

AUTOMOTIVE

BMW celebrates 30 years of M3 with 30 Jahre Edition model

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BMW M3 Jahre Edition

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German automaker BMW is turning back the clock with a commemorative limited-edition vehicle.

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The BMW M3 30 Jahre Limited-Edition has been launched to celebrate the 30th anniversary of the automaker's M3 model, first launched in 1986. Limited-edition vehicles generate demand among an automaker's most loyal clientele, helping to strengthen ties in a sector where purchases are relatively few and far between.

"The BMW M3 is an icon to the car enthusiast and specifically the BMW enthusiast," said Brett Levine, cofounder of [Drive Anything](#), Huntingdon Valley, PA. "A 30th anniversary edition is a typically the way BMW celebrates, as they did for the BMW M5 a few years ago. BMW enthusiasts clamor at the opportunity to own limited-edition anniversary models, particularly their M enthusiasts who are their most supportive audience.

30 Jahre

The M3 30 Jahre Edition builds on the Competition Package offered for the M3, allowing for an extra 19hp of engine output. The 30 Jahre Edition has new springs, dampers and suspension optimized for performance. Overall, 0-62 mph time has increased by a tenth of a second.



BMW M3s side by side

The Jahre Edition also features aesthetic alterations, including black chrome tailpipe trim and carbon fiber additions. M gills with "M3 30 Jahre" inscribed on them and the vehicle's metallic paint coloring, taken from the original M3, point toward the model's heritage.

BMW's M3 30 will go on sale in summer 2016, exactly 30 years from the signing of the first contract for the purchase of an M3. It is priced from 82,675, or \$120,000 and limited to just 30 editions in the United Kingdom, with a similarly exclusive 500 models worldwide.



BMW M3 30 Jahre Edition M gills

Despite the short supply, BMW is promoting the vehicle on social media via a minute-long video. It begins with a time-lapse shot of storm clouds moving in during dusk, followed by alternating shots of the wheels or speedometer of the car and exteriors of a silhouette running through the woods, his footsteps sounding loudly on fallen leaves and pavement.

Overhead shots of the vehicle driving, its headlights providing a reprieve from the darkness, eventually find it in front of the man who was running. At the same time, a narrator talks in enigmatic phrases, including "restless searching for three decades, a hunter in darkness chasing the shade."

BMW M3 30 Jahre Edition video

When the man emerges from the woods in front of the vehicle, daylight begins to break in the video, and he is thereafter seen driving the M3 30 Jahre Edition, now fully visible. The voiceover continues, "see the glamor, feel the might, the power of a legend, the hunter of the night" and speaks of "a new saga," alluding to the latest addition to the M3 line.

The dramatic video gives the new M3 added weight and significance to create desire. Although the car is limited to only 500 models worldwide, a social vehicle that creates a strong impression makes the vehicle more coveted, helping to make ownership more special.



BMW M3 30 Jahre Edition interior

BMW produces far more vehicles than its Italian or British counterparts, meaning that limited-edition vehicles are less common. As a result, however, a vehicle such as the M3 30 Jahre Edition is more of a rarity and reinforces exclusivity as one of the brand's core values.

Celebrating heritage

The M3 30 fits alongside BMW's recent efforts to promote heritage while simultaneously looking forward.

In addition to the 30th anniversary of a model, BMW is also marking its centennial by nodding in both directions.

On March 7, the BMW Group Classic building opened its doors to journalists for the first time and gave a press conference detailing its centenary, with a celebration and multimedia of the brand's history and accomplishments following later that afternoon. Rather than contenting itself with prior achievements, however, the brand's milestone motto is "The Next 100 Years," and a series of events, publications and technological advancements will help the brand maintain its status over that time period ([see story](#)).

Other automakers are more frequent marketers of limited edition vehicles.

For example, British automaker McLaren recently celebrated its racing heritage with a limited-run of vehicles created by McLaren Special Operations, the brand's bespoke division.

The 650S Can-Am vehicles, priced at approximately \$334,500, was limited to 50 models to celebrate 50 years of the Canadian-American Challenge Cup. Brands often use milestone anniversaries to look back on their own history, and in this case, a highly limited item to commemorate the anniversary will generate buzz for the brand ([see story](#)).

"BMW M has always showcased what BMW at their core believes their cars are," Mr. Levine said. "Uncompromising power, performance, luxury, with a dose of practicality in a sedan that can be utilized every day.

"I don't know I would say there's a large impact being such a limited production model, but it's a great advertising piece for them to commemorate 30 years of building such an iconic car."

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