

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

Effective March 1, 2011

		535i Gran Turismo	535i xDrive GT	550i Gran Turismo	550i xDrive GT
U.S. Models					
Base Price U.S.A. Port of Entry*		\$56,500	\$58,800	\$64,400	\$66,700
Base Price Euro Delivery Munich Pick Up		\$52,595	\$54,735	\$59,940	\$62,080
Base Price Diplomatic U.S.A. Port of Entry		\$53,675	\$55,860	\$61,180	\$63,365
Options					
2VH	Integral Active Steering	\$1,750	NA	\$1,750	NA
3AG	Rear-view camera (Included in package)	\$400 ZCE	\$400 ZCE	\$400 ZCE	\$400 ZCE
416	Power side window shades (Included in package)	\$500 ZLU	\$500 ZLU	\$500 ZLU	\$500 ZLU
494	Heated front seats (Included in package)	\$500 ZAV, ZCW	\$500 ZAV, ZCW	\$500 ZAV, ZCW	\$500 ZAV, ZCW
4CA	Ash Grain Wood trim	NC	NC	NC	NC
4CB	Fineline Matte Wood trim	NC	NC	NC	NC
4NB	4-zone automatic climate control (Included in package)	\$500 ZLU	\$500 ZLU	\$500 ZLU	\$500 ZLU
609	Navigation system	\$1,900	\$1,900	STD	STD
610	Head-up Display	\$1,300	\$1,300	\$1,300	\$1,300
655	Satellite radio with 1 year subscription	\$350	\$350	\$350	\$350
6FG	Rear-seat entertainment	\$2,200	\$2,200	\$2,200	\$2,200
6FL	iPod and USB adapter (Included in package)	\$400 ZPS	\$400 ZPS	\$400 ZPS	\$400 ZPS
6NF	Smartphone Integration (In combination with 6NR)	\$150 NC	\$150 NC	\$150 NC	\$150 NC
6NR	BMW Apps (Requires 6FL and 609 on indicated models)	\$250 (req'd)	\$250 (req'd)	\$250 (req'd)	\$250 (req'd)
Priority 1 Options					
322	Comfort Access keyless entry (Included in package)	\$1,000 ZCV	\$1,000 ZCV	\$1,000 ZCV	\$1,000 ZCV
456	Multi-contour seats (Included in package)	\$1,300 ZAV, ZSP	\$1,300 ZAV, ZSP	\$1,300 ZAV, ZSP	\$1,300 ZAV, ZSP
4U1	Ceramic Controls	\$650	\$650	\$650	\$650
4UY	Ski bag	\$150	\$150	\$150	\$150
5DF	Active Cruise Control	\$2,400	\$2,400	\$2,400	\$2,400
6UK	Night Vision with Pedestrian Detection	\$2,600	\$2,600	\$2,600	\$2,600
Colors					
Non-Metallic paint		STD	STD	STD	STD
Metallic paint		\$550	\$550	NC	NC
Upholsteries					
LC	Leather Dakota	STD	STD	STD	STD
Priority 1 Upholsteries					
NA	Nappa Leather (Requires 456 on indicated models)	\$1,000 (req'd)	\$1,000 (req'd)	\$1,000 (req'd)	\$1,000 (req'd)
Packages					
ZAV	Active ventilated seat package (In combination with ZSP)	\$2,950 \$1,950	\$2,950 \$1,950	\$2,950 \$1,950	\$2,950 \$1,950
ZCE	Camera Package	\$1,200	\$1,200	\$1,200	\$1,200
ZCV	Convenience Package	\$2,300	\$2,300	\$1,900	\$1,900
ZCW	Cold Weather Package	\$950	\$950	\$950	\$950
ZDA	Driver Assistance Package (Requires ZCV on indicated models)	\$1,350 (req'd)	\$1,350 (req'd)	\$1,350	\$1,350
ZDH	Dynamic Handling Package (Requires ZSP on indicated models)	\$2,700 (req'd)	\$2,700 (req'd)	\$2,700 (req'd)	\$2,700 (req'd)
ZPS	Premium Sound Package	\$1,400	\$1,400	\$1,400	\$1,400
ZSP	Sport Package 282 20" Alloy Double-spoke wheels (upgrade)	\$2,200	\$2,200	+\$1,000	+\$1,000
Priority 1 Packages					
ZLU	Luxury Rear Seating Package (In combination with ZCW) (Requires ZAV on indicated models)	\$3,950 \$3,650 (req'd)	\$3,950 \$3,650 (req'd)	\$3,950 \$3,650 (req'd)	\$3,950 \$3,650 (req'd)
Note: Package contents not fully represented above. Comprehensive package descriptions available separately.					
Other Charges					
Destination & Handling		\$875	\$875	\$875	\$875

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.

		535i Gran Turismo	535i xDrive GT	550i Gran Turismo	550i xDrive GT	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	x	x	\$2,950
	In combination with ZSP	x	x	x	x	\$1,950
ZCE	Camera Package 3AG Rear-view camera 5DL Side and Top View Cameras	x	x	x	x	\$1,200
ZCV	Convenience Package 316 Power tailgate 319 Universal garage-door opener 322 Comfort Access keyless entry 323 Soft-close automatic doors 430 Auto-dimming interior and exterior mirrors 431 Auto-dimming rearview mirror	x	x			\$2,300
	Convenience Package 316 Power tailgate 322 Comfort Access keyless entry 323 Soft-close automatic doors			x	x	\$1,900
ZCW	Cold Weather Package 248 Heated Steering Wheel 494 Heated front seats 496 Heated rear seats	x	x	x	x	\$950
ZDA	Driver Assistance Package 5AC Automatic high beams 5AD Lane Departure Warning 5AG Active Blind Spot Detection (Requires ZCV on indicated models)	x (req'd)	x (req'd)	x	x	\$1,350
ZDH	Dynamic Handling Package 223 Dynamic Damper Control 229 Active Roll Stabilization (ARS) 2VA Adaptive Drive (Requires ZSP on indicated models)	x (req'd)	x (req'd)	x (req'd)	x (req'd)	\$2,700
ZPS	Premium Sound Package 677 Premium hi-fi system 6FL iPod and USB adapter	x	x	x	x	\$1,400

		535i Gran Turismo	535i xDrive GT	550i Gran Turismo	550i xDrive GT	Retail Price
ZSP	Sport Package 255 Sports leather steering wheel 2LN 19" Light alloy Y-spoke wheels style 315-with all-season run-flat tires (19x8.5, 245/45 19) or 2B2 20" Light alloy Double-spoke wheels style 316-with performance run-flat tires (20x8.5, 245/40 R20 front and 20x10.0, 275/35 R20 rear) 456 Multi-contour seats 760 Shadowline exterior trim 840 Increased top speed limiter				x	\$2,200
	Sport Package 255 Sports leather steering wheel 2ST 19" Light alloy Multi-spoke wheel style 235-with performance run-flat tires (19x8.5, 245/45 R19 front and 19x9.5, 275/40 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 2H1 19" Light alloy Multi-spoke wheels style 235-with all-season run-flat tires (19x8.5, 245/45 19) 456 Multi-contour seats 760 Shadowline exterior trim 840 Increased top speed limiter		x			\$2,200
	Sport Package 255 Sports leather steering wheel 2LG 19" Light alloy Y-spoke wheels style 315-with performance run-flat tires (19x8.5, 245/55 R19 front and 19x9.5, 275/40 R19 rear) or 2B2 20" Light alloy Double-spoke wheels style 316-with performance run-flat tires (20x8.5, 245/40 R20 front and 20x10.0, 275/35 R20 rear) 456 Multi-contour seats 760 Shadowline exterior trim 840 Increased top speed limiter			x	x	\$2,200 + \$1,000

Priority 1 Package Overview						
		535i Gran Turismo	535i xDrive GT	550i Gran Turismo	550i xDrive GT	Retail Price
ZLU	Luxury Rear Seating Package (Priority 1) 416 Power side window shades 454 Rear ventilated seats 460 Rear comfort seats 496 Heated rear seats 4NB 4-zone automatic climate control (Requires ZAV on indicated models)	p1 (req'd)	p1 (req'd)	p1 (req'd)	p1 (req'd)	\$3,950
In combination with ZCW		p1	p1	p1	p1	\$3,650