

BMW Individual



BMW 3 Series
Saloon

Sheer
Driving Pleasure

BMW Individual

BMW INDIVIDUAL.

THE MOST EXCLUSIVE WAY TO DRIVE A BMW.

VERSATILITY HAS NEVER BEEN SO UNIQUE.

True exclusivity is defined by the very highest standards: those that each person sets for themselves. BMW Individual enables you to realise these standards in the car you drive. With a BMW Individual 3 Series Saloon in which all the little details harmonise perfectly together. The BMW Individual Moonstone metallic paint finish shown here creates a delightful contrast with the velvety BMW Individual Merino leather in Syrah Blue. The extended leather trim comprises

additional leather elements not included in standard equipment, such as the door trim inserts and complete door handles. The finishing touches are provided by the BMW Individual Maple wood Anthracite interior trim with its unique wavy grain.

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

Extended Merino leather trim in Syrah Blue with Maple wood Anthracite interior trim.



BMW Individual Moonstone metallic paint finish.



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.

BMW Individual Merino leather does not just look enticingly soft and velvety; it also feels incredibly sumptuous. Its secret lies in our painstaking selection process: only absolutely flawless hides are approved for use. As a result, these premium leathers do not require any surface treatment. And by leaving the leather in its natural state, it retains its breathable, porous structure, remaining soft and supple. All leather colours are designed to match the BMW Individual paint finishes to perfection, so the car's interior will harmoniously complement the exterior.

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 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.

BMW Individual Azurite Black metallic paint finish.



Light-alloy wheels V-Spoke 152 I, 18".



BMW Individual
ind/490 BMW Individual paint finish
Option ZA/Z1XX BMW Individual extended Merino leather trim. Features BMW Individual Merino leather on front and rear seats including headrests, rear of seat backrest, inserts in door trims, complete door pull handles, door armrests and centre console armrest. Handbrake lever and gearshift/selector lever gaiters in Walknappa leather Black.
Z1XX BMW Individual full Merino leather trim. Features BMW Individual Merino leather on front and rear seats including headrests, rear of seat backrest, complete door trims, complete door pull handles, map pockets in doors, door armrests and centre console armrest, centre console sides, lower section of instrument panel, handbrake lever and gearshift/selector lever gaiters. Upper-arm trim panels in Walknappa leather Black. Lower section of instrument panel and rear centre console with soft-finish trim in BMW Individual upholstery colour.
Option XE BMW Individual interior trim
Option XL BMW Individual wood ring insert or leather intarsia for leather steering wheel ^{1,2,3}
Option 775 BMW Individual headliner Anthracite
Option 778 door sill finishers with BMW Individual designation ³
Option 752 BMW Individual High-End Audio System ⁴
Option 760 BMW Individual high-gloss Shadow Line
Option 2M0 BMW Individual light-alloy wheels, V-spoke 152 I, 18 inch with mixed tyres ³

XC4 BMW Individual Composition³
Option ZA BMW Individual extended Merino leather trim
Option XE BMW Individual interior trim
Option 775 BMW Individual headliner Anthracite
Option XL BMW Individual wood ring insert or leather intarsia for leather steering wheel ^{1,2,3}
Option 778 door sill finishers with BMW Individual designation
<p>¹ Not in combination with Option 248 "Steering wheel heating".</p> <p>² Only in combination with Option 255 "Sports leather steering wheel" or with Option 2XA "Sports leather steering wheel with gearshift paddles".</p> <p>³ Not in combination with Option 337 "M sports package", nor with Option 710 "M Leather steering wheel" or Option 7XA "M leather steering wheel with gearshift paddles".</p> <p>⁴ Available for six-cylinder models.</p>

Your BMW partner will be pleased to show you original BMW Individual colours and materials. For further ideas on how to personalise your BMW 3 Series Saloon, see our website:

www.bmw.com/bmw-individual

BMW Individual wood ring insert for leather steering wheel.



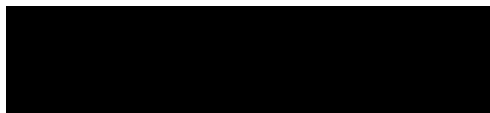
Merino leather Syrah Blue with Saddle Stitch in Blue Grey.



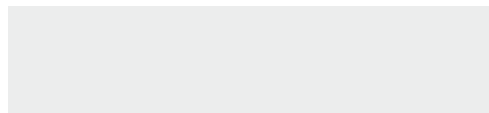
■ Standard equipment □ Optional equipment

The following pages show the colours and materials available for the BMW 3 Series Saloon. 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 always faithfully reproduce the colour appearance of the originals. We therefore recommend that you consult your BMW partner on your preferred colour choices, who will be happy to show you original samples and assist you with special requests.

Exterior colours



■ **Non-metallic** 668 Black



■ **Non-metallic** 300 Alpine White



■ **Non-metallic** A61 Crimson Red



□ **Metallic** A51 Montego Blue



□ **Metallic** A53 Platinum Bronze



□ **Metallic** A82 Vermilion Red



□ **Metallic** A81 Tasman



□ **Metallic** 354 Titanium Silver



□ **Metallic** A52 Space Grey



□ **Metallic** A76 Deep Sea Blue



□ **Metallic** 896 Bluewater



□ **Metallic** 381 Le Mans Blue¹



□ **Metallic** 475 Black Sapphire



BMW Individual

□ **BMW Individual** S58 Aventurine Silver metallic

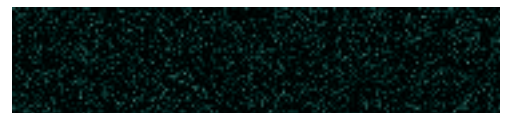


□ **BMW Individual** X03 Ruby Black metallic

□ **BMW Individual** X04 Moonstone metallic



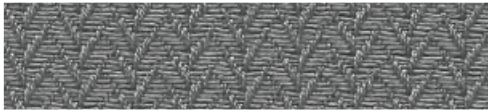
□ **BMW Individual** S34 Azurite Black metallic



□ **BMW Individual** 490 Diopside Black metallic

■ Standard equipment □ Optional equipment

Upholstery colours



■ **Vertex cloth EBAD** Grey



■ **Vertex cloth EBAT** Anthracite



■ **Vertex cloth EBB4** Beige



□ **Impulse cloth/leather FMAT** Anthracite



□ **Cloth Blue Shadow/Alcantara ANAT** Anthracite¹



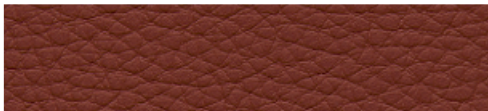
□ **Dakota leather LCAD** Grey



□ **Dakota leather LCB4** Beige



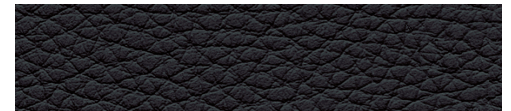
□ **Dakota leather LCCX** Oyster



□ **Dakota leather LCCZ** Auburn



□ **Dakota leather LCD3** Saddle Brown



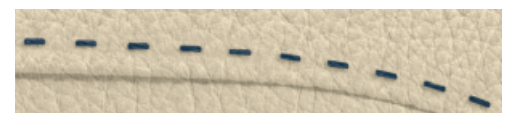
□ **Dakota leather LCSW** Black



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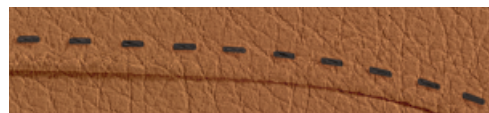
□ **BMW Individual Merino leather ZAF3/Z1XX**
Syrah Blue with Saddle Stitch² in Blue Grey



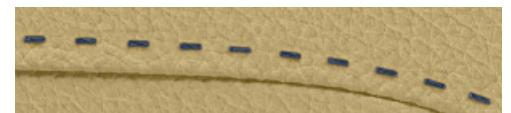
□ **BMW Individual Merino leather ZAC8/Z1XX**
Platinum with Saddle Stitch² in Navy Blue



□ **BMW Individual Merino leather ZACM/Z1XX**
Champagne with Saddle Stitch² in Navy Blue



□ **BMW Individual Merino leather ZAP2/Z1XX**
Rust Brown with Saddle Stitch² in Dark Spice



□ **BMW Individual Merino leather Z1XX**
Albedo Yellow with Saddle Stitch² in Navy Blue



□ **BMW Individual Merino leather Z1XX**
Amarone with Saddle Stitch² in Tan

¹ Only in conjunction with M Sports package.

² Saddle stitch shown is only available in conjunction with sport seats. Standard seats do not feature Saddle Stitch.

■ Standard equipment □ Optional equipment

Interior colours



Black



Grey



Beige

Interior trims



■ 4CG Satin Silver, matt



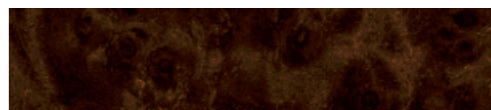
□ 4AT Black, high-gloss



□ 4MG Aluminium Glacier Silver¹



□ 4B9 Fine Brushed Aluminium



□ 4AB Fine-wood trim Burr Walnut



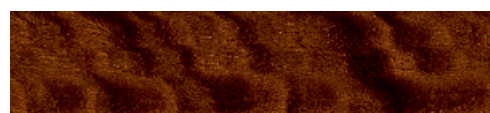
□ 4A3 Fine-wood trim Walnut light



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□ **BMW Individual Interior trims XE2**
Maple Wood Anthracite wood



□ **BMW Individual Interior trims XE3**
Figured Eucalyptus Red Brown wood



□ **BMW Individual Interior trims XE8**
Piano Finish Black with inlay

Combinations

Upholstery material	BMW Upholstery colours											BMW Individual Upholstery colours					
	Vertex cloth			Impulse cloth/ leather upholstery ³	Blue Shadow cloth ¹	Dakota leather ²						Merino leather					
Upholstery colours	Grey	Anthracite	Beige	Anthracite	Anthracite	Grey	Beige	Oyster	Auburn	Saddle Brown	Black	Syrah Blue	Platinum	Champagne	Rust Brown	Albedo Yellow	Amarone
Interior colours	Grey	Black	Beige	Black	Black	Grey	Beige	Black	Black	Black	Black	Black	Black	Black	Black	Black	Black
BMW Exterior colours																	
Black non-metallic	●	●	●	●	—	●	●	●	●	●	●	●	●	●	●	●	●
Alpine White non-metallic	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Crimson Red non-metallic	●	●	●	●	—	●	●	●	●	●	●	●	●	●	●	●	●
Montego Blue metallic	●	●	●	●	—	●	●	●	●	●	●	●	●	●	●	●	●
Platinum Bronze metallic	●	●	●	●	—	●	●	●	●	●	●	●	●	●	●	●	●
Vermilion Red metallic	●	●	●	●	—	●	●	●	●	●	●	●	●	●	●	●	●
Tasman metallic	●	●	●	●	—	●	●	●	●	●	●	●	●	●	●	●	●
Titanium Silver metallic	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Space Grey metallic	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Deep Sea Blue metallic	●	●	●	●	—	●	●	●	●	●	●	●	●	●	●	●	●
Bluewater metallic	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Le Mans Blue ¹ metallic	—	—	—	—	●	●	●	●	●	●	●	●	●	●	●	●	●
Black Sapphire metallic	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
BMW Individual Exterior colours																	
Ruby Black metallic	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Azurite Black metallic	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Aventurine Silver metallic	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Moonstone metallic	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Diopside Black metallic	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
BMW Interior trims																	
Satin Silver, matt	●	●	●	●	—	●	●	●	●	●	●	●	●	●	●	●	●
Black, high-gloss	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Aluminium Glacier Silver ¹	—	—	—	—	●	●	●	●	●	●	●	●	●	●	●	●	●
Fine Brushed Aluminium	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Fine-wood trim Burr Walnut	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Fine-wood trim Walnut light	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
BMW Individual Interior trims																	
Maple Wood Anthracite wood trim	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Figured Eucalyptus Red Brown wood trim	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Piano Finish Black with inlay	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●

BMW Individual
 BMW Optional equipment
 BMW Standard equipment
 ● Recommended colour combination
— not available

¹ Only in conjunction with M Sports package.

² Dakota leather includes seat surfaces, centre console and door armrests, headrests for front seats and outer rear seats, and gearshift gaiter.

³ Upholstery Impulse has the side panels of the seat surfaces and backrests in leather, with the centre parts of the seat surfaces and backrests in cloth.

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.