

Dealer Operator / General Manager	Sales - New Car	Sales - Used Car	Business Manager (F&I)	Service	Parts & Accessories	Administration
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Product Planning & Strategy

BMW Dealer Bulletin

The All-New M5 Sedan – MY2006

BMW is committed to its well-established performance position in the luxury Sports Sedan market. The introduction of the all-new 2006 M5 raises the benchmark for all competitors, keeping BMW in the forefront of this highly competitive segment. The all-new 2006 M5 provides performance that meets or exceeds the capabilities of many exotic two seat sports cars, all designed in an everyday use package carrying up to 5 people and a trunk full of luggage. While docile in city traffic, the M5 rewards its driver with an exhilarating experience on the open highways of America. Think of it as an everyday car for the track or a track car for everyday use. There is no sports sedan on the market today like it for speed, handling and braking.

BMW M has worked diligently to equip this car with the latest technology to achieve its objectives. While the BMW powered Formula 1 cars have only one seat and no cargo space, their race-proven technology has been utilized to create what seems like a Formula 1 car with fenders. Through Motorsport, the M5 has very advanced features including:

- Engine: 90 degree banked 5-liter V10 producing 500 horsepower at 7750 rpm and 383 foot pounds of torque at 6100 rpm. The engine redline is an incredible 8250 rpm. With a racing car like power to weight ratio at 1 horsepower to 8 pounds, the M5 can accelerate from rest to 60 mph in 4.5 seconds and the quarter mile in 12.9 seconds.
- Computer processing: The computer power in the M5 was developed from lessons learned in Formula 1 Racing allowing for a 12 to 1 engine compression ratio, programmable EDC-K suspension and a very advanced electronic interface between the transmission and engine.
- Transmission: 7 Speed, Sequential Manual Gearbox (SMG) with shift mapping control similar to the current M3. This transmission is a first for the industry and includes 7th gear as an overdrive, making for some impressive fuel efficiency at typical American highway speeds. (Actual EPA figures TBD) Note: a 6 speed manual transmission will be available for the M5 in September of 2006.
- Tires/wheels/brakes: Huge standard 19" wheels mounted with Continental 255/40 ZR 19 front and 285/35 ZR 19 rear tires specially designed for this car to maximize straight-line stability, cornering and braking ability. Featuring 14.7 and 14.6" ventilated disc ABS brakes, the M5 will stop from 60 MPH in about 117 feet.
- Interior luxury: While standard electric M sport seats include adjustable side bolster and lumbar support, the optional M multifunction sports seats not only hold you in place in a straight line but automatically tighten up the side bolsters of the seats to make the front seat occupants stay in place during hard cornering. All interiors feature very soft Merino leather to further hold passengers in place.
- Other standard features include:
 - Navigation system
 - BMW Professional AM-FM-CD stereo with Logic 7 system
 - Automatic Climate Control
 - Electric Moonroof
 - Heated front seats
 - Park Distance Control
 - Bi-Xenon headlights

While BMW has created a well-appointed M5, several options, when ordered, can personalize the car to individual customer tastes. The optional Full Merino Leather interior comes with an Alcantara headliner along with extra leather covering the instrument panel, doors and center console. If ventilated front seats are ordered, then the Perforated Full Merino Leather interior with Alcantara headliner must be ordered. With either Full Leather interior, M Multifunctional Sports Seats must also be ordered. Aluminum trim is standard, with two different wood trims a no cost option. Optional heated rear seats and rear sunshades can make the back seat more comfortable in various climates.

To be sure customers can appreciate the high level of performance built in to his or her new car, each new M5 customer is entitled to attend the M Owners Program at the BMW Performance Center in Spartanburg, South Carolina. This program encompasses an exceptional driving experience on the Performance Center's world class driving course in BMW owned M cars. Customers will experience first hand, exercises in car control in both wet and dry conditions, demonstrate the active safety technology in their M5 and have a chance to test their skills on a short slalom course. Customers are required to get themselves to the Performance Center.

The introduction of the all-new 2006 M5 is the beginning of a new group of M products that will further enhance your center's sales with true BMW M car enthusiasts. These customers will tell others about BMW and their cars, bringing in more prospects to your showroom. Be sure your M5 customers get the experience of a lifetime.

Ordering information for the 2006 M5 is available on bmwcenternet today. The retail and wholesale pricing sheets are also posted on bmwcenternet. Also, pricing and leasing information will be placed on bmwusa.com as part of the configurator for consumers later in August. BMW Financial Services will release MY2006 M5 rates and residuals in a separate bulletin.

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