



2011 BMW Frozen Gray M3 Coupes Claimed in 12 Minutes

Woodcliff Lake, NJ – June 21, 2010... Less than 15 minutes after the hotline opened to reserve one of only 30 2011 BMW Frozen Gray M3 Coupes, each has been reserved for sale. Customers will be able to take delivery of the 2011 Frozen Gray M3 Coupe through an Authorized BMW Center starting later this month.

“We leapt at the chance to bring this truly special vehicle to the United States,” said Larry Koch, M Brand Manager for BMW of North America, LLC. “The Frozen Gray M3 is a striking work of sculpture, speed, and style, and perfectly marks the 25th birthday of the M3 model. I’m personally thrilled to see that our customers are as excited about it as we are. We filled the 30 reservation slots within 12 minutes and took the names of at least 50 alternates in the first hour. The 2011 Frozen Gray M3 Coupe will be one of the most unique BMW vehicles ever imported to the U.S.”

The 2011 Frozen Gray M3 Coupe continues the tradition of innovation and passion for driving by incorporating key changes to the M3’s dynamic qualities. The Competition Package reduces vehicle ride height by 10mm and includes unique 19” wheels with wider offset for enhanced stability, standard Electronic Damping Control with enhanced programming, and higher-threshold programming for the M Dynamic Mode. The 2011 Frozen Gray M3 Coupe is also equipped with the M Double Clutch Transmission (M DCT) which lowers the 0–60mph acceleration time of the M3 to 4.5 seconds from 4.7 (6-speed manual). As a result, the 2011 Frozen Gray M3 Coupe will be the most dynamic and exclusive M3 ever to come to the United States.

The fourth and current generation M3 was introduced for the 2008 model year as a Coupe, Sedan, and Convertible, featuring an all-new 4.0-liter, 414-horsepower V8 engine with eight individual throttle bodies and an 8,400-rpm redline. Showcasing its remarkable performance envelope, the newest M3 Coupe serves as the basis for the [M3 GT2](#) race car, which successfully competes in endurance races against the most exotic cars from around the world in the [American Le Mans Series](#).



Introducing Frozen Gray Metallic Paint.

The special BMW Individual matte paintwork on the Frozen Gray M3 adds a rare metallic luster to the vehicle. Compared to conventional exterior colors with a gloss finish, the sculpture-like character of Frozen Gray paint highlights the athletic contours of the M3. To achieve this luster, a special BMW ColorSystem silk matte clear coat is applied over the Space Gray Metallic base coat.

Equipment List: 2011 BMW Frozen Gray M3 Coupe.

- BMW Individual Frozen Gray Metallic exterior paint.
- BMW Individual bi-color (black with red) Novillo Leather interior.
- M DCT Transmission
- Competition Package
 - Electronic Damping Control, 19'' light-alloy wheels, lowered suspension, sport mapping for EDC and DSC.
- Premium Package
 - Power folding mirrors, universal garage door opener, digital compass mirror, BMW Assist with Bluetooth, Novillo Leather, Carbon Leather trim.
- Technology Package
 - M Drive system, Comfort Access system, Navigation system, Voice Command system, Real Time Traffic Information system.
- Heated Front Seats
- Rear Park Distance Control
- Enhanced Premium Sound System
- Satellite Radio with one-year subscription
- iPod and USB Adaptor

BMW Group In America

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The BMW Group

With its three brands – BMW, MINI and Rolls-Royce – the BMW Group is one of the world's most successful premium manufacturers of cars and motorcycles. It operates internationally with 24 production sites in 13 countries and a global sales network with representation in more than 140 countries.

During the financial year 2009, the BMW Group sold approximately 1.29 million cars and more than 87,000 motorcycles worldwide. The profit before tax for 2009 was euro 413 million, revenues totaled €50.68 billion. As of December 31, 2009, the BMW Group had a workforce of approximately 96,000 employees.

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