

BMW Individual



BMW M3

Sheer
Driving Pleasure

BMW Individual

BMW INDIVIDUAL.

THE MOST EXCLUSIVE WAY TO DRIVE A BMW.

VERSATILITY HAS NEVER BEEN SO UNIQUE.

True exclusivity fulfils the highest demands: those which one places on oneself. BMW Individual enables you to turn these demands into reality. With an automobile in which every single detail is exactly crafted to harmonise with the whole. BMW Individual paintwork in Aventurine Silver metallic reflects the unique character of the BMW M3 Coupé. It owes its unmistakable lustre to fine pigments that allow the elegant silver to iridesce into a subtle Chrome Green. BMW Individual paintwork in Azurite Black metallic opens a wide spectrum of deep blue

colour tones to underline the powerful presence of the BMW M3 Sedan. On the BMW M3 Convertible, BMW Individual paintwork in Moonstone metallic achieves light refraction surpassed only by diamonds. It lends the colour a cool, bluish-silver shimmer that can change all the way into a warm yellow-gold.

Let yourself be inspired by the BMW Individual range described on the following pages.

BMW Individual paint finish in Azurite black metallic, Aventurine silver metallic and Moonstone metallic.



BMW Individual offers exclusive equipment to take driving enjoyment to a new level. This includes unique colours and materials that are perfectly tailored to drivers' wishes. The exterior paint colours feature an intriguing iridescent effect. In the interior, top-quality leather and exclusive wood grains create an unmistakable ambience. Innovative technologies ensure optimum comfort. The end result is a unique automobile.

BMW Individual exterior colours: a shade more brilliant. Several thousand shades, in fact.

BMW Individual paint finishes are unique. What sets them apart from standard exterior colours is their intriguing iridescence. Special pigments create a fascinating interplay of colours below the paint surface, lending the paint finish an extraordinary brilliance and intensity.

BMW Individual leather: true exclusivity is a tangible phenomenon.

The pleasantly soft BMW Individual Novillo leather extends the sporty elegance of the BMW M3 by further exclusive colours: the light shades of Platinum and Champagne show the leather's natural character to its best advantage and underline the stylish ambience. The warmth of Rust Brown with its discreet red shimmer rounds off the harmonious overall impression of the interior, while the deep ruby red of Amarone lends the cabin a powerful depth.

BMW Individual interior trims: top-class craftsmanship for the finishing touch in the cabin.

BMW Individual wood trims have a magic all their own. They make our cars' interiors very special indeed, with exclusive grain characteristics and colours that are second to none. A strict selection process and perfect finishing ensure excellent quality. Superior craftsmanship is also an essential factor in creating our Piano Finish Black interior trim. Its brilliant, high-gloss surface is the result of a special process usually only applied by the world's leading piano makers.

BMW Individual High-End Audio System. For perfect listening enjoyment.

The BMW Individual High-End Audio System creates a listening experience on a par with a concert hall, using exceptionally powerful speakers with extremely stiff Hexacone membranes. Optimum positioning of the 16 High-End speakers in the vehicle (BMW M3 Convertible: 12) and unique signal processing thanks to the 9-channel amplifier with DIRAC Live technology further enhance sound quality, eliminating sound impurities and minimising sound reflections. Interior-specific equalizing and speed-dependent volume control ensure supreme HiFi enjoyment.

Extended Novillo leather trim in Platinum.



BMW Individual

ind/490 BMW Individual paint finish

Option ZA/Z1XX BMW Individual extended Novillo leather trim.¹
Features BMW Individual Novillo leather on front and rear seats including headrests, rear of seat backrest, inserts in door trims including armrests, complete door pull handles and centre console. Lower section of instrument panel with soft-finish trim.

Option XE BMW Individual interior trim

Option 760 BMW Individual high-gloss Shadow Line

Option 752 BMW Individual High-End Audio System

¹ BMW M3 Convertible features Novillo leather with SunReflective Technology.

Your BMW partner will be pleased to show you original samples of BMW Individual colours and materials. For further ideas on how to personalise your BMW M3 Series see our website:

➤ www.bmw.com/bmw-individual

Interior trim Piano Finish Black with inlay.



BMW Individual High End Audio System.



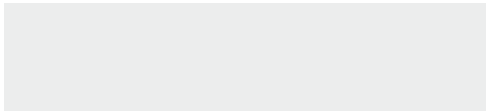
■ Standard equipment

□ Optional equipment

The following pages show the colours and materials available for the BMW M3. Use them to identify your favourite colours, or compare various combinations. These colour samples are meant to give you a first impression of paints and materials. Experience has shown, however, that printed versions of paint and upholstery colours

cannot in all cases faithfully reproduce the appearance of the originals. We therefore recommend that you consult your BMW partner on your preferred colour choices. They will be happy to show you samples and assist you with any special requests.

Exterior colours



■ **Non-metallic** 300 Alpine White



■ **Non-metallic** 668 Black



□ **Metallic** A96 Mineral White¹



□ **Metallic** A29 Silverstone



□ **Metallic** A73 Jerez Black



□ **Metallic** 381 Le Mans Blue



□ **Metallic** A30 Interlagos Blue



□ **Metallic** A75 Melbourne Red



□ **Metallic** A52 Space Grey



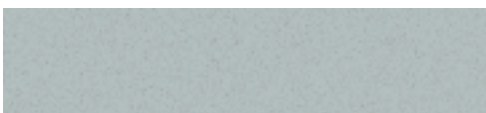
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□ **BMW Individual** X03 Ruby Black metallic



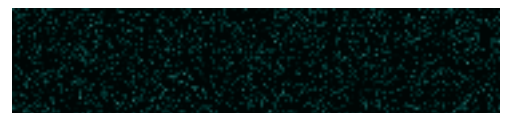
□ **BMW Individual** S34 Azurite Black metallic



□ **BMW Individual** S58 Aventurine Silver metallic



□ **BMW Individual** X04 Moonstone metallic



□ **BMW Individual** 490 Diopside Black metallic

■ Standard equipment

□ Optional equipment

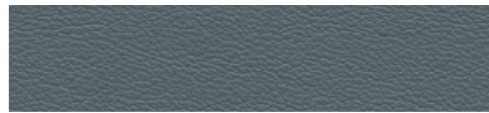
Upholstery colours



■ **Cloth/leather combination Speed²**
GEAT Anthracite/Black



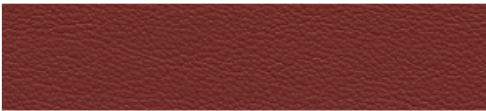
□ **Novillo leather^{3,4} NCSW Black**



□ **Novillo leather^{3,4} NCH1 Palladium Silver**



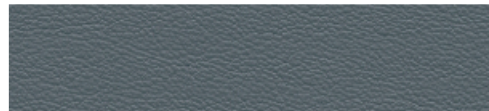
□ **Novillo leather^{3,4} NCH3 Bamboo Beige**



□ **Novillo leather^{3,4} NCH2 Fox Red**



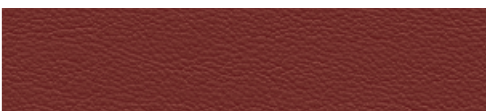
□ **Novillo leather, extended⁴ NDSW Black**



□ **Novillo leather, extended⁴ NDH1 Palladium Silver**



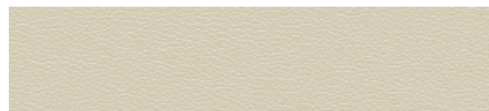
□ **Novillo leather, extended⁴ NDH3 Bamboo Beige**



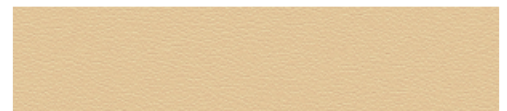
□ **Novillo leather, extended⁴ NDH2 Fox Red**



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□ **BMW Individual leather Novillo⁴ ZAC8 Platinum**



□ **BMW Individual leather Novillo⁴ ZACM Champagne**



□ **BMW Individual leather Novillo⁴ ZAP2 Rust Brown**



□ **BMW Individual leather Novillo⁴ Z1XX Amarone**

¹ Planned availability from June 2010. Not available for the BMW M3 Saloon.

² Only available for the BMW M3 Coupé and for the BMW M3 Saloon.

³ Standard for the BMW M3 Convertible.

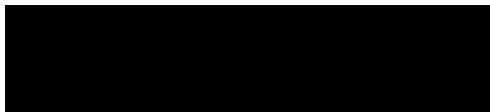
⁴ Equipped with SunReflective Technology in the BMW M3 Convertible.

Please note that even normal long or short term use can lead to unrecoverable upholstery damage. This can be caused in particular by non-colourfast clothing.

■ Standard equipment

□ Optional equipment

Interior colour



Black

Interior trims



■ 771 Titanium Shadow



□ 4MX Aluminium Shadow, fine brushed



□ 4MY Black leather Carbon structure



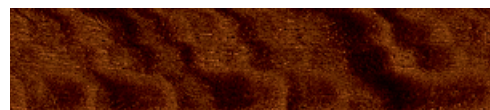
□ 4MZ Fine-wood trim high-gloss Sycamore Grain, Anthracite



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□ BMW Individual Interior trim XE2
Maple Wood Anthracite wood



□ BMW Individual Interior trim XE3
Eucalyptus Red Brown wood



□ BMW Individual Interior trim XE8
Piano Finish Black with inlay

Combinations

Upholstery material	BMW Upholstery colours										BMW Individual Upholstery colours			
	Cloth/leather combination Speed ²	Novillo leather ^{3,4,5}					Novillo leather, extended ^{4,6}					Novillo leather ⁴		
Upholstery colours	Anthracite/Black	Black	Palladium Silver	Bamboo Beige	Fox Red	Black	Palladium Silver	Bamboo Beige	Fox Red	Platinum	Champagne	Rust Brown	Amarone	
Interior colour	Black	Black	Black	Black	Black	Black	Black	Black	Black	Black	Black	Black	Black	
BMW Exterior colours														
Alpine White non-metallic		•	•	•	•	•	•	•	•	•	•	•	•	
Black non-metallic		•	•	•	•	•	•	•	•	•	•	•	•	
Mineral White metallic ¹		•	•	•	•	•	•	•	•	•	•	•	•	
Silverstone metallic		•	•	•	•	•	•	•	•	•	•	•	•	
Jerez Black metallic		•	•	•	•	•	•	•	•	•	•	•	•	
Le Mans Blue metallic		•	•	•	•	•	•	•	•	•	•	•	•	
Interlagos Blue metallic		•	•	•	•	•	•	•	•	•	•	•	•	
Melbourne Red metallic		•	•	•	•	•	•	•	•	•	•	•	•	
Space Grey metallic		•	•	•	•	•	•	•	•	•	•	•	•	
BMW Individual Exterior colours														
Ruby Black metallic		•	•	•	•	•	•	•	•	•	•	•	•	
Azurite Black metallic		•	•	•	•	•	•	•	•	•	•	•	•	
Aventurine Silver metallic		•	•	•	•	•	•	•	•	•	•	•	•	
Moonstone metallic		•	•	•	•	•	•	•	•	•	•	•	•	
Diopside Black metallic		•	•	•	•	•	•	•	•	•	•	•	•	
BMW Interior trims														
Titanium Shadow		•	•	•	•	•	•	•	•	•	•	•	•	
Aluminium Shadow, fine brushed		•	•	•	•	•	•	•	•	•	•	•	•	
Black leather Carbon structure		•	•	•	•	•	•	•	•	•	•	•	•	
Fine-wood trim high-gloss Sycamore Grain, Anthracite		•	•	•	•	•	•	•	•	•	•	•	•	
BMW Individual Interior trims														
Maple Wood Anthracite wood trim		•	•	•	•	•	•	•	•	•	•	•	•	
Eucalyptus Red Brown wood trim		•	•	•	•	•	•	•	•	•	•	•	•	
Piano Finish Black with inlay		•	•	•	•	•	•	•	•	•	•	•	•	

BMW Individual
 BMW optional equipment
 BMW standard equipment
 • Recommended colour combination.

¹Planned availability from June 2010. Not available for BMW M3 Saloon.

²Only available for the BMW M3 Coupé and for the BMW M3 Saloon.

³Standard for the BMW M3 Convertible.

⁴Equipped with SunReflective Technology in the BMW M3 Convertible.

⁵Novillo leather includes seat surfaces, centre console armrest and doors, headrests front and rear, and gearshift gaiter.

⁶Extended Novillo leather includes seat surfaces, centre console armrest and doors, headrests front, gearshift gaiter, underside of glove compartment, underside of dashboard and centre console sides.