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| Dealer Operator / General Manager | Sales – New Car | Sales - Used Car | Business Manager (F&I) | Service | Parts & Accessories | Administration |
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Product Planning and Strategy BMW Dealer Bulletin

MY 2007 6 Series Product Update

The 6 Series has been a big success for BMW, embodying a perfect unison of BMW performance, luxury and comfort in a sporty, elegant design. The product and performance upgrades over the years have ensured that the 6 Series maintains its freshness and appeal in the market place. The 2007 model year 650i Coupe and Convertible production will begin in September. With the changes for the new model year, BMW will bolster the 6 Series position as one of the most desired cars in the premium segment:

- An auxiliary input is standard on both models which allows for the use of portable music devices.
- A new, higher quality leather option, Pearl Leather (LExx), is now available. This new upholstery gives customers the opportunity to enhance the feel of the interior:
 - The Dakota Leather surfaces are upgraded to the finer grade and more supple Pearl Leather, which comes with a textured design on the leather seating surfaces and a slightly different stitching pattern. (see Page #2 of this bulletin)
 - In addition, the center console and the sun blinds are covered in high quality black Nasca leather.
 - Pearl leather is only available in two colors; Black and Cream Beige.
- Real Time Traffic is now standard on the 6 Series. However, please note that there is an exception to this equipment: Due to technical reasons, **if the HD Radio option (SA 653) is ordered, then Real Time Traffic feature is deleted from the car.** Please make sure that your customers are aware of this rule.
- The Premium Sound Package is deleted and the Logic 7 Sound System is now available as a stand alone option (SA677). A factory installed 6-disc CD Changer is no longer offered. This change will allow the customers the flexibility to buy and install either an accessory CD changer or the new accessory iPod adapter based on their personal preference and listening habits.
- Every MY07 6 Series now comes with a 4 year subscription to BMW Assist standard, assuring a longer period of convenience and piece of mind for customers without the hassle of renewals, bills and fees.

The MSRP for the MY2007 models will be:

- 650i Coupe: \$73,900
- 650i Convertible: \$80,900

Complete Retail/Wholesale pricing sheets are scheduled to be released next week.

Please note that due to production issues, all 650i Coupe models ordered without the Sport Package are being pushed back to October production. This problem no longer affects the 650i Convertible models.

Please share this important product information with your Client Advisors and customers.

Pearl Leather Upholstery (LExx)

