

Product Planning & Strategy Bulletin

MY 2010 X5M & X6M Pricing

April, 2009

The new X5 and X6 M vehicles were recently introduced to the public at auto shows in New York (X6 M) and Shanghai, China (X5 M). The vehicle base prices are as follows:

Model	MY2010 Price
X5 M	\$85,400
X6 M	\$88,900

The new X5 and X6 M models introduce many new M features like turbocharged engines and xDrive to a new class of M products. Using all new vehicle concepts is an ideal opportunity to introduce these new technologies to M.

The engine in these new M models is a 4.4 liter, twin-scroll twin-turbo charged reverse flow V8 producing 555 horsepower and 500 ft-lbs of torque. Using new M patented technology called Cylinder-bank Comprehensive Manifold or CCM, the twin turbo technology uses a single exhaust manifold with tuned runners mounted on top of the engine to offer a broad, consistent torque curve from a 'charge pulse' every 90 degrees of crankshaft rotation for each turbocharger. This innovative engine is mated to a 6-speed M Sports automatic transmission providing seamless shifting and M type steering wheel mounted paddle shifters for a 0 to 60 mph time of 4.5 seconds.

An M tuned version of Dynamic Performance Control, combined with DSC and xDrive, provides M typical handling in a SAV vehicle. Vectoring of torque both front to back and left to right significantly improves cornering ability at all speeds for unparalleled performance and control in all driving conditions.

Both of these exciting vehicles are equipped with M features including large front intakes for cooling, rear diffuser with quad tailpipes, M side gills and 20' alloy wheels with mixed size performance run flat tires. M sports seats; shifter, steering wheel, red needle gauges and extended Merino Leather complete the sporty interior.

Many customers for these new models will own high performance cars like the M5 and M6 and will be looking for exhilarating performance and luxury from the SAV in their stable of cars. Additionally there is substantial conquest potential from drivers who have chosen AMG or Porsche SUVs in the past. These vehicles will be important additions to the M family of high performance vehicles for demanding customers and prospects and they certainly redefine the performance benchmark in their segment.

Look for these new models to arrive in your showroom in fall of this year.

Price Sheets will be posted on CenterNet later this spring. Order Bank entry will be available later in May. Please share this information with your Client Advisors and customers.