

Retail Operator / General Manager	Sales – New Car	Sales - Pre-Owned	Business Manager (F&I)	Service	Parts & Accessories	Administration
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Product Planning & Strategy Bulletin

October Production Changes – MY12 X3, X5, and X6

July 26, 2011

We are pleased to bring you detailed product ordering and pricing information for the MY12 X3, X5 and X6 as of October. **Based on customer and dealer feedback, we are excited to announce that all X3, X5 and X6 models will receive floor mats as standard.** In addition, please note the model-specific changes to standard and optional equipment listed below:

X3 SAV

Building on the momentum of a very successful launch earlier this year, the X3 will receive additional standard equipment for MY12. Both X3 models will now feature a black high gloss finish on the instrument panel and due to popular demand, the X3 xDrive35i will also now come standard with a Panoramic Moonroof.



The X3 package program has been further optimized to simplify ordering, while still providing plenty of flexibility to customize your orders:

Optional Equipment Changes

- Convenience Package (ZCV) deleted on the xDrive35i, with contents shifting to the Premium Package (ZPP).
- Heated rear seats and headlight washers have been removed from Cold Weather Package (ZCW) and are now available as an optional package upgrade (ZCX).
- A new Premium Sound Package (ZPS) has been added as a new package, providing enhanced value for SIRIUS satellite radio and the Premium hi-fi system.
- Sport Activity Packages (ZAP) now feature Anthracite headliner. 19" wheels (2A1 with all-season tires) are now included for ZAP on the xDrive35i.

Heated front seats (494) are now available as a stand-alone option without ordering restrictions. Heated steering wheel (248) has been deleted and offered in the new Cold Weather Package (ZCW).

The 19" wheel – style 309 (2A1 / 2B7) has been deleted as a stand alone option and offered exclusively in Sport Activity Package (ZAP). Note: performance tires will no longer be available as of MY12.

X5 SAV

The MY12 X5 xDrive35d will begin production in October and features a number of exciting standard equipment enhancements resulting in a new base price of **\$56,700**. Similar to the changes made on the X5 gasoline models in April; we have taken our most frequently ordered options on the X5 xDrive35d and made them standard at a discount, greatly improving customer value. The end of this bulletin lists all the package content changes as well as the detailed standard equipment changes.

In addition to the above pricing for the X5 xDrive35d, please note the following new MY12 pricing for the rest of the X5 model lineup, effective with vehicles wholesaled as of October 1st, 2011:

Model	Old MY12	New MY12	Change
X5 xDrive35i Base	\$47,200	\$47,500	\$300
X5 xDrive35i Premium	\$54,800	\$55,200	\$400
X5 xDrive35i Sport Activity	\$57,300	\$57,700	\$400
X5 M	\$86,400	\$86,900	\$500

X6 SAV

Please note the following new prices effective for all X6 models wholesaled as of October 1st, 2011:

Model	Old MY12	New MY12	Change
X6 xDrive35i	\$58,900	\$59,300	\$400
X6 xDrive50i	\$69,500	\$69,900	\$400
ActiveHybrid X6 (MY11)	\$88,900	\$89,000	\$100
X6 M	\$89,500	\$90,000	\$500

We are pleased to announce the release of BMW Individual on the X6 as of October production. The BMW Individual Composition package (Z11) contains exclusive BMW Individual features and luxurious finishes including:

- Full Merino leather upholstery
- Merino leather dashboard
- BMW Individual door sills
- BMW Individual trims

Additionally, four stunning BMW Individual paint finishes will be optionally available, giving a distinct and exclusive appearance to the exterior of the BMW X6.



X6 in Pearl Silver Metallic. Note: wheels shown not available for U.S.



X6 in Carbon Leather Woven Trim

Please note that BMW Individual will not be available for the ActiveHybrid X6 or X6 M.

To assist you with key selling points and ordering, see below for information and samples on the X6 BMW Individual paints, trims, and upholstery:

BMW Individual Paints

BMW Individual paint finishes instantly catch the eye with their characteristic brilliance and unique changing effects. Depending on the light, the fine pigment coating creates ever-changing nuances in the paint finish, which in turn lends the surface a sense of depth. BMW Individual uses a pigment called **Xirallic**[®] - an admixture of metal flakes to produce a glitter effect combined with extraordinary color brilliance. Xirallic[®] is used for Ruby Black Metallic and Azurite Black Metallic.



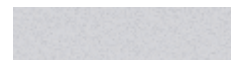
Citrin Black Metallic



Ruby Black Metallic



Azurite Black Metallic



Pearl Silver Metallic

BMW Individual Trims

BMW Individual trims are clearly differentiated from trims used in large-scale production. BMW Individual wood trims specifically use materials manually sorted according to grain. Only a small percentage of the wood selected satisfy BMW Individual requirements, with the best pieces entering production. Piano Finish Black Trim is a perfect example of the attention to detail used with BMW Individual trims, as it is manufactured with the same finishing process used in piano production, requiring extremely skillful craftsmanship.



Carbon Leather Woven



Eucalyptus Red Brown Wood



Piano Finish Black

BMW Individual Upholsteries

BMW Individual Merino Leather is a largely natural, thick leather with supple texture. An especially gentle dying process enhances the leather's natural characteristics, keeping its surface soft and smooth. The leather receives no additional surface treatment and only hides with flawless surfaces (minimal lesions or mosquito bites) can be used for producing BMW Individual Merino Leather. When temperatures are high, perspiration is absorbed by the open-pored structure of the leather. The name "Merino" is derived from the most exclusive type of wool and is meant to convey the extremely high quality of the leather.



Champagne Merino Leather



Criollo Brown Merino Leather



MY12 X3 Summary

	X3 xDrive28i	X3 xDrive35i
MY2011 Base Price	\$36,750	\$41,050
Added Equipment:		
423 - Floor Mats	X	X
4NG - Instrument Panel in Black High Gloss	X	X
402 - Panoramic Moonroof		X
Total value of equipment changes	\$140	\$1,490
MY2012 Base Price	\$36,850	\$42,400
Customer Savings	\$40	\$140

	X3 xDrive28i	X3 xDrive35i
Sport Activity Package (ZAP)		
New Equipment		
2A1 19" light alloy wheels Double-spoke style 309		X
775 Anthracite headliner	X	X
Existing Equipment		
255 Sports leather steering wheel	X	standard
2K8 18" light alloy V-spoke wheels style 307	X	
2TB Sport automatic transmission with shift paddles		X
2XA Sports leather steering wheel with paddle shifters		X
3AT Roof rails in aluminum satin	X	X
3XL X-Line exterior trim package	X	X
481 Sport Seats	X	X
MY12 Price	\$1,550	\$1,750
MY11 Price	\$1,550	\$1,250

	X3 xDrive28i	X3 xDrive35i
Convenience Package (ZCV)		
Existing Equipment		
316 Power tailgate	X	
322 Comfort Access keyless entry	X	
417 Rear manual side window shades	X	
522 Xenon headlights	X	
524 Adaptive light control	X	
Removed Equipment		
413 - Cargo net	X	
MY12 Price	\$1,700	
MY11 Price	\$1,850	n/a

	X3 xDrive28i	X3 xDrive35i
Cold Weather Package (ZCW)		
Existing Equipment		
248 Heated Steering Wheel	X	X
465 Rear seat backrest with 40:20:40 split	X	X
494 Heated front seats	X	X
Removed Equipment		
496 Heated Rear Seats	X	X
502 Headlight Washers	X	X
MY12 Price	\$700	\$700
MY11 Price	\$1,150	\$1,150

	X3 xDrive28i	X3 xDrive35i
Cold Weather Package II (ZCX) *new package*		
New Equipment		
496 Heated Rear Seats	X	X
502 Headlight Washers	X	X
MY12 Price	\$450	\$450
MY11 Price	n/a	n/a

Premium Package (ZPP)			
New Equipment			
316	Power tailgate		X
322	Comfort Access		X
417	Rear manual side window shades		X
Existing Equipment			
319	Universal garage-door opener	X	X
402	Panoramic moonroof	X	
430	Auto-dimming interior and exterior mirrors	X	X
431	Auto-dimming rearview mirror	X	X
488	Lumbar support	X	X
493	Storage package	X	X
4DE	Fineline Siena wood trim	X	
563	Interior light package	X	
LU	Nevada Leather	X	X
Removed Equipment			
402	Panoramic moonroof (added to standard equipment)		X
	MY12 Price	\$3,450	\$3,450
	MY11 Price	\$3,450	\$3,450

Premium Sound Package (ZPS) *new package*			
New Equipment			
677	- Premium hi-fi system	X	X
655	- Sirius Satellite radio with 1 year subscription	X	X
	MY12 Price	\$950	\$950
	MY11 Price	n/a	n/a

MY12 X5 xDrive35d Summary

	X5 xDrive35d
MY2012 Base Price (MY2011 for X5 xDrive35d)	\$51,800
Added Equipment:	
245 - Power adj. steering column	X
316 - Power tailgate	X
386 - Roof rails	X
423 - Floor Mats	X
430/1 - Auto dimming mirrors	X
488 - Lumbar support	X
494 - Heated front seats	X
508 - Park distance control	X
563 - Ambient lighting	X
639 - BMW Assist with Bluetooth	X
676 - Hi-fi sound system	X
6FL - USB/iPod adapter	X
761 - Privacy glass	X
LU - Nevada Leather	X
Total value of equipment changes	\$5,840
MY2012 Base Price	\$56,700
Customer Savings	\$940

Premium Package (ZPP)		
New Equipment		
322	Comfort Access	X
3AH	Rear view camera with Top View	X
417	Rear manual side window shades	X
4NB	4-zone climate control	X
609	Navigation system	X
Existing Equipment		
319	Universal garage door opener	X
4NA	Interior mirror with compass	X
Removed Equipment		
245	Power adjustable steering column	X
316	Power tailgate	X
430/1	Auto dimming mirrors	X
488	Lumbar support	X
493	Storage package	X
563	Ambient lighting	X
639	BMW Assist with Bluetooth	X
LU	Nevada Leather	X
	MY12 Price	\$3,500
	MY11 Price	\$3,400

Premium Sound Package (ZPS)		
Existing Equipment		
655	Satellite radio w/ 1 year sub.	X
677	Premium hi-fi system	X
Removed Equipment		
6FL	USB/iPod adapter	X
	MY12 Price	\$1,500
	MY11 Price	\$1,800

Cold Weather Package (ZCW)		
New Equipment		
496	Heated rear seats	X
Existing Equipment		
248	Heated steering wheel	X
464	Ski bag	X
502	Retractable headlight washers	X
Removed Equipment		
494	Heated front seats	X
	MY12 Price	\$750
	MY11 Price	\$900

Technology Package (ZTP)		
New Equipment		
5AC	High beam assistant	X
5DK	Side view camera	X
610	Head-up Display	X
Removed Equipment		
3AH	Rear view camera with Top View	X
508	Park distance control	X
609	Navigation system	X
615	Online Information Services	X
620	Voice-command	X
6UH	Real Time Traffic Information	X
	MY12 Price	\$1,700
	MY11 Price	\$2,800