



Media Information
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BMW Canada introduces new line of performance hardware

Extensive range of performance-oriented accessories launched under the **BMW Performance** banner

Whitby. BMW Canada is pleased to announce that a distinct new category of BMW Accessories branded **BMW Performance** will now offer a wide range of performance-oriented chassis, powertrain, aerodynamics and interior components specially developed for a range of BMW vehicles.

A completely new category within the 2008 Original BMW Accessories catalogue, BMW Performance parts echo BMW's performance heritage and are designed to enhance the acceleration, handling, braking performance, aerodynamics and sporting visual appeal of a range of BMW models. All BMW Performance parts and accessories are engineered specifically for each BMW model.

BMW Performance parts carry the full BMW Parts and Accessory Limited Warranty when installed by an authorized BMW retailer. If installed at the time of new vehicle purchase, BMW Performance components are covered by the same terms and conditions as the new vehicle warranty. If installed separately, all BMW Performance components carry a two-year unlimited mileage warranty.

BMW Performance parts and are available for the 3 Series Sedan, Coupé, Cabriolet and Touring, the Z4 Roadster and Coupé and the new 1 Series Coupé and Cabriolet, launching with an extensive list of offerings:

BMW Performance Drivetrain

- **BMW Performance Engine Kit** – This upgrades the 330's engine to a full 235 horsepower and 222 lb-ft of torque, up 10 horsepower and 8 lb-ft. Through the use of specifically-tuned camshafts and a modified DME, maximum engine speed is raised from 6,500 rpm to 6,800 rpm. For all 2004 – 2006 330i, 330Ci and 330xi models (previous generation.)

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- **BMW Performance Exhaust** – This stainless-steel exhaust reduces backpressure and weight while producing a sound that is perfectly balanced for performance and comfort. At 6,000 rpm, five additional horsepower is achieved with an 8.8-pound weight reduction for improved dynamic performance. Two stainless steel tips with a brushed finish connect to a muffler with a straight-through design and it replaces the entire rear muffler section. For 2004-2006 3 Series models (previous generation.)
- **BMW Performance Air Intake System** – Increase the power and underhood appearance on your vehicle. This system provides three additional horsepower at 6,000 rpm, and replaces the factory airbox and filter assembly for a 24% increase in airflow. No reprogramming of the DME is required and there is no negative influence on emissions output. The injection molded airbox is topped with a carbon fiber insert with “BMW Performance” worded on top. Available for 2004-2006 325i and 330i variants.
- **BMW Performance Differential** – A 3.07:1 ratio greatly improves acceleration by a half second through a 5% axle ratio increase from 2.93:1. This complete differential can bolt right into any 2002-2006 330i (previous generation) without the Performance Package.

BMW Performance Chassis

- **BMW Performance Strut Brace** – Increases vehicle stability by tying the two front strut towers together. Constructed of Carbon Fiber and Aluminum for both strength and light weight, this brace installs easily and looks as fantastic as it works, it is the perfect underhood accessory for the detail-oriented. Fits 1999-2007 3 Series except 335i models.
- **BMW Performance Suspension** – For those who want greater capability in the corners and a reduced ride height this kit is here to serve. With its performance-calibrated struts, shocks, springs and bushings, the components in this kit are matched for optimum performance on the track without compromising ride quality on the street. On certain models, a front lower control arm set and stabilizer bars are included as well. A kit is available for the current (E90) 3 Series Sedan and the previous generation (E46) 3 Series variants except models with the factory Sport Package.



- **BMW Performance Wheel** – Nothing makes a car come alive more than the right set of wheels. These two-tone Ferric Gray 18- and 19-inch one-piece alloy wheels are two pounds lighter than the factory offerings for enhanced driving dynamics and appearance. Applications include 2003-2007 Z4 Roadsters and Coupes (18x8.0/18x8.5) and previous- and current-generation RWD 3 Series vehicles (19x8.0/19x9.0.)

BMW Performance Brakes

- **BMW Performance Cross Drilled Rotors** – Adds Motorsport stopping power to 1 Series and 3 Series models. Up front, two-piece composite rotors are a direct replacement and greatly improve braking in wet and performance driving. For the rear, the one-piece cross drilled rotors add competition appearance and balanced braking. Engineered for 2001-2006 330i and 330xi (previous generation) models and all 1 Series Coupé and Cabriolet models.

BMW Aerodynamics and Exterior

- **BMW Performance Aerodynamics Kit** – Currently available for the BMW 1 Series, BMW Performance aerodynamics kits, typically painted in matching body color (charged separately), include a striking front apron, dynamically contoured sills and aerodynamic rear bumper.
- **BMW Performance carbon fibre components** – Carbon fibre exterior mirror caps are available for all models of the BMW 1 Series, the BMW Performance carbon rear spoiler is offered for all models of the BMW 1 Series and the BMW 3 Series sedan and the BMW Performance carbon diffuser for all BMW 1 Series and all BMW 3 Series from MY 2006.
- **BMW Performance High-Gloss Black Kidney Grille** – adds a distinctive and muscular look to all 1 Series Coupé and Cabriolet models.
- **BMW Performance Décor Stripes Kit** – add a striking black lateral accent along the beltline of all 1 Series models and 3 Series Sedan from MY 2006 – 3 Series Coupés and Cabriolets from MY 2007.



BMW Performance Interior Components

- **BMW Performance Short Shift Kit** – As effective as it is attractive, the BMW Performance Short Shift Kit offers a 25% reduction in shift lever travel with more precise shifting on manual transmission models. With an Alcantara and aluminum shift knob, this shifter assembly provides a more direct feel with increased response. Available for both current and previous generation 3 Series and the 1 Series Coupé and Cabriolet.
- **BMW Performance Steering Wheel** - Upholstered in Alcantara and leather, this steering wheel is based has a spectacular tactile and visual appeal along with integrated functionality based on Formula 1 instrumentation. The upper area of the steering wheel rim integrates an LED display which reads out critical technical data including a G-meter, stopwatch with lap-timing functions, a quarter-mile timer, adjustable shift points and oil and water temperature. Information can be accessed via multifunction buttons also integrated into the BMW Performance Steering Wheel. Designed for all 3 Series models from MY 2006 on.
- **BMW Performance Pedals** – Constructed of polished aluminum with robust rubber non-slip inserts in the racing tradition, the accelerator, brake, clutch pedals, along with footrest add a highly functional accent to the cabin. Available for all 3-Series and 1-Series models with either manual or automatic transmission.
- **BMW Performance Carbon Interior Trim** – the woven carbon fibre trim, crafted to accent dashboard, centre console and doors, is made by hand in a painstaking layering process which exudes a rich depth and projects a motorsport-inspired functionality. Available for all 1 Series models and 3 Series models from MY 2006.

BMW Performance parts and accessories offer the BMW enthusiast a plethora of motorsport-inspired personalization options manufactured by BMW , for BMW, and are now on sale at all BMW retailers.



BMW Group Canada, based in Whitby, Ontario, is a wholly-owned subsidiary of BMW AG and is responsible for the distribution of BMW luxury performance automobiles, Sports Activity Vehicles, Motorcycles, and MINI. BMW Group Financial Services Canada is a division of BMW Group Canada and offers retail financing and leasing programs on new and pre-owned BMW and MINI automobiles, as well as retail financing for new and pre-owned BMW Motorcycles. A total network of 40 BMW automobile retail centres, 18 BMW motorcycle retailers, and 24 MINI retailers represents the BMW Group across the country.

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