



Retail Operator / General Manager	Sales - New Car	Sales - Pre-Owned	Business Manager (F&I)	Service	Parts & Accessories	Administration
Date: May 2, 2012		Source: Aftersales Business Development & Marketing			Replaces:	
Bulletin #: V-13-0512-1004		Name: Eric Riehle			Supersedes	
		Title: Aftersales Product Manager - Exterior & Performance			:	
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Aftersales Business Development & Marketing 5 Series (F10) BMW M Performance Parts



BMW of North America is thrilled to announce an exciting range of M Performance Parts for the BMW 5 Series Sedan (F10). This new line of accessories gives the 5 Series a distinctive racing character and even greater driving dynamics. BMW M Performance Parts are the result of years of racing expertise and have been developed in close collaboration with BMW M GmbH. Each component goes through an intense development and manufacturing process which results in uncompromised performance. Whether it's for the aerodynamics, the chassis, the cockpit or the powertrain – BMW M Performance Parts are the clear choice for premium quality and sporty innovation.

Product Highlights / Benefits:

BMW M Performance Parts provide our customers with many benefits:

- **Design:** Developed in conjunction with BMW M GmbH, BMW M Performance Parts are designed to capture the feel and spirit of the racetrack. They further enhance the driving dynamics all while giving the vehicle a powerful and exclusive appearance.
- **Quality and Safety:** All BMW M Performance Parts are tested for safety and quality under the most demanding conditions. This is the reason why BMW can stand behind its products and offer such a comprehensive warranty.
- **Warranty:** BMW M Performance Parts that are installed on/in the vehicle will carry the full New Vehicle Limited Warranty (4-Year / 50,000-Mile) if they were installed prior to delivery to the client. If the installation is made after the retail sale of the vehicle, the accessory will be warranted for the balance of the New Vehicle Limited Warranty period, or two years from its date of installation, whichever is greater. How many Aftermarket competitors can make such a claim?

Featured Products:

BMW M Performance V-Spoke 464M, 20" Wheels

Weight-optimized, alloy wheels with the M logo in an exclusive bi-color design. High-gloss turned finish on the face and Orbit Gray paint between the spokes are protected from corrosion with a clear coat. This wheel/tire combination is the largest size approved by BMW. This complete mounted and balanced wheel set includes four wheels with Bridgestone Potenza RE050 A* Run Flat Tires.

Wheel sizes:

Front axle: 8.5J x 20" Offset: 33 EH2+

Rear axle: 9J x 20" Offset: 44 EH2+

Tire dimensions:

Front axle: 245/35 R20 95Y

Rear axle: 275/30 R20 97Y



BMW M Performance Black Kidney Grilles

These high-gloss black kidney grilles enhance the distinctive and dynamic character of the BMW 5 Series. Not compatible for vehicles equipped with Night Vision (option code SA337).



BMW M Performance Carbon Fiber Mirror Caps

These high-quality mirror covers are handmade using a carbon fiber weaving process, and are clear-coated to protect them from discoloration caused by UV rays.



M Performance Rocker Panel Decals

Complete the look with these M Performance Decals for the rocker panels. Only compatible for vehicles equipped with the M Sport Aero Kit.



Carbon Fiber Rear Deck Lid Spoiler

Carefully manufactured by hand, this high-quality carbon fiber spoiler enhances aerodynamics and customizes the car's appearance. Clear-coated to prevent corrosion and discoloration caused by harmful UV rays. Adhesive required – PN 82 69 9 408 866.



BMW M Performance Exhaust System (for 535i models only – available in June 2012)

Developed using state-of-the-art CAD and FEM technology, this stainless steel exhaust system improves the sound quality and volume of the hallmark BMW inline six-cylinder engine. A unique, high-tech look is provided by two chrome-plated 80 mm exhaust tips which are laser-engraved with the M logo. Exhaust backpressure is reduced and a sporty powerful tone is heard (without the droning noise typically associated with some aftermarket exhausts) with the BMW M Performance Exhaust System.



BMW M Performance Carbon Fiber Gear Shift Knob and Selector Lever

An innovative and unique design taken from the world of Motorsport, the Shift Knob and Selector Lever are made from real carbon fiber. They both have the M Performance banding located in the gear shift graphic.



Parts Information: Please see the list below for detailed parts information. All prices listed are M.S.R.P and are subject to change. Additional BMW M Performance products will be available for the 5 Series as of November 2012. Please see the attached product launch schedule for more details.

Product Description	Part Number	Availability	MSRP	Installation Time	Installation Instructions
Aerodynamics and Exterior					
Black Kidney Grille - Left	51 71 2 165 539	May 2012	\$70	0.3 hours	N/A
Black Kidney Grille - Right	51 71 2 165 528	May 2012	\$70		
Carbon Fiber Mirror Cap - Left	51 16 2 167 295	May 2012	\$325	0.3 hours	01 29 2 295 442
Carbon Fiber Mirror Cap - Right	51 16 2 167 294	May 2012	\$325		
Carbon Fiber Rear Deck Spoiler (Adhesive required - PN 82 69 9 408 866)	51 62 2 163 505	May 2012	\$600	0.6 hours	01 29 2 181 221
M Performance Decal for Rocker Panels	51 19 2 240 803	May 2012	\$150	1.0 hours	01 29 2 298 023
Chassis					
BMW M Performance V-Spoke 464M, 20" Wheels with Tires - Complete Set	36 11 2 293 855	May 2012	\$5,995	1.0 hours	N/A
Powertrain					
BMW M Performance Exhaust - for 535i	18 30 2 293 447	June 2012	\$1,500	1.0 hours	01 29 2 298 065
Cockpit					
M Performance Carbon Fiber Gear Shift Knob with Alcantara Boot	25 11 2 259 672	May 2012	\$230	0.3 hours	N/A
M Performance Carbon Fiber Selector Lever, Automatic Transmission - up to 03/12	61 31 2 250 699	May 2012	\$185	0.3 hours	N/A
M Performance Carbon Fiber Selector Lever, Automatic Transmission - from 03/12	61 31 2 250 701	May 2012	\$185	0.3 hours	N/A

Marketing Assets:

There are several marketing assets in development, including an M Performance Parts flyer, eTraction templates & online assets. An update will be distributed shortly.

Residual Information:

Some of the M Performance components can be residualized. For an updated list of residualizable accessories, please refer to FS Bulletin 12-N-54 (attached for your reference).

Port Installation (VIA Program):

You can also utilize the VDC Installed Accessory program to have BMW M Performance Parts installed on new vehicles. Order VDC Installed Accessories via the Online Option ordering tool (same method used as all other vehicle options). Please refer to Bulletin # V-13-0212-0003 for complete ordering details (attached for your reference).

Also attached is a 5 Series BMW M Performance VIA Menu Sheet. This sheet provides a menu of BMW M Performance Parts available through the VDC Installed Accessory Program. The MSRP pricing includes the cost of labor and parts.

Contact Information:

Questions regarding these new products should be directed to your regional Accessory Sales Manager. If you experience a technical or installation problem, opening a PuMA case is recommended.

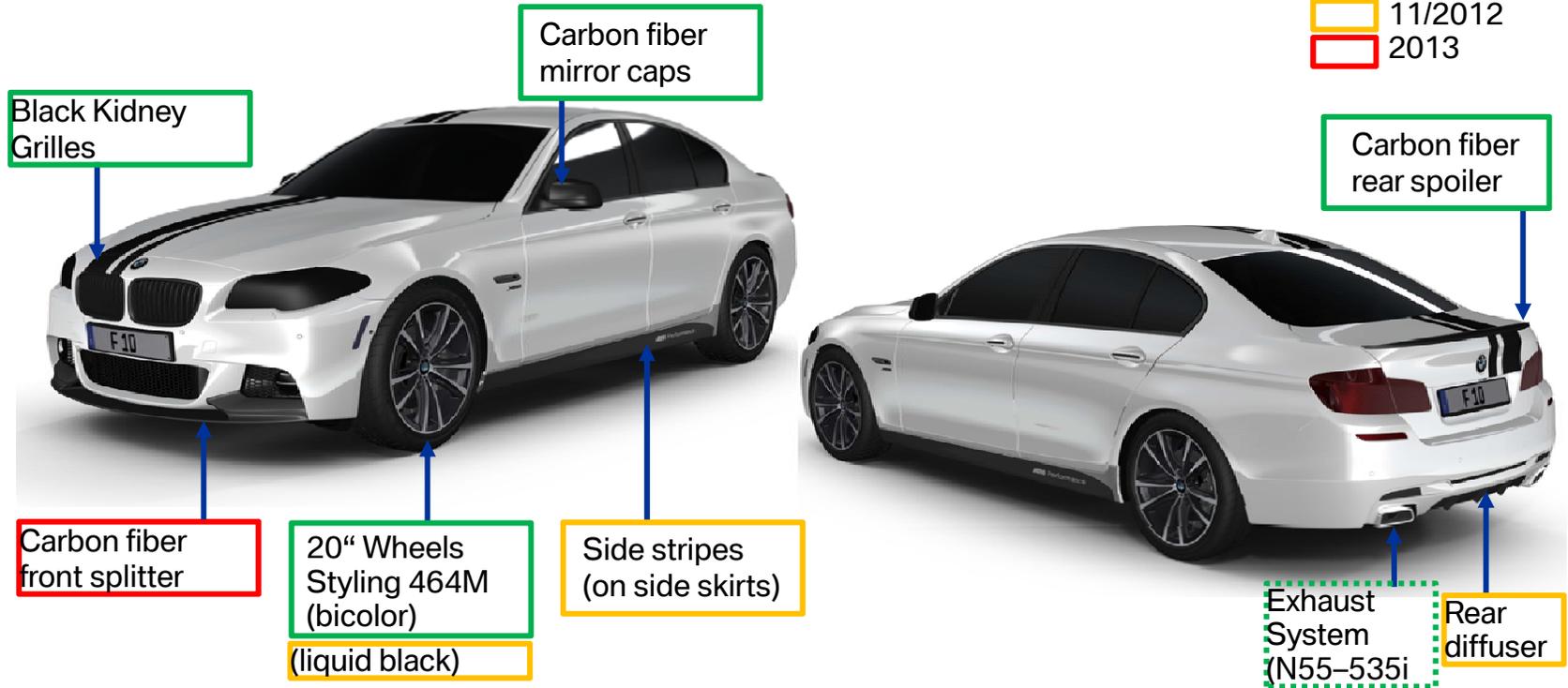
Eastern Region ASM	Russell Chave	Russell.Chave@bmwnaext.com
Central Region ASM	Brad Haney	Brad.Haney@bmwnaext.com
Southern Region ASM	Craig John	Craig.John@bmwnaext.com
Western Region South ASM	Verone Pangilinan	Verone.Pangilinan@bmwnaext.com
Western Region North ASM	Oliver Santos	Oliver.Santos@bmwnaext.com

BMW M Performance Parts.

Product Overview F10 – 5 Series.

Available

- 05/2012
- 06/2012
- 11/2012
- 2013



Steering wheel Alcantara / carbon fiber



Carbon fiber interior trim



Carbon fiber selector lever



Carbon fiber shift knob with Alcantara boot



Stainless steel foot rest



Stainless steel pedal cover



5 Series - BMW M Performance Parts. VDC Installed Accessory Program.



Black Kidney Grilles

Enhance the sporty and menacing character of the vehicle with these high-gloss black kidney grilles.

Installed MSRP \$185



Double-Spoke 464M 20" Wheels

These great looking 20" alloy wheels are the largest wheel/tire combination approved by BMW.

Installed MSRP \$6,097



M Performance Side-Sill Decals

M Performance decals fit perfectly over the side-sills of vehicles fitted with the M Sport Aero Kit.

Installed MSRP \$235



Carbon Fiber Mirror Caps

These mirror caps are hand-made using real carbon fiber and are clear-coated to protect them from harmful UV rays.

Installed MSRP \$742



Carbon Fiber Spoiler

Handmade carbon fiber rear deck lid spoiler is available to provide improved vehicle stability and driving dynamics.

Installed MSRP \$679



M Performance Exhaust

Enhance the exhaust note with this stainless steel system with laser-engraved chrome-plated tips.

Installed MSRP \$1,585



Carbon Fiber Shift Knob w/Boot

Carbon Fiber Shift knob with an Alcantara boot. Includes M Performance branding on the gear shift graphic.

Installed MSRP \$255



Carbon Fiber Selector Lever

Carbon Fiber Selector Lever with M Performance branding on the selector lever graphic.

Installed MSRP \$210



BMW M Performance Parts.

- Designed, tested & approved by BMW M.
- High quality components.
- Covered by the New Vehicle Limited Warranty (4-Year, 50,000-Miles).

Center Operator / Operation Manager	Sales - New	Sales - Pre-Owned	Business Manager (F&I)	Service	Parts & Accessories	Administration
Date: Effective: Bulletin #	04/05/2012 04/16/2012 12-N-54	Source: Name: Title:	BMW Financial Services Shaun Bugbee Vice President, Sales Operations			

BMW Financial Services

BMW Residualizable Accessory Updates

Effective April 16, 2012, BMW Financial Services is pleased to announce the following updates to the Residualizable Accessories.

In order to receive the residualizable benefit, the specified number of components must be line-itemed on the Repair Order (RO) and signed by the customer. If this is not properly disclosed on the RO and included with the Funding package, the deal will be placed on hold until proper documentation is received. All residualizable accessories must remain with the vehicle at turn-in.

Guidelines:

- All residualizable accessories must be installed at a BMW Center or be Port-installed.
 - Center-installed accessories must be accompanied by a detailed Repair Order signed by the customer.
 - Port-installed accessories must be accompanied by the add-on Monroney label showing which items were installed and will receive the same residual adders listed on the following page.
- The specified number of components (as detailed in the chart) must be present to receive credit for the package. Partial packages not meeting the minimum number of components will not receive credit for the package.
- All stand-alone accessories, package components, and Complete Wheel and Tire Sets must remain on the vehicle at the end of term. They must also stay with the vehicle if it is consigned to auction.

Any accessory that has been updated to a new MSRP adder, must utilize the new MSRP adders provided, effective April 16, 2012.

Please see the chart of updated residualizable accessories on the following page.

This bulletin supersedes all previous BMW FS residual accessory updates.

If you have any questions or need assistance please continue to contact your BMW Financial Services Sales & Marketing Manager, or the Retailer Communication Center 1-877-BMW-DLRS (1-877-269-3577), option 2 then option 6.

Our customers are passionate about BMW. Make sure they receive the complete brand experience with BMW Financial Services.

The contents of this document are confidential and should not be shared with third parties for distribution.

ALL residualizable accessories MUST be either installed at a BMW Center and be accompanied by a detailed Repair Order signed by the customer or port-installed and include the Monroney label add-on.

BMW Accessory	Model(s)	MSRP Adder
Aero Kit -Front Apron -Rear Apron -Side Skirts (if applicable)	All Models (Where Available)	\$1,000 all components
X3 X Line Pro Aero Kit	X3 Models	\$800
BMW Performance Carbon Fiber Exterior Appearance "Package" -BMW Performance Rear Carbon Fiber Diffuser -BMW Performance Carbon Fiber Rear Deck Spoiler -BMW Performance Carbon Fiber Mirror Caps -BMW Performance Carbon Fiber Front Splitter Attachments -BMW Performance Black Kidney Grill -BMW Performance Accent Stripes	1 Series, 3 Series	\$500 4 of the 6 components must be installed
BMW Performance Interior Appearance "Package" -BMW Performance Carbon Fiber Interior Dash/Door/Console Trim -BMW Shift Knob (Man. Trans.) / Gear Selector (Auto Trans.) -BMW Performance Short Shift Kit -BMW Performance Handbrake Cover -BMW Performance Steering Wheel -Aluminum Pedals and Footrest -Door Sill Strip (Illuminated or Non-Illuminated)	1 Series, 3 Series	\$500 4 of the 7 components must be installed
BMW Performance Dynamics "Package" -BMW Performance Brake Kit -BMW Performance Engine Strut Brace (Carbon or Aluminum) -BMW Performance Suspension -BMW Performance Air Intake -BMW Performance Short Shift Kit	1 Series, 3 Series	\$500 3 of the 5 components must be installed
BMW Performance Tuning "Package" -BMW Performance Version 1 Tuning Kit -BMW Performance Exhaust System	1 Series, 3 Series	\$500 all components
BMW Performance Tuning "Package" -BMW Performance Version 2 Tuning Kit -BMW Performance Exhaust System	1 Series, 3 Series	\$1,000 all components
BMW Performance Exhaust System (w/o Tuning Kit)	1 Series, 3 Series	\$250
M3 M Performance Exhaust System	M3 Models	\$1,000
Rear Seat Entertainment (Applies only to permanently mounted systems. Not applicable for portable units)	All Models (Where Available)	\$750
Running Boards	X3, X5, X6 Models (Where Available)	\$250
Complete Wheel & Tire Sets (20" or larger) (incl. BMW Performance styles) MUST BE SIZE UPGRADE OVER FACTORY WHEELS	All Models (Where Available)	\$2,000
Complete Wheel & Tire Sets (19") (incl. BMW Performance styles) MUST BE SIZE UPGRADE OVER FACTORY WHEELS	All Models (Where Available)	\$1,500
Complete Wheel & Tire Sets (18") (incl. BMW Performance styles) MUST BE SIZE UPGRADE OVER FACTORY WHEELS	All Models (Where Available)	\$1,000
Wheel Sets (Using Factory Tires) (incl. BMW Performance styles) This adder is for wheels that are NOT a size upgrade over factory wheels	All Models (Where Available)	\$550
iPod Interface Kit	All Models (Where Available)	\$200
SIRIUS Satellite Radio	All Models (Where Available)	\$250
Trailer Hitch Kits	X3, X5, X6 Models	\$200

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