

BMW Canada Inc.
Marketing

2011 1 Series
128i Coupé

Product Planning
Edition 03.10

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

Model Code	Car Model	Retail	Restrictions
UP73	128i Coupé with 6 Speed Manual Transmission	\$35,800	Start Date 03/10
Option Code	Packages / Editions	Retail	Restrictions
ZKT	Premium Package	\$1,800	
248	Heated Steering Wheel		
403	Glass Sunroof		
431	Auto Dimming Mirror, Int.		
563	Lights Package		
ZKU	Premium Sound Package	\$1,200	
655	SIRIUS Satellite Radio Tuner		Includes 1 year subscription to SIRIUS Satellite Radio
688	Harman/Kardon Sound System		
ZAI	Sport Package	\$1,900	
2WA	18" W Spoke Alloy Wheels - Style 263		
	Performance Run-Flat Tires: 215/40 R 18 & 245/35 R 18		
481	Sport Seats		Includes Electrically Adjustable Seat Width
704	Sport Suspension		
840	High Speed Maximum		Increases electronic speed limiter to 240km/h
Option Code	Optional Equipment	Retail	Restrictions
CODE	Metallic Paint	\$800	Order by Colour Code
CODE	Leatherette Upholstery	No Charge	Order by Colour Code
CODE	Boston Leather Upholstery	\$1,900	Order by Colour Code
205	6 Speed Automatic Transmission with Steptronic	\$1,600	Not with Sport Package
ZAJ	6 Speed Automatic Transmission with Steptronic Shift Paddles	\$1,700	Only with Sport Package
248	Heated Steering Wheel	\$250	
302	Alarm System	\$650	
322	Comfort Access	\$750	
459	Electric Seats with Driver Memory	\$1,400	
468	Ski Bag	\$230	
4AS	Poplar Grey Wood Trim	\$585	
4B1	Cashmere Silver Trim	\$585	
507	Park Distance Control - Rear	\$450	
ZED	European Delivery	No Charge	Includes Velour Floor Mats, Warning Triangle & First Aid Kit. Special
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

BMW Canada Inc.
Marketing

2011 1 Series
135i Coupé

Product Planning
Edition 03.10

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

Model Code	Car Model	Retail	Restrictions
UC93	135i Coupé with 6 Speed Manual Transmission	\$43,000	Start Date 03/10

Option Code	Packages / Editions	Retail	Restrictions
ZFU	Navigation Package	\$2,000	Includes iDrive, Programmable Memory Keys and Hard Drive
609	BMW On-Board Navigation		Includes BMW TeleServices
620	Voice Control		
ZKW	Premium Package	\$1,800	
248	Heated Steering Wheel		
403	Glass Sunroof		
431	Auto Dimming Mirror, Int.		
ZKX	Executive Package	\$3,700	Only with Premium Package
319	Universal Garage Door Opener (HomeLink® compatible)		
322	Comfort Access		
459	Electric Seats with Driver Memory		
488	Lumbar Support		
CODE	Boston Leather Upholstery		
ZKU	Premium Sound Package	\$1,200	
655	SIRIUS Satellite Radio Tuner		Includes 1 year subscription to SIRIUS Satellite Radio
688	Harman/Kardon Sound System		
ZAM	M Sport Package	\$1,900	Deletes Heated Steering Wheel in combination with Premium Package
337	M Sport Package		Includes Electrically Adjustable Seat Width
	18" M Double Spoke Alloy Wheels - Style 261M		
	Performance Run-Flat Tires: 215/40 R 18 & 245/35 R 18		
	Sport Seats; M Sport steering wheel and shift lever;		
	Anthracite roof liner; High-gloss shadow line		

Option Code	Optional Equipment	Retail	Restrictions
CODE	Metallic Paint	\$800	Order by Colour Code
CODE	Leatherette Upholstery	No Charge	Order by Colour Code
CODE	Boston Leather Upholstery	\$1,900	Order by Colour Code
	In combination with Executive Package	No Charge	
ZKY	7 Speed Double Clutch Transmission with Steptronic Shift Paddles	\$1,950	Not with M Sport Package
ZKZ	7 Speed Double Clutch Transmission with Steptronic Shift Paddles	\$1,950	Only with M Sport Package
248	Heated Steering Wheel	\$250	Not with M Sport Package
302	Alarm System	\$650	
322	Comfort Access	\$750	
468	Ski Bag	\$230	
4A3	Walnut Light Wood Trim	No Charge	
507	Park Distance Control - Rear	\$450	
ZDO	Aluminum Glacier Silver Trim	No Charge	Only with M Sport Package
ZED	European Delivery	No Charge	Includes Velour Floor Mats, Warning Triangle & First Aid Kit
ZSP	Special Orders	\$400	

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BMW Canada Inc.
Marketing

2011 1 Series
128i Cabriolet

Product Planning
Edition 03.10

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

Model Code	Car Model	Retail	Restrictions
UL73	128i Cabriolet with 6 Speed Manual Transmission	\$41,200	Start Date 03/10

Option Code	Packages / Editions	Retail	Restrictions
ZFU	Navigation Package	\$2,000	Includes iDrive, Programmable Memory Keys and Hard Drive
609	BMW On-Board Navigation		Includes BMW TeleServices
620	Voice Control		
ZKR	Executive Package	\$3,950	
248	Heated Steering Wheel		
319	Universal Garage Door Opener (HomeLink® compatible)		
322	Comfort Access		
431	Auto Dimming Mirror, Int.		
459	Electric Seats with Driver Memory		
488	Lumbar Support		
563	Lights Package		
CODE	Boston Leather Upholstery		
ZKU	Premium Sound Package	\$1,200	Includes 1 year subscription to SIRIUS Satellite Radio
655	SIRIUS Satellite Radio Tuner		
688	Harman/Kardon Sound System		
ZAI	Sport Package	\$1,900	
2WA	18" W Spoke Alloy Wheels - Style 263		
	Performance Run-Flat Tires: 215/40 R 18 & 245/35 R 18		
481	Sport Seats		Includes Electrically Adjustable Seat Width
704	Sport Suspension		
840	High Speed Maximum		Increases electronic speed limiter to 240km/h

Option Code	Optional Equipment	Retail	Restrictions
CODE	Metallic Paint	\$800	Order by Colour Code
CODE	Leatherette Upholstery	No Charge	Order by Colour Code
CODE	Boston Leather Upholstery	\$1,900	Order by Colour Code
	In combination with Executive Package	No Charge	
205	6 Speed Automatic Transmission with Steptronic	\$1,600	Not with Sport Package
ZAJ	6 Speed Automatic Transmission with Steptronic Shift Paddles	\$1,700	Only with Sport Package
248	Heated Steering Wheel	\$250	
302	Alarm System	\$650	
394	Taupe Soft Top	No Charge	
3YA	Moonlight Black Soft Top	No Charge	
4AS	Poplar Grey Wood Trim	\$585	
4B1	Cashmere Silver Trim	\$585	
507	Park Distance Control - Rear	\$450	
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.

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RETAILERS MAY SELL FOR LESS

BMW Canada Inc.
Marketing

2011 1 Series
135i Cabriolet

Product Planning
Edition 03.10

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

Model Code	Car Model	Retail	Restrictions
UN73	135i Cabriolet with 6 Speed Manual Transmission	\$48,500	Start Date 03/10
Option Code	Packages / Editions	Retail	Restrictions
ZFU	Navigation Package	\$2,000	Includes iDrive, Programmable Memory Keys and Hard Drive
609	BMW On-Board Navigation		Includes BMW TeleServices
620	Voice Control		
ZLA	Executive Package	\$3,950	
248	Heated Steering Wheel		
319	Universal Garage Door Opener (HomeLink® compatible)		
322	Comfort Access		
431	Auto Dimming Mirror, Int.		
459	Electric Seats with Driver Memory		
488	Lumbar Support		
CODE	Boston Leather Upholstery		
ZKU	Premium Sound Package	\$1,200	
655	SIRIUS Satellite Radio Tuner		Includes 1 year subscription to SIRIUS Satellite Radio
688	Harman/Kardon Sound System		
ZBJ	M Sport Package	\$1,900	Deletes Heated Steering Wheel in combination with Executive Package
337	M Sport Package		Includes Electrically Adjustable Seat Width
	18" M Double Spoke Alloy Wheels - Style 261M		
	Performance Run-Flat Tires: 215/40 R 18 & 245/35 R 18		
	Sport Seats; M Sport steering wheel and shift lever;		
Option Code	Optional Equipment	Retail	Restrictions
CODE	Metallic Paint	\$800	Order by Colour Code
CODE	Leatherette Upholstery	No Charge	Order by Colour Code
CODE	Boston Leather Upholstery	\$1,900	Order by Colour Code
	In combination with Executive Package	No Charge	
ZKY	7 Speed Double Clutch Transmission with Steptronic Shift Paddles	\$1,950	Not with M Sport Package
ZKZ	7 Speed Double Clutch Transmission with Steptronic Shift Paddles	\$1,950	Only with M Sport Package
248	Heated Steering Wheel	\$250	Not with M Sport Package
302	Alarm System	\$650	
394	Taupe Soft Top	No Charge	
3YA	Moonlight Black Soft Top	No Charge	
4A3	Walnut Light Wood Trim	No Charge	
507	Park Distance Control - Rear	\$450	
ZDO	Aluminum Glacier Silver Trim	No Charge	Only with M Sport Package
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.		

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BMW Canada Inc.
Marketing

2011 3 Series
323i Sedan

Product Planning
Edition 03.10

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

Model Code	Car Model	Retail	Restrictions
PG73 / PG77	323i Sedan with 6 Speed Manual Transmission	\$34,900	Start Date 03/10
Option Code	Packages	Retail	Restrictions
ZGJ	Premium Package	\$1,800	
248	Heated Steering Wheel		
403	Glass Sunroof		
431	Auto Dimming Mirror, Interior		
ZGP	Executive Package	\$1,600	Only with Premium Package
2BZ	17" Double Spoke Alloy Wheels - Style 161		
459	Electric Seats with Driver Memory		
ZJE	Hands Free Package	\$1,000	
639	BMW Assist with Bluetooth Wireless Technology		Includes 1 year of Safety & Security Package
6FL	USB Audio Integration		Y-cable for iPod included from Aftersales
Option Code	Optional Equipment	Retail	Restrictions
CODE	Metallic Paint	\$800	Order by Colour Code
CODE	Leatherette Upholstery	No Charge	Order by Colour Code
205	6 Speed Automatic Transmission with Steptronic	\$1,600	
248	Heated Steering Wheel	\$250	
655	SIRIUS Satellite Radio Tuner	\$650	Includes 1 year subscription to SIRIUS Satellite Radio
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.
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BMW Canada Inc.
Marketing

2011 3 Series
328i Sedan

Product Planning
Edition 03.10

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

Model Code	Car Model	Retail	Restrictions
PH73	328i Sedan with 6 Speed Manual Transmission	\$41,500	Start Date 03/10
Option Code	Packages / Editions	Retail	Restrictions
ZFU	Navigation Package	\$2,000	Includes iDrive, Programmable Memory Keys and Hard Drive
609	BMW On-Board Navigation		Includes BMW TeleServices
620	Voice Control		Deletes Compass Mirror in combination with Premium Package
ZGM	Premium Package	\$2,500	
248	Heated Steering Wheel		
302	Alarm System		
430	Auto Dimming Mirror, Ext.		Includes Power Folding Mirrors
4NA	Compass Mirror		
CODE	Dakota Leather Upholstery		Order by Colour Code
ZLB	Executive Package	\$1,500	
319	Universal Garage Door Opener (HomeLink® compatible)		
322	Comfort Access		
488	Lumbar Support		
507	Park Distance Control - Rear		
ZKU	Premium Sound Package	\$1,200	
655	SIRIUS Satellite Radio Tuner		Includes 1 year subscription to SIRIUS Satellite Radio
688	Harman/Kardon Sound System		
ZKF	Sport Package	\$1,900	
255	3 Spoke Leather Sport Steering Wheel		
2S1	17" Alloy Wheels		
	Performance Run-Flat Tires: 225/45 R 17 & 255/40 R 17		
481	Sport Seats		Includes Electrically Adjustable Seat Width
704	Sport Suspension		
760	High-gloss Shadow Line		
775	Anthracite Roof Liner		
840	High Speed Maximum		Increases electronic speed limiter to 240km/h
Option Code	Optional Equipment	Retail	Restrictions
CODE	Metallic Paint	\$800	Order by Colour Code
CODE	Leatherette Upholstery	No Charge	Order by Colour Code
205	6 Speed Automatic Transmission with Steptronic	\$1,600	Not with Sport Package
ZER	6 Speed Automatic Transmission with Steptronic Shift Paddles	\$1,700	Only with Sport Package
248	Heated Steering Wheel	\$250	
4AB	Burl Walnut Wood Trim	\$585	
4A3	Walnut Light Wood Trim	\$585	
ZED	European Delivery	No Charge	Includes Velour Floor Mats, Warning Triangle & First Aid Kit
ZSP	Special Orders	\$400	

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BMW Canada Inc.
Marketing

2011 3 Series
328i xDrive Sedan

Product Planning
Edition 03.10

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

Model Code	Car Model	Retail	Restrictions
PK73	328i xDrive Sedan with 6 Speed Manual Transmission	\$44,100	Start Date 03/10
Option Code	Packages / Editions	Retail	Restrictions
ZFU	Navigation Package	\$2,000	Includes iDrive, Programmable Memory Keys and Hard Drive
609	BMW On-Board Navigation		Includes BMW TeleServices
620	Voice Control		Deletes Compass Mirror in combination with Premium Package
ZGM	Premium Package	\$2,500	
248	Heated Steering Wheel		
302	Alarm System		
430	Auto Dimming Mirror, Ext.		Includes Power Folding Mirrors
4NA	Compass Mirror		
CODE	Dakota Leather Upholstery		Order by Colour Code
ZLB	Executive Package	\$1,500	
319	Universal Garage Door Opener (HomeLink® compatible)		
322	Comfort Access		
488	Lumbar Support		
507	Park Distance Control - Rear		
ZKU	Premium Sound Package	\$1,200	
655	SIRIUS Satellite Radio Tuner		Includes 1 year subscription to SIRIUS Satellite Radio
688	Harman/Kardon Sound System		
ZKS	Sport Package	\$1,500	
255	3 Spoke Leather Sport Steering Wheel		
2S1	17" Alloy Wheels		
	Performance Run-Flat Tires: 225/45 R 17 & 255/40 R 17		
481	Sport Seats		Includes Electrically Adjustable Seat Width
760	High-gloss Shadow Line		
775	Anthracite Roof Liner		
840	High Speed Maximum		Increases electronic speed limiter to 240km/h
Option Code	Optional Equipment	Retail	Restrictions
CODE	Metallic Paint	\$800	Order by Colour Code
CODE	Leatherette Upholstery	No Charge	Order by Colour Code
205	6 Speed Automatic Transmission with Steptronic	\$1,600	Not with Sport Package
ZER	6 Speed Automatic Transmission with Steptronic Shift Paddles	\$1,700	Only with Sport Package
216	Servotronic	\$350	
248	Heated Steering Wheel	\$250	
4AB	Burl Walnut Wood Trim	\$585	
4A3	Walnut Light Wood Trim	\$585	
ZED	European Delivery	No Charge	Includes Velour Floor Mats, Warning Triangle & First Aid Kit
ZSP	Special Orders	\$400	

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BMW Canada Inc.
Marketing

2011 3 Series
335i Sedan

Product Planning
Edition 03.10

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

Model Code	Car Model	Retail	Restrictions
PM53	335i Sedan with 6 Speed Manual Transmission	\$51,400	Start Date 03/10

Option Code	Packages	Retail	Restrictions
ZFU	Navigation Package	\$2,000	Includes iDrive, Programmable Memory Keys and Hard Drive
609	BMW On-Board Navigation		Includes BMW TeleServices
620	Voice Control		
ZLF	Executive Package	\$3,900	
302	Alarm System		
319	Universal Garage Door Opener (HomeLink® compatible)		
322	Comfort Access		
430	Auto Dimming Mirror, Ext.		Includes Power Folding Mirrors
488	Lumbar Support		
507	Park Distance Control - Rear		
655	SIRIUS Satellite Radio Tuner		Includes 1 year subscription to SIRIUS Satellite Radio
752	BMW Individual Audio System with Dirac Live™ Technology		
ZKJ	M Sport Package	\$2,300	Deletes Heated Steering Wheel
2MF	18" M Star Spoke Alloy Wheels - Style 193M		
	Performance Run-Flat Tires: 225/40 R 18 & 255/35 R 18		
337	M Sport Package		
	M Sport Steering Wheel, M Aerodynamic Package, M Shift Knob (Manual Only),		
	M Footrest, High-gloss Shadow Line, Anthracite Roof Liner, Aluminum Glacier Silver Trim		

Option Code	Optional Equipment	Retail	Restrictions
CODE	Metallic Paint	\$800	Order by Colour Code
CODE	Dakota Leather	No Charge	Order by Colour Code
ZER	6 Speed Automatic Transmission with Steptronic Shift Paddles	\$1,700	Not with M Sport Package
ZKK	6 Speed Automatic Transmission with Steptronic Shift Paddles	\$1,700	Only with M Sport Package
217	Active Steering	\$1,500	
4AB	Burl Walnut Wood Trim	No Charge	
4A3	Walnut Light Wood Trim	No Charge	
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.		

Option Code	BMW Individual Collection	Retail	Restrictions
Z9A	BMW Individual Composition	\$3,900	
CODE	BMW Individual Paint Finish		Order by Colour Code
CODE	BMW Individual Interior Trim		Order by Code
778	BMW Individual Door Sills		Deletes BMW Individual Door Sills in combination with M Sport Package

Option Code	BMW Individual Optional Equipment - Only with Composition	Retail	Restrictions
2M0	18" BMW Individual Alloy Wheels style 152I	\$500	Not with M Sport Package
	Performance Run-Flat Tires: 225/40 R 18 & 255/35 R 18		

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RETAILERS MAY SELL FOR LESS

BMW Canada Inc.
Marketing

2011 3 Series
335i xDrive Sedan

Product Planning
Edition 03.10

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

Model Code	Car Model	Retail	Restrictions
PL53	335i xDrive Sedan with 6 Speed Manual Transmission	\$52,100	Start Date 03/10

Option Code	Packages / Editions	Retail	Restrictions
ZFU	Navigation Package	\$2,000	Includes iDrive, Programmable Memory Keys and Hard Drive
609	BMW On-Board Navigation		Includes BMW TeleServices
620	Voice Control		
ZLF	Executive Package	\$3,900	
302	Alarm System		
319	Universal Garage Door Opener (HomeLink® compatible)		
322	Comfort Access		
430	Auto Dimming Mirror, Ext.		Includes Power Folding Mirrors
488	Lumbar Support		
507	Park Distance Control - Rear		
655	SIRIUS Satellite Radio Tuner		Includes 1 year subscription to SIRIUS Satellite Radio
752	BMW Individual Audio System with Dirac Live™ Technology		
ZGX	Sport Package	\$1,600	Not with M Sport Package
2S2	18" Star Spoke Alloy Wheels - Style 287		
	Performance Run-Flat Tires: 225/40 R 18 & 255/35 R 18		
481	Sport Seats		Includes Electrically Adjustable Seat Width
840	High Speed Maximum		Increases electronic speed limiter to 240km/h
ZKJ	M Sport Package	\$3,500	Not with Sport Package
2MF	18" M Star Spoke Alloy Wheels - Style 193M		Deletes Heated Steering Wheel
	Performance Run-Flat Tires: 225/40 R 18 & 255/35 R 18		
337	M Sport Package		
	M Sport Steering Wheel, M Aerodynamic Package, M Shift Knob (Manual Only), Sport Seats		
	M Footrest, High-gloss Shadow Line, Anthracite Roof Liner, Aluminum Glacier Silver Trim,		
	High Speed Maximum		

Option Code	Optional Equipment	Retail	Restrictions
CODE	Metallic Paint	\$800	Order by Colour Code
CODE	Dakota Leather	No Charge	Order by Colour Code
ZER	6 Speed Automatic Transmission with Steptronic Shift Paddles	\$1,700	Not with M Sport Package
ZKK	6 Speed Automatic Transmission with Steptronic Shift Paddles	\$1,700	Only with M Sport Package
216	Servotronic	\$350	
481	Sport Seats	\$800	Includes Electrically Adjustable Seat Width
4AB	Burl Walnut Wood Trim	No Charge	
4A3	Walnut Light Wood Trim	No Charge	
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.		

Option Code	BMW Individual Collection	Retail	Restrictions
Z9A	BMW Individual Composition	\$3,900	
CODE	BMW Individual Paint Finish		Order by Colour Code
CODE	BMW Individual Interior Trim		Order by Code
778	BMW Individual Door Sills		Deletes BMW Individual Door Sills in combination with M Sport Package

Option Code	BMW Individual Optional Equipment - Only with Composition	Retail	Restrictions
2M0	18" BMW Individual Alloy Wheels style 152I	\$500	Only with Sport Package. Not with M Sport Package.
	Performance Run-Flat Tires: 225/40 R 18 & 255/35 R 18		

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BMW Canada Inc.
Marketing

2011 3 Series
335d Sedan

Product Planning
Edition 03.10

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

Model Code	Car Model	Retail	Restrictions
PN73	335d Sedan with 6 Speed Automatic Transmission	\$49,900	Start Date 03/10
Option Code	Packages / Editions	Retail	Restrictions
ZFU	Navigation Package	\$2,000	Includes iDrive, Programmable Memory Keys and Hard Drive
609	BMW On-Board Navigation		Includes BMW TeleServices
620	Voice Control		Deletes Compass Mirror in combination with Premium Package
ZGM	Premium Package	\$2,500	
248	Heated Steering Wheel		
302	Alarm System		
430	Auto Dimming Mirror, Ext.		Includes Power Folding Mirrors
4NA	Compass Mirror		
CODE	Dakota Leather		Order by Colour Code
ZLH	Executive Package	\$3,000	Only with Premium Package
319	Universal Garage Door Opener (HomeLink® compatible)		
322	Comfort Access		
488	Lumbar Support		
507	Park Distance Control - Rear		
655	SIRIUS Satellite Radio Tuner		Includes 1 year subscription to SIRIUS Satellite Radio
752	BMW Individual Audio System with Dirac Live™ Technology		
ZLJ	M Sport Package	\$3,600	
337	M Sport Package		
	M Sport Steering Wheel, M Aerodynamic Package, M Footrest, Sport Seats, High-gloss Shadow Line		
	Anthrachte Roof Liner, Aluminum Glacier Silver Trim, High Speed Maximum, Sport Suspension		
	18" M Star Spoke Alloy Wheels, Mixed - Style 193M		
	Performance Run-Flat Tires: 225/40 R 18 & 255/35 R 18		
7XA	3 Spoke M Leather Sport Steering Wheel with Steptronic Paddles		
Option Code	Optional Equipment	Retail	Restrictions
CODE	Metallic Paint	\$800	Order by Colour Code
CODE	Leatherette Upholstery	No Charge	Order by Colour Code
248	Heated Steering Wheel	\$250	
4AB	Burl Walnut Wood Trim	\$585	
4A3	Walnut Light Wood Trim	\$585	Replaces Burl Walnut when ordered with Executive Package
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.		
Option Code	BMW Individual Collection	Retail	Restrictions
Z9A	BMW Individual Composition	\$3,900	
CODE	BMW Individual Paint Finish		Order by Colour Code
CODE	BMW Individual Interior Trim		Order by Code
778	BMW Individual Door Sills		Deletes BMW Individual Door Sills in combination with M Sport Packag
Option Code	BMW Individual Optional Equipment - Only with Composition	Retail	Restrictions
2M0	18" BMW Individual Alloy Wheels style 152I	\$500	Not with M Sport Package
	Performance Run-Flat Tires: 225/40 R 18 & 255/35 R 18		

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RETAILERS MAY SELL FOR LESS

BMW Canada Inc.
Marketing

2011 3 Series
328i xDrive Touring

Product Planning
Edition 03.10

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

Model Code	Car Model	Retail	Restrictions
UU33	328i xDrive Touring with 6 Speed Manual Transmission	\$45,700	Start Date 03/10

Option Code	Packages / Editions	Retail	Restrictions
ZFU	Navigation Package	\$2,000	Includes iDrive, Programmable Memory Keys and Hard Drive
609	BMW On-Board Navigation		Includes BMW TeleServices
620	Voice Control		Deletes Compass Mirror in combination with Premium Package
ZGM	Premium Package	\$2,500	
248	Heated Steering Wheel		
302	Alarm System		
430	Auto Dimming Mirror, Ext.		Includes Power Folding Mirrors
4NA	Compass Mirror		
CODE	Dakota Leather Upholstery		Order by Colour Code
ZLB	Executive Package	\$1,500	
319	Universal Garage Door Opener (HomeLink® compatible)		
322	Comfort Access		
488	Lumbar Support		
507	Park Distance Control		Rear sensors only
ZKU	Premium Sound Package	\$1,200	
655	SIRIUS Satellite Radio Tuner		Includes 1 year subscription to SIRIUS Satellite Radio
688	Harman/Kardon Sound System		
ZKS	Sport Package	\$1,500	
255	3 Spoke Leather Sport Steering Wheel		
2S1	17" Alloy Wheels, Style 286		
	Performance Run-Flat Tires: 225/45 R 17 & 255/40 R 17		
481	Sport Seats		Includes Electrically Adjustable Seat Width
760	High-gloss Shadow Line		
775	Anthracite Roof Liner		
840	High Speed Maximum		Increases electronic speed limiter to 240km/h

Option Code	Optional Equipment	Retail	Restrictions
CODE	Metallic Paint	\$800	Order by Colour Code
CODE	Leatherette Upholstery	No Charge	Order by Colour Code
205	6 Speed Automatic Transmission with Steptronic	\$1,600	Not with Sport Package
ZER	6 Speed Automatic Transmission with Steptronic Shift Paddles	\$1,700	Only with Sport Package
216	Servotronic	\$350	
248	Heated Steering Wheel	\$250	
4AB	Burl Walnut Wood Trim	\$585	
4A3	Walnut Light Wood Trim	\$585	
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
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LOCAL FREIGHT AND RETAILER PREPARATION ARE NOT INCLUDED
RETAILERS MAY SELL FOR LESS

BMW Canada Inc.
Marketing

2011 3 Series
328i Coupé

Product Planning
Edition 03.10

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

Model Code	Car Model	Retail	Restrictions
KE33	328i Coupé with 6 Speed Manual Transmission	\$44,300	Start Date 03/10

Option Code	Packages / Editions	Retail	Restrictions
ZFU	Navigation Package	\$2,000	Includes iDrive, Programmable Memory Keys and Hard Drive
609	BMW On-Board Navigation		Includes BMW TeleServices
620	Voice Control		Deletes Compass Mirror in combination with Premium Package
ZGM	Premium Package	\$2,500	
248	Heated Steering Wheel		
302	Alarm System		
430	Auto Dimming Mirror, Ext.		Includes Power Folding Mirrors
4NA	Compass Mirror		
CODE	Dakota Leather Upholstery		Order by Colour Code
ZLB	Executive Package	\$1,500	
319	Universal Garage Door Opener (HomeLink® compatible)		
322	Comfort Access		
488	Lumbar Support		
507	Park Distance Control		Rear sensors only
ZKU	Premium Sound Package	\$1,200	
655	SIRIUS Satellite Radio Tuner		Includes 1 year subscription to SIRIUS Satellite Radio
688	Harman/Kardon Sound System		
ZLN	Sport Package	\$1,800	
2C6	18" Star-Spoke Alloy Wheels - Style 189		
	Performance Run-Flat Tires: 225/40 R 18 & 255/35 R 18		
481	Sport Seats		Includes Electrically Adjustable Seat Width
760	High-gloss Shadow Line		
775	Anthracite Roof Liner		
840	High Speed Maximum		Increases electronic speed limiter to 240km/h

Option Code	Optional Equipment	Retail	Restrictions
CODE	Metallic Paint	\$800	Order by Colour Code
CODE	Leatherette Upholstery	No Charge	Order by Colour Code
ZER	6 Speed Automatic Transmission with Steptronic Shift Paddles	\$1,700	
248	Heated Steering Wheel	\$250	
481	Sport Seats	\$800	Includes Electrically Adjustable Seat Width
4A3	Walnut Light Wood Trim	\$585	
4AB	Burl Walnut Wood Trim	\$585	
4BY	Bamboo Anthracite Trim	\$585	
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.		

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BMW Canada Inc.
Marketing

2011 3 Series
328i xDrive Coupé

Product Planning
Edition 03.10

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

Model Code	Car Model	Retail	Restrictions
KF33	328i xDrive Coupé with 6 Speed Manual Transmission	\$46,800	Start Date 03/10

Option Code	Packages / Editions	Retail	Restrictions
ZFU	Navigation Package	\$2,000	Includes iDrive, Programmable Memory Keys and Hard Drive
609	BMW On-Board Navigation		Includes BMW TeleServices
620	Voice Control		Deletes Compass Mirror in combination with Premium Package
ZGM	Premium Package	\$2,500	
248	Heated Steering Wheel		
302	Alarm System		
430	Auto Dimming Mirror, Ext.		Includes Power Folding Mirrors
4NA	Compass Mirror		
CODE	Dakota Leather Upholstery		Order by Colour Code
ZLB	Executive Package	\$1,500	
319	Universal Garage Door Opener (HomeLink® compatible)		
322	Comfort Access		
488	Lumbar Support		
507	Park Distance Control		Rear sensors only
ZKU	Premium Sound Package	\$1,200	
655	SIRIUS Satellite Radio Tuner		Includes 1 year subscription to SIRIUS Satellite Radio
688	Harman/Kardon Sound System		
ZLN	Sport Package	\$1,800	
2C6	18" Star Spoke Alloy Wheels - Style 189		
	Performance Run-Flat Tires: 225/40 R 18 & 255/35 R 18		
481	Sport Seats		Includes Electrically Adjustable Seat Width
760	High-gloss Shadow Line		
775	Anthracite Roof Liner		
840	High Speed Maximum		Increases electronic speed limiter to 240km/h

Option Code	Optional Equipment	Retail	Restrictions
CODE	Metallic Paint	\$800	Order by Colour Code
CODE	Leatherette Upholstery	No Charge	Order by Colour Code
ZER	6 Speed Automatic Transmission with Steptronic Shift Paddles	\$1,700	
216	Servotronic	\$350	
248	Heated Steering Wheel	\$250	
481	Sport Seats	\$800	Includes Electrically Adjustable Seat Width
4A3	Walnut Light Wood Trim	\$585	
4AB	Burl Walnut Wood Trim	\$585	
4BY	Bamboo Anthracite Trim	\$585	
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.

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BMW Canada Inc.
Marketing

2011 3 Series
335i Coupé

Product Planning
Edition 03.10

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

Model Code	Car Model	Retail	Restrictions
KG73	335i Coupé with 6 Speed Manual Transmission	\$53,400	Start Date 03/10
Option Code	Packages / Editions	Retail	Restrictions
ZFU	Navigation Package	\$2,000	Includes iDrive, Programmable Memory Keys and Hard Drive
609	BMW On-Board Navigation		Includes BMW TeleServices
620	Voice Control		
ZLF	Executive Package	\$3,900	
302	Alarm System		
319	Universal Garage Door Opener (HomeLink® compatible)		
322	Comfort Access		
430	Auto Dimming Mirror, Ext.		Includes Power Folding Mirrors
488	Lumbar Support		
507	Park Distance Control		Rear sensors only
655	SIRIUS Satellite Radio Tuner		Includes 1 year subscription to SIRIUS Satellite Radio
752	BMW Individual Audio System with Dirac Live™ Technology		
Option Code	Optional Equipment	Retail	Restrictions
CODE	Metallic Paint	\$800	Order by Colour Code
CODE	Dakota Leather Upholstery	No Charge	Order by Colour Code
ZER	6 Speed Automatic Transmission with Steptronic Shift Paddles	\$1,700	
217	Active Steering	\$1,500	
4A3	Walnut Light Wood Trim	No Charge	
4AB	Burl Walnut Wood Trim	No Charge	
4BY	Bamboo Anthracite Trim	No Charge	
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.		
Option Code	BMW Individual Collection	Retail	Restrictions
Z9A	BMW Individual Composition	\$3,900	
CODE	BMW Individual Paint Finish		Order by Colour Code
CODE	BMW Individual Interior Trim		Order by Code
778	BMW Individual Door Sills		Deletes BMW Individual Door Sills in combination with M Sport Package
Option Code	BMW Individual Optional Equipment - Only with Composition	Retail	Restrictions
2M8	19" BMW Individual Alloy Wheels style 228i	\$2,000	

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BMW Canada Inc.
Marketing

2011 3 Series
335is Coupé

Product Planning
Edition 03.10

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

Model Code	Car Model	Retail	Restrictions
KG13	335is Coupé with 6 Speed Manual Transmission	\$58,800	Start Date 03/10

Option Code	Packages / Editions	Retail	Restrictions
ZFU	Navigation Package	\$2,000	Includes iDrive, Programmable Memory Keys and Hard Drive
609	BMW On-Board Navigation		Includes BMW TeleServices
620	Voice Control		
ZLF	Executive Package	\$3,900	
302	Alarm System		
319	Universal Garage Door Opener (HomeLink® compatible)		
322	Comfort Access		
430	Auto Dimming Mirror, Ext.		Includes Power Folding Mirrors
488	Lumbar Support		
507	Park Distance Control		Rear sensors only
655	SIRIUS Satellite Radio Tuner		Includes 1 year subscription to SIRIUS Satellite Radio
752	BMW Individual Audio System with Dirac Live™ Technology		

Option Code	Optional Equipment	Retail	Restrictions
CODE	Metallic Paint	\$800	Order by Colour Code
CODE	Dakota Leather Upholstery	No Charge	Order by Colour Code
ZKZ	7 Speed Double Clutch Transmission	\$1,950	
217	Active Steering	\$1,500	
2MP	19" M Double Spoke Alloy Wheels - Style 225M	\$1,500	
	Performance Tires: 225/35 ZR 19 & 255/30 ZR 19	No Charge	
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.		

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BMW Canada Inc.
Marketing

2011 3 Series
335i xDrive Coupé

Product Planning
Edition 03.10

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

Model Code	Car Model	Retail	Restrictions
KF93	335i xDrive Coupé with 6 Speed Manual Transmission	\$54,100	Start Date 03/10

Option Code	Packages / Editions	Retail	Restrictions
ZFU	Navigation Package	\$2,000	Includes iDrive, Programmable Memory Keys and Hard Drive
609	BMW On-Board Navigation		Includes BMW TeleServices
620	Voice Control		
ZLF	Executive Package	\$3,900	
302	Alarm System		
319	Universal Garage Door Opener (HomeLink® compatible)		
322	Comfort Access		
430	Auto Dimming Mirror, Ext.		Includes Power Folding Mirrors
488	Lumbar Support		
507	Park Distance Control		Rear sensors only
655	SIRIUS Satellite Radio Tuner		Includes 1 year subscription to SIRIUS Satellite Radio
752	BMW Individual Audio System with Dirac Live™ Technology		
ZGY	Sport Package	\$1,600	Not with M Sport Package
2K6	18" V-Spoke Alloy Wheels - Style 342		
	Performance Run-Flat Tires: 225/40 R 18 & 255/35 R 18		
481	Sport Seats		Includes Electrically Adjustable Seat Width
840	High Speed Maximum		Increases electronic speed limiter to 240km/h
ZKN	M Sport Package	\$3,500	Not with Sport Package
2MF	18" M Star Spoke Alloy Wheels - Style 193M		Deletes Heated Steering Wheel
	Performance Run-Flat Tires: 225/40 R 18 & 255/35 R 18		
337	M Sport Package		
	M Sport Steering Wheel, M Aerodynamic Package, M Shift Knob (Manual Only), Sport Seats		
	M Footrest, High-gloss Shadow Line, Anthracite Roof Liner, Aluminum Glacier Silver Trim,		
	High Speed Maximum		

Option Code	Optional Equipment	Retail	Restrictions
CODE	Metallic Paint	\$800	Order by Colour Code
CODE	Dakota Leather Upholstery	No Charge	Order by Colour Code
ZER	6 Speed Automatic Transmission with Steptronic Shift Paddles	\$1,700	Not with M Sport Package
ZKK	6 Speed Automatic Transmission with Steptronic Shift Paddles	\$1,700	Only with M Sport Package
216	Servotronic	\$350	
481	Sport Seats	\$800	Includes Electrically Adjustable Seat Width
4A3	Walnut Light Wood Trim	No Charge	
4AB	Burl Walnut Wood Trim	No Charge	
4BY	Bamboo Anthracite Trim	No Charge	
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.		

Option Code	BMW Individual Collection	Retail	Restrictions
Z9A	BMW Individual Composition	\$3,900	
CODE	BMW Individual Paint Finish		Order by Colour Code
CODE	BMW Individual Interior Trim		Order by Code
778	BMW Individual Door Sills		Deletes BMW Individual Door Sills in combination with M Sport Package

Option Code	BMW Individual Optional Equipment - Only with Composition	Retail	Restrictions
2M0	18" BMW Individual Alloy Wheels style 152l	\$500	Only with Sport Package. Not with M Sport Package

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BMW Canada Inc.
Marketing

2011 3 Series
328i Cabriolet

Product Planning
Edition 03.10

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

Model Code	Car Model	Retail	Restrictions
DW33	328i Cabriolet with 6 Speed Manual Transmission	\$57,300	Start Date 03/10
Option Code	Packages / Editions	Retail	Restrictions
ZFU	Navigation Package	\$2,000	Includes iDrive, Programmable Memory Keys and Hard Drive
609	BMW On-Board Navigation		Includes BMW TeleServices
620	Voice Control		Deletes Compass Mirror in combination with Executive Package
ZGZ	Executive Package	\$1,800	
302	Alarm System		
319	Universal Garage Door Opener (HomeLink® compatible)		
430	Auto Dimming Mirror, Ext.		Includes Power Folding Mirrors
488	Lumbar Support		
4NA	Compass Mirror		
507	Park Distance Control		Rear sensors only
ZKU	Premium Sound Package	\$1,200	
655	SIRIUS Satellite Radio Tuner		Includes 1 year subscription to SIRIUS Satellite Radio
688	Harman/Kardon Sound System		
ZLO	Sport Package	\$2,000	
2C6	18" Star-Spoke Alloy Wheels - Style 189		
	Performance Run-Flat Tires: 225/40 R 18 & 255/35 R 18		
481	Sport Seats		Includes Electrically Adjustable Seat Width
704	Sport Suspension		
840	High Speed Maximum		Increases electronic speed limiter to 240km/h
Option Code	Optional Equipment	Retail	Restrictions
CODE	Metallic Paint	\$800	Order by Colour Code
CODE	Dakota Leather Upholstery	No Charge	Order by Colour Code
ZER	6 Speed Automatic Transmission with Steptronic Shift Paddles	\$1,700	
481	Sport Seats	\$800	Includes Electrically Adjustable Seat Width
4A3	Walnut Light Wood Trim	\$585	
4AB	Burl Walnut Wood Trim	\$585	
4BY	Bamboo Anthracite Trim	\$585	
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.

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BMW Canada Inc.
Marketing

2011 3 Series
335i Cabriolet

Product Planning
Edition 03.10

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

Model Code	Car Model	Retail	Restrictions
DX73	335i Cabriolet with 6 Speed Manual Transmission	\$68,900	Start Date 03/10

Option Code	Packages / Editions	Retail	Restrictions
ZFU	Navigation Package	\$2,000	Includes iDrive, Programmable Memory Keys and Hard Drive
609	BMW On-Board Navigation		Includes BMW TeleServices
620	Voice Control		Deletes Compass Mirror
ZGG	Audiophile Sound Package	\$1,200	Includes 1 year subscription to SIRIUS Satellite Radio
655	SIRIUS Satellite Radio Tuner		
752	BMW Individual Audio System with Dirac Live™ Technology		

Option Code	Optional Equipment	Retail	Restrictions
CODE	Metallic Paint	\$800	Order by Colour Code
CODE	Dakota Leather Upholstery	No Charge	Order by Colour Code
ZER	6 Speed Automatic Transmission with Steptronic Shift Paddles	\$1,700	
217	Active Steering	\$1,500	
4A3	Walnut Light Wood Trim	No Charge	
4AB	Burl Walnut Wood Trim	No Charge	
4BY	Bamboo Anthracite Trim	No Charge	
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.		

Option Code	BMW Individual Collection	Retail	Restrictions
Z9A	BMW Individual Composition	\$3,900	
CODE	BMW Individual Paint Finish		Order by Colour Code
CODE	BMW Individual Interior Trim		Order by Code
778	BMW Individual Door Sills		Deletes BMW Individual Door Sills in combination with M Sport Package

Option Code	BMW Individual Optional Equipment - Only with Composition	Retail	Restrictions
2M8	19" BMW Individual Alloy Wheels style 228l	\$2,000	

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BMW Canada Inc.
Marketing

2011 3 Series
335is Cabriolet

Product Planning
Edition 03.10

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

Model Code	Car Model	Retail	Restrictions
DX13	335is Cabriolet with 6 Speed Manual Transmission	\$74,300	Start Date 03/10

Option Code	Packages / Editions	Retail	Restrictions
ZFU	Navigation Package	\$2,000	Includes iDrive, Programmable Memory Keys and Hard Drive
609	BMW On-Board Navigation		Includes BMW TeleServices
620	Voice Control		Deletes Compass Mirror
ZGG	Audiophile Sound Package	\$1,200	
655	SIRIUS Satellite Radio Tuner		Includes 1 year subscription to SIRIUS Satellite Radio
752	BMW Individual Audio System with Dirac Live™ Technology		

Option Code	Optional Equipment	Retail	Restrictions
CODE	Metallic Paint	\$800	Order by Colour Code
CODE	Dakota Leather Upholstery	No Charge	Order by Colour Code
ZKZ	7 Speed Double Clutch Transmission	\$1,950	
217	Active Steering	\$1,500	
2MP	19" M Double Spoke Alloy Wheels - Style 225M	\$1,500	
	Performance Tires: 225/35 ZR 19 & 255/30 ZR 19	No Charge	
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.

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BMW Canada Inc.
Marketing

2011 M
M3 Sedan

Product Planning
Edition 03.10

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

Model Code	Car Model	Retail	Restrictions
PM93	M3 Sedan with 6 Speed Manual Transmission	\$69,900	Start Date 03/10

Option Code	Packages / Editions	Retail	Restrictions
ZGE	MDrive Package	\$2,500	Includes iDrive, Programmable Memory Keys and Hard Drive Includes BMW TeleServices
2MD	MDrive		
609	BMW On-Board Navigation		
620	Voice Control		
ZLP	Executive Package	\$4,200	Rear sensors only Includes 1 year subscription to SIRIUS Satellite Radio
313	Power Fold Mirrors		
319	Universal Garage Door Opener (HomeLink® compatible)		
415	Electric Rear Sunshade		
417	Manual Side Sunshades		
490	Adjustable Seat Width with Lumbar Support		
507	Park Distance Control		
655	SIRIUS Satellite Radio Tuner		
752	BMW Individual Audio System with Dirac Live™ Technology		
ZGG	Audiophile Sound Package	\$1,500	Includes 1 year subscription to SIRIUS Satellite Radio
655	SIRIUS Satellite Radio Tuner		
752	BMW Individual Audio System with Dirac Live™ Technology		

Option Code	Optional Equipment	Retail	Restrictions
CODE	Metallic Paint	No Charge	Order by Colour Code
CODE	Speed Cloth / Leather Upholstery	No Charge	Order by Colour Code
CODE	Novillo Leather Upholstery	\$1,200	Order by Colour Code
CODE	Extended Novillo Leather Upholstery	\$3,000	Order by Colour Code. Only with MDrive Package.
223	Electronic Damper Control	\$2,000	
2MK	M Double Clutch Transmission with Drivelogic	\$3,900	
2MT	19" M Double Spoke Alloy Wheels - Style 220M	\$2,000	
	Performance Tires: 245/35 ZR 19 & 265/35 ZR 19		
326	Rear Spoiler Deletion	No Charge	
ZZZ	Glass Sunroof Deletion	No Charge	
490	Adjustable Seat Width with Lumbar Support	\$1,100	
4MY	Carbon Black Leather Trim	No Charge	
4MZ	Sycamore Anthracite Wood Trim	No Charge	
507	Park Distance Control	\$450	Rear sensors only
760	High-Gloss Shadow Line	\$795	
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.		

Option Code	BMW Individual Collection	Retail	Restrictions
Z9B	BMW Individual Composition	\$3,900	
CODE	BMW Individual Paint Finish		Order by Colour Code
CODE	BMW Individual Interior Trim		Order by Code
760	High-Gloss Shadow Line		

Option Code	BMW Individual Optional Equipment - Only with Composition	Retail	Restrictions
CODE	BMW Individual Extended Novillo Leather Upholstery	\$4,000	Only with MDrive Package

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BMW Canada Inc.
Marketing

2011 M
M3 Coupé

Product Planning
Edition 03.10

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

Model Code	Car Model	Retail	Restrictions
KG93	M3 Coupé with 6 Speed Manual Transmission	\$71,300	Start Date 03/10

Option Code	Packages / Editions	Retail	Restrictions
ZGE	MDrive Package	\$2,500	Includes iDrive, Programmable Memory Keys and Hard Drive Includes BMW TeleServices
2MD	MDrive		
609	BMW On-Board Navigation		
620	Voice Control		
ZLQ	Executive Package	\$4,000	Rear sensors only Includes 1 year subscription to SIRIUS Satellite Radio
313	Power Fold Mirrors		
319	Universal Garage Door Opener (HomeLink® compatible)		
415	Electric Rear Sunshade		
490	Adjustable Seat Width with Lumbar Support		
507	Park Distance Control		
655	SIRIUS Satellite Radio Tuner		
752	BMW Individual Audio System with Dirac Live™ Technology		
ZGG	Audiophile Sound Package	\$1,500	Includes 1 year subscription to SIRIUS Satellite Radio
655	SIRIUS Satellite Radio Tuner		
752	BMW Individual Audio System with Dirac Live™ Technology		

Option Code	Optional Equipment	Retail	Restrictions
CODE	Metallic Paint	No Charge	Order by Colour Code
CODE	Speed Cloth / Leather Upholstery	No Charge	Order by Colour Code
CODE	Novillo Leather Upholstery	\$1,200	Order by Colour Code
CODE	Extended Novillo Leather Upholstery	\$3,000	Order by Colour Code. Only with MDrive Package.
223	Electronic Damper Control	\$2,000	
2MK	M Double Clutch Transmission with Drivelogic	\$3,900	
2MT	19" M Double Spoke Alloy Wheels - Style 220M	\$2,000	
	Performance Tires: 245/35 ZR 19 & 265/35 ZR 19		
326	Rear Spoiler Deletion	No Charge	
403	Glass Sunroof	No Charge	Deletes carbon fibre roof
490	Adjustable Seat Width with Lumbar Support	\$1,100	
4MY	Carbon Black Leather Trim	No Charge	
4MZ	Sycamore Anthracite Wood Trim	No Charge	
507	Park Distance Control	\$450	Rear sensors only
760	High-Gloss Shadow Line	\$795	
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.		

Option Code	BMW Individual Collection	Retail	Restrictions
Z9B	BMW Individual Composition	\$3,900	Order by Colour Code Order by Code
CODE	BMW Individual Paint Finish		
CODE	BMW Individual Interior Trim		
760	High-Gloss Shadow Line		

Option Code	BMW Individual Optional Equipment - Only with Composition	Retail	Restrictions
CODE	BMW Individual Extended Novillo Leather Upholstery	\$4,000	Only with MDrive Package

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RETAILERS MAY SELL FOR LESS

BMW Canada Inc.
Marketing

2011 M
M3 Cabriolet

Product Planning
Edition 03.10

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

Model Code	Car Model	Retail	Restrictions
DX93	M3 Cabriolet with 6 Speed Manual Transmission	\$81,900	Start Date 03/10
Option Code	Packages / Editions	Retail	Restrictions
ZGE	MDrive Package	\$2,500	Includes iDrive, Programmable Memory Keys and Hard Drive
2MD	MDrive		Includes BMW TeleServices
609	BMW On-Board Navigation		
620	Voice Control		
ZLR	Executive Package	\$3,600	
313	Power Fold Mirrors		
319	Universal Garage Door Opener (HomeLink® compatible)		
490	Adjustable Seat Width with Lumbar Support		
507	Park Distance Control		Rear sensors only
655	SIRIUS Satellite Radio Tuner		Includes 1 year subscription to SIRIUS Satellite Radio
752	BMW Individual Audio System with Dirac Live™ Technology		
ZGG	Audiophile Sound Package	\$1,500	
655	SIRIUS Satellite Radio Tuner		Includes 1 year subscription to SIRIUS Satellite Radio
752	BMW Individual Audio System with Dirac Live™ Technology		
Option Code	Optional Equipment	Retail	Restrictions
CODE	Metallic Paint	No Charge	Order by Colour Code
CODE	Novillo Leather Upholstery	No Charge	Order by Colour Code
CODE	Extended Novillo Leather Upholstery	\$1,800	Order by Colour Code. Only with MDrive Package.
223	Electronic Damper Control	\$2,000	
2MK	M Double Clutch Transmission with Drivelogic	\$3,900	
2MT	19" M Double Spoke Alloy Wheels - Style 220M	\$2,000	
	Performance Tires: 245/35 ZR 19 & 265/35 ZR 19		
490	Adjustable Seat Width with Lumbar Support	\$1,100	
4MY	Carbon Black Leather Trim	No Charge	
4MZ	Sycamore Anthracite Wood Trim	No Charge	
507	Park Distance Control	\$450	Rear sensors only
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.		
Option Code	BMW Individual Collection	Retail	Restrictions
Z9R	BMW Individual Composition	\$3,900	
CODE	BMW Individual Paint Finish		Order by Colour Code
CODE	BMW Individual Interior Trim		Order by Code
Option Code	BMW Individual Optional Equipment - Only with Composition	Retail	Restrictions
CODE	BMW Individual Extended Novillo Leather Upholstery	\$2,800	Only with MDrive Package

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BMW Canada Inc.
Marketing

Product Planning
Edition 03.10

2011 Z4 Roadster
Z4 sDrive30i

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

Model Code	Car Model	Retail	Restrictions
LM53	Z4 sDrive30i with 6 Speed Manual Transmission	\$54,300	Start Date 03/10
Option Code	Packages / Editions	Retail	Restrictions
ZFU	Navigation Package	\$2,000	Includes iDrive, Programmable Memory Keys and Hard Drive
609	BMW On-Board Navigation		Includes BMW TeleServices
620	Voice Control		Deletes Compass Mirror in combination with Premium Package
ZBP	Premium Package	\$2,600	
248	Heated Steering Wheel		
322	Comfort Access		Includes remote top operation
387	Wind Deflector		
431	Auto Dimming Mirror, Int.		
4NA	Compass Mirror		
563	Lights Package		
CODE	Kansas Leather		Order by Colour Code
ZBS	Executive Package	\$2,300	Only with Premium Package
302	Alarm System		
319	Universal Garage Door Opener		
430	Auto Dimming Mirror, Ext.		Includes Power Folding Mirrors
459	Electric Seats with Driver Memory		
488	Lumbar Support		
ZFT	Premium Sound Package	\$1,200	
655	SIRIUS Satellite Radio Tuner		Includes 1 year subscription to SIRIUS Satellite Radio
677	LOGIC7 Sound System		
ZLK	Sport Package	\$1,800	
2B9	18" Star Spoke Alloy Wheels - Style 276		
	Performance Run-Flat Tires: 225/40 R 18 & 255/35 R 18		
481	Sport Seats		Includes Electrically Adjustable Seat Width
775	Anthracite Roof Liner		
Option Code	Optional Equipment		Restrictions
CODE	Metallic Paint	\$800	Order by Colour Code
CODE	Leatherette Upholstery	No Charge	Order by Colour Code
ZAS	6 Speed Automatic Transmission with Steptronic Paddles	\$1,700	
216	Servotronic	\$350	
248	Heated Steering Wheel	\$250	
4BN	Ash Wood Trim	No Charge	
508	Park Distance Control	\$900	Includes front and rear sensors
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.		

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BMW Canada Inc.
Marketing

2011 Z4 Roadster
Z4 sDrive35i

Product Planning
Edition 03.10

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

Model Code	Car Model	Retail	Restrictions
LM73	Z4 sDrive35i with 6 Speed Manual Transmission	\$62,200	Start Date 03/10

Option Code	Packages / Editions	Retail	Restrictions
ZFU	Navigation Package	\$2,000	Includes iDrive, Programmable Memory Keys and Hard Drive Includes BMW TeleServices
609	BMW On-Board Navigation		
620	Voice Control		
ZLL	Executive Package	\$2,600	Includes Power Folding Mirrors Includes 1 year subscription to SIRIUS Satellite Radio
248	Heated Steering Wheel		
302	Alarm System		
387	Wind Deflector		
430	Auto Dimming Mirror, Ext.		
655	SIRIUS Satellite Radio Tuner		
677	LOGIC7 Sound System		
ZBQ	Exclusive Ivory Leather	\$2,700	
7SL	Design Pure White		
	Ivory Nappa Leather, Anthracite Wood Trim, Extended Leather		

Option Code	Optional Equipment	Retail	Restrictions
CODE	Metallic Paint	\$800	Order by Colour Code
CODE	Kansas Leather	No Charge	Order by Colour Code
CODE	Extended Kansas Leather	\$1,700	Order by Colour Code
ZAZ	7 Speed Double Clutch Transmission	\$1,950	
216	Servotronic	\$350	
248	Heated Steering Wheel	\$250	
2KW	19" V-Spoke Alloy Wheels - Style 296	\$1,500	
	Performance Run-Flat Tires: 225/35 R 19 & 255/30 R 19		
2VF	Adaptive M Suspension	\$2,000	
4BN	Ash Wood Trim	No Charge	Not with Exclusive Ivory Leather
508	Park Distance Control	\$900	Includes front and rear sensors
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.		

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RETAILERS MAY SELL FOR LESS

BMW Canada Inc.
Marketing

2011 Z4 Roadster
Z4 sDrive35is

Product Planning
Edition 03.10

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

Model Code	Car Model	Retail	Restrictions
LM13	Z4 sDrive35is with 7 Speed Double Clutch Transmission	\$77,900	Start Date 03/10

Option Code	Packages / Editions	Retail	Restrictions
ZBQ 7SL	Exclusive Ivory Leather Design Pure White Ivory Nappa Leather, Anthracite Wood Trim, Extended Leather	\$2,700	

Option Code	Optional Equipment	Retail	Restrictions
CODE	Metallic Paint	\$800	Order by Colour Code
CODE	Kansas Leather	No Charge	Order by Colour Code
CODE	Extended Kansas Leather	\$1,700	Order by Colour Code
2MV	19" M Double Spoke Alloy Wheels - Style 326M	\$1,500	
	Performance Run-Flat Tires: 225/35 R 19 & 255/30 R 19		
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.		

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RETAILERS MAY SELL FOR LESS

BMW Canada Inc.
Marketing

2011 5 Series
535i

Product Planning
Edition 03.10

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

Model Code	Car Model	Retail	Restrictions
FR73	535i with 8 Speed Automatic Transmission with STEPTRONIC	\$62,300	Start Date 03/10
FR73	535i with 8 Speed Automatic Transmission with STEPTRONIC		Suggested Diplomat Pricing.

Option Code	Packages	Retail	Restrictions
ZJX	Technology Package	\$3,500	Only with Executive Package
3AG	Rear View Camera		
5AD	Lane Departure Warning		
5AG	Active Blind Spot Detection		
5DL	Surround View		Includes Top View and Side View
5DP	Park Assistant		
ZJU	Executive Package	\$5,400	Includes TeleService
316	Automatic Trunk		
319	Universal Remote Control		
456	Comfort Seats, front		Replace 459
488	Lumbar Support		
609	BMW On-Board Navigation		
620	Voice Control		
655	SIRIUS Satellite Radio Tuner		Replace 639
677	HiFi Sound System Professional		
ZJV	Sport Package	\$2,000	
255	Leather Sport Steering Wheel		
2K3	19" V-Spoke Alloy Wheels - Style 331		
2TB	8-Speed Sport Automatic Transmission with Shift Paddles		Includes Driving Dynamic Control
760	High Gloss Shadow Line		
775	Anthracite Roof Liner		
ZJY	Dynamic Handling Package	\$3,900	
223	Dynamic Damper Control		
229	Dynamic Drive		
2VA	Adaptive Drive		

Option Code	Optional Equipment	Retail	Restrictions
CODE	Metallic Paint	No Charge	Order by colour code
CODE	Dakota Leather Upholstery	No Charge	Order by colour code
496	Heated Rear Seats	\$500	
4BN	Ash Wood Trim	No Charge	Replace 4CE. Not with 4B5
4B5	Ash Wood Trim, High Gloss	No Charge	Replace 4CE. Not with 4BN
610	Head-up Display	\$1,500	
6FH	Rear Entertainment System 2 x 9.2" Display	\$3,000	Only with Executive Package
ZED	European Delivery	No Charge	Includes Velour Floor Mats, Warning Triangle & First Aid Kit
ZMA	6 Speed Manual Transmission	No Charge	Deletes 205. With ZJV, deletes 2TB
ZSP	Special Orders	\$400	

Administrative fee for ordering special colours, interiors or equipment.
Prices for special orders will be quoted at wholesale prices only.

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BMW Canada Inc.
Marketing

2011 5 Series
550i

Product Planning
Edition 03.10

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

Model Code	Car Model	Retail	Restrictions
FR93	550i with 8 Speed Sport Automatic Transmission with Shift Paddles	\$73,300	Start Date 03/10
FR93	550i with 8 Speed Sport Automatic Transmission with Shift Paddles		Suggested Diplomat Pricing

Option Code	Packages	Retail	Restrictions
ZJX	Technology Package	\$3,500	
3AG	Rear View Camera		
5AD	Lane Departure Warning		
5AG	Active Blind Spot Detection		
5DL	Surround View		Includes Side View and Top View
5DP	Park Assistant		
ZJW	Executive Package	\$5,500	
316	Automatic Trunk		
415	Electric Rear Sunshade		
416	Manual Side Sunshades		
453	Ventilated Seats		
455	Active Seat for Driver and Front Passenger		
496	Heated Rear Seats		
4NB	4-Zone Automatic Climate Control		
610	Head-Up Display		
655	SIRIUS Satellite Radio Tuner		Replace 693
ZJY	Dynamic Handling Package	\$3,900	
223	Dynamic Damper Control		
229	Dynamic Drive		
2VA	Adaptive Drive		

Option Code	Optional Equipment	Retail	
CODE	Metallic Paint	No Charge	Order by colour code
CODE	Dakota Leather Upholstery	No Charge	Order by colour code
CODE	Nappa Leather	\$1,700	Order by colour code
2VH	Integral Active Steering	\$1,900	
4B5	Ash Wood Trim, High Gloss	No Charge	Replace 4CE. Not with 4BN
5DF	Active Cruise Control with Stop & Go	\$2,500	Not available with 6-Speed Manual Transmission
6FH	Rear Entertainment System 2 x 9.2" Display	\$3,000	
6UK	Night Vision with Pedestrian Detection	\$2,500	
ZED	European Delivery	No Charge	Includes Velour Floor Mats, Warning Triangle & First Aid Kit
ZLZ	Ash Wood Trim	No Charge	Replace 4CE. Not with 4B5
ZMA	6 Speed Manual Transmission	No Charge	Deletes 2TB
ZSP	Special Orders	\$400	

Administrative fee for ordering special colours, interiors or equipment.
Prices for special orders will be quoted at wholesale prices only.

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BMW Canada Inc.
Marketing

2011 X5
X5 xDrive35i

Product Planning
Edition 04.10

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

Model Code	Car Model	Retail	Restrictions
ZV43	X5 xDrive35i with 8-Speed Automatic Transmission with STEPTRONIC	\$59,990	Start Date 04/10
ZV43	X5 xDrive35i with 8-Speed Automatic Transmission with STEPTRONIC		Suggested Diplomat Pricing

Option Code	Packages	Retail	Restrictions
ZJI	Technology Package	\$2,500	Only with Premium Package
3AH	Rear View Camera with Top View		Imaging for the rear and sides of vehicle
609	BMW On-Board Navigation		
620	Voice Control		
6AA	BMW TeleServices		
6AB	Control BMW TeleServices		
ZJK	Premium Package	\$5,450	
245	Electric Tilt/Telescopic Steering Column		
316	Automatic Tailgate		
319	Universal Garage Door Opener		
402	Panorama Sunroof		
430	Auto Dimming Mirrors, Ext.		
431	Auto Dimming Mirror, Int.		
4AB	Burl Walnut Wood Trim		
4NA	Compass Mirror		
508	Park Distance Control		
563	Lights Package		
LU	Nevada Leather Upholstery		
ZJL	Executive Package	\$3,100	Only with Premium Package
322	Comfort Access		
417	Manual Side Sunshades		
456	Comfort Seats		
464	Ski Bag		
488	Lumbar Support		
496	Heated Rear Seats		
4NB	Automatic 4-Zone Climate Control		
ZJM	M Sport Package	\$3,900	Only with Premium Package. Replaces Heated Steering Wheel
337	M Sport Package		Replaces Wood Trim.
	M Aerodynamic Package, Sport Suspension, Satin Aluminum Roof Rails, Sport Seats		
	Satin Aluminum Shadow Line, Brushed Aluminum Trim, M Leather Steering Wheel		
	Anthracite Roof Liner, High Speed Tuning		
	19" V-Spoke M Alloy Wheels - Style 223 M		
	Performance Run-Flat Tires: Front - 255/50 R 19, Rear - 285/45 R 19		
	M Driver's footrest, M Door Sills		
ZFT	Premium Sound Package	\$1,500	
655	SIRIUS Satellite Radio Tuner		
677	HiFi Sound System Professional		Includes 16-speakers (2 subwoofers) and DSP

Option Code	Optional Equipment	Retail	Restrictions
CODE	Metallic Paint	No Charge	Order by colour code
CODE	Leatherette Upholstery	No Charge	Order by colour code
328	Aluminum Running Boards	\$800	Not with M Sport Package
386	Roof Rails	\$150	Not with M Sport Package
3AH	Rear View Camera with Top View	\$700	Only with Premium Package. Not with Technology Package
402	Panorama Sunroof	\$1,800	
4AZ	Dark Bamboo Wood Trim	No Charge	Only with Premium Package
5AD	Lane Departure Warning	\$700	Only with M Sport Package
610	Head-Up Display	\$1,500	
6FF	Rear DVD Entertainment System	\$1,950	Two wireless infrared headsets included from Aftersales
ZUE	3rd Row Seats	\$2,100	Includes Rear Air Suspension. Only with Premium Package.
ZSP	Special Orders	\$400	
	Administrative fee for ordering special colours, interiors or equipment.		
	Prices for special orders will be quoted at wholesale prices only.		

Option Code	BMW Individual Collection	Retail	Restrictions
Z8B	BMW Individual Composition	\$5,900	
CODE	BMW Individual Paint Finish		Order by Colour Code
CODE	BMW Individual Interior Trim		Order by Code
3MB	Satin Aluminum Shadow Line		
4M5	Leather Instrument Panel & Uppper Door Trims		
775	Anthracite Roof Liner		

Option Code	BMW Individual Optional Equipment - Only with Composition	Retail	Restrictions
2MW	19" BMW Individual Alloy Wheels - Style 265I Performance Run-Flat Tires: Front - 255/50 R 19, Rear - 285/45 R 19	\$900	Only with BMW Individual Composition. Not with M Sport Package

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BMW Canada Inc.
Marketing

2011 X5
X5 xDrive35d

Product Planning
Edition 04.10

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

Model Code	Car Model	Retail	Restrictions
ZW03	X5 xDrive35d with 6 Speed Automatic Transmission with STEPTRONIC	\$62,800	Start Date 04/10
ZW03	X5 xDrive35d with 6 Speed Automatic Transmission with STEPTRONIC	\$56,520	Suggested Diplomat Pricing

Option Code	Packages	Retail	Restrictions
ZJI	Technology Package	\$2,500	Only with Premium Package.
3AH	Rear View Camera with Top View		
609	BMW On-Board Navigation		
620	Voice Control		
6AA	BMW TeleServices		
6AB	Control BMW TeleServices		
ZJK	Premium Package	\$5,450	
245	Electric Tilt/Telescopic Steering Column		
316	Automatic Tailgate		
319	Universal Garage Door Opener		
402	Panorama Sunroof		
430	Auto Dimming Mirrors, Ext.		
431	Auto Dimming Mirror, Int.		
4AB	Burl Walnut Wood Trim		
4NA	Compass Mirror		
508	Park Distance Control		
563	Lights Package		
LU	Nevada Leather Upholstery		
ZJL	Executive Package	\$3,100	Only with Premium Package.
322	Comfort Access		
417	Manual Side Sunshades		
456	Comfort Seats		
464	Ski Bag		
488	Lumbar Support		
496	Heated Rear Seats		
4NB	Automatic 4-Zone Climate Control		
ZUD	Sport Package	\$1,900	Only with Premium Package.
330	AG Sport Package		
	Standard Running Gear, 3 Spoke Leather Sport Steering Wheel, High-Gloss Shadow Line		
	Sport Seats, Anthracite Roof Liner		
	19" Y-Spoke Alloy Wheels, Style 335		
	All Season Tires: 255/50 R 19		
ZFT	Premium Sound Package	\$1,500	
655	SIRIUS Satellite Radio Tuner		
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	Order by colour code
2LE	20" Y-Spoke Alloy Wheels - Style 214	\$2,000	Only with Sport Package
328	Aluminum Running Boards	\$800	Not With M Sport Package
386	Roof Rails	\$150	
3AH	Rear View Camera with Top View	\$700	Only with Premium Package. Not with Technology Package
402	Panorama Sunroof	\$1,800	
4AZ	Dark Bamboo Wood Trim	No Charge	Only with Premium Package
5AD	Lane Departure Warning	\$700	Only with Sport Package
610	Head-Up Display	\$1,500	
6FF	Rear DVD Entertainment System	\$1,950	Two wireless infrared headsets included from Aftersales
ZUE	3rd Row Seats	\$2,100	Includes Rear Air Suspension. Only with Premium Package.
ZSP	Special Orders	\$400	
	Administrative fee for ordering special colours, interiors or equipment.		
	Prices for special orders will be quoted at wholesale prices only.		

Option Code	BMW Individual Collection	Retail	Restrictions
Z8B	BMW Individual Composition	\$5,900	
CODE	BMW Individual Paint Finish		Order by Colour Code
CODE	BMW Individual Interior Trim		Order by Code
3MB	Satin Aluminum Shadow Line		
4M5	Leather Instrument Panel & Upper Door Trims		
775	Anthracite Roof Liner		

Option Code	BMW Individual Optional Equipment - Only with Composition	Retail	Restrictions
2MW	19" BMW Individual Alloy Wheels - Style 265I	\$900	Only with BMW Individual Composition.
	Performance Run-Flat Tires: Front - 255/50 R 19, Rear - 285/45 R 19		

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RETAILERS MAY SELL FOR LESS

BMW Canada Inc.
Marketing

2011 X5
X5 xDrive50i

Product Planning
Edition 04.10

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

Model Code	Car Model	Retail	Restrictions
ZV83	X5 xDrive50i with 8-Speed Automatic Transmission with STEPTRONIC	\$74,300	Start Date 04/10
ZV83	X5 xDrive50i with 8-Speed Automatic Transmission with STEPTRONIC		Suggested Diplomat Pricing

Option Code	Packages	Retail	Restrictions
ZJN	Executive Package	\$5,500	
316	Automatic Tailgate		
322	Comfort Access		
323	Soft Close Doors		
3AH	Rear View Camera with Top View		
417	Manual Side Sunshades		
456	Comfort Seats		
464	Ski Bag		
488	Lumbar Support		
496	Heated Seats Rear		
4NB	Automatic 4-Zone Climate Control		
609	BMW On-Board Navigation		
620	Voice Control		
6AA	BMW TeleServices		
6AB	Control BMW TeleServices		
ZLY	Technology Package	\$3,000	Only with Executive Package and M Sport Package
5AD	Lane Departure Warning		
5DF	Active Cruise Control with Stop & Go		
ZKB	M Sport Package	\$5,600	Deletes Heated Steering Wheel. Deletes Sport Seats when ordered with Executive Package.
2NY	20" Double-Spoke M Alloy Wheels - Style 333M		
337	M Sport Package		
	M Aerodynamic Package, Satin Aluminum Roof Rails, Sport Seats		
	Satin Aluminum Shadow Line, M Leather Steering Wheel, Anthracite Roof Liner		
	Self-Leveling Suspension with Air Suspension		
	High Speed Tuning		
	M Driver's footrest, M Door Sills		
4AD	Brushed Aluminum Trim		
ZGG	Audiophile Sound Package	\$2,000	
655	SIRIUS Satellite Radio Tuner		
752	BMW Individual Audio System with Dirac Live™		
ZJO	Comfort Seating Package	\$1,400	Only with Executive Package
451	Active Seat for Driver		
453	Ventilated Seats		
ZUN	Dynamic Handling Package	\$4,700	Only with M Sport Package
217	Active Steering		
2VA	Adaptive Drive		

Option Code	Optional Equipment	Retail	
CODE	Metallic Paint	No Charge	Order by colour code
CODE	Nevada Leather	No Charge	Order by colour code
CODE	Nevada Leather, Perforated	No Charge	Order by colour code; Only with Comfort Seating Package
328	Aluminum Running Boards	\$800	Not with M Sport Package
386	Roof Rails	\$150	Not with M Sport Package
4AZ	Dark Bamboo Wood Trim	No Charge	
610	Head-Up Display	\$1,500	
6FF	Rear DVD Entertainment System	\$1,950	Two wireless infrared headsets included from Aftersales
ZUE	3rd Row Seats	\$2,100	Includes Rear Air Suspension
ZSP	Special Orders	\$400	
	Administrative fee for ordering special colours, interiors or equipment.		
	Prices for special orders will be quoted at wholesale prices only.		

Option Code	BMW Individual Collection	Retail	Restrictions
Z8B	BMW Individual Composition	\$5,900	
CODE	BMW Individual Paint Finish		Order by Colour Code
CODE	BMW Individual Interior Trim		Order by Code
3MB	Satin Aluminum Shadow Line		
4M5	Leather Instrument Panel & Upper Door Trims		
775	Anthracite Roof Liner		

Option Code	BMW Individual Optional Equipment - Only with Composition	Retail	Restrictions
2MW	19" BMW Individual Alloy Wheels - Style 265I Performance Run-Flat Tires: Front - 255/50 R 19, Rear - 285/45 R 19	\$900	Only with BMW Individual Composition. Not with M Sport Package

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RETAILERS MAY SELL FOR LESS

BMW Canada Inc.
Marketing

2011 X6
X6 xDrive35i

Product Planning
Edition 04.10

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

Model Code	Car Model	Retail	Restrictions
FG23	X6 xDrive35i with 8 Speed Sport Automatic Transmission	\$65,700	Start Date 04/10
FG23	X6 xDrive35i with 8 Speed Sport Automatic Transmission		Suggested Diplomat Pricing

Option Code	Packages	Retail	Restrictions
ZJP	Premium Package	\$5,800	
322	Comfort Access		
3AH	Rear View Camera with Top View		
417	Manual Side Sunshades		
430	Auto Dimming Mirror, Ext.		
456	Comfort Seats		
464	Ski Bag		
488	Lumbar Support		
496	Heated Rear Seats		
4NB	Automatic 4-Zone Climate Control		
609	BMW On-Board Navigation		
620	Voice Control		
6AA	BMW TeleServices		
6AB	Control BMW TeleServices		
ZFE	Sport Package	\$2,500	
2SK	20" Star Spoke Alloy Wheels - Style 259		
	Includes Performance Runflat Tires: 275/45 R20 Front, 315/35 R20 Rear		
330	AG Sport Package		
	High-Gloss Shadow Line, Anthracite Roof Liner, High Speed Tuning		
ZFT	Premium Sound Package	\$1,500	
655	SIRIUS Satellite Radio Tuner		
677	HiFi Sound System Professional		
ZLY	Technology Package	\$3,000	Only With Premium Package
5AD	Lane Departure Warning		
5DF	Active Cruise Control with Stop & Go		

Option Code	Optional Equipment	Retail	Restrictions
CODE	Metallic Paint	No Charge	Order by colour code
CODE	Nevada Leather	No Charge	Order by colour code
328	Aluminum Running Boards	\$800	
4B6	Flywheel Black Aluminum Trim	No Charge	
4BN	Ash Wood Trim	No Charge	
610	Head-Up Display	\$1,500	
6FF	Rear DVD Entertainment System	\$1,950	
ZSP	Special Orders	\$400	
	Administrative fee for ordering special colours, interiors or equipment.		
	Prices for special orders will be quoted at wholesale prices only.		

Option Code	BMW Individual Collection	Retail	Restrictions
Z8B	BMW Individual Composition	\$5,900	
CODE	BMW Individual Paint Finish		Order by Colour Code
CODE	BMW Individual Interior Trim		Order by Code
3MB	Satin Aluminum Shadow Line		
4M5	Leather Instrument Panel & Updper Door Trims		
775	Anthracite Roof Liner		

Option Code	BMW Individual Optional Equipment - Only with Composition	Retail	Restrictions
2MW	19" BMW Individual Alloy Wheels - Style 265I	\$900	Only with BMW Individual Composition.
	Performance Run-Flat Tires: Front - 255/50 R 19, Rear - 285/45 R 19		Not with Sport Package

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BMW Canada Inc.
Marketing

2011 X6
X6 xDrive50i

Product Planning
Edition 04.10

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

Model Code	Car Model	Retail	Restrictions
FG83	X6 xDrive50i with 8-Speed Sport Automatic Transmission	\$81,000	Start Date 04/10
FG83	X6 xDrive50i with 8-Speed Sport Automatic Transmission		Suggested Diplomat Pricing

Option Code	Packages	Retail	Restrictions
ZJQ	Executive Package	\$5,800	Replaces Sport Seats
322	Comfort Access		
323	Soft Close Doors		
3AH	Rear View Camera with Top View		
417	Manual Side Sunshades		
456	Comfort Seats		
464	Ski Bag		
488	Lumbar Support		
496	Heated Rear Seats		
4NB	Automatic 4-Zone Climate Control		
655	SIRIUS Satellite Radio Tuner		
752	BMW Individual Audio System with Dirac Live™		
ZLY	Technology Package	\$3,000	Only with Executive Package
5AD	Lane Departure Warning		
5DF	Active Cruise Control with Stop & Go		
ZJO	Comfort Seating Package	\$1,400	Only with Executive Package
451	Active Seat for Driver		
453	Ventilated Seats		
ZUN	Dynamic Handling Package	\$4,700	
217	Active Steering		
2VA	Adaptive Drive		

Option Code	Optional Equipment	Retail	Restrictions
CODE	Metallic Paint	No Charge	Order by colour code
CODE	Nevada Leather	No Charge	Order by colour code
CODE	Nevada Leather, Perforated	No Charge	
328	Aluminum Running Boards	\$800	
4B6	Flywheel Black Aluminum Trim	No Charge	
4AZ	Dark Bamboo Wood Trim	No Charge	
610	Head-Up Display	\$1,500	
6FF	Rear DVD Entertainment System	\$1,950	
ZSP	Special order	\$400	
	Administrative fee for ordering special colours, interiors or equipment.		
	Prices for special orders will be quoted at wholesale prices only.		

Option Code	BMW Individual Collection	Retail	Restrictions
Z8B	BMW Individual Composition	\$5,900	
CODE	BMW Individual Paint Finish		Order by Colour Code
CODE	BMW Individual Interior Trim		Order by Code
3MB	Satin Aluminum Shadow Line		
4M5	Leather Instrument Panel & Upper Door Trims		
775	Anthractive Roof Liner		

Option Code	BMW Individual Optional Equipment - Only with Composition	Retail	Restrictions
2MW	19" BMW Individual Alloy Wheels - Style 265I Performance Run-Flat Tires: Front - 255/50 R 19, Rear - 285/45 R 19	\$900	Only with BMW Individual Composition.

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BMW Canada Inc.
Marketing

2011 X6
ActiveHybrid X6

Product Planning
Edition 04.10

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

Model Code	Car Model	Retail	Restrictions
FH03	ActiveHybrid X6 with 7-Speed Two-Mode Active Transmission	\$99,900	Start Date 04/10
FH03	ActiveHybrid X6 with 7-Speed Two-Mode Active Transmission	\$89,910	

Option Code	Packages	Retail	Restrictions
ZRF	Executive Package	\$5,500	
323	Soft Close Doors		
3AH	Rear View Camera with Top View		
4M5	BMW Individual Leather Instrument Panel		
610	Head-Up Display		
655	SIRIUS Satellite Radio Tuner		
752	BMW Individual Audio System with Dirac Live™		

Option Code	Optional Equipment	Retail	Restrictions
CODE	Metallic Paint	No Charge	Order by colour code
CODE	Nappa Leather	No Charge	Order by colour code
328	Aluminum Running Boards	\$800	
4AD	Brushed Aluminum Trim	No Charge	
4AZ	Dark Bamboo Wood Trim	No Charge	
6FF	Rear DVD Entertainment System	\$1,950	
ZSP	Special order	\$400	

Administrative fee for ordering special colours, interiors or equipment.
Prices for special orders will be quoted at wholesale prices only.

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BMW Canada Inc.
Marketing

2011 M
X5 M

Product Planning
Edition 04.10

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

Model Code	Car Model	Retail	Restrictions
GY03	X5 M with 6 Speed M Sport Automatic Transmission	\$97,900	Start Date 04/10
GY03	X5 M with 6 Speed M Sport Automatic Transmission	\$88,110	Suggested Diplomat Pricing

Option Code	Packages	Retail	Restrictions
ZRF	Executive Package	\$5,500	
323	Soft Close Doors		
3AH	Rear View Camera with Top View		
4M5	BMW Individual Leather Instrument Panel		
610	Head-Up Display		
655	SIRIUS Satellite Radio Tuner		
752	BMW Individual Audio System with Dirac Live™		

Option Code	Optional Equipment	Retail	Restrictions
CODE	Metallic Paint	No Charge	Order by colour code
CODE	Extended Merino Leather	No Charge	Order by colour code
CODE	Full Merino Leather	\$4,500	Order by colour code
4MY	Carbon Black Leather Trim	No Charge	
6FF	Rear DVD Entertainment System	\$1,950	
ZSP	Special Orders	\$400	

Administrative fee for ordering special colours, interiors or equipment.
Prices for special orders will be quoted at wholesale prices only.

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BMW Canada Inc.
Marketing

2011 M
X6 M

Product Planning
Edition 04.10

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

Model Code	Car Model	Retail	Restrictions
GZ03	X6 M with 6 Speed M Sport Automatic Transmission	\$99,900	Start Date 04/10
GZ03	X6 M with 6 Speed M Sport Automatic Transmission	\$89,910	Suggested Diplomat Pricing

Option Code	Packages	Retail	Restrictions
ZRF	Executive Package	\$5,500	
323	Soft Close Doors		
3AH	Rear View Camera with Top View		
4M5	BMW Individual Leather Instrument Panel		
610	Head-Up Display		
655	SIRIUS Satellite Radio Tuner		
752	BMW Individual Audio System with Dirac Live™		

Option Code	Optional Equipment	Retail	Restrictions
CODE	Metallic Paint	No Charge	Order by colour code
CODE	Extended Merino Leather	No Charge	Order by colour code
CODE	Full Merino Leather	\$4,500	Order by colour code
4MY	Carbon Black Leather Trim	No Charge	
6FF	Rear DVD Entertainment System	\$1,950	
ZSP	Special Orders	\$400	

Administrative fee for ordering special colours, interiors or equipment.
Prices for special orders will be quoted at wholesale prices only.

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BMW Canada Inc.
Marketing

2011 7 Series
750i xDrive

Product Planning
Edition 03.10

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

Model Code	Car Model	Retail	Restrictions
KC63	750i xDrive with 6 Speed Automatic Transmission	\$108,600	Start Date 03/10

Option Code	Packages	Retail	Restrictions
ZLT	Executive Package	\$7,950	ENDING AS OF WEEK 13, 2010
316	Automatic Trunk		
323	Soft Close Doors		
3AG	Rear View Camera		
415	Electric Rear Sunshade		
416	Electric Rear Side Sunshades		
453	Ventilated Seats, Front		
455	Active Seats, Front		
4ND	Nappa Leather Upper Instrument Panel		Includes leather upper door panels
5DL	Surround View		Includes Side View Camera
610	Head-Up Display		
655	SIRIUS Satellite Radio Tuner		Includes 1 year subscription to SIRIUS Satellite Radio.
ZMD	Executive Package	\$7,550	STARTS AS OF WEEK 14, 2010
316	Automatic Trunk		
323	Soft Close Doors		
3AG	Rear View Camera		
415	Electric Rear Sunshade		
416	Electric Rear Side Sunshades		
453	Ventilated Seats, Front		
455	Active Seats, Front		
4ND	Nappa Leather Upper Instrument Panel		Includes leather upper door panels
610	Head-Up Display		
655	SIRIUS Satellite Radio Tuner		Includes 1 year subscription to SIRIUS Satellite Radio.
ZQF	Technology Package	\$5,500	
5AD	Lane Departure Warning		
5AG	Active Blind Spot Detection		
5DF	Automatic Cruise Control with Stop & Go		Includes pre-collision notification
6UK	Night Vision with Pedestrian Detection		Kidney grille design modified to support infrared camera
ZJG	Multimedia Package	\$3,500	
696	6-disc DVD Changer		Includes two infrared wireless headphones
6FH	Rear Entertainment System		Located in upper glove box
			Dual 9.2" displays, Rear iDrive Controller, Rear DVD drive and Dual Auxiliary Inputs
ZLV	M Sport Package	\$6,500	
2NX	20" M Double Spoke Alloy Wheels - Style 303M		
	Performance Runflat Tires. 245/40 R20 & 275/35 R20		
4U1	Ceramic Package		
760	High Gloss Shadow Line		
7MP	Sport Package		
	Anthracite Roof Liner, Exhaust system with characteristic sound,		
	M Sport Steering Wheel, M Aerodynamic Package, M Footrest, Dynamic Drive		

Option Code	Optional Equipment	Retail	Restrictions
CODE	Metallic Paint	No Charge	Order by colour code
229	Dynamic Drive (Active Roll Stabilization)	\$2,000	Not with M Sport Package
2HL	19" Forged Radial Spoke Alloy Wheel - Style 252	\$1,900	Not with M Sport Package
	Performance Runflat Tires. 245/45 R 19 & 275/40 R 19		
464	Ski Bag	\$395	
4B5	Ash Wood Trim, High Gloss	No Charge	Includes trim on rear parcel shelf
4CA	Ash Wood Trim, Anthracite	No Charge	Includes trim on rear parcel shelf
4CB	Fineline Wood Trim, Natural	No Charge	Includes trim on rear parcel shelf
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.		

Option Code	BMW Individual Collection	Retail	Restrictions
Z9V	BMW Individual Composition	\$13,900	Only with Executive Package. Not with M Sport Package
CODE	BMW Individual Collection Paint Finish		Order by Colour Code
255	3 Spoke Leather Sport Steering Wheel		
2NV	20" BMW Individual Alloy Wheel Style 301I		
	Performance Runflat Tires. 245/40 R20 & 275/35 R20		
423	Velour Floor Mats		
4M8	BMW Individual Rear Reading Lights		
4U1	Ceramic Package		
760	High Gloss Shadow Line		
778	BMW Individual Door Sills, Illuminated		
XC4	BMW Individual Composition		
	BMW Individual Full Merino Leather Upholstery		Order by Colour Code
	BMW Individual Interior Trim		Order By Code
	BMW Individual Leather Upper Instrument Panel		
XD5	BMW Individual Alcantara Roof Liner		
XF1	BMW Individual Engraved Trunk Strip		
Z9Z	BMW Individual Composition	\$9,900	Only with Executive Package & M Sport Package
CODE	BMW Individual Collection Paint Finish		Order by Colour Code
CODE	BMW Individual Full Merino Leather Upholstery		Order by Colour Code
	Includes BMW Individual Leather Upper Instrument Panel		
CODE	BMW Individual Interior Trim		Order by Code
423	Velour Floor Mats		
4M8	BMW Individual Rear Reading Lights		
XD5	BMW Individual Alcantara Roof Liner		

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BMW Canada Inc.
Marketing

2011 7 Series
750Li xDrive

Product Planning
Edition 03.10

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

Model Code	Car Model	Retail	Restrictions
KC83	750Li xDrive with 6 Speed Automatic Transmission	\$116,600	Start Date 03/10
Option Code	Packages	Retail	Restrictions
ZLT	Executive Package	\$7,950	ENDING AS OF WEEK 13, 2010
316	Automatic Trunk		
323	Soft Close Doors		
3AG	Rear View Camera		
415	Electric Rear Sunshade		
416	Electric Rear Side Sunshades		
453	Ventilated Seats, Front		
455	Active Seats, Front		
4ND	Nappa Leather Upper Instrument Panel		Includes leather upper door panels
5DL	Surround View		Includes Side View Cameras
610	Head-Up Display		
655	SIRIUS Satellite Radio Tuner		Includes 1 year subscription to SIRIUS Satellite Radio.
ZMD	Executive Package	\$7,550	STARTS AS OF WEEK 14, 2010
316	Automatic Trunk		
323	Soft Close Doors		
3AG	Rear View Camera		
415	Electric Rear Sunshade		
416	Electric Rear Side Sunshades		
453	Ventilated Seats, Front		
455	Active Seats, Front		
4ND	Nappa Leather Upper Instrument Panel		Includes leather upper door panels
610	Head-Up Display		
655	SIRIUS Satellite Radio Tuner		Includes 1 year subscription to SIRIUS Satellite Radio.
ZQF	Technology Package	\$5,500	
5AD	Lane Departure Warning		
5AG	Active Blind Spot Detection		
5DF	Automatic Cruise Control with Stop & Go		Includes pre-collision notification
6UK	Night Vision with Pedestrian Detection		Kidney grille design modified to support infrared camera
ZJG	Multimedia Package	\$3,500	Includes two infrared wireless headphones
696	6-disc DVD Changer		Located in upper glove box
6FH	Rear Entertainment System		Dual 9.2" displays, Rear iDrive Controller, Rear DVD drive and Dual Auxiliary Inputs
ZLX	M Sport Package	\$6,500	
2NX	20" M Double Spoke Alloy Wheels - Style 303M		
	Performance Runflat Tires. 245/40 R20 & 275/35 R20		
466	Roof Mouldings in Body Colour		
4U1	Ceramic Package		
760	High Gloss Shadow Line		
7MP	Sport Package		
	Anthratic Roof Liner, Exhaust system with characteristic sound, M Sport Steering Wheel, M Aerodynamic Package, M Footrest, Dynamic Drive		
ZFH	Rear Comfort Package	\$4,500	Only with Executive Package. Deletes rear centre seat and seatbelt
454	Ventilated Seats, Rear		3-stage
460	Comfort Seats, Rear		12-way electrically adjustable including 4-way lumbar support
4UM	Massaging Seat Backs, Rear		Twelve massage units and six rotating elements per rear seat
Option Code	Optional Equipment	Retail	Restrictions
CODE	Metallic Paint	No Charge	Order by colour code
229	Dynamic Drive (Active Roll Stabilization)	\$2,000	Not with M Sport Package
2ST	19" Radial Spoke Alloy Wheel - Style 235	\$1,900	Not with M Sport Package
	Performance Runflat Tires. 245/45 R 19 & 275/40 R 19		
464	Ski Bag	\$395	
4B5	Ash Wood Trim, High Gloss	No Charge	Includes trim on rear parcel shelf
4CA	Ash Wood Trim, Anthracite	No Charge	Includes trim on rear parcel shelf
4CB	Fineline Wood Trim, Natural	No Charge	Includes trim on rear parcel shelf
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.		
Option Code	BMW Individual Collection	Retail	Restrictions
Z9Y	BMW Individual Composition	\$13,900	Only with Executive Package. Not with M Sport Package
CODE	BMW Individual Collection Paint Finish		Order by Colour Code
255	3 Spoke Leather Sport Steering Wheel		
2NV	20" BMW Individual Alloy Wheel Style 301I		
	Performance Runflat Tires. 245/40 R20 & 275/35 R20		
423	Velour Floor Mats		
466	Roof Mouldings in Body Colour		
4M8	BMW Individual Rear Reading Lights		
4U1	Ceramic Package		
760	High Gloss Shadow Line		
778	BMW Individual Door Sills, Illuminated		
XC4	BMW Individual Composition		
	BMW Individual Full Merino Leather Upholstery		Order by Colour Code
	BMW Individual Interior Trim		Order By Code
	BMW Individual Leather Upper Instrument Panel		
XD5	BMW Individual Alcantara Roof Liner		
XF1	BMW Individual Engraved Trunk Strip		
Z9Z	BMW Individual Composition	\$9,900	Only with Executive Package & M Sport Package
CODE	BMW Individual Collection Paint Finish		Order by Colour Code
CODE	BMW Individual Full Merino Leather Upholstery		Order by Colour Code
	Includes BMW Individual Leather Upper Instrument Panel		
CODE	BMW Individual Interior Trim		Order by Code
423	Velour Floor Mats		
4M8	BMW Individual Rear Reading Lights		
XD5	BMW Individual Alcantara Roof Liner		

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BMW Canada Inc. 2011 7 Series
Marketing ActiveHybrid 7 L

Product Planning
Edition 04.10

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

Model Code	Car Model	Retail	Restrictions
KX83	ActiveHybrid 7 L	\$132,300	Start Date 04/10
KX83	ActiveHybrid 7 L		Suggested Diplomat Pricing

Option Code	Packages	Retail	Restrictions
ZQF	Technology Package	\$3,300	
5AD	Lane Departure Warning		
5AG	Active Blind Spot Detection		
6UK	Night Vision with Pedestrian Detection		Kidney grille design modified to support infrared camera
ZJG	Multimedia Package	\$3,500	
696	6-disc DVD Changer		Includes two infrared wireless headphones
6FH	Rear Entertainment System		Located in upper glove box
			Dual 9.2" displays, Rear iDrive Controller, Rear DVD drive and Dual Auxiliary Inputs
ZFH	Rear Comfort Package	\$4,500	
454	Ventilated Seats, Rear		Deletes rear centre seat and seatbelt
460	Comfort Seats, Rear		3-stage
4UM	Massaging Seatbacks, Rear		12-way electrically adjustable including 4-way lumbar support
			Twelve massage units and six rotating elements per rear seat

Option Code	Optional Equipment	Retail	Restrictions
CODE	Metallic Paint	No Charge	Order by colour code
464	Ski Bag	\$395	
4B5	Ash Wood Trim, High Gloss	No Charge	Includes trim on rear parcel shelf
4CA	Ash Wood Trim, Anthracite	No Charge	Includes trim on rear parcel shelf
4CB	Fineline Wood Trim, Natural	No Charge	Includes trim on rear parcel shelf
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.		

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