



09 2021 BMW India Pvt. Ltd. Printed in India 2021.

# THE 3



For more information, call 1800 102 2269.

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## THE ALL-NEW BMW 3 SERIES.



DISCOVER MORE.



Scan the code to get more information  
and more driving pleasure on the all-new  
BMW 3 Series Gran Limousine.

## INNOVATION AND TECHNOLOGY.



17 Dynamics and Efficiency  
18 Powertrain and Suspension



19 Driver Assistance and Connectivity



20 Comfort and Functionality

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21 Models and Lines



25 Equipment Highlights



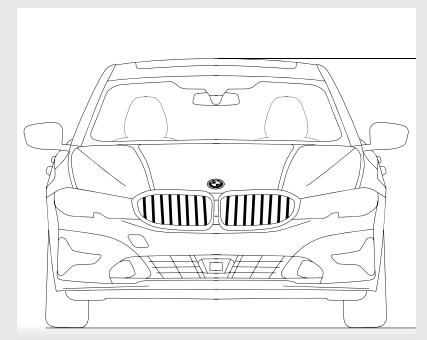
30 Original BMW Accessories



31 Exterior colours



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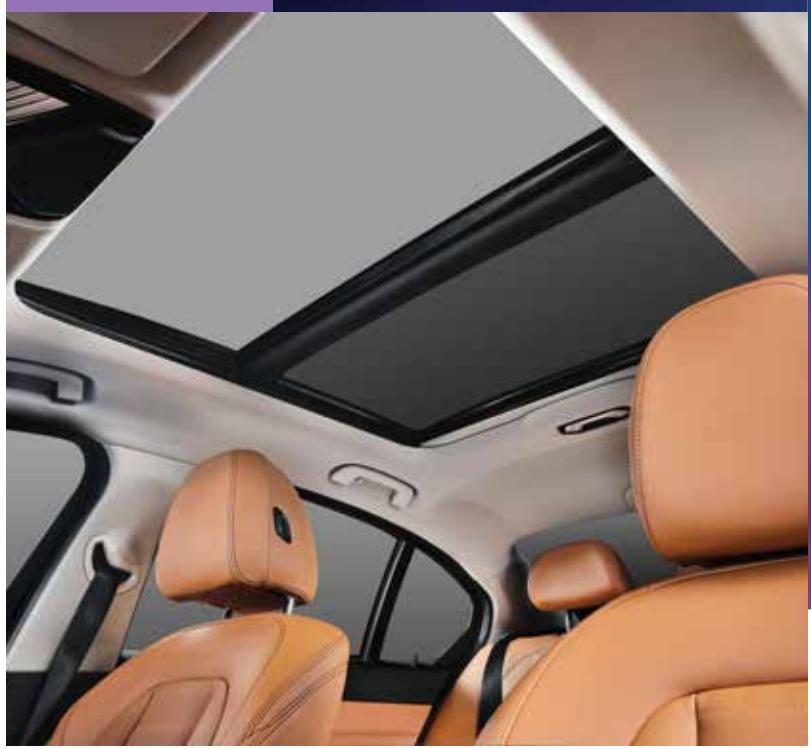
WELCOME  
TO THE  
**GRAND SIDE**  
**OF THRILL**



A GRAND  
**ADVENTURE**  
AWAIT



MAKE A  
GRAND  
STATEMENT





SPORT MEETS LUXURY



MAKE A GRAND  
ENTRANCE



ULTIMATE  
THRILL  
MEETS  
ULTIMATE  
COMFORT

What keeps us awake?

What moves us?

What makes us restless?

It is our search for more.

For generations, we have been driven by it.

More is thrilling.

More is grand.

More makes us break boundaries and  
stretch our imaginations.

Makes us desire not for just one world.

But the best of both.

It's time to take a leap

And witness the power of more with  
the grand side of thrill.



# DYNAMICS AND EFFICIENCY.

► **BMW EFFICIENTDYNAMICS.**  
LESS EMISSIONS. MORE DRIVING PLEASURE.



## AERODYNAMICS

Thanks to targeted aerodynamic measures, every BMW boasts excellent air resistance figures. This has a positive impact on efficiency and driving stability, and reduces the level of noise in the interior. This is thanks to sophisticated solutions such as the active air stream kidney grille, the flat underbody cover, the air blades on the rear and the air curtain in the front apron, ensure a smooth drive every time.

## DRIVING EXPERIENCE CONTROL

The Driving Experience Control offers the driver the choice between the standard COMFORT mode, ECO PRO mode geared towards efficiency, and SPORT mode, which enables even more dynamic driving.

## ACTIVE AIR STREAM KIDNEY GRILLE

The Active Air Stream Kidney Grille opens and closes the air vents in the radiator grille according to the cooling requirements of the engine and the air conditioning. The movable vents are located behind the kidney grille slats and at the same time reduce air resistance when closed, thereby improving aerodynamics.

## BRAKE ENERGY REGENERATION

With Brake Energy Regeneration, the alternator generates electricity primarily when the driver brakes or takes their foot off the accelerator. Previously unused kinetic energy is thereby transformed into electrical energy and fed into the battery.

## STEPTRONIC SPORT TRANSMISSION

The 8-speed Steptronic Sport Transmission offers incredibly sporty gear changes – for comfortable coasting or incredibly dynamic driving. Whether automatic or manual using gearshift paddles or gear lever. In SPORT mode and with the gear lever in the left-hand S/M position, the gear shifts are configured for the best performance.

## INTELLIGENT START/STOP FUNCTION

The Intelligent Auto Start/Stop Function uses data from the navigation system, camera and if it is detected that further travel is imminent (e.g. during a turning manoeuvre), the engine is not automatically switched off when the vehicle stops.

# ENGINES.

Equipment 17 | 18

## BMW 320Ld

- BMW TwinPower Turbo 4-cylinder diesel engine
- 140 kW (190 hp) and 400 Nm torque
- Acceleration: 0–100 km/h: 7.6 s
- Top speed: 235 km/h
- Fuel economy km/l: 19.62<sup>1</sup>
- CO<sub>2</sub> emissions g/km: 127.00<sup>1</sup>

## BMW 330Li

- BMW TwinPower Turbo 4-cylinder petrol engine
- 190 kW (258 hp) and 400 Nm torque
- Acceleration: 0–100 km/h: 6.2 s
- Top speed: 250 km/h
- Fuel economy km/l: 15.30<sup>1</sup>
- CO<sub>2</sub> emissions g/km: 154.00<sup>1</sup>



<sup>1</sup> Performance data as measured in the emission test done under controlled conditions of environment, driving cycle, fuel, etc. as specified in Rule 115 of Central Motor Vehicle Rules, 1989.

## DRIVER ASSISTANCE AND CONNECTIVITY.

**BMW ConnectedDrive**  
So connected, you're free.



### BMW VIRTUAL ASSISTANT

'Hello, BMW. How are you?' Wouldn't it be incredible if your BMW acted like your personal assistant? Communicate in a new and easy way with your vehicle using the BMW Virtual Assistant. It knows you, learns your behaviour to improve every day and helps out whatever the situation. It can explain everything about your vehicle and helps you get better acquainted with your BMW. You can even assign your own personal activation word.

### BMW LIVE COCKPIT PROFESSIONAL

The BMW Live Cockpit Professional with navigation function includes a high-quality display network consisting of a high-resolution 10.25" (26 cm) Control Display that can be operated by touch and a fully digital 12.3" (31.2 cm) Instrument Display. The BMW Operating System 7.0 can also be operated via the iDrive Controller.

### LATERAL PARKING AID

The Lateral Parking Aid is a part of the Park Distance Control and gives you an 'all-round view' near the vehicle during manoeuvring. In this way, obstacles on the sides of the vehicle are detected and signalled audibly and visually.

### REVERSING ASSISTANT

The Reversing Assistant stores the last 50 m of the driven path in forward travel up to 35 km/h, so that it can be retracted if required and you are relieved of the steering work and can concentrate on monitoring the vehicle environment.

## COMFORT AND FUNCTIONALITY.

Equipment 19 | 20



### PARKING ASSISTANT

The Parking Assistant with Rear View Camera can handle the most difficult parking spots with ease. You can go in and out of parking spots with precision due to the system controls the steering while you still have control of the accelerator, gears, and brakes.

### FOLDING HEADRESTS

Folding Headrests for the three rear seats provide a better view through the rear window. They make it much easier for the driver to park and manoeuvre when space is limited, and also provide a better view of the traffic behind.

### AMBIENT LIGHT

Ambient Light, including ambient contour lighting in the front and rear doors as well as on the back of front seats, creates an enhanced relaxing, cosy lighting atmosphere in the interior. The Welcome Light Carpet illuminates the area in front of the car doors when entering and exiting. Six dimmable light designs in White, Blue, Orange, Bronze, Lilac and Green are available.

### ACOUSTIC GLAZING

The Acoustic Glazing on the front windscreens significantly reduces the level of noise for everyone inside the vehicle. It minimises noise created by the outside surroundings and flow of air, as well as by the engine, tyres and windscreens wipers. Music listeners and hands-free device users in particular will appreciate the difference this makes.

### COMFORT SEATS

Comfort Seats in the front and rear with improved cushioning. Smooth upholstery on seating surface and backrest for a more comfortable ride.

# LUXURY LINE.

Equipment 21 | 22



## Exterior Design:

- BMW Kidney Grille with exclusively designed vertical slats in Chrome
- Front bumper with specific design elements in Black High-Gloss and side air intakes in Chrome High-Gloss
- Mirror foot, B-pillar trim and window guide in Black High-Gloss
- Trim on the side window frames and window recess finishers in Chrome High-Gloss
- Roof trim in body colour
- Rear bumper with side air intakes in Chrome High-Gloss
- Welcome Light Carpet
- Twin Tailpipe trims in Chrome look
- 17" (43.18 cm) light alloy wheels double-spoke style 775 with run-flat tyres

## Interior Design:

- Door sill finishers in Aluminium, in front with "BMW" designation
- Upholstery in high-quality Leather 'Vernasca' with design perforations
- Line specific car key with Chrome detailing
- Instrument panel in Sensatec with double stitching
- Fine-wood trim Oak Grey open-pored with highlight trim finisher in Pearl Chrome





#### Exterior Design:

- M Aerodynamics package with front apron, side sills and rear apron in body colour with diffuser insert in Dark Shadow Metallic
- BMW Kidney Grille with exclusively designed vertical slats in Black High-Gloss and grille frame in Chrome High-Gloss
- LED fog lights
- BMW Individual High-Gloss Shadow Line
- M designation on the sides
- Twin Tailpipe trims in Chrome look
- 18" (45.72 cm) M light alloy wheels double-spoke style 848 M in bicouleur with run-flat tyres

#### Interior Design:

- M door sill finishers
- Upholstery in high-quality Leather 'Vernasca' with design perforations
- M Leather steering wheel
- Car key with exclusive M designation
- Instrument cluster with M specific display
- Fine-wood Ash Grey-Brown High-Gloss trim with highlight in Pearl Chrome



# EQUIPMENT HIGHLIGHTS.

25 | 26



Exclusive **Galvanic Embellishers** for controls such as the Start/Stop button, audio and temperature dials, the buttons for the window lifts and exterior mirror, as well as the multifunction buttons on the steering wheel, lend a particularly high-quality and luxurious look.



The **Parking Assistant with Reversing Assistant** can handle the most difficult parking spots with ease. You can go in and out of parking spots with precision while the system controls the steering, you still have control of the accelerator, gears, and brakes.



**Welcome Light Carpet** function projects a light graphic in front of the vehicle doors and creates an inviting welcome ambience right at the entrance. Getting out of the car in the dark is thus even safer and more comfortable.



The **Adaptive LED Headlights** with cornering lights generate a bright and efficient bi-LED light for low and high-beam headlights. The bend lighting and cornering lights with LED technology allow for adaptive light distribution with increased side illumination for city driving. The LED day time running lights and parking lights in the light tubes of the main headlights create a distinctive feature characteristic of a BMW.



The rear lights are made up of individual high-performance LED lighting elements. They have the characteristic, striking BMW L-shape, meaning that the vehicle is clearly recognisable as a BMW even in the dark.



The tonally outstanding **Harman Kardon Surround Sound System** features a 464 W digital amplifier, nine channels and 16 speakers. Its sophisticated sound perfectly fills the interior space. Vehicle-specific, speed-dependent equalising precisely compensates for any background driving noise.



The upper part of the **Instrument Panel** in Sensatec Black lends the interior of the vehicle a highly exclusive atmosphere. The wear-resistant material is finished with attractive double lap seams.



Smartphone integration through **Apple CarPlay® & Android Auto** supports the convenient and wireless use of selected iPhone® and Android functions in the vehicle. This allows smartphone content and functions such as music, iMessages/text messages, telephony, Siri, Google Assistant and selected third-party apps incl. Google Maps to be displayed and operated via the vehicle's user interface and via voice control.



The **BMW Live Cockpit Professional** with navigation function includes a high-quality display network consisting of a high-resolution 10.25" (26 cm) Control Display that can be operated by touch and a fully digital 12.3" (31.24 cm) Instrument Display. The BMW Operating System 7.0 can also be operated via the iDrive Controller.



**Ambient Light**, including ambient contour lighting in the front and rear doors as well as in the back of the front seats, creates a relaxed, cosy lighting atmosphere in the interior. The six dimmable lighting designs also include a dynamic function in four applications. The Welcome Light Carpet illuminates the area in front of the vehicle doors when getting in and out.



The **Automatic Tailgate** opens and closes at the press of a button from within the vehicle, as well as with the vehicle key. An additional button for closing the tailgate is located on its exterior.

# ORIGINAL BMW ACCESSORIES.

As a proud BMW owner, accessories are customised to your own individual taste. Now you can further enhance your driving pleasure with Original BMW Accessories and personalise your all-new BMW 3 Series Gran Limousine for a greater level of thrill. Choose from our wide range of accessories specially designed for the interior, exterior, entertainment, connectivity, travel and comfort to suit your individual needs.





**BMW M Performance Rear Diffuser, Carbon Fibre.** The high-tech rear diffuser creates an even more dynamic appearance and makes the car's muscular look even more impressive.



**BMW M Performance Rear Diffuser, Black High-Gloss.** The high-tech rear diffuser creates an even more dynamic appearance and makes the car's muscular look even more impressive.



**BMW M Performance Front Splitter in Black High-Gloss.** The front attachment is perfectly tailored to the vehicle design. A unique motorsport look for anybody who refuses to compromise.



**BMW M Performance Front Splitter Pro in Carbon Fibre.** The 100 percent carbon fibre front splitter provides optimum aerodynamics and emphasises the vehicle's masculine appearance.



**BMW M Performance Rear Bumper Trim in Black High-Gloss**



**BMW M Performance Kidney Grille, Black.** The High-Gloss Black Kidney Grille gives the front of the car an even more dynamic and athletic look. The glossy Black surrounds make the air inlet appear more striking and bigger than ever.



**BMW M Performance Rear Spoiler, Black Matt.** The BMW M Performance rear spoiler underscores the individual appearance of the vehicle and guarantees optimised aerodynamic values.



**BMW M Performance Rear Spoiler, Carbon Fibre.** The BMW M Performance rear spoiler made of 100% carbon underscores the individual appearance of the vehicle and guarantees optimised aerodynamic values.

## WHEELS AND TYRES.



**Light Alloy Wheel, Style 776 M, 17" (43.18 cm)**



**Light Alloy Wheel, Style 796 M, 18" (45.72 cm)**



**Light Alloy Wheel, Style 780, 18" (45.72 cm)**



**Light Alloy Wheel, Style 782, 18" (45.72 cm)**



**BMW Baby Seat Group 0+ and BMW Junior Seat Group 1 & 2/3** can be adjusted as the child grows and offers maximum safety and comfort for children aged up to 12 years.



**BMW Travel & Comfort System – Clothes Hanger.**<sup>1</sup> The Travel & Comfort System clothes hanger in an attractive BMW design makes it possible to hang pieces of clothing on the rear side of the backrest.



**BMW Travel & Comfort System – Universal Cradle.**<sup>1</sup>



The **BMW Spectacle Case** with BMW designation keeps glasses stowed safely and easily within reach.



**BMW Travel & Comfort System – Folding Table.**<sup>1</sup>

## UNIVERSAL ACCESSORIES.



**BMW LED Door Projectors.** The innovative door projectors are automatically activated when the doors are opened. They project an image onto the ground next to the car using an interchangeable slide.



**BMW Floor Mat.** The perfectly fitted, durable all-weather floor mats with a raised border and elegant design protect the front and rear footwell from moisture and dirt. They are Black and feature a Black inlay.



**BMW Advanced Car Eye 2.0.** A highly sensitive full-HD camera that captures events in front and behind the car, even when it is parked. In the event of disturbances and extraordinary movement outside the vehicle, the camera automatically records the situation in order to document possible accidents or (attempted) break-ins.



## EXTERIOR COLOURS.



Mineral White (Metallic)

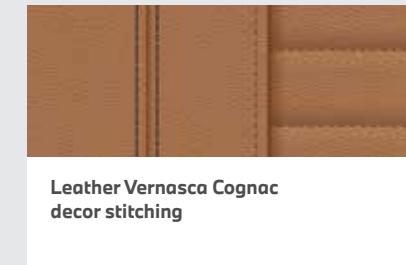


Carbon Black (Metallic)

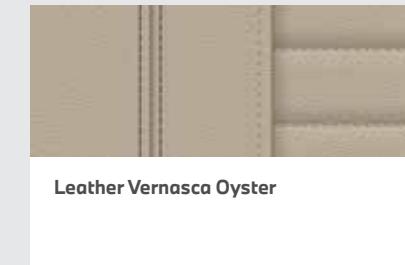


Portimao Blue (Metallic)  
Available with  
► M Sport

## INTERIOR COLOURS.



Leather Vernasca Cognac  
decor stitching



Leather Vernasca Oyster



Cashmere Silver



Melbourne Red (Metallic)

## INTERIOR TRIMS.



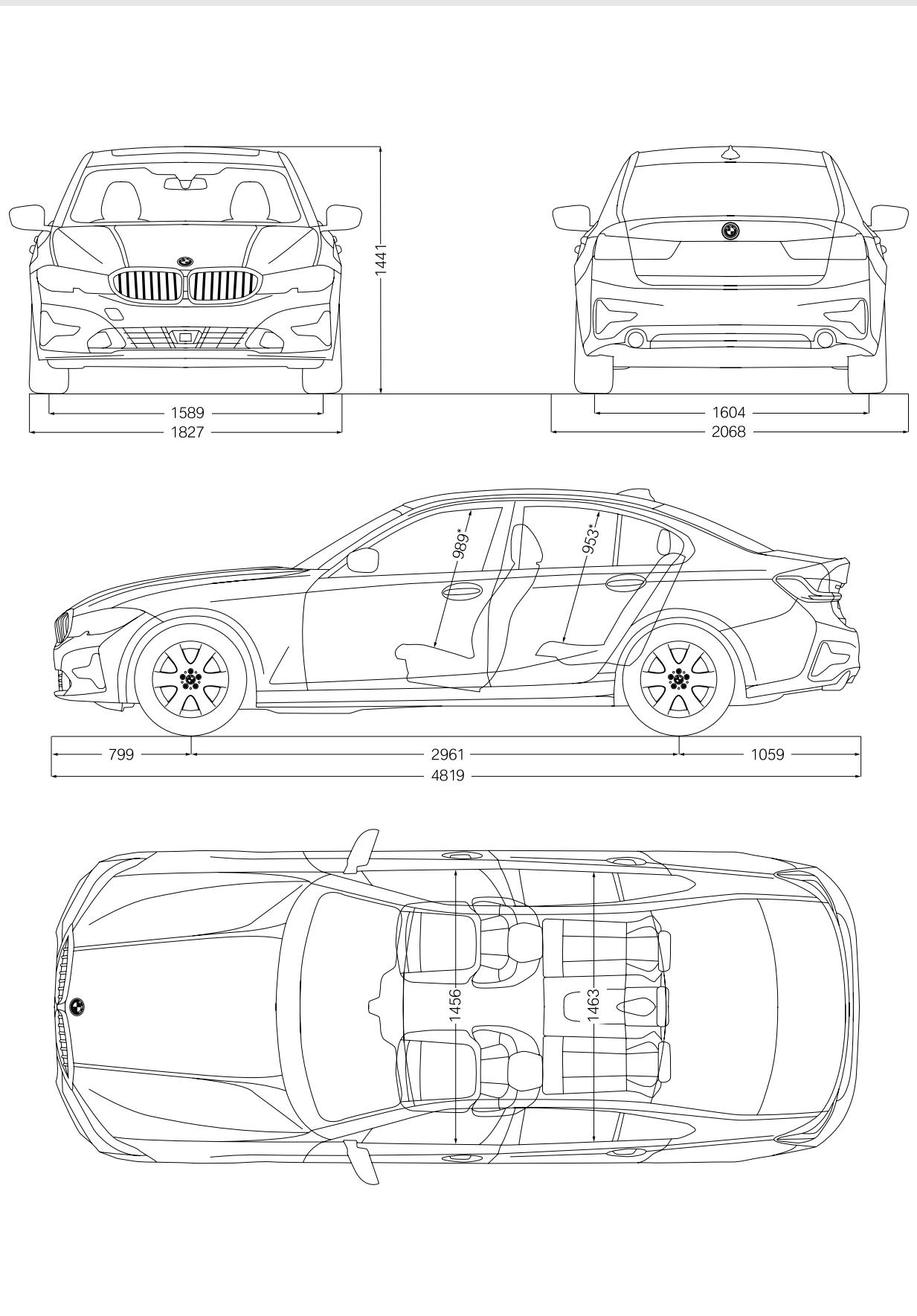
Fine-wood trim Oak Grain Open Pored  
with highlight trim finisher in Pearl  
Chrome



Fine-wood trim Ash Grey-Brown High-  
Gloss with highlight trim finishers in Pearl  
Chrome

# DIMENSIONS.

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# BMW EXTENDED WARRANTY AND SERVICE PACKAGE.



A BMW 3 Series Gran Limousine will run well when it's kept well. And to make your journey one with complete peace of mind, we have packages under BMW Service and Repair Inclusive that take care of maintenance, inspection, wear and tear and warranty.

## **BMW Service Inclusive (BSI)**

A single up-front payment covers an extensive range of work on your BMW 3 Series Gran Limousine for a fixed period.

### **Complete Cost Control.<sup>1</sup>**

Integrate the cost of service work in your leasing and finance installments.

### **Fully Flexible.**

You have a choice of various packages with different durations and mileage. You can choose from 3 years with 40,000 km to 10 years with 2,00,000 km.

### **Easily Transferable.**

Consistent maintenance by trained BMW Certified Technicians and the use of Original BMW Parts secure the value of your car in the long term. In case you sell your car, BMW Service Inclusive is automatically transferred to the next owner – an additional selling point.

Service Inclusive Packages		Service Inclusive Basic	Service Inclusive Plus	Repair Inclusive
<b>Scope of Services</b>	»	Maintenance All maintenance work, including any BMW Original Parts and oil required.	Wear and Tear Additional wear and tear repairs including any Original BMW Parts required.	Repair Extension of your statutory right to claim for vehicle defects (warranty).
Maintenance		✓	✓	
Engine oil service		✓		
Engine oil top ups		✓		
Vehicle check and standard scopes		✓	✓	
Service/replace air filter		✓	✓	
Service/replace fuel filter		✓	✓	
Service/replace micro filter		✓	✓	
Service/replace spark plugs		✓	✓	
Service/replace brake fluid		✓	✓	
Wear & Tear				
Replacement of front/rear brake pads			✓	
Replacement of front/rear brake discs			✓	
Replacement of clutch (if necessary)			✓	
Replacement of wiper blades (once in a year)			✓	
Extension of your statutory right to claim for vehicle defects (warranty)				

<sup>1</sup> Applicable only with BMW India Financial Services Private Limited during the initial purchase of the vehicle (not on other finance or during upgrades).

# BMW FINANCIAL SERVICES.

**BMW Financial Services**



In the world of BMW, world-class isn't limited to the vehicles we engineer. It also finds its way into the services we offer. BMW Financial Services is the most flexible and efficient way to realise your dream of owning a BMW. Our goal is to make your financing experience seamless at every step of your purchase so that nothing comes between you and the joy of driving your BMW.

At BMW Financial Services, you are assured of:

- Tailor-made finance options, as per your specific needs
- Quick approvals with fast turnaround time
- Special loyalty benefits
- Part payment facility
- In-house call centre that provides the best-in-class customer interaction

The BMW 3 Series Gran Limousine comes with an exclusive BMW 360° Plan. It has benefits at every step of the way, all to ensure Sheer Driving Pleasure.

### **Easy to Buy.**

The BMW 360° Plan allows you to pay low monthly installments as you only pay for what you use.

### **Easy to Own.**

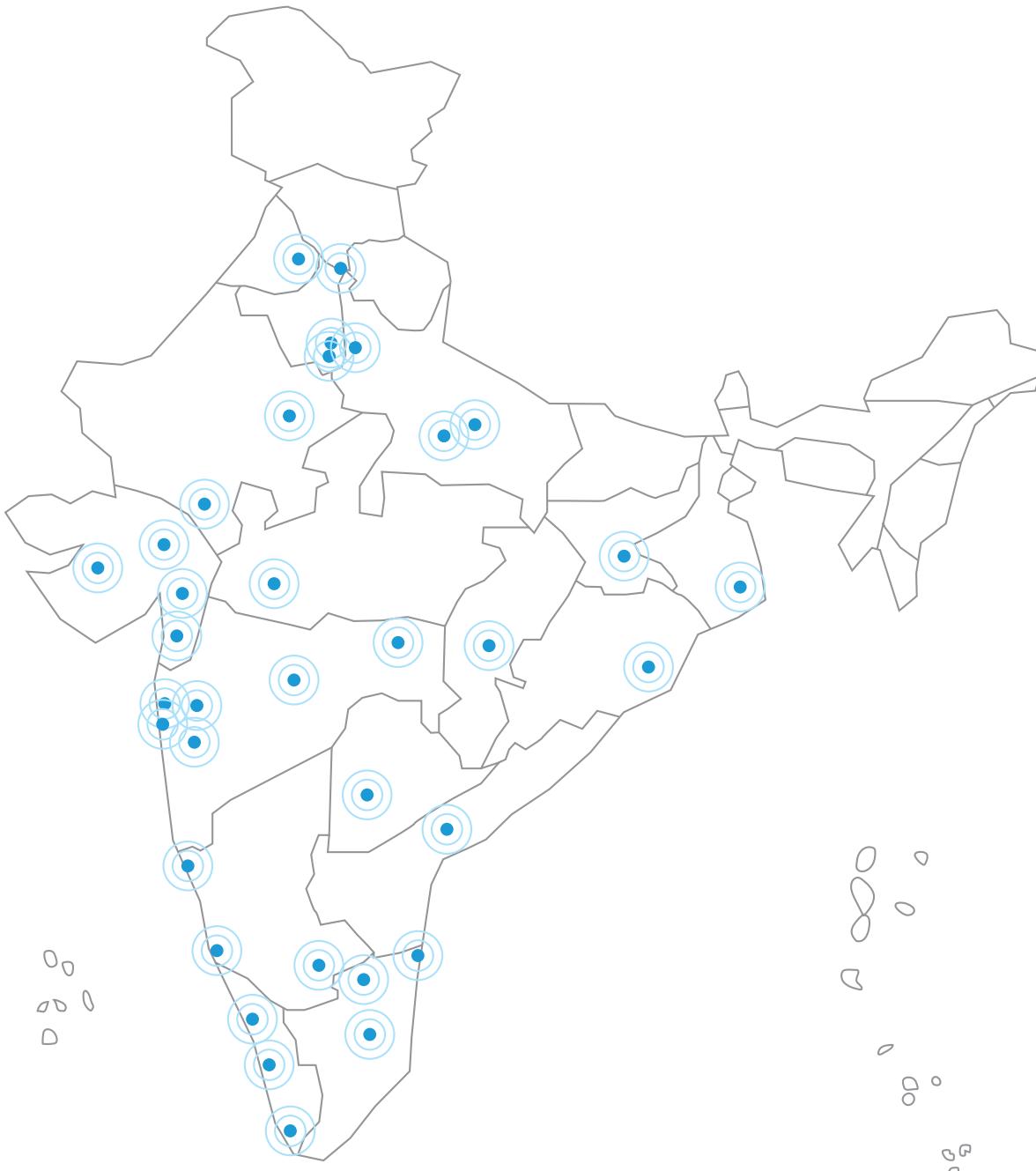
BMW offers various options under Service and Maintenance Packages which further reduce your cost of ownership.

### **Future Proof.**

The BMW 360° Plan provides Assured Buyback value at the end of your finance contract.

For more information, contact the Finance and Insurance Manager at the nearest BMW Authorised Dealership.

## DEALERSHIPS.



The pictorial representation does not purport to be the political map of India.

### NORTH

- BMW Bird Automotive**  
S 4IDC, MG Road, Gurugram  
S Golf Course Road, Sector 56  
Gurugram
- BMW Deutsche Motoren**  
S Mohan Cooperative, Mathura Road  
New Delhi  
W Shivaji Marg, Moti Nagar, New Delhi  
S Sector 27B, Mathura Road, Faridabad  
S Sector 63, Noida

- BMW Infinity Cars**  
S Rajouri Garden, New Delhi  
W Mayapuri, New Delhi
- BMW Krishna Automobiles**  
S Industrial Phase 1, Chandigarh  
S GT Road, Ludhiana
- BMW Sanghi Classic**  
S Tonk Road, Jaipur  
S Madri Industrial Area, Udaipur

- BMW Speed Motorwagen**  
S Chinhat, Lucknow  
S Kalpi Road, Kanpur

### EAST

- BMW OSL Prestige**  
S Silver Arcade, Kolkata  
W East Topsia Road, Kolkata  
S Bhanpur, Cuttack

- BMW Titanium Autos**  
S Ormanjhi, Ranchi

### WEST

- BMW Bavaria Motors**  
S Wellesley Road, Pune  
W Hadapsar, Pune  
S Verna, Goa  
S Chikalthana, Aurangabad
- BMW Eminent Cars**  
S Surat-Dumas Road, Piplod, Surat  
S Sunpharma Road, Vadodara
- BMW Gallops Autohaus**  
S G Highway, Sarkhej, Ahmedabad  
S Gondal Road, Rajkot

- BMW Infinity Cars**  
S Worli, Mumbai  
S Nariman Point, Mumbai  
S Vashi, Navi Mumbai  
W Lalbaug, Mumbai  
W Worli, Mumbai  
W Turbhe, Navi Mumbai  
S Dewas Naka, Indore
- BMW Munich Motors**  
S Sarona, Raipur  
S Hingna MIDC, Nagpur

- BMW Navnit Motors**  
S Juhu, Mumbai  
S Malad, Mumbai  
W Andheri, Mumbai  
W Gokul Nagar, Thane

### SOUTH

- BMW Deutsche Motoren**  
S Whitefield, Bengaluru  
W Whitefield, Bengaluru
- BMW EVM Autokraft**  
S Kalamassery, Kochi  
S Kovalam Road, Trivandrum  
W Kochuveli, Trivandrum
- BMW KUN Exclusive**  
S Khairtabad, Hyderabad  
S Jubilee Hill, Hyderabad  
W RTC, Cross Road, Hyderabad  
S Mangalagiri, Vijayawada

- BMW KUN Exclusive**  
S Meenambakkam, Chennai  
S EA Mall, Chennai  
S Ambattur, Chennai  
S OMR, Chennai  
W Ambattur, Chennai  
S Avinashi Road, Coimbatore  
S Virudhunagar, Madurai
- BMW Varsha Autohaus**  
S Mangalore-Bangalore Highway,  
Mangalore

- BMW Navnit Motors**  
S Lavelle Road, Bengaluru  
W Bethahalasoor Post, Bengaluru  
S Hosur Road, Bengaluru

Showroom and Workshop   Showroom   Workshop

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