

Product Planning and Strategy

BMW Dealer Bulletin

Update on 3 Series, AWD Pricing, 3 Series Sports Wagon Pricing, and SMG transmission

The month of May was a great start to the launch of the all-new 3 Series. Orders have been strong for the 3 Series Sedan. With increased awareness of the new 3 Series, several customers have asked when other 3 Series variants will become available. Here is a list of when these new models will be available:

Model Launch Timing

Model	Production/Retail launch	Model Year
E90 3 Series Sedan		
325xi Sedan with all-wheel drive	September 2005/October 2005	MY2006
330xi Sedan with all-wheel drive	September 2005/October 2005	MY2006
E91 3 Series Sports Wagon		
325xi Sports Wagon with all-wheel drive	September 2005/September 2005	MY2006
325i Sports Wagon (rear-wheel drive)	Spring 2006	
E92 3 Series Coupe	Fall 2006	
E93 3 Series Convertible	Spring 2007	

3 Series Sedan / Sport Wagon all-wheel drive pricing

Production does not begin until this September, but interest in the 325xi, 330xi, and 325xi Sports Wagon is high. To help finalize some orders, we have released the pricing. The base prices for the MY2006 325xi Sedan, 330xi Sedan and 325xi Sports Wagon are:

325xi Sedan	\$32,200
330xi Sedan	\$38,200
325xi Sports Wagon	\$34,000

The all-wheel drive models with xDrive are \$1,900 more than their rear-wheel drive counterparts. This is \$150 more than the E46 3 Series all-wheel drive, but the all-wheel drive models now **include retractable headlight washers** as standard equipment.

Things to consider when ordering 3 Series all-wheel drive models:

- AWD Cold Weather Packages

This package is \$150 less than it is on the rear-wheel drive models since the retractable headlight washers are standard on all-wheel drive models.

- AWD Sport Packages

The sport packages come with **all-season tires**.

However, for the first time on a 3 Series AWD model, **performance tires can be ordered** in conjunction with the sport package. This gives customers the choice to purchase the same wheel and tire package that is in the rear-wheel drive sedan sport package.

If you're in an area of the country where it snows, BMW does not recommend ordering the performance tires. They are not designed to be driven in the snow. Attached is a chart listing wheel and tire options by model.

- Rear manual side window shades

For the first time on a 3 Series Sports Wagon, manual side shades will be available for the rear passengers. Due to the hatch, a power rear sunshade is not available.

The detailed pricing sheets and vehicle specifications for online ordering sheets can be accessed on BMW Centernet. To assist you in ordering cars please use these materials. The Dealer Ordering Guide (pdf) for the 3 Series Sports Wagon is not completed yet and it will not be posted on BMW Centernet until mid-July.

SMG Transmission

SMG transmission was planned to start production for the E90 MY2006 330i Sedan beginning in September 2005. **It will not be offered in the U.S. market on the E90 3 Series.** SMG has not been mentioned in any retail brochures or the internet. It has only been communicated in internal documents to dealers and training materials.










SMG will also be discontinued on the E46 330Ci Coupe or Convertible beginning MY2006 which starts production in September 2005. It will continue to be offered on M3 Coupes and Convertibles.

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MY2006 US 3 Series Wheels

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	325i	325xi	330i	330xi	325xiT	
Base						
	SA Styling Number	2BH	2BH	2CZ	2CZ	2BH
	Size	156	156	159	159	156
	Tire	7 x 16"	7 x 16"	8 x 17"	8 x 17"	7 x 16"
	205/55 R16 (All-season)	205/55 R16 (All-season)	225/45 R17 (All-season)	225/45 R17 (All-season)	205/55 R16 (All-season)	
Sport Package						
	SA Styling Number	2BG	2CZ	2AB	2CY	2CZ
	Size	161	159	162	158	159
	Tire	8 x 17" 8.5 x 17"	8 x 17"	8 x 18" 8.5 x 18"	8 x 17"	8 x 17"
	225/45 R17 F 255/40 R17 R (Performance)	225/45 R17 (All-season)	225/40 R18 F 255/35 R18 R (Performance)	225/45 R17 (All-season)	225/45 R17 (All-season)	
Sport Package Upgrade						
	SA Styling Number	2BG		2AB	2BG	
	Size	161		162	161	
	Tire		8 x 17" 8.5 x 17"		8 x 18" 8.5 x 18"	8 x 17" 8.5 x 17"
		225/45 R17 F 255/40 R17 R (Performance)		225/40 R18 F 255/35 R18 R (Performance)	225/45 R17 F 255/40 R17 R (Performance)	