

# Product Planning and Strategy

## BMW Dealer Bulletin

### New Pricing Effective June 1, 2008

BMW has been working to hold down inflationary price increases over the past year, despite a number of increases by our direct competition. However, given the increasingly difficult exchange rate situation and the recent movements of the key competitors, we have decided that it is appropriate at this point in time to implement a modest price increase. In keeping with recent competitive actions, we have held the base price increase below 1%, and have implemented minor price increases on selected options. We have also increased the destination charge modestly; the present increases in transportation costs due to increases in fuel costs cannot be ignored.

The base price increases will affect all models with the exception of the recently introduced M3, X6 and 1 Series. The destination charge increase and the selected option price increases affect all models. All price increases will be effective June 1, 2008.

Base price increases are as follows:

- Base price increase of \$300 on the X5, Z4, 328i and 528i
- Base price increase of \$400 on 335i and 535i
- Base price increase of \$600 on the X3
- Base price increase of \$1,000 on the M5, M6, 750i, 750Li and 6 Series
- Base price increase of \$1,500 on the 760Li
- Destination charge increase of \$50
- Automatic Transmission charge increase of \$50
- Metallic Paint charge increase of \$75
- Premium Package price increase of \$100
- Sport Package price increase of \$100

Please note, only the models for which pricing has changed are highlighted in this bulletin. Updated price sheets for all models will be posted on CenterNet as soon as possible.



## New Base Prices

Model	Current Base Prices	June Base Prices	Increase
328i Sedan	\$32,400	\$32,700	\$300
328xi Sedan	\$34,300	\$34,600	\$300
335i Sedan	\$38,900	\$39,300	\$400
335xi Sedan	\$40,800	\$41,200	\$400
328i Sport Wagon	\$34,200	\$34,500	\$300
328xi Sport Wagon	\$36,100	\$36,400	\$300
328i Coupe	\$35,300	\$35,600	\$300
328xi Coupe	\$37,100	\$37,400	\$300
335i Coupe	\$40,800	\$41,200	\$400
335xi Coupe	\$42,600	\$43,000	\$400
328i Convertible	\$43,200	\$43,500	\$300
335i Convertible	\$49,100	\$49,500	\$400
528i Sedan	\$44,300	\$44,600	\$300
528xi Sedan	\$46,500	\$46,800	\$300
535i Sedan	\$49,400	\$49,800	\$400
535xi Sedan	\$51,600	\$52,000	\$400
550i Sedan	\$58,500	\$58,800	\$300
535xi Sport Wagon	\$54,000	\$54,400	\$400
M5	\$82,900	\$83,900	\$1,000
650i Coupe	\$75,600	\$76,600	\$1,000
650i Convertible	\$82,700	\$83,700	\$1,000
M6 Coupe	\$99,300	\$100,300	\$1,000
M6 Convertible	\$105,100	\$106,100	\$1,000
750i	\$75,800	\$76,800	\$1,000
750Li	\$78,900	\$79,900	\$1,000
760Li	\$122,600	\$124,100	\$1,500
X3	\$38,000	\$38,600	\$600
X5 3.0si	\$45,900	\$46,200	\$300
X5 4.8i	\$54,500	\$54,800	\$300
Z4 Roadster 3.0i	\$36,400	\$36,700	\$300
Z4 Roadster 3.0si	\$42,400	\$42,700	\$300
Z4 Coupe 3.0si	\$40,400	\$40,700	\$300
M Roadster	\$52,100	\$52,400	\$300
M Coupe	\$50,100	\$50,400	\$300

## Destination Charge Increase

The Destination Charge for all models will increase by \$50, making the new charge \$825.

**Automatic Transmission Price Increase**

The \$50 Automatic Transmission price increase will affect the Z4, 1, 3, Series vehicles. The pricing is as follows:

<b>Model</b>	<b>Current Option Price</b>	<b>Price Increase</b>	<b>New Option Price</b>
128i Coupe	\$1,275	\$50	\$1,325
135i Coupe	\$1,275	\$50	\$1,325
128i Convertible	\$1,275	\$50	\$1,325
135i Convertible	\$1,275	\$50	\$1,325
328i Sedan	\$1,275	\$50	\$1,325
328xi Sedan	\$1,275	\$50	\$1,325
335i Sedan	\$1,275	\$50	\$1,325
335xi Sedan	\$1,275	\$50	\$1,325
328i Sport Wagon	\$1,275	\$50	\$1,325
328xi Sport Wagon	\$1,275	\$50	\$1,325
328i Coupe	\$1,275	\$50	\$1,325
328xi Coupe	\$1,275	\$50	\$1,325
335i Coupe	\$1,275	\$50	\$1,325
335xi Coupe	\$1,275	\$50	\$1,325
328i Convertible	\$1,275	\$50	\$1,325
335i Convertible	\$1,275	\$50	\$1,325
Z4 Roadster 3.0i	\$1,275	\$50	\$1,325
Z4 Roadster 3.0si	\$1,275	\$50	\$1,325
Z4 Coupe 3.0si	\$1,275	\$50	\$1,325

**Metallic Paint Increase**

The \$75 Metallic Paint price increase will affect the X3, Z4, 1, 3 Series vehicles. The pricing is as follows:

<b>Model</b>	<b>Current Option Price</b>	<b>Price Increase</b>	<b>New Option Price</b>
128i Coupe	\$475	\$75	\$550
135i Coupe	\$475	\$75	\$550
128i Convertible	\$475	\$75	\$550
135i Convertible	\$475	\$75	\$550
328i Sedan	\$475	\$75	\$550
328xi Sedan	\$475	\$75	\$550
335i Sedan	\$475	\$75	\$550
335xi Sedan	\$475	\$75	\$550
328i Sport Wagon	\$475	\$75	\$550
328xi Sport Wagon	\$475	\$75	\$550
328i Coupe	\$475	\$75	\$550
328xi Coupe	\$475	\$75	\$550
335i Coupe	\$475	\$75	\$550
335xi Coupe	\$475	\$75	\$550
328i Convertible	\$475	\$75	\$550
335i Convertible	\$475	\$75	\$550
M3 Sedan	\$475	\$75	\$550
M3 Coupe	\$475	\$75	\$550
M3 Convertible	\$475	\$75	\$550
X3	\$475	\$75	\$550
Z4 Roadster 3.0i	\$475	\$75	\$550
Z4 Roadster 3.0si	\$475	\$75	\$550
Z4 Coupe 3.0si	\$475	\$75	\$550
M Roadster	\$475	\$75	\$550
M Coupe	\$475	\$75	\$550

**Premium Package Increase**

The \$100 Premium Package price increase will affect the X3, X5, X6, Z4, 1, 3, and 5 Series vehicles. The pricing is as follows:

<b>Model</b>	<b>Current ZPP Price</b>	<b>Price Increase</b>	<b>New ZPP Price</b>
128i Coupe	\$3,600	\$100	\$3,700
135i Coupe	\$3,300	\$100	\$3,400
128i Convertible	\$3,600	\$100	\$3,700
135i Convertible	\$3,300	\$100	\$3,400
328i Sedan	\$3,250	\$100	\$3,350
328xi Sedan	\$3,250	\$100	\$3,350
335i Sedan	\$2,550	\$100	\$2,650
335xi Sedan	\$2,550	\$100	\$2,650
328i Sport Wagon	\$3,250	\$100	\$3,350
328xi Sport Wagon	\$3,250	\$100	\$3,350
328i Coupe	\$3,250	\$100	\$3,350
328xi Coupe	\$3,250	\$100	\$3,350
335i Coupe	\$2,550	\$100	\$2,650
335xi Coupe	\$2,550	\$100	\$2,650
328i Convertible	\$2,650	\$100	\$2,750
335i Convertible	\$1,550	\$100	\$1,650
M3 Sedan	\$1,900	\$100	\$2,000
M3 Coupe	\$1,900	\$100	\$2,000
M3 Convertible	\$1,250	\$100	\$1,350
528i Sedan	\$2,300	\$100	\$2,400
528xi Sedan	\$2,300	\$100	\$2,400
535i Sedan	\$2,100	\$100	\$2,200
535xi Sedan	\$2,100	\$100	\$2,200
535xi Sport Wagon	\$2,400	\$100	\$2,500
X3	\$2,700	\$100	\$2,800
X5 3.0si	\$2,750	\$100	\$2,850
X5 4.8i	\$1,750	\$100	\$1,850
X6 35i	\$1,750	\$100	\$1,850
X6 50i	\$1,750	\$100	\$1,850
Z4 Roadster 3.0i	\$3,550	\$100	\$3,650
Z4 Roadster 3.0si	\$2,750	\$100	\$2,850
Z4 Coupe 3.0si	\$2,250	\$100	\$2,350
M Roadster	\$2,850	\$100	\$2,950
M Coupe	\$2,850	\$100	\$2,950

### Sport Package Price Increase

The \$100 Sport Package price increase will affect the X3, X5, X6, Z4, 1, 3, 5, 6 and 7 Series vehicles. The pricing is as follows:

Model	Current ZSP Price	Price Increase	New ZSP Price
128i Coupe	\$1,200	\$100	\$1,300
135i Coupe	\$1,000	\$100	\$1,100
128i Convertible	\$1,200	\$100	\$1,300
135i Convertible	\$1,000	\$100	\$1,100
328i Sedan	\$1,600	\$100	\$1,700
328xi Sedan	\$1,200	\$100	\$1,300
335i Sedan	\$1,700	\$100	\$1,800
335xi Sedan	\$900	\$100	\$1,000
328i Sport Wagon	\$1,600	\$100	\$1,700
328xi Sport Wagon	\$1,200	\$100	\$1,300
328i Coupe	\$1,000	\$100	\$1,100
328xi Coupe	\$400	\$100	\$500
335i Coupe	\$1,100	\$100	\$1,200
335xi Coupe	\$400	\$100	\$500
328i Convertible	\$1,200	\$100	\$1,300
335i Convertible	\$1,300	\$100	\$1,400
528i Sedan	\$2,800	\$100	\$2,900
528xi Sedan	\$1,300	\$100	\$1,400
535i Sedan	\$2,800	\$100	\$2,900
535xi Sedan	\$1,300	\$100	\$1,400
550i Sedan	\$4,600	\$100	\$4,700
535xi Sport Wagon	\$1,300	\$100	\$1,400
650i Coupe	\$2,100	\$100	\$2,200
650i Convertible	\$2,100	\$100	\$2,200
X3	\$2,200	\$100	\$2,300
X5 3.0si	\$3,600	\$100	\$3,700
X5 4.8i	\$3,600	\$100	\$3,700
X6 35i	\$3,600	\$100	\$3,700
X6 50i	\$3,100	\$100	\$3,200
Z4 Roadster 3.0i	\$1,200	\$100	\$1,300
Z4 Roadster 3.0si	\$1,200	\$100	\$1,300
Z4 Coupe 3.0si	\$1,300	\$100	\$1,400
750i	\$3,000	\$100	\$3,100
750Li	\$3,000	\$100	\$3,100

### Price Protection

BMW will price protect all bonafide retail orders, with a confirmed production number, of the affected models that are wholesaled to Centers on or after June 1, 2008 and delivered to the customer by September 1, 2008. To ensure that these retail orders are protected, a Center must designate the vehicle in the ordering system as a sold vehicle, with a customer name by close of business May 9, 2008. Complete details on the price protection process will sent in a separate bulletin.