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2012 BMW M3 Competition Edition Featuring Frozen Silver Exterior Celebrating BMW's long history of racing success in North America and 40 years of BMW M

Woodcliff Lake, NJ – November 4, 2011... BMW of North America today announced the 2012 M3 Competition Edition featuring Frozen Silver exterior paint and other enhancements. To honor the 40 years since the founding of BMW M in 1972, production for the United States of these very special M3 Coupes will be limited to 40 identically-equipped cars. Each features BMW Individual Frozen Silver Metallic exterior paint with a deep metallic luster to accentuate the athletic lines of the legendary M3. The unique exterior treatment also includes black hood intakes and dark chrome exterior trim, including the kidney grills, the M side gills and the exhaust tips. Black M3 GTS wheels complete the striking exterior. The interior features black Extended Novillo Leather with unique palladium silver accents and palladium silver-contrast stitching on front seats, headrests, door trim panels / handles, center console, and center armrest. The interior is further distinguished with an Alcantara-covered multi-function M steering wheel with M3 Checkered Flag logo inlay. The door sill finishers also feature the M3 Checkered Flag logo while the handbrake lever sports an embroidered M Power logo. As a final touch, genuine

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Carbon Fiber trims the dash and center console. The 2012 BMW M3 Competition Edition will be offered for an MSRP of **\$81,060** including destination and handling.

Unlike previous M3 Edition models, one each of the 40 2012 M3 Competition Edition models has been allocated to the first 40 US authorized BMW centers to become M Certified Centers.

Each 2012 M3 Competition Edition will be powered by the award-winning 4.0-liter, 414-horsepower M V8 engine, equipped with BMW's M Double Clutch Transmission (M DCT) which lowers the 0-60mph acceleration time of the M3 to 4.5 seconds from 4.7. Redline is a breathtaking 8,400 rpm.

The 2012 Competition Edition M3 continues the tradition of innovation and passion for driving by incorporating key changes to the M3's dynamic qualities. The included Competition Package reduces vehicle ride height by 10mm and includes M3 GTS 19-inch wheels (in black for this Edition) with wider offset for enhanced stability, standard Electronic Damping Control with enhanced programming, and higher-threshold programming for the M Dynamic Mode.

A complete list of equipment may be found at the end of this release.

Competition Edition celebrates the M3's rich racing history in the US.

The checkered flags emblazoned on the door sills and steering wheel of the M3 Competition Edition pay tribute to more than a decade of BMW GT class success on the racing circuits of North America.

From Lime Rock Park in the Litchfield Hills of Western Connecticut to Laguna Seca Raceway just north of California's Monterey Bay, the BMW M3 has given sports car racing fans across North America reason to cheer since the first BMW of North America M3 racing program began in 1995.

With drivers such as Bill Auberlen, Boris Said and the legendary Hans Stuck, the BMW M3 dominated the GT classes of sports car racing in the States into the new millennium with two generations of BMW M3 (E36 and E46), winning 53 of 118 races entered. In 1997 the BMW M3 became one of the few Marques ever to win its

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class at both the 24 Hours of Daytona and the 12 Hours of Sebring in the same year. As remarkable as that was, the feat was repeated the very next year.

A decade and a half later the BMW M3 continues to top the American Le Mans Series podiums against a tough field of GT competitors. Led by American racing icon Bobby Rahal, BMW Team RLL won the ALMS GT Manufacturer and Team championships in both 2010 and 2011, with Joey Hand and Dirk Müller adding the Driver's title this year for a clean sweep of all GT class championships.

Major M3 Racing Championships in North America:

1996	BMW M3 (E36)	IMSA GTS-2 Manufacturer
1997	BMW M3 (E36)	SportsCar GTS-3 Manufacturer, Team, Driver (Bill Auberlen)
1998	BMW M3 (E36)	SportsCar GT3 Manufacturer, Team, Driver (Mark Simo)
1998	BMW M3 (E36)	USRRC GT3 Manufacturer, Team, Driver (Ross Bentley)
1999	BMW M3 (E46)	ALMS Team
2001	BMW M3 GTR	ALMS Manufacturer, Team, Driver (Jorg Müller)
2004	BMW M3 (E46)	Rolex GT Manufacturer, Team, Driver (Bill Auberlen)
2010	BMW M3 GT	ALMS Manufacturer, Team
2011	BMW M3 GT	ALMS Manufacturer, Team, Driver (Joey Hand, Dirk Müller)

About BMW Individual Frozen Paint Colors.

The special BMW Individual matte paintwork on the M3 Competition Edition adds a rare metallic luster to the vehicle. Compared to conventional exterior colors with gloss finish, the sculpture-like character of the Frozen Silver paint highlights the athletic contours of the M3. To achieve this luster, a special BMW-developed silk matte clear coat is applied over the Silver Metallic base coat. BMW Individual's Frozen paints meet or exceed all BMW standards for durability and longevity, and feature a full

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factory warranty. Special care guidelines are provided to customers and authorized BMW centers to prevent the finish from becoming glossy.

About M Certified BMW Centers

M Certified BMW Centers are authorized BMW centers which have taken extra measures to specialize in BMW M vehicles. These centers have client advisors who have been specially trained at the BMW Performance Driving School in South Carolina. Additionally, these centers have created a specific atmosphere to showcase the high-performance BMW M vehicles and accessories.

A list of M Certified BMW Centers may be found at www.bmwusa.com.

2012 BMW M3 Competition Edition features and Highlights

Exterior

- Frozen Silver exterior paint
- Black hood intakes
- Dark Chrome exterior trim
 - Kidney Grills
 - M side gill elements
 - Exhaust tips
- Black M3 GTS 19-inch wheels

Interior

- Extended Black Novillo leather upholstery with Palladium Silver accents
- Palladium Silver stitching on front seats, headrests, door trim panels / handles, center console, and center armrest
- Alcantara multi-function M steering wheel with M3 Checkered Flag logo inlay
- Carbon Fiber interior trim, including dashboard and center console.
- Door sill finishers with M3 Checkered Flag logo.
- Handbrake lever with embroidered M Power logo.

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Packages

- Competition Package
 - Dynamic Damper Control
 - M3 GTS 19-inch light alloy Y-spoke wheels (black)
 - Competition package suspension with 10mm lower ride height
 - Modified programming for the M Dynamic Mode
- Cold Weather Package
 - Ski-bag
 - Heated front seats
 - Retractable headlight washers
- Premium Package
 - Power folding auto-dimming mirrors
 - Universal garage-door opener
 - Comfort Access keyless entry
 - Power rear sunshade
 - Power front seats with driver seat memory
 - Interior rearview mirror with compass
 - Rear Park Distance Control

Options

- M Dual-Clutch Transmission with Drivelogic
- Navigation System with Real-time Traffic Info.
- Bluetooth connectivity
- iPod and USB Adapter
- BMW Apps iPhone integration

BMW Group In America

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; DesignworksUSA, a

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strategic design consultancy in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group's global manufacturing network and is the exclusive manufacturing plant for all X5 and X3 Sports Activity Vehicles and X6 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 339 BMW passenger car and BMW Sports Activity Vehicle centers, 138 BMW motorcycle retailers, 105 MINI passenger car dealers, and 36 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

Information about BMW Group products is available to consumers via the Internet at:
www.bmwgroupna.com

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Journalist note: Information about BMW Group and its products in the USA is available to journalists on-line at www.bmwgroupusanews.com and www.press.bmwna.com.