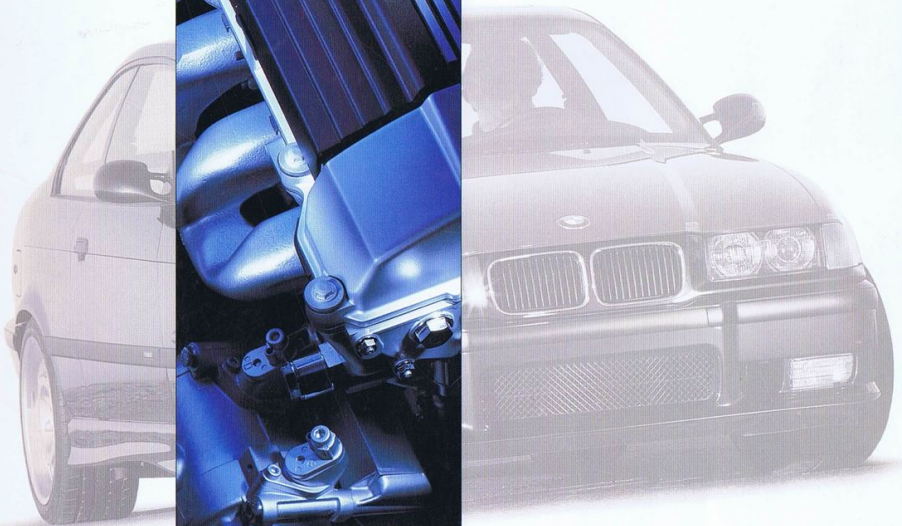


The BMW M3 Coupe



Styling
Pages 4-9

Performance
Pages 10-11

Safety/Handling
Pages 12-13

Interior
Pages 14-15

M Lifestyle/Financing
Page 16

Technical Data
Page 17

Standard/Optional
Equipment
Page 18

Color Chart
Page 19



The BMW M3: "Car of the Year!"* The press can't contain its enthusiasm; buyers are ecstatic. In the short time since the M3 made its entry into the U.S. arena, it's been a knockout. With classic, sleek looks and exhilarating performance to challenge many sports cars. Created by BMW M GmbH, a subsidiary of BMW AG dedicated to breakthrough motorsport technology and products, nothing exemplifies their philosophy better than this exceedingly powerful, yet thoroughly sensible Sports Coupe. The M3 answers the challenge of those who want thrilling acceleration, amazing handling, and the flat-out fun of a sports car while surrounded with luxurious creature comforts. Does it achieve that daunting combination? Just pick up a car magazine. Or ask a grinning owner.

* Automobile Magazine (1994 model comparisons), January 1995

A winning combination. Awarding the 1994 M3 "First Place" honors against the Lexus SC300, Nissan 300ZX 2+2 and Toyota Supra, Car and Driver raves, "The BMW M3 has it all: scintillating speed, brilliant handling, a utilitarian package – all for the lowest base price in the group... Add a perfect '10' in the fun-to-drive voting and it's no wonder the M3 was our runaway winner."*

* Car and Driver, December 1994

With head-turning style, responsive power that brings a smile to your face and tractable versatility for daily com-

muting, the M3 is an intelligent choice for enthusiasts who value a racing heritage in their primary car.

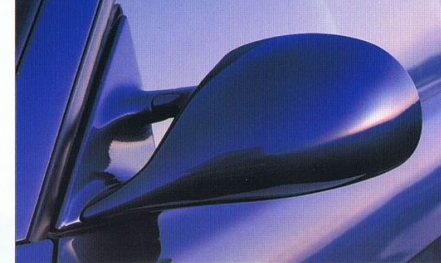


Love at first flight: The M3 devours the road and delights your driving soul. It combines the racy character and style

of a European sports car with the convenience of a coupe tailored to American driving needs. Its ride quality will take

you comfortably to the opera or the supermarket; its drive quality – around the nearest racetrack with equal grace.





Works of art, the sensuous sculpted form of the M3's side mirrors optimize aerodynamics, cutting wind resistance and noise. Heated mirrors are standard, as are heated windshield-washer jets and the driver's door lock.



The refined yet aggressive sports styling of the M3 reflects its dedication to all-out performance. With a drag coefficient of 0.32, the M3's deep front spoiler

and sculpted side skirts enhance aerodynamics and "ground effects," reducing lift at higher speeds. The air ducts provide ventilation to help cool the brakes.

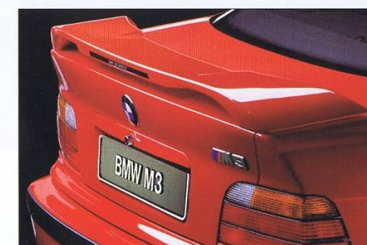


Twin polished exhaust tips emerge from a lower rear skirt that continues the line of the rocker panels. The M3's rear

diffuser channels air through the bumper, minimizing body lift and maximizing road-holding stability.

For those who want even more aggressive styling and additional high-speed* stability, a rear spoiler can be added as an accessory.

* Always obey posted speed limits.



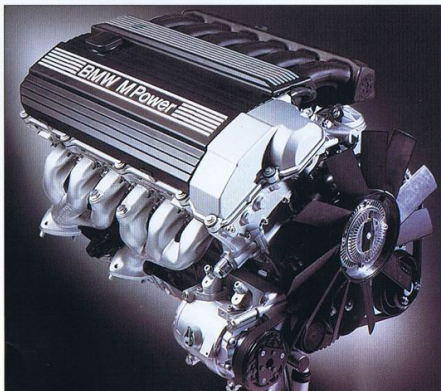
Thrilling acceleration, responsive steering. For driving enthusiasts, the M3 answers the question, "If you could only own one car, which would it be?" The M3 builds on BMW Motorsport's racing heritage – its tradition of innovative technology and exciting cars that are as competitive on the track as they are comfortable around town. And for the true enthusiast, the special Lightweight version will offer heart-stopping acceleration and performance.



At the heart of the M3 is an engine destined to become legendary for its power, smoothness and durability. Displacing 3.0-liters, BMW's 24-valve in-line six delivers 240 hp at 6000 rpm, 225 lb-ft of torque at 4250 rpm, and propels the M3 to 60 mph in a mere 6.1 seconds.

And considering its phenomenal power, it offers truly amazing fuel economy*.

*EPA estimated 19 mpg city, 27 mpg highway (manual); 19 mpg city, 28 mpg highway (automatic). Use estimated mpg for comparison to other cars. Your mileage may vary with speed, trip length and weather; actual highway mileage will probably be less.



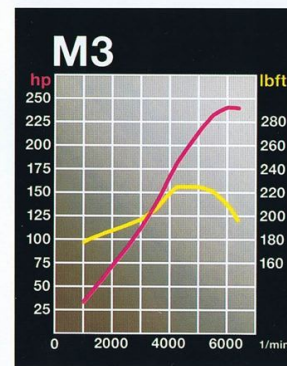
Today, more BMWs are competing on racetracks and in U.S. motorsport events than at any recent time. The street version M3 also finished first in class, second overall in the 1994 6,000-mile "One Lap of America" high-performance odyssey, gaining new fans at race tracks all across the country.



Possessing remarkable power and flexibility, the M3 benefits from BMW's sophisticated Digital Motor Electronics. It precisely controls engine functions to assure efficient and reliable operation.

An extremely wide torque band, due in part to BMW's variable valve timing system, gives the M3 both breathtaking

race car character at high revs, and low-end torque for quick off-the-line performance in any traffic situation.



Engine

Power and flexibility. These are the two key attributes of the BMW M3 engine. Whether you're snaking down a mountain road or negotiating urban traffic, the M3 power plant is the perfect engine for those who demand that breathtaking performance be accompanied by practical versatility.

BMW four-valve technology provides one of the highest specific torque and power outputs of any production engine worldwide. Exceptionally low gas-flow restrictions of the cylinder head ports guarantee optimized gas exchange, resulting in excellent low speed torque and "free breathing" at high revs.

Small, light valves enhance the reliability of cylinder head components. The centrally located spark plugs and compact combustion chamber increase efficiency for good fuel economy* and impressive power output throughout the entire rpm range.

A variable valve timing system results in smooth idling, as well as increased torque and acceleration. Another feature – knock control – protects the engine from the inadvertent use of low octane fuel.

The M3 power plant is reliable, durable and requires very little routine maintenance aside from oil, filter and occasional spark plug changes – another added value for one of the most powerful 3-liter engines ever to be placed under a hood.

Credit BMW's Digital Motor Electronics (DME). This highly sophisticated system analyzes and then actually fine-tunes the engine hundreds of times a second. Each cylinder is constantly adjusted to maximize operating efficiency under virtually all conditions. DME even has many fail-safe programs: in the unlikely event of certain electrical faults, it can actually reconfigure itself to bypass the problem. And DME has the incredible ability to diagnose itself for quick and efficient trouble-shooting.

Safety has been a cornerstone of BMW's philosophy for decades. All BMWs include F.I.R.S.T. – Fully Integrated Road Safety Technology. F.I.R.S.T. consists of active and passive safety features designed to help avoid accidents, as well as to help protect occupants during and after an accident.

Active Safety helps the driver avoid accidents. BMW has long held to the belief that it is much better to avoid an accident than endure one. For this reason, the BMW M3 is endowed with Active Safety features such as engine power and acceleration for passing maneuvers and a suspension that accurately communicates road conditions and responds precisely to driver input. Massive 4-wheel disc, anti-lock brakes are designed to help slow you readily and predictably.

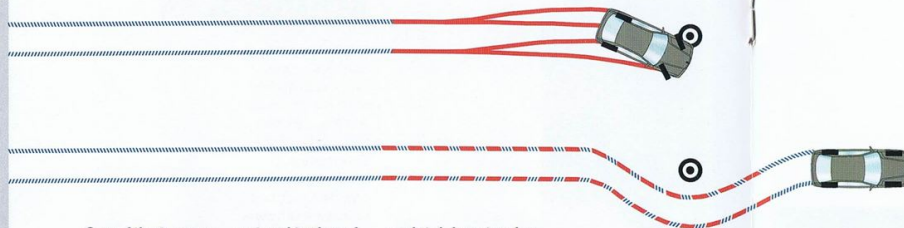
Passive Safety helps provide protection in an accident. Not every accident can be avoided. F.I.R.S.T. incorporates a host of Passive Safety features to help protect you and your passengers, including dual airbags, automatic front seat belt tensioners and body structures that already meet 1997 Federal side-impact standards.

Rigid body protection. The exceptionally rigid steel body acts as a protective passenger "safety cage." Front and rear collisions up to 9 mph are absorbed by collapsible "crush tubes" that help minimize costly damage. Only at higher impact speeds do structural supports begin to deform, dissipating impact energy to help protect occupants.

Theft protection. The M3 has many refined anti-theft systems. An electric central locking system locks all doors, trunk and gas cover. BMW's Drive-away Protection disables the engine so that it cannot be started when the central locking system is engaged. And a double-lock feature makes it nearly impossible to open the doors, even if the windows are broken.



The M3 is equipped with both driver- and passenger-side airbags. Seat belts should be worn at all times, however.



One of the tremendous assets of the M3 is its superb stopping power. The M3 boasts an exclusive Motor-

sport-derived layout and tuning of its ABS system. BMW anti-lock braking systems help prevent wheel lock-up to assist the driver in

maintaining steering control. This more aggressive ABS system takes full advantage of the M3's larger tires and light alloy wheels.

The large wheels accommodate fully vented brake discs that are more than a foot in diameter. These brake discs have repeatedly stopped the M3 from its top test-



track speeds without brake fade. How fast can the M3 go from 60-0 mph? In 111 feet – or just under 3 seconds. That's fast. And reassuring.



Few cars are as dedicated to the pure joy of driving as the BMW M3. Take a trip down a winding mountain road and you'll be impressed by the M3's athletic agility, responsive power and taut, muscular handling. The M3's cornering and road-hugging stability will have you searching for the long way home.



The heart of the M3 chassis is the patented central-link rear suspension, previously used in the BMW Z1 sports car. Its reinforced control arms and enhanced kin-

ematics provide flat, stable cornering even during aggressive handling maneuvers. Its dynamic capabilities and smooth ride add to driving confidence and pleasure.

The sporty 17" x 7 1/2" 10-spoke, light-alloy wheels and large high-performance tires were specially developed for the M3. The tire transfers the M3's enormous acceleration, braking and cornering



potential to the road. In the event of a flat, thanks to the special rim's design, the tire resists separation from the rim. This helps the driver to stop safely. New for 1995: an optional forged light-alloy wheel.

For the first time ever on an M car, BMW offers a 5-speed automatic transmission that preserves the M3's sporty driving character and fun. BMW's 5-speed automatic has a lower "low" gear for improved off-the-line response, and a higher "high" gear for increased efficiency. A crisp, responsive, electronically controlled shift pattern and choice of



different programs allow the driver to change gears manually, or move into a dynamic sport-shifting pattern.

Stronger, lighter, quicker. These are the attributes BMW engineers kept in mind when they created the suspension and braking systems for the M3. A lightweight suspension system also needs added strength to withstand the additional cornering forces generated. To take full advantage of the M3's amazing reflexes, the ABS was re-tuned for quick response.

Lower to the ground for stability. Light and agile, the M3's fully independent suspension system has recalibrated springs that lower the chassis. The lower center of gravity enhances the handling, especially when cornering. Large-diameter anti-roll bars help the M3 remain stable in turns. And gas-pressurized shock absorbers provide more aggressive suspension damping during spirited maneuvers. The front suspension's "anti-dive" characteristics and the rear suspension's "anti-squat" capabilities keep the car level under even hard braking and acceleration.

Handling technology that instills driving confidence. The M3's suspension and steering systems are designed to provide important feedback to the driver, capitalizing on natural instincts. The result is an automobile that acts not as a separate entity, but as an extension of the driver's will. BMW's chassis engineers combined two approaches in the M3's steering: variable assist to help ease parking and low-speed maneuvers, and variable ratio rack-and-pinion to achieve direct response characteristics.

What sets BMW apart from other contenders is our basic philosophy: the car and the driver are an interactive team. The close harmony between the driver's commands and the car's responses contribute to safer driving and to another important BMW objective: in addition to superb performance, comfort, safety and quality, driving a fine sports coupe should be great fun.

An interior designed to let you make the most of your driving talent. This high-performance car provides an equally high-performance interior – one that cradles the body, gratifies your senses and turns the driver's seat into a cockpit control center. Understated luxury surrounds you at every turn. And a new Luxury Package creates an even more handsome and civilized environment. Altogether, a class act in a whole new class.



The M3's sporty interior boasts outstanding ergonomics – all controls and instruments

are easy to read and clustered around the driver for almost instinctual operation.

New M-design sports seats cradle occupants firmly in this five-seater. There's a choice of luxurious Nappa leather with M-color stripes and backrests, or special M-cloth seats with Amaretta suede. Split fold-down rear seats provide convenient through-loading cargo space from the trunk.



Interior

It's not hard to build a comfortable easy chair.

The challenge is building a sports seat that offers firm support for taking curves the way an M3 does, and comfort for long-distance touring. The M3's sports seats are specifically designed to help counteract dynamic turning forces. Large side bolsters give your body something to press against in a turn. The shoulder areas of the seat backs are integrated, and adjust in concert with the headrest, allowing you and your front-seat passenger to personally tailor the seat's fit.

Constructed with multi-zone cushioning, the seats are softer in the center and firmer nearer the side bolsters. The seat springs are even tuned to the M3's unique suspension characteristics.

The cockpit of the M3.

BMW believes a driver should be a confident, fully functioning part of the automobile. And to make the driving experience as rewarding as possible, the M3 is designed so that controls, gauges and information panels are positioned to become an extension of the driver's arms, legs and eyes. As a result the driver's skills are optimized; instincts and reflexes are used to their fullest advantage.

The instrument panel curves in from the right for a true cockpit effect, putting everything directly at your fingertips and in open view. Important controls, such as windshield wipers, turn signals and headlights are placed in a primary zone near the steering wheel. Controls for heating and cooling and the sound system are in a secondary zone to the right. The M3's sophisticated monitoring and information systems keep the driver informed of a wide range of systems and functions, such as fluid levels, lights, brakes, or the need for servicing. And thanks to an electrostatic micro-filtration system that filters dust and pollen, the air inside may actually be cleaner than the air outside.

For those who desire more comfort and luxury, the M3 is available with a new Luxury Package. Wider, electrically adjustable sports seats with armrests enhance long-distance travel. Specially colored leather seating complemented by distinct M-style wood trim, chrome door handles, cruise control and an on-board computer add to the elegant, functional interior. Luxury Package exterior details include M-front spoiler and side sills, and striking 17" M-Contour wheels.



The M3 is more than an attitude – it's a lifestyle. M-owners are among the most enthusiastic and loyal members of the BMW family. For good reason. M-ownership is a shared appreciation of a truly great car – impressive technologies, superior quality and driving enjoyment. BMW makes ownership easy, affordable, fun and rewarding in many ways – practical and emotional.



The new M3 marks the first time an M-car has been specially created for the U. S. – to meet diverse lifestyles and driving conditions. Drivers of M-cars have a bond that goes beyond the M-badge on their BMW. To share that enthusiasm, BMW sponsors an exciting calendar of races and special events across the country, one- and two-day seminars at BMW Advanced Driving

Schools at convenient sites, and our information-filled "M-Driver" newsletter.

Another M-exclusive: the first line of accessories and apparel created expressly for Motorsport enthusiasts. Casual M-jackets, hats, polo shirts and T-shirts – proudly displaying the M-colors and racing motifs. These will be available through BMW dealerships or by calling 1-800-580-MCAR.

Your local authorized BMW dealer has very attractive pricing on the M3. And financing or leasing can be easily arranged to suit your personal needs through BMW Financial Services.

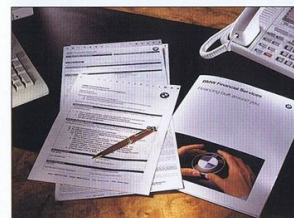
BMW's are treated like prized objects from manufacture through dealer delivery – and in customer care that is an important part of the BMW ownership experience.

BMW's commitment to your driving pleasure and peace of mind begins with our obsession to create The Ultimate Driving Machine.® Durability and dependability are significant components of luxury and performance.

BMW's commitment to quality and customer satisfaction is clearly demonstrated by the 4-year/50,000-mile bumper-to-bumper limited warranty. The M3 also has a 6-year/

unlimited mileage warranty against rust and corrosion perforation.*

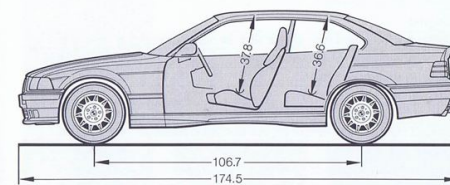
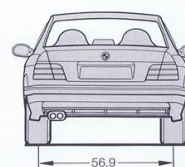
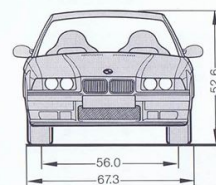
The optional BMW Scheduled Maintenance Program covers all recommended scheduled maintenance for the term of the new car limited warranty. A Full Maintenance Program, which, in addition, covers normal wear and tear items, is also available as an option.**



As further reassurance, BMW's Roadside Assistance Program provides emergency assistance 24 hours a day anywhere in the country, with just a toll-free call. And for a nominal fee, the BMW Service Card extends this service after the limited warranty for as long as you wish.

* See your dealer for details on these limited warranties.
** See your dealer for details on these programs. Some exclusions apply.
† Service provided by Cross Country Motor Club, Inc., Boston, Mass. 02155 except in California, where services are provided by Cross Country Motor Club of California, Inc., Boston, Mass. Benefits may vary to conform with the laws of your state.

Technical Data



All dimensions in inches.

Weight	M3	M3 Lightweight
Unladen	3175 (3241)	2950
Max. permissible	4255	4255 (est.)
Permitted load	1080	1080
Permitted axle load front/rear	2007/2403	2007/2403
Permitted roof load	165	165

Engine	In-line 6/24	In-line 6/24
Cylinders/valves	3.0	3.0
Capacity	liters	liters
Bore/stroke	inch	inch
Nominal output/rpm	hp	hp
Max. torque/rpm	lb-ft/min	lb-ft/min
Compression ratio/prem. unleaded fuel	:1	:1

Transmission	Standard gear ratios I/II/III	Standard gear ratios I/II/III
Standard gear ratios I/II/III	:1	:1
IV/V/R	:1	:1
Final drive ratio	:1	:1
Automatic gear ratios I/II/III	:1	:1
IV/V/R	:1	:1
Final drive ratio	:1	:1

Performance	Cd	Cd
Drag coefficient	0.32	0.32
Top speed **	mph	mph
Acceleration 0 – 60 mph	sec	sec
1/4 mile	sec	sec

Fuel Consumption†	City	City
City	mpg	mpg
Highway	mpg	mpg
Fuel tank capacity	U.S. gal	U.S. gal

Wheels	235/40 ZR 17	235/40 ZR 17
Tire dimensions	7.5J x 17	7.5J x 17
Wheel dimensions	Light alloy	Light alloy
Material		

Electrical System	Amp-hours	Amp-hours
Battery capacity	75	75 (50")
Alternator output	Amps/Watts	Amps/Watts

Numbers with () apply to vehicles with automatic transmission.

* Engines selected at upper end of design tolerance.

** Top speed limited electronically.

† EPA-estimated figures are for comparison purposes only. Your actual mileage may vary, depending on speed and trip length; actual highway mileage will most likely be lower.

†† Special equipment.

Standard and Optional Equipment of the BMW M3

Standard Equipment	M3	M3 Lightweight
Engine		
Water-cooled in-line six-cylinder four-stroke engine	●	●
4-valve, aluminum alloy cylinder head	●	●
Dual overhead camshafts	●	●
Variable valve timing (VANOS)	●	●
Hydraulic valve lifters	●	●
Forged steel crankshaft running in seven main bearings	●	●
Dual-mass flywheel	●	●
Digital Motor Electronics (DME) engine management system with fail-safe mode and on-board diagnostics	●	●
Cylinder-specific knock control	●	●
Distributorless electronic ignition system	●	●
Closed-loop catalytic converter	●	●
Selected engines	●	●

Transmission/Suspension		
Front engine/rear drive layout	●	●
5-speed manual transmission with direct 1:1 fifth gear	●	●
M3 sports MacPherson-strut front suspension with anti-dive geometry and anti-roll bar	●	●
Fully independent central-link rear suspension with anti-squat geometry and anti-roll bar	●	●
Gas pressurized front struts and rear shock absorbers	●	●
25% limited-slip differential	●	●
Fully vented four-wheel disc brakes -- 12.4" (front) / 12.3" (rear) diameter	●	●
High-performance-tuned anti-lock braking system (ABS)	●	●
Engine speed-sensitive power steering	●	●
Variable ratio rack-and-pinion steering	●	●
Rear axle ratio: 1:1.3:23	●	●
Ultra sport suspension	●	●
Shock tower brace	●	●

Body		
Two-door M-Style Coupe	●	●
Rigid all-steel unibody	●	●
Crumple zones front/rear	●	●
2.5 mph bumpers with 9 mph front crumple tubes	●	●
Meets 1997 Federal side-impact protection standards	●	●
Extensive electro-galvanizing rust protection	●	●
17.2-gallon fuel capacity	●	●
Flush-bonded windshield and rear window	●	●
Aluminum doors	●	●

Exterior Features		
M3 sports styling with front spoiler, ground effects, side skirts and rear diffuser	●	
M3 sports styling with front spoiler, including adjustable race splitter, ground effects, side skirts, rear diffuser, M3 rear spoiler (mounted) and M3 GT race spoiler as by-pack		●
M3 sport 17-inch alloy wheels with ZR 235/40 tires	●	
M3 sport 5-spoke forged-alloy wheels with 7.5J x 17 (front), 8.5J x 17 (rear) ZR 235/40 tires	●	●
Wrap-around bumpers and parking side strips	●	
Wrap-around bumpers and parking side strips with Motorsport International emblem	●	
Tinted windows	●	●
Aerodynamic heated M-style side mirrors	●	●

Standard Equipment	M3	M3 Lightweight
Interior Features		
Leather or cloth/suede M3 sports seats with adjustable lateral shoulder support	●	
Black/red cloth Motorsport design sports seats with adjustable lateral shoulder support		●
M leather sports steering wheel	●	●
Leather shift knob	●	●
Driver and front-passenger airbags, front seat belt tensioners	●	●
Rear folding seats for through-trunk storage	●	●
Seat belts with height adjustment	●	●
Full-size spare tire and alloy wheel	●	●
Illuminated luggage compartment with approx. 9.2 cu. ft. capacity	●	●
Glove box flashlight	●	●
Trunk-mounted tool kit	●	
Carbon fiber trim		●
Motorsport International emblem		●

Electrical System		
Dual halogen free-form headlights	●	●
Free-form foglights	●	●
Electronic/analog instruments	●	●
Service Interval Indicator	●	●
Multi-Information Display with outside temperature	●	●
Digital clock	●	●
Check/Control	●	●
One-touch electric front window open/close	●	●
M-style power side mirrors	●	●
Micro-filtered air conditioning system	●	
Automatic interior lighting with fade-in/out feature	●	●
10-speaker, 250-watt AM/FM stereo cassette; pre-wired for CD player	●	

Options	
5-speed automatic transmission	○
Power-operated sunroof	○
Cruise control	○
Heated front seats	○
Rear deck spoiler	○
Forged alloy wheels	○
BMW on-board computer	○
BMW CD player	○

Luxury Package includes:	
Cruise control, extended leather interior, wood trim, electric seats, sport seats with armrests, chrome interior door handles, on-board computer, M-front spoiler and side sills, 17" M-Contour wheels	○

M3 Lightweight Performance Package Options:	
Ride height adjustable suspension	■
Cross drilled brake rotors	■
Adjustable camber plates	■

● = Standard
○ = Optional
■ = Special order only

Color and Upholstery

Standard Colors

300 Alpine White

267 Dakar Yellow

314 Bright Red

Metallic Colors

309 Arctic Silver

276 Avus Blue

275 Boston Green

283 Daytona Violet

303 Cosmos Black

Cloth Upholstery
Amaretta®

B4TT Gray

B4AT Anthracite

Leather
Upholstery

N5CM Champagne

N5TT Gray

N5MQ Mulberry

N5SW Black

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

Recommended Exterior and Interior Color Combinations

				Standard Colors			Metallic Colors				
Model	Interior Fittings		Code No.	300 Alpine White	267 Dakar Yellow	314 Bright Red	309 Arctic Silver	276 Avus Blue	275 Boston Green	283 Daytona Violet	303 Cosmos Black
M3	Cloth Amaretta® ¹)	Gray	B4TT	●		●		●		●	●
		Anthracite	B4AT	●	●	●		●		●	●
	Leather ¹)	Gray	N5TT	●		●		●		●	●
		Black	N5SW		●	●		●		●	●
	Extended Leather ²)	Champagne	N5CM			●		●	●		●
		Mulberry	N5MQ	●		●	●	●	●		●
		Black	N5SW	●		●	●	●			●

Extended Leather interior available only with the Luxury Package.
¹) Motorsport seats ²) Sport seats

Interior upholstery colors are not available in all exterior finishes. See your local BMW dealer for accurate details. This brochure 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, N.J. 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. 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 dealer. © BMW AG, Munich/Germany.
Not to be reproduced wholly or in part without written permission of BMW AG, Munich.

Peak performance as a philosophy.



BMW Motorsport International

A tradition of constructing and campaigning championship race cars for factory and private teams.



BMW M Cars

BMW M3 and 850CSi: The marque of high-performance sports cars for the driving enthusiast.



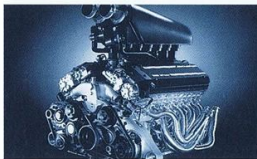
BMW Individual

The concept of the personalized car: individual design ideas to satisfy nearly every requirement.



BMW Driver Training

Comprehensive programs in advanced driving techniques for greater safety and pleasure.



BMW Systemtechnik

A high-technology engineering and development service for specialized automotive applications.

BMW M GmbH

Dedicated to the automotive enthusiast