

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 2008 5 Series Sedan & Sport Wagon Pricing

The class leading performance of the 5 Series continues for MY 2008 with the release of the MY 2008 528i/xi, 535i/xi and 550i Sedans and 535xi Sport Wagon. The 528i/xi is equipped with an inline 6-cylinder engine with 230 horsepower and with 200 lbs per feet of torque. The 535i/xi/xiT are 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 MY 2008 5 Series will begin production in March 2007 and will debut at the New York Auto show in April 2007. In order to assist you and your customers with ordering, below is the MY 2008 pricing as well as a brief overview of enhancements made for MY 2008.

### Transmissions

- 6-speed manual transmission standard (SOP 09/07 for 535i/xi models)
- **No cost 6-speed STEPTRONIC automatic transmission with E-shift** will be available on the MY2008 5 Series. This new 6-Speed automatic improves gear shifting resulting in a more responsive transmission.
- 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)
- The optional Sequential Manual Gearbox (SMG) will no longer be offered

### New Standard Equipment

- New iDrive controller with 6 programmable memory buttons.
- Power folding mirrors are now standard on the 550i model and included in the Premium Package for the 6-cylinder models.

### New Exterior 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.

### Options

- Lane Departure Warning (5AD) for \$500. Using camera technology the sensor, installed by the interior rear view mirror, monitors road lane markers. The system vibrates the steering wheel when the driver makes a lane change without the use of a turn signal, assuming clearly definable lane markings exist and are not obscured by rain, snow, etc.
- iPod/USB Adapter (6FL) for \$400. This option enables the vehicle's audio system to play an MP3 player through the vehicles audio system. It will fully integrate iPod's functionality into the radio or multifunction steering wheel, as well as charge the iPod.
- The option price for Active Steering is now \$1,400.
- The option price for Active Cruise Control is now \$2,400.
- The option price for Head-Up Display is now \$1,200.
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## Base Prices

<b>Model</b>	<b>MY 2007 Price</b>	<b>MY2008 Price</b>	<b>Price Difference</b>	<b>Difference w/ Automatic transmission</b>
528i Sedan	\$43,500	\$44,300	+\$800	-\$475
528xi Sedan	\$45,700	\$46,500	+\$800	-\$475
535i Sedan	\$47,500	\$49,400	+\$1,900	+\$625
535xi Sedan	\$49,700	\$51,600	+\$1,900	+\$625
535xi Sport Wagon	\$52,100	\$54,000	+\$1,900	+\$625
550i Sedan	\$58,500	\$58,500	n/a	n/a

## Package Prices

<b>Model</b>	<b>Cold Weather Package</b>	<b>Premium Package</b>	<b>Sport Package</b>
528i Sedan	\$750	\$2,300	\$2,800
528xi Sedan	\$750	\$2,300	\$1,300
535i Sedan	\$750	\$2,100	\$2,800
535xi Sedan	\$750	\$2,100	\$1,300
535xi Sport Wagon	\$900	\$2,400	\$1,300
550i Sedan	\$750	n/a	\$4,600

## Premium Package Change

- Power folding mirrors are now included in the Premium Package.
- Automatic tailgate is included in the Premium Package for the 535xi Sport Wagon.

## 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

For MY 2008 the 550i Sport Package receives additional enhancements. In addition to Active Roll Stabilization, sport leather steering wheel, shadowline trim and multi-contour seats, the 550i new optional Sport Package includes:

- Sport Suspension with modified calibration
- 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.

Updated price sheets will be available on CenterNet today.

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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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