio™) <sup>5</sup>	○	○
655 SIRIUS Satellite Radio	○	○
ZPD Satellite Radio preparation and trunk-mounted antenna deletion	▲	▲
6FL iPod/USB adapter <sup>5</sup>	○	○
677 Logic7 Surround Sound audio system	○	●
4UT Through-loading rear seats with cargo bag	○/★	○/★

<sup>1</sup> Includes 4-year BMW Assist™ Safety Services subscription.

<sup>2</sup> Run-flat tires do not come equipped with spare tire.

<sup>3</sup> Performance tires are not recommended for driving in snow and ice. Due to low-profile tires, please note: wheels, tires and suspension parts are more susceptible to road hazard and consequential damages.

<sup>4</sup> Sport Package and STEPTRONIC automatic transmission required. When both optional Sport Package and optional STEPTRONIC automatic transmission are ordered, optional paddle shifters are automatically added.

<sup>5</sup> Availability delayed until March 2007.

## Technical Data

Weight		328i	335i
Unladen	lbs	3792 (3858)	3946 (3957)

### Engine

Liter/type/valves per cylinder		3.0/inline 6/4	Turbocharged 3.0/inline 6/4
Nominal output/rpm	hp	230/6500	300/5800
Maximum torque/rpm	lb-ft	200/2750	300/1400-5000

### Performance

Top speed <sup>1</sup>	mph	130/150 <sup>2</sup>	130/150 <sup>2</sup>
Acceleration 0-60 mph <sup>3</sup>	sec	6.7 (7.2)	5.5 (5.7)

### Fuel consumption<sup>4</sup>

City/Highway	mpg	TBD <sup>5</sup>	TBD <sup>5</sup>
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### Tires and wheels

Tire dimensions	standard	225/45R-17	225/45R-17
Wheel dimensions	standard	17 x 8.0	17 x 8.0
Material	standard	light alloy	light alloy

### Brakes

Front – diameter	inch	12.9	13.7
Rear – diameter	inch	11.8	13.2

Figures in ( ) apply to vehicles with automatic transmission. All technical information is preliminary.

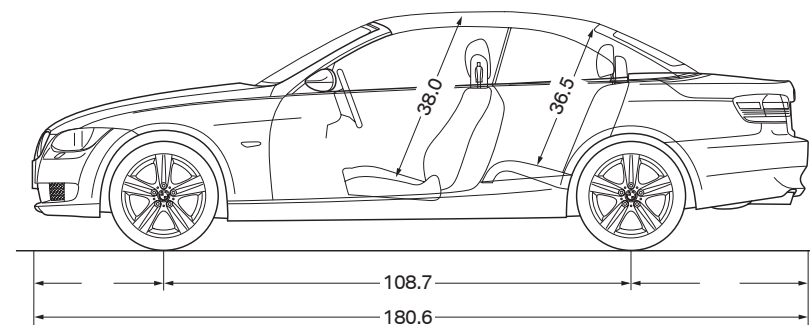
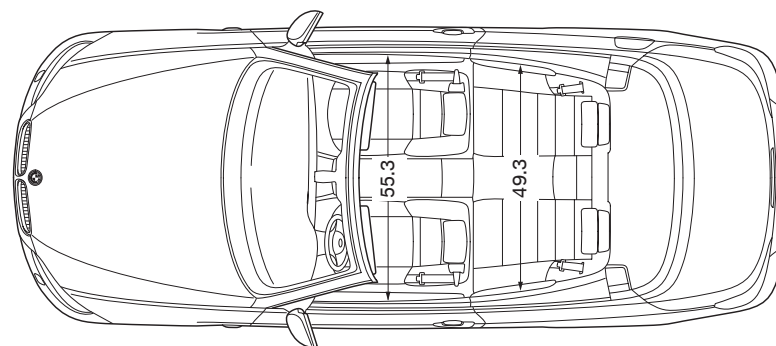
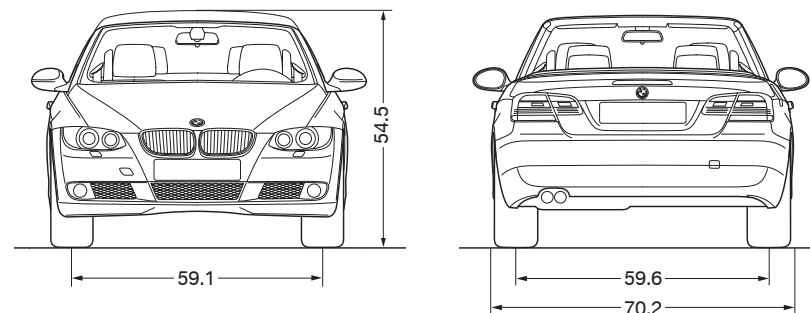
<sup>1</sup>Top speed limited electronically.

<sup>2</sup>Sport Package top-speed limiter increased to 150 mph.

<sup>3</sup>BMW AG test results. Actual acceleration results may vary, depending on specification of vehicle; road and environmental conditions; testing procedures and driving style. These results should be used for comparison only and verification should not be attempted on public roads. BMW urges you to obey all posted speed laws and always wear safety belts.

<sup>4</sup>EPA-estimated figures are for comparison purposes only. Your actual mileage will vary, depending on speed, driving habits, trip length and driving conditions; actual mileage may be lower.

<sup>5</sup>Fuel consumption figures not available at time of printing. Please go to [bmwusa.com](http://bmwusa.com) for further information.



All dimensions are shown in inches.



# AUTO SPIES

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335i Convertible shown with Cream Beige Dakota Leather upholstery, Dark Burl Walnut Wood interior trim, and the following optional equipment: Platinum Bronze Metallic paint, Park Distance Control, Automatic STEPTRONIC Transmission, Sport Package, Cold Weather Package and Premium Package.

