BMW Canada
Corporate Communications

Media Information
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The all-new BMW X3 Sports Activity Vehicle.
Second-generation of a vehicle that launched an entire segment.

Richmond Hill, ON. BMW Canada is pleased to announce that the all-new, second-generation BMW X3 Sports Activity Vehicle will debut in early 2011.

In 2004 BMW introduced a new concept to the market: the small, premium Sports Activity Vehicle with all-road capability and unparalleled driving dynamics. This first generation BMW X3 became a best seller in the BMW line…both in the North America and in Europe. Through its lifecycle, over 600,000 original X3s have been sold worldwide. Subsequently, several competitors have entered the now hotly-contested segment.

The new second generation BMW X3 builds on the success of the original by developing its core competencies while adding new technology to establish new benchmarks for agility, efficiency and comfort. The new BMW X3 will be produced in an expansion of the BMW Spartanburg, South Carolina plant and is expected to arrive in Canadian BMW showrooms in early 2011.

Design: Exterior
The design of the new BMW X3 conveys elegance, agility and ruggedness. Up front, the forward-slanting BMW kidney grille and large headlight assembly combine with a powerful-looking front apron and hood boasting six contour lines sweeping down to meet at the kidney grill, giving the X3 a bold presence. The twin round headlights combined with the round fog lamps form the triangular light pattern that is characteristic of BMW SAV design. The upper edge of the headlight assembly sports an accentuating chrome trim, creating the focused design typical of BMW vehicles. BMW's signature "Corona Rings" are again illuminated to function as the daytime running lights. When equipped with the optional Xenon headlights, the Corona Rings and daytime running lights are illuminated by bright white LEDs.

The profile of the new BMW X3 is also characterized by a unique interpretation of typical BMW X design features. Powerfully flared wheel arches and the short front and rear overhangs emphasize the robust character of a BMW Sports Activity Vehicle. The dynamic appearance of the silhouette is

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accentuated by three characteristic lines. The new BMW X3's brand-typical upper contour line at door handle level rises steeply at first within the front wheel arch area, then flows gently to the rear. Two additional subtle lines follow this contour line above the wheel arches.

The rear is characterized by horizontal lines, underlining the new BMW X3's robust character. Precise lines and expressively modeled surfaces create attractive light and shadow effects. The taillights, which are located far to the outside, have a distinctive T-shape that is characteristic of the BMW X3. LED light bars create a distinctive BMW night-time design signature.

Dimensionally, compared to its predecessor the new X3 is 12mm taller, 83mm longer, 28mm wider, and features 12mm more ground clearance. It rides on a wheelbase which is 15mm longer, at 2810mm.

Interior: First-class ambience, intelligent functionality.

A generous and versatile spatial concept, high-grade materials and a characteristic three-dimensional surface design provide the interior of the new BMW X3 with a modern, premium ambience and intelligent functionality. The horizontal lines of the instrument panel accentuate the width of the interior. The driver orientated cockpit, a hallmark of BMW design, is emphasized by the asymmetrically designed center console. The Central Display of the optional navigation system with fourth generation BMW iDrive is harmoniously integrated into the instrument panel. The system features an 22 cm high-resolution trans-reflective screen that is the largest on-board monitor in its vehicle segment. Throughout the vehicle, the new BMW X3 has a large number of storage compartments, trays and cup holders.

The raised seating position facilitates egress and ingress, while providing outstanding outward visibility. The three rear seats offer outstanding comfort for travelling long distances and significantly more leg and elbow room than its predecessor. With cargo volume between 550 and 1,600 litres, the luggage compartment of the new BMW X3 is the largest in its segment (per European specifications). At the same time, the versatility with which available space can be adapted to suit each personal requirement is also unrivalled. The rear seat backrests can be split at a ratio 60 : 40 and can be folded down either individually or together.

The X3 xDrive28i: 6-cylinder power for the entry model.
The entry-level X3 xDrive28i will feature BMW's award-winning magnesium/aluminum 3.0-litre inline-6. In 2006 and 2007, the "N52" was awarded the distinction of being one of Wards 10 Best Engines of the Year. Its magnesium/aluminum construction, Valvetronic variable valve lift and Double-VANOS are features found only on BMW engines, and it is currently the lightest six cylinder engine for its size class in the world.

This engine is rated at 240 horsepower at 6,600 rpm and 230 lb-ft of torque between 2,600 and 3,000 rpm, and propels the X3 sDrive28i from 0 -100 k/hr in 7.1 seconds (preliminary). That's nearly a half-second quicker than the previous X3 xDrive30i equipped with an automatic transmission.

The X3 xDrive35i: Class leading performance and efficiency.
The new top model BMW X3 xDrive35i features BMW's newest turbocharged 3.0-litre inline-6 "N55" engine combining direct fuel injection, twin-scroll turbo technology and Valvetronic. The N55 engine develops a maximum output of 300 hp at 5,800 rpm, with peak torque of 300 lb-ft available all the way from 1,200–5,000 rpm. Redline is 7,000 rpm. This engine enables the X3 xDrive35i to sprint from 0 to 100 km/h in just 5.8 seconds (preliminary).

Both the BMW X3 xDrive28i and the X3 xDrive35i will offer not only the most dynamic driving characteristics in their categories, but also extremely impressive fuel consumption and emission levels within their class. Official Canadian fuel economy figures will be available closer to market launch.

Playing a supporting role: The innovative new 8-speed automatic transmission.
Like many new BMW models, the new X3 features an 8-speed automatic transmission which brings smooth shifting, sportiness and efficiency to new levels of perfection. Compared to the exemplary 6-speed automatic offered previously, the 8-speed has "taller" cruising gears that make a significant contribution to reduced fuel consumption and emissions, as well as quietness. Its wider spread of ratios from lowest to highest gear enhances acceleration and response across the range of driving speeds. The revolutionary design even allows for direct shifts from 8th gear to 2nd gear for maximum acceleration.

This new automatic's attributes have been achieved via an innovative concept that provides the two additional ratios (7 and 8) with no increase in bulk or weight. In a ground-breaking arrangement, four planetary gearsets and five clutch packs are controlled in a way that no more than two of the five clutch packs are freewheeling at any given time. The modest increase in the number of mechanical elements allows the new transmission to achieve unusually high efficiency. The so-called "gearing efficiency" is higher than 98% in all eight gears. . In 6th, gearing efficiency is at its optimum because that is a direct drive. Combine this with reduced friction and the ability to keep the torque converter "locked up" more of the total driving time, and the transmission becomes very much a part of the overall BMW EfficientDynamics concept.

New suspension, xDrive intelligent all-wheel drive, and made-to-measure dynamics.
The new BMW X3 features standard xDrive intelligent all-wheel drive. Now in its third generation, BMW xDrive has been revised to incorporate even more flexibility, quicker response and improved handling characteristics. The new system marks a significant evolution in xDrive capabilities, which has always depended upon a networking of Dynamic Stability Control and the xDrive system. With the overall Integrated Chassis Management system, all three control circuits work in parallel. This refined interaction achieves even quicker reactions to changing driving conditions and enhances xDrive's already outstanding handling dynamics.

BMW xDrive is unique in design and construction. In normal conditions, driving torque is always transmitted to the rear wheels, and most of the time to all four wheels. Normal torque split is 40% front/60% rear. The portion of torque transmitted to the front wheels is controlled by a multi-disc clutch that can be fully open (100% to the rear), fully engaged or at any level of partial engagement in between. The torque split between rear and front wheels is thus steplessly variable. Engagement pressure on the multi-disc clutch is directed by an electronic control system in response to actual road and driving conditions. This gives xDrive a dynamic ability that is unparalleled by other all-wheel drive systems.

The new BMW X3 also features completely redeveloped suspension technology. The combination of a double-joint spring-strut suspension at the front and a multi-link rear suspension provides the foundation for agility and driving comfort. The standard Servotronic speed-sensitive power steering contributes to the X3's precise handling.

The Dynamic Stability Control switch activates BMW's all-encompassing stability- and traction-control system. A brief push on this button switches the system to Dynamic Traction Control, in which DSC's intervention threshold is raised; one effect of this setting is improved traction in deep snow. A long push on the same button de-activates DSC altogether, though the anti-lock braking and anti-rollover functions always remain active.

An extensive range of standard and optional BMW ConnectedDrive functions.
BMW ConnectedDrive comprises all offers and technologies which connect our vehicles, drivers and passengers, and the outside world. ConnectedDrive is comprised of three main pillars: Convenience, Infotainment, and Safety. Each of these three pillars operates and interacts seamlessly with iDrive and other onboard controls to create a unique and unmatched experience for both the driver and passengers. These features will be outlined in detail at a later date.

Production at the BMW Spartanburg plant.
The new BMW X3 is produced at the BMW Spartanburg, South Carolina plant. With the production of the BMW X5 and BMW X6 models, the location has become the competence center for BMW X models within the BMW Group's worldwide production network. Thanks to a comprehensive $750 million expansion, BMW Plant Spartanburg is ready to produce the new X3 for distribution around the world.

Agility and comfort, sportiness and efficiency, ruggedness and elegance, flexibility and premium ambience – the new BMW X3 fulfils the varying demands made on a modern Sports Activity Vehicle. With its multifaceted qualities it sets new standards in the segment established by its predecessor.

Pricing and full product guides for all-new the 2011 X3 Sports Activity Vehicle will be made available closer to market launch in the spring of 2011.

The BMW Group

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 24 production facilities in 13 countries and has a global sales network in more than 140 countries.

The BMW Group achieved a global sales volume of approximately 1.29 million automobiles and over 87,000 motorcycles for the 2009 financial year. The pre-tax profit for 2009 was euro 413 million, revenues totalled euro 50.68 billion. At 31 December 2009, the company employed a global workforce of approximately 96,000 associates.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last five years.

BMW Group Canada, based in Richmond Hill, Ontario, is a wholly-owned subsidiary of BMW AG and is responsible for the distribution of BMW luxury performance automobiles, Sports Activity Vehicles, Motorcycles, and MINI. BMW Group Financial Services Canada is a division of BMW Group Canada and offers retail financing and leasing programs and protection products on new and pre-owned BMW and MINI automobiles, as well as retail financing for new and pre-owned BMW Motorcycles. A total network of 40 BMW automobile retail centres, 19 BMW motorcycle retailers, and 26 MINI retailers represents the BMW Group across the country.

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