



Retail Operator / General Manager	Sales - New Car	Sales - Pre-Owned	Business Manager (F&I)	Service	Parts & Accessories	Administration
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## Product Bulletin

### 5 Series MY2010

#### Value Packages

The current generation BMW 5 Series is the most successful midsize luxury sedan in the US. In order to continue building on this success in the face of aspiring competitors BMW is substantially enhancing the value proposition of this exceptional car. For MY10 5 Series models, BMW is launching an all new "Value Package". For the 6-cylinder models, the Value Package includes leather and iPod adapter. For xDrive models, the Value Package also includes the contents of the Cold Weather Package. For the 550i, Navigation and iPod will be included. Outlined below are the details of this exciting package. And the best part of it, it is **free of charge**.

ZVP	528i	528xi	535i	535xi	550i	535xi SW
Leather	X	X	X	X		X
iPod adapter	X	X	X	X	X	X
Navigation					X	
Heated steering wheel		X		X		X
Heated front seats		X		X		X
Headlight washers		X		X		X
Ski bag						X
Package price	\$0	\$0	\$0	\$0	\$0	\$0

Additionally customers can also benefit from a reduced Premium Package price when ordering the Value Package. The new lower price for Premium Package when equipped with the Value Package is also outlined below.

	ZPP with ZVP	ZPP w/o ZVP	difference
528i	\$950	\$2,400	(\$1,450)
528xi	\$950	\$2,400	(\$1,450)
535i	\$750	\$2,200	(\$1,450)
535xi	\$750	\$2,200	(\$1,450)
550i	n/a	n/a	-
535xi SW	\$1,050	\$2,500	(\$1,450)

All Order Bank requests and orders currently in status 111/112 will be modified by tomorrow to include the new Value Package. The Value Package will also be added to all orders at the point of allocation for not only May production but all months going forward.

For vehicles already built, BMW will implement a credit at the time of retail to ensure **price parity** with those vehicles that include the Value Package. An Automotive Sales bulletin will be released that details both the process in how to claim and the credit amount.

Updated Ordering Guides for all the 5 Series vehicles along with revised price sheets will be posted to Centernet shortly. Please take the time to review all of this information with your entire sales staff.

The 5 Series just got even stronger. With the addition of the Value Package, the MY 10 5 Series is destined to maximize each and every sales opportunity.