

Dealer Operator / General Manager	Sales - New Car	Sales - Used Car	Business Manager (F&I)	Service	Parts & Accessories	Administration
Date: Bulletin # 08-M3-06	January 18, 2008	Source: Name: Title: Phone #:	Product Planning & Strategy Larry Koch M Brand Manager 201.307.4036			

Product Planning & Strategy

BMW Dealer Bulletin

The All-New M3 Convertible – MY2008

BMW announces the 4th generation M3 Convertible to perfectly compliment the previously announced M3 Coupe and Sedan. Like its stable mates, the M3 Convertible features the new M designed 4.0 liter, 414 horsepower V-8 engine and 6 speed manual transmission propelling the M3 Convertible from rest to 60 mph in 5.1 seconds. The recently announced M Dual-Clutch transmission with Drivelogic (M DKG Drivelogic) will be available as an option starting with June production.

The M3 Convertible, like the 3 Series convertible, will have the Electro-hydraulically operated retractable hardtop ensuring supreme performance with nothing but the sky above. The hardtop provides a quiet, comfortable interior when in the up position and the trunk space expands to hold two golf bags. The optional Through-loading rear seat makes the available luggage space even more flexible for those vacations in the sun. The driver and three passenger seats are covered in standard Novillo leather featuring BMW's Sun Reflective Technology to keep the seats cooler on those hot sunny days.

Options available for the M3 Convertible include:

- Premium Package – Power folding mirrors, universal garage door opener, Digital compass mirror, BMW Assist, and a choice of three optional interior trims
- Technology Package – EDC, M Drive, Comfort Access, and BMW Navigation system
- Cold Weather Package - Heated Seats, Through-loading system, Retractable headlight washers
- 19" wheels with performance tires in mixed sizes (style 220)
- Electronic Damping Control (EDC)
- Extended Novillo Leather Interior
- Enhanced Premium Sound system
- Rear seat Through Loading System
- Satellite Radio
- HD radio
- Enhanced Premium Sound System
- M DKG Drivelogic transmission

M3 Convertibles will begin arriving at centers in early May and centers will be able to fill order banks in a few days. Ordering information for the 2008 M3 Convertible will be available next week on CenterNet. The retail pricing for the M3 Convertible will be available at a later stage.