

<b>Retailer Principal</b>	<b>Sales Manager New Cars</b>	<b>Service Manager Parts Manager</b>	Service Personnel	Parts and Accessories	Administration
Bulletin No. 3 Series-14-01	Issued 01/25/13 For use within the BMW organization only	F. Dorais Tel.: 905-428-4915			

# BMW Canada Inc.

## 2014 Product Planning Bulletin



### Subject: All-New MY2014 BMW 3 Series Touring

Following the successful start of the new 3 Series Sedan (F30), BMW Canada is pleased to announce the expansion of the 3 Series line-up with the introduction of the all-new 3 Series Touring (F31). The new 3 Series Touring is ready to once more demonstrate its perfect blend of driving dynamics, technology and versatility combined in a sporty and elegant design.



With its new design, featuring short overhangs, a stretched hood, a long wheelbase and a broad stance, the BMW 3 Series Touring is the sportiest in its class. Its elongated roofline slopes down gently into a slim D-pillar that creates an athletic silhouette. The interior leads the field with plentiful space and flexibility, along with best-in-class luggage capacity of 495 litres. Thanks to bigger overall dimensions than the previous model, passengers benefit from a leg room increase of 18mm. Behind the ergonomic front seats, 17mm more knee space and an additional 9mm headroom ensure even more comfortable travel.

Offered exclusively with the award winning 2.0 liter TwinPower Turbo four-cylinder engine, the 3 Series Touring reaches 100 km/h in a mere 6.3 seconds! It benefits from the most advanced technology, such as 8-speed automatic transmission, Auto Start/Stop, the new generation iDrive system, and the latest BMW ConnectedDrive program including, amongst others, Advanced Real Time Traffic Information, Emergency Call, Active Blind Spot Detection, and BMW Apps.

The new 3 Series Touring showcases some new and unique innovations that will significantly enhance the functionality. As an example, the luggage compartment cover can now be stowed away under the trunk floor when not in use. Also notable on the new 3 Series Touring are the optional 40:20:40 split-folding rear seats and a rear window that opens separately from the tailgate. The tailgate can be conveniently opened and closed electronically using the vehicle key fob or by pressing a button. And when equipped with Comfort Access the Tailgate can even be opened with only a motion of the foot under the rear bumper.

The all-new 3 Series Touring will feature the Modern Line as a standard equipment, with the option to upgrade to the M Sport Line. The option program is for the most part identical to its Sedan sibling, with the exception of two new packages: the Rear Comfort Package which includes Rear Heated Seats, Sunblinds, and Storage Package; and the new M Performance Package, including M Sport brakes, 19" wheels, Adaptive M Suspension, and increased speed limiter (from 210km/h to 240 km/h).

Pricing will be released under a separate cover, closer to Canadian market launch. Please advise all concerned personnel.

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### Modern Line (standard)



### M Sport Line (optional) with 19" M Wheels (optional)



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### Optimal Versatility

- Best in-class luggage compartment volume (495 litres with seats up and 1,500 litres with seats down)
- Rear folding seats with 40:20:40 allow long items to be transported with minimal lost seating space
- Trunk cover can be stowed in a storage area under the floor



### Rear Comfort Package (NEW)

- Storage Compartment Package
  - o Nets on the front seatbacks
  - o 12V socket in the rear centre console
  - o Stowage net on the left of the luggage compartment
  - o Adaptive Fastening system with aluminium rail and four slots
  - o Reversible floor with protective film
  - o Partitioned stowage tray below luggage compartment floor.
- Manual Side Sunshades
- Heated Rear Seats



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### Functionality of Tailgate

- Tailgate can be conveniently opened and closed electronically using the vehicle key fob or by pressing a button inside the vehicle
- Split Tailgate – upper part can be opened independently
- The tailgate can be operated hands-free when equipped with the optional Comfort Access.



\* Sport Line shown on pictures not offered in Canada

### Panorama Sunroof (standard)

- Comprises two halves in glass
- Front half fully electrically adjustable
- If required, the electronically operated blind can be used to provide shade



### Next Generation Navigation System (highlights)

- Streamlined radio / media menu structure
- Improved navigation submenu handling
- Advanced Real-Time Traffic Information
- Voice-to-Text Speech dictation
- Simultaneous Phonebook support from multiple devices

