

Dealer Principal	New Vehicle Sales	Marketing	Used Vehicle Sales	Service	Parts & Accessories	Administration
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BMW Group Australia Dealer Bulletin Marketing



The new BMW M3 Coupé (E92)

Please click on this link to view the new M3 Coupé (E92). - Quicktime movie for internal use only!

Further to the bulletin **B1-2007-04-03** published on 03/04/2007, BMW Group Australia is pleased to advise details of the Australian specification, option programme, colour and trim programme, and pricing of the new BMW M3 Coupé.

Engine

The new M3 Coupé will be available from SOP production with a new 4.0-litre V8 engine developed by M GmbH. Please refer to bulletin **B1-2007-04-03** for detailed information.

		M3 Coupé (E92)
Layout/ cylinders/ valves		V90 / 8 / 4
Capacity	cc	3,999
Transmission		6-speed manual
Power output	kW / hp / rpm	309 / 420 / 8,300
Max torque	Nm / rpm	400 / 3,900
Acceleration 0-100 km/h	secs	4.8
Fuel consumption (combined)	L / 100km	12.4
Length/width/height	mm	4,615 / 1,804 / 1,424
Wheelbase	mm	2,761
Kerb weight	kg	1,580
Luggage capacity	litres	430

Standard Specification

The standard specification for the new M3 Coupé is shown in detail via the following link.

Please click on this link for the new M3 Coupé (E92) standard specification.

Option programme

The following table provides you with the option programme for the new BMW M3 Coupé. All listed options are available from SOP and can be ordered with your first orders of the new M3 Coupé.

Option Code	Description	Product Rule	M3
2MT	M light alloy wheels Double-spoke style 220 M 19", forged and polished with mixed tyres		\$3,800
326	Rear spoiler deletion		NCO
358	Climate comfort windscreen		\$350
403	Electric sunroof – glass	Deletion of CFPR	NCO
415	Electric rear roller blind		\$550
423	Floormats in velour		ACC
464	Ski-bag		\$350
752	BMW Individual High End audio system		\$1,900
ND	Extended leather upholstery 'Novillo'		\$2,300

Please click on this link for the new M3 Coupé (E92) alloy wheel programme.

Paints and upholsteries

The new M3 Coupé paint range will consist of the two non-metallic paint colours **Alpine White (300)** and **Black (668)** and six metallic paint colours **Sparkling Graphite (A22)**, **Silverstone (A29)**, **Interlagos Blue (A30)**, **Space Grey (A52)**, **Jerez Black (A73)** and **Melbourne Red (A75)**, which are available at no additional cost.

Leather Novillo in **Black (NCSW)**, **Palladium Silver (NCH1)**, **Fox Red (NCH2)** or **Bamboo Beige (NCH3)** will be the standard seat upholstery. **Extended leather Novillo** will be offered in the same colours as an option at \$2,300, which includes instrument panel lower section and glove-box lid in leather Novillo.

Interior trims

If no interior trim is specified the standard interior trim for all upholstery choices is **Titanium Shadow (771)**. **Aluminium Shadow lengthwise cutting (4MX)**, **Black leather Carbon structure (4MY)** and **fine-wood trim sycamore mirror-matched grain anthracite (4MZ)** can be specified by the customer as **no cost options**. Should any trim other than Titanium Shadow be required, it must be specified by code when ordering the vehicle.

Please click on this link for the colour, upholstery and trim matrices for the new M3 Coupé (E92).

Materials

To ensure that you will have sufficient product information about the new M3 Coupé, BMW Group Australia has developed a new flyer which will be issued to you by the **end of August 2007**. A comprehensive brochure and customer pricelists will follow in October to coincide with the Sydney Motor Show. To enhance your product knowledge the Argumenter for the new M3 Coupé will be provided to sales consultants in the beginning of July. It is important to note that the Argumenter has

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been developed for all markets and might not be directly applicable to the Australian market regarding technical or option specification. Therefore, please always refer to the specification provided within this bulletin, **which is an internal document and not for customers.**

David Griffiths, Dealer Marketing co-ordinator, will provide you with the paint and leather samples for the new M3 Coupé as soon as available.

Pricing

The retail price of the new M3 Coupé will be around **\$160,000** however this is only **indicative** and may change once the price has been confirmed. Pricing will be advised to the press at the Sydney Motor Show in October 2007.

Competitors

Please click on this link to view an M3 Coupé (E92) competitor technical comparison.

Timing / ordering

Please find the model code for the new BMW M3 Coupé as follows:

	M3
Model code	WD92-10

Dealer orders for the M3 Coupé will commence from **September 2007 production**. The respective volume allocations and ordering deadline will be announced later in **July**. For the production months June, July and August, **HEA** vehicles have already been specified by BMW Group Australia in accordance with specific factory requirements involving set specifications.

The following gives an indication of the specification of most of these cars over the Australian standard specification; of the vehicles ordered 60% have Electric glass sunroof (403) whilst the remainder have the Carbon fiber polymer roof (CFPR).

HEA option content above standard	Option price
Electric rear roller blind	\$550
Floor mats	ACC – price tbc
BMW Individual High End audio system	\$1,900
M light alloy wheels Double-spoke style 220 M 19"	\$3,800
Extended leather upholstery 'Novillo'	\$2,300

The on-sale-date will be 11 October 2007 after the press launch at Sydney Motor Show. The new M3 Coupé cannot be delivered to customers or shown prior to this date.

Conclusion

Providing ultimate driving sensation, a superior drive train concept and the best power-to weight-ratio the BMW M3 Coupé has ever had, combined with day-to-day **functionality**, the new M3 Coupé is designated to continue the model's success story. It also sets new bench marks in **innovative**

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technology and **overall dynamics** and is the first M3 Coupé to be powered by an **eight-cylinder** engine.

The new BMW M3 Coupé has all of the ingredients required to again dominate the segment it defined - a truly icon.

Kind regards

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