

Product Planning and Strategy

BMW Dealer Bulletin

MY 2009 335d & X5 xDrive35d Product Update

We are pleased to announce the Model Year 2009 335d Sedan & X5 xDrive35d are now available for Order Bank Entries. Both models start production in November, and will begin arriving at BMW centers mid December.

The new BMW Advanced Diesels with BluePerformance include the emission technology that helped BMW win the prestigious “2008 World Green Car of the Year” award. With the addition of BluePerformance technology on the US 335d and X5 xDrive35d, BMW takes Advanced Diesel technology a step further to meet emission standards for all 50 US States, which is more stringent than the European requirements. The US 335d and X5 xDrive35d will in fact be the cleanest diesel vehicles available in the world, all while providing best in class performance and fuel consumption.

Both cars feature the award winning 3.0-liter sequential twin-turbo inline-six cylinder diesel engine, which delivers an impressive 265 hp and 425 lb-ft of torque. The incredible efficiency provides a highway range on both vehicles of over 580 miles.

The 335d boasts a best in class EPA fuel economy of 23/36 MPG (city/hwy). This makes it the most fuel efficient BMW ever sold in the US, and also gives it the highest ever EPA MPG rating of any 6 cylinder vehicle ever offered in the US (gas or diesel). Even with its fuel saving characteristics the 335d keeps up with the performance leaders by accelerating 0-60 mph in 6 seconds flat, making it faster than the all new Audi A4 3.2 and Mercedes C350.

Like the 335d, the X5 xDrive35d stands out as a sporty, high-torque Sports Activity Vehicle with excellent qualities for long-distance motoring. The BMW X5 xDrive35d achieves an EPA rating of 19/26 MPG (city/hwy) and accelerates from 0-60 in 6.9 seconds, making it the fastest, most efficient Diesel SUV available in the US.

Both Diesel models will qualify for the IRS Alternative Motor Vehicle Tax Credit. The details of the Tax Credit, along with pricing will be announced later in a separate bulletin.

Feature and Option Profile

The 335d standard feature and option profile are the same as the 335i with the exception of a unique styling for the 335d sport package wheel.

The X5 xDrive35d has the same standard feature and option profile as the xDrive30i.

Active steering is not available on either Diesel model.

The Ordering Guides for the Model Year 2009 335d Sedan & X5 xDrive35d will be posted on CenterNet later today.