



# Product Planning & Strategy

## BMW Dealer Bulletin

### MY 2006 5 Series September Update

The MY2006 5 Series started this spring with the introduction of the new 6-cylinder engines and AWD for the 525 and 530 models. Starting this fall, the MY2006 **550i** replaces the 545i highlighting the new more powerful 4.8-liter V-8 with **360 hp (+35 hp)** and **360 ft-lb (+30 ft-lb)** of torque. This engine will elevate the already exceptional performance of the 545i and raise the benchmark for the competition. In addition to the new engine, the following changes will take place starting September production:

#### **550i only**

- Active Steering will be removed from the Sport Package and will be available as a stand alone option only.
- Sirius Satellite Radio pre-wiring is now standard on the 550i; the pre-wiring became standard on the 6-cylinder models starting March 2005 production.

**Please note that the manual transmission and SMG will not be available on the 550i for the first month of production. We anticipate having availability of these transmissions starting October 2005; if the situation changes you will be informed accordingly. Please make sure to share this information with other sales associates.**

#### **All 5 Series (Including 6-cylinder models)**

- Upgraded DSC system. The new system has the same functionality as the E90 DSC system; enhanced functionality in addition to the already familiar stability control features include:
  - Brake Drying
  - Brake Fade Compensation
  - Brake Ready (Emergency stop)
  - Hill Start Assist
  - Soft Stop
- Interior upgrades
  - Start/Stop button
  - Updated iDrive controller with leather insert on top (similar to the MY06 7 Series)
- New Colors
  - Monaco Blue (A35) replaces Orient Blue
  - Deep Green (A43) replaces Oxford Green
- New Options
  - Comfort Access (SA 322) is now available as a stand-alone option
  - Heated front seats (SA 494) are now available as a stand-alone option, as well a part of the Cold Weather Package.

- Other changes
  - The vertical slats on the kidney grille will now be chrome on all 5 Series models, previously only on the V-8.
  - The in-dash CD player will be MP3 capable as of October 2005 production on the navigation equipped cars; on cars without navigation the CD-player will be MP3 capable starting September production.

Please share this important product information with your Client Advisors and prospects.

To access the pricing sheets online simply go to [www.bmwcenternet.com](http://www.bmwcenternet.com) and click on the pull down **CenterNet Menu**, select **BMW**, select **Sales**, select **New** and select **Pricing – Wholesale/Retail**.

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