

Les nouvelles BMW M3 Competition M xDrive Berline et BMW M3 Competition M xDrive Touring.

Elles sont les gardiennes d'un badge légendaire et les meilleurs exemples des performances exaltantes et de la facilité d'utilisation au quotidien qui sont depuis longtemps une spécialité de BMW M GmbH. Aujourd'hui, la BMW M3 Berline et la BMW M3 Touring, aux multiples facettes, ont affiné leurs performances déjà impressionnantes dans de nombreux domaines. Une augmentation de la puissance de 15 kW/20 ch, une transmission intégrale de série en France, de nouvelles caractéristiques de design et d'équipement ainsi que de nouvelles mises à jour dans le domaine de la digitalisation ouvrent la voie à un nouveau chapitre de l'histoire de leur succès. Une nouvelle signature lumineuse, des jantes M en alliage léger forgé arborant un nouveau design, de nouveaux volants et garnitures intérieures ainsi que le BMW Operating System 8.5 viennent compléter cette mise à jour 2024.

- Les nouvelles BMW M3 Berline et BMW M3 Touring sont désormais **uniquement disponibles en version 4 roues motrices M xDrive avec transmission M à huit rapports avec Drivelogic sur le marché Français.**
- La **puissance du moteur six cylindres en ligne** doté de la technologie M TwinPower Turbo est portée à **390 kW/530 ch** (20 ch de plus que la précédente génération).
- La **dotation de série est encore enrichie** avec le BMW Live Cockpit Navigation Pro incluant l’Affichage Tête Haute HUD et le guidage avec Réalité Augmentée, le nouveau système d'exploitation BMW OS 8.5, le Park Assist, le système Hi-Fi Harman Kardon, la Personal e-SIM, les applications galvanisées, le vitrage calorifuge et les ceintures de sécurité avec liséré M.
- **Projecteurs avant et feux arrière redessinés. Nouveaux projecteurs avant « Matrix-LED »** optionnels avec inserts bleus.
- Badge « M3 Competition » en noir brillant.
- **Nouveau design de volant** avec méplat, repère rouge à 12 heures et surpiqûres aux couleurs BMW M (**volant en Alcantara** disponible en option).
- Buses de ventilation centrales et latérales redessinées avec éclairage et nouveaux inserts décoratifs.
- Nouveau **système d'exploitation BMW OS 8.5** avec guidage à Réalité Augmentée dans l'écran central ou le combiné d'instrumentation.

- Les nouvelles BMW M3 Berline et BMW M3 Touring sont produites à l'usine BMW Group de Munich. **Lancement commercial en juillet 2024.**
- Les Nouvelles BMW M3 Berline et BMW M3 Touring s'affichent aux tarifs suivants :
 - BMW M3 Competition M xDrive Berline : **120.000 €**
 - BMW M3 Competition M xDrive Touring : **122.200 €**

For this new edition of the storied model series, the most powerful version of the six-cylinder in-line engine with M TwinPower Turbo technology produces output of 390 kW/530 hp. In the new BMW M3 Competition Sedan with M xDrive (fuel consumption, combined: 10.2 – 10.1 l/100 km; CO₂ emissions, combined: 230 – 227 g/km in the WLTP cycle), and new BMW M3 Competition Touring with M xDrive (fuel consumption, combined: 10.4 – 10.3 l/100 km; CO₂ emissions, combined: 235 – 233 g/km in the WLTP cycle), the increased engine power is channelled via an eight-speed M Steptronic transmission with Drivelogic to all four wheels.

All model variants of the new BMW M3 Sedan and new BMW M3 Touring will be built at BMW Group Plant Munich. They will be launched worldwide with a production phase-in in July 2024. The most important sales regions for the BMW M3 Sedan are the USA, China, Great Britain, Australia and Germany. The BMW M3 Touring is extremely popular above all in Germany, but also in Great Britain, other European countries and Australia.

Traditional race-car feeling, distinctive characters.

Now in its sixth model generation, the BMW M3 is more powerful, more poised and assured, more advanced and more versatile than ever. The sedan is continuing a high-performance sports car bloodline that stretches back almost 40 years. The first generation of the BMW M3, unveiled in 1986, went on to become the most successful model in touring car racing worldwide. Then, as now, a car's success in motor sport was accompanied by steadily increasing popularity for the production model and rare levels of excitement for its owner out on the road.

The race-car feeling associated with the BMW M3 – present at the driver's fingertips over every mile of a journey – can be experienced in totally different ways with this latest generation. The BMW M3 Sedan now lines up alongside a Touring model, the BMW M3 Touring fusing the performance attributes for which this model series is renowned with additional practicality and expanded load-carrying ability. Folding down the rear seat backrests increases load compartment capacity from 500 to a maximum 1,510 litres.

With its new vehicle concept for the premium midsize class, BMW M GmbH caused an instant sensation not only among fans of the brand but also in the ranks of professional experts. In its first full year of production, the BMW M3 Touring won the "Golden

Steering Wheel" award presented by motoring magazine "Auto Bild" and the "Bild am Sonntag" newspaper in Germany. In Great Britain, it was crowned "Dream Car" of the year by "Autocar" magazine, while "Top Gear" magazine gave it the title "All The Car You'll Ever Need" in its "Car of the Year Awards".

With their distinct body concepts and specific qualities, the Sedan and Touring models occupy very different character spaces within the M3 range. One of their most important shared elements is their visually striking design with hallmark M features crafted precisely to meet the technical demands of cooling air supply and aerodynamic balance. The large, vertical BMW kidney grille with signature M double bars arranged horizontally, the powerfully sculpted wheel arches, the extended side skirts in contrasting Black high-gloss and the attachment parts for the front and rear aprons all provide clear pointers to the dynamic potential of the two models. The BMW M3 Sedan has a carbon-fibre roof as standard. The roof of the BMW M3 Touring, like its standard-fit roof rails, comes in black. It has a Gurney flap on the roof spoiler as an additional air-directing element.

Engine technology borrows from motor racing.

The new BMW M3 Sedan and new BMW M3 Touring feature a high-revving straight-six engine with M TwinPower Turbo technology. In all its output variants, the 3.0-litre unit stands out with its healthy appetite for revs into the highest reaches of the engine speed range and so produces the linear power delivery typical of high-performance models from BMW M GmbH.

Numerous elements adapted from race-car engine construction allow the power unit in the M3 to deliver an unmistakable performance experience on both road and track. The crankcase, with its sleeve-free, closed-deck construction, is extremely rigid and teams up with a forged crankshaft with lightweight design to unlock extremely high torque potential. The cylinder bores have a wire-arc sprayed iron coating. And the 3D-printed core for the cylinder head – another special M-specific feature – enables optimised routing of the coolant ducts that would be impossible to achieve using conventional metal casting methods.

Like the cooling system, the oil circuit is also designed to handle the particular challenges of track driving. A map-controlled oil pump ensures reliable oil supply even under extreme longitudinal and lateral acceleration.

The M TwinPower Turbo technology here comprises two mono-scroll turbochargers, each of which supplies compressed air to three cylinders. An indirect intercooler supplied by a low-temperature circuit plus specially designed compressors further enhance the turbocharger's power output. The package of technology also includes High Precision Injection – which works at maximum pressure of 350 bar to ensure fine atomisation of fuel and therefore faster engine response – as well as VALVETRONIC variable valve timing and Double-VANOS fully variable camshaft timing.

The engine variant in the new BMW M3 Competition Sedan with M xDrive and new BMW M3 Competition Touring with M xDrive develops an extra 15 kW/20 hp thanks to optimised configuration of the digital engine control unit (DME). The six-cylinder in-line engine now generates maximum output of 390 kW/530 hp (up from the previous 375 kW/510 hp) at 6,250 rpm. The upgraded engine, which also serves as the basis for the unit powering the BMW M4 GT3, summons its peak torque of 650 Nm (479 lb-ft) between 2,750 and a now even higher 5,730 rpm. The result is even more ferocious, sustained power delivery that adds another layer of intensity to the performance experience – in particular when the driver is exploring the car's dynamic limits – and enables impressive acceleration figures.

The new BMW M3 Competition Sedan with M xDrive accelerates from 0 to 100 km/h (62 mph) in 3.5 seconds, and the new BMW M3 Competition Touring with M xDrive completes the same sprint in 3.6 seconds – only a touch longer, despite its higher kerb weight. The increased output of the two all-wheel-drive models is reflected in 0 to 200 km/h (124 mph) times that are 0.5 seconds quicker in each case. The sedan now records a time of 11.8 seconds, the Touring 12.4 seconds.

The new BMW M3 Sedan and new BMW M3 Touring have an electronically limited top speed of 250 km/h (155 mph) as standard. However, if the optional M Driver's Package is specified, this figure rises to 290 km/h (180 mph) for the sedans and 280 km/h (174 mph) for the Touring model, allowing drivers to utilise the full potential of the powerful engines.

Model-specific composition of engine, transmission and chassis.

The standard eight-speed M Steptronic transmission with Drivelogic tuned to optimum effect to the performance characteristics of the engine at hand. Drivers favouring a sporty driving style will enjoy the benefits of the standard-fit gearshift paddles on the steering wheel, which allow the driver to make spontaneous interventions in the automatic transmission's gear selection process as and when they decide. The driving experience can be tailored even more precisely to individual tastes by adapting the shift characteristics of the transmission according to requirements and the situation at hand using the Drivelogic button.

The new BMW M3 Sedan and new BMW M3 Touring are both equipped with M xDrive to elevate traction to an even higher level. The rear-biased setup of the intelligent all-wheel-drive system further enhances the agility of the new BMW M3 Competition Sedan with M xDrive and new BMW M3 Competition Touring with M xDrive. The system teams up with the Active M Differential at the rear axle – whose operation is also fully variable – to add to the signature M feeling when powering through corners. In addition to the default 4WD setting, the driver can also select 4WD Sport mode via the M Setup menu. Here, a higher proportion of drive power is sent to the rear wheels for even more agile handling. Switching off DSC (Dynamic Stability Control) also brings 2WD mode into play, which means power is sent exclusively to the rear wheels. This mode offers skilled drivers a pure-bred driving experience without interventions from the control systems.

The high torsional stiffness of the body structure and chassis mountings creates the ideal platform for impressive driving dynamics and instantaneous response to steering commands. As well as the bracing elements in the BMW M3 Sedan, the BMW M3 Touring has additional torsion struts in the rear. This extra strengthening measure gives the Touring body variant the tools it needs to display the combination of dynamism, agility and handling precision typically found in BMW M models.

The M-specific kinematics and elastokinematics of the double-joint spring strut front axle and five-link rear axle ensure the harmonious blend of extremely dynamic handling and finely judged comfort-focused qualities in everyday use and over longer journeys characteristic of all the models in the M3 range. The standard adaptive M suspension gives drivers the ability to adapt the responses of the electronically controlled dampers as they wish. Via the M Setup menu, drivers can select from three different settings to optimise the car's handling in line with need and personal preference.

The package of chassis technology also includes M Servotronic steering and the integrated braking system, which works in conjunction with both the standard M Compound brakes and the optional M Carbon ceramic brakes. Both models have six-piston fixed-calliper brakes at the front axle and single-piston floating-calliper brakes at the rear. As well as larger and more heat-resistant brake discs – which, thanks to their considerable ability to withstand fade, ensure uncompromising deceleration even under extreme conditions – the M Carbon ceramic brakes also stand out with their intelligent lightweight construction; they are around 14 kilograms lighter than the standard M Compound brakes. The reduction in unsprung mass plays a particularly significant role in delivering increased agility, enhanced handling, faster response and lower fuel consumption.

The standard blue brake callipers of the M Compound system can also be specified in red or black as an option. The callipers of the M Carbon ceramic brakes have a Gold metallic painted finish. All of the variations feature a striking BMW M logo on the brake callipers at the front axle as an additional identifier of M-typical performance at work.

The DSC system, meanwhile, ensures a form of driving pleasure unmatched by any rival. Indeed, with M Dynamic Mode it offers an ultra-sporty configuration that raises the system's intervention thresholds when it comes to controlling braking inputs and delays the point at which it steps in to restrict engine output. This maximises the car's performance dynamics with DSC switched on. The system can also be fully deactivated (DSC off).

The new BMW M3 Sedan is equipped with the M Traction Control function. This slip control tech can be adjusted through ten stages according to the driver's preferences or the road conditions at hand. It allows the control system inputs to be reduced in stages so that the driver can approach the physical limits in race action on the track, for example. The M Laptimer and M Drift Analyser help experienced drivers improve their lap times and hone their drifting skills. The integrated application of all drivetrain and chassis systems was fine-tuned at locations including the Nürburgring's Nordschleife circuit, but it also ensures highly dynamic and at the same time precisely controllable handling in everyday driving.

Axle-specific wheel sizes, M forged light-alloy wheels with a new design.

All new BMW M3 models are fitted as standard with M forged light-alloy wheels in axle-specific rim sizes to the benefit of agility and handling. Standard specification for the new BMW M3 Competition Sedan with M xDrive and new BMW M3 Competition Touring with M xDrive includes Jetblack forged light-alloy wheels in double-spoke design (19-inch at the front axle and 20-inch at the rear axle).

New forged M light-alloy wheels in 19-inch and 20-inch formats have been added to the extensive optional equipment roster for all model variants. These are now finished in the colour Silver for the first time, their bright, shiny surfaces ensuring a sporty yet also elegantly sophisticated appearance.

Extensive selection of assistance systems; M Mode button to call up personalised selection of functions.

The new BMW M3 Sedan and new BMW M3 Touring set new standards in their segment with their extensive range of standard and optional automated driving and parking systems. In order to provide a dynamic experience that is both appropriate for the situation at hand and fits the high-performance sports car brief, the interventions of the driver assistance systems can be adjusted using the M Mode button on the centre console. For example, in the optional TRACK setting conceived for use on race circuits, all comfort and safety systems are temporarily deactivated.

Standard specification includes Parking Assistant, Cruise Control with brake function, front collision warning system with brake intervention, Lane Departure Warning including lane return with steering assistance, and Speed Limit Info with no-overtaking indicator. Among the items on the options list are the Driving Assistant and Parking Assistant including Reversing Assistant and the Driving Assistant Professional, which adds functions such as the Steering and Lane Control Assistant with automatic Speed Limit Assist, Lane Keeping Assistant, traffic light detection and Active Cruise Control with Stop&Go function.

Newly designed headlights and eye-catching details sharpen the cars' visual character.

Newly designed LED headlights, which bring together low and high beam in a single module, bring fresh accents to the front end of the new BMW M3 Sedan and new BMW M3 Touring. Two elegantly sculpted, subtly arrow-shaped and vertically arranged LED units in each module serve as both side lights/daytime driving lights and turn signal indicators. The technically focused impression created by the light sources, whose inner workings are now structured in a particularly striking way, ensures a progressive appearance which is also adopted by the slim LED rear lights with L-shaped taillights.

Adaptive LED Headlights with non-dazzling matrix high beam are available as an option, and include the cornering light function and urban lights. Blue inlays inside the headlights indicate the presence of this extremely sophisticated light technology. M Shadowline lights with dark inner accents are also available for cars specified with the Adaptive LED Headlights. The model badge on the boot lid of the Competition models is now accented by an elegant silver-coloured surround.

New steering wheels and interior trim elements for the M-specific sports car cockpit.

Open the door to the new edition of the high-performance models and the stripped-back design of the interior will provide an instant hit of motor sport DNA. New steering wheels and controls, plus highly sophisticated materials for the instrument panel and interior trim elements heighten the aura of exclusivity inside the M-specific sports car cockpit.

Also playing its part in the dynamic driving experience is a newly designed three-spoke M leather steering wheel with multifunction buttons and red centre marker in the 12 o'clock position. It now has a flat-bottomed rim and precisely modified spokes. Two M buttons for selecting individually configured vehicle setups and the gearshift paddles comes as standard to enable rapid interventions in the eight-speed M Steptronic transmission's gear selection process – exude an intense race-car feeling. An M Alcantara steering wheel in the same design and with the same functionality is available as an option for the first time. A heating function is available as an option for both steering wheel variants.

The M-specific cockpit design also includes a control panel on the centre console. Located here along with the gearshift lever / selector lever, the red Start/Stop button and the BMW iDrive Controller are controls including the Setup button and M Mode button. These can be used by the driver to configure their desired vehicle setup and activate cockpit display and driver assistance system functions tailored to the driving situation at hand.

High-quality, carefully crafted materials and M-specific design features in the interior create a modern premium ambience with sporting flair. The interior trim elements in the instrument panel, control panel and cup holder cover now come as standard in Aluminium Rhombic Anthracite. Options include interior trim elements in the M Carbon Fibre that now additionally includes elements for the steering wheel and the gearshift paddles. The optional Sensatec instrument panel now has a further refined surface structure.

The standard M sport seats offer an array of electrically operated adjustment options to make it easier to find the perfect position behind the steering wheel. A memory function for the driver's seat allows the driver to store their desired adjustment settings. Also shining the spotlight on the cabin's commitment to progressive sporting appeal are the integral head restraints with illuminated model badging. Standard specification likewise includes seat heating for the driver and front passenger, while seat ventilation is available as an option. Available as alternatives to the standard Merino leather trim are

Merino full-leather trim, BMW Individual Merino leather trim with extended features and BMW Individual Merino full-leather trim – each in a choice of four colours.

The optional, also fully electrically adjustable and heated M Carbon bucket seats provide an optimum, racing-car-like connection between driver and car. They fuse racing functionality with luxurious craftsmanship and excellent comfort over long distances. The use of carbon fibre-reinforced plastic (CFRP) in the seat surface and backrest elements, plus cut-outs in the side bolsters and below the head restraints enable a weight saving of 9.6 kilograms over the standard M sport seats.

BMW Curved Display and new BMW Operating System 8.5.

The new editions of the BMW M3 Sedan and BMW M3 Touring also welcome the latest generation of the display and control/operation system BMW iDrive based on BMW Operating System 8.5 into cockpits shaped by progressive sporting appeal. With the high-resolution BMW Curved Display angled towards the driver and upgraded BMW Personal Assistant, the interaction between driver and car is based squarely on operation using touch control and natural language. The fully digital screen grouping made up of a 12.3-inch information display and a 14.9-inch control display shows M-specific content. This includes additional information on the vehicle's status and sharpens the driver's focus on the road ahead. Also on the standard equipment list is the BMW Head-Up Display, which projects information relevant to driving – including a multi-coloured rpm dial, Shift Lights and M View – onto the windscreen, again in an M-specific style.

The M-specific graphics and content on the information display and control display are now joined by a new way of operating the standard-fitted automatic climate control system. The temperature and ventilation settings as well as the seat heating and – if specified – steering wheel heating can now be controlled either by touch using a special menu option in the lower area of the control display or by voice command. This latest advance in the field of digital operation brings a further reduction in the number of buttons and controls in the cockpit and a new design for the instrument panel. New adjustment controls for the air vent grilles in the centre of the instrument panel and on the driver's and front passenger side of the cockpit allow the airflow direction to be adjusted using rotating and tilting movements.

In addition to the footwells, the storage compartment in the front section of the centre console and the door openers, the standard ambient lighting now also encompasses contour lighting integrated into the trim around the central seam vents. Nine colours in multiples grades of brightness allow customers to adjust the effect to their personal preferences. The functionality of the interior lighting also includes an atmospheric Welcome and Goodbye Animation and light signals indicating an open door or incoming phone call.

As well as the cloud-based navigation system BMW Maps, the standard-fitted BMW Live Cockpit Plus includes two USB ports for data transfer, a Wi-Fi interface and

smartphone integration enabling the use of e.g. Apple CarPlay® and Android Auto™. Standard equipment for the new BMW M3 Sedan and new BMW M3 Touring also features a HiFi speaker system harman / kardon® with 16 speakers and a 464-watt amplifier, the standard telephony with wireless charging that enables wireless charging of compatible smartphones and the Personal e-SIM.

Distinctive looks and higher-intensity performance with M Carbon exterior package, M Race Track package and BMW M Performance Parts.

An M Carbon exterior package specific to each of the new high-performance cars brings bespoke precision to their outward appeal. With inlays for the wide front air intakes and a rear diffuser with unique geometry for each model, plus exterior mirror caps and a rear spoiler made from CFRP for the BMW M3 Sedan, the M Carbon exterior package also brings fresh visual sharpness to the race-car character of the two models. The M Race Track package, which brings M Carbon ceramic brakes, M Carbon bucket seats for the driver and front passenger and Carbon Fibre interior trim elements, reduces vehicle weight by as much as 25 kilograms.

BMW M Performance Parts offer customers additional scope for tailoring the high-intensity driving experience and dynamic aura of the new high-performance sports cars to their personal tastes. The selection of model-specific retrofit options ranges from exterior components made from CFRP and M Performance forged wheels with centre lock to M Performance floor mats and M Performance steering wheel trim for customising the interior.

CO₂ EMISSIONS & CONSUMPTION.

BMW M3 Competition Sedan with M xDrive

Fuel consumption, combined: 10.2 – 10.1 l/100 km [27.7 – 28.0 mpg imp];
CO₂ emissions, combined: 230 – 227 g/km in the WLTP cycle, CO₂ class: G

BMW M3 Competition Touring with M xDrive

Fuel consumption, combined: 10.4 – 10.3 l/100 km [27.2 – 27.4 mpg imp];
CO₂ emissions, combined: 235 – 233 g/km in the WLTP cycle, CO₂ class: G

Pour plus d'informations, merci de contacter :**BMW Group France**

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BMW Group emploie avec ses filiales commerciales et financières ainsi que son réseau exclusif de distribution près de 6.000 salariés en France. En 2023, BMW Group France a immatriculé 87 788 automobiles des marques BMW et MINI et 21 615 motos et scooters de la marque BMW Motorrad.

Le volume annuel d'achats de BMW Group auprès des équipementiers français et fournisseurs en France s'élève à 3,5 milliards d'euros. Dans le cadre de sa stratégie électromobilité, BMW Group offre une large gamme de modèles de voitures et deux-roues électriques et hybrides rechargeables.

BMW Group France poursuit en outre une politique active et pérenne de mécénat avec le programme BMW ART MAKERS qui soutient la création émergente dans le domaine des arts visuels, et des acteurs culturels de renom tels que les Rencontres de la Photographie d'Arles et Paris Photo. Depuis plus de 30 ans, BMW Group France finance des projets d'utilité publique par le biais de sa Fondation placée sous l'égide de la Fondation de France : actuellement l'entrepreneuriat à impact à travers le soutien aux associations Ashoka et Make Sense. L'engagement sociétal de BMW Group se décline aussi dans le sport français, notamment à travers son partenariat avec la Fédération Française de Golf (FFG).

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BMW Group

BMW Group, qui comprend les marques BMW, MINI, Rolls-Royce et BMW Motorrad, est le premier constructeur d'automobiles et de motos Premium au monde, fournissant également des services dans les domaines de la finance et de la mobilité. BMW Group exploite 30 sites de production et d'assemblage dans le monde, ainsi qu'un réseau de vente présent dans plus de 140 pays.

En 2023, les ventes mondiales de BMW Group ont atteint un volume total de 2,55 millions d'automobiles et plus de 209 000 motos. En 2022, l'entreprise a réalisé un bénéfice avant impôts de 23,5 milliards d'euros pour un chiffre d'affaires de 142,6 milliards d'euros. Au 31 décembre 2022, les effectifs de BMW Group étaient de 149 475 salariés.

Le succès de BMW Group a toujours été basé sur une vision à long terme et une action responsable.

L'entreprise a fixé très tôt le cap pour l'avenir et place systématiquement la durabilité et la gestion efficiente des ressources au cœur de son approche stratégique, depuis la chaîne d'approvisionnement jusqu'à la fin de la phase d'utilisation de tous les produits, en passant par la production.

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