

2012 BMW M3

Coupe  
Convertible



The Ultimate  
Driving Machine®



# THE BMW M3 COUPE AND CONVERTIBLE.

STANDARD AND OPTIONAL EQUIPMENT.



REVISED JUNE 9, 2011

<b>Performance and efficiency</b>	<b>M3 Coupe</b>	<b>M3 Convertible</b>
4.0-liter 32-valve 414-hp V-8 engine with M Double-VANOS “steplessly” variable valve timing	●	●
8 individual throttles, electronically controlled (drive-by-wire)	●	●
Digital Motor Electronics (DME) with on-board diagnostics	●	●
Oil coolant heat exchanger	●	●
Distributorless electronic ignition system	●	●
3-way catalytic converter with heated oxygen sensor	●	●
6-speed manual transmission with additional oil cooler and heavy-duty dual-disc clutch	●	●
7-speed M Double Clutch Transmission (M DCT) with Drivelogic	○	○

<b>Handling, ride and braking</b>	<b>M3 Coupe</b>	<b>M3 Convertible</b>
Dynamic Stability Control (DSC) with M Dynamic Mode (MDM)	●	●
Dynamic Stability Control (DSC) with performance modified M Dynamic Mode (MDM)	□	
All Season Traction with Variable M Differential Lock	●	●
Electronic Damping Control with Comfort, Normal and Sport modes	○	○
Electronic Damping Control with Comfort, Normal and Sport modes, including enhanced Sport mode software	□	
Lowered suspension (10 mm)	□	
Vehicle-speed-sensitive variable-assist power steering (M Servotronic)	●	●
M Drive	●	●
M suspension with twin-joint spring-strut front axle, subframe, front axle tie-rod and stiffening plate in aluminum, rear axle subframe in steel, track control arm and spring strut in aluminum and lightweight steel construction	●	●
Gas-pressurized front struts and rear shock absorbers	●	●
4-wheel BMW M vacuum-assisted ventilated, cross-drilled compound disc brakes with floating brake rotors	●	●
High-performance-tuned anti-lock braking system (ABS) with Dynamic Brake Control	●	●

<b>Interior</b>	<b>M3 Coupe</b>	<b>M3 Convertible</b>
Anthracite and Black Cloth/Leather upholstery	●	
Novillo Leather upholstery (in M3 Convertible includes Sun-Reflective Technology)	○/◆	●
Novillo Extended Leather upholstery; requires optional Navigation system or Convenience Package; covers the instrument panel below the trim line, the glovebox lid and the center console sides (M3 Convertible leather upholstery incorporates Sun-Reflective Technology)	○	○
Anthracite headliner	●	
Titanium Shadow interior trim	●	●
Blue-gray Brushed Aluminum interior trim	○/◆	○/◆
Carbon Leather interior trim	○/◆	○/◆
Sycamore Anthracite Wood interior trim	○/◆	○/◆
Manually-adjustable front M sport seats including manually adjustable thigh support, power-adjustable backrest side bolsters and 4-way power lumbar support	●	
Power-adjustable front M sport seats including manually adjustable thigh support, power-adjustable backrest side bolsters, 4-way power lumbar support and memory system for driver's seat and outside mirrors	◆	●
Seatback easy-entry feature with memory and 2x-speed power fore-aft control		●
Through-loading rear seats		○/★
Split fold-down rear seats (M3 Convertible fold-down rear seats include two convenience hooks)	●	●
Folding rear-seat headrests	●	
3-stage heated front seats	○/★	○/★
Adjustable front armrest	●	●
Door sills with BMW M3 logo	●	●

- Standard
- Optional
- ★ Included in Cold Weather Package
- Included in Competition Package
- Included in Convenience Package
- ◆ Included in Premium Package

<b>Exterior</b>	<b>M3 Coupe</b>	<b>M3 Convertible</b>
Double Spoke (Style 219M) Bright Silver finish M light alloy wheels, 18 x 8.5 front, 18 x 9.5 rear; 245/40 front and 265/40 rear performance tires <sup>1</sup>	●	●
Double Spoke (Style 220M) polished and forged M light alloy wheels, 19 x 8.5 front, 19 x 9.5 rear; 245/35 front and 265/35 rear performance tires <sup>1</sup> (not available with Competition Package)	○	○
Y Spoke (Style 359M) bright aluminum finish forged M light alloy wheels, 19 x 9.0 front, 19 x 10.0 rear; 245/35 front and 265/35 rear performance tires <sup>1</sup>	□	
Xenon Adaptive low- and high-beam headlights with auto-leveling and Cornering Lights function	●	●
Power-folding retractable hardtop with integrated rear-window defroster		●
Aluminum hood with powerdome	●	●
Carbon-fiber roof (not available with moonroof, which requires a steel roof)	●	
Flared front and rear fenders, including wheel arches; vent gills in front fenders with integrated indicator and M3 logo	●	●
Front and rear spoiler (M3 Convertible does not have a rear spoiler)	●	●
M rear apron with diffuser	●	●
Flat-paneled underbody	●	●
Shadowline trim	●	
Aluminum Matte trim		●
M exterior side-view mirrors in body color with double bridge in black	●	●
Heated side-view mirrors, windshield washer jets and door locks	●	●
Power folding mirrors	◆	◆
Rear-view mirror with digital compass	◆	◆
High-pressure liquid headlight cleaning system	★	★
White turn-signal indicators	●	●
M quad polished stainless steel exhaust tips	●	●
Rear spoiler deletion	○	
Metallic paint	○	○

<b>Safety and security</b>	<b>M3 Coupe</b>	<b>M3 Convertible</b>
Driver's and passenger's front airbag supplemental restraint system (SRS) with advanced technology: dual-threshold, dual-stage deployment; and front-passenger seat sensors designed to prevent unnecessary airbag deployment	●	●
Front-seat-mounted side-impact airbags	●	●
Head Protection System (HPS), front and rear	●	
Rollover Protection System		●
BMW's Advanced Safety System for integrated deployment of passive and active safety features	●	●
Interlocking door anchoring system to help protect against door intrusion in side impacts	●	●
Bumper system with aluminum impact absorbers at the front, steel impact absorbers at the rear, and front-compressible elements	●	●
Adaptive Brakelights	●	●
Automatic front safety-belt pretensioners	●	●
Child-seat automatic safety-belt locking device in rear seats	●	●
Central locking system (leaves gas filler door unlocked) and double-lock feature	●	●
Coded Driveway Protection (prevents engine start when your key, with constantly changing electronic code, is not used)	●	●
Anti-theft alarm system with keyhead remote operation and interior motion detector	●	●
Crash sensor that activates Battery Safety Terminal disconnect of alternator, fuel pump and starter from battery; automatically unlocks doors, and turns on hazard and interior lights	●	●
M Mobility System (includes lifetime BMW Roadside Assistance for tire assistance)	●	●
BMW Assist™ Safety Plan includes four years of Automatic Collision Notification, Emergency Request, Enhanced Roadside Assistance, Door Unlock, Stolen Vehicle Recovery, Customer Relations, TeleService; Mobile Office features <sup>2</sup> ; MyInfo lets you send business locations and street addresses directly to your BMW and Navigation system (for complete details, visit <a href="http://bmwassist.com">bmwassist.com</a> )	○/◆	○/◆

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<sup>1</sup> Driving over rough or damaged road surfaces, as well as debris, curbs and other obstacles, can cause serious damage to wheels, tires and suspension parts. This is more likely to occur with low-profile tires, which provide less cushioning between the wheel and the road. Be careful to avoid road hazards and reduce your speed, especially if your vehicle is equipped with low-profile tires. Performance tires are not recommended for driving in ice and snow conditions. Please note: M3 models are not equipped with a spare tire and wheel. They include M Mobility System, which offers lifetime BMW Roadside Assistance for tire assistance.

<sup>2</sup> Not all mobile phones are compatible with Mobile Office, and some compatible phones support a limited number of Mobile Office functions. For the complete list of compatible mobile phones and the details regarding which Mobile Office functions are supported by each phone, please visit [bmwusa.com/bluetooth](http://bmwusa.com/bluetooth).

<b>Comfort and convenience</b>	<b>M3 Coupe</b>	<b>M3 Convertible</b>
Multi-function remote control	●	●
Comfort Access keyless entry with multi-function remote control	○/■	○/■
Automatic climate control – includes micro-filter, automatic air recirculation, left/right temperature control, temperature- and volume-controlled rear outlets, windshield misting sensor, MAX A/C, heat at rest, and recall of individual user settings	●	●
Door storage pockets with covers		●
Power, glass 2-way moonroof with remote, “one-touch” operation and sliding interior sunshade (optional moonroof requires steel roof; not available with carbon-fiber roof in M3 Coupe)	○	
Power front/rear windows with “one-touch” up/down operation (in M3 Coupe, rear windows are stationary and do not include up/down operation)	●	●
Rain-sensing windshield wipers with Automatic headlight control	●	●
Automatic-dimming inside rear-view mirror	●	●
Automatic tilt-down of passenger’s side-view mirror when vehicle is shifted into reverse gear	●	●
Automatic safety-belt assistant	●	●
BMW Ambiance lighting front and rear	●	●
Courtesy lights – include fade in/fade out, actuation from remote, automatic switch-on when engine is turned off, separately controlled left/right front and rear reading lights, front footwell lighting, and illuminated vanity mirrors	●	●
Cruise Control with column-mounted stalk <sup>3</sup>	●	●
Integrated 3-button Universal garage-door opener	◆	◆
Park Distance Control (rear)	○/■	○/■
Power rear-window sunshade	■	
Console valet and cupholders	●	●
Vehicle & Key Memory	●	●
Electric interior trunk release	●	●
Fully finished trunk	●	●

<b>Instrumentation and controls</b>	<b>M3 Coupe</b>	<b>M3 Convertible</b>
3-spoke, leather-wrapped multi-function M sport steering wheel with controls for audio system, cruise control, and Bluetooth® wireless communication for hands-free mobile phone; M color stitching and tilt/telescopic adjustment	●	●
Bluetooth wireless technology for hands-free calling (with Bluetooth compatible mobile phone, if so equipped <sup>4</sup> ), phonebook downloading and speech recognition capabilities (please visit your authorized BMW center for details on standard and optional services)	●	●
Engine Start/Stop button	●	●
M-design instrument cluster with titanium-finish-ringed instrument dials and red needles	●	●
Service Interval Indicator with miles-to-service display	●	●
Check Control vehicle monitoring system	●	●
Tachometer with variable warning zones and oil temperature display	●	●
On-board computer with detailed vehicle information, including travel range on remaining fuel, external temperature (including freezing temperature warning)	●	●
M Drive	●	●
Navigation system with 16:9 screen and Voice command system; iDrive system with on-board computer and Controller; includes Real Time Traffic Information function (where available) and 6 programmable memory buttons	○	○
Tire Pressure Monitor	●	●

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<sup>3</sup> Cruise control is not a substitute for the driver’s own responsibility in adjusting speed and otherwise controlling the vehicle. After evaluating the road, traffic and visibility conditions, the driver must decide whether and how the system is used.

<sup>4</sup> Check for a list of BMW-compatible Bluetooth enabled mobile phones at your authorized BMW center or [bmwusa.com](http://bmwusa.com).

Audio	M3 Coupe	M3 Convertible
AM/FM stereo/CD audio system with Radio Data System (RDS), Auto-Store, MP3 capability and 3-channel FM diversity antenna system	●	●
Enhanced Premium Sound audio system with upgraded speakers, amplification, and vehicle-speed-sensitive equalization (requires optional Navigation system)	○	○
HD Radio™ with “multicast” FM station reception	●	●
Sirius Satellite Radio with one-year subscription	○	○
iPod® and USB adapter	●	●

BMW Services	M3 Coupe	M3 Convertible
BMW Ultimate Service® (for complete details on BMW Ultimate Service, visit <a href="http://bmwusa.com/ultimateservice">bmwusa.com/ultimateservice</a> )	●	●

Premium Package	M3 Coupe	M3 Convertible
Power-adjustable front M sport seats including manually adjustable thigh support, power-adjustable backrest side bolsters, 4-way power lumbar support and memory system for driver's seat and outside mirrors	◆	●
Novillo Leather upholstery	○/◆	●
Choice of: Blue-gray Brushed Aluminum interior trim Carbon Leather interior trim Sycamore Anthracite Wood interior trim	○/◆	○/◆
Power folding mirrors	◆	◆
Rear-view mirror with digital compass	◆	◆
Integrated 3-button Universal garage-door opener	◆	◆
BMW Assist™ Safety Plan includes four years of Automatic Collision Notification, Emergency Request, Enhanced Roadside Assistance, Door Unlock, Stolen Vehicle Recovery, Customer Relations, TeleService; Mobile Office features <sup>5</sup> ; MyInfo lets you send business locations and street addresses directly to your BMW and Navigation system (for complete details, visit <a href="http://bmwassist.com">bmwassist.com</a> )	○/◆	○/◆

Convenience Package	M3 Coupe	M3 Convertible
Park Distance Control (rear)	○/■	○/■
Comfort Access keyless entry with multi-function remote control	○/■	○/■
Power rear-window sunshade	■	

Competition Package	M3 Coupe	M3 Convertible
Dynamic Stability Control (DSC) with performance modified M Dynamic Mode (MDM)	□	
Electronic Damping Control with Comfort, Normal and Sport modes, including enhanced Sport mode software	□	
Lowered suspension (10 mm)	□	
Y Spoke (Style 359M) bright aluminum finish forged M light alloy wheels, 19 x 9.0 front, 19 x 10.0 rear; 245/35 front and 265/35 rear performance tires <sup>6</sup>	□	

Cold Weather Package	M3 Coupe	M3 Convertible
High-pressure liquid headlight cleaning system	★	★
3-stage heated front seats	○/★	○/★
Through-loading rear seats		○/★

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