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Product Planning and Strategy

BMW Dealer Bulletin

MY 2008 5 Series Facelift

The 5 Series Sedan, which launched in 2004, has been the benchmark for the luxury sport sedan. Since launch, the vehicle has evolved to include xDrive as well as all-new engines in MY 2006. The vehicle's class-leading performance, sporty design and premium features have led the 2007 BMW 5 Series to win the Luxury vehicle category in the Kelley Blue Book 2007 "Best Resale Value Awards." The 2007 5 Series was also named as an Overall Top 10 leader in projected resale value. This is the second time that the 5 Series has won the Luxury vehicle and Overall Top 10 awards, having been named in both categories in the 2005 awards as well.

The class leading performance of the 5 Series continues in MY 2008. The 6-cylinder models receive performance upgrades as well as model name changes. The 525i will be replaced by the 528i equipped with an inline 6-cylinder engine with 230 horsepower and with 200 lbs per foot of torque. The 530i will be replaced by the 535i equipped with a twin-turbo charged inline 6-cylinder engine with 300 horsepower engine and 300 lbs per foot of torque. The 550i will remain powered by the 4.8 liter V-8 360 horsepower engine. The vehicles will also receive a more luxurious interior, additional options and a refined exterior. The MY 2008 5 Series will begin production in March 2007 and will debut at the New York Auto show in April 2007.

Performance & Transmissions

Acceleration

- 528i – 6.5 manual, 7.1 automatic (0.8, 0.5 second improvement)
- 528xi – 7.1 manual, 7.6 automatic (0.8, 0.6 second improvement)
- 535i – 5.6 manual, 5.7 automatic (0.8, 0.9 second improvement)
- 535xi – TBD manual, 5.6 automatic (TBD, 1.3 second improvement)

Transmissions

- 6-speed manual transmission standard (SOP 09/07 for 535i/xi models)
- New no cost 6-speed STEPTRONIC automatic transmission with E-shift (same as the MY2007 X5)
- New optional Sport Automatic transmission for 535i and 550i models which includes paddle shifters for fast up/down shifts and throttle blipping (SOP 06/07)
- Sequential Manual Gearbox (SMG) will no longer be offered

New Interior Upholsteries & Trims

The interior of the 5 Series has been revamped with more premium design. The vehicles have new doors with wood trim along the top. The new front passenger door handle is wrapped in leather and the location of the door handles has been moved. The window buttons are made of a softer material, the center console is wrapped in leather, and pearl-gloss chrome inserts are now on the radio and temperature controls. Other interior changes include:

- New standard steering wheel
- New iDrive controller with 6 programmable memory buttons
- Larger, more refined door pockets
- Window buttons moved to the armrest (similar to the 3 Series)



Upholsteries & Trims

- Cream Beige Dakota Leather replaces Beige
- Natural Brown Dakota Leather replaces Auburn
- New Bamboo trim replaces Anthracite Maple trim
- New Light Poplar Wood trim is available

Exterior Design Changes & Colors

- Modified rear bumper
- New optical lenses for the headlights
- Lower air dam/intake now turns upward towards the wheels
- Lower rear lights now have red lines in the optical lenses while the top rear lights have a white design with less reflectors
- Automatic tailgate is now standard on the Sport Wagon
- Power folding mirrors are now standard on the 550i and part of the Premium Package on all other models

New Colors

- Olivine Green Metallic (349) has been deleted
- Deep Sea Blue Metallic (A76) replaces Mystic Blue (A07)
- Space Gray Metallic (A52) replaces Silver Gray Metallic (A08)
- Platinum Gray Metallic (A68) replaces Titanium Gray (A36)
- Platinum Bronze Metallic (A53) replaces Amethyst Gray Metallic. Platinum Bronze will begin production in 06/07.

New Options

- Lane Departure Warning (5AD). Using a camera installed by the interior rear view mirror, the system vibrates the steering wheel when the driver makes a lane change without the use of a turn signal.
- iPod/USB Adapter (6FL) will now be available as a factory installed option. This allows customers to fully integrate iPod's functionality into iDrive when connected. This does not use the CD changer connection.

Sport Package Changes

- 528i receives 18" wheels with run-flat performance tires. The MY 2007 had 17" wheels.
- 535i receives Style 124 18" wheels with mixed run-flat performance tires. This is the same wheel that was available on the MY 2007 Sport Package for the 550i.

550i Sport Package

In addition to Active Roll Stabilization, sport Leather steering wheel, shadowline trim and multi-contour seats, the 550i new optional Sport Package includes:

- M Sport Suspension
- Differentiated Exhaust pipes with a sportier sounding exhaust
- 19" Double Spoke Alloy wheels and non-run flat tires (Note: wheels contain M badging)
- Aerodynamic Kit that contains body colored side rocker panels and body colored front and rear bumpers
- The Sport Package is available in 7 colors: Alpine White, Jet Black, Titanium Silver Metallic, Space Gray Metallic, Platinum Gray Metallic, Deep Sea Blue Metallic and Carbon Black Metallic. Carbon Black Metallic is exclusive to 550i models equipped with the Sport Package.

M5

The M5 will receive the same interior enhancements and exterior headlight modifications as explained above.

Exterior Colors

- Space Gray Metallic (A52) replaces Silver Gray Metallic (A08)
- Monaco Blue Metallic (A35) is now available
- Platinum Bronze Metallic (A53) will be available as of 06/07 SOP

New Options

- Heated steering wheel (248)
- Soft close automatic doors (323)
- iPod/USB Adapter (6FL)

Full pricing information for the MY 2008 5 Series will be released at a later date.

The press release and pictures of the 5 Series LCI will be available on bmwusa.com tomorrow.

Please note there is a new SEARCH function available in CenterNet. Now you can search for bulletins and documents by key word or phrase. Please refer to the Center Development Dealer Bulletin #01-08 for details.

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