

The new BMW 3 Series Coupé

The principal of advanced driving



APPLYING ADVANCED DRIVING METHODS

- The pleasure – and sometimes even exhilaration – of driving are rightly savoured by enthusiastic drivers, but these emotions should never come before self-control. Do not allow your enjoyment of driving along a quiet road on a bright spring morning, for example, to cause your speed to creep up unnoticed. (page 13)
- If you want to explore the capabilities of your car, find a deserted stretch of road and put it through its paces up to the speed limit. (page 28)
- Always drive with self-control and complete concentration. (page 15)

(Source: The Advanced Driver's Manual, Institute of Advanced Motorists, 1998)



The new BMW 3 Series Coupé

The concept

A matter of principle

Advanced driving is based on a set of fundamental principles. Each of these guides every action a driver takes behind the wheel of a car. Advanced drivers control their cars with intense concentration and awareness. They anticipate dangers and mistakes. They build into their technique a comfortable margin for safety. This does not mean they drive at a snail's pace. Nor does it mean they are forever anxious about what might be round the next corner or over the next rise.

No. Advanced drivers are confident and decisive. They are enthusiastic about driving, but never reckless. As a result, they tend to make better progress than most, often unobtrusively. Like top-level athletes, they constantly strive to improve their performance. They are more competitive but don't break the rules.

With the new 3 Series Coupé, BMW has applied this set of principles to a car and has produced what is quite simply the leader in its class. For BMW's engineers have long understood two fundamental facts – that when the wheels that drive a car are also expected to steer, handling becomes difficult, and that objects are easier to manoeuvre when evenly balanced. So, like all BMWs, the new car has rear-wheel drive, with near-perfect weight distribution.

The attention to detail inspires awe. There are only three components which the new car shares with any other model in the BMW range – the roundel, the door handles and the side indicator lenses. Everything else is new and has been specially engineered to make the new 3 Series Coupé a sheer pleasure to drive.

Exterior design has been honed to create the best aerodynamics possible, with consequent advances in performance. The interior is finished with the finest quality materials and engineering expertise to give the car not only the feeling of being hewn from one solid, luxurious piece, but also to offer the most comfortable and practical space, whatever the journey.

In addition, the car has been enhanced to make it one of the most responsive and agile cars available. The technologies contained within add significantly to the existing specification and also to the safety and driveability of the car.

In this magazine we bring you the most comprehensive idea yet of the many aspects which go to make up the new 3 Series Coupé and underline just what it is that allows it to adopt the mantle of the Principal of Advanced Driving. ■



Room to manoeuvre

Shoulder room, elbow room, legroom – all have been increased in the new model, making for a more comfortable ride. In addition, the luggage-carrying capacity of the new 3 Series Coupé has been enlarged and made more flexible.

The interior takes advantage of the longer wheelbase to offer more space. The rear seats are individually contoured, giving passengers more comfort and support. For people who just want to put a few bags – and maybe some golf clubs – in the back and set off for some spur-of-the-moment travel, this car is ideal. The boot itself offers five litres increased volume over the previous model – a total of 410 litres. It is lower slung and wider, allowing easy and unencumbered access.

For those people who have more to carry, the rear seat can also be split in a 60:40 ratio, or lowered as a whole, so longer objects can be through-loaded.

● For more information see **The feel**, pages 16 to 21

Power to your elbow

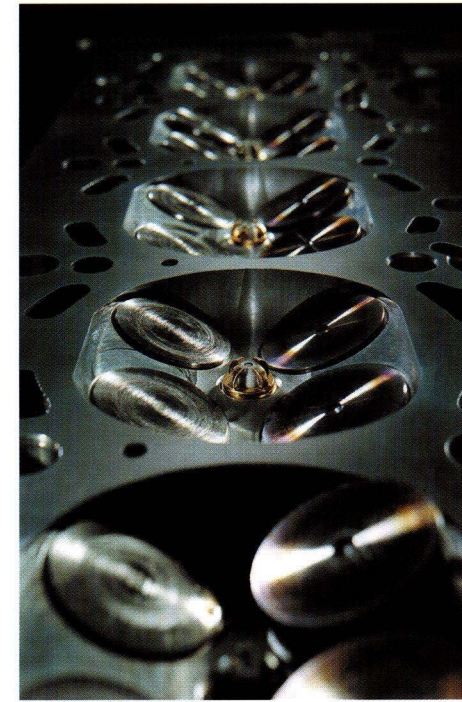
The 323Ci and 328Ci are fitted with the 2.5-litre and 2.8-litre straight-six double-VANOS engines respectively. As with all BMWs, these power units are longitudinally mounted so that the power takes a more direct route through the car. These have been re-engineered to produce peak torque at lower revs.

Double-VANOS eliminates the usual compromise between the need for increased torque and increased top-end power. It continually adjusts the duration of the intake and outlet camshafts for increased torque at low revs and optimum power at higher engine speeds.

And the new 3 Series Coupé's advanced fuel-feed system provides even smoother and more consistent idling qualities, a more progressive response in stop-and-go traffic and a further reduction of fuel consumption.

In the meantime, the two-mass flywheel reduces transmission noise from vibrations and dampens the transmission of these oscillations throughout the entire engine speed range.

● For more information see **The engines**, page 22



The choice is yours

With the new 3 Series Coupé, BMW has produced a car with an enhanced specification that also offers significant value-for-money.

In addition to the 15 body paint colours, 15 types of upholstery and five combinations of alloy wheels and tyres, the standard equipment now includes



an Anti-lock Braking System (ABS), Automatic Stability Control and Traction (ASC+T), BMW Business Radio with CD preparation and Sports suspension. There are also electric front and pop-out rear windows, an

automatically dimming rear-view mirror, a remote control alarm system and automatic air conditioning.

BMW is also constantly increasing and improving the range of accessories that can either be added when a new car is ordered or retrofitted. These include an on-board monitor with a flat-screen colour television with an integrated audio-cassette player and control panel for all the main functions including the computer and radio.

A satellite navigation system can pinpoint the precise location of a car to within 10m and guide the driver conveniently, quickly and directly to the destination of his choice.

And for the first time BMW is simultaneously launching a car and a styling kit that can be fitted by your BMW dealer. Available will be both front and rear aprons as well as side



skirts. A rear spoiler as well as a wide range of alloy wheels will also be available separately to complete the sports look.

● For more information, please see **The look**, page 8, **The feel**, page 16, and **The options**, page 23.

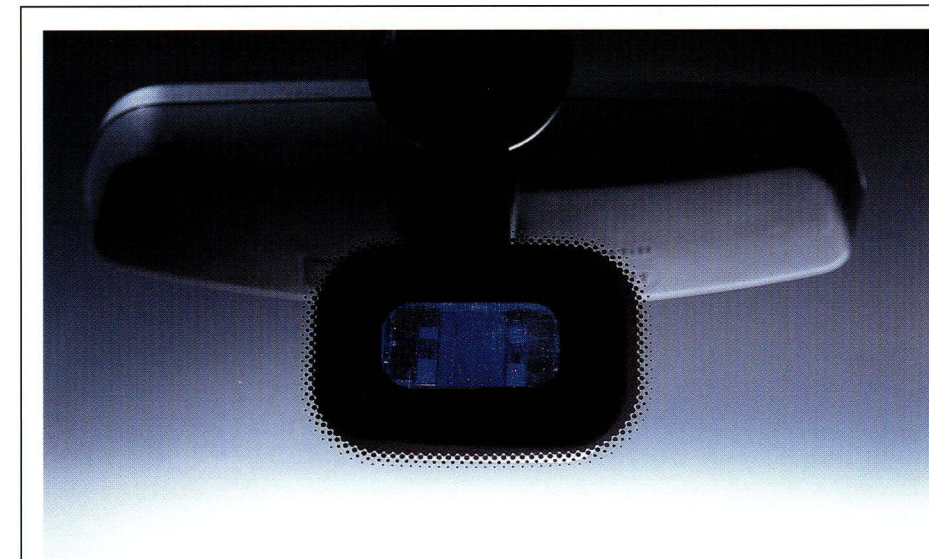
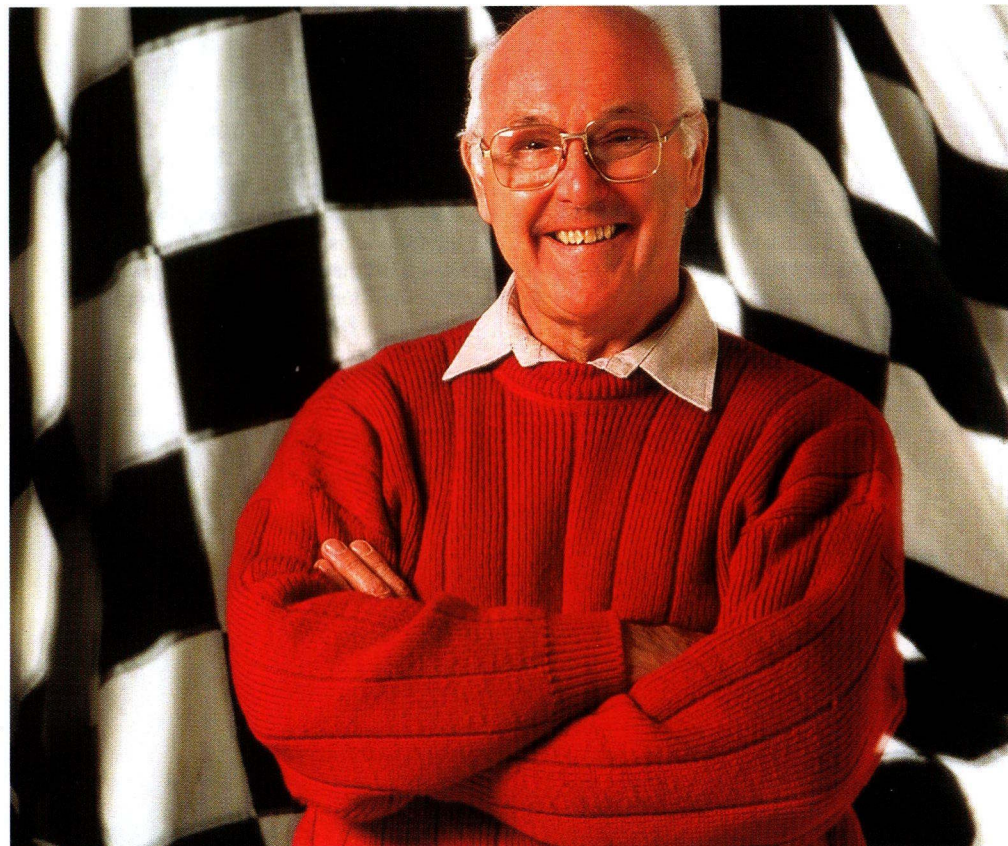
Murray Walker, psychology and the 3 Series Coupé

Murray Walker, the 'voice of motor racing', admits to real pleasure when he sits behind the wheel of the 3 Series Coupé.

Walker, who has been in love with high-performance machines since his parents first took him, aged two, to the Isle of Man TT races, relishes the BMW sporting pedigree. 'When BMW re-enter Formula One next year, it will not be a question of whether they win but when. I'm looking forward to it,' he says.

Now in his 51st Grand Prix broadcasting season, Walker is a self-confessed BMW fan. He's still sporty and young at heart. 'The new 3 Series Coupé therefore suits my self-perception to a tee. I like it because of its sports styling and fantastic performance. I get a terrific sense of driver satisfaction from the Coupé and BMW has managed to enhance it significantly every time it has brought out a new model.'

● For more information, please see **The heritage**, page 26



Sensing in the rain

Another revolutionary addition to the equipment which comes as standard on the BMW 328Ci is the Rain Sensor. Fitted where the rear-view mirror meets the window, this helps ensure driving comfort and adds to safety.

Using an infra-red measurement system, the sensor determines how hard it is raining. Once activated, it switches on the wind-

screen wipers and controls their frequency, with no input from the driver.

This means that at the times when conditions are at their most dangerous, the driver can concentrate on driving the car and not worry about the windscreen wipers.

● For more information see **The feel**, pages 16 to 21

A cut above

Good observation is essential to advanced driving. With the latest 3 Series Coupé, the designers haven't missed a thing

The new 3 Series Coupé is a quantum leap beyond its predecessors in both dynamic ability and aesthetic appeal. Its mechanical layout is classic BMW – front engine, rear-wheel drive, 50:50 weight distribution, strut suspension in the front and multi-link Z-axle at the back – but the new model is larger, more comfortable and, due to engineering improvements, also faster and more economical than ever before.

As well as being 17mm longer, 18mm wider and 46mm lower than its Saloon counterpart, the new Coupé incorporates advanced BMW technology, which means that the good looks are more than skin deep.

The exterior design team, led by the Californian Erik Kristopher Goplen, has succeeded in creating a smooth, eloquent shape without the need to resort to gimmicks or special effects. To fulfill the brief that the new car was to be seen as a 'class athlete', more sleekly and elegantly



Body beautiful:
the new car is muscular and aerodynamic, sleek and elegant – a cut above the rest





The inspiration for the car's design came from BMW's Motorsport heritage

Class leader:
the distinctive BMW chrome kidney grille is now wider and flatter (top); twin round headlights add a modern classic look (above); round fog lamps are neatly set back in the front valance (right); and the newly engineered rear of the Coupé includes integrated rear reflectors (opposite)



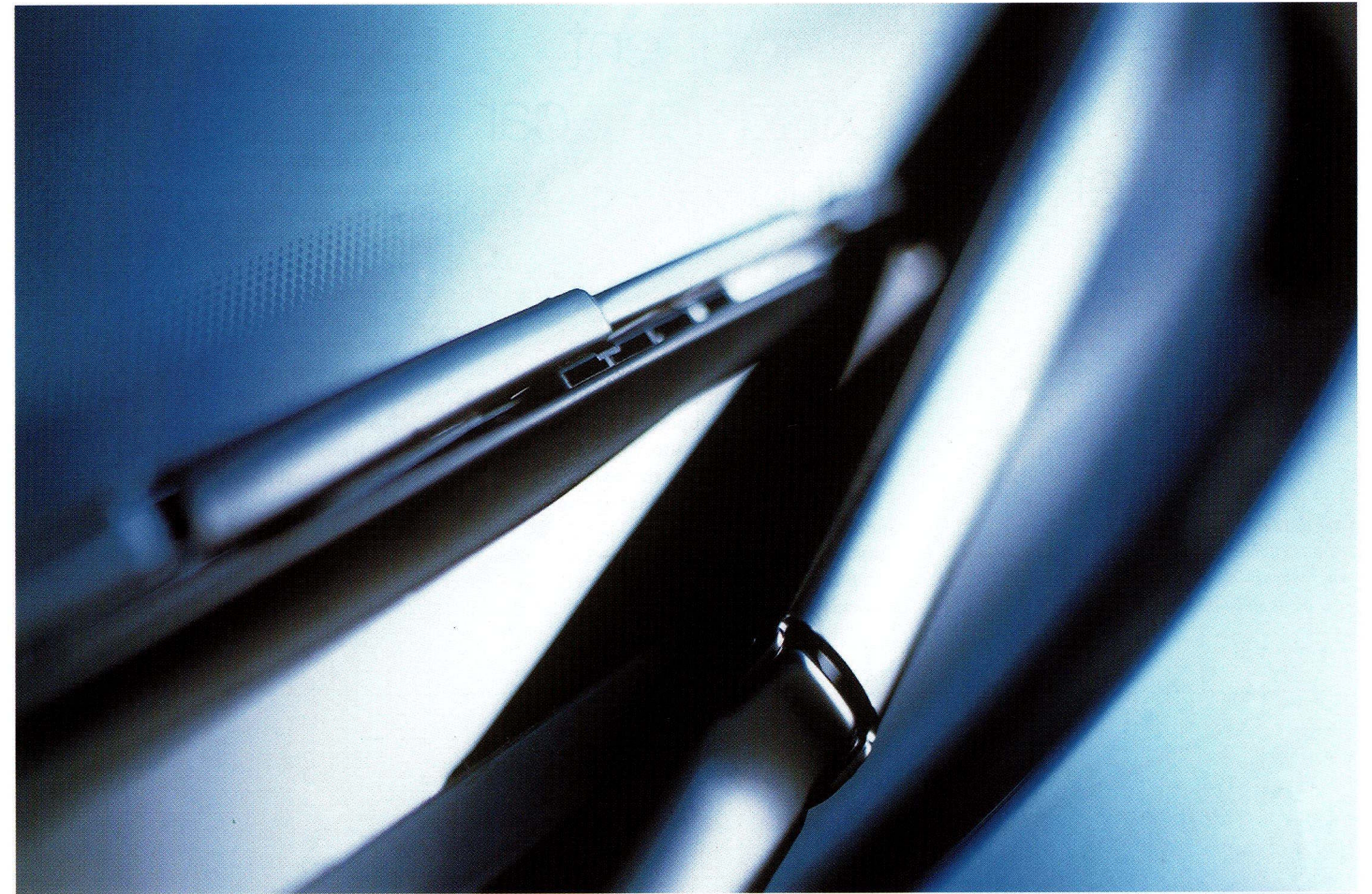
styled, the design team set out to make the 3 Series Coupé look like the 'true aggressive brother' of the Saloon. 'The difference between the two cars,' says Goplen, 'is that the Coupé is active and has been to the fitness studio. The details are strengthened, the proportions tuned and the car has the face of an athlete.'

For Goplen, who took his inspirations from BMW's Motorsport heritage and the human body, the most significant flourishes are the improvements to the aerodynamics and to the muscular look of the car. 'The integrated spoiler in the tail is more defined. And to improve the aerodynamics there is an intensity of detail,

'It's sleeker, wider, lower, altogether more sportingly aggressive. And utterly desirable'

Autocar





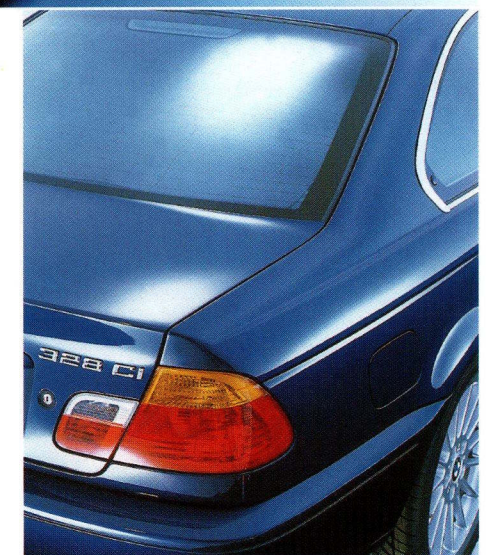
Every panel is new and the whole serves to give the car a more purposeful stance



which is all aimed at streamlining the car. Using the dynamics of light and shade, the Coupé has a more muscular form and the silhouette is sexy.'

As a result, the car is as dynamic to look at as it is to drive. There are a number of subtle styling features. As well as side skirts which make the car appear lower, there is a longer bonnet with a pronounced V-shape swelling. The largest doors on any BMW model (with frameless windows), the absence of the rubber strips on the front and rear bumpers, a wider, flatter BMW-signature chrome kidney grille and window surround give the car a masculine look. Every panel is new and the whole car, with its lower roof and waistline, broad, flat front and a tail end with a greater width and reduced bootlid height, has a more purposeful stance.

The front indicators curve at the point where they meet the headlamp, which has the effect of exaggerating the twin round headlight design for



Racing lines:
aeroacoustic exterior mirrors funnel sound away from the driver (opposite); the windscreen wipers on the 328Ci function automatically (top); the new Coupé sits lower (above); and rear indicators and front headlights now match the car's sleek lines (above and left)

One essential component of a truly sporty look in any car is a flatter front windscreen

a more modern classic look. The round fog lamps (echoing the M5, the most powerful car BMW has ever built) are set back into the aggressively contoured front valance.

One essential component of a truly sporty look in any car is a flatter front windscreen, and in comparison with the Saloon, the new Coupé has an angle of rake which has been increased by three degrees. The convenient standard feature of the rear pop-out windows has also been improved and the windows are now electrically operated. As with all BMW

models, the rear window features the classic so-called 'kick' in the C pillar. But this time it is given an extra flourish with a more masculine width. Setting the central B pillar inside the car adds to the graceful silhouette.

Tiny details continue the principle that form follows function. New Vortex Generators built into the door mirrors not only add interest to the external look of the car but also improve the internal acoustics by guiding the wind down into the door panels which have been engineered to deaden the sound.

The aerodynamicists have equipped the new Coupé with an integral rear spoiler. This means that while the driver and passengers enjoy better interior sound quality, they also benefit from the fact that the 3 Series Coupé achieves optimal handling. ■

● For more information on the new 3 Series Coupé, please call free 0800 325600. To experience the car yourself, please contact your BMW dealer.

Line dancing:

the streamlined shape makes for a sportier ride (below); the pop-out rear windows are now electrically operated (right)



The feel

Close encounter

Innovations to the interior of the new 3 Series Coupé make the driver feel safe, alert and add to the feeling of performance

BMW's sporting tradition and wealth of experience in making performance cars is evident with the launch of the new 3 Series Coupé. The car is sporty, offering driver and passengers a higher specification of equipment, meaning more comfort, the best protection, and the ability to keep everyone as informed as they want to be.

Many components have been resculpted to ensure the car is as dynamic to look at as it is to drive. The driving position has been lowered, as has the suspension, giving the car a genuinely low and lithe feel. The new swooping, elongated armrests with soft elbow rests in both front and rear further add to the lower, more sporty position. A small diameter leather sports wheel adjusts for rake and reach.

No detail has been ignored. The Coupé's driver cockpit, for instance, also has subtle changes, such as italicised numbering on the lighter charcoal-grey instrument dials.

For Alexander Klatt, the designer of the 3 Series Coupé's interior, the secret is all to be found in this attention to the smallest detail. "Every single item is of the same high quality and uses the same formal design language. Whether it's the radio knob or the roofliner, or

Class act:
new interior leather, Steptronic gear
action and bigger doors add to the appeal
and comfort of the new 3 Series Coupé



'The Ci's refinement and quality are impressive'
Autocar

The low down:
sloping arm rests prepare driver and passengers for the lower, sportier feel of the new Coupé

the curves of the door or the dashboard – every detail is based on the philosophy of “exhilarated natural curves”. Nothing is static, everything is dynamic.’

Klatt says it was the manta ray that was his influence for the dashboard. ‘The manta appears so light but also fleshy and solid. I divided the sizeable dashboard into two parts, and translated the manta ray’s majestic appearance to the floating top part – in black – and the bottom part in the tone of the customer’s choice, which I designed as a safety knee bar.’

He has created an interior which feels larger and more comfortable by taking advantage of the new Coupé’s longer wheelbase. For the rear passengers there is increased legroom. The front seats are electrically operated and have a huge range of movement. To significantly aid rear seat access, a new mechanism increases the area between the central B pillar

The front seats are electrically operated and have a huge range of movement

and the front seats, allowing the front seats to slide forward and then pivot upwards and away.

Meanwhile, the rear seats are individually contoured, giving rear passengers more support, and sculptured door trim panels add interest to the interior. Door speakers sit in their own semi-circular binnacles to make a further bold styling statement.



Ready for business:
folding rear seats with easy access and ample boot space allow for spur of the moment get-aways (above and right); and elongated door handles (below) complement the overall dynamic design

Two new upholstery styles – the Maglia cloth/leather combination or the Mosaico extended leather – further increase customer choice. The introduction of the Maglia option in particular means that a light beige cloth/leather and maplewood trim combination is available now without having to specifically order a sports seat.

The Mosaico option (illustrated) adds leather seat backs and grab handles in addition to the standard leather package. Available in black, light beige and light yellow, it includes two different textures of Nappa leather and myrtlewood trim. The maplewood trim is also available in this combination, although not in light yellow.

Other details include coat hooks submerged into the rear roof, with jewelled reflectors for the C-pillar reading lights and interior lamps.

The Coupé has the most comprehensive and sophisticated safety system of any car in its class. Side airbags are fitted as standard, and these combine with the new inflatable



tubular structure (ITS) head airbags, to give driver and all passengers side-impact protection. In a recent crash test featuring side impact, the ITS head airbag, for example, was found to have a dramatic effect. It reduced the Head Injury Criterion score to just 389, compared to more than 2,500





Setting a course:
various functions can be activated by pressing buttons on the steering column

The on-board computer calculates range, average fuel consumption and speed

without ITS. In other words, without ITS this crash would almost certainly not have been survivable. In addition a special restraint system holds the occupants firmly in their seats if an accident occurs. The belt latch tensioner is launched by a small explosive device to pull back the belt latch within fractions of a second

in the event of a collision, at the same time tightening the shoulder and lap belts. In addition there are also other safety features which, for example, provide exceptional door strength and stiffness.

Boot space is also larger than before. It incorporates a 60:40 split rear seat system that allows the whole or part of the rear seat to be folded forward, catering for people with longer items of luggage – and to make this even easier, BMW's engineers have put the releases inside the boot so you don't have to clamber into the back of the car in order to undo them.

There's a Check and Control system to monitor the major functions of the car such as doors, boot and the lights, and warn the driver if they act differently from the norm – the lights are even checked when not switched on. A sound signal ensures the driver is alerted to any defect.

The on-board computer is standard in the new six-cylinder 3 Series Coupé. This tells the driver of average fuel consumption, range and average speed and warns whenever there is danger of ice on the road. Activating the various functions is merely a matter of pressing buttons on the steering column and then glancing at the display in the instrument cluster.

A radio navigator with a monochromatic liquid-crystal display integrated into the radio control panel comes as an optional extra. Route guidance is provided by a combination of arrows on the display and voice messages. Controlling the radio navigator is simple, with a single menu button and one push/turn button.

The 3 Series Coupé's new memory system allows programming of a large range of settings and functions on the vehicle. For example, it is possible to programme the low-beam headlights to switch on automatically when the car is started. It is also possible to determine the period for which the headlights stay on after locking the car. Activating this function, which is pre-programmed, involves pulling the light flasher lever on the steering column to keep the headlights on for 40 seconds after the car is locked.

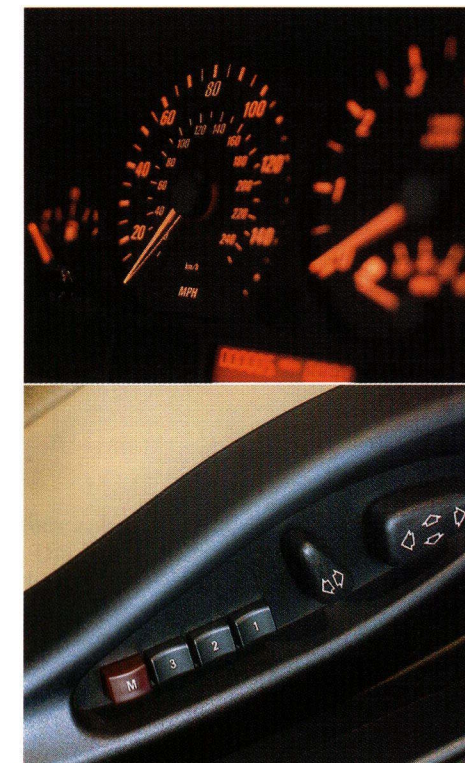
And with Key Memory, drivers can, with the touch of a button on the remote key, move the standard electrically adjustable driver's seat to the preferred position before entry into the car. Similarly, the CFC-free automatic air conditioning will set the interior temperature and air distribution to the desired level. The system automatically codes a whole range of electric functions on to each driver's personal key, reactivating these functions as soon as they open the central locking by remote control. The Key Memory function is programmed as standard for two

The rain sensor determines how hard it is raining and adjusts the wipers' speed

keys and can be extended to up to four drivers, providing individual settings and recognising each driver through his or her own key.

One revolutionary addition to the equipment which comes as standard on the 328Ci is the Rain Sensor. This helps ensure motoring comfort and safer driving. Using an infra-red measurement system, the sensor determines how hard it is raining. Once activated it automatically switches on the windscreen wipers and controls their frequency, with no input necessary from the driver.

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Dashing style:
the instrument panel has been subtly restyled (top); at the touch of a button the seat can be positioned exactly how you like it (right); and the radio can act as a navigator as well (below)



In the wet:
the rain sensor switches the windscreen wipers on automatically (above)



The engines

Power & glory

Strength is nothing without precision, and the power units of the new 3 Series Coupé combine both

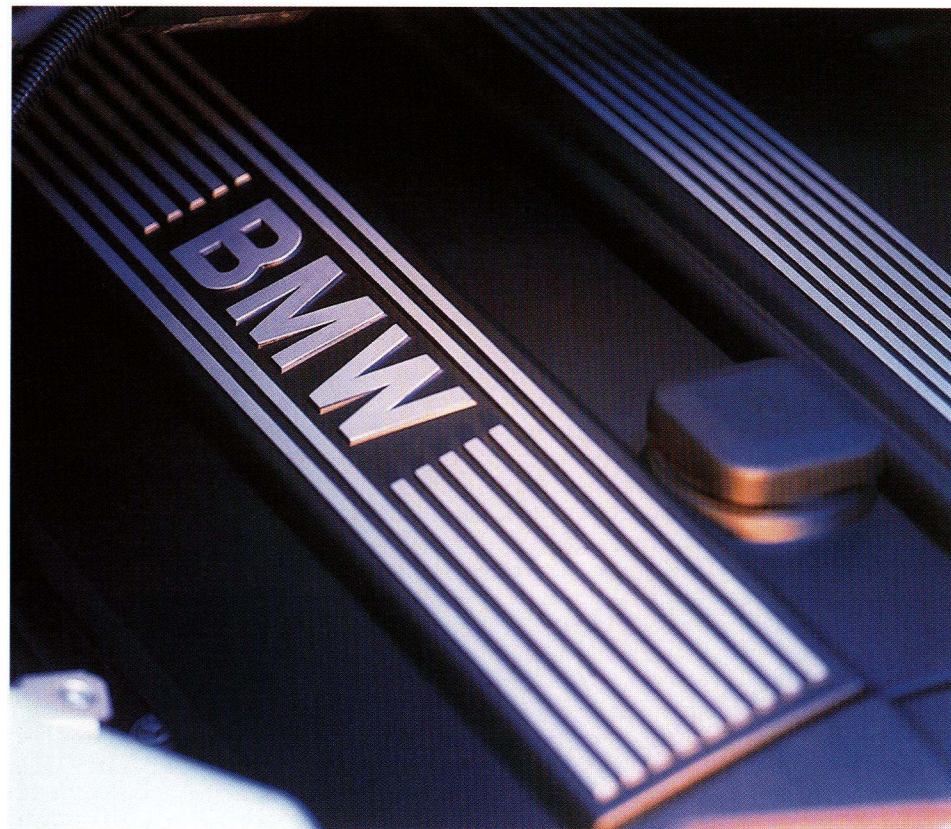
Athletes need toned, muscular bodies. They also need efficient hearts and lungs – tuned by exercise and experience. The new 3 Series Coupé was designed as a 'svelte athlete' and, as a result, the two new models – the 328Ci and the 323Ci – have engines that re-define the standards of sporting performance.

Both the 2.5-litre (fitted to the 323Ci) and the 2.8-litre in-line, six-cylinder engines have been re-engineered to produce peak torque at lower revs (207lb at 3,500rpm in the 328Ci, 181lb at 3,500rpm in the 323Ci).

And because the engines are longitudinally mounted, the power takes a more direct route. The all-alloy units make these BMWs quick, tuneful and effortlessly smooth, and the new 150mph 328Ci stands out for its performance and fuel economy. The 328Ci's power unit produces 193bhp and propels the car from 0-62mph in seven seconds. Its extra torque ensures throttle response is instant and smooth. Power delivery is strong right through the range.

Flexible and torquey in mid-range, the six-cylinder engines offer what one motoring writer called a 'terrific second and third gear urge disguised by wonderful table manners'. The car also effortlessly pulls from the engine's idling speed in fifth gear. Combined with the rear-wheel drive chassis, the steering is always fluid – free of any front-drive contamination.

The 2.5-litre 323Ci has a sporting charm of its own and is every bit as smooth. It is



They have a 'terrific second and third gear urge, disguised by wonderful table manners'

blessed with the same straight-six whirr, this time offering 170bhp. Its acceleration is 0-62mph in eight seconds and top speed is 144mph. To transmit this power BMW has developed the Steptronic gearbox system, which offers a new performance dimension for automatic cars. It gives the driver more control by allowing manual gear changes without the need for a clutch.

In the BMW tradition of developing and honing the technologies that are brought to bear on everything the company does, there are some extra benefits for drivers of the new Coupés. For example, double-VANOS, which balances torque and power and constantly updates the valve timing to enhance the ride. The reduction in unburned residual gas improves the idling qualities of the engine, and special control maps enhance the efficiency of the catalytic converter.

The new cars are also fitted with electro-mechanical throttle butterfly management, an advanced fuel-feed system which provides smoother idling qualities, a more progressive

response in stop-go traffic, and a reduction of fuel consumption. A two-mass flywheel reduces transmission noise and dampens vibrations throughout the engine speed range. And cylinder-specific knock control allows the engine to run safely and efficiently on different fuel grades: sensors inform the engine management system as soon as the engine starts to knock and this system immediately adjusts the ignition angle and timing accordingly.

These technological advances mean that all new 3 Series Coupé power units offer a long service life, making the intervals for changing engine oil, the oil filter, spark plugs, fuel and air filters far longer than before. The result is lower maintenance costs.

With such long gaps between oil changes, the Service Interval Indicator is fundamental. With its digital display in the instrument cluster this specifies, almost down to the last mile, how far the car can be driven to its next service. It is even possible to check the month and year in which the brake fluid is due for replacement. ■

The options

Tailor-made

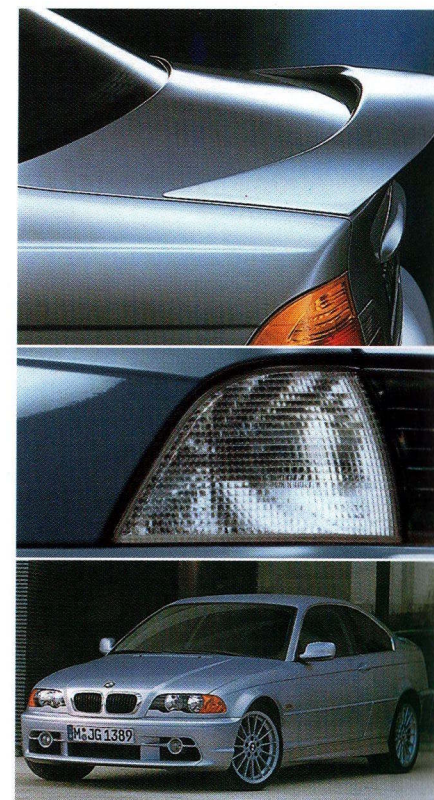
BMW offers a host of new features for discerning drivers to further enhance their 3 Series Coupés



▲ The **on-board monitor** with TV is an option in the new 3 Series Coupé. The system, fitted within the centre console, comprises a colour TV with flat screen, an integrated audio cassette player and control panel for the computer, radio, cassette player and TV. The monitor may also be used to control the CD changer, hi-fi, telephone, auxiliary heating and ventilation as well as the navigation system (see below). The small number of clearly-marked control buttons avoids any confusion, yet leaves a range of clear, helpful functions at the driver's disposal.

The **navigation system** – which can pinpoint the location of a car to within 10m – guides the driver quickly and directly to the chosen destination. It can call up a selected route on the standard on-board monitor and inform the

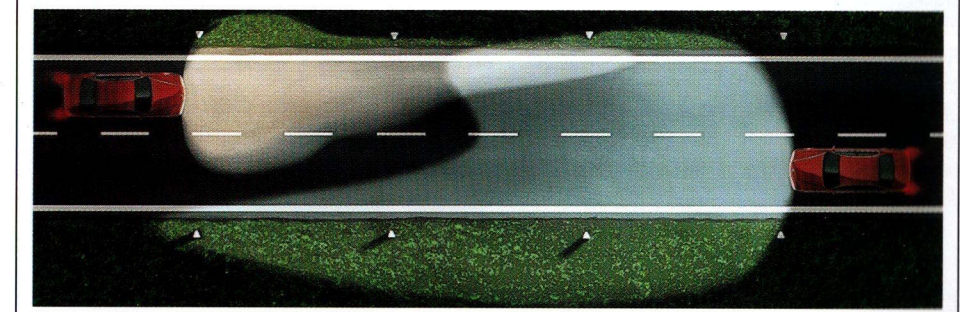
The **Automatic Air Recirculation (AAR)** system is an option which prevents pollutants and harmful substances in the air from entering the car. For example, it detects carbon monoxide, nitric oxide and ethanol, switching the automatic air conditioning to air recirculation when the level of pollutants exceeds a pre-determined limit.



▲ For the first time BMW has launched a car and a **styling kit** simultaneously. Available will be both front and rear aprons as well as side skirts, and a rear spoiler to complete the sports look. All of these can be fitted by your dealer. When a car is ordered there are five combinations of new 17-inch and 18-inch **alloy wheels** and **tyres** in addition to the standard 16-inch wheel. There is also a range of accessory alloy wheels which can be fitted by your dealer as well as a choice of gearknobs, steering wheels and white indicator lenses.

The optional **Xenon headlights** incorporate a light arc instead of the usual incandescent coil, to generate a strong and powerful light beam. Xenon headlamps ensure much better illumination of the road ahead. Light intensity is more than twice as great as conventional halogen bulbs. A further

advantage is that the Xenon headlight system uses ionised gas, so consumes less energy and has a longer service life. And to avoid any dazzling effect for vehicles approaching or driving ahead, the light pattern is the same as a conventional headlight thanks to the use of an additional reflector.



Intelligent wheels

The new 3 Series Coupé is fitted with smart traction and motion systems that allow drivers to remain as much in control as the laws of physics allow

For the driver of the new 3 Series Coupé, regardless of engine choice, the Ci serves up impressive grip and body control. The driving pleasure is enhanced because the company's engineers have evolved a highly advanced car control and monitoring network, known as 'intelligent wheels'. This 'brain' hidden in the computer of all BMWs increases a driver's sense of agility, safety and comfort. Engine and wheel speeds are observed by sensors, brake pressures are adjusted and steering angles monitored, providing greater control in critical situations.

At the core of the new 3 Series Coupé's intelligent wheels system lie the sensors of the anti-lock braking system (ABS). These monitor wheel speed and allow braking on specific wheels for an even more secure feel when braking in an emergency.

In addition, automatic stability control and traction (ASC+T) allows the driver to focus on the traffic when driving conditions are poor. It uses the wheel sensors to measure the rotating speeds of the various wheels, which are continuously compared by the computer. If one wheel loses grip – say on black ice – the system retards the ignition and suppresses fuel injection, if necessary, using the wheel brake.

A new feature – which comes as standard on the new 3 Series Coupé – is Corner Braking Control (CBC), which offers enhanced braking stability in critical conditions and is aimed at tackling cornering under strong sideways forces. In some conditions, if a car enters a bend it can slip away, or understeer, and continue in a straight line. The typical reaction is to brake, but this can increase instability, causing oversteer. CBC reduces and pulses the brake pressure on the

inner wheel, while keeping up full pressure on the outer ones in a bend, thus giving additional stability.

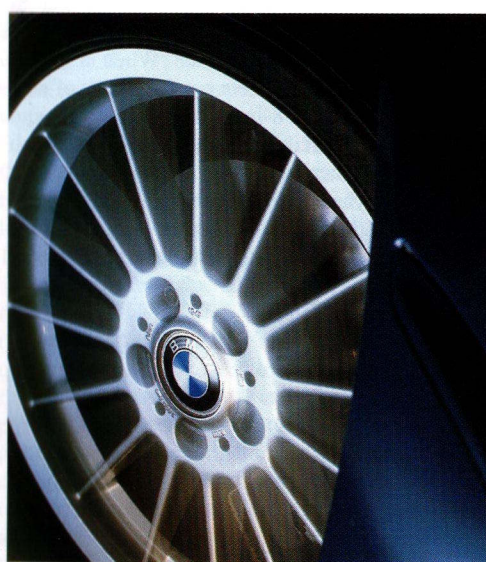
To give the driver more support, BMW has developed another even more sophisticated electronic chassis system called dynamic stability control (DSC). DSC was first introduced by BMW in 1992 and the option now available on the new six-cylinder 3 Series Coupés is the third generation (DSCIII). DSCIII assists the driver to overcome potentially dangerous situations without requiring special skills. DSCIII monitors the dynamic forces of the car. To do this it uses even more sensors, one of which monitors the velocity at which the car rotates around its vertical axis, another measures sideways acceleration, and a third takes account of the forces of brake pressure between the tyres and the road. By analysing the information from all the sensors, DSCIII

The driver is a car's most important control instrument

can determine whether or not the car is cornering correctly. The DSC system makes adjustments to engine output, torque and brakes to ensure that the car remains within its 'physical adhesion limit'.

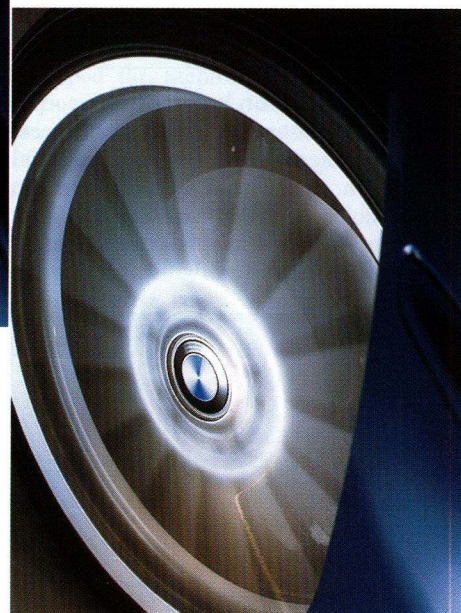
When the wheels that drive a vehicle also steer, handling can be difficult. This is why, in every BMW, the front wheels steer and the rear wheels drive. In addition, with the wide track and the longer wheelbase, the improved front axle and the centrally guided rear axle, near-perfect 50:50 front-to-rear weight distribution, and precise steering behaviour with excellent handling, optimum traction and superior driving stability is guaranteed.

At BMW the philosophy is for the driver to remain the most important control instrument. And so the designers and engineers have ensured the Coupé driver always gets the feedback needed to be in total control. They have applied the central principles of advanced driving. ■



Road runners:

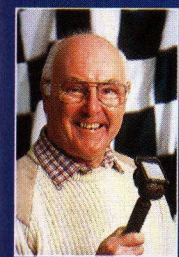
the advanced monitoring system relies on sensors and powerful computers to measure traction, angles, engine speed and other dynamic forces, allowing the driver to maintain concentration on the road and enjoy the drive



'On the sports suspension the Ci stays flat, controlled and responsive'

Autocar

The heritage



Revival of the fittest

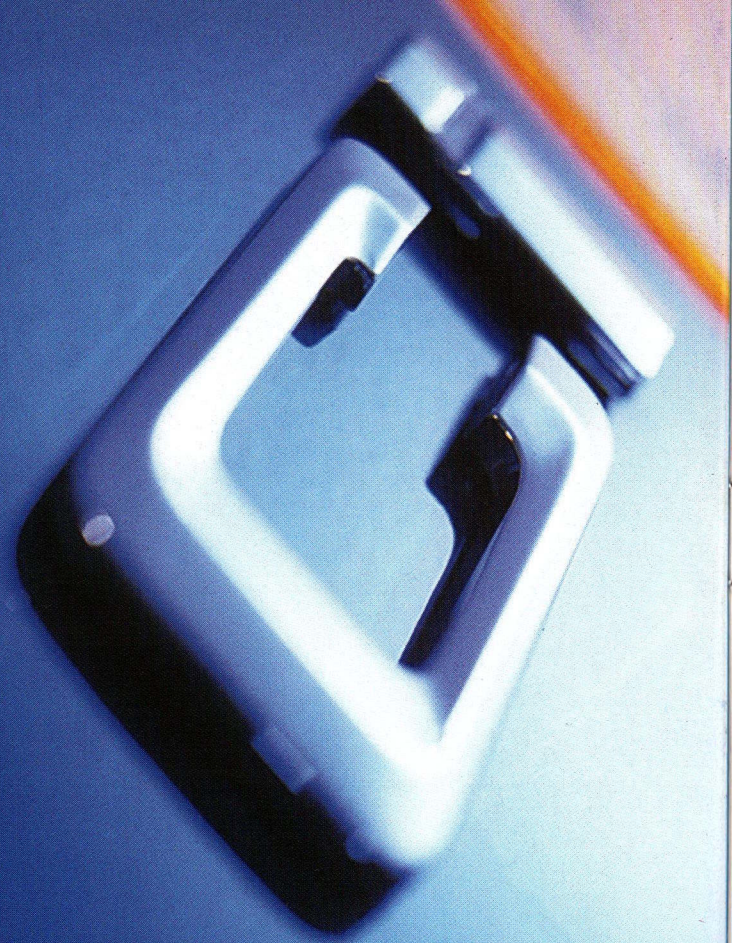
Motor racing commentator Murray Walker eagerly awaits getting behind the wheel of a new 3 Series Coupé

The people at BMW have come up with an appropriate reminder of both the new 3 Series Coupé's heritage, and, by association, the company's philosophy of taking an evolutionary, rather than a revolutionary, approach to the development of its range. They have revived the Ci badge – first used in 1965 to denote BMW's sporting coupés.

This heritage and the philosophy of BMW are aspects of the cars much loved by Murray Walker, the 75-year-old presenter behind the microphone of motor racing, who admits to a feeling of real pleasure driving the 3 Series Coupé. The reason is simple, he says: 'It's because it looks like what it is – sporty and desirable. 'I'm a sporty young chap at heart,' he says, 'and the BMW Coupé suits my self-perception to a tee. It gives me huge pleasure to park myself in the BMW's seat because of the rich racing heritage. I particularly like the 3 Series Coupé because of its sports styling, the fantastic performance and the quality build. I get a sense of wellbeing and satisfaction from the Coupé, and BMW manages to enhance it each time it launches a new model.'

Now in his 51st Grand Prix broadcasting season, Walker can remember when BMW founded a new market segment when it launched the '02' Series in the 1960s – and marked the birth of the modern high-quality, performance, two-door, four seater. He is now driving his 14th BMW – a 328i Saloon – while he waits for the new Coupé.

Walker has had a love affair with high performance machines since he was taken, aged two, to the Isle of Man TT races. Since then he has come to relish BMW's sporting pedigree. 'I could wax lyrical about BMWs all day, not only because they are quality jobs in terms of build and driver contentment, but also, when BMW re-enters Formula One next year, it will not be a question of if it wins, but rather when.'



Standard specification for all new Coupés

Adjustable steering column
Air microfilter
Air recirculation function
Airbags: driver and front passenger airbags, front side airbags, ITS head airbags
Alloy wheels: 323Ci 7J x 16in; 328Ci 8J x 17in
Anti-lock Braking System (ABS)
Automatic air conditioning
Automatic Stability Control + Traction (ASC+T)
BMW Business radio with CD preparation
Bumpers and side sills finished in body colour
Car/Key memory
Catalytic converter
Check control
Clock with digital display
Colour-coded door and boot handles
Corner Braking Control (CBC)
Double-sided mat in luggage compartment
Electric front windows
Electric rear pop-out windows
Electric seats with driver memory
Electrically controlled door mirrors
Electronic immobiliser
First-aid kit and warning triangle
Front and rear courtesy lights
Front and rear seat head restraints
Front sunvisors with vanity mirrors
Headlamp height adjustment
Halogen front fog lamps – clear round
Heated exterior mirrors and washer jets
High-gloss interior trim
High-level third brake light
Leather rim sports steering wheel
Lights on warning
On-board computer
Power-assisted steering
Rear centre armrests
Rechargeable glove box torch
Remote control alarm system
Safety battery clamp
Seat height adjustment from front seats
Service interval display
Sports suspension
Through-loading system
Toolkit mounted in bootlid
Twin exhaust tailpipes
Visible VIN
Windscreen wipers and adjustable interval

The specifications

Performance	323Ci	328Ci
Drag coefficient (Cd)	0.3	0.3
Flexibility 50-75mph in 4th gear (sec)	8.4	7.5
Max speed (mph)	145 (143)*	150 (147)*
Acceleration 0-62mph (sec)	8 (9)*	7 (8.1)*

Engine	323Ci	328Ci
Stroke/bore (mm)	75/84	84/84
Nominal output/rpm (DIN) kW/bhp/rpm	125/170/5,500	142/193/5,500
Max torque/rpm (Nm/ft-lb/rpm)	245/181/3,500	280/206/3,500
Output per litre (kW/bhp)	50.1/68.2	50.8/69.1
Torque per litre (Nm/ft-lb)	98.2/72.6	100.3/73.8
Compression ratio/fuel grade: 1	10.5/unleaded, catalyser fitted	10.2/unleaded, catalyser fitted
Capacity (cc)	2,494	2,793
Cylinders	6	6
Valves	24	24
Power (bhp/rpm)	170/5,500	193/5,500
Torque (Nm/rpm)	245/3,500	280/3,500

Wheels	323Ci	328Ci
Tyre dimensions	205/55 R16	225/45 R17
Wheel dimensions	7J X16	8J X17
Material	light alloy	light alloy
Alloy wheel style	seven-star spoke	seven-star spoke

Fuel consumption	323Ci	328Ci
Urban (mpg)	22.2 (19)*	22.6 (18.5)*
Extra urban (mpg)	40.9 (39.2)*	40.4 (39.8)*
Combined (mpg)	31.4 (28.2)*	31 (28)*

Weight (kg)	323Ci	328Ci
Unladen	1,445 (1,485)*	1,470 (1,505)*
Max permissible	1,870 (1,910)*	1,895 (1,930)*
Permitted load	500 (1,102)*	500 (1,102)*
Permitted axle load front/rear	905 (1,050)*	910 (1,065)*
Permitted roof load	75 (165)*	75 (165)*
Permitted trailer load unbraked/braked	720 (1,600)*	730 (1,600)*

Electrical system	323Ci	328Ci
Battery capacity (Ah)	70	70
Alternator output (A/W)	90 (90)*/1,260 (1,260)*	90 (90)*/1,260 (1,260)*

Price	323Ci	328Ci
Standard	£25,950	£28,995
Automatic transmission option	£ 1,220	£ 1,220

3 Series Coupé		(mm)	
Exterior		Interior	
Length	4488 (+55)	Front shoulder width	1384 (+32)
Width	1757 (+47)	Rear shoulder width	1338 (+15)
Height	1369 (+ 3)	Front elbow room	1447 (+35)
Wheelbase	2725 (+25)	Rear elbow room	1402 (+ 8)
Front Track	1471 (+63)	Front headroom	953 (- 7)
Rear Track	1478 (+57)	Rear headroom	926 (- 4)
		Boot volume (litres)	410 (+ 5)

Figures in brackets show change from previous Coupé

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The Advanced Drivers' Manual, Institute of Advanced Motorists

For more information about the new BMW 3 Series Coupé and the full range of BMW products and services, please contact BMW Information, PO Box 161, Croydon CR9 1YG or the website @ www.bmw.co.uk or call the number below

Freephone 0800 325600

To experience the new 3 Series Coupé yourself, please contact your BMW dealer



The new 3 Series Coupé