



For Release: Immediate

Contact: Matt Russell
BMW Product & Technology Communications Manager
(201) 307-3783 / matthew.russell@bmwna.com

David J. Buchko
BMW Advanced Powertrain & Heritage Communications
(201) 307-3709 / dave.buchko@bmwna.com

Monty Roberts
BMW Product & Technology Communications
(201) 307-3755 / monty.roberts@bmwna.com

2013 BMW M3 Coupe Frozen Limited Edition
Offered in three unique Frozen exterior finishes – red, white and blue.

Woodcliff Lake, NJ – October 26, 2012 ... BMW today announced the 2013 BMW M3 Coupe Frozen Limited Edition. For the first time, the M3 Frozen Limited Edition will be available in a choice of frozen exterior finishes. Appropriate to this election season in the US, those choices are Frozen Red, Frozen White and Frozen Blue. The interior will sport black extended Novillo leather with contrasting stitching to match the exterior color. In total, 150 examples will be available for US customers with production beginning in January 2013. In addition to the standard equipment included in the base MSRP of \$76,395 (including Destination and Handling), customers will be able to tailor their 2013 M3 Coupe Frozen Limited Edition with a selection of optional equipment.

All 2013 M3 Coupe Frozen Limited Editions will include the following features:

- BMW Individual Frozen Red, White, or Blue exterior paint
- Competition Package including:
 - Matte black 19" light alloy wheels
 - Electronic Damper Control
 - Lowered suspension (-10 mm)
 - Sport mapping for EDC and DSC
- Premium Package
- Black Extended Novillo leather with contrast stitching in exterior color on seats, headrests, door inserts, armrests, middle console, and door pulls.
- Carbon leather trim with contrast stitching in exterior color
- High-gloss black kidney grilles
- High-gloss black side gills
- High-gloss black exhaust pipe tips
- 6-speed manual transmission
- Carbon fiber roof panel

In addition, customers will be able to tailor the 2013 M3 Coupe Frozen Limited Edition with the following options:

- Cold Weather Package
- M-DCT Transmission
- Rear spoiler delete
- Moonroof
- Heated Front Seats
- Automatic High Beams
- Satellite Radio with 1-year subscription
- BMW Apps
- BMW Individual Enhanced Premium Sound

Customers have the option to begin the relationship with their limited edition BMW M3 with either European Delivery at BMW Welt in Munich or with a Performance Center Delivery in Spartanburg, SC where a range of driver education experiences, including the BMW M School are available.

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 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 338 BMW passenger car and BMW Sports Activity Vehicle centers, 139 BMW motorcycle retailers, 115 MINI passenger car dealers, and 32 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.

#

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