



BMW. Driven by great ideas.





Some companies yield to limits.
We push them.

It's in our blood. And it's in our vehicles. The same spirit of independence that drives BMW today is also the source of 90 years of inspired automotive engineering and design. Throughout our history, we've set our own standards, raised our own bar. We take risks, constantly on the lookout for the next batch of great ideas. Because we know that once they're set into motion, great ideas tend to gain even greater momentum.

And it's only by forging ahead that an independent company such as BMW can bring some of the industry's most innovative ideas to life. Like the BMW Hydrogen 7, the world's first hydrogen-powered luxury-performance sedan. Or

BMW Ultimate Service,[™] the most comprehensive suite of owner services programs in the industry, offered at zero cost for four years or 50,000 miles, whichever comes first. Or run-flat tires – standard on many new BMWs – that let you drive at 50 mph for up to 150 miles on a flat.¹

It's forward thinking like this that separates BMW from our competitors. It isn't just our business. It's our passion.

Experience a BMW for yourself, and see how we make sure great ideas live on to become Ultimate Driving Machines.[®]

To learn more, visit bmwusa.com.

¹ Travel distance varies with load.

BMW's creative thinking has produced a fleet of vehicles that lead the industry in virtually every way. For example, in the 335i/335xi and 535i/535xi models, BMW's twin-turbo engine with direct fuel injection delivers 300 hp and 300 lb-ft of torque at just 1400-5000 rpm. BMW's innovative Brake Drying, Brake Stand-by, Brake Fade

Compensation and Start-off Assistant features¹ enhance the Dynamic Stability Control system. Hailed as a potent life-saving safety feature by the Association for the Advancement of Automotive Medicine,² Dynamic Stability Control has been included as standard in all BMWs since the 2001 model year.

Only a company committed to ideas could introduce advancements and breakthroughs with such regularity. That company is BMW.

¹ Not all features available in all models. See your local authorized BMW or BMW SAV® center for details.

² Electronic Stability System position statement, adopted Dec. 2005.

As a company committed to ideas, BMW has long enjoyed an award-winning reputation as "The Ultimate Driving Machine.®"

2006 3 Series named "World Car of the Year" in April 2006 by an independent panel of automotive journalists.

Forbes.com

"Most Reliable Luxury Cars 2007"

February 5, 2007

– 6 Series, 7 Series, X3 SAV®

"Least Expensive Cars to Drive"

August 28, 2007

– 328i

International Engine of the Year Awards

"BMW Most Successful Manufacturer"

– 31 awards since 1999

AUTOMOBILE Magazine

"All-Stars"

– 30 awards since 1992

"Readers' Choice All-Stars"

– 25 awards since 1999

AutoWeek

"America's Best"

– 16 awards since 2001

Car and Driver

"10Best" Cars

– 23 awards since 1992

Ward's AutoWorld

"10 Best Engines"

– 20 awards since 1995

Automotive Lease Guide (ALG)

"Luxury Brand Residual Value Award"

for highest predicted retained value

of any luxury brand

– Winner: 2004, 2005, 2006

Edmunds.com

"Editors' Most Wanted"

– 38 awards since 1999

"Consumers' Most Wanted"

– 25 awards since 2002

"Lowest True Cost to OwnSM" in its class

– 3 Series Coupe (May – July 2007)

– 6 Series Coupe (March – July 2007)

– Z4 Coupe (March – July 2007)

What does it take to remain "The Ultimate Driving Machine[®]"?



A proud heritage of innovation.

Nine decades ago – that's when it all started. "Bavarian Motor Works" was born in 1917, making precision engines for airplanes that literally reached new heights in aviation. And the trademark blue-and-white logo? It's a reflection of these roots: equal parts spinning propeller and wild blue yonder. Six years later, BMW transitioned into manufacturing motorcycles. These two-wheeled wonders soon broke speed records around the globe. In 1929, it set its sights on automobiles. And the rest is the stuff of legend.

1917 BMW's first product: water-cooled six-cylinder airplane engines. In 1919 a BMW-powered biplane set a world altitude record of 32,000 ft.

1923 BMW's first motorcycle: the R32. It introduced a flat-twin engine, articulated driveshaft and double tubular frame that formed the basis for today's motorcycles.

1929 BMW's first car: the Dixi 3/15. This 15-hp two-door cabriolet won many European rallies and established BMW as one of the most reliable cars of its time.

1936 The 328 made its debut winning at the Nürburgring. In the 1940 Mille Miglia, special-bodied 328s competed in this 1,000-mile race, taking first, third, fifth and sixth place.

1956 The classic 507 roadster, one of the most beautiful sports cars of all time, is one of the world's most coveted collector cars today. Only 252 units were built.



1968 The unforgettable 2002 set the pattern for the 3 Series and the all-new 1 Series. The 130-hp 2002tii of 1972 boasted fuel injection and a top speed of 118 mph.

1972 BMW Motorsport GmbH (known today as BMW M) was founded. Since the '80s, the M3 has become one of the most successful production racers in Motorsport history.

1994 A 3 Series is the first BMW model to roll off the production line at BMW's first U.S. plant in Spartanburg, SC.

1999 First BMW Sports Activity Vehicle® creates a new category of vehicles.

2004 H₂R hydrogen racer built. Sets nine world land speed records.

2007 Hydrogen 7 – first hydrogen-powered luxury performance car.

From Active Cruise Control to Xenon Adaptive Headlights, innovative technology that keeps BMW out in front.

Although BMW built its reputation on high-performance engines, “The Ultimate Driving Machine®” has also led the automotive industry with one technological advance after another. Here are just a few that are currently available on some, if not all, BMW models.



Active Cruise Control uses radar technology to maintain a set distance between your vehicle and the one in front of it on the highway. Come closer and sensors make the system smoothly slow you down to your selected following distance. Once the gap widens, your vehicle automatically returns to its preset speed.^{1, 2}

Active Roll Stabilization is an “active” suspension control system designed to help reduce body roll, or lean, in cornering. This improves the vehicle’s suspension geometry, resulting in improved handling and comfort.

Active Steering provides a variable, electronically controlled steering ratio. An electric motor continuously increases or decreases the front wheels’ steering angle, making the vehicle both more agile and stable. At lower speeds, the steering is more direct; at higher speeds it provides greater directional stability.

Backup camera uses the on-board monitor to show a wide-angle color video image of items behind the vehicle. In addition, it includes interactive track lines on the screen to help guide you when parking; using the ultrasound sensors of Park Distance Control, it also marks obstacles in color on a three-dimensional graph.

Bluetooth® wireless technology³ lets you make and answer calls hands-free by wirelessly connecting your compatible mobile phone to your vehicle. Browse your phonebook via the multi-function steering wheel and radio controls, and place calls using Voice Command.

Brake Drying and Start-off Assistant features determine if it is raining, or if you are stopped on a hill. If so, the system automatically applies the brakes, as needed, to keep them dry and your BMW from rolling backwards.

BMW Assist™ is a suite of premium safety and convenience services designed to give you reassuring on-the-road peace of mind. (See page 15 for more details, or visit bmwusa.com/bmwassist.)

Comfort Access lets you get in your vehicle and go without fumbling for the keys. Just keep the remote key in your pocket, and this optional feature allows you to unlock the door by touching the handle, and turn the engine on or off by pressing the Start/Stop button.

Dynamic Performance Control, a world-debut technology for BMW, combines the intelligent all-wheel-drive stability of BMW’s xDrive with a new lateral power distribution system for the rear wheels. Vehicle traction and control are optimized in even the most difficult driving conditions, while preserving the dynamic driving characteristics for which BMW is known.



Dynamic Stability Control (DSC) modulates engine power and applies individual brakes to keep the vehicle under control, on curves and slippery roads, if its sensors detect over- or understeer – such as when a driver takes a turn too quickly, or in an emergency accident avoidance maneuver.

Head-up Display projects important travel information right onto the vehicle’s windshield, on a 6" x 3" virtual screen. The display, which can be adjusted for brightness or turned off, is positioned along your line of sight, and seems to hover between your eyes and the end of the hood. Since taking your eyes off the road (even if only to quickly check the tach) can distract you from driving conditions ahead, this optional feature is a definite plus in enhancing your driving safety.

Intelligent lightweight construction helps a vehicle accelerate faster, stop shorter, and respond better. Light yet durable materials – such as aluminum, thermoplastic and fiberglass-reinforced sheet molding compound – lower weight and maintain strength. One of BMW’s 3.0-liter engine blocks is made of a magnesium/aluminum composite, with camshafts hydroformed for a hollow structure that’s lightweight yet exceedingly strong.

iPod® and USB adaptor lets you scroll through and select music by using the radio controls, multi-function steering wheel buttons or iDrive Controller.

Lane Departure Warning is an active safety feature that vibrates the steering wheel to alert you if you’ve crossed into the next lane without using the directional signal first.⁴

Logic7 is a premium audio system that uses powerful speakers and advanced technology to create a 360° “Surround Sound” experience, brilliantly recreating the acoustic intent of the original studio master.

¹ Active Cruise Control is not a substitute for the driver’s own responsibility in adjusting the speed and otherwise controlling the vehicle. After evaluating road, traffic and visibility conditions, the driver must decide whether and how the system is used.

² Requires headlight washers, which are included in the optional Cold Weather Package.

³ Standard with BMW Assist. Requires a BMW-approved Bluetooth enabled mobile phone. See your authorized BMW or BMW SAV® center for details.

⁴ Requires clearly definable lane markings that are not obscured by rain, snow, etc. Lane Departure Warning feature is not a substitute for the driver’s own responsibility in maintaining safe control of the vehicle.

Note: Not all features available in all BMW models. See your authorized BMW or BMW SAV center for details.



In a BMW, often what you can't see can help you.

Night Vision uses Far Infrared (FIR) technology to help you "see" objects even before they are visible. An infrared camera on the front of the vehicle picks up heat radiated by people, animals and other items; it then turns these electronic signals into video images, which are displayed on the Navigation system monitor.¹

Run-flat tires are constructed with special reinforced sidewalls that allow you to drive for up to 150 miles at 50 mph even after a total loss of air pressure.²

Sequential Manual Gearbox (SMG), a technology inspired by Formula 1 racecars, allows you to shift gears by using paddles on the back of the steering wheel. There is no clutch pedal, and gearshifting time can be reduced to under 100 milliseconds.

Tire Pressure Monitoring System (included with run-flat tires) lets you know if there is a loss in tire pressure, which can drastically affect your vehicle's handling capabilities. In the event of severe pressure loss, a warning bell sounds.

Turbocharged engine with high-precision piezo fuel-injection technology virtually eliminates turbo lag while maximizing every drop of gasoline, for increased power with excellent fuel efficiency.

BMW's xDrive all-wheel-drive system helps provide optimum handling and traction in nearly any weather or road condition. Under normal conditions, it preserves BMW's balanced rear-wheel-drive feel. But if you encounter loose gravel or a slick surface, xDrive senses a change and re-routes torque to the wheels with traction.

Valvetronic is one of the greatest advances in gasoline-engine technology in decades. Valvetronic varies valve lift to allow optimum engine breathing under nearly every driving condition. This throttle-free system enhances engine response, fuel efficiency and smooth operation, and offers excellent cold starting.

Xenon Adaptive Headlights help you to see around corners more quickly when driving at night. Sensors determine the direction in which you're heading; the headlights swivel accordingly. Combined with the illumination of Xenon headlights, you know what's around the bend much sooner. Cornering Lights project light to the right side at an even wider angle, when the right-turn signal is used.

Coming soon: clean diesel power, BMW-style – clean enough to meet the most stringent environmental standards in all 50 states. Already a common sight on high-speed European highways, BMW diesel vehicles are quiet, powerful and smooth, with great fuel efficiency.

¹ Under optimal road conditions. Night Vision performance is also limited by rain, fog, humidity and other weather conditions. Requires Navigation system and, in some models, optional Cold Weather Package.

² Travel distance varies with load. Mileage range cannot be guaranteed for a run-flat tire that has been previously repaired.

Note: Not all features available in all BMW models. See your authorized BMW or BMW SAV® center for details.

EfficientDynamics: Where water vapor and Blue Performance are part of a greener future.

For over 25 years, BMW has been working towards a future where cars run on sustainable fuels and emit nothing more harmful than water vapor.

In the past, others may have considered this an impossible dream. But today this is a thrilling reality, thanks to BMW's EfficientDynamics program.



The first pillar of the EfficientDynamics program is to continually optimize the gasoline combustion engines currently in use. The goal: to maximize power and fuel economy while minimizing emissions. This has already resulted in advanced technologies, such as the Valvetronic "breathing" engine and twin-turbocharged engines with high-precision fuel injection.

The second pillar of the program is the development of BMW Advanced Diesel engines with "Blue Performance." Accounting for over half the BMWs sold around the world, diesel-powered BMWs are due to arrive at our shores in 2008. With their dazzlingly smooth and powerful acceleration, outstanding fuel efficiency, quiet operation and ultra-low emissions, this next generation of vehicles will forever change how Americans think of diesel power.

The third pillar of EfficientDynamics is the emergence of hydrogen power. Clocked at 187 mph, BMW's hydrogen-fueled H₂R racecar has set numerous land speed records. More importantly, the BMW Hydrogen 7 is now making news as the world's first hydrogen-powered luxury performance sedan. And coming soon is the fourth pillar: ActiveHybrid.

At BMW, the future is here – now.

Coming to the U.S. in 2008:
The remarkably powerful,
fuel-efficient and clean BMW
Advanced Diesel engine with
Blue Performance Technology.

BMW manufacturing plants are designed and built to impact the environment as little as possible. Modifications are regularly put into place to reduce the amount of water, power and raw materials needed to run the plants. Additionally, ways are found to create new vehicle parts from recycled materials, as well as recycle old vehicle parts when they're no longer usable.

Thanks to its environmental, economic and social performance, BMW has been the automotive industry leader in sustainability for three years running, according to the Dow Jones Sustainability Indexes (DJSI). In fact, BMW is the only automotive company to be listed every year since the DJSI was established in 1999.

At BMW, environmental leadership is just one more facet of being an automotive leader.



Which one costs more to maintain?



The answer may surprise you. With the protection of BMW's Ultimate Service,[™] you're covered by the most comprehensive suite of owner services and programs for 4 years/50,000 miles, whichever comes first. All at no additional cost to the owner.

BMW Ultimate Service

Pay nothing. 4 years/50,000 miles. The most comprehensive maintenance plan (including wear-and-tear items) in its class.¹

Brake Pads and Rotors • Oil Changes • Scheduled Inspections • Air Filters • Engine Belts • Wiper Blade Inserts

BMW Ultimate Service:[™] A lesson in luxury-car value.¹

While most luxury carmakers are cutting their maintenance programs, BMW adds value to your vehicle through the no-cost benefits of Ultimate Service:

The BMW Maintenance Program.¹ One of the only no-cost maintenance programs in the industry. For four years or 50,000 miles from the original in-service date of the vehicle, whichever comes first, you pay nothing for all scheduled inspections, oil changes, brake pads, wiper blade inserts and other wear-and-tear items. And thanks to advanced BMW technology, you may need to bring your BMW in for routine inspections only about once a year, saving you time, as well as money.

BMW Roadside Assistance. One of the industry's most comprehensive plans available. Not only is it no-charge for the first four years, there is no mileage limit.

So no matter what the odometer reads, you enjoy the assurance of on-the-road help 24/7, anywhere in the United States, Canada and Puerto Rico.

BMW New Vehicle Limited Warranty. Covers your BMW for four years or 50,000 miles, whichever comes first. This includes limited coverage for defects in materials or workmanship. And, should your vehicle require attention, only Original BMW Parts are used, assuring you that your BMW will continue to perform like a BMW.

BMW Assist[™] Safety Plan.² Provides services that enhance your on-the-road peace of mind. These include Automatic Collision Notification, Enhanced Roadside Assistance, Remote Door Unlock, Stolen Vehicle Recovery and more. BMW Assist Safety Plan is included for four years with all BMW Assist-equipped 2008 BMWs – another industry first.

TeleService.³ BMW is the world's only vehicle smart enough to monitor and transmit its operating condition and service needs to your BMW center. They then call you to schedule a time that's convenient to bring in your vehicle for service.

¹ All BMWs come with the BMW Maintenance Program and Warranty standard for 4 years or 50,000 miles, whichever occurs first. Roadside Assistance comes standard for 4 years. BMW Assist Safety Plan comes standard for 4 years on every MY 2008 M5, M6, 5 Series, 6 Series and 7 Series vehicle, and is available as part of the Premium Package or as a stand-alone option on all other MY 2008 models.

² For BMW Assist program details, call toll-free 1-888-333-6118, log on to bmwusa.com/bmwassist or visit your authorized BMW or BMW SAV[®] center.

³ TeleService is available on all 2008 models with BMW Assist except for the Z4 and X3.

BMW Ultimate Service coverage applies only to U.S.-specification BMWs imported and distributed by BMW of North America and sold or leased through authorized BMW centers or its European Delivery program. Vehicles purchased or leased from BMW centers in any other country do not qualify for BMW Ultimate Service.

BMW 7 Series Sedan. A master class in performance.



The 7 Series remains the benchmark in performance. A 438-hp V-12 takes the mighty 760Li from 0-60 in 5.4 seconds; the 360-hp 750i and long-wheelbase 750Li reach 60 mph in 5.8 seconds.¹ In addition to near-perfect 50/50 weight distribution, the 7 Series is equipped with Active Roll Stabilization. Even in the tightest turns, this feature reduces body roll, while it keeps the wheels and suspension in proper alignment, for industry-leading handling and agility.

The elegant interior pampers you with luxurious appointments. Standard 20-way Comfort seats upholstered in supple Nasca Leather support and cradle driver and front passenger. An available feature adds warm or cooling air and, for the driver's seat, a gentle massaging action, for pure pleasure over long distances. Both the Bluetooth[®] wireless technology² and the integrated Navigation system with Voice Command allow you to keep your hands on the wheel while making calls and commanding comfort functions.

An available Logic7 audio system fills the cabin with studio-quality sound; those in the back can enjoy their favorite movies with the optional Rear Entertainment Package.

An automotive milestone, the 7 Series delivers nothing less than the finest in performance, luxury and enduring style.

¹ BMW AG test results, 750i: 5.9 seconds, 750Li. BMW urges you to obey all posted speed laws and always wear safety belts.

² Not all Bluetooth enabled phone models are supported by BMW's hands-free Bluetooth wireless technology system. Please visit your BMW center for a list of compatible phones.



How to make a powerful statement.

BMW 7 Series Individual

BMW Individual Composition allows you to create a 7 Series vehicle that stands apart, transformed by master craftsmen into a truly stunning, more personalized vehicle. An innovative paint process generates a two-tone iridescence for greater color intensity and dramatic effect. The interior is fitted with the highest quality leather upholstery, Alcantara headliner, and unique interior trim choices. Additional premium touches include illuminated signature door sills, striking 20" BMW Individual wheels with performance tires,¹ and a convenient storage net in the front passenger footwell.

BMW Individual 7 Series: benchmark performance in a distinctive vehicle that truly reflects your personality.

¹ Due to low-profile tires, please note: wheels, tires and suspension parts are more susceptible to road hazard and consequential damages. Performance tires are not recommended for driving in snow and ice conditions.



BMW Individual interior shown in Platinum Full Merino Leather with Piano Finish Black interior trim. Exterior shown in Azurite Black Metallic with shadowline trim.



BMW ALPINA B7

The BMW ALPINA B7 is an awe-inspiring work of automotive art – a truly unique high-performance luxury sedan offered exclusively by BMW of North America.

Its engine produces a massive 500 hp and 516 lb-ft of torque, for enthralling acceleration that quickly distances it

from the pack. Its take-charge attitude is reflected in the 21" alloy wheels and aero kit with rear spoiler. You can choose from a wide selection of colors and trims, including signature ALPINA Blue Metallic paint with ALPINA interior wood trim. But the real distinction of the BMW ALPINA B7 is revealed in the driving experience.

BMW ALPINA B7 exterior shown in exclusive ALPINA Blue Metallic.

Fly under the radar.
BMW 6 Series Coupe and Convertible.

The power of 360 horses. The momentum of 360 lb-ft of torque. And a "Sport" button that primes the engine to unleash even quicker accelerator response. The luxurious 6 Series Coupe and Convertible for 2008 delight with blazing performance, made even more enthralling with the optional Sport Automatic transmission featuring steering-wheel-mounted paddle shifters. Both are freshly styled for 2008 with redesigned headlights, taillights and sporty wheel styles. The leather-and-wood-

lined interior is a study in sporty elegance. A long list of standard features includes six programmable memory keys for frequently used functions, and the added protection of front-seat Active Head Restraints. The cabin seats four; the trunk easily accommodates two golf bags.¹

The 650i Convertible adds the pleasure of unlimited sky when you lower its fully automatic, triple-lined, insulated softtop, while new Sun-Reflective Technology helps keep seats cool. The heated glass rear

window can be operated independently of the roof, as a wind deflector. A Rollover Protection System and reinforced windshield add to BMW's industry-leading safety features.

Also available is the BMW 6 Series Individual Composition. Available in two exquisite combinations of paint and upholstery for Coupe and Convertible, this unique collection offers the ultimate in luxury and sporty performance.

¹ 650i Coupe, and 650i Convertible with softtop up.



The graceful beauty and athletic contours of the 2008 BMW 5 Series command attention, while hinting at its sportier side. And with a well-balanced blend of sheer power and innovative technologies, it's no wonder the 5 Series continues to garner legions of loyal fans.

Two six-cylinder engine options – a powerful 230-hp with 200 lb-ft of torque in the 528i/528xi, and an awe-inspiring 300-hp twin-turbo with 300 lb-ft of torque in the 535i/535xi – deliver muscular

performance, with excellent fuel efficiency. The 550i boasts its award-winning 360-hp V-8 engine; an optional Sport Package will thrill driving enthusiasts. All offer a choice of smooth 6-speed transmissions: manual; or STEPTRONIC automatic, with ergonomically designed electronic shift knob, as a no-cost option. Optional in the 535i and 550i is a Sport Automatic transmission with steering-wheel-mounted paddle shifters. Aluminum construction in the front end and suspension contributes to near-perfect 50/50 weight

distribution for greater responsiveness. Optional Active Steering improves handling dynamics based on vehicle speed. For optimum traction in any condition, the 528xi and 535xi come equipped with BMW's xDrive all-wheel-drive system.

The interior is luxurious and inviting, with exciting choices in colors and wood trims. Inside and out, all the performance and comfort features of the 2008 BMW 5 Series add up in a big way.



535i interior with Light Poplar Wood trim. Options shown: Cream Beige Dakota Leather; Cold Weather, Premium and Sport Packages; Navigation system and Park Distance Control.

Powerful ideas. Compelling design. The BMW 5 Series Sedan.



535i Sedan shown in Monaco Blue Metallic with optional Sport and Cold Weather Packages and Park Distance Control.



BMW 535xi Sports Wagon.
Innovation and luxury, with room to spare.



With one of the world's most sophisticated engines, a spacious and comfortable cabin, and road-gripping xDrive all-wheel drive, the 535xi Sports Wagon exudes a confident, athletic air, with luxurious interior colors and trims, a flowing dash and center console, and ergonomic front and rear seating.

BMW's revolutionary 300-hp twin-turbo six-cylinder engine powers the 535xi Sports Wagon, with a choice of two smooth-shifting 6-speed transmissions, including a no-cost optional STEPTRONIC automatic transmission with Sport and Manual shift modes and an ergonomically

designed electronic shift knob. BMW's xDrive all-wheel-drive system intelligently transfers available power to each individual wheel for optimum traction.

A host of optional technologies add comfort and convenience on any trip. For example, the innovative Active Cruise Control with Stop & Go¹ feature can automatically slow your BMW down to a standstill in traffic jams, if needed. As traffic inches forward, so does your vehicle. And when system sensors determine that the roadway ahead is clear, Active Cruise Control automatically accelerates your BMW until it again reaches your preset speed.

You'll also appreciate the fully finished, tailgate-accessible storage area that can securely stow virtually any cargo.

The 535xi Sports Wagon lets drivers and passengers alike travel first class, all the way.

¹ Requires STEPTRONIC automatic transmission. Active Cruise Control is not a substitute for the driver's own responsibility in adjusting the speed and otherwise controlling the vehicle. After evaluating road, traffic and visibility conditions, the driver must decide whether and how the system is used.

Revolutionary power. The BMW 3 Series Sedan.



For an unprecedented 16 consecutive years, *Car and Driver* has included the BMW 3 Series on its "10Best" list.¹ And *AUTOMOBILE Magazine* named the 3 Series Sedan "Automobile of the Year" for 2006.² But at BMW, we never stop striving to improve. For 2008, BMW endows the 335i/335xi Sedan with a 300-hp twin-turbo engine featuring direct injection. Generating 300 lb-ft of torque at 1400-5000 rpm, it rockets from 0-60 in 5.3 seconds.³ The 328i/328xi is propelled by a 230-hp inline six engine, with Valvetronic engine "breathing," that reaches 60 mph in 6.3 seconds.⁴

The Sedan's list of standard features is pages long, as are the personalizing options and packages that make it easy to build your dream car. Brake Drying, which automatically brings the brake pads into contact with the rotors when a sensor detects rain; Brake Stand-by,

which pre-tenses the brake calipers for faster action when you quickly remove your foot from the throttle; Brake Fade Compensation; and Start-off Assistant are standard enhancements to the Dynamic Stability Control system. Run-flat tires, also standard, let you travel with a puncture for up to 150 miles at 50 mph.⁵ Xenon Adaptive Headlights⁶ illuminate the road around curves. For maximum road-grip, the 328xi and 335xi include xDrive, BMW's all-wheel-drive system, which can transfer up to 100% of available power to the axle with traction. And with optional

Active Steering, you enjoy more direct steering at low and medium speeds, and more stability at higher speeds. But no matter how it's equipped, the 2008 3 Series Sedan is guaranteed to generate rave reviews.

¹ *Car and Driver*, "10Best" Cars, January 1992 – 2007.

² *AUTOMOBILE Magazine*, "All-Stars," January 2006.

³ BMW AG test results, 335xi with manual transmission. BMW urges you to obey all posted speed laws and always wear safety belts.

⁴ BMW AG test results, 328i with manual transmission. BMW urges you to obey all posted speed laws and always wear safety belts.

⁵ Travel distance varies with load.

⁶ Standard in 335i/335xi, optional in 328i/328xi.



335i Sedan interior shown with optional Beige Dakota Leather with Burl Walnut Wood interior trim, 6-speed STEPTRONIC automatic transmission, Premium and Cold Weather Packages, and Navigation system.



A sports wagon that doesn't mind pulling double duty as a sports car.



The 2008 BMW 3 Series Sports Wagon is as much about athletic performance as it is versatile cargo space. It's equipped with a six-cylinder engine whose 230 horses and 200 lb-ft of torque can reach 60 mph in 6.5 seconds,¹ while displaying admirable fuel efficiency.

The 328xi Sports Wagon is equipped with BMW's xDrive all-wheel-drive system, which allows it to move through traffic and over snow-covered roads with equal

confidence. Should wheelspin occur, it can steplessly transfer up to 100% of available power to the axle with traction, sticking to the pavement and allowing you to focus on what's ahead – not below.

Inside the elegant cabin, an oversized Panoramic moonroof lets the sun shine in on five comfortable adults. In terms of cargo capacity, BMW's smart design maximizes usable space. Run-flat tires come standard, so there's no need for a spare, freeing

up still more space under the cargo floor. To stow items, raise the cargo door, or the separately opening rear window. Roof rails, a vertical cargo net divider and cargo cover are standard extras.

All these make for a stunning performer that's compact yet spacious, functional – and always fun.

¹ BMW AG test results, 328i Sports Wagon with manual transmission. BMW urges you to obey all posted speed laws and always wear safety belts.

Is beauty on the inside or merely skin-deep? Yes.
The BMW 3 Series Coupe.



Great engineering meets razor-sharp looks: the 2008 BMW 3 Series Coupe inspires at first glance with sleek contours, sensual exterior and a wide, aggressive stance that convey its sports-car attitude. The 300-hp 335xi rushes from 0-60 in just 5.2 seconds,¹ thanks to BMW's revolutionary twin-turbo engine with direct fuel injection that delivers 300 lb-ft of torque at 1400-5000 rpm. The 328i's inline six produces 230 hp and 200 lb-ft of torque to pass the 60 mph mark in 6.2 seconds.² Both engines deliver excellent

fuel economy. And now BMW's xDrive all-wheel-drive system is available in both the 328xi and 335xi.

Gripping the sporty three-spoke steering wheel and listening to the engine's low, throaty growl, it's easy to forget that the 3 Series Coupe is also one of the most comfortable vehicles in its class. The stylish, finely crafted interior accommodates four adults. It delights with elegant materials and unique features, such as dramatic Ambiance Lighting and an automated safety-belt assist feature.

With its increased power and prowess, available xDrive all-wheel drive, elegant interior and long list of comfort-enhancing features, the 3 Series Coupe brings an even greater level of sophistication to the sports coupe class.

¹ BMW AG test results, manual transmission; 5.3 seconds with STEPTRONIC automatic. BMW urges you to obey all posted speed laws and always wear safety belts.

² BMW AG test results, manual transmission; 6.8 seconds with STEPTRONIC automatic. BMW urges you to obey all posted speed laws and always wear safety belts.



Driving pleasure reaches new heights. The BMW 3 Series Convertible.

Sheer power. Luxurious appointments. Carefree attitude. The 2008 3 Series Convertible celebrates driving performance and open-air pleasure. A 300-hp turbo-charged six-cylinder with 300 lb-ft of torque rockets the 335i; a 230-hp inline six in the 328i delivers smooth, quick acceleration. Handling in both models is agile and sporty, thanks to extensive use of light-weight aluminum components. Want an even more sporty drive? Optional steering-wheel-mounted paddle shifters¹ are now available on both the 328i and the 335i. Innovative active safety features include Brake Drying, which automatically dries

brake pads when a sensor detects rain, and Brake Fade Compensation, which keeps brake pedal action the same even when brakes heat up. The spacious cabin is upholstered in supple Dakota Leather² with unique Sun-Reflective Technology to help it stay cool when the mercury soars. The elegance of wood trim is complemented at night by the warm glow of Ambiance Lighting. Ten-way power front seats with integrated safety belts and driver memory provide relaxing support. Enjoy favorite songs and soundtracks through a premium Logic7 Surround Sound system with HD Radio™-ready receiver.² And only the

3 Series sports BMW's innovative three-piece hardtop. When up, it provides a serenely quiet cabin. And when the sun comes out, it folds quickly into the trunk. Standard fold-down rear seats with bag hooks offer added cargo-carrying capability. And included in optional Comfort Access is the Comfort Opening and Loading feature, which makes it easy to load gear into the trunk, even when the hardtop is down.

¹ Requires optional Sport Package and optional STEPTRONIC automatic transmission.
² Standard on the 335i Convertible; optional on the 328i Convertible.



It's a vehicle that will reconnect you to the joys of the road: the all-new 2008 BMW 1 Series Coupe. Start with two high-performance, yet fuel-efficient, engine options. The 135i has a twin-turbocharged 3.0-liter inline six-cylinder that puts out a mighty 300 hp and 300 lb-ft of torque. In the 128i, there's a magnificent 230-hp Valvetronic inline six-cylinder. Select your choice of 6-speed transmissions: standard manual or optional

STEPTRONIC automatic. And when you select the optional Sport Package and automatic transmission, steering-wheel-mounted paddle shifters are included. For superior handling, a sophisticated new suspension system works in tandem with BMW's Dynamic Stability Control (DSC) and Dynamic Traction Control (DTC) to help keep driving dynamics stable, yet absolutely thrilling.

The performance-oriented 135i is equipped with a sport suspension and high-performance brake system, along with an aero kit and integrated trunk lid spoiler for additional downforce and better brake cooling.

The 1 Series captures attention with its sleek, inspiring looks. A long front hood and short overhangs give it a ready-for-action look. Inside, luxurious optional Boston Leather upholstery and pearl knob surfaces add elegance. An optional Navigation system with six programmable memory keys puts frequently used functions at your fingertips. Access your favorite songs and playlists from your steering wheel via an optional iPod® and USB adaptor.

Get ready for the all-new 2008 1 Series Coupe – the newest BMW, distilled to give you everything that's important to joyful driving. Pure BMW in every way.



European interior shown in optional Black Boston Leather with Brushed Aluminum interior trim and Sport Package.

The all-new 2008 BMW 1 Series Coupe.
You. The road. One. Pure.



135i Coupe shown in optional Sedona Red Metallic.



The all-new 2008 BMW 1 Series Convertible. Pure passion under the open sky.

The road. The wind. You. One. The all-new 2008 BMW 1 Series Convertible – your passport to freedom – is headed to the U.S. this summer.

Beneath the 135i's sleek hood: a 300-hp, turbocharged inline six-cylinder engine. A full 300 lb-ft of torque is on tap from 1400-5000 rpm. "Turbo lag" is a thing of the past, thanks to BMW's innovative twin-turbo design. And direct fuel injection stretches every drop of gasoline.

A 6-speed transmission – smooth-shifting manual or optional STEPTRONIC automatic – makes the most of this power. For the hands-on fun of steering-wheel-mounted paddle shifters, combine the automatic transmission with the optional Sport Package, and shift paddles are included.

Top-up, the Convertible's taut lines and Chrome-line trim signal serious performance. Lower the softtop with heated rear glass window, and the Convertible offers an invitation to play, with room for three friends to share in the fun. Strap yourself into comfortable eight-way adjustable front seats upholstered in optional Boston Leather, kept cooler by BMW's Sun-Reflective Technology. Then grab hold of the three-spoke, leather-wrapped multi-function sport steering wheel, and take off – letting the roar of the exhaust add bass to your favorite sounds.

The all-new BMW 1 Series Convertible: Pure BMW – with the power to fulfill your dreams of driving freedom.

Drop the top and let yourself go.
BMW Z4 Roadster 3.0i and Roadster 3.0si.

What if you put a 255-hp engine in a classic low-slung, two-seat roadster? BMW has in the 2008 Z4 Roadster 3.0si. The result? A 0-60 time of just 5.6 seconds¹ – and the thrill of a lifetime. The 215-hp Z4 Roadster 3.0i makes the trip in 6.2 seconds.² Both offer smooth 6-speed transmissions to fully harness BMW's potent inline six-cylinder engines. And with performance features such as electric power steering, Dynamic Stability Control, a wide stance and near-perfect 50/50 weight distribution, they stick to the road and hug curves with uncanny grace.

During sporty maneuvers, comfortably bolstered seats upholstered in supple High Performance Leather³ hold you firmly in place. And pure sound from the THX™ Certified 10-speaker premium audio system³ is the perfect backdrop to any trip. The elegant interior affords both driver and passenger surprising amounts of legroom and headroom. And with the softtop down, the headroom is limitless – as is your joy.

¹ BMW AG test results, manual transmission; 5.7 seconds, STEPTRONIC automatic. BMW urges you to obey all posted speed laws and always wear safety belts.

² BMW AG test results, manual transmission; 6.6 seconds, STEPTRONIC automatic. BMW urges you to obey all posted speed laws and always wear safety belts.

³ Standard in Z4 Roadster 3.0si; optional in Z4 Roadster 3.0i.



Striking to behold. Thrilling to drive. BMW Z4 Coupe 3.0si.

Created for those looking for more fun and more excitement in a true sports car, the BMW Z4 Coupe 3.0si projects the feeling of irresistible forward momentum. Wielding a fiery 255-hp six-cylinder engine, it puts the power of advanced BMW technology to work, displaying dazzling performance

to match its stunning looks. The extra-rigid body, balanced weight distribution and finely tuned suspension deliver razor-sharp handling that inspires you to carve every corner. Hit the gas – and suddenly every inch of road becomes a dynamic experience.

A new class of BMW.
A new adventure for ultimate drivers.

Introducing the world's first all-wheel-drive Sports Activity Coupe: the all-new 2008 BMW X6. Its uniquely contoured exterior houses two of BMW's most impressive engines. A muscular, new 400-hp twin-turbo V-8 sends the X6 xDrive50i from 0-60 in just 5.3 riveting seconds.¹ And in the X6 xDrive35i, it's a lively 6.5 seconds from standstill to 60,¹ courtesy of BMW's award-winning 300-hp twin-turbo inline six. "Turbo lag" is a thing of the past, thanks to BMW's advanced twin-turbo technology. And precise fuel injection ensures both models achieve excellent efficiency. A smooth-shifting 6-speed Sport Automatic transmission, complete with racing-inspired paddle shifters, is included in both models as standard.

The power of the BMW X6 is mated to revolutionary all-wheel-drive control. In addition to the superior traction of xDrive all-wheel drive, the X6 features BMW's new Dynamic Performance Control (DPC), with an active rear-wheel lateral power distribution system. DPC intelligently boosts torque to the outside rear wheel during cornering maneuvers, for better handling and roadholding that lets you accelerate through turns, instead of braking. It's improved driving confidence and pleasure in one innovative technology.

Inside the cabin, the X6 boasts a luxurious spread of supple Nevada Leather upholstery, a choice of elegant trims, and advanced comfort and convenience features. Thoughtful options include a height-adjustable Head-up Display for driving information at a glance, and an independently controlled DVD system to delight rear-seat passengers.

In the all-new X6 Sports Activity Coupe, uncharted territory never seemed so inviting.

¹ BMW AG test results. BMW urges you to obey all posted speed laws and always wear safety belts.



X6 50i Sports Activity Coupe shown in Vermillion Red Metallic with optional Sport and Cold Weather Packages, and optional 20" wheels.



The 2008 BMW X5 has received the TOP SAFETY PICK Award from the Insurance Institute for Highway Safety (IIHS), for its performance in the high-speed Frontal Offset and Side Impact crash tests, and its Rear Crash Protection/Head Restraints.

42/43 bmwusa.com/X5 X5 4.8i SAV® shown in Space Gray Metallic with optional Sport and Cold Weather Packages, and optional 20" wheels.



The X5: More power to you. All seven of you.

BMW created the X5 for just one purpose: to do everything – expertly. Designed for maximum versatility, it seats up to seven occupants with an optional third row of two fold-down seats, to offer a variable combination of seats and storage.

A former M3 race engineer helped create this second-generation X5. No wonder the muscular exterior signals blistering acceleration: in 6.4 seconds,¹ the 350-hp X5 4.8i reaches 60 mph; the 260-hp X5 3.0si generates 225 lb-ft of torque for instant power.

BMW's xDrive all-wheel drive also works with the Dynamic Stability Control system to deliver confident traction, enhanced with Brake Stand-by and braking-assist features.

Optional Adaptive Drive enhances sporty performance while reducing body roll; optional Active Steering delivers sharper steering response at lower speeds, and more stability at higher speeds.

Inside, expertly crafted leather upholstery² and premium wood trim² set the stage for personalizing optional features, such as Active Ventilated front seats, or a popular rear-seat entertainment system.

With the X5's athletic poise, handcrafted luxury and increased space, it's clear: BMW has expanded on a great idea.

¹ BMW AG test results. BMW urges you to obey all posted speed laws and always wear safety belts.

² Standard in X5 4.8i; optional in X5 3.0si.



Interior shown in optional Sand Beige Nevada Leather with Poplar Light Wood interior trim, 6-speed STEPTRONIC automatic transmission, Sport Package and Navigation system.

Built from the ground up to deliver BMW performance and comfort, the X3 3.0si's rugged looks are just the beginning of its appeal.

The 260-hp inline six-cylinder Valvetronic engine is teamed with a choice of 6-speed manual or STEPTRONIC automatic transmissions, with the best highway fuel efficiency in its class. Dynamic Stability Control and other inspired enhancements, such as Brake Drying, which automatically dries brake pads whenever a sensor detects

rain, work in tandem with BMW's xDrive all-wheel-drive system, helping to keep the X3 3.0si firmly on course in virtually any weather.

BMW loaded the X3 3.0si's interior with desirable features, including a fine-grain dash and three wood trim options. The well-crafted cabin welcomes five occupants with wide-open space – a feeling heightened by the large, two-piece Panoramic moonroof. Large storage bins, interior cargo rails and non-slip flooring make cargo storage a breeze.

Optional is a Sport Activity Package featuring privacy glass, a three-spoke leather-wrapped multi-function sport steering wheel, running boards, and other exciting enhancements.

And once you experience the optional heated steering wheel and 16-way power front Comfort seats, you'll consider them more a necessity than a luxury.

With its athletically agile handling, versatile storage and just-right size, the 2008 BMW X3 is the perfect travel companion in a savvy Sports Activity Vehicle.®

BMW X3 3.0si.
The perfect size for every drive.



The 2008 BMW X3 has received the TOP SAFETY PICK Award from the Insurance Institute for Highway Safety (IIHS), for its performance in the high-speed Frontal Offset and Side Impact crash tests, and its Rear Crash Protection/Head Restraints.



BMW M6 Coupe and M6 Convertible.
Power-shifting goes upscale.



Grand Touring pleasure meets racebred precision in the 2008 BMW M6 Coupe and M6 Convertible. A mighty 5.0-liter V-10 puts out 500 hp; the Formula 1-inspired 7-speed SMG transmission offers 11 shift programs. In just 4.5 seconds,¹ you're rocketing past 60, propelled by seemingly boundless M Power. Those who want even more involvement can choose the

optional 6-speed manual transmission. The 2008 M6 models sport redesigned lights front and rear, an enlarged front air dam and, on the M6 Coupe, 19" cast alloy wheels. Body-hugging bolstered M sport seats are wrapped in sensuous Extended Merino Leather. Luxurious interior trim choices include rich Wood, Carbon Fiber, and Brushed Aluminum. For thrilling, sun-drenched excursions,

nothing outshines the M6 Convertible. Even with the top down, the spacious trunk holds two golf bags.

The M6 Convertible and M6 Coupe for 2008: pleasure, passion, precision – and power.

¹ BMW AG test results, M6 Coupe; 4.6 seconds, M6 Convertible. BMW urges you to obey all posted speed laws and always wear safety belts.



Born from generations of victory laps. The BMW M5.

The M5, named an *AUTOMOBILE Magazine* "All-Star" for 2006,¹ packs a V-10 powerplant that serves up 500 hp and 383 lb-ft of torque, to sprint from 0-60 mph in 4.5 seconds.² The 7-speed SMG offers the personalized performance of 11 modes (six manual, five automatic); or choose an optional 6-speed manual. On the track, M Dynamic Mode allows you to explore the limits of traction

while giving you stability control. The electronically adjustable dampers, high-performance suspension, exceptionally responsive steering and near-perfect 50/50 weight distribution make it handle with uncommon agility. 19" alloy wheels equipped with 14.7" front/14.6" rear cross-drilled disc brakes provide immediate, fade-free response and great stopping power. Restyled for 2008, the M5's interior

is more luxurious than ever, with a sleek center console and organically flowing door trim panels. Merino Leather upholstered 18-way power front sport seats and a Logic7 audio system come standard. Once you take your first corner at speed, you'll know: no other performance sedan comes close.

¹ *AUTOMOBILE Magazine* "All-Stars," January 2006.

² BMW AG test results with SMG transmission. BMW urges you to obey all posted speed laws and always wear safety belts.





M3 Sedan (European model) shown in Silverstone Silver Metallic.

Power. Speed. Control. The calling cards of the all-new 2008 BMW M3 Coupe and Sedan – and available this spring, the stunning hard-top Convertible. Under the powerdome lies the most potent M3 engine ever: a 4.0-liter, 414-hp V-8 capable of 8400 rpm. Eight separate throttle butterflies – one for each cylinder – yield crisp, responsive acceleration. Double-VANOS and advanced ion flow technology ensure seamless operation.

A 6-speed manual transmission lets you control all this power, while the innovative M Drive feature allows you to customize the M3's driving dynamics. A carbon-fiber roof¹ and aluminum suspension reduce weight for increased agility; a new Variable M Differential Lock grips all surfaces for optimum traction. M-style 18" alloy wheels,² aerodynamic exterior mirrors and a choice of special M exterior color options, including four exclusive

metallic paints, complete the M3's high-profile look. Inside, optional premium Novillo Leather and an optional 16-speaker audio system with a 825-watt digital amplifier enhance the performance-oriented cabin.

The all-new 2008 BMW M3 Sedan, Coupe and Convertible: driving thrills at every turn.

¹ M3 Coupe only.

² Optional 19" light alloy wheels also available.

The all-new 2008 BMW M3:
We didn't hold back. And neither will you.



The 2008 BMW M3 has won *Popular Mechanics* magazines' 2008 Automotive Excellence Award for performance.

M3 Coupe (European model) shown in Alpine White.



Two front-row seats to the best show on the road.
BMW Z4 M Coupe and Z4 M Roadster.



The 2008 BMW Z4 M Coupe and Z4 M Roadster take motorsport bravura to new heights. Scan the illuminated tachometer and speedometer and classic M trim as you strap yourself into the firmly bolstered M sport seats. Revel in the glorious

roar of the 3.2-liter inline six-cylinder M engine as it revs to an awesome 8000 rpm redline, and catapults you from 0-60 in 4.9 seconds.¹ The Variable M Differential Lock provides extra-sticky traction, and massive ventilated compound brakes give you swift, clean stopping power.

Sharp, sweeping body contours and dazzling 18" Double Spoke alloy rims underscore their athletic nature. And nothing compares to the top-down thrills of the Z4 M Roadster.

The Z4 M Coupe and Z4 M Roadster deliver all the high-performance action you ever dreamed of – and more.

¹ BMW AG test results. BMW urges you to obey all posted speed laws and always wear safety belts.

BMW's active safety concept:
Performance features that work together seamlessly
to help you avoid accidents before they happen.



BMW vehicles provide class-leading performance, handling, acceleration, braking, tires and suspension technologies. You might not normally consider these "safety" features. However, their ability to actively respond to challenging driving situations can help you avoid collisions.

In every BMW, high-performance features do double duty as active safety features:

- Swift acceleration – A BMW can move you quickly and confidently out of a danger zone or into a "safe" spot.
- Responsive handling – Allows you to steer with precision to negotiate through or around problem areas.
- Large brakes – Stop with authority, thanks to large, fade-resistant brakes, boosted in emergencies by Dynamic Brake Control. Braking is responsive even in the rain with the Brake Drying feature,¹ a part of Dynamic Stability Control (DSC).

- Near-perfect 50/50 weight distribution – Helps keep your vehicle under control during evasive maneuvers.
- Dynamic Stability Control (DSC) – Corrects over- and understeer, helping to keep you on your chosen course.
- Run-flat tire system¹ – Even with a puncture, the run-flat tire system helps keep the vehicle stable, letting you drive off a busy highway or out of a dangerous area, or just continue on your journey on a rainy night.²

¹ Not available on all models. See your authorized BMW or BMW SAV® center for details.

² Up to 150 miles at 50 mph. Travel distance varies with load.

BMW's passive safety concept: Safety features that come to life only in an accident.

Don't let the term mislead you. There's nothing passive about BMW's "passive safety" design – or how quickly this impressive array of safety features responds to an accident.

BMW's passive safety system starts with the very architecture of each vehicle. An extremely rigid occupant "safety cell," augmented by strong roof support, channels the impact force around all occupants; front and rear ends are designed to deform to absorb energy. Additionally, in the event of a side impact, special hooks lock the doors to the body for added protection, then unlock after the impact.

When sensors detect an impact, BMW's "intelligent" safety system deploys the most effective combination of airbags, safety-belt pretensioners and more, to

help protect you and your passengers. In a severe accident, it may deploy any or all of these airbags¹:

Advanced front airbags

Advanced airbag technology determines if and how forcefully to deploy each front airbag, based on accident severity and safety-belt usage. If the seat is not occupied, or if a force threshold is not met, the airbag is designed not to activate.

Side-impact airbags

In case of a side impact, door- or seat-mounted side-impact airbags deploy quickly for added protection.

Active Knee Protection¹

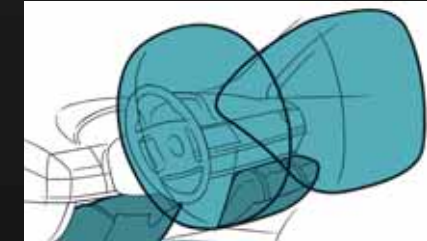
These airbags deploy from the bottom of the dashboard to provide added protection for the knees and legs of the driver and front passenger.

Head Protection System¹

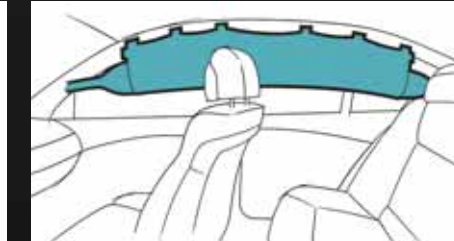
In the event of a side impact, BMW's award-winning Head Protection System helps keep the driver's and front passenger's heads from hitting hard objects, and from being hit by certain objects penetrating the windows. Used in conjunction with side-impact airbags, it provides outstanding protection. In certain models, BMW's Advanced Head Protection System extends all the way from the front "A" pillar to the rear "C" pillar, helping to protect rear-seat passengers, as well.

¹ Not all features available on all models. See your authorized BMW or BMW SAV® center for details. Always wear safety belts. Do not install a rearward-facing child-restraint device in the front passenger's seat, unless the airbag is switched off. All children should always sit in the rear seat and use, depending on age, either an appropriate child-restraint system or safety belts in the car. Follow the instructions of the child-seat manufacturer for proper installation. Also, consult your Owner's Manual for instructions on activating the safety-belt Automatic Locking Retractor (ALR).

Please note: Airbag renderings are for illustrative purposes only. Depending upon the type of accident, none, some or all airbags may deploy.



Front-impact airbags with advanced deployment technology and Active Knee Protection.¹



Advanced Head Protection System (HPS).¹



Active Head Restraints and safety-belt pretensioners.¹

The 2008 X3 and X5 received the TOP SAFETY PICK Award from the Insurance Institute for Highway Safety (IIHS) for their performance in three critical tests.² Every BMW ever tested by the IIHS has received a top front-impact rating, based on how well its passive safety features performed in helping to protect occupants in a crash.

² High-Speed Frontal Offset and Side Impact crash tests, as well as Rear Crash Protection/Head Restraints.



Motorsport: The ultimate test track for new technology.

All BMWs are endowed with engineering and technology that's developed for – and tested on – the racetrack. That's why every BMW delivers a thrilling driving experience and performance that's second to none.

In 1972, BMW consolidated all of its racing efforts into BMW Motorsport GmbH, and M Power has been feared on racetracks around the world ever since. The first M competition car was the 430-hp 3.0 CSL. This powerhouse won the European touring car championship no less than six times. In 1995, several McLaren F1 GTRs campaigned in the demanding 24 Hours of Le Mans. Each wielded BMW's 600-hp, 6.0-liter, V-12 engine. By the end of the 24-hour race, BMW-powered McLarens had taken first, third, fourth and fifth place overall, an unheard-of feat for a newcomer. That winning tradition continued in 1999 when BMW's team unveiled the BMW V12 LMR for Le Mans: it bowed by winning at 12 Hours at Sebring that March.

In the 2001 American Le Mans Series, M3s swept the Manufacturers', Drivers', and

Team Championships. Three years later in the Grand American Rolex Sports Car Series, BMW Team Prototype Technology Group (PTG) took 10 of 12 races with six 1-2 finishes and, again, the Manufacturers', Drivers', and Team Championships.

Formula 1 is the pinnacle of Motorsport – the ultimate test for the world's greatest engineers, fastest cars, and most legendary drivers. In 1983, Nelson Piquet campaigned a racecar powered by BMW's first turbo-charged Formula 1 engine, winning three times. In the past few years, BMW's 19,000 rpm V-10 has been one of the most potent engines in Formula 1. Now the BMW Sauber F1 Team is campaigning against formidable opponents – with their high-performance innovations trickling down to enhance BMW M technology.

Racing's 2.41 V-8 is the inspiration for the V-8 in the all-new M3. And Motorsport is the driving spirit behind every BMW. You feel it in the hungry response, clear-cut handling, and euphoric experience every time you step on the accelerator, take a turn, or stop on a dime.





Formula BMW Americas:
Today's brightest young drivers.
Tomorrow's world champions.

An advanced Formula racing series, Formula BMW Americas offers the most promising young drivers of North, Central and South America the chance to shift their passion for motorsport into high gear.

Formula BMW introduces this select group of young, talented drivers to the world of professional racing. The program gives drivers a solid foundation, helping them to develop their skills on the track during an exciting, highly competitive racing season. First-class challenges, national and international, give participants valuable experience behind the wheel and in the media – and an important edge in building their careers.

It's an idea that's helping to shape the future of racing, brought to life by BMW, a company of ideas.

Catch all the action of the 2008 season! Visit bmw-motorsport.com for more information.



A thrilling destination you'll never forget: the BMW Performance Center in Spartanburg, SC.

Nestled near the Blue Ridge Mountains in Spartanburg, SC is the BMW Performance Center. Here in this unique facility you can experience the world-famous BMW Performance Driving School and Vehicle Delivery Center. Visit the Zentrum Visitors Center, home to a vintage car museum, theater and gift shop. You can also tour the manufacturing facility where the X5 and X6, as well as the Z4 and Z4 M Roadsters and Coupes, are built for worldwide export. There's a corporate conference center, where meetings are combined with advanced driver training – a unique way to build teamwork. And day trips afford other pleasures, such as antiquing, sightseeing, sports and regional cuisine.

The BMW Performance Driving School offers a diverse array of one- and two-day classes geared to suit every driver in the family, from the beginner to the driving enthusiast.¹ The Adult and Teen Car Control Classes focus on both driving dynamics and safety. For the advanced student, the One- and Two-Day M Schools are high-performance driving classes. This is where students can further develop their precision driving skills at greater speeds. Almost two miles of track can be configured up to 35 ways, simulating driving conditions, such as slippery “black ice,” “water walls” and more, to help students hone their defensive-driving skills.

You can also take delivery of any new BMW at the BMW Performance Center.² Order it through an authorized BMW center, and time your trip to coincide with its arrival. You and your guest will stay overnight, compliments of BMW.³ The following day, a BMW Delivery Specialist will give you a thorough introduction to your new vehicle. Best of all, it includes a personalized, hands-on instruction session on the Performance Center road course.⁴

Combine practical and pleasurable in one unforgettable trip: the BMW Performance Center.



Thinking of purchasing or leasing a new BMW? Turn it into a fun-filled experience with BMW Performance Center delivery. (It's also the perfect start to an unforgettable vacation.)

BMW Driving School courses include:

- One- and Two-Day Schools – Learn car control skills and become a more confident driver.
- Teen School (one- and two-day) – 15- to 19-year-old drivers build confidence by learning accident avoidance techniques in a controlled environment. Practice, drill time – and, of course, fun.
- M School (one- and two-day) – Learn high-performance driving techniques behind the wheel of a range of M Cars.
- Advanced M School (two-day) – Held at various racetracks, a logical progression for graduates of M School, and M5/M6 Driving Experiences.

¹ For information on BMW Performance Driving Schools, prices and schedules, please call 1-888-345-4269.

² For information about the BMW Performance Center Delivery Program, please see your authorized BMW or BMW SAV® center.

³ Includes a one-night hotel stay, and breakfast, lunch and dinner for two. Airfare not included.

⁴ BMW will provide all vehicles for use during the driving portions of the program. Customer cars will not be used.

For more information, go online at bmwusa.com/performancecenter.



Now in its 12th year, the BMW Ultimate Drive® aims for another million miles driven – for a total donation of more than \$12 million.

From 1997 – 2007, BMW has donated over \$11 million to Susan G. Komen for the Cure through the BMW Ultimate Drive. At this special event held at BMW centers nationwide, BMW donates \$1 for every test mile driven, with a yearly goal of donating another \$1,000,000. While enjoying BMW performance, participants actively support funding to help find a cure for this deadly disease.

We invite you to support this effort in 2008 by driving one of the many new BMWs around a special route, with each mile helping to fight breast cancer. Get behind the wheel – and get behind the cause! To find out when the BMW Ultimate Drive will be coming to your area, to register, or for more information, please visit bmwusa.com/theultimatedrive or call 1-877-4-A-DRIVE (1-877-423-7483).

With BMW's deepening commitment, the BMW Ultimate Drive helps yield more resources and awareness than ever in the fight against breast cancer.

To truly appreciate your new BMW, why not drive it on its home turf?

Drive your new BMW on the roads it was designed for – with the BMW European Delivery Program. Order your new BMW here and pick it up in Europe,¹ and you'll enjoy savings that might pay for the trip.

You'll take delivery at the stunning new BMW Welt facility, an attraction worth visiting on its own. Then turn your vehicle pickup into a vacation. BMW's optional driving packages allow you to use Munich as a starting point for a European driving tour. Plan an exclusive, once-in-a-lifetime driving adventure, enjoying VIP treatment at some of the world's best hotels. We'll then ship your BMW home from one of our many port cities. BMW even provides 14 days of free, premium road insurance, as well as customs duty and clearance.

The fun and savings are available with either lease or finance options through BMW Financial Services.² For details, contact your local authorized BMW center, or visit bmwusa.com/europeandelivery.

¹ Not all models eligible for program. See your authorized BMW or BMW SAV® center for details.

² There is a maximum stay of 90 days with lease or finance packages.



BMW Financial Services: One more way we deliver high performance.

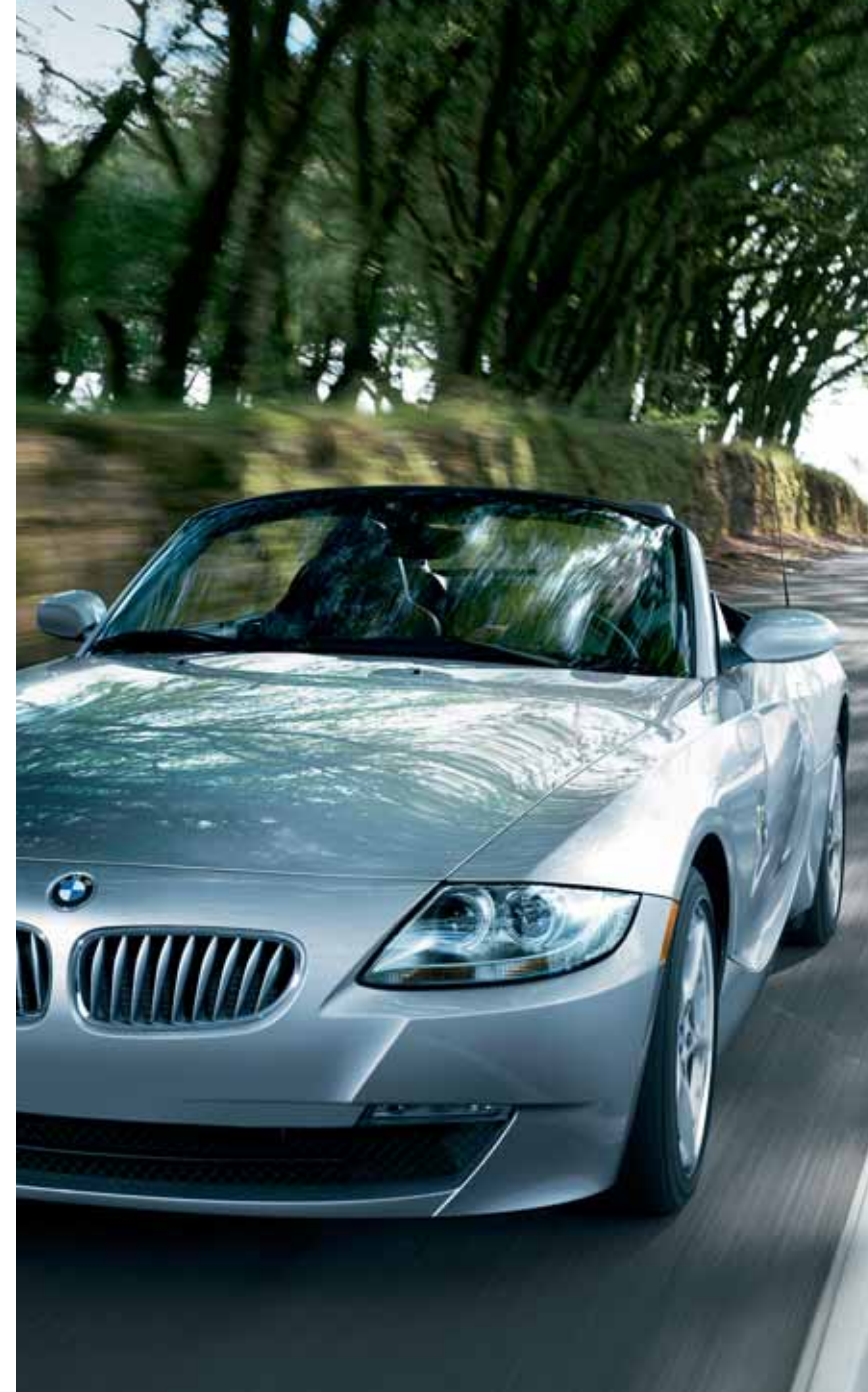
BMW Financial Services offers a wide range of automotive finance programs designed exclusively for BMW drivers. You can choose flexible lease terms from 24 to 60 months, or PrePay the entire lease in a single up-front payment. BMW Financial Services also offers competitive rates on vehicle financing. You have the option of no down payment (subject to credit approval), and can select from terms that make financing easy.

Set up automatic payments from any checking or savings account through Owners' Circle at bmwusa.com. As an Owners' Circle member, you can review and update your BMW Financial Services accounts online, calculate Mid-term Mileage adjustments, obtain a copy of your contract, view your payment history, and more.

To find out more about BMW Financial Services, visit bmwusa.com/fs.

Another benefit: the BMW Platinum Visa® Card with no-fee BMW Rewards. It offers 24-hour customer service – and no annual fee. For every two dollars you spend, you'll earn one point toward special rewards – including up to \$5,000 back when you finance or lease your next BMW with BMW Financial Services – and double points for gasoline. Visit bmwusa.com or call toll-free 1-866-861-8187 to apply today!

Note: All products and services subject to credit approval. Some products are made available through BMW Bank of North America, a wholly owned subsidiary of BMW Financial Services, LLC.



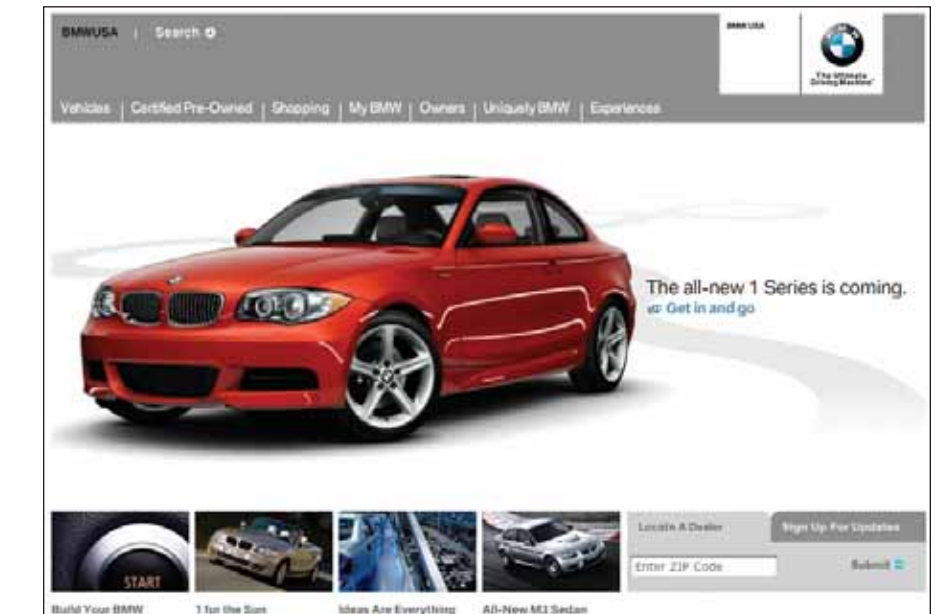
bmwusa.com: Your own, personal BMW center, open 24/7.



It's late, your local BMW center is closed, and you want to learn about the newest BMW models. Just visit bmwusa.com – your destination for buying or leasing a new or Certified Pre-Owned BMW, as well as a dynamic center of fun, help and information. Click on “Shopping,” then “Build Your BMW” to assemble the model that reflects your style – colors, options, the works. Then explore BMW Financial Services for financing options, using the payment estimator. Apply for financing online and enjoy a speedy response.¹ You can even email your vehicle configuration to an authorized BMW center to begin construction!

Discover BMW's heritage and many technological breakthroughs. Catch up on all the latest BMW news. Click on Motorsports to follow BMW's race teams. Learn about upcoming programs and events, and much, much more. And if you're an owner, BMW Owners' Circle is your private site for asking questions, getting insiders' news, keeping vehicle records, checking on your BMW Financial Services account, and a host of other owner-only advantages. The excitement of BMW is yours to explore... at bmwusa.com!

¹ Subject to credit approval and other terms and conditions.



BMW Vehicle Specifications

	750i	750Li	760Li	BMW ALPINA B7	6 Series Coupe 650i	6 Series Convertible 650i	528i	5 Series Sedans 528xi	535i	
Engine										
3.0-liter, DOHC 24-valve inline 6-cylinder ^{1,2}							•	•		
3.0-liter, DOHC 24-valve inline 6-cylinder twin-turbo ^{1,3}									•	
3.2-liter, DOHC 24-valve inline 6-cylinder ¹										
4.0-liter, DOHC (4-cam) 32-valve V-8 ¹										
4.4-liter, DOHC (4-cam) 32-valve twin-turbo V-8										
4.4-liter, DOHC (4-cam) 32-valve supercharged V-8				•						
4.8-liter, DOHC (4-cam) 32-valve V-8 ⁴	•	•			•	•				
5.0-liter, DOHC (4-cam) 40-valve V-10 ⁵										
6.0-liter, DOHC (4-cam) 48-valve V-12 ^{1,6}			•							
Nominal output / maximum torque	hp / lb-ft	360 / 360	360 / 360	438 / 444	500 / 516	360 / 360	360 / 360	230 / 200	230 / 200	300 / 300
Drivetrain										
6-speed manual transmission					•	•	•	•	•	
6-speed STEPTRONIC automatic transmission ⁷	•	•	•				○ ⁸	○ ⁸	○ ⁸	
6-speed Sport Automatic transmission ¹¹					○ ⁸	○ ⁸			○ ¹²	
6-speed SWITCH-TRONIC sequential automatic transmission ¹⁰				•						
7-speed Sequential Manual Gearbox (SMG) with DRIVELOGIC										
Performance data										
Acceleration, 0-60 mph ¹³	sec	(5.8)	(5.9)	(5.4)	(4.8)	5.3 (5.4)	5.6 (5.7)	6.5 (7.1)	7.1 (7.6)	5.6 (5.7)
Top speed ¹⁴	mph	150	150	150	186	150	150	150	150	150
Handling, ride and braking										
xDrive all-wheel drive with Hill Descent Control								•		
Anti-lock brakes (ABS) with Dynamic Brake Control	•	•	•	•	•	•	•	•	•	
Dynamic Stability Control (DSC)	•	•	•	•	•	•	•	•	•	
Brake Drying, Brake Stand-by and Brake Fade Compensation					•	•	•	•	•	
Run-flat tires					•	•	○ ¹²	○ ¹²	○	
Active Steering					○	○	○	○	○	
Active Cruise Control ¹⁶	○	○	○	○	○ ¹⁷	○ ¹⁷	○ ¹⁷	○ ¹⁷	○ ¹⁷	
Safety and technology										
Front-impact airbag Supplementary Restraint System (SRS) ¹⁸	•	•	•	•	•	•	•	•	•	
Front-seat Head Protection System (HPS)	•	•	•	•	•	•	•	•	•	
Rear-seat Head Protection System	•	•	•	•	•	•	•	•	•	
Adaptive Brake Lights	•	•	•	•	•	•	•	•	•	
Xenon Adaptive Headlights and Corona headlight-rings	•	•	•	•	•	•	○	○	•	
Coded Driveway Protection System	•	•	•	•	•	•	•	•	•	
Navigation system	•	•	•	•						
Navigation system with Real Time Traffic Information					•	•	○	○	○	
BMW Ultimate Service ^{TM19}	•	•	•	•	•	•	•	•	•	
BMW Assist ^{TM20} with Bluetooth [®] wireless technology ²¹	•	•	•	•	•	•	•	•	•	
SIRIUS Satellite Radio	○	○	○	•	○	○	○/△	○/△	○/△	
HD Radio TM	○	○	○	○	○	○	○	○	○	
iPod [®] and USB adaptor					○ ²²	○ ²²	○	○	○	

• Standard ○ Optional △ BMW center-installed option

The X3 and X5 SAVs are available only at authorized BMW SAV[®] centers.

5 Series Sedans 535xi	5 Series Sedans 550i	5 Series Sports Wagon 535xi	3 Series Sedans 328i	3 Series Sedans 328xi	3 Series Sedans 335i	3 Series Sedans 335xi	3 Series Coupes 328i	3 Series Coupes 328xi	3 Series Coupes 335i	3 Series Coupes 335xi	3 Series Convertibles 328i	3 Series Convertibles 335i
•		•	•	•	•	•	•	•	•	•	•	•
•	•	•	•	•	•	•	•	•	•	•	•	•
300 / 300	360 / 360	300 / 300	230 / 200	230 / 200	300 / 300	300 / 300	230 / 200	230 / 200	300 / 300	300 / 300	230 / 200	300 / 300
•	•	•	•	•	•	•	•	•	•	•	•	•
○ ⁸	○ ⁸	○ ⁸	○ ⁹	○ ⁹	○ ⁹	○ ⁹	○ ⁹	○ ⁹	○ ⁹	○ ⁹	○ ⁹	○ ⁹
	○ ¹²											
5.5 (5.6)	5.4 (5.5)	5.7 (5.8)	6.3 (6.9)	6.9 (7.1)	5.4 (5.6)	5.3 (5.4)	6.2 (6.8)	6.8 (7.0)	5.3 (5.5)	5.2 (5.3)	6.7 (7.2)	5.5 (5.7)
150	150	150	130 [150]	130 [150]	130 [150]	130 [150]	130 [150]	130 [150]	130 [150]	130 [150]	130 [150]	130 [150]
•		•	•	•	•	•	•	•	•	•	•	•
•	•	•	•	•	•	•	•	•	•	•	•	•
•	•	•	•	•	•	•	•	•	•	•	•	•
•	•	•	•	•	•	•	•	•	•	•	•	•
○ ¹²		○	•	•	•	•	•	•	•	•	•	•
	○		○	•	○	•	○	•	○	•	○	○
○ ¹⁷	○ ¹⁷	○ ¹⁷	○	○	○	○	○	○	○	○	○	○
•	•	•	•	•	•	•	•	•	•	•	•	•
•	•	•	•	•	•	•	•	•	•	•	•	•
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•	•	•	•	•	•	•	•	•	•	•	•	•
○	○	○	○	○	○	○	○	○	○	○	○	○
○/△	○/△	○/△	○/△	○/△	○/△	○/△	○/△	○/△	○/△	○/△	○/△	○/△
○	○	○	○	○	○	○	○	○	○	○	○	○
○	○	○	○/△	○/△	○/△	○/△	○/△	○/△	○/△	○/△	○/△	○/△

Further information can be obtained from your local authorized BMW or BMW SAV center or bmwusa.com.

BMW Vehicle Specifications

	3 Series Sports Wagons		1 Series Coupes		1 Series Convertible	Z4 Roadsters		Z4 Coupe	
	328i	328xi	128i	135i	135i	3.0i	3.0si	3.0si	
Engine									
3.0-liter, DOHC 24-valve inline 6-cylinder ^{1, 2}	•	•	•			•	•	•	
3.0-liter, DOHC 24-valve inline 6-cylinder twin-turbo ^{1, 3}				•	•				
3.2-liter, DOHC 24-valve inline 6-cylinder ¹									
4.0-liter, DOHC (4-cam) 32-valve V-8 ¹									
4.4-liter, DOHC (4-cam) 32-valve twin-turbo V-8									
4.4-liter, DOHC (4-cam) 32-valve supercharged V-8									
4.8-liter, DOHC (4-cam) 32-valve V-8 ⁴									
5.0-liter, DOHC (4-cam) 40-valve V-10 ⁵									
6.0-liter, DOHC (4-cam) 48-valve V-12 ^{1, 6}									
Nominal output / maximum torque	hp / lb-ft	230 / 200	230 / 200	230 / 200	300 / 300	300 / 300	215 / 185	255 / 220	255 / 220
Drivetrain									
6-speed manual transmission	•	•	•	•	•	•	•	•	
6-speed STEPTRONIC automatic transmission ⁷	○ ⁹	○ ⁹	○ ⁹	○ ⁹	○ ⁹	○ ¹⁰	○ ¹⁰	○ ¹⁰	
6-speed Sport Automatic transmission ¹¹									
6-speed SWITCH-TRONIC sequential automatic transmission ¹⁰									
7-speed Sequential Manual Gearbox (SMG) with DRIVELOGIC									
Performance data									
Acceleration, 0-60 mph ¹³	sec	6.5 (7.1)	7.1 (7.3)	6.1 (6.7)	5.1 (5.2)	5.1 (TBD)	6.2 (6.6)	5.6 (5.7)	5.6 (5.7)
Top speed ¹⁴	mph	130 [148]	130 [147]	130 [150]	130 [150]	130 [150]	149	155	155
Handling, ride and braking									
xDrive all-wheel drive with Hill Descent Control		•							
Anti-lock brakes (ABS) with Dynamic Brake Control	•	•	•	•	•	•	•	•	
Dynamic Stability Control (DSC)	•	•	•	•	•	•	•	•	
Brake Drying, Brake Stand-by and Brake Fade Compensation	•	•	•	•	•	•	•	•	
Run-flat tires	•	•	•	•	•	•	•	•	
Active Steering	○		○	○	○				
Active Cruise Control ¹⁶	○	○							
Safety and technology									
Front-impact airbag Supplementary Restraint System (SRS) ¹⁸	•	•	•	•	•	•	•	•	
Front-seat Head Protection System (HPS)	•	•	•	•					
Rear-seat Head Protection System	•	•	•	•					
Adaptive Brake Lights	•	•	•	•	•	•	•	•	
Xenon Adaptive Headlights and Corona headlight-rings	○	○	○	•	•	○	○	○	
Coded Driveway Protection System	•	•	•	•	•	•	•	•	
Navigation system						○	○	○	
Navigation system with Real Time Traffic Information	○	○	○	○	○				
BMW Ultimate Service ^{TM19}	•	•	•	•	•	•	•	•	
BMW Assist ^{TM20} with Bluetooth [®] wireless technology ²¹	○	○	○	○	○	○	○	○	
SIRIUS Satellite Radio	○/Δ	○/Δ	○	○	○	Δ	Δ	Δ	
HD Radio TM	○	○	○	○	○	○	○	○	
iPod [®] and USB adaptor	○/Δ	○/Δ	○	○	○	Δ	Δ	Δ	

• Standard ○ Optional Δ BMW center-installed option

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Sports Activity Coupes		Sports Activity Vehicles [®]			M Cars							
X6 xDrive35i	X6 xDrive50i	X5 3.0si	X5 4.8i	X3 3.0si	M6 Coupe	M6 Convertible	M5 Sedan	M3 Sedan	M3 Coupe	M3 Convertible	Z4 M Roadster	Z4 M Coupe
		•		•								
•											•	•
	•								•	•		
			•				•	•				
					•	•	•					
300 / 300	400 / TBD	260 / 225	350 / 350	260 / 225	500 / 383	500 / 383	500 / 383	414 / 295	414 / 295	414 / 295	330 / 262	330 / 262
				•	○	○	○	•	•	•	•	•
•	•	•	•	○ ⁸								
					•	•	•					
(6.5)	(5.3)	(7.8)	(6.4)	6.9 (7.1)	4.5 w/SMG	4.6 w/SMG	4.5 w/SMG	4.8	4.7	TBD	4.9	4.9
130	130	130	130 [150]	130 [143 ¹⁵]	155	155	155	155	155	155	155	155
•	•	•	•	•	•	•	•	•	•	•	•	•
•	•	•	•	•	•	•	•	•	•	•	•	•
•	•	•	•	•	•	•	•	•	•	•	•	•
•	•	•	•	•	•	•	•	•	•	•	•	•
○	○	○	○									
○	○	○	○									
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•	•	•	•	•	•	•	•	•	•	•	•	•
○	•	○	○		•	•	•	○	○	○	•	•
•	•	•	•	•	•	•	•	•	•	•	•	•
○	○	○	○	○	○	○	○	○/Δ	○/Δ	○/Δ	Δ	Δ
○	○	○	○	○	○	○	○	○	○	○	○	○
○	○	○	○		○	○	○	○/Δ	○/Δ	○/Δ	Δ	Δ

Further information can be obtained from your local authorized BMW or BMW SAV center or bmwusa.com.

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Figures in () apply to vehicles with automatic transmission.

Figures in [] apply to vehicles with optional Sport Package.

For additional information on vehicles with Sequential Manual Gearbox (SMG) please refer to the specific product brochure or bmwusa.com.

¹ Includes Double-VANOS "steplessly" variable valve timing.

² Includes composite magnesium/aluminum engine block with Valvetronic "breathing" technology.

³ Includes high-precision direct injection.

⁴ Includes aluminum engine block with Valvetronic "breathing" technology, Double-VANOS and 2-stage variable intake manifold.

⁵ Includes M high-pressure Double-VANOS.

⁶ Includes direct fuel injection and Valvetronic "breathing" technology.

⁷ Includes Adaptive Transmission Control (ATC), and Sport and Manual shift modes.

⁸ Available as a no-cost option.

⁹ Optional steering-wheel-mounted paddle shifters require, and will automatically be included with, optional Sport Package and STEPTRONIC automatic transmission.

¹⁰ Includes steering-wheel-mounted shifters.

¹¹ With Sport and Manual shift modes and steering-wheel-mounted paddle shifters.

¹² Requires optional Sport Package.

¹³ BMW test results, unless otherwise noted. Actual acceleration results may vary, depending on specification of vehicle; road and environmental conditions; testing procedures and driving style. These results should be used for comparison only and verification should not be attempted on public roads. **BMW urges you to obey all posted speed laws and always wear safety belts.**

¹⁴ Top speed limited electronically (except BMW ALPINA B7).

¹⁵ Top speed requires Sport Package and optional wheels.

¹⁶ Active Cruise Control is not a substitute for the driver's responsibility in adjusting speed and otherwise controlling the vehicle. After evaluating road, traffic and visibility conditions, the driver must decide whether and how the system is used.

¹⁷ Includes Stop & Go; requires STEPTRONIC automatic or Sport Automatic transmission.

¹⁸ Advanced deployment technology; includes front side-impact airbags.

¹⁹ Coverage applies only to U.S.-specification BMWs imported and distributed by BMW of North America and sold or leased through authorized BMW centers or its European Delivery program. Vehicles purchased or leased from BMW centers in any other country do not qualify.

²⁰ BMW Assist™ Safety Plan included for four years. See your BMW center for details, or visit bmwusa.com/bmwassist.

²¹ Requires a BMW-approved Bluetooth® wireless technology enabled mobile phone. See your BMW center for details on equipment and service.

²² Available only as part of Premium Sound Package.

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