

BMW 2004 3 Series  
Convertible



The Ultimate  
Driving Machine®

325Ci  
330Ci





The fun-seeking, freedom-loving 2004 BMW 3 Series Convertible. Your wish has come **true.**

Graded on a curve, the 3 Series Convertible gets **Straight A's.** (On straightaways, too.)



Enjoy the newest navigation system: GPS  
... and the world's oldest: **the stars.**





The fun  
starts here.

## Equipment

Equipment on this page may have limitations for ordering. Please review our text (dots) section, which will give you the detailed information required when ordering the equipment shown.



**Xenon headlights** illuminate the road ahead and to the side with brilliant clarity, and include auto-leveling to adjust for varying passenger and cargo loads. These headlights also feature Adaptive Headlights for greater visibility when cornering and driving around curves at night. (Optional)



**Adaptive Brake Lights** increase the 3 Series Convertible's visibility by signaling the intensity of your braking action.



**Rain sensor** uses infrared light to measure the amount of rain. When the wipers are in the "intermittent" mode, the rain sensor automatically adjusts the windshield wiping interval as needed. **Automatic headlight control** (not shown), included with rain sensor, activates headlights by means of a sensor that responds to darkness.



**Sequential Manual Gearbox (SMG)** enables sporty, rapid gear changes through all six gears via the steering wheel paddles or selector lever, without the use of a clutch. Select Dynamic Driving Control (Sport button) for faster engine response and even more spontaneous driving enjoyment. (Sport Package required. Not available with 330Ci Performance Package.)



The close shift pattern of the **six-speed manual transmission**, standard in the 330Ci, delivers a precise, athletic feel for a more dynamic driving experience. (330Ci only; Myrtle wood trim shown is only available as part of the 325Ci and 330Ci Premium Package)



**Five-speed STEPTRONIC automatic transmission** provides a choice of three modes: "Drive," which incorporates BMW's Adaptive Transmission Control; "Sport" automatic, for a more dynamic shift pattern; and STEPTRONIC automatic, for the hands-on control of a manual without using a clutch.

## Equipment



The 325Ci with 16 x 7.0 Double Spoke (Styling 88) alloy wheels, and 205/55R-16 all-season tires.



The 330Ci with 17 x 7.0 Double Spoke (Styling 98) alloy wheels, and 205/50R-17 all-season tires.



The 325Ci Sport Package includes Five Spoke (Styling 119) 17 x 8.0 cast alloy wheels and 225/45R-17 performance tires.<sup>1</sup>



The 330Ci Sport Package includes M Double Spoke (Styling 68M) alloy wheels and performance tires. In front: 17 x 7.5 wheels and 225/45R-17 tires; at the rear: 17 x 8.5 wheels and 245/40R-17 tires.<sup>1</sup>



18" Double Spoke Composite (Styling 71) alloy wheels and performance tires can be ordered with the 330Ci Sport Package. In front: 18 x 8.0 wheels and 225/40R-18 tires; at the rear: 18 x 8.5 wheels and 255/35R-18 tires.<sup>1</sup> (opt. with 330Ci Sport Package. Not available with 330Ci Performance Package.)



M Double Spoke (Styling 135M) alloy wheels 18 x 8.0 front, 18 x 8.5 rear; 225/R40-18 front, 255/35R-18 rear performance tires.<sup>1</sup> (Only available on 330Ci Performance Package.)

<sup>1</sup>Due to low-profile tires, please note: wheels, tires and suspension parts are more susceptible to road hazard and consequential damages. Performance tires not recommended for driving in ice and snow.

### 330Ci Performance Package

The Performance Package, a product of BMW Individual – the division responsible for creating unique, limited-edition BMWs, includes a more muscular engine that boasts 235 hp at 5900 rpm, and 222 lb-ft of torque at just 3500 rpm. The redline has been increased to 6800 rpm from 6500 rpm. Additional features include 18" M Double Spoke alloy wheels and performance tires – 225/40 front, 255/35 rear; Montana leather upholstery, complemented with a choice of two new interior “cube trim” choices; and the M Sport multi-function steering wheel. The Performance Package models are also easily identified by the elegantly aggressive Aerodynamic exterior and the matte stainless steel, 35mm dual exhaust pipes. Alcantara/cloth upholstery is available as a no-cost option for those who prefer not to have all-leather upholstery.



**Front air dam** that is unique to the Performance Package displays a face that's all business.



**Rear apron:** The rear apron, with its integrated diffuser, upgrades the car's aerodynamics.



Thanks to modifications by driving enthusiast engineers at BMW, the **330Ci Performance Package** brings track-inspired excitement to your daily drive. The suspension is even lower, stiffer and firmer than in the standard 330Ci Convertible. For greater adhesion, wheel camber is set at  $-0.5^\circ$ , which results in a larger tire contact patch when cornering quickly. The bold look of the 18" M Double Spoke alloy wheels and performance tires – 225/40 front, 255/35 rear – emphasize the feeling that these wheels can deliver higher cornering speeds with cool assurance and confidence.



## 330Ci Performance Package



**M three-spoke multi-function steering wheel** rim is covered in Alcantara – a handsome, suede-like material that helps the driver maintain a firm grip.



**Sport seats:** Alcantara/cloth upholstery sport seats, a no-cost option, provide optimum lateral support while adding a dynamic, custom touch. Montana leather is also available for those who prefer the look and feel of all-leather upholstery.



**Aluminium Black Cube interior trim:** The black aluminium cube interior trim makes for a more sporty, high-tech interior. Optional Silver Cube interior trim is also available.



**Clean lines, throaty sound.** The exhaust has been specially tuned to emit a distinctly more assertive sound than the standard 3 Series Convertible. This lusty growl is conducted through two handsome exhaust tips, which are set into a sleek, new rear apron.

## Standard Equipment | Optional Equipment

All vehicle specifications contained in this document are based on the latest product information available at the time of printing. BMW reserves the right to make changes, without notice, in colors, materials, equipment, specifications and models. Further information can be obtained from your authorized BMW center or [bmwusa.com](http://bmwusa.com).

Performance and efficiency	325Ci	330Ci	Exterior	325Ci	330Ci
2.5-liter dual overhead cam (DOHC), 24-valve inline 184-horsepower 6-cylinder engine	●		16x7.0 Double Spoke (Styling 88) alloy wheels, 205/55R-16 all-season tires	●	
3.0-liter dual overhead cam (DOHC), 24-valve inline 225 <sup>1</sup> -horsepower 6-cylinder engine		●	17x7.0 Double Spoke (Styling 98) alloy wheels, 205/50R-17 all-season tires		●
Electronic throttle control	●	●	17x7.0 Double Spoke (Styling 98) alloy wheels, 205/50R-17 run-flat-all-season tires <sup>9</sup> with Flat Tire Warning		○
Double-VANOS "steplessly" variable valve timing	●	●	17x8.0 Five Spoke (Styling 119) alloy wheels, 225/45R-17 performance tires <sup>10</sup>	□	
Dual resonance intake system	●	●	M Double Spoke (Styling 68M) alloy wheels, 17x7.5 front, 17 x 8.5 rear; 225/45R-17 front, 245/45R-17 rear performance tires <sup>10</sup>		□
5-speed manual transmission	●		Double Spoke Composite (Styling 71) alloy wheels, 18 x 8.0 front, 18 x 8.5 rear; 225/40R-18 front, 255/35R-18 rear performance tires <sup>10</sup>		○ <sup>11</sup>
6-speed manual transmission		●	M Double Spoke (Styling 135M) alloy wheels, 18x8.0 front, 18 x 8.5 rear; 225/40R-18 front, 255/35R-18 rear performance tires <sup>10</sup>		■
5-speed STEPTRONIC automatic transmission with Adaptive Transmission Control	○	○	Aerodynamic package		■
6-speed Sequential Manual Gearbox (SMG) with Automated and Manual shift modes, includes Dynamic Driving Control (Sport button) <sup>2</sup>	○	○ <sup>3</sup>	Chrome <sup>12</sup> and body-color detail trim	●	●
<b>Handling, ride and braking</b>			Xenon Adaptive Headlights with auto-leveling	○	○
Dynamic Stability Control (DSC) with All Season Traction	●	●	Halogen free-form foglights	●	●
Strut-type front suspension with forged-aluminum lower arms	●	●	White turn-signal indicators	□	□/■
Multi-link rear suspension with cast-aluminum upper transverse arms	●	●	Retractable, high-intensity headlight washers	★	★
Front and rear anti-roll (stabilizer) bars	●	●	Heated dual power mirrors and heated windshield washer jets	●	●
Twin-tube gas-pressure shock absorbers	●	●	Fully lined fabric softtop with glass rear window and electric rear-window defroster	●	●
Engine-speed-sensitive, variable-assist power steering	●	●	Body-color hardtop with integrated rear-window defroster, retractable coat hooks, and reading lights front and rear	○	○
4-wheel ventilated anti-lock disc brakes with Dynamic Brake Control	●	●	Space-saver spare wheel and tire	●	●
Sport suspension calibration	□	□/■ <sup>4</sup>	Black-finish trim on headlight panels and front bumper air inlet	●	●
<b>Interior seating and trim</b>			Metallic paint	○	○
10-way power front seats (includes 2-way headrests)	●	●	<b>Audio system</b>		
10-way power front sport seats with 2-way headrests and 2-way manual thigh support	□	□/■	Anti-theft AM/FM stereo/CD audio system with 10 speakers, Radio Data System (RDS), and Auto-Store; pre-wired for 6-disc CD changer <sup>13</sup> and compatible with auxiliary audio input adaptor <sup>13</sup> for audio connection of portable music players	●	
Alcantara/cloth upholstery <sup>5</sup>		■	Harman Kardon AM/FM stereo/CD audio system with 11 upgraded speakers (including subwoofer), upgraded amplification, and vehicle-speed-sensitive equalization; pre-wired for 6-disc CD changer <sup>13</sup> and compatible with auxiliary audio input adaptor <sup>13</sup> for audio connection of portable music players	○	●
Aluminum "black cube" interior trim		■	<b>Instrumentation and controls</b>		
Aluminum "silver cube" interior trim		○ <sup>6</sup>	Service Interval Indicator with miles-to-service readout	●	●
3-driver memory for exterior mirror and seat positions; automatic tilt-down of passenger's side-view mirror when vehicle is shifted into reverse gear	●	●	Check Control vehicle monitor system with pictogram display	●	●
4-way power lumbar support for front seats		◇	4-function on-board computer	●	●
Seatback easy-entry feature with memory and 2x-speed power fore-aft control	●	●	On-board navigation system with 16:9 screen and high-function on-board computer	○	○
Leatherette upholstery	●		BMW Assist (Telematics)	○/◇	○/◇
Montana leather upholstery	○	●/■	Titanium-finish instrument rings		●
3-stage heated front seats	○/★	○/★	Tachometer with 300 rpm-higher redline and red needles		■
3-spoke leather-wrapped multi-function sport steering wheel with fingertip cruise, audio and accessory phone <sup>7</sup> controls	●	●	Short, sport gearshift lever		■
M 3-spoke Alcantara-wrapped multi-function sport steering wheel with fingertip cruise, audio and accessory phone <sup>7</sup> controls		■			
Front-seat center armrest with storage compartment	●	●			
Ski bag	★	★			
Titanium-finish trim	●	●			
Myrtle wood trim	◇	◇			
Aluminum brushed columns trim <sup>3, 8</sup>	○	○			

- Standard equipment
- Optional equipment
- ◇ Premium Package
- Sport Package
- Included in opt. 330Ci Performance Package
- ★ Cold Weather Package

- 1 330Ci with Performance Package; 235 horsepower.
- 2 Sport Package required.
- 3 Not available with 330Ci Performance Package.
- 4 Sport suspension is tuned more aggressively on 330Ci with Performance Package.
- 5 No-cost option with 330Ci Performance Package.
- 6 Requires 330Ci Performance Package.

- 7 If so equipped.
- 8 No-cost option; requires Premium Package.
- 9 Not available with Sport Package.
- 10 Due to low-profile tires, please note: wheels, tires and suspension parts are more susceptible to road hazard and consequential damages. Performance tires not recommended for driving in ice and snow.

## Optional Equipment | Standard Equipment

Comfort and convenience	325Ci	330Ci	BMW Maintenance Program	325Ci	330Ci
Vehicle & Key Memory	●	●	BMW Full Maintenance <sup>14</sup>	●	●
Remote entry, including 2-step unlocking and remote trunk release	●	●	<b>Premium Package<sup>12</sup></b>		
Automatic climate control with micro-filter and air recirculation	●	●	Fully automatic softtop	◇	●
Tilt/telescopic steering wheel column	●	●	Automatic-dimming inside rear-view mirror	◇	◇
Park Distance Control (PDC), rear	○	○	Myrtle wood trim	◇	◇
Automatic-dimming inside rear-view mirror	◇	◇	BMW Universal Transceiver (integrated garage-door opener)	◇	◇
Power front and rear windows with "one-touch" down operation, driver window "one-touch" up	●	●	BMW Assist (Telematics)	◇	◇
One-button lowering and raising of all windows	●	●	4-way power lumbar support for front seats		◇
Cruise control	●	●	Aluminum brushed columns trim <sup>3, 8</sup>	○	○
Front map-reading and footwell lights	●	●	<b>Sport Package<sup>12, 15</sup></b>		
Locking glovebox with rechargeable take-out flashlight	●	●	Sport suspension calibration	□	□
Fully automatic softtop	◇	●	10-way power (includes 2-way headrests) front sport seats with 2-way manual thigh support	□	□
BMW Universal Transceiver (integrated remote garage-door opener)	◇	◇	White turn-signal indicators	□	□
Electric interior trunk release	●	●	17x8.0 Five Spoke (Styling 119) alloy wheels, 225/45R-17 performance tires <sup>10</sup>	□	
Expandable cargo space with top raised	●	●	M Double Spoke (Styling 68M) alloy wheels, 17x7.5 front, 17 x 8.5 rear; 225/45R-17 front, 245/40R-17 rear performance tires <sup>10</sup>		□
Fully finished trunk with drop-down tool kit	●	●	Double Spoke Composite (Styling 71) alloy wheels, 18 x 8.0 front, 18 x 8.5 rear; 225/40R-18 front, 255/35R-18 rear performance tires <sup>10</sup>		○ <sup>11</sup>
Rain-sensing windshield wipers and automatic headlight control	●	●	6-speed Sequential Manual Gearbox (SMG) with Automated and Manual shift modes, includes Dynamic Driving Control (Sport button) <sup>2</sup>	○	○
BMW Ambiance Lighting	●	●	<b>Cold Weather Package</b>		
Pre-wiring for cellular phone, alarm, garage-door opener, 6-disc CD changer and auxiliary input	●	●	Ski bag	★	★
<b>Safety and security</b>			3-stage heated front seats	★	★
Anti-lock braking system (ABS)	●	●	Retractable, high-intensity headlight washers	★	★
Adaptive Brake Lights	●	●	<b>Performance Package</b>		
Driver's and passenger's front airbag supplemental restraint system (SRS) with "smart" dual-threshold, dual-stage deployment and sensor to help prevent unnecessary passenger's airbag deployment	●	●	235-horsepower engine		■
Front door-mounted side-impact airbags	●	●	More aggressively tuned sport suspension		■
Rear side-impact airbags	○	○	10-way power front sport seats with 2-way headrests and 2-way manual thigh support		■
Rollover Protection System	●	●	Montana leather upholstery		■
Interlocking door anchoring system to help protect against door intrusion in side impacts	●	●	Alcantara/cloth upholstery <sup>5</sup>		■
Battery Safety Terminal with automatic fuel cut-off triggered by airbag deployment, crash sensor that automatically turns on hazard lights and interior lights, and unlocks doors	●	●	M 3-spoke Alcantara-wrapped multi-function sport steering wheel with fingertip cruise, audio and accessory phone <sup>7</sup> controls		■
Central locking system (including glovebox door) with center console switch (leaves gas filler door unlocked), double-lock feature and 2-step unlocking	●	●	M Double Spoke (Styling 135M) alloy wheels, 18x8.0 front, 18 x 8.5 rear; 225/40R-18 front, 255/35R-18 rear performance tires <sup>10</sup>		■
Coded Driveway Protection	●	●	Aerodynamic package		■
Seat-integrated front safety belts with automatic pretensioners and force limiters	●	●	Tachometer with 300 rpm-higher redline and red needles		■
Isofix automatic-locking retractors (ALR) on all passenger safety belts (for installation of child restraint seats)	●	●	Short, sport gearshift lever		■
Daytime running lights (via Vehicle Memory system – programmed at BMW center)	●	●	White turn-signal indicators		■
			Matte stainless steel, 35mm dual exhaust pipes		■
			Aluminum "black cube" interior trim		■
			Aluminum "silver cube" interior trim		○ <sup>6</sup>

<sup>11</sup> Sport Package required. Not available with 330Ci Performance Package.

<sup>12</sup> Not available with 330Ci Performance Package.

<sup>13</sup> Available as an accessory.

<sup>14</sup> Full Maintenance Program covers all factory-recommended maintenance, as determined by the Service Interval Indicator for 4 years or 50,000 miles, whichever comes first. Full Maintenance Program includes items that need replacement due to normal wear and tear, provided wear and tear exceeds BMW specifications. This includes items such as brake

pads, brake rotors and wiper blades that are not covered by the original New Vehicle Limited Warranty. Any adjustments required due to normal operating conditions are also included. For exclusions and limitations, refer to the Service and Warranty Information booklet that came with your new BMW, or see your authorized BMW center for details.

<sup>15</sup> 325Ci Sport Package requires leather upholstery.

## Technical | Data

Weight		325Ci	330Ci	Performance		325Ci	330Ci
Unladen weight	lbs	3560 (3627) [3580]	3616 (3704) [3693]	Drag coefficient	C <sub>d</sub>	0.35	0.35
Weight distribution, front/rear				Top speed <sup>2</sup>	mph	128	128 [155]
Manual transmission	%	48.9/51.1	48.7/51.3	Acceleration – 0-60 <sup>3</sup>	sec	7.74 (8.9)	6.94 (7.5) [6.9]
SMG transmission	%	48.9/51.1	48.7/51.3	<b>Fuel Consumption<sup>5</sup></b>			
Automatic transmission	%	49.2/50.8	49.4/50.6	Manual transmission			
<b>Engine</b>				City/Highway	mpg	19/27 <sup>6</sup>	19/28 <sup>7</sup>
Liters/type		2.5/inline 6	3.0/inline 6	Automatic transmission			
Bore/stroke	inch	3.31/2.95	3.31/3.53	City/Highway	mpg	18/26	18/25
Nominal output/rpm	hp	184/6000	225/5900	Sequential Manual Gearbox (SMG)			
Max. torque/rpm	lb-ft	175/3500	214/3500	City/Highway	mpg	20/28	19/27
Compression ratio	:1	10.5	10.2	<b>Tires, wheels and brakes<sup>8</sup></b>			
Fuel grade		Unleaded prem.	Unleaded prem.	Tire dimensions		205/55R-16	205/50R-17
<b>Transmission</b>						All-season	All-season
Gear ratios – 5-speed manual transmission				Wheel dimensions		16x7.0	17x7.0
I/II	:1	4.23/2.52		Material		Cast alloy	Cast alloy
III/IV	:1	1.66/1.22		Brake dimensions (diameter)			
V/R	:1	1.00/4.04		Front – vented	inch	11.8	12.8
Final drive ratio	:1	3.46		Rear – vented	inch	11.6	12.6
Gear ratios – 6-speed manual transmission							
I/II	:1		4.35/2.50				
III/IV	:1		1.66/1.23				
V/VI/R	:1		1.0/0.85/3.93				
Final drive ratio	:1		3.07				
Gear ratios – Automatic transmission							
I/II	:1	3.45/2.21	3.45/2.21				
III/IV	:1	1.59/1.00	1.59/1.00				
V/R	:1	0.76/3.17	0.76/3.17				
Final drive ratio	:1	3.46	3.38				
Gear ratios – Sequential Manual Gearbox (SMG) <sup>1</sup>							
I/II	:1	4.35/2.50	4.35/2.50				
III/IV	:1	1.66/1.23	1.66/1.23				
V/VI/R	:1	1.0/0.85/3.93	1.0/0.85/3.93				
Final drive ratio	:1	3.46	3.07				

Figures in ( ) apply to vehicles with automatic transmission. Figures in [ ] apply to vehicles with 330Ci Performance Package.

1 Not available with 330Ci Performance Package.

2 Top speed limited electronically.

3 BMW AG test results: Actual acceleration results may vary depending on specification of vehicle, road and environmental conditions, testing procedures and driving style. These results should be used for comparison only and verification should not be attempted on public roads.

**BMW urges you to obey all posted speed laws and always wear safety belts.**

4 SMG transmission time same as Manual transmission.

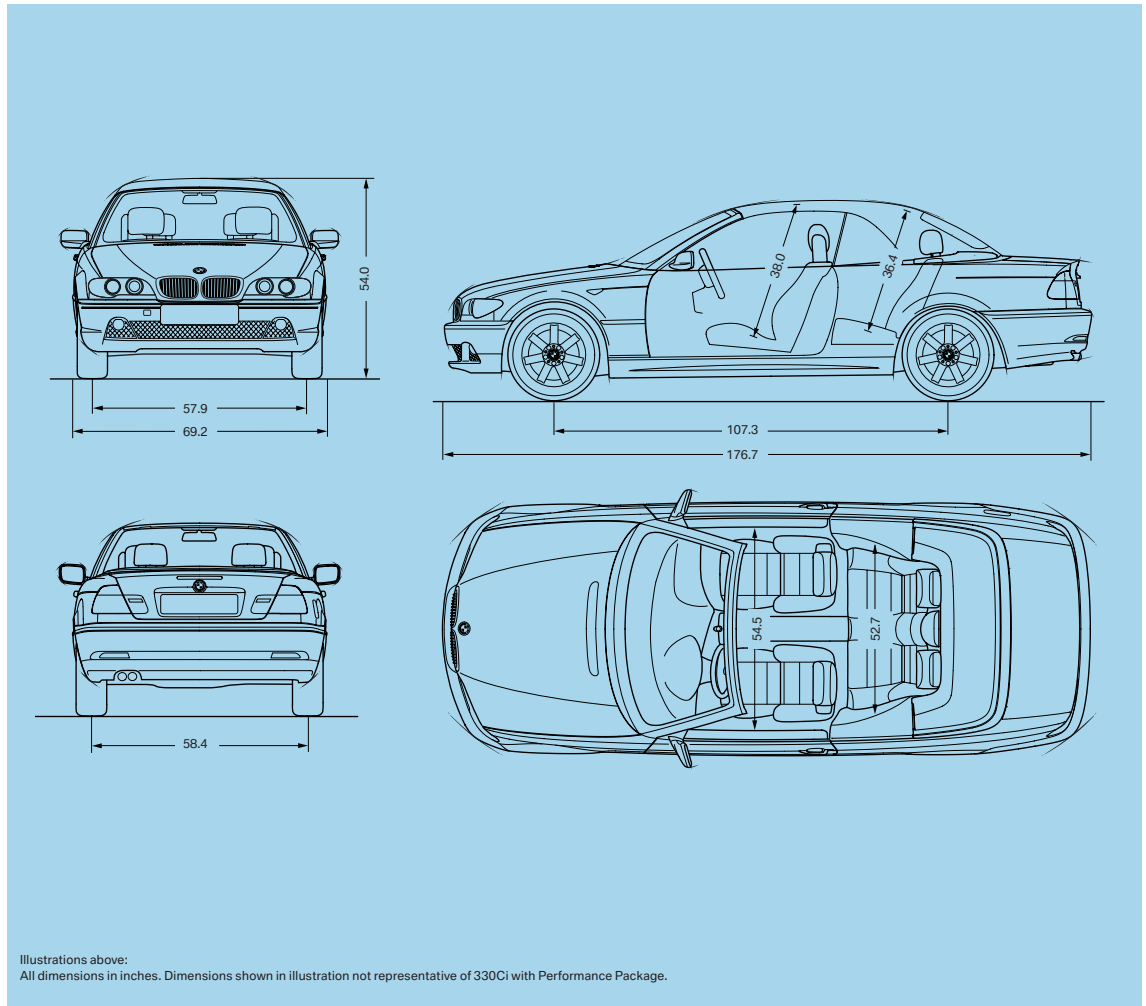
5 EPA est. mpg, city/highway. Your actual mileage will vary, depending upon speed, driving habits, trip length and driving conditions; actual mileage will most likely be lower.

6 5-speed manual transmission.

7 6-speed manual transmission.

8 Due to low-profile tires, please note: wheels, tires and suspension parts are more susceptible to road hazard and consequential damages. Performance tires not recommended for driving in ice and snow.

## Technical | Data



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