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Product Information Bulletin.

2007/05/18
ZA-VB-2

Introduction of the new BMW M3 Coupé (E92).

ZAV005052007

This bulletin serves to provide details on the New E92 M3 Coupé.

The introduction of the New M3 Coupé is planned to start production in June 2007. The South African Market Introduction (MI) is scheduled for September 2007. This bulletin serves to communicate detailed information on the model, option pricing and profile.



Current indicative recommended retail price:

M3 Coupé (E92) Retail (incl. VAT) – R 650,000

Management
Brand Sales and Marketing
After Sales Service
Parts and Accessories
Dealer Development and Training
Information Systems Sales and Marketing
Operations and Marketing Services
Government Affairs and CRM
Financial Services
Finance
For Internal Use Only

Company
BMW
(South Africa) (Pty) Ltd
Registration Number
1960/000196/07
BMW Group Company

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(Chairman)

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(Managing)

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04.07

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1.0 Engine (Specifications and Performance).

BMW M3 Coupé		
Engine	Layout/cylinders	V/8
Capacity	cc	3,999
Max. output	kW/rpm	309/8,300
Max. torque	Nm/rpm	400/3,900
0-100 km/h	sec	4.8
Top speed	km/h	250 (electronically limited)
Fuel consumption	l/100 km	12.4
Length/width/height	mm	4,615/1,804/1,418
Wheelbase	mm	2,761
Kerb weight	kg	1,655
Luggage capacity	litres	430

2.0 Profile summary.

Please refer to Attachment 1 for the detailed Product Profile and Option Pricing.

2.1 Colour, Upholstery and Trim Finishers.

Exterior Paint Colours.

A choice of two Solid Paintwork colours and six Metallic colours have been released for the M3 Coupé. (Please refer to Attachment 2 for images on available exterior paint finishes).

Interior Upholstery Colours.

A choice of four upholstery colours are available in Leather Novillo. These colours are also available in Extended Leather Novillo which includes coverage to the lower half of the dashboard and the centre console.

Interior Trim Finishers.

Four interior trim finishers are available incorporating classic and modern accents of choice.

2.2 Packages.

M Dynamic Package (content includes the following):-

SA223 Electronic Damper Control
SA2MD M Drive
SA490 Seat backrest width adjustment
SA609 Navigation system, Professional

Indicative recommended retail price for the above Package (incl. VAT) is R 55,000.

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2.3 Alloy wheels.

The following alloy wheels are available for the M3 Coupé:

<p>Styling 260 M, 18" – Standard</p> <p>Front 8,5Jx18 / tyres 245/40 ZR18 Rear 9,5Jx18 / tyres 265/40 ZR18</p> 	<p>Styling 220 M, 19" (SA 2MT) – Optional</p> <p>Front 8,5Jx19 / tyres 245/35 ZR19 Rear 9,5Jx19 / tyres 265/35 ZR19</p> 
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2.4 Standard features.

- Automatic Anti-dazzle interior mirror
- Armrest front, retractable
- Anthracite roof lining
- Automatic air-conditioning
- CD changer for six CDs (MP3 compatible)
- Cruise Control on stalk switch
- Car telephone preparation
- Headlamp washer system
- Hi-fi loudspeaker system
- Luggage compartment emergency release
- M leather steering wheel with multifunction
- M seat adjustment electric, with memory function
- Rain sensor and automatic headlight control
- Rear screen roller blind, electrical
- Velour floor mats
- Warning triangle and first aid kit
- Xenon headlights (with Daytime Running Lights)

2.5 New options.

- SA217 Active Steering
- SA223 Electronic Damper Control
- SA2MD M Drive
- SA322 Comfort access
- SA490 Seat backrest width adjustment
- SA524 Adaptive headlights
- SA563 Extended light package
- SA5AC High Beam Assist

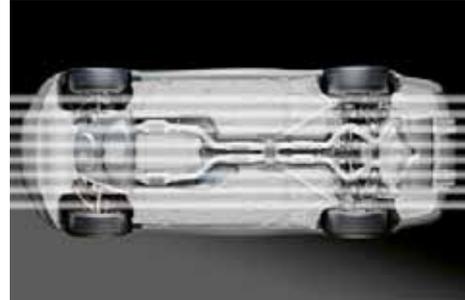
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3.0 Supplementary Information.

3.1 Distinctive Styling Characteristics of the M3 Coupé.



- The first M3 to feature a V8 engine, with 4.0-litre capacity and 309kW of power.
- M front air dam with integrated air inlets to cool the engine. Due to its tremendous power, the V8 engine in the BMW M3 requires an enormous supply of air for combustion, and for cooling the engine, steering and transmission oil. This is where the distinct side openings in the front apron come into play, which also explains why the car does not have fog lamps. The distinctive lines of the front air dam also incorporate the Xenon headlights which come as standard. The front design is also embellished with additional air inlets on the bonnet.
- Comprehensive underbody paneling for optimized underbody airflow control.
- The exterior side mirrors are perfect in design and function to the finest detail. The shape of the two exterior mirrors adds to the overall aerodynamics.
- Wider track with extended wheel arches.
- Boot lid with integrated rear spoiler
- M rear apron with diffuser for optimized underbody airflow control.
- Trademark M exhaust system. Its design ensures a great sound, good enough, in fact, to give you goose bumps. It features four impressive tailpipes, arranged in two pairs on the left and right.

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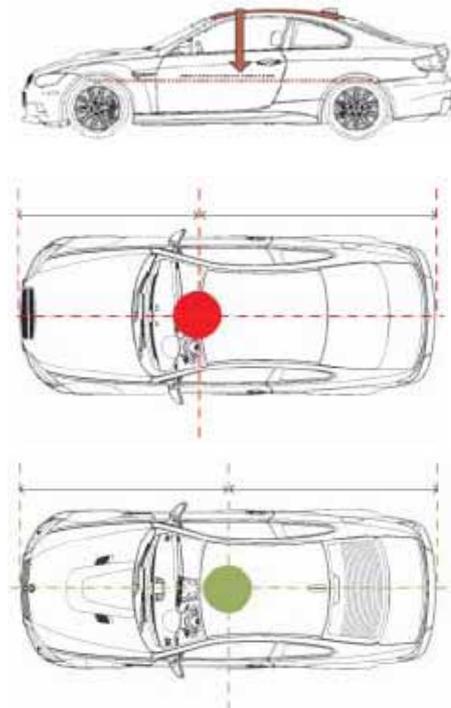
3.2 Intelligent Lightweight Design.



What makes the BMW M3 so agile? A whole host of measures, amongst the most important ones is the weight reduction of numerous components, without compromising safety and stability.

- This includes high-strength bumpers, the complete roof front section, the CFRM (Carbo-fibre reinforced material) roof and the entire drive train.
- The CFRM was originally developed for aerospace uses. Its extraordinary low weight and superior strength also make it an indispensable material in Formula 1, yacht construction and racing bicycle design. A carbon roof, while just as strong as a steel roof, weighs far less. This lowers the centre of gravity even further, and also makes the car less prone to body roll, thus increasing agility and dynamic performance in all driving situations.
- The new V8 engine weights an amazing 15kg less than the previous six-cylinder unit.

The ideal car:



Mass is concentrated near the centre of gravity. Not the front, not the rear, but in the middle. The design of the M3 incorporated placing mass as close to the centre of gravity as possible, while maintaining the ideal 50/50 front-rear weight distribution.

The red dotted image depicts a car with centre of gravity far towards the front. This would result in the vehicle to under-steer, impacting negatively on agility and driving characteristics.

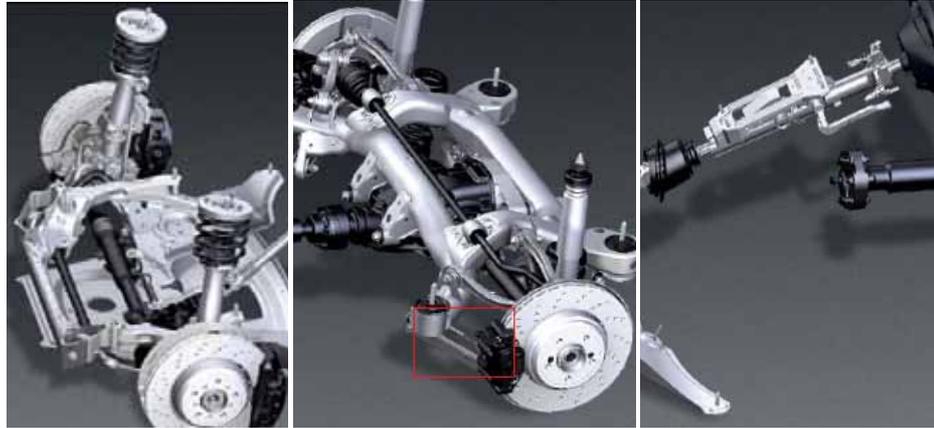
The green dotted image depicts a vehicle with intelligent weight distribution whereby the centre of gravity rests in the middle between the two axles. This in turn increases the agility and directional stability of the BMW M3.

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3.3 Precision in Suspension Technology.



- Front suspension – consistent lightweight engineering where possible, reinforcements where needed, these are the characteristics of the aluminium twin-joint spring strut front suspension with tension rods. One aspect of this is the particularly stiff linkage to the body. An aluminium reinforcement panel ensures that forces are distributed even better.
- Rear suspension – with the exception of one small detail, the lower trailing link, the five-link rear suspension has also been completely redesigned. Two transverse links and one trailing link ensure correct wheel location. This results in maximum directional stability near the limits, as well as optimum safety during compression and rebound.
- Spring struts – the front spring struts in the BMW M3 are particularly stiff and designed to handle extreme loads. Their central component is a lightweight aluminium inner tube.
- Steering – the new M Servotronic steering enables an extremely sporting drive. Being an adaptive power steering system, it adjusts steering forces as a function of road and speed. The M Drive menu also offers a second, even sportier steering mode with reduced power steering assistance.
- Wider track – the front and rear axles feature a particularly wide track. This stretches the cornering envelope even further. The visual effect associated with this emphasizes the car's athletic looks.

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3.4 BMW M V8 - Engineering Marvel.



BMW M combines racing technology and everyday usability in a way that is unmatched. The new BMW V8 engine that is at the heart of the BMW M3 is full of power. The new V8 engine is actually 15kg lighter than the six-cylinder engine used previously. The engine however offers significantly more power, as well as lower fuel consumption.

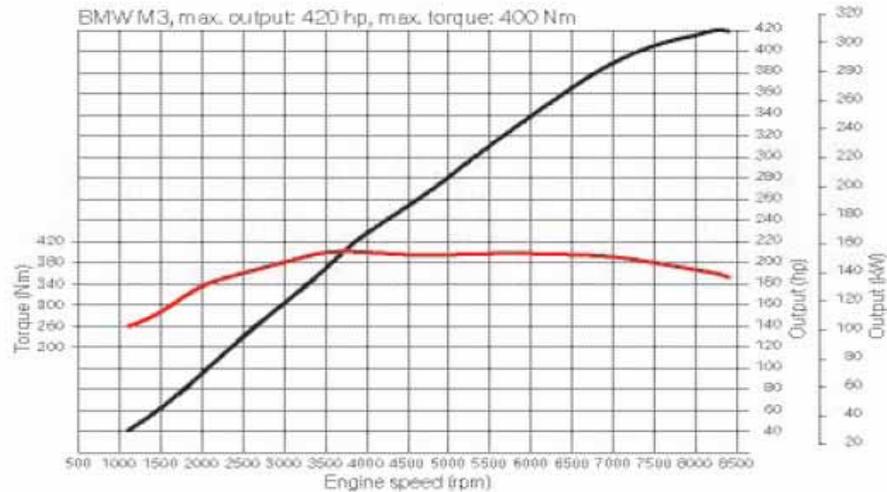
Key facts for the new High Revving Engine are:-

- V8 engine with 90° angle.
- 3,999cc capacity.
- 92mm bore x 75.2mm stroke.
- 309kW at 8,300rpm (see Power and Torque curve on the next page).
- Specific output of 77.25kW/litre.
- 400Nm at 3,900rpm.
- 0-100 km/h in 4.8 seconds.
- Top speed electronically limited to 250 km/h.
- Weight-to-power ratio (EU): 2.76kg/kW.
- Separately controlled, individual throttle butterflies, typically found only in race cars.
- V10 engine management system, processes 200 million operations per second.
- Coils and electronics are used for ion current measurement.
- Integrated pressure controlled fuel supply.
- Integrated Servotronic power steering control.
- M Drive: configuration of engine speed response, EDC, DSC via iDrive, with a central switch on the steering wheel.

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Power and Torque curve for BMW M3 Coupé.

3.5 M Differential lock.

Engine power is channeled to where it will have the greatest effect. The new drive train ensures that power is transmitted to the road with minimal losses, and features a special optimization concept, the variable M differential lock. This significantly improves traction when cornering fast or when starting on surfaces with varying levels of grip, by minimizing spinning of the drive wheels.



3.6 High Performance Braking System.



The completely new high-performance compound brake system was specially designed for the BMW M3. Due to its cross-drilled brake disc and partial use of aluminium, it is very lightweight in design. Fully floating, the brake discs can expand freely when stressed to the maximum. The perforations also provide optimum deceleration in wet conditions, on a par with that of ceramic brakes.

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3.7 Electronic Damper Control.



This optional system is unique in this class and offers the most individual customization of suspension settings. With its “Sport”, “Normal” and “Comfort” settings, the EDC system is perfectly matched to the BMW M3.

3.8 M Drive.



M Drive is your personalized driving program at the touch of a button. With M Drive, all control systems and vehicle response modes can be combined freely, with immediate access via the M Drive button on the steering wheel. iDrive is used to activate and select the desired settings and store them in a specially created personal program. Drivers can use M Drive to activate the defined settings for DSC, EDC, engine response (Power) and Servotronic at the touch of a button. Once the desired settings have been defined, a single press of the M Drive button is enough to restore them all.

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4.1 Exterior Views.



4.2 Interior Views.



The New M3 Coupé profile and pricing is loaded on FocusPro+ for proposal generation.

Should you require additional information, please do not hesitate to contact Anesh Kassen (012) 522-2753

Kind regards,
BMW South Africa (Pty) Ltd.

Anesh Kassen
Product Manager:
3 Series, M3 and Z4

Kelly Leishman
General Manager:
BMW Brand Management

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Attachment 1:

E92 M3 Coupé Profile and Option pricing.

		Retail (incl VAT)	
Code	Description	Model Code - WD92	
		M3 Coupé	
Indicative Retail Price (incl. VAT)			R 650,000
Code	Paint		M3 Coupé
300	Alpine White III	Solid Paintwork	Std
668	Black II		
A22	Sparkling Graphite Metallic	Metallic Paintwork	No cost Option
A29	Silverstone II Metallic		
A30	Interlagos Blue Metallic		
A52	Space Grey Metallic		
A75	Melbourne Red Metallic		
A73	Jerez Black Metallic		
Code	Upholstery		M3 Coupé
NCSW	Novillo leather Black	Seats in leather Novillo headrests in leather with embossed M symbol, luggage nets on front seat backrests, gearshift lever, handbrake lever grip and gaiters in leather.	Std
NCH1	Novillo leather Palladium Silver		
NCH2	Novillo leather Fox Red		
NCH3	Novillo leather Bamboo Beige		
NDSW	Novillo leather, extended Black	Extended Leather Novillo as above but also to lower instrument panel, and centre console.	R 28,500
NDH1	Novillo leather, extended Palladium Silver		
NDH2	Novillo leather, extended Fox Red		
NDH3	Novillo leather, extended Bamboo Beige		
Code	Trim Finishers		M3 Coupé
771	Titanium Shadow		Std
4MX	Brushed Aluminium, Shadow		No cost Option
4MY	Carbon Structure Black, Leather		No cost Option
4MZ	Fine-wood trim high-gloss Sycamore Anthracite		No cost Option
SA Code	Wheels	Description	M3 Coupé
Series	M light-alloy wheel double spoke 260M	Mixed tyres, 18 inch Front: 8.5 J x 18 tyres 245/40 ZR18 Rear: 9.5 J x 18 tyres 265/40 ZR18	Std
2MT	M light-alloy wheel double spoke 220M	Mixed tyres, forged and polished, 19 inch with integrated anti-theft security system. Front: 8.5 J X 19 tyres 245/35 ZR19 Rear : 9.5 J X 19 tyres 265/35 ZR19	R 17,500
SA Code	Standard	Description	M3 Coupé
249	Multifunction for steering wheel	Remote control for radio (volume, station search, title search forward and reverse, station buttons) with additional remote control for telephone functions including two keys 'Mode' and 'Recirculated Air' . In combination with option code 609 'Navigation system Professional': two individually programmable keys.	Std
302	Alarm system with radio remote control	For monitoring doors, engine-compartment lid and tailgate, battery voltage, including interior-movement sensor, tilt sensor and siren with emergency power supply.	Std
415	Rear screen roller blind, electric	Rear roller blind for the rear window, fully electric by remote operation from the lower instrument panel.	Std
423	Velour floor mats	Front and rear, colour co-ordinated with all standard carpet colours.	Std
428	Warning triangle and first aid kit	Attachment with container in tailgate trim panel.	Std
431	Interior rear-view mirror with automatic anti-dazzle function	Interior rear-view mirror with automatic anti-dazzle function. Included in option code 430 'Interior and exterior mirrors with automatic anti-dazzle function'.	Std
441	Smoker's package	Ashtray front/rear, cigar lighter in front.	Std
459	Seat adjustment, electric with memory	For front driver and passenger seats.	Std
4AE	Armrest Front, Retractable	Two-piece, sliding armrest segment, left. Storage volume is not restricted.	Std
502	Headlamp washer system	Washer jets in the front bumper for headlight cluster.	Std
521	Rain sensor and automatic headlight control	Automatic activation/intermittent-wipe control for windscreen wipers and automatic activation of driving lights at dark.	Std
522	Xenon headlights	Using Bi-Xenon technology with parking light rings including Daytime Running Lights.	Std
524	Adaptive headlights	Includes cornering lights, variable headlight beam distribution. Beam direction controlled by pivot-mounted headlights, using information about speed, steering angle and rate of yaw. Not active when car is reversing or steering turned to the right or while car is at a standstill, so as not to dazzle oncoming traffic. Cornering lights for illuminating the roadway when cornering and when slaloming with a suitable steering angle, at speeds up to 65 km/h.	Std
534	Air-conditioner with microfilter	Fully automatic temperature stratification and air volume control, separate temperature control for driver's and passenger's side, variable-temperature rear interior ventilation by nozzles in centre console, variable-temperature storage compartment in the centre console, including solar sensor and fogging sensor, Max-Cool and residual-heat buttons, automatic air recirculation control and active carbon filter, convertible-specific air conditioning program.	Std
540	Cruise Control	Cruise control on independent stalk, applicable from 30km/h.	Std
5DS	Luggage-compartment Emergency Release	Allows for opening of the tailgate from inside the luggage compartment.	Std
640	Car telephone preparation		Std
663	Radio BMW Professional	Standard radio FM/AM/LW RDS single tuner, CD player including MP3 decoder, title search, forward/reverse, scan and random function. Two-line display for extended display of telephone numbers, names and audio/MP3 titles. Direct telephone control by Soft-Key buttons and turn/push button. Adjustment of units and language by means of turn/push button. On-board computer in the display radio operating knob with decorative ring in 'Chrome Pearl Grey'.	Std
672	CD Changer for 6 CDs (MP3 compatible)	Output power with a total of 4 x 25 W. Amplifier with vehicle-specific equalising. HiFi loudspeaker system with a total of 10 loudspeakers, 3-way system with: - 4 midrange speakers (2 in the front doors, 2 in the side trim) - 4 tweeters (2 in the mirror triangle, 2 in the side trim) - 2 central bass speakers underneath the seats (output power 2 x 40 W).	Std
676	HiFi loudspeaker system	Output power with a total of 4 x 25 W. Amplifier with vehicle-specific equalising. HiFi loudspeaker system with a total of 10 loudspeakers, 3-way system with: - 4 midrange speakers (2 in the front doors, 2 in the side trim) - 4 tweeters (2 in the mirror triangle, 2 in the side trim) - 2 central bass speakers underneath the seats (output power 2 x 40 W).	Std
775	Anthracite roof lining		Std

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SA Code	Options	Description	M3 Coupé
217	Active Steering	Speed-related change of the steering angle for more precise, more direct steering, including Servotronic.	R 11,900
223	Electronic Damper Control (EDC)	Choice of three different damper characteristics, i.e., Comfort, Normal and Sport. Adjustable by EDC button or optionally by the M Drive Menu.	R 18,000
2MD	M Drive	Control systems and further settings can be preconfigured in the submenu M Drive of the iDrive menu. Settings are activated by means of the iDrive button, for example Servotronic and Engine response.	Only as part of M Dynamic Package
313	Exterior mirror package (electrical)	Exterior mirrors electrically foldable. Automatic parking function for front passenger's exterior mirror. Including heating for exterior mirrors and windscreen washer jets (standard for 6-cylinder). Key-dependent memory function for exterior mirrors.	R 2,100
322	Comfort Access	Keyless access (driver's and front passenger's doors, tailgate) and keyless starting of the vehicle, radio-remote controlled opening and closing of the hardtop and final closing of the hardtop from the intermediate position for convenient loading.	R 5,300
358	Climate comfort windscreen	Infrared reflecting, adapted to green coloured side windows including windscreen with grey shade band. Including option code SA521 'Rain sensor' with driving lights control.	R 2,600
403	Glass roof, electrical with sliding and tilting function	With integrated wind deflector and sun protection with floating headliner. Convenient opening feature operated by car key and one-touch function. PS. Steel roof replaces Carbon-fibre roof if SA403 is selected.	No cost Option
430	Interior and Exterior Mirrors with automatic anti-dazzle	Exterior mirrors electrically foldable, automatic parking function for passenger's side exterior mirror, key-dependent memory function for exterior mirrors. Including option code 431 'Interior rear-view mirror with automatic anti-dazzle function'.	R 3,800
470	Child seats ISOFIX attachment	Top Tether anchorage on front passenger's seat, anchorages for one ISOFIX child seat at front passenger's seat. Passengers side airbag can be deactivated by key-switch.	R 900
490	Seat backrest width adjustment	Adjustment for seat backrest width electrical for driver and front passenger. Also contains Lumbar support for driver and front passenger.	Only as part of M Dynamic Package
493	Storage compartment package	Includes storage nets in the luggage compartment, retaining net on the floor of the luggage compartment, 1 bag holder in the luggage compartment trim. 12V power socket in the luggage compartment. Rear seat console has an additional cupholder.	R 1,000
494	Seat heating for driver and front passenger seats	Heating of seat cushion and backrest.	R 3,300
4NA	Interior mirror with Digital compass	Display of the compass direction.	R 900
507	Park Distance Control (PDC) Rear	Acoustic distance warning of obstacles at the rear of the car. Sensors in the bumper painted in body colour. Note: in combination with option code SA609 'Navigation system Professional' also optical distance warning.	R 3,700
508	Park Distance Control (PDC), front & rear	Acoustic distance warning of obstacles at the front and rear of the car. Manual deactivation. Sensors in the bumper painted in body colour. Note: in combination with option code SA609 'Navigation system Professional' also optical distance warning.	R 6,500
563	Extended Light Package	Handle-area illumination in the door handle, exit lighting below in the doors, footwell lights in the rear, ambient interior lighting by means of a light band in door and side trim.	R 1,550
5AC	High Beam Assist	Automatic selection of low and high-beam, only with SA430/SA431.	R 1,650
601	TV Function	With hybrid video module for analogue and digital TV reception, operated via menu key and turn/push button, favourites buttons (8 programmable buttons for iDrive functions). Only with SA609.	R 26,400
606	Navigation System, Business	6.5 Colour monitor, arrow display, dynamic route planning. Operation via iDrive controller. Extra with standard radio: - FM/AM/LW RDS tuner - Title search - Forward/reverse - Scan and random function - Operating knob with decorative ring in 'Chrome Pearl Grey' - Favourites buttons (8 programmable buttons for iDrive functions). Extended Personal Profile functions can be set by means of iDrive. Including on-board	R 13,300
609	Navigation System, Professional	Separate DVD player for map DVD and audio CD - Large 8.8 colour flat screen (LCD), divided into main window and assistant window - Voice control of navigation destination - Map display - iDrive controller - Operating knob with decorative ring in 'Chrome Pearl Grey' - Favourites buttons (8 programmable buttons for iDrive functions).	R 19,900
620	Voice control	For various telephone, entertainment and navigation functions, voice control of, for example: - Audio transmitters, audio sources, tracks - Air-conditioning settings - Navigation displays - Telephone. Speaker-independent. Language association through option code 'Language version	R 3,300
644	Preparation for mobile phone with Bluetooth interface	Charger and hands-free facility for BMW-approved Bluetooth mobile phones. Vehicle interface for operation via Radio BMW Professional or iDrive. Voice control of telephone, invisible aerial with aerial connection to the mobile phone. Note: mobile phone and mobile-phone holder available through BMW Parts service.	R 3,200
677	HiFi Loudspeaker LOGIC 7 System	Harmann Becker LOGIC 7 signal processing, '5 channels', 11 active loudspeakers, 2 bass speakers at side, rear, 2 cone mid-range speakers in rear side trim panel, 2 cone mid-range speakers in front door finishers, 1 centre speaker in middle of instrument panel, 2 dome tweeters at rear side, 2 dome tweeters in mirror triangle. DSP control panel for simulation of 3 programmed 'audio environments': concert hall, jazz club and cathedral and 3 user-definable memories for reverberation level, room size and one 7-band equalizer via multi-information display, radio operating knob with decorative ring in 'Chrome Pearl Grey'.	R 3,900
752	BMW Individual High End audio system	Dynamic compensation of driving noises by road speed dependent volume control and road speed dependent equalising, optimum sound by DIRAC signal processing. Operation via iDrive controller. 16 high-power speakers, BMW central bass concept with woofers integrated into the floor of the vehicle.	R 19,500
760	BMW Individual high-gloss Satin Chrome	Side frame strip, mirror triangle / mirror frame and window recess cover in black high-gloss.	R 5,000
761	BMW Individual sun protection glazing	Extra dark green glass for the rear side windows and rear window.	R 2,900
Code	Packages	Description	M3 Coupé
Z01	M Dynamic Package	Package includes the following:- 223 - Electronic Damper Control (EDC) 2MD - M Drive 490 - Seat backrest width adjustment (incl Lumbar Support for driver and front passenger)	R 55,000

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Attachment 2: M3 Coupé (E92) Exterior Paint Finishes.



Alpine White III (300)



Black II (668)



Sparkling Graphite Metallic (A22)



Space Grey Metallic (A52)



Interlagos Blue Metallic (A30)



Jerez Black Metallic (A73)



Melbourne Red Metallic (A75)



Silverstone II Metallic (A29)