

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

Effective March 1, 2010

		535i Sedan	550i Sedan
U.S. Models			
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
Options			
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
Priority 1 Options			
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)
Colors			
Non-Metallic paint		STD	STD
Metallic paint		\$500	NC
Upholsteries			
K8	Leatherette	STD	NA
LC	Leather Dakota (In combination with ZPP) (Included in package)	\$1,320 NC ZPP	STD
Priority 1 Upholsteries			
NA	Nappa Leather (In combination with ZPP)	\$2,230 \$910	\$910
Packages			
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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U.S. Models		535i Sedan	550i Sedan
<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

U.S. Models	535i Sedan	550i Sedan
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

Options

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

Priority 1 Options

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)

Colors

Non-Metallic paint	STD	STD
Metallic paint	\$550	NC

Upholsteries

K8	Leatherette	STD	NA
LC	Leather Dakota (In combination with ZPP) (Included in package)	\$1,450 NC ZPP	STD

Priority 1 Upholsteries

NA	Nappa Leather (In combination with ZPP)	\$2,450 \$1,000	\$1,000
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Packages

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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U.S. Models		535i Sedan	550i Sedan
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.

Other Charges

Destination & Handling	\$875	\$875
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		535i Sedan	550i Sedan	Retail Price
ZAV	Active ventilated seat package 453 Front ventilated seats 455 Active front seats 456 Multi-contour seats 494 Heated front seats	x	x	\$2,950
	In combination with ZSP	x	x	\$1,950
ZCV	Convenience Package 316 Power tailgate 322 Comfort Access keyless entry 323 Soft-close automatic doors (Requires ZPP on indicated models)	x (req'd)	x	\$1,700
	Cold Weather Package 248 Heated Steering Wheel 494 Heated front seats 496 Heated rear seats 502 Retractable headlight washers	x	x	\$1,050
ZCW	In combination with ZAV	x	x	\$650
	Driver Assistance Package 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	\$1,750
ZDH	Dynamic Handling Package 223 Electronic Damping Control 229 Active Roll Stabilization (ARS) 2VA Adaptive Drive (Requires ZSP on indicated models)	x (req'd)	x (req'd)	\$2,700
	Premium Package 2 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	\$2,800
ZP2	Premium Package 2 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)		\$4,900
	In combination with ZAV	x	x	\$4,500
	In combination with ZCW	x	x	\$4,500
				\$2,400
ZPP	Premium Package 319 Universal garage-door opener 430 Auto-dimming interior and exterior mirrors 4UR Ambiance lighting LC Leather Dakota	x		\$1,800

		535i Sedan	550i Sedan	Retail Price
ZSP	Sport Package 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		\$2,200
	Sport Package 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	\$2,200