Article Side
BMW 3 Series on offer at heavy discount to clear old stock by Siddharth Bharadwaj

Article published on July 24th 2012 | Auto

The new BMW 3 Series is slated to launch in India within next few days that is on July 27th, 2012. But the old stock of the luxury sedan is still lying unsold at the BMW dealerships. However to help clear the stock of the current generation BMW 3 Series the company has doled out a hefty cash discount on the luxury saloon. The company has come up with a heavy discount of Rs 7 lakhs on the current gen BMW 3 Series. The base model of the BMW 3 Series, Corporate Edition of 320d which is equipped with a diesel mill is available for a discount of Rs 6 lakhs on the original cost.

In the same way the top-end dynamic variant is up for grabs at a discount of Rs 3 lakhs to Rs 5 lakhs on the original price. There are not many units of BMW 330i left unsold at the dealer stockyard. This is the petrol powered variant of the luxury sedan which could be yours at a discount of Rs 6 lakhs to Rs 7 lakhs. Usually companies come up with such discount offers, Chevrolet also doled out discount on its luxury SUV, Chevrolet Captiva before the upgraded version was launched in the Indian car market. The SUV was available at a cash discount of Rs 2 lakhs.

The new version of BMW 3 Series Car, F30 was launched in Europe last year in the month of October. After ten months of launch in the European car market, the new BMW 3 Series is all set to be launched in the domestic car market. There are a couple of changes that have been made to the current BMW (E90) and the new BMW (F30). The new 3 Series has more comfortable rear seats which broader legroom and headroom that makes the back side of the sedan more comfortable.

The length of the saloon is precisely the same however the weight has been reduced by 40 kgs which helps in enhancing the performance of the luxury sedan to some extent. The new F30 looks sturdier than the older E90 however the rear of the F30 is more decent look wise than the old model. The new version is a little more impressive with few extra features adorning the luxury sedan.

The new BMW 3 Series F30 is likely to inherit few traits from the BMW 5 Series luxury saloon. BMW 3 Series price in India has not been finalized yet, however it will be revealed only during the launch time. The price is anticipated to be tagged competitively which will give a tough fight to the likes of Audi A4 and Mercedes Benz C Class. These changes made in the new version of the BMW 3 Series will definitely be able to live up to the expectations of the customers. And with such mouth watering discounts offered on the old version of the luxury sedan, the company should be able to clear stock of the old BMW 3 Series E90. BMW India has been the numero uno luxury car brand in the Indian car market consecutively for three years, after skidding Mercedes Benz India from it number one spot, BMW has undoubtedly become the first preference of the Indian customers in the premium car segment.

However, Audi yet another German luxury brand present in India is following BMW closely i terms of monthly sales. The new model from the company, Audi Q3 compact SUV has outnumbered BMW X1, BMW India's high selling compact SUV in the domestic market. With the launch of new cars in India along with facelifted models would be able to lure the customers to the BMW showrooms scattered across the nation. More details about the sedan will be unveiled during the launch that is on July 27th, 2012.

Article Source:
http://www.articleside.com/auto-articles/bmw-3-series-on-offer-at-heavy-discount-to-clear-old-

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Article Keywords:
BMW 3 Series, BMW 3 Series Price, BMW 3 Series India, 3 Series Price, New BMW 3 Series, BMW 3 Series Price in India

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