

IMMEDIATE

Robert D. Mitchell  
Product Communications Manager  
201-307-3790 / rob.mitchell@bmwna.com

David J. Buchko  
Product Communications Specialist  
201-307-3789 / dave.buchko@bmwna.com

### **M3 CONVERTIBLE: OPEN-AIR PERFORMANCE OF BMW M MUSIC**

**Woodcliff Lake, New Jersey...** Just as the first examples of the all-new M3 coupe begin to reach the showrooms of BMW centers across the U.S., a second M3 model enters production in Germany: the M3 convertible.

In the previous generation M3 (offered from 1995 through 1999), only a coupe was offered in the U.S. for the first three model years; the convertible did not arrive until the fourth model year. With the new M3 generation, things are moving faster. M3 enthusiasts can choose between two models almost from the beginning: Production of the coupe began in February 2001, and the convertible's production began a month later. The convertible is priced at \$54,045 including destination charge (coupe: \$46,045, with less extensive standard equipment).

As in the previous Series, the M3 convertible will be the "lifestyle" M3, offering the pleasures of open-air motoring while maintaining nearly the same levels of performance and road capability as the coupe. At the same time, the convertible brings together the advanced convenience, luxury and safety features of the new-generation 3 Series convertible and the performance engineering of the M3.

Outwardly identical to the M3 coupe from the front end to the A-pillars, the convertible has very much its own identity from there rearward. Its rising beltline and typical BMW convertible proportions impart a visually lower, more road-hugging stance, and it offers many interesting distinctions inside and out. The convertible also partakes of all the coupe's special M design details, including the specially contoured aluminum hood, functional

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side "gills," aerodynamic outside mirrors, widened rear flanks and special bumper/spoiler ensembles front and rear.

### **UNDER THE SKIN: ALL THE M3 PERFORMANCE ESSENTIALS**

Under the exciting convertible shape, all the M3 essentials are there:

- The spectacular new **S54 engine** – 3.2 liters, 333 horsepower, High-Pressure Double VANOS variable valve timing, six individually controlled electronic throttles, M Driving Dynamics with two choices of throttle action, semi-dry-sump lubrication system and 8000-rpm capability. Thanks to the freer-flowing exhaust system possible in this larger vehicle, the M3 version of this engine delivers more power and torque than that in the M roadster and coupe.
- **6-speed manual transmission** – for optimum power delivery in all speed ranges.
- **BMW M suspension system** – with unique forged-aluminum lower front arms, special rear subframe, steel balljoints replacing some rubber bushings, underbody reinforcements front and rear, and a thoroughgoing BMW M sport calibration of all springs, shock absorbers, anti-roll bars and links.
- **M Variable Differential Lock** – a brand-new way to apportion driving torque between the rear wheels, for optimum handling on a wide variety of road surfaces.
- **Dynamic Stability Control**, BMW's full-capability traction and stability system, specially calibrated for the M3.
- **M Double Spoke alloy wheels** with Satin Chrome finish, 18 x 8.0 front / 18 x 9.0 rear
- **Z-rated performance tires**, specially developed for the M3, 225/45ZR-18 front / 255/40ZR-18 rear.
- **Tire Pressure Monitoring**, to alert the driver to any loss of tire pressure.

### **BMW CONVERTIBLE AMENITIES AND SAFETY FEATURES, PLUS BMW M DESIGN AND SEATING**

The M3 convertible's interior brings together the best of the contemporary BMW convertible and BMW M's special touches.

Shared with the M3 coupe is a distinctive instrument cluster, whose gray-faced, bright-ringed dials have red pointers and other specific BMW M features. In the speedometer there's the tradition-laden M logo. The 9000-rpm tachometer, with the needle driven by a servo motor specially engineered to keep pace with the high-revving engine, includes an engine-oil-temperature gauge and the remarkable **variable warning segment** first seen in the luxury-performance M5 model. When the engine is cold, illuminated orange LEDs around the dial's periphery begin at 4000, reminding the driver not to use full performance yet. As the engine warms up, these LEDs phase out in increments of 500 rpm until the segment reaches its normal 7500-8000 range. Then the engine may be allowed its full stride.

A 3-spoke M sport steering wheel, tilt/telescopically adjustable, contributes to the driver's confidence and control with multi-function controls on its cross-spokes, prominent thumb contours at 10 and 2 o'clock, and rim stitching in M colors. A distinctive auto-dimming oval rearview mirror and the shift lever's illuminated 6-speed shift pattern do their part as well.

Seating, always a crucial element in a sporting automobile, provides the comfort and support one expects from BMW M. Standard in the convertible are M front sport seats, with 10-way power/2-way manual adjustment (the coupe comes standard with 10-way manual seats and offers power sport seats as an option):

- Power – fore-aft, cushion height and angle, backrest angle, and head-restraint/shoulder-belt height.
- Manual – thigh support.

These seats include BMW's "differentiated contours," with prominent side bolsters toward the bottoms of their backrests and a handsomely delineated upper backrest section without side bolsters. The idea is to provide the desired lateral support, but without possible constriction around the shoulders. The cushions are also prominently bolstered at their sides. And entry to the rear seats (the convertible is a full 4-seater) is facilitated by a power easy-entry feature that runs the seat forward, then brings it back to its preset position. Controlled by a dedicated switch on each seat's upper

outer edge, this motion occurs at twice the speed of the fore-aft seat adjustment.

Also standard is a memory system that can capture three preferred positions of the driver's seat and outside mirrors.

Yet another special seating feature of the convertible is **seat-integrated safety belts**, shared with other current BMW convertibles. Fully attached to the front seats themselves rather than the floor or body sides, these belts provide optimum fit on occupants and (together with the easy-entry feature) facilitate access to and exit from the rear seats.

Other safety features – also shared with the regular-production BMW convertibles – include 2-stage front-impact Smart Airbags, automatic front belt tensioners and force limiters, front-door-mounted side-impact airbags and a Rollover Protection System that automatically deploys bars behind the rear seats in case of an impending rollover accident. Optionally available, for the first time in a BMW convertible, are rear-seat side-impact airbags.

Standard in the convertible is leather upholstery in the high-caliber Nappa grade; it appears on the seats, door panels and rear-compartment side panels as well as details like the gearshift and handbrake boots. The Nappa-leather/M Cloth upholstery that is standard in the coupe is not available in the convertible. Four interior color schemes are offered, coordinated with nine exterior colors; the latter include special BMW M colors like the new Laguna Seca Blue and Phoenix Yellow Metallic.

The M3 convertible's softtop – available in Black or Dark Blue according to exterior and interior colors – is fully lined for weather and noise insulation, and fully automatic. From unlatching at the windshield header, to lowering the side windows slightly, to raising the magnesium top cover and then closing it, the top lowers completely, quickly and quietly, at the touch of a button. Raising it is just as easy. With the softtop raised, its variable storage compartment in the trunk can be adjusted to provide about 15% more trunk space than is available with the top folded.

Both the softtop and the available removable aluminum hardtop include an electrically heated glass rear window. The hardtop adds separately switched left and right rear reading lights, completing its coupe-like interior ambiance.

Another special convertible feature is an all-window switch that lowers or raises all four windows at once, with 1-touch lowering. Individually, all four windows also have 1-touch opening; the driver's window can also be raised at a quick single touch. The door windows also incorporate BMW's power sealing system: If a door is opened with its window fully raised, the window drops slightly to clear the weatherseal. When the door is closed again, the window rises again, firmly seating itself in the seal to minimize wind noise.

A thoughtful security touch is the inclusion of the glove compartment in the central locking system; conceivably one could leave the car parked with the top down. As with all BMW models, Coded Driveaway Protection – with rolling-code interaction of the key, ignition switch and engine controls – means only an authorized key can unlock the steering and start the engine.

### **SHORT, APPEALING OPTION LIST**

Because the convertible comes with a higher level of standard equipment than the coupe, its option list is correspondingly shorter. One option Package is offered: the Cold Weather Package, which comprises a high-pressure headlight cleaning system, heated front seats, ski bag and rain-sensing windshield wipers. Factory-installed stand-alone options include the rear side airbags and removable hardtop, Xenon low-beam headlights with auto-leveling, Park Distance Control (an ultrasonic parking assist), the BMW Onboard Navigation System, an upgrade Harman Kardon audio system and an in-dash single-disc CD player. BMW center-installed accessories include (but are certainly not limited to) a 6-disc CD changer, the BMW Universal Transceiver (3-function remote control for garage openers, etc.) and a full-featured BMW Cellular Phone System. To illuminate the differences between the M3 convertible and its coupe stablemate, the Standard & Optional Features and Specifications tables in this press kit include both models.

### **FULL MAINTENANCE PROGRAM INCLUDED**

Like almost all other 2001 BMW models, the M3 convertible comes standard with BMW's 4-year/50,000-mile Limited Warranty, Roadside Assistance for the same period, and BMW's Full Maintenance Program for

3 years or 36,000 miles<sup>1</sup>. This reassuring package of product backing and customer service makes every BMW model even more appealing from a cost standpoint than its value-oriented base price would indicate.

### **PERFORMANCE WITH A CONSCIENCE**

BMW strives to produce its motor vehicles and other products with the utmost attention to environmental compatibility and protection. Integrated into the design and development of BMW automobiles are such criteria as resource efficiency and emission control in production; environmentally responsible selection of materials; recyclability during production and within the vehicle; elimination of CFCs and hazardous materials in production; and continuing research into environmentally friendly automotive power sources. Tangible results of these efforts include the recycling of bumper cladding into other vehicle components; water-based paint color coats and powder clear coats; and various design and engineering elements that help make BMWs easier to dismantle at the end of their service life.

### **BMW IN AMERICA**

BMW of North America was established in 1975. Since then, the company has grown to include marketing, sales and financial-services organizations in the United States; a South Carolina manufacturing operation; DESIGNWORKS/USA, an industrial design firm in California; a technology office in Silicon Valley, California; and various other operations throughout the country. BMW is represented in the U.S. through a network of more than 340 car, 315 Sports Activity Vehicle and 160 motorcycle retailers. BMW US Holding Corp., the group's headquarters for North, Central and South America, is located in Woodcliff Lake, New Jersey.

Information about BMW products is available to consumers via the World Wide Web on the BMW homepage. The address is <http://www.bmwusa.com>.

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<sup>1</sup> - The 750iL luxury sedan includes Full Maintenance for 4 years or 50,000 miles

**Journalist note:** Information about the BMW Group and its products is available to journalists on-line at the BMW Group PressClub at the following address: [www.press.bmwgroup.com](http://www.press.bmwgroup.com).

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