



**The 1999 BMW 3 Series sedan.**  
What your car does well,  
the new 3 does brilliantly.



**The 1999 BMW 3 Series sedan: More power. Performance. Control. Comfort. And more room in which to enjoy it all. A stirring advance in style, substance and driving exhilaration, the all-new 3 represents a profound improvement in a car many already consider flawless.**



## Contents

### Design

10-25

### Interior/Cockpit

26-33

### Engines

34-37

### Safety

38-45

### Premium and Sport Packages

46-49

### Technical Data

52-55

### Technical Guide

55

### Standard and Optional Equipment

56-57, 59

### Footnotes

58

### Warranty/Service/ Finance/Insurance

60-61

### Colors and Upholstery

62-65



See page 58 for Footnotes.

Visit our Internet site at  
[www.bmwusa.com](http://www.bmwusa.com)

**The concept: pure driver's car meets roomy, four-door luxury sedan.**

The result: A new interpretation of the definitive sports sedan – a category BMW created over 30 years ago. With dynamics so precise, so responsive, it will have you seeking excuses to get behind the wheel. And once you do, the meticulously designed cabin will surround you and your passengers with abundant



interior space, and more advanced safety features than any other car in its class. Inside and out, the new 3 builds on everything that has come before, while carving out new territory with a look and feel that is unmistakably BMW.

**The evolution of the most successful  
BMW of all time.**

Behind every refinement, a purpose;  
with every advance, the echo of a  
storied driving heritage. Here, then,  
is the design and the performance  
against which other cars will be judged.





A dramatic silhouette, yes, but the real beauty of the new 3 Series sedan is so much more than skin deep. With engines that pour on refined, smooth power, and unbeatable handling born of near-perfect weight distribution, the new 3 delights your heart as well as your eyes. Of course, the value doesn't stop there. There's All Season Traction, for sure-footed grip even on slippery roads. And

an unmatched array of standard safety features, including BMW's unique Head Protection System; Cornering Brake Control for increased control when braking during a hard turn; and massive, four-wheel ventilated ABS disc brakes to provide reassuring, fade-resistant stopping. In a marketplace offering more choices than ever, the BMW 3 Series sedan continues to stand alone.

**The closer you look, the more enticing it becomes.**  
Every detail executed to perfection, flowing harmoniously into a shape that defies the wind as thoroughly as it defies imitation.



From the unmistakable twin-kidney grille to the subtly sculpted rear end, the genius of the 3 Series sedan begins and ends with attention to detail. Thanks to a distinctive new design, headlights are 30% more effective than

before, and headlight covers are lighter and more resistant to breakage. At the rear, larger taillight lenses help make you more visible at night. (Even the response time between the brake pedal and the brake lights

has been optimized.) The marriage of science and aesthetics extends to the sleek, sturdy windshield wipers that are effective at higher speeds, and can be adjusted automatically by an available rain sensor. Even the trunk

has been refined, with more usable space, a reversible carpet/rubber mat, and a remote key release. And if the loaded trunk weighs down the rear end, optional xenon headlights adjust their aim for enhanced visibility.



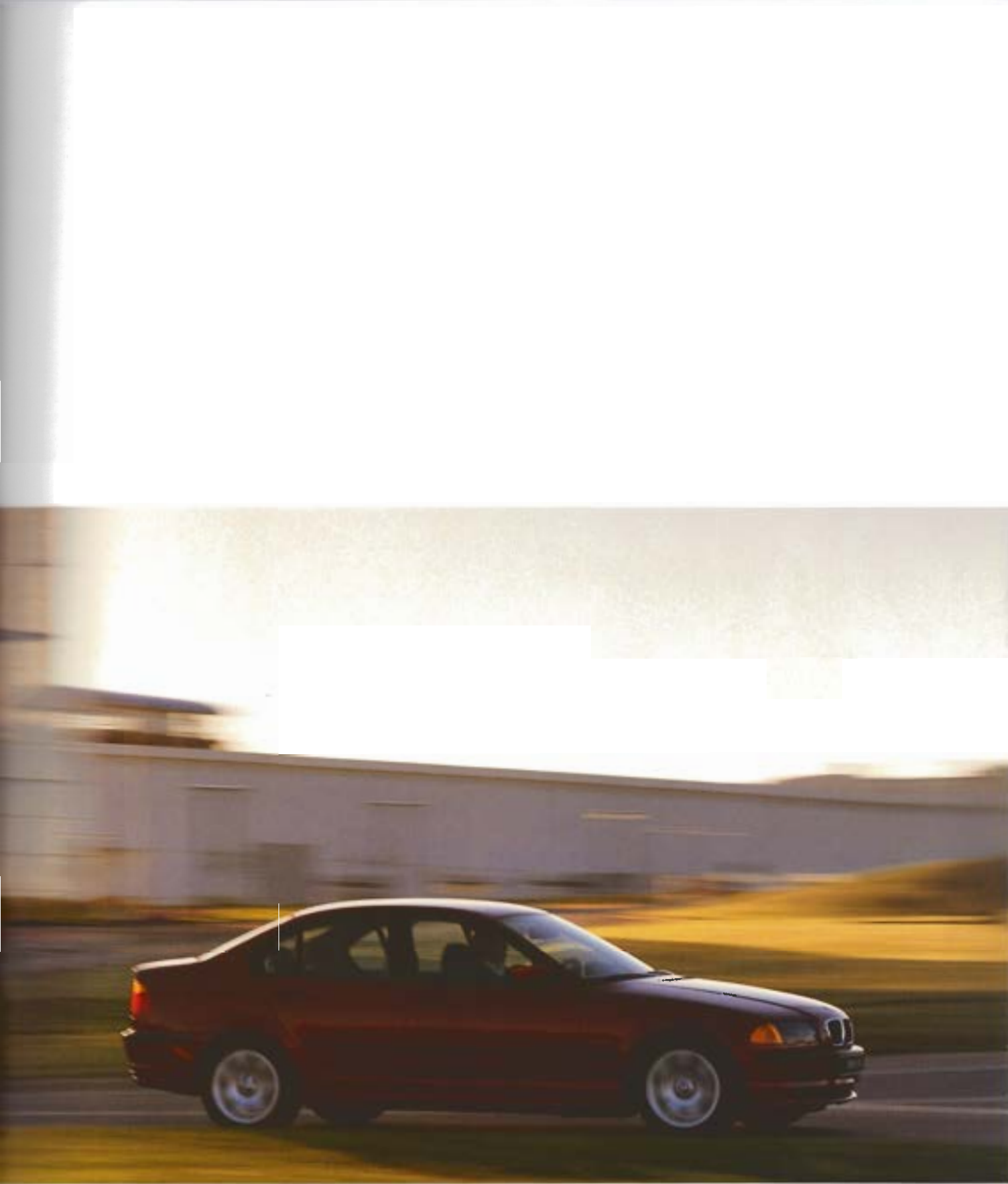
Thousands of design elements, each crafted with only one purpose: to create The Ultimate Driving Machine. Because in truly brilliant automotive design,

everything is interconnected: form and function, design and performance, power and control. At BMW, we settle for nothing less.



**Can an automobile really read your mind?**  
BMW's decades of success on racetracks around the world has bred a family of cars that don't just obey your commands... they almost anticipate them.



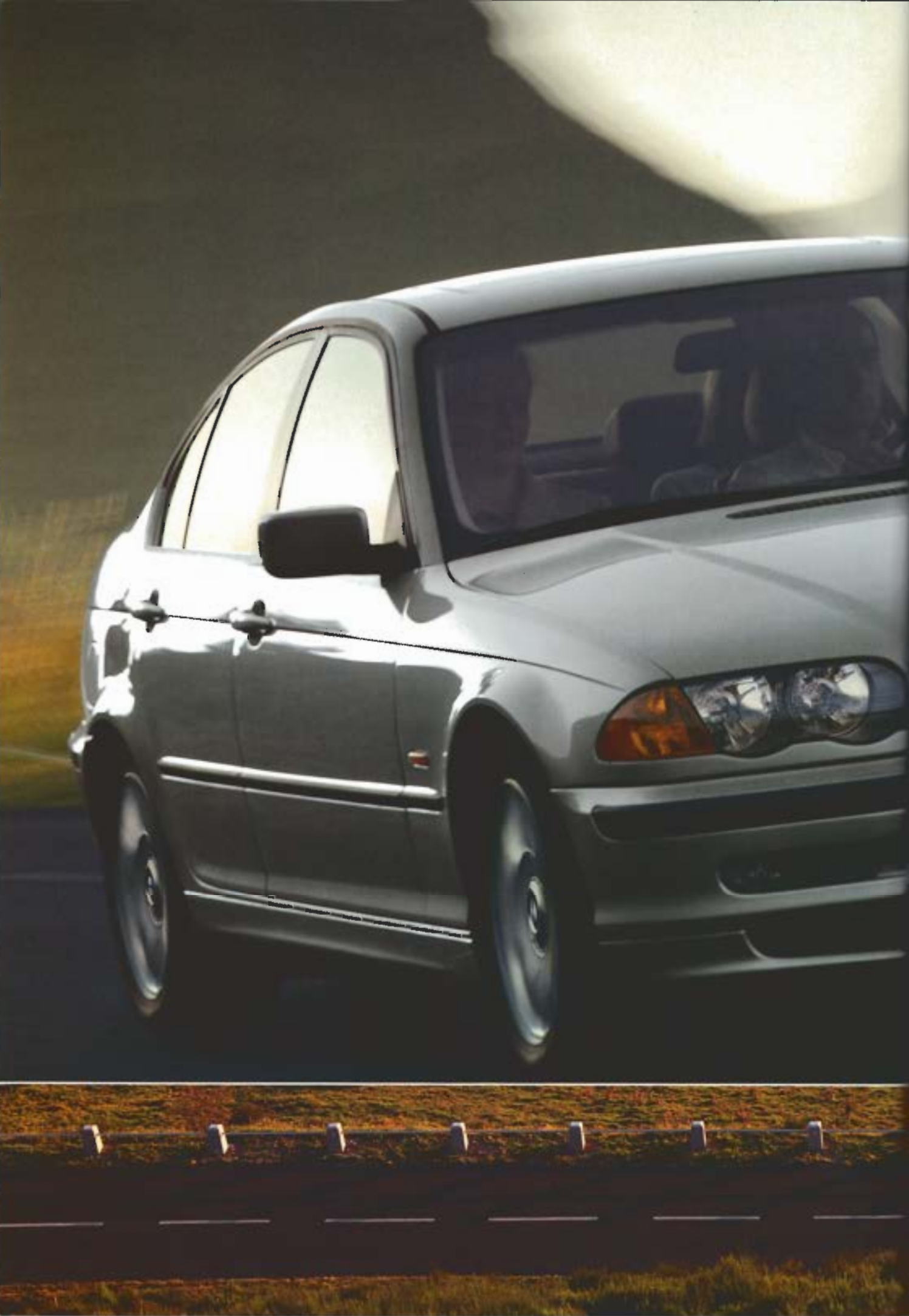


In 1997, Car and Driver named the legendary BMW M3 "Best handling car at any price." How, then, does BMW build upon this achievement? Very carefully. By retaining an enviable, nearly perfect weight distribution (51%/49% front/rear, to be exact). By enhancing front-suspension geometry to improve straight-line tracking. By shaving unsprung weight with more aluminum suspension components. And by increasing overall structural rigidity on the order of 50%.





BMW 323i











**BMW has always defined the sports sedan concept. Now we stretch our lead. The sedan that offers you the most freedom of movement on the road now offers your passengers more freedom of movement inside.**



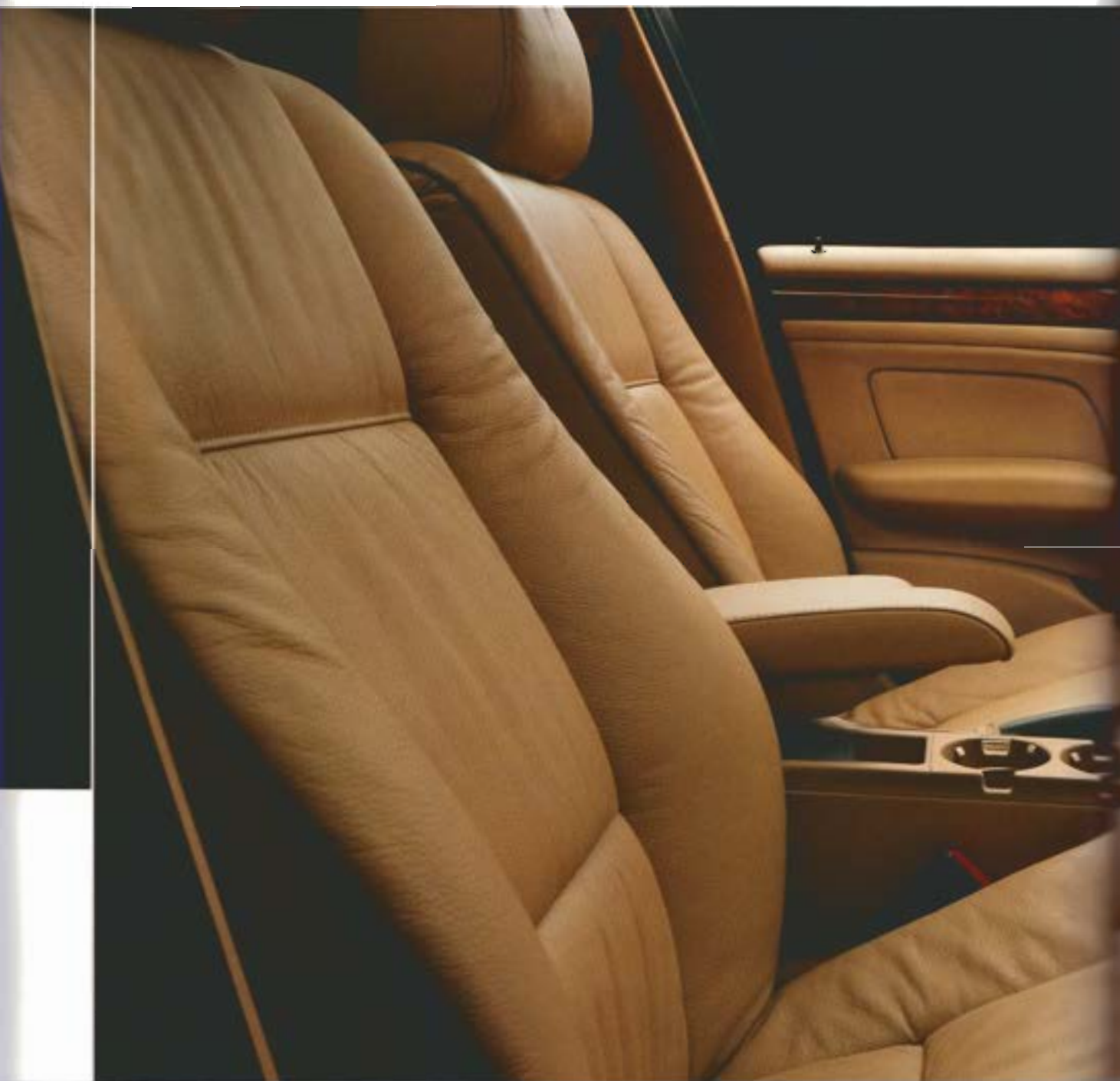


Headroom. Legroom. Elbow room. All more abundant... yet the cabin remains intimate, the driving experience, immediate. The famed BMW cockpit has been enlarged and redesigned; handsome new trim wraps around the dash and doors, adding to the spacious look. The new multi-function steering wheel\* puts the most frequently used controls conveniently at your fingertips; climate and audio system controls are now within easy reach of both driver and front passenger. Ergonomically bolstered seats

offer multi-zone construction that delivers just the right amount of support where you need it most. And a new internal ventilation system keeps the seats comfortable on long trips. In addition, the 328i Premium Package offers four-way power lumbar support. To complete the experience, fill the cabin with sound from the standard 10-speaker AM/FM cassette audio system. An in-dash CD player is optional, as is an upgraded Harman-Kardon sound system with two subwoofers.

**Enter a cabin that seems to have been custom built just for you.**

**Look closely. Feel the quality. Experience the richness of detail that makes the interior of the new 3 Series sedan so unique. It's tailored to make every moment behind the wheel as intensely rewarding as the first.**



Striking aluminum-finish<sup>1</sup> or matching high-gloss<sup>2</sup> trim enhances the new 3 interior. Or add a luxurious touch to the dash, doors and center console with genuine Myrtle wood trim (optional). Choose optional leather upholstery, and enjoy the feel of supple Montana leather.



**At BMW, we make sure the accelerator lives up to its name.**

**Drive with confidence, knowing that BMW's in-line 6-cylinder engines will deliver the power you need, on demand, to accelerate on the highway – or just to accelerate the beating of your heart.**



Manual or automatic? BMW engines provide the power; now you harness it: it is up to you. Car and Driver called the 3 Series sedan's 5-speed manual "effortless" and "stick-er than ever." Or choose the optional, new 5-speed

automatic with Adaptive Transmission Control – an intelligent system that actually adjusts its operation to your driving style.



Presenting the science of Double VANOS: The new 3's 6-cylinder engines provide steplessly variable settings for both camshafts. This takes fuller advantage of the engine's torque, fuel efficiency and emission control capabilities. Valves

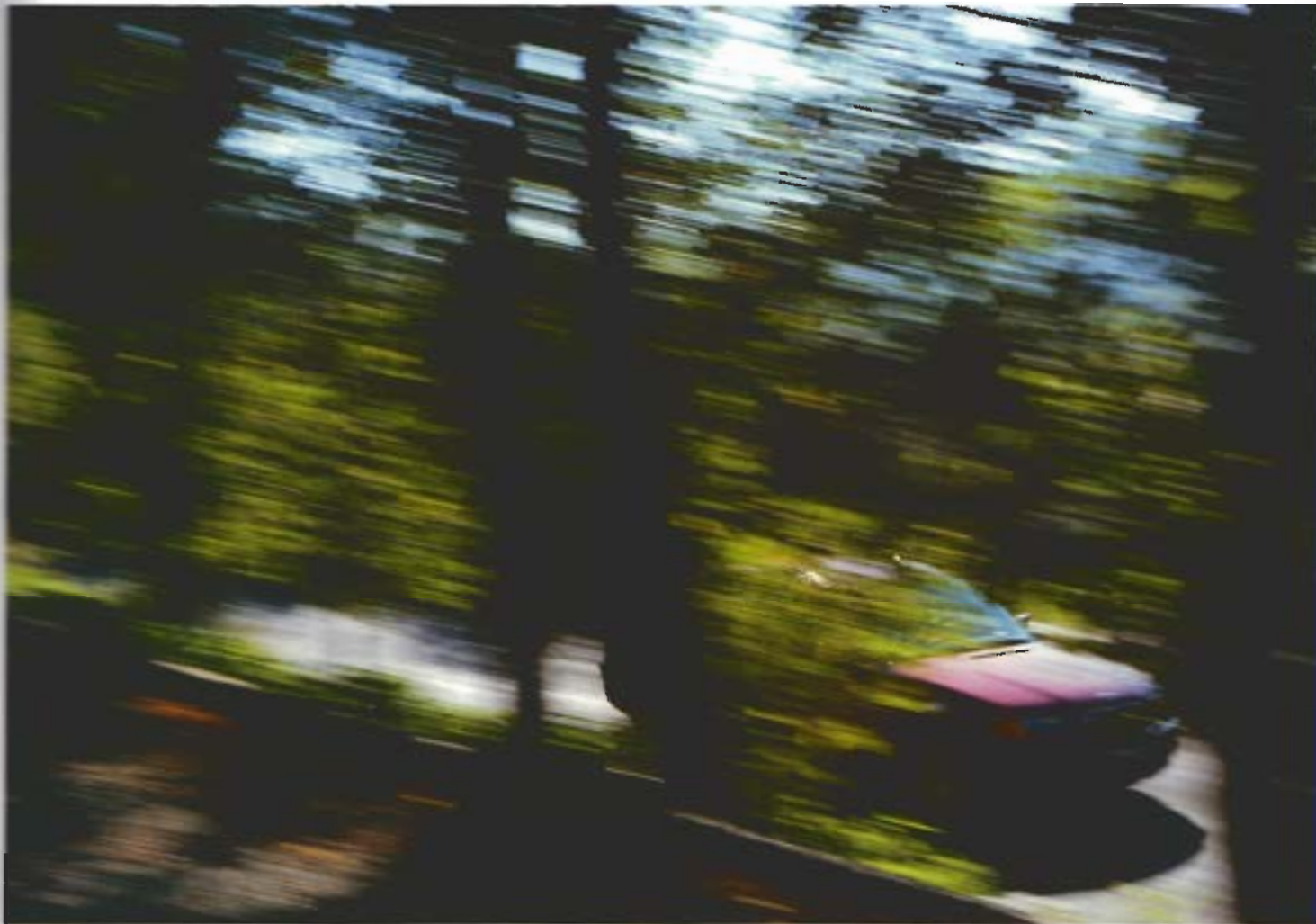
open and close at just the right instant for maximum performance because the system is electronically controlled in response to engine speed, load and temperature. The result: optimal performance and economy at all speeds.





The all-new engines in the 3 Series sedans feature a high-strength aluminum cylinder block with cast-iron cylinder liners, saving weight with no sacrifice in durability. A dual-resonance intake system optimizes combustion and output across the power band. Taken together with the Double VANOS system and other innovations, like improved fuel injectors and electronically controlled engine cooling, these advances improve already excellent low-end torque, engine smoothness and fuel efficiency. In fact, both models achieve Low Emission Vehicle (LEV) status.

**For the power-hungry: dinner is served.**  
The 328i's 193 horses propel it from 0-60 in just 6.6<sup>1</sup> seconds; the 170 hp 323i reaches 60 mph in just 7.1<sup>1</sup> seconds. And with their effortlessly smooth acceleration, both engines exhibit renowned BMW refinement.



From a standing start, the new 3 Series sedans leave many, more expensive cars wondering how to catch up. Listen to the smooth, stirring sound of these acclaimed sixes; there's no doubt as to their performance heritage. You never need to worry about knowing when it's time for maintenance – the Service Interval Indicator does that for you. And when it is time, Scheduled Maintenance is included as standard for 3 years/36,000 miles.<sup>2</sup>



**BMW believes a car's ability to stop is as important as its willingness to go. The new 3's massive disc brakes are ventilated at all four wheels. On the 328i, they're the largest brakes in its class. And both 3 Series sedans are enhanced with ABS and BMW's Cornering Brake Control.**



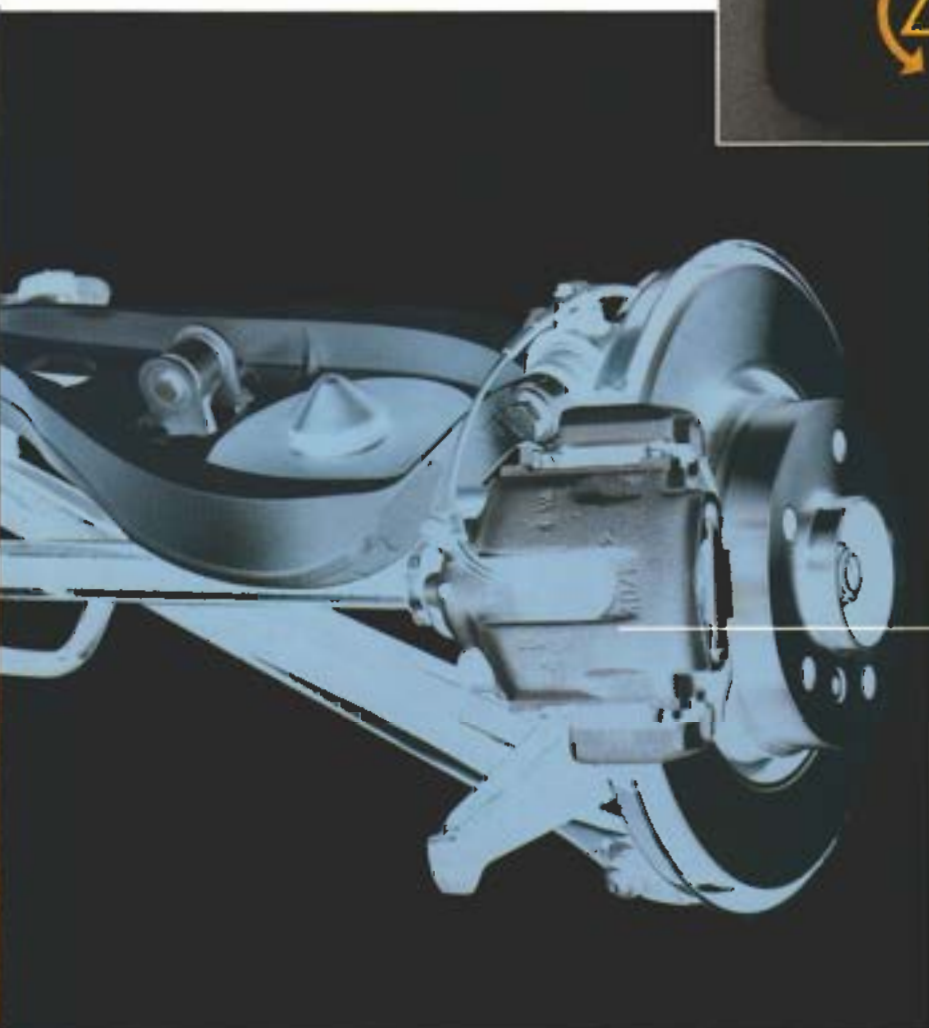
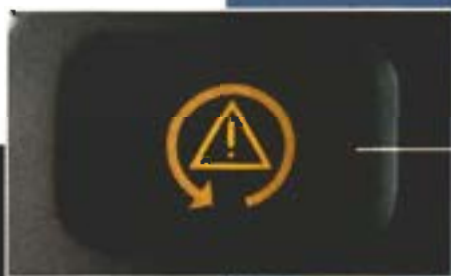
The same attributes that make driving a BMW so enjoyable are also your first line of defense against road hazards: Power on demand. Athletic agility. Large brakes for surer, shorter stops. We call them active safety features. And you will find them in greater abundance in a BMW 3 Series sedan than in any other automobile in its class. They are an important key to the safety philosophy known as F.I.R.S.T. -- Fully Integrated Road Safety Technology, built into every BMW.



Although braking while cornering should, in general, be avoided, Cornering Brake Control (CBC) helps increase road-holding stability and control in hard curves. Utilizing the anti-lock braking system sensors and selectively applying the brakes in just the right proportions to each wheel, CBC helps reduce the likelihood of oversteer in critical situations.

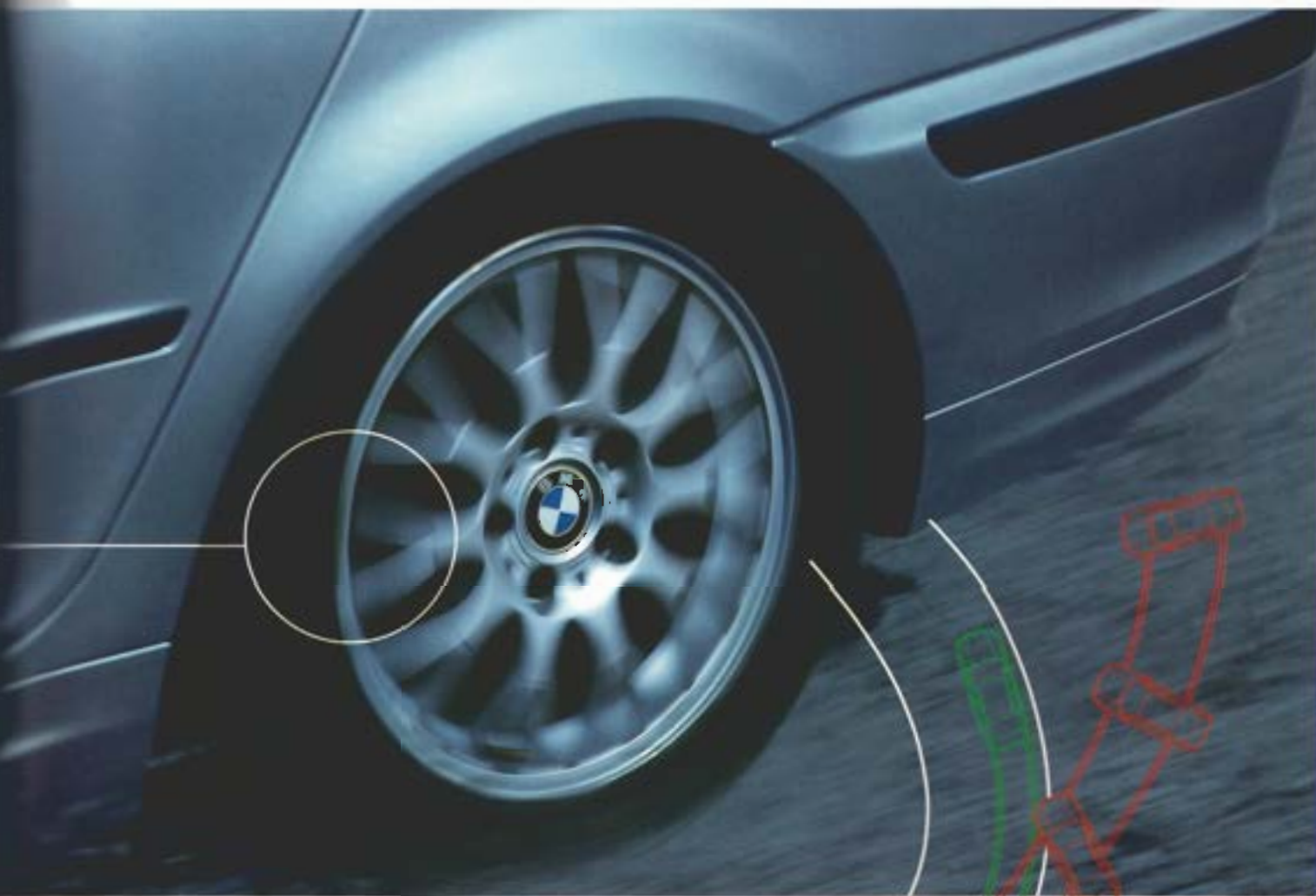


Surgically precise steering is assured by a mechanism that adjusts steering assist according to engine speed, for a natural feel. Combined with refined front and rear suspensions and a wider track, the result is nothing less than the best-handling 3 Series sedans BMW has ever built: cars that corner like racers, while still providing an uncommonly smooth ride.



You can't control the weather – but with a BMW 3 Series sedan, you can improve the driving conditions.

A remarkable array of driving technologies has joined forces, so you can enjoy its solid, controlled temperament even on wet, icy, sandy or otherwise slick road surfaces.



Delight in the BMW experience all year long, in any weather, with All Season Traction. Using the same precision sensors that detect wheel lock-up for the anti-lock braking system, All Season Traction detects

wheel slippage in milliseconds. The system reacts instantly, reducing engine power and/or applying the rear brakes in just the right proportion – helping you maintain control.

**An intelligent approach to side-impact safety: the revolutionary BMW Head Protection System (HPS).**  
BMW's award-winning HPS is now standard on the new 3 Series sedan.



Unique in the automotive industry, BMW's Head Protection System (HPS) instantly inflates to cushion the heads of the driver and front-seat passenger in the event of a severe side impact. First introduced in the larger BMW sedans, HPS is now standard equipment in the new 3. Front occupants are also protected by large-area, front-door-mounted side airbags that help shield the upper torso. Rear-door side airbags, unique in the class, are available as an option.



**We've reinforced our commitment to your safety.**

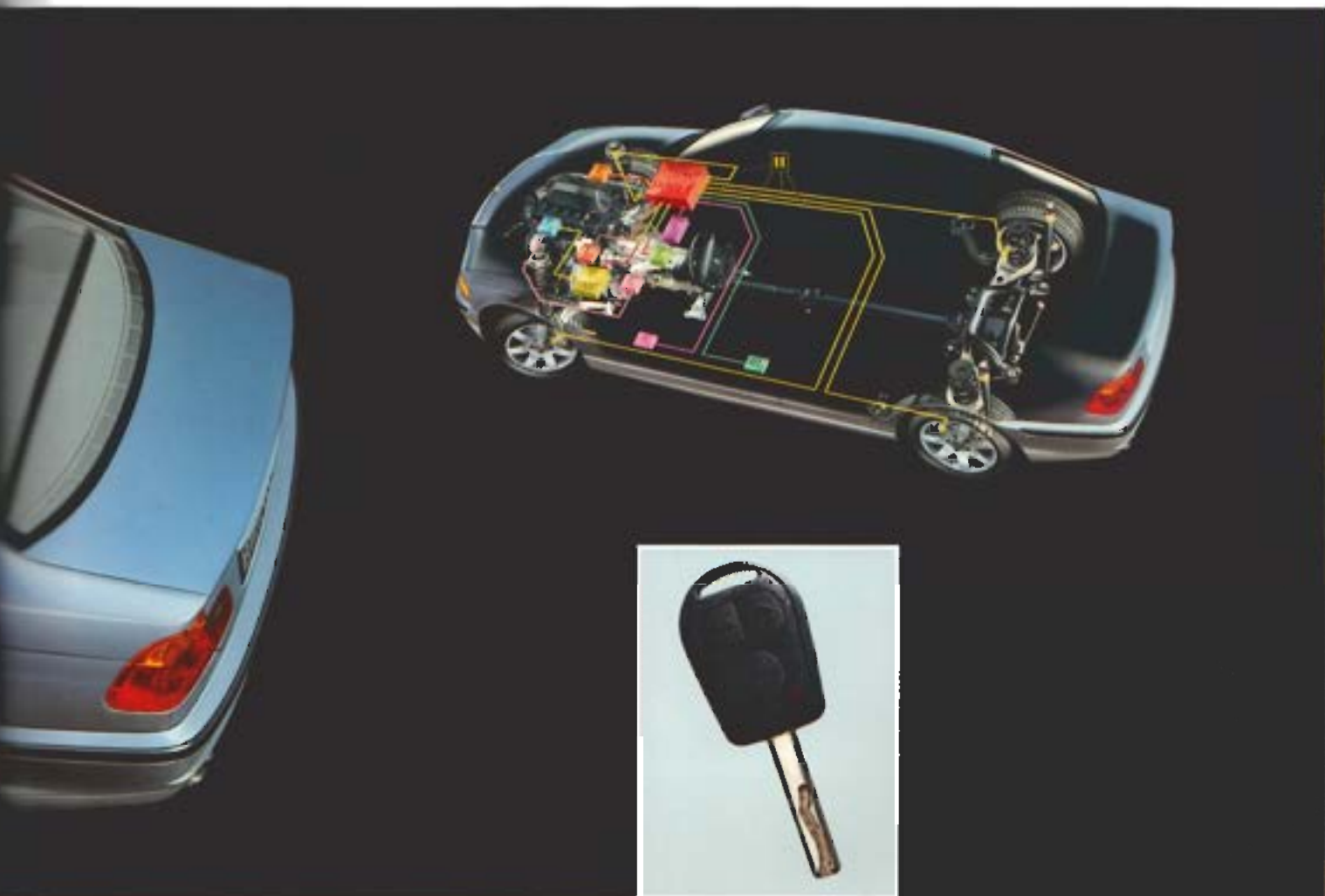
**With over 50% greater structural rigidity... and advanced safety features taken from top-of-the-line BMWs... the new 3 offers you and your passengers reassuringly high levels of personal protection.**



In addition to the comprehensive protection of HPS and six available airbags, BMW passive safety also includes high-strength steel pillars and alloy-reinforced joints, constructed with precision laser welding. This forms a safety cage around you and your passengers that can hold its shape under extreme stress. During a front or rear accident, the energy of the crash is absorbed by the crush zones, integrated into the engine and trunk areas of the car - giving you a level of crash protection

approaching our industry-leading 5 Series sedans. The astoundingly comprehensive list of BMW safety features also includes "smart," dual-threshold front airbags, and safety belt pre-tensioners with force limiters, which instantaneously tighten the lap and shoulder belts around the front seat occupants in case of a severe frontal impact. Rear seat occupants enjoy added protection with optional door-mounted side airbags (right, below).

Your investment is protected by the Coded Driveway Protection system, in which your key and the engine control system cooperate to generate a random "rolling code" - with one billion possible combinations - that resets every time the engine is started. Furthermore, BMW's central locking system makes it virtually impossible for a thief to open a door, even if the culprit gains access to the interior.



For 1999, your BMW is even more useful, thanks to Car & Key Memory - a new system that recognizes driver preferences. For instance, the Car Memory program enables you to choose Daytime Running Lights on or off. Key Memory remembers individual seat position; climate control settings, and whether one touch of the remote unlocks just the driver's door or all four doors. Best of all, Car & Key Memory is standard on every 3 Series sedan.





**The 3 Series sedan Premium Package.**  
If getting there is half the fun, just imagine how much better any trip could be with these desirable features.



The 328i Premium Package adds items that delight the eye, hand... and spinal column. Beautiful, genuine Myrtle wood trim throughout the cabin is the perfect complement to rich, supple Montana leather upholstery. Add to that a two-way power moonroof, auto-dimming rear-view mirror and rain-sensing windshield wipers. Finally, four-way lumbar support helps keep you comfortably refreshed, even on long-distance journeys.

The 323i Premium Package offers alloy wheels in either 15" or 16" sizes, in addition to cruise control, which is activated through the multi-function steering wheel. It also includes 6-way power



front seats with 3-position memory; a 4-function on-board computer that tells you outside temperature, average fuel economy, miles to empty and average speed; a front center armrest with storage compartment, and a full-size spare tire.

**For those who crave higher performance:  
Sport Packages take it to the next level.  
Bigger tires. Bolder wheels. Specially  
tuned suspensions... and more.  
Sport Packages make the most of BMW's  
legendary performance.**



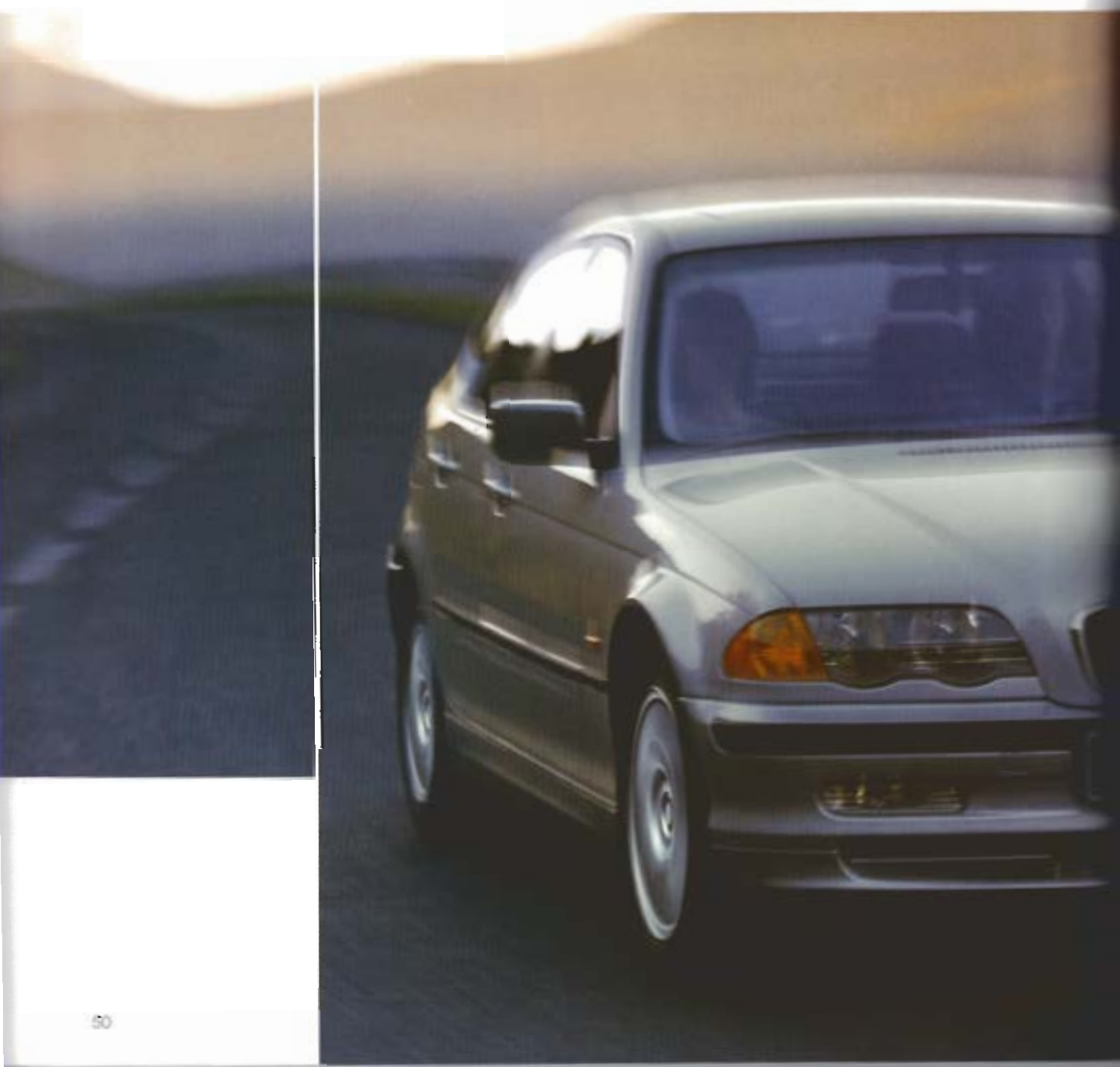
BMW means performance; Sport Packages enhance the experience. The character of the Sport Package is most evident in the wheel and tire combinations: the 328i's 225/45R-17 W-rated performance tires are mounted on 17 x 8 alloy wheels; the 323i gets 225/50R-16 W-rated tires on 16 x 7 alloy wheels.

Keeping your hands on the wheel and your eyes on the road is no problem with the sporty 3-spoke multi-function steering wheel. The sport suspension benefits from beefy, high-performance tires and wheels. Specially designed 10-way adjustable front sport seats (including

8-way power and 3-position driver memory in the 328i) help keep you planted in curves. The 323i Sport Package also includes xenon free-form foglights with heated mirrors and windshield-washer jets, and a full-size spare tire. (Standard on 328i)



**It's time to stop dreaming and start driving.**  
The new 3 puts pure driving brilliance, as well as outstanding levels of quality, safety and value, well within your reach. But the only way to truly appreciate it is to drive it. We invite you to visit your authorized BMW center today and discover the new 3 Series sports sedan.





# Technical data.

| <b>Weight</b>                          |       | <b>323i</b>      | <b>328i</b>      |
|--|-------|------------------|------------------|
| Unladen                                | lbs   | 3153 (3213)      | 3197 (3256)      |
| <b>Weight distribution, front/rear</b> |       |                  |                  |
| Manual transmission                    | %     | 51.0/49.0        | 50.8/49.2        |
| Automatic transmission                 | %     | 51.5/48.5        | 51.2/48.8        |
| <b>Engine</b>                          |       |                  |                  |
| Liter/type                             |       | 2.5/in-line 6    | 2.8/in-line 6    |
| Bore/stroke                            | inch  | 3.31/2.95        | 3.31/3.31        |
| Nominal output/rpm                     | hp    | 170/5500         | 193/5500         |
| Max torque/rpm                         | lb-ft | 181/3800         | 206/3500         |
| Compression ratio                      | :1    | 10.5             | 10.2             |
| Fuel grade                             |       | Unleaded premium | Unleaded premium |

Figures with ( ) apply to vehicles with automatic transmission.



| <b>Transmission</b>  |          | <b>323i</b>    | <b>328i</b>    |
|----------------------|----------|----------------|----------------|
| Standard gear ratio  | M/II/III | 4.23/2.52/1.66 | 4.21/2.49/1.66 |
|                      | IV/V/R   | 1.22/1.00/4.04 | 1.24/1.00/3.86 |
| Final drive ratio    |          | 3.07           | 2.93           |
| Automatic gear ratio | M/II/III | 3.45/2.21/1.59 | 3.46/2.21/1.59 |
|                      | IV/V/R   | 1.00/0.76/3.17 | 1.00/0.76/3.17 |
| Final drive ratio    |          | 3.46           | 3.46           |

| Performance                          |     | 323i      | 328i      |
|--------------------------------------|-----|-----------|-----------|
| Drag coefficient                     | Cd  | 0.31      | 0.31      |
| Top speed <sup>1)</sup>              | mph | 128       | 128       |
| Acceleration: 0-60 mph <sup>2)</sup> | sec | 7.1 (8.2) | 6.6 (7.2) |
| Fuel Consumption                     |     |           |           |
| 5-speed manual transmission          |     |           |           |
| City                                 | mpg | 20        | 20        |
| Highway                              | mpg | 29        | 29        |
| 5-speed automatic transmission       |     |           |           |
| City                                 | mpg | 19        | 19        |
| Highway                              | mpg | 28        | 27        |

Illustration below: Figure in ( ) applies to 328i. All dimensions in inches.



| Wheels                      |            | 323i                      | 328i                      |
|-----------------------------|------------|---------------------------|---------------------------|
| Tire dimensions (standard)  |            | 195/65R-15 91H all-season | 205/55R-16 91H all-season |
| Wheel dimensions (standard) |            | 15 x 6.5                  | 16 x 7.0                  |
| Material                    |            | Steel with full cover     | Alloy                     |
| Electrical System           |            |                           |                           |
| Battery capacity            | Amp-hours  | 80                        | 80                        |
| Alternator output           | Amps/Watts | 80/1120                   | 80/1120                   |



Illustration below: Figure in ( ) applies to 326i. All dimensions in inches.



**Technical Guide for  
the new 3 Series sedan.**



# Standard and Optional Equipment.



The redesigned climate control center is responsive and easy to operate.



Dual cupholders add convenience.



The optional Navigation System makes maps obsolete.

|   | 323i | 328i |
|---|------|------|
| <b>Performance and efficiency</b>   |      |      |
| 2.5-liter dual overhead cam (DOHC), 24-valve in-line 6-cylinder engine  | •    |      |
| 2.8-liter dual overhead cam (DOHC), 24-valve in-line 6-cylinder engine  |      | •    |
| Double-VANOS steplessly variable valve timing   | •    | •    |
| Five-speed manual transmission with direct 5th gear   | •    | •    |
| Five-speed automatic transmission with Adaptive Transmission Control  | ◦    | ◦    |
| Dual resonance intake system  | •    | •    |
| <b>Handling, ride and braking</b>   |      |      |
| All-Season Traction   | •    | •    |
| Four-wheel ventilated anti-lock disc brakes with electronic front/rear proportioning and Cornering Brake Control  | •    | •    |
| Sport suspension  | ◻    | ◻    |
| <b>Exterior</b>   |      |      |
| 15 x 6.5 steel wheels with full wheel covers and 195/65R-15 91H all-season tires  | •    |      |
| 15 x 6.5 alloy wheels and 195/65R-15 91H all-season tires   | ◦/◦* |      |
| 16 x 7.0 alloy wheels and 205/55R-16 91H all-season tires   | ◦*   | •    |
| 16 x 7.0 alloy wheels and 225/50R-16 92W performance tires  | ◻    |      |
| 17 x 8.0 alloy wheels and 225/45R-17 91W performance tires  |      | ◻    |
| Chrome and body-color detail trim   |      | •    |
| Daytime running lights (via Car Memory system - programmed at BMW center)   | •    | •    |
| Halogen free form foglights including heated windshield-washer jets and mirrors   | ◦/◻  | •    |
| Xenon headlights with auto-leveling   | ◻*   | ◦    |
| Metallic paint  | ◦    | ◦    |
| <b>Audio system</b>   |      |      |
| Anti-theft AM/FM stereo radio/cassette audio system with 10 speakers, Radio Data System (RDS) and 3-channel FM diversity antenna system, pre-wired for CD changer | •    | •    |
| Harman-Kardon audio system with 12 upgraded speakers (including 2 subwoofers), upgraded amplification and vehicle-speed-sensitive equalization                    | ◦    | ◦    |
| In-dash CD player (in place of cassette deck) <sup>3</sup>  | ◦    | ◦    |
| <b>Instrumentation and controls</b>   |      |      |
| Service Interval Indicator with miles-to-service readout  | •    | •    |
| Check Control vehicle monitor system with pictogram   | •    | •    |
| 4-function on-board computer  | ◦/◦  | •    |
| integrated On-Board Navigation System <sup>4</sup>  | ◦    | ◦    |

• = Standard

◦ = Optional

◻ = Included in optional Sport Package

◦\* = Included in optional Premium Package

# Standard and Optional Equipment



16 x 7 Cross spoke alloy wheel  
(Standard on 320i)



17 x 8 Star spoke alloy wheel  
(328i Sport Package)



15 x 6.5 Ellipsoid alloy wheel  
(323i optional and included in Premium Package)



16 x 7 Star spoke alloy wheel  
(323i Premium Package)

## Safety and security

Anti-lock braking system (ABS)

Driver's and passenger's front airbag supplemental restraint system (SRS) with dual-threshold-deployment and sensor to help prevent unnecessary passenger's airbag deployment

Head Protection System (HPS)

Interlocking door anchoring system to help protect against door intrusion in side impacts

Front-door-mounted side-impact airbags

Rear-door-mounted side-impact airbags

Battery Safety Terminal

Central locking system with center console switch (leaves gas filler door unlocked), double-lock feature and 2-step unlocking

Coded Driveway Protection

Height-adjustable front safety belts with automatic tensioners and force limiters

Automatic-locking retractors (ALR) on all passenger safety belts (for installation of child restraint seats)

Crash sensor that automatically turns on hazard lights and interior lights, and unlocks doors

Full-size spare tire

## BMW Maintenance Programs

BMW Scheduled Maintenance

## Premium Packages

4-spoke leather-wrapped multi-function steering wheel with cruise control,

15 x 6.5 alloy wheels, 195/65R-15 91H all-season tires, 6-way power front seats

with 3-position driver memory system, front center armrest with storage compartment,

4-function on-board computer, full-size spare tire

Same as above, substituting 16 x 7 alloy wheels and 205/55R-16 91H all-season tires

Montana leather upholstery, power moonroof, genuine Myrtle wood trim, 4-way power lumbar support, automatic-dimming inside rearview mirror, rain-sensing windshield wipers

## Sport Packages

3-spoke leather-wrapped multi-function sport steering wheel with cruise control, 16 x 7 alloy wheels,

225/50R-16 92W performance tires, sport suspension, 10-way adjustable front sport seats,

halogen free-form foglights with heated mirrors and windshield-washer jets, full-size spare tire

3-spoke leather-wrapped multi-function sport steering wheel, 17 x 8 alloy wheels,

225/45R-17 91W performance tires, sport suspension, 8-way power + 2-way manual front sport seats

323i

328i

•

•

•

•

•

•

•

•

•

•

•

•

•

•

•

•

•

•

•

•

•

•

•

•

◦/◡/◻

•

•

•

◦

◦

◦

◦

◦



The optional Harman-Kardon audio system with vehicle-speed-sensitive equalization surrounds you with full, rich sound from 12 speakers – including 2 subwoofers.

|   | 323i | 328i |
|---|------|------|
| <b>Interior seating and trim</b>  |      |      |
| 6-way adjustable front seats  | •    |      |
| 6-way power front seats   | ◊    | •    |
| 3-way memory system for driver's seat   | ◊    | •    |
| 10-way adjustable front sport seats   | •    |      |
| 8-way power + 2-way manual front sport seats with adjustable thigh support  |      | •    |
| Leatherette upholstery  | •    | •    |
| Montana leather upholstery  | ◊    | o/c  |
| 4-way power lumbar support for front seats  |      | ◊    |
| 2-stage, thermostatically controlled heated front seats   | ◊    | ◊    |
| 4-spoke leather-wrapped multi-function steering wheel with fingertip cruise control, audio and accessory phone controls, 385mm diameter | o/c  | •    |
| 3-spoke leather-wrapped multi-function steering wheel with fingertip cruise control, audio and accessory phone controls, 375mm diameter | •    | •    |
| Front center armrest with storage compartment   | ◊    | •    |
| Front seatback storage nets   |      | •    |
| Split folding rear seats with ski bag   | ◊    | ◊    |
| Genuine Myrtle wood trim  | •    | o/c  |
| Color-matched high-gloss trim   | •    | •    |
| Aluminum-finish trim  |      | •    |
| <b>Comfort and convenience</b>  |      |      |
| Car & Key Memory  | •    | •    |
| Keyless entry with multi-function remote control, including two-step unlocking and remote trunk release                                 | •    | •    |
| Two-way power moonroof with one-touch operation, sliding interior sunshade, wind deflector  | ◊    | o/c  |
| Tilt/telescopic steering wheel  | •    | •    |
| Park Distance Control   |      | •    |
| Automatic-dimming inside rearview mirror  |      | ◊    |
| Power front and rear windows with "one touch" feature up/down, pull-up/push-down operation  | •    | •    |
| Cruise control  | o/c  | •    |
| Locking glovebox with rechargeable take-out flashlight  | •    | •    |
| Dual power outside mirrors  | •    | •    |
| Electric interior trunk release   |      | •    |
| Fully finished trunk with reversible mat and drop-down tool kit   | •    | •    |
| Rain-sensing windshield wipers  |      | ◊    |
| Cellular phone, alarm, garage door opener, and CD changer pre-wiring  | •    | •    |
| BMW Ambiance Lighting   | •    | •    |
| Front/rear map reading, footwell and visor mirror lights  |      | •    |

## Footnotes.



15 x 6.5 steel wheel with full wheel cover (Standard on 323i)



16 x 7 V spoke alloy wheel (323i Sport Package)

### Page 12:

- 1: Rain-sensing windshield wipers included in optional 328i Premium Package; not available in 323i.

### Page 19:

- 1: M3 coupe in Car and Driver, "The Best Handling Cars for More Than \$30,000," Sept. 1997. The BMW M3 also competed against and outscored Car and Driver's "Best Handling Car Under \$30,000."

### Page 31:

- 1: Multi-function steering wheel standard in 328i; optional in 323i and included in 323i Premium and Sport Packages.

### Page 33:

- 1: Aluminum-finish trim standard in 328i with Black or Gray interior; Sand high-gloss paint trim in 328i with Sand interior.
- 2: High-gloss paint trim standard in 323i.

### Page 34-35:

- 1: Car and Driver, May 1998.
- 2: EPA est. mpg, city/hwy: 323i - 21/29 (man.), 19/28 (auto.); 328i - 20/29 (man.), 19/27 (auto.). EPA-estimated figures are for comparison purposes only. Your actual highway mileage may vary, depending on speed and trip length; actual highway mileage will most likely be lower.

### Page 37:

- 1: BMW of North America, Inc. 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.**
- 2: Covers all recommended scheduled maintenance for 3 years/36,000 miles, as outlined in the Service and Warranty information booklet. Upgrades available. For exclusions and limitations, see your authorized BMW center for details.

### Page 45:

- 1: Never use the keys or the remote control to lock an occupied vehicle, as it would then be impossible to unlock it from inside.
- 2: Only in vehicles with power seats. (Standard in 328i, optional in 323i.)

### Page 53:

- 1: Top speed limited electronically.
- 2: BMW of North America, Inc. test results: See page 37, footnote 1.
- 3: EPA-estimated figures are for comparison purposes only. Your actual mileage may vary, depending on speed, weather and trip length; actual highway mileage will most likely be lower.

### Pages 56-57, 59:

- 1: The 323i Premium Package includes choice of: 15 x 6.5 alloy wheels, or upgraded 16 x 7 alloy wheels.
- 2: Available only in combination with foglights or Sport Package.
- 3: Not available with optional Navigation System.
- 4: Not available with optional in-dash CD player. On 323i, must be ordered w/optional on-board computer or Premium Package.
- 5: With Sand interior.
- 6: With Gray and Black interiors.
- 7: Included with optional 4-spoke multi-function steering wheel.
- 8: Included with optional 15" alloy wheels.
- 9: Scheduled Maintenance: See page 37, footnote 2.

### Pages 60-61:

- 1: Subject to credit approval.
- 2: Not available in all states. Subject to TIG's underwriting approval.
- 3: See your BMW center for details on these limited warranties.
- 4: Scheduled Maintenance: See page 37, footnote 2.
- 5: Services provided by Cross Country Motor Club, Inc., Boston, MA 02155, except in Alaska, California, Hawaii, Oregon, Wisconsin and Wyoming, where services are provided by Cross Country Motor Club of California, Inc., Boston, MA 02155. Benefits may vary to conform with the laws of your state.

**The BMW ownership experience:**  
A high-performance approach to customer service – because owning a BMW should be as rewarding as driving one.



**Leasing and Financing**

Arranging to buy or lease a new 3 is easier than you may think. In addition to offering competitive pricing, your local authorized BMW center offers leasing and financing to suit your per-

sonal needs through BMW Financial Services.<sup>1</sup>

**Lower Insurance Rates<sup>2</sup>**

Thanks in part to BMW's extraordinarily effective anti-theft Coded Driveaway Protection system, "smart"

airbags and other advanced features, qualified owners of new BMWs are being offered access to an automotive insurance program with an improved rate structure. (Not available in all states.) For more infor-



ment to quality and customer satisfaction is clearly demonstrated by BMW's 4-year/50,000-mile, bumper-to-bumper limited warranty, and by its 6-year/unlimited mileage warranty against rust and corrosion perforation.<sup>1</sup>

#### **Scheduled Maintenance is Standard**

BMW also wants to ensure the pleasurable performance of your 3 Series sedan for years to come. That's why it comes with Scheduled Maintenance as standard for 3 years/36,000 miles.<sup>2</sup>

BMW's vehicle design helps save you time, as well. The Service Interval Indicator lets you know when it is time to bring your 3 Series sedan to your BMW center's Service Department. Highly trained Service Technicians will perform the required scheduled maintenance on your car. And should your vehicle require additional attention, it will receive only genuine BMW parts – your assurance that whatever goes into your car meets exacting quality standards.

#### **Roadside Assistance Program**

The pleasures of the BMW Ownership Experience continue on the road. You are always only a toll-free call away from BMW's Roadside Assistance Program. This friendly service provides emergency assistance 24 hours a day, anywhere in



mation, call TIG Insurance Co., a personal-lines insurer.

#### **Warranties**

At BMW, durability and dependability are just as important as luxury and performance. This commit-

ment to quality and customer satisfaction is clearly demonstrated by BMW's 4-year/50,000-mile, bumper-to-bumper limited warranty, and by its 6-year/unlimited mileage warranty against rust and corrosion perforation.<sup>1</sup>

The U.S., Canada and Puerto Rico. The program provides towing, lock-out service, on-site assistance and even custom computerized trip routing services. And for a nominal fee, the BMW Service Card extends this

service after the limited warranty for as long as you wish.

BMW is dedicated to making your ownership experience as pleasurable as possible.



# Interior materials.

## 328i

Standard Trim

Optional Trim



Aluminum-Finish

Leather-Gray

Myrtle Wood



High-Gloss Sand

Leatherette - Sand (top)

Leather - Sand (bottom)

Myrtle Wood



Aluminum-Finish

Leatherette - Black (top)

Leather - Black (bottom)

Myrtle Wood

### 323i

Standard Trim

Optional Trim



High-Gloss Gray



Leather-Gray



Myrtle Wood



High-Gloss Sand



Leatherette - Sand (top)

Leather - Sand (bottom)



Myrtle Wood



High-Gloss Black








Leatherette - Black (top)

Leather - Black (bottom)



Myrtle Wood

# The color combinations.

|   |       | Standard         |                |               | Metallic            |                |                 |               |                |                |
|---|-------|------------------|----------------|---------------|---------------------|----------------|-----------------|---------------|----------------|----------------|
| Interior colors   | Codes | 300 Alpine White | 314 Bright Red | 668 Jet Black | 354 Titanium Silver | 372 Steel Blue | 317 Orient Blue | 393 Sea Green | 386 Fern Green | 362 Sierra Red |
| Leatherette Sand<br> | K4HC  | •                | •              | •             |                     | •              | •               | •             | •              | •              |
| Black<br>          | K4SW  | •                | •              | •             | •                   | •              | •               |               | •              | •              |
| Leather Gray<br>   | N6TT  | •                |                | •             | •                   | •              | •               | •             | •              |                |
| Sand<br>           | N6HC  | •                | •              | •             |                     | •              | •               | •             | •              | •              |
| Black<br>          | N6SW  | •                | •              | •             | •                   | •              | •               |               | •              | •              |

This procedure shows the current recommended combinations of colors and materials. Specifications listed are subject to change without notice.

U.S. Importer: BMW of North America, Inc., Woodcliff Lake, NJ 07675. All illustrations and specifications contained in this brochure are based on the latest product information available at the time of printing. BMW reserves the right to make changes at any time without notice, in colors, materials, equipment, specifications and models. BMW will, subject to legal requirements, determine the Model Year designation of its vehicles. The Model Year designation on any particular model may be longer or shorter than 12 months. Some vehicles pictured may contain non-U.S. equipment. Some models may be shown with optional equipment. Further information can be obtained from your BMW center. The BMW name and logo are registered trademarks. ©1998 BMW AG, Munich/Germany. Not to be reproduced wholly or in part without written permission of BMW AG, Munich.

## The exterior colors.



300 Alpine White



314 Bright Red



668 Jet Black



364 Titanium Silver



372 Steel Blue



317 Orient Blue



393 Sea Green



385 Fern Green



362 Siena Red

## The interior colors.



Leatherette - Sand K4HC



Leatherette - Black K4SW



Leather - Gray N6TT



Leather - Sand N6HC



Leather - Black N6ST

Note: Paint availability varies throughout model year. We suggest you visit your local BMW center and inspect the actual colors.

## Joy in Driving.

For seven decades, BMW has been passionately committed to creating cars that deliver uncommon performance, safety, quality and value. Visit our Internet site at [www.bmwusa.com](http://www.bmwusa.com) – or better yet, test drive the new 3... and experience firsthand how exhilarating life is behind the wheel of a BMW.



The Ultimate Driving Machine<sup>®</sup>