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Product Planning and Strategy BMW Dealer Bulletin

The new BMW M3 Coupe and M3 Sedan

It is probably the most eagerly anticipated launch in the history of the M brand: the new M3 will soon come to the US. The press has already been raving about the powerful new V-8 engine, the surgically precise handling, the muscular design and the sensory satisfaction of the driving experience of the new M3 Coupe.

Car and Driver says that "...it remains the soulful driving machine that made its predecessors perennial *Car and Driver* 10Best favorites...Fast corners, slow corners, acceleration, or braking, it's just sensational."

Automobile writes "...the new [M3], like each M3 before it, is the best sedan-based sports car of its time. Stealing the crown from the Audi RS4, the 2008 M3 is no exception to that rule."

But the big news today is that after an 11-year hiatus, the M3 will again be available as a 4-door sedan. Just last week a press release was published by the BMW Group that announced the return of this fabulous car. For the real performance car enthusiast this exciting addition to the M3 family will eliminate any excuse to shop another brand.

The M3 Sedan will follow the same subtle yet aggressive differentiation strategy as the Coupe; except for the Carbon Fiber Roof which will not be available on the sedan. The sedan comes standard with a steel roof; an optional moon roof is available.

Launch Schedule

Production for the M3 Coupe will start in December 2007; the sedan production will be released at a later date. The retail launch of both body derivatives is planned for spring 2008.

Product information

Derived from the BMW 3 Series coupe platform the M3 boasts an array of specific solutions and features.

Engine

- 414hp 4L V-8 engine, 8,400rpm redline
- 295 lb-ft
- Individual throttle butterflies
- 30 lbs lighter than S54 6-cylinder

Suspension

- All new aluminum suspension, wider track (lower rear trailing arm only carry over part from the 3 Series)
- Shorter final drive (3.84 vs. 3.46) than 335i
- More direct steering (12.5:1 vs. 14:1)
- Cross drilled brakes