

**BMW of North America, LLC**  
**2011 Model Year**  
**Confidential Wholesale Price**

Effective March 1, 2010

		535i Sedan	550i Sedan
<b>U.S. Models</b>			
Base Price U.S.A. Port of Entry*		\$45,630	\$54,925
Base Price Euro Delivery Munich Pick Up		NA	NA
Base Price Diplomatic U.S.A. Port of Entry		\$43,350	\$52,180
Training Service Fee (Excludes Euro Delivery)		\$200	\$200
<b>Options</b>			
205	STEPTRONIC automatic transmission	NC	NC
2TB	Sport automatic transmission with shift paddles (Requires ZSP on indicated models)	\$475 (req'd)	\$475 (req'd)
3AG	Rear-view camera (Included in package) (Requires 508 on indicated models)	\$365 ZP2 (req'd)	\$365 ZP2
465	Split fold-down-rear seat	\$430	\$430
494	Heated front seats (Included in package)	\$455 ZAV, ZCW, ZP2	\$455 ZAV, ZCW, ZP2
4B5	Light wood trim	NC	NC
4CE	Anthracite Wood Trim	NC	NC
508	Park Distance Control (Included in package)	\$685 ZP2	STD
5DL	Side and Top View Cameras (Requires 3AG or ZP2 on indicated models)	\$730 (req'd)	\$730 (req'd)
609	Navigation system (Included in package)	\$1,730 ZP2	STD
610	Head-up Display	\$1,185	\$1,185
655	Satellite radio with 1 year subscription (Included in package)	\$320 ZP2	\$320 ZP2
6FG	Rear-seat entertainment	\$2,000	\$2,000
6FL	iPod and USB adapter (Included in package)	\$365 ZP2	\$365 ZP2
6NF	Smartphone Integration	\$135	\$135
<b>Priority 1 Options</b>			
2VH	Integral Active Steering (Requires ZDH on indicated models)	\$1,595 (req'd)	\$1,595 (req'd)
322	Comfort Access keyless entry (Included in package)	\$910 ZCV	\$910 ZCV
416	Power rear sunshade with rear manual side window shades (Included in package)	\$525 ZP2	\$525 ZP2
456	Multi-contour seats (Included in package)	\$1,185 ZAV, ZSP	\$1,185 ZAV, ZSP
464	Ski bag (Requires 465 on indicated models)	\$135 (req'd)	\$135 (req'd)
4B9	Aluminium Trim	NC	NC
4NB	4-zone automatic climate control	\$455	\$455
5DF	Active Cruise Control	\$2,185	\$2,185
6UK	Night Vision with Pedestrian Detection (Requires ZCW on indicated models)	\$2,365 (req'd)	\$2,365 (req'd)
<b>Colors</b>			
Non-Metallic paint		STD	STD
Metallic paint		\$500	NC
<b>Upholsteries</b>			
K8	Leatherette	STD	NA
LC	Leather Dakota (In combination with ZPP) (Included in package)	\$1,320 NC ZPP	STD
<b>Priority 1 Upholsteries</b>			
NA	Nappa Leather (In combination with ZPP)	\$2,230 \$910	\$910
<b>Packages</b>			
ZAV	Active ventilated seat package (In combination with ZSP)	\$2,685 \$1,775	\$2,685 \$1,775
ZCV	Convenience Package (Requires ZPP on indicated models)	\$1,545 (req'd)	\$1,545
ZCW	Cold Weather Package (In combination with ZAV)	\$955 \$590	\$955 \$590
ZDA	Driver Assistance Package (Requires 609 on indicated models (valid until: 06/10)) (Requires 508 or ZP2 on indicated models) (Requires ZPP on indicated models)	\$1,595 (req'd) (req'd) (req'd)	\$1,595
ZDH	Dynamic Handling Package (Requires ZSP on indicated models)	\$2,455 (req'd)	\$2,455 (req'd)
ZP2	Premium Package 2 (In combination with ZAV) (In combination with ZCW)	\$4,460 \$4,095 \$4,095	\$2,550 \$2,185 \$2,185

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<b>U.S. Models</b>		<b>535i</b>	<b>550i</b>
		<b>Sedan</b>	<b>Sedan</b>
<i>(Requires ZPP on indicated models)</i>		(req'd)	
ZPP	Premium Package	\$1,640	NA
ZSP	Sport Package	\$2,000	\$2,000

Note: Package contents not fully represented above. Comprehensive package descriptions available separately.

**Other Charges**

Destination & Handling	\$875	\$875
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All prices and specifications are subject to change without notice. STD - Standard Equipment, NA - Not Available, NC - No Charge Option

\* The Dealer's ultimate cost may vary due to incentives, allowances and other programs or payments.

**BMW of North America, LLC**  
**2011 Model Year**  
**Suggested Retail Price**

Effective March 1, 2010

		535i Sedan	550i Sedan
<b>U.S. Models</b>			
Base Price U.S.A. Port of Entry*		\$49,600	\$59,700
Base Price Euro Delivery Munich Pick Up		NA	NA
Base Price Diplomatic U.S.A. Port of Entry		\$47,120	\$56,715
<b>Options</b>			
205	STEPTRONIC automatic transmission	NC	NC
2TB	Sport automatic transmission with shift paddles (Requires ZSP on indicated models)	\$500 (req'd)	\$500 (req'd)
3AG	Rear-view camera (Included in package) (Requires 508 on indicated models)	\$400 ZP2 (req'd)	\$400 ZP2
465	Split fold-down-rear seat	\$475	\$475
494	Heated front seats (Included in package)	\$500 ZAV, ZCW,ZP2	\$500 ZAV, ZCW,ZP2
4B5	Light wood trim	NC	NC
4CE	Anthracite Wood Trim	NC	NC
508	Park Distance Control (Included in package)	\$750 ZP2	STD
5DL	Side and Top View Cameras (Requires 3AG or ZP2 on indicated models)	\$800 (req'd)	\$800 (req'd)
609	Navigation system (Included in package)	\$1,900 ZP2	STD
610	Head-up Display	\$1,300	\$1,300
655	Satellite radio with 1 year subscription (Included in package)	\$350 ZP2	\$350 ZP2
6FG	Rear-seat entertainment	\$2,200	\$2,200
6FL	iPod and USB adapter (Included in package)	\$400 ZP2	\$400 ZP2
6NF	Smartphone Integration	\$150	\$150
<b>Priority 1 Options</b>			
2VH	Integral Active Steering (Requires ZDH on indicated models)	\$1,750 (req'd)	\$1,750 (req'd)
322	Comfort Access keyless entry (Included in package)	\$1,000 ZCV	\$1,000 ZCV
416	Power rear sunshade with rear manual side window shades (Included in package)	\$575 ZP2	\$575 ZP2
456	Multi-contour seats (Included in package)	\$1,300 ZAV, ZSP	\$1,300 ZAV, ZSP
464	Ski bag (Requires 465 on indicated models)	\$150 (req'd)	\$150 (req'd)
4B9	Aluminium Trim	NC	NC
4NB	4-zone automatic climate control	\$500	\$500
5DF	Active Cruise Control	\$2,400	\$2,400
6UK	Night Vision with Pedestrian Detection (Requires ZCW on indicated models)	\$2,600 (req'd)	\$2,600 (req'd)
<b>Colors</b>			
Non-Metallic paint		STD	STD
Metallic paint		\$550	NC
<b>Upholsteries</b>			
K8	Leatherette	STD	NA
LC	Leather Dakota (In combination with ZPP) (Included in package)	\$1,450 NC ZPP	STD
<b>Priority 1 Upholsteries</b>			
NA	Nappa Leather (In combination with ZPP)	\$2,450 \$1,000	\$1,000
<b>Packages</b>			
ZAV	Active ventilated seat package (In combination with ZSP)	\$2,950 \$1,950	\$2,950 \$1,950
ZCV	Convenience Package (Requires ZPP on indicated models)	\$1,700 (req'd)	\$1,700
ZCW	Cold Weather Package (In combination with ZAV)	\$1,050 \$650	\$1,050 \$650
ZDA	Driver Assistance Package (Requires 609 on indicated models (valid until: 06/10)) (Requires 508 or ZP2 on indicated models) (Requires ZPP on indicated models)	\$1,750 (req'd) (req'd) (req'd)	\$1,750
ZDH	Dynamic Handling Package (Requires ZSP on indicated models)	\$2,700 (req'd)	\$2,700 (req'd)
ZP2	Premium Package 2 (In combination with ZAV) (In combination with ZCW) (Requires ZPP on indicated models)	\$4,900 \$4,500 \$4,500 (req'd)	\$2,800 \$2,400 \$2,400

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<b>U.S. Models</b>		<b>535i Sedan</b>	<b>550i Sedan</b>
ZPP	Premium Package	\$1,800	NA
ZSP	Sport Package	\$2,200	\$2,200
Note: Package contents not fully represented above. Comprehensive package descriptions available separately.			
<b>Other Charges</b>			
Destination & Handling		\$875	\$875

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		535i Sedan	550i Sedan	Retail Price
<b>ZAV</b>	<b>Active ventilated seat package</b> 453 Front ventilated seats 455 Active front seats 456 Multi-contour seats 494 Heated front seats	x	x	<b>\$2,950</b>
	<b>In combination with ZSP</b>	x	x	<b>\$1,950</b>
<b>ZCV</b>	<b>Convenience Package</b> 316 Power tailgate 322 Comfort Access keyless entry 323 Soft-close automatic doors  (Requires ZPP on indicated models )	x  (req'd)	x	<b>\$1,700</b>
	<b>Cold Weather Package</b> 248 Heated Steering Wheel 494 Heated front seats 496 Heated rear seats 502 Retractable headlight washers	x	x	<b>\$1,050</b>
<b>ZCW</b>	<b>In combination with ZAV</b>	x	x	<b>\$650</b>
	<b>Driver Assistance Package</b> 5AC Automatic high beams 5AD Lane Departure Warning 5AG Active Blind Spot Detection 5DP Parking Assistant  (Requires 609 on indicated models (valid until: 06/10)) (Requires 508 or ZP2 on indicated models ) (Requires ZPP on indicated models )	x  (req'd) (req'd) (req'd)	x	<b>\$1,750</b>
<b>ZDH</b>	<b>Dynamic Handling Package</b> 223 Electronic Damping Control 229 Active Roll Stabilization (ARS) 2VA Adaptive Drive  (Requires ZSP on indicated models )	x  (req'd)	x  (req'd)	<b>\$2,700</b>
	<b>Premium Package 2</b> 3AG Rear-view camera 416 Power rear sunshade with rear manual side window shades 494 Heated front seats 655 Satellite radio with 1 year subscription 677 Premium hi-fi system 6FL iPod and USB adapter		x	<b>\$2,800</b>
<b>ZP2</b>	<b>Premium Package 2</b> 3AG Rear-view camera 416 Power rear sunshade with rear manual side window shades 494 Heated front seats 508 Park Distance Control 609 Navigation system 655 Satellite radio with 1 year subscription 677 Premium hi-fi system 6FL iPod and USB adapter  (Requires ZPP on indicated models )	x  (req'd)		<b>\$4,900</b>
	<b>In combination with ZAV</b>	x	x	<b>\$4,500</b>
	<b>In combination with ZCW</b>	x	x	<b>\$4,500</b>
				<b>\$2,400</b>
<b>ZPP</b>	<b>Premium Package</b> 319 Universal garage-door opener 430 Auto-dimming interior and exterior mirrors 4UR Ambiance lighting LC Leather Dakota	x		<b>\$1,800</b>

		535i Sedan	550i Sedan	Retail Price
<b>ZSP</b>	<b>Sport Package</b> 255 Sports leather steering wheel 2K3 19" wheels styling 331 (19x8.5, 245/40 R19 front and 19x9.0, 275/35 R19 rear) 456 Multi-contour seats 760 Shadowline exterior trim 840 Increased top speed limiter	x		<b>\$2,200</b>
	<b>Sport Package</b> 255 Sports leather steering wheel 2WC 19" wheels styling 332 (19x8.5, 245/40 R19 front and 19x9.0, 275/35 R19 rear) 456 Multi-contour seats 760 Shadowline exterior trim 840 Increased top speed limiter		x	<b>\$2,200</b>