

5 Series

528i  
550i  
550i



The Ultimate  
Driving Experience.®



# BMW 5 Series Sedan.

## MY2011 PRODUCT GUIDE.

For use within BMW Organization only. All specifications subject to change without prior notice.

Retailer Principal	Sales Manager New Cars	Service Manager Parts Manager	Service Personnel	Parts and Accessories	Administration
Bulletin No. 5 Series-MY11-03	Issued 04/14/10 For use within the BMW organization only	J. Chan Tel.: 905-428-5422 Fax: 905-428-5071			

## BMW Canada Inc.

### 2011 Product Planning Bulletin



#### Subject: MY2011 BMW 5 Series – 528i Sedan Ordering Information

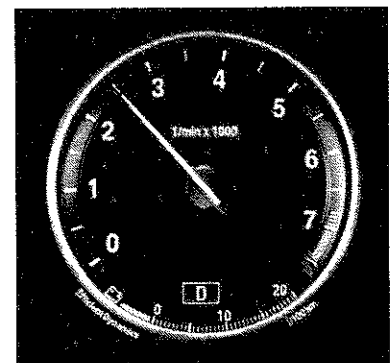
BMW Canada Inc. is pleased to provide you with ordering information for the MY2011 528i Sedan effective as of June production.



#### STANDARD EQUIPMENT

The following outlines some of the key standard features on the new BMW 528i Sedan:

- **EfficientDynamics**
  - Brake Energy Regeneration with EfficientDynamics gauge in info display
  - Electric power steering
  - Lightweight aluminum/steel body
  - 8-Speed Automatic Transmission with Steptronic
- **Safety and Protection**
  - Active Front Headrests
  - Front and side airbags for driver and passenger; Advanced Head Protection System (AHPS)
  - Electromechanical parking brake and Auto-Hold function, located in centre console
  - Rear lights with LED light conductors and turn signals
  - Xenon headlights and turn signal indicators with LED technology
- **Climate, Comfort and Convenience**
  - Leatherette Upholstery
  - Dual-Zone Automatic Climate Control
  - Front seat-back storage nets
  - Heated front seats
- **Entertainment and Communication**
  - 7" high-resolution iDrive display with iDrive controller
  - 8 programmable memory keys
  - Instrument cluster with Black Panel Technology
  - Integrated Owner's Manual in iDrive
  - HiFi sound system with 12 speakers, 205 W amplifier power
  - USB Audio Integration including Y-Cable for Apple iPod



Brake Energy Regeneration Info Display

<b>Retailer Principal</b>	<b>Sales Manager New Cars</b>	<b>Service Manager Parts Manager</b>	<b>Service Personnel</b>	<b>Parts and Accessories</b>	<b>Administration</b>
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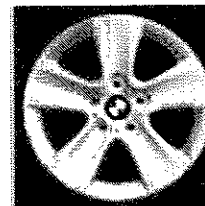
## BMW Canada Inc.

### 2011 Product Planning Bulletin



#### BMW 528i Sedan

- Engine: 3.0L inline-six cylinder engine with Valvetronic
- Transmission: 8-Speed Automatic Transmission with Steptronic
- Wheels: 17" Star-Spoke Alloy Wheels – Style 327



17" Alloy Wheel – Style 327

#### OPTIONAL EQUIPMENT

The following are some details on the package and option program for the BMW 528i Sedan:

##### Premium Package (ZWA)

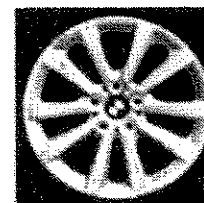
- In addition to options already familiar from the previous 528i Sedan, the Premium Package now also includes the Through Loading System to further enhance vehicle functionality

##### Technology Package (ZMJ)

- Available for the first time on the 528i with the following ConnectedDrive options:
  - Rear View Camera
  - Active Blind Spot Detection

##### Sport Package (ZWO)

- 1" upgrade to 18" wheels with all-season tires
- Leather Sport Steering Wheel
- Anthracite Roof Liner and High Gloss Shadow Line



18" Alloy Wheel – Style 328

##### Navigation Package (ZWO)

- Upgrade to 10.2" high-resolution iDrive screen
- Hard-disk based Navigation System with Voice Control

##### Premium Sound Package

- HiFi System Professional with 16-speakers, 600 W amplifier power and DIRAC signal processing
- SIRIUS Satellite Radio including 1 year free subscription

#### Paint, Upholstery and Trim

##### Paint – New colours

- Cashmere Silver
- Havanna Metallic
- Milano Beige Metallic
- Dark Graphite Metallic – Brilliant Effect
- Imperial Blue Metallic – Brilliant Effect

##### Trims

- 4CE Fineline Anthracite Trim (**standard**)
- 4BN Ash Wood Trim
- 4B5 Ash Wood Trim, high gloss

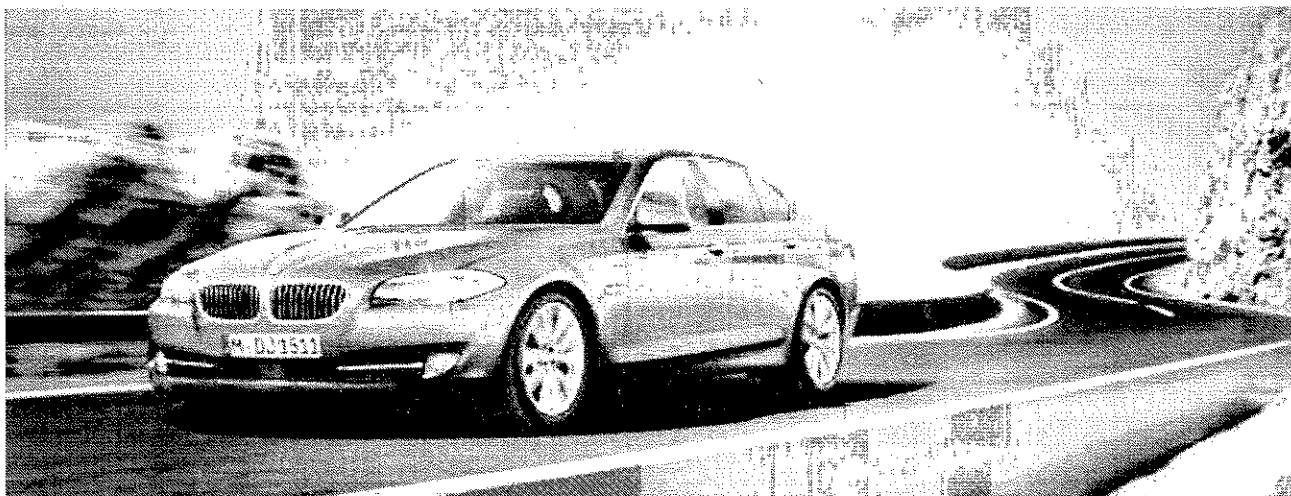
The Product Ordering Guide and Optional Equipment Sheet is attached. Ordering information will be available in Reynolds & Reynolds and ONE-EIGHTY systems by Monday, April 19<sup>th</sup>. Please note that ordering information for the 535i xDrive and 550i xDrive Sedans will be released in July for September production.

Please advise all concerned personnel.

# 2011 - 5 Series Sedan

## Technical Specifications

	528i Sedan	535i Sedan	550i Sedan
<b>Dimensions (mm)</b>			
Length/Width/Height	4905/1860/1464	4905/1860/1464	4905/1860/1464
Wheelbase	2968	2968	2968
Turning circle (m)	11.95	11.95	11.95
Track, front/rear	1600/1627	1600/1627	1600/1627
Interior width, front/rear	1480/1427	1480/1427	1480/1427
Headroom, front/rear	1028/973	1028/973	1028/973
Luggage capacity (L)	520	520	520
Leg room, front/rear	1052/918	1052/918	1052/918
Fuel capacity (L)	70	70	70
<b>Weight (kg)</b>			
Curb weight, man/auto	1730	1840/1855	1970/1985
Weight distribution, front, man/auto (%)	50	50.8 / 50.9	52.3 / 52.4
Weight distribution, rear, man/auto (%)	50	49.2 / 49.1	47.7 / 47.6
Max. gross weight, man/auto	2260	2340/2350	2450/2460
Max. payload, man/auto	480	480/480	450/470
Max. axle load, front/rear - man/auto	1070/1290	1130/1300 - 1130/1310	1230/1330 - 1240/1335
Max. roof load	-	-	-
<b>Engine</b>			
Type	DOHC I-6 24V	TwinPower Turbo DOHC I-6 24V	TwinPower Turbo DOHC V8 32V
Engine management system	MSV90	MEVD172	MSD85
Displacement (cm <sup>3</sup> )	2996	2979	4395
Bore and stroke (mm)	85.0 x 88.0	84.0 x 89.6	89.0 x 88.3
Power (SAE hp @ rpm)	240 @ 6600	300 @ 5800	400 @ 5500
Torque (lb/ft @ rpm)	230 @ 2600	300 @ 1200	450 @ 1750
Compression ratio	10.7	10.2	10.0
Fuel grade	Premium unleaded	Premium unleaded	Premium unleaded



# 2011 - 5 Series Sedan

## Technical Specifications

	528i Sedan	535i Sedan	550i Sedan
<b>Drivetrain</b>			
Drive configuration	Front engine Rear drive	Front engine Rear Drive	Front engine Rear drive
Transmission type	8-A	6-M/8-A	6-M/8-A
Gear ratios, man/auto			
- 1 <sup>st</sup>	4.71	4.11/4.71	5.08/4.71
- 2 <sup>nd</sup>	3.14	2.31/3.14	2.80/3.14
- 3 <sup>rd</sup>	2.10	1.54/2.10	1.78/2.10
- 4 <sup>th</sup>	1.66	1.17/1.66	1.26/1.66
- 5 <sup>th</sup>	1.28	1.00/1.28	1.00/1.28
- 6 <sup>th</sup>	1.00	.84/1.00	0.83/1.00
- 7 <sup>th</sup>	0.83	/ 0.83	/ 0.83
- 8 <sup>th</sup>	0.66	/ 0.66	/ 0.66
- Reverse	3.29	3.72/3.29	4.60/3.31
- Final drive ratio	3.36	3.23/3.07	3.07/2.81
<b>Body / Suspension</b>			
Steering Type	Rack & Pinion	Rack & Pinion	Rack & Pinion
Steering Ratio	17.1	17.1	17.1
Braking system	4 channel ABS	4 channel ABS	4 channel ABS
Front brake type / diameter (mm)	Ventilated disc / 348	Ventilated disc / 348	Ventilated disc / 374
Rear brake type / diameter (mm)	Ventilated disc / 345	Ventilated disc / 345	Ventilated disc / 370
Suspension, front	Double pivot strut type	Double pivot strut type	Double pivot strut type
Suspension, rear	Integral 4-link	Integral 4-link	Integral 4-link
Drag coefficient, man/auto	0.28	0.29/0.29	0.30/0.30
Tire size, front	225/55 R17	245/45 R18	245/35 R 19
Wheel size, front	8.0J x 17	8.0J x 18	8.5J x 19
Tire size, rear	225/55 R17	245/45 R18	275/30 R 19
Wheel size, rear	8.0J x 17	8.0J x 18	9.0J x 19
<b>Electrical</b>			
Battery capacity (amp-hrs)	90	90	90
Alternator output (amps/watts)	210 / 2940	170 / 2380	210 / 2940
<b>Performance</b>			
Top speed, electronically limited (km/h)	210	210	210
Acceleration 0-100 km/h, man/auto (sec.)	7.0	6.0/6.0	5.3/5.3
<b>Fuel Consumption</b>			
City, man/auto (L/100km)	9.8	11.2/10.5	14.4/12.8
Highway, man/auto (L/100km)	6.3	7.1/6.6	8.9/7.9
Combined, man/auto (L/100km)	8.2	9.4/8.7	11.9/10.6



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# 2011 - 5 Series Sedan

## Features & Amenities

	528i Sedan	535i Sedan	550i Sedan
<b>Technical Features</b>	<b>Technical</b>		
	Inline 6-cylinder engine, 24 valves, 3.0 L, 300hp	■	■
	Inline 6-cylinder engine, 24 valves, 3.0 L, 240hp	■	■
	V-8 engine, 32 valves, 4.4 L, 400hp	■	■
	TwinPower Turbo Technology	■	■
	8-speed automatic transmission	■	■
	8-speed sport automatic transmission with shift paddles	■	■
	Cruise Control with brake function	■	■
	Electronically controlled engine cooling	■	■
	Front and rear anti-roll (stabilizer) bars	■	■
	Fully electronic "drive-by-wire" throttle system	■	■
	Vented disc brakes, front & rear	■	■
	Servotronic, vehicle speed-sensitive power steering	■	■
	Start/Stop button	■	■
	<b>Efficient Dynamics</b>		
	Air Vent Control	■	■
	Brake Energy Regeneration	■	■
	Double VANOS steplessly variable valve timing	■	■
	High Precision Injection (direct injection)	■	■
	Lightweight aluminum/steel body	■	■
	Valvetronic engine technology	■	■
<b>Safety &amp; Protection</b>	<b>Lighting</b>		
	Adaptive Brakelights	■	■
	Adaptive Headlights	■	■
	Ambient Light Package	■	■
	Automatic Headlights	■	■
	Halogen free-form foglights	■	■
	Headlight Washers	■	■
	Rear fog lights	■	■
	Third brake light integrated into rear window	■	■
	Xenon headlights, low and high-beam with LED corona rings	■	■
	<b>Active Safety</b>		
	Dynamic Stability Control (DSC), with extended functionality	■	■
	- Dynamic Brake Control (DBC), included in DSC	■	■
	- Dynamic Traction Control (DTC), included in DSC	■	■
	- Electronic Brake force distribution (EBD)	■	■
	Anti-Lock Braking System (ABS)	■	■
	Car/Key memory	■	■
	Heated exterior mirrors, electrically adjustable	■	■
	Heated windshield washer jets	■	■
	Park Distance Control	■	■
	Rain sensing windshield wipers, vehicle speed-sensitive	■	■
	Tire pressure warning	■	■
	<b>Airbags</b>		
	Advanced Head Protection System (AHPS), front and rear	■	■
	Front airbags for driver and passenger, including occupant detector	■	■
	Side airbags for driver and front passenger	■	■
	SMART airbag deployment system	■	■
	<b>Passive Safety</b>		
	Active front headrests	■	■
	Battery Safety Terminal (BST)	■	■
	Collapsible tube crash technology	■	■
	Crash sensor (incl. fuel cutoff, lights on and door unlock)	■	■
	Crumple zones front & rear	■	■
	Interlocking door anchoring system	■	■
	Rear headrests (3), outer positions adjustable	■	■
	Rear 3-point centre safety belt	■	■
	Safety belt force limiters	■	■
	Safety belt pyrotechnical tensioning system front	■	■
	Side impact protection door reinforcements	■	■
	<b>Vehicle Protection</b>		
	Alarm system with interior motion sensor	■	■
	Central remote locking, including fuel filler door	■	■
	Multi-function remote control, self-charging	■	■

■ Standard □ Optional

# 2011 - 5 Series Sedan

## Features & Amenities

	528i Sedan	535i Sedan	550i Sedan
<b>Exterior Features</b>			
Exterior			
Auto-dimming exterior mirrors, power folding	■	■	■
Comfort Access	□	■	■
Exhaust tailpipes, dual, round, left	■		
Exhaust tailpipes, single, round, left and right		■	
Exhaust tailpipes, single, rectangular-shaped, left and right			■
Front chrome grille with chrome-plated kidney bars	■	■	■
Mirror base in black matte	■	■	■
Metallic or non-metallic paint	■	■	■
Side window frame trim, chrome-plated	■	■	■
White turn signal indicator lenses	■	■	■
<b>Comfort &amp; Convenience</b>			
Anthracite Roof Liner	□	□	■
Armrest, centre front with storage and climate controlled	■	■	■
Armrest, centre rear with storage	■	■	■
Auto-dimming interior mirror	■	■	■
BMW ambiance lighting	■	■	■
Central lock switch	■	■	■
Cupholders, integrated in front centre console and rear armrest	■	■	■
Front seatback storage nets	■	■	■
Fully finished trunk with tool kit	■	■	■
Glass sunroof, electrically adjustable	■	■	■
Heated Steering Wheel	■	■	■
High Gloss Shadow Line	□	□	■
Interior electric trunk release	■	■	■
Lumbar support for driver and front passenger, power 4-way	□	□	■
Sun visors with illuminated vanity mirrors, including slide cover	■	■	■
Tilt/telescopic steering wheel, power with auto tilt-up	■	■	■
Through Loading System	□	■	■
Universal garage door opener	□	□	■
Window lifts electric, anti-trap and comfort open/close	■	■	■
3-spoke leather sport steering wheel	□	□	■
12 V socket in luggage compartment	■	■	■
<b>Interior Features</b>			
<b>Seating</b>			
Comfort Seats, 20-way power adjustable	□	□	■
Front seats, 10-way power adjustable including headrest	■	■	■
Heated front seats, 3 stage	■	■	■
Upholstery: Leatherette	■		
Upholstery: Dakota Leather	□	■	■
<b>Climate Control</b>			
Automatic air recirculation function	■	■	■
Dual zone automatic climate control with micro filter & solar sensor	■	■	■
Residual heat and max A/C functions	■	■	■
<b>Entertainment</b>			
Anti-theft AM/FM tuner with RDS	■	■	■
Auxiliary input, in front armrest storage compartment	■	■	■
DVD drive, in-dash with MP3 and multi-channel playback capability	■	■	■
Gracenote® Media Database	□	□	■
HiFi sound system, 12 speakers including 2 subwoofers	■	■	
HiFi System Professional, 16 speakers including 2 subwoofers			■
Pre-wiring for SIRIUS Satellite Radio Tuner	■	■	■

■ Standard □ Optional



# 2011 - 5 Series Sedan

## Features & Amenities

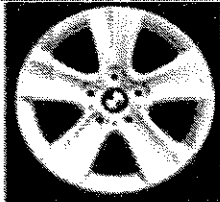
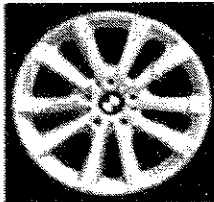
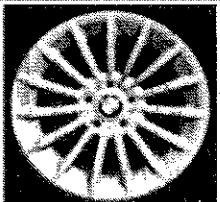
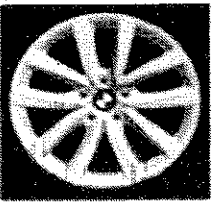
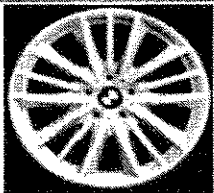
	528i Sedan	535i Sedan	550i Sedan
<b>Communication</b>			
Bluetooth® Wireless Technology	■	■	■
BMW Assist with 1 year Safety and Security subscription	■	■	■
- Advanced Automatic Collision Notification	■	■	■
- BMW TeleServices	□	□	■
- Customer Relations Function	■	■	■
- Destination Download (Advanced Concierge)	■	■	■
- Emergency Request	■	■	■
- Enhanced BMW Roadside Assistance	■	■	■
- Google MyInfo Send-To-Car	■	■	■
- Remote Door Unlock	■	■	■
- Stolen Vehicle Recovery	■	■	■
Navigation System, hard disk based	□	□	■
Voice Control, including telephone, navigation and audio functions	□	□	■
<b>Instrumentation</b>			
Black Panel Technology	■	■	■
Check control vehicle monitor system with Condition Based Service	■	■	■
Eight programmable memory keys	■	■	■
iDrive system, 7" high-resolution display	■	■	■
iDrive system, 10.2" high-resolution display	□	□	■
On-board computer	■	■	■

■ Standard □ Optional



# 2011 - 5 Series Sedan

## Wheels & Tires

	Standard	Sport Package
<b>528i</b>	 <p>Star Spoke - Style 327 8.0J x 17 225/55 R 17 All Season Tires</p>	 <p>V-Spoke - Style 328 8.0J x 18 245/45 R 18 All Season Tires</p>
<b>535i</b>	 <p>Radial Spoke - Style 237 8.0J x 18 245/45 R 18 All Season Tires</p>	 <p>V-Spoke - Style 331 8.5J x 19 front / 9.0J x 19 rear 245/40 R 19 front / 275/35 R 19 rear Performance Tires Not recommended for Winter use</p>
<b>550i</b>	 <p>W-Spoke - Style 332 8.5J x 19 front / 9.0J x 19 rear 245/35 R 19 front / 275/30 R 19 rear Performance Tires Not recommended for Winter use</p>	

## 2011 - 5 Series Sedan Paint, Upholstery & Trims

Model	Upholstery	Colour	Standard Seat	Comfort Seat	Key Number	Metallic Paint										3
						Titanium Silver	Black Sapphire	Havana Metallic	Space Grey	Cashmere Silver <sup>1</sup>	Deep Sea Blue	Tasman Metallic <sup>1</sup>	Milano Beige	Imperial Blue - Brilliant Effect	Dark Graphite - Brilliant Effect	
528i	Leatherette	Veneto Beige	X	N/A	K8DF	X	X	X	X	X	X	X	X	X	X	X
		Black	X	N/A	K8SW	X	X	X	X	X	X	X	X	X	X	X
		Oyster	X	X	LCCX	X	X	X	X	X	X	X	X	X	X	X
528i / 535i / 550i	Dakota Leather	Veneto Beige	X	X	LCDF	X	X	X	X	X	X	X	X	X	X	X
		Cinnamon Brown	X	X	LCEZ	X	X	X	X	X	X	X	X	X	X	X
		Black	X	X	LCSW	X	X	X	X	X	X	X	X	X	X	X
550i	Nappa Leather	Oyster	N/A	X	NACX	X	X	X	X	X	X	X	X	X	X	X
		Black	N/A	X	NASW	X	X	X	X	X	X	X	X	X	X	X

1. Available as of 06/10 production
2. Option code ZLZ on 550i Sedan

X = Recommended

S = Standard  
O = Optional  
N/A = Not Available

[illegible]

## 2011 - 5 Series Sedan

### Colour linked parts

	Leatherette		Dakota Leather				Nappa Leather	
	Veneto Beige K8DF	Black K8SW	Oyster LCCX	Veneto Beige LCDF	Cinnamon Brown LCEZ	Black LCSW	Oyster NACX	Black NASW
Seat centre panel	Veneto Beige	Black	Oyster	Veneto Beige	Cinnamon Brown	Black	Oyster	Black
Seat side panels	Veneto Beige	Black	Oyster	Veneto Beige	Cinnamon Brown	Black	Oyster	Black
Headrests	Veneto Beige	Black	Oyster	Veneto Beige	Cinnamon Brown	Black	Oyster	Black
Rear of seat back	Veneto Beige	Black	Oyster	Veneto Beige	Cinnamon Brown	Black	Oyster	Black
Upholstery insert door trim	Veneto Beige	Black	Black	Veneto Beige	Cinnamon Brown	Black	Oyster	Black
Door Trim	Veneto Beige	Black	Oyster	Veneto Beige	Black	Black	Black	Black
Instrument panel upper trim section	Black	Black	Black	Black	Black	Black	Black	Black
Instrument panel lower trim section	Veneto Beige	Black	Oyster	Veneto Beige	Cinnamon Brown	Black	Oyster	Black
Centre console	Veneto Beige	Black	Oyster	Veneto Beige	Cinnamon Brown	Black	Oyster	Black
Handbrake lever gaiter	Veneto Beige	Black	Black	Black	Black	Black	Black	Black
Floor carpet	Veneto Beige	Black	Black	Black	Black	Black	Black	Black
Roof liner	Veneto Beige	Sky Grey	Oyster	Oyster	Everest Grey	Sky Grey	Oyster	Everest Grey
Luggage Compartment trim	Veneto Beige	Sky Grey	Anthracite Melange	Anthracite Melange	Anthracite Melange	Anthracite Melange	Anthracite Melange	Anthracite Melange
Sun Visors	Veneto Beige	Sky Grey	Oyster	Oyster	Everest Grey	Sky Grey	Oyster	Everest Grey

BMW Canada Inc.  
Marketing

Product Planning  
Edition 06.10

2011 5 Series  
528i

Optional Equipment  
Manufacturer's Suggested Retail Pricing  
Manufacturer's Suggested Tourist Pricing  
Manufacturer's Suggested Diplomat Pricing

Model Code	Car Model	Retail	Restrictions
FR13	528i with 8 Speed Automatic Transmission with STEPTRONIC	\$53,900	Start Date 03/10
FR13	528i with 8 Speed Automatic Transmission with STEPTRONIC		Suggested Diplomat Pricing.
Option Code	Packages	Retail	Restrictions
ZMP	Navigation Package	\$2,000	Replaces 663
609	BMW On-Board Navigation		
620	Voice Control		
ZWA	Premium Package	\$3,800	Not with K8*
319	Universal Remote Control		
322	Comfort Access		
465	Through Loading System		
508	Park Distance Control		
CODE	Dakota Leather Upholstery		
ZMJ	Technology Package	\$1,300	Only with Premium Package
3AG	Rear View Camera		
5AG	Active Blind Spot Detection		
ZWO	Sport Package	\$1,500	All-Season RFT
2K2	18" V-Spoke Alloy Wheels - Style 328		
255	Leather Sport Steering Wheel		
760	High Gloss Shadow Line		
775	Anthracite Roof Liner		
ZFT	Premium Sound Package	\$1,200	Replace 693
655	SIRIUS Satellite Radio		
677	HiFi Sound System Professional		
Option Code	Optional Equipment	Retail	Restrictions
CODE	Metallic Paint	No Charge	Order by colour code
CODE	Leatherette Upholstery	No Charge	
316	Automatic Trunk	\$600	
496	Heated Rear Seats	\$500	
4BN	Ash Wood Trim	No Charge	Replace 4CE. Not with 4B5 or 4CE
4B5	Ash Wood Trim, High Gloss	No Charge	Replace 4CE. Not with 4BN or 4CE
ZCS	Comfort Seats with Lumbar Support	\$1,000	
ZED	European Delivery	No Charge	Includes Velour Floor Mats, Warning Triangle & First Aid Kit
ZSP	Special Orders	\$400	
Administrative fee for ordering special colours, interiors or equipment.			
Prices for special orders will be quoted at wholesale prices only.			

PRICES AND SPECIFICATIONS ARE SUBJECT TO CHANGE WITHOUT NOTICE  
PRICES AT DATE OF DELIVERY WILL APPLY  
LOCAL FREIGHT AND RETAILER PREPARATION ARE NOT INCLUDED  
RETAILERS MAY SELL FOR LESS