

BMW Financial Services

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2008MY Sales Support Rates – October Enhancements

This bulletin supersedes bulletin #08-N-129, dated 10/3/08. Changes highlighted.

| New 2008MY | Lease | OwnersChoice*** | Select (1)**/Retail (1) | BMW NA | Program End Date |
|-------------------|--------------------|--------------------|-------------------------|----------------------|------------------|
| | 24-42 | 24-42 | 24-60 | Market Allowance (2) | |
| | SSP^/Owner Loyalty | SSP^/Owner Loyalty | SSP^/Owner Loyalty | | |
| 128i Coupe | STD | STD | 0.90% | | 10/31/08 |
| 128i Convertible | STD | STD | 0.90% | | 10/31/08 |
| 135i Coupe | STD | STD | 0.90% | | 10/31/08 |
| 135i Convertible | STD | STD | 0.90% | | 10/31/08 |
| 328i Coupe | .00140 | 4.50% | 0.90% | | 10/31/08 |
| 328xi Coupe | .00140 | 4.50% | 0.90% | | 10/31/08 |
| 328i Sedan | .00075 | 3.00% | 0.90% | | 10/31/08 |
| 328xi Sedan | .00115 | 4.00% | 0.90% | | 10/31/08 |
| 328i Convertible | .00175 | 5.25% | 0.90% | | 10/31/08 |
| 328i Sport Wagon | .00190 | 5.75% | 0.90% | | 10/31/08 |
| 328xi Sport Wagon | .00190 | 5.75% | 0.90% | | 10/31/08 |
| 335i Coupe | .00170 | 5.25% | 0.90% | | 10/31/08 |
| 335xi Coupe | .00170 | 5.25% | 0.90% | | 10/31/08 |
| 335i Sedan | .00085 | 3.25% | 0.90% | | 10/31/08 |
| 335xi Sedan | .00130 | 4.25% | 0.90% | | 10/31/08 |
| 335i Convertible | .00175 | 5.25% | 0.90% | | 10/31/08 |
| M3 Coupe | .00050 | 3.00% | 0.90% | | 10/31/08 |
| M3 Sedan | .00025 | 3.00% | 0.90% | | 10/31/08 |
| M3 Convertible | .00025 | 3.00% | 0.90% | | 10/31/08 |
| Z4 Roadster 3.0i | .00150 | 6.75% | 0.90% | \$2,500 | 10/31/08 |
| Z4 Roadster 3.0si | .00150 | 6.25% | 0.90% | \$3,000 | 10/31/08 |
| Z4 Coupe 3.0si | .00130 | 6.50% | 0.90% | \$3,000 | 10/31/08 |
| Z4 M Roadster | .00150 | 6.00% | 0.90% | \$3,500 | 10/31/08 |
| Z4 M Coupe | .00150 | 6.50% | 0.90% | \$3,500 | 10/31/08 |
| 528i | .00100 | 3.50% | 0.90% | | 10/31/08 |
| 528xi | .00115 | 4.00% | 0.90% | | 10/31/08 |
| 535i | .00120 | 4.00% | 0.90% | | 10/31/08 |
| 535xi | .00125 | 4.25% | 0.90% | | 10/31/08 |
| 535xi Sport Wagon | .00125 | 4.25% | 0.90% | | 10/31/08 |
| 550i | .00120 | 4.00% | 0.90% | | 10/31/08 |
| M5 | .00125 | 4.25% | 0.90% | | 10/31/08 |
| 650i Coupe* | .00150 | 4.25% | 0.90% | | 10/31/08 |
| 650i Convertible* | .00075 | 3.25% | 0.90% | | 10/31/08 |
| M6 Coupe* | .00100 | 3.50% | 0.90% | | 10/31/08 |
| M6 Convertible* | .00100 | 3.50% | 0.90% | | 10/31/08 |
| 750i* | .00110 | 3.75% | 0.90% | \$7,500 | 10/31/08 |
| 750Li* | .00110 | 3.75% | 0.90% | \$7,500 | 10/31/08 |
| 760Li* | .00110 | 3.75% | 0.90% | \$7,500 | 10/31/08 |
| ALPINA B7 | .00110 | 3.75% | 0.90% | \$7,500 | 10/31/08 |
| X3 3.0si | .00125 | 4.25% | 0.90% | | 10/31/08 |
| X5 3.0si | .00125 | 4.25% | 0.90% | | 10/31/08 |
| X5 4.8i | .00100 | 3.50% | 0.90% | | 10/31/08 |

***OwnersChoice financing is available only in IL and TX

**Select Financing not available in IL, MD, NC, ND, NH, NV, PA, TX

*6/7 Series Sales Support Rates also apply with Individual Package.

(1) The Retail and Select Sales Support Rates are not eligible for mark-up. In lieu of reserve eligibility, BMW Financial Services, in conjunction with BMW of North America, will be paying a Double Flat Fee structured off the traditional BMW FS flat fee schedule.

(2) Market Allowance Program can be used in conjunction with contracts booked through BMW FS using September/October Sales Support rates and residuals.

Normal credit approval guidelines and applicable rate locks apply. For all models not listed above (remaining 1 Series, M3's, X6), please see your Regional Rate bulletin for applicable Regional rates. 2009MY Residuals will be available in mid-September.

^Due to Sales Support and Owner Loyalty rates being the same for all models, the rates have been combined for your convenience.

BMW Financial Services

2008MY Residual Values

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New 2008MY

| | 24 | 30 | 36 | 42 | 48 | 54 | 60 | Program Dates |
|-------------------------------|----|----|----|----|----|----|----|------------------|
| 128i Coupe | 72 | 65 | 59 | 53 | 48 | 43 | 39 | 9/18/08-10/31/08 |
| 128i Convertible | 70 | 65 | 57 | 51 | 45 | 41 | 37 | 9/18/08-10/31/08 |
| 135i Coupe | 68 | 61 | 55 | 50 | 45 | 41 | 37 | 9/18/08-10/31/08 |
| 135i Convertible | 69 | 64 | 56 | 51 | 45 | 41 | 36 | 9/18/08-10/31/08 |
| 328i Coupe | 60 | 58 | 55 | 49 | 37 | 34 | 31 | 9/18/08-10/31/08 |
| 328xi Coupe | 61 | 58 | 55 | 49 | 39 | 36 | 32 | 9/18/08-10/31/08 |
| 328i Sedan | 61 | 59 | 56 | 46 | 39 | 36 | 32 | 9/18/08-10/31/08 |
| 328xi Sedan | 61 | 58 | 56 | 47 | 38 | 35 | 32 | 9/18/08-10/31/08 |
| 328i Convertible | 64 | 62 | 56 | 50 | 39 | 34 | 30 | 9/18/08-10/31/08 |
| 328i Sport Wagon | 60 | 57 | 54 | 44 | 36 | 33 | 30 | 9/18/08-10/31/08 |
| 328xi Sport Wagon | 60 | 57 | 54 | 44 | 36 | 33 | 30 | 9/18/08-10/31/08 |
| 335i Coupe | 59 | 56 | 54 | 48 | 37 | 34 | 31 | 9/18/08-10/31/08 |
| 335xi Coupe | 59 | 57 | 54 | 48 | 39 | 36 | 32 | 9/18/08-10/31/08 |
| 335i Sedan | 61 | 58 | 56 | 49 | 37 | 34 | 31 | 9/18/08-10/31/08 |
| 335xi Sedan | 61 | 59 | 56 | 49 | 38 | 35 | 32 | 9/18/08-10/31/08 |
| 335i Convertible | 61 | 59 | 54 | 48 | 40 | 36 | 32 | 9/18/08-10/31/08 |
| M3 Coupe | 57 | 55 | 52 | 48 | 40 | 36 | 32 | 9/18/08-10/31/08 |
| M3 Sedan | 57 | 54 | 52 | 47 | 39 | 35 | 31 | 9/18/08-10/31/08 |
| M3 Convertible | 54 | 53 | 50 | 45 | 38 | 34 | 30 | 9/18/08-10/31/08 |
| Z4 Roadster 3.0i | 68 | 66 | 60 | 53 | 33 | 30 | 27 | 9/18/08-10/31/08 |
| Z4 Roadster 3.0si | 68 | 65 | 60 | 53 | 32 | 28 | 25 | 9/18/08-10/31/08 |
| Z4 Coupe 3.0si | 61 | 57 | 51 | 44 | 34 | 31 | 28 | 9/18/08-10/31/08 |
| Z4 M Roadster | 64 | 61 | 56 | 45 | 34 | 30 | 27 | 9/18/08-10/31/08 |
| Z4 M Coupe | 64 | 61 | 56 | 47 | 35 | 31 | 28 | 9/18/08-10/31/08 |
| 528i | 63 | 60 | 55 | 48 | 35 | 32 | 29 | 9/18/08-10/31/08 |
| 528xi | 62 | 59 | 55 | 46 | 35 | 32 | 29 | 9/18/08-10/31/08 |
| 535i | 62 | 59 | 55 | 46 | 33 | 30 | 27 | 9/18/08-10/31/08 |
| 535xi | 62 | 59 | 55 | 45 | 34 | 32 | 29 | 9/18/08-10/31/08 |
| 535xi SW | 61 | 58 | 55 | 45 | 30 | 28 | 25 | 9/18/08-10/31/08 |
| 550i | 61 | 58 | 55 | 45 | 28 | 25 | 22 | 9/18/08-10/31/08 |
| M5 | 65 | 60 | 55 | 46 | 32 | 28 | 25 | 9/18/08-10/31/08 |
| 650i Coupe | 63 | 59 | 55 | 47 | 34 | 31 | 27 | 9/18/08-10/31/08 |
| 650i Convertible | 65 | 63 | 57 | 51 | 35 | 32 | 28 | 9/18/08-10/31/08 |
| M6 Coupe | 67 | 62 | 57 | 50 | 39 | 35 | 31 | 9/18/08-10/31/08 |
| M6 Convertible | 67 | 63 | 57 | 50 | 38 | 34 | 31 | 9/18/08-10/31/08 |
| 650i Coupe w/Individual | 61 | 57 | 52 | 46 | 33 | 29 | 26 | 9/18/08-10/31/08 |
| 650i Convertible w/Individual | 62 | 59 | 54 | 49 | 34 | 30 | 27 | 9/18/08-10/31/08 |
| M6 Coupe w/Individual | 63 | 58 | 53 | 48 | 37 | 33 | 29 | 9/18/08-10/31/08 |
| M6 Convertible w/Individual | 64 | 60 | 54 | 46 | 38 | 32 | 29 | 9/18/08-10/31/08 |
| 750i | 57 | 54 | 50 | 40 | 25 | 22 | 19 | 9/18/08-10/31/08 |
| 750Li | 57 | 53 | 50 | 40 | 27 | 24 | 21 | 9/18/08-10/31/08 |
| 760Li | 45 | 41 | 37 | 32 | 24 | 21 | 19 | 9/18/08-10/31/08 |
| 750i w/Individual | 54 | 51 | 47 | 37 | 24 | 21 | 18 | 9/18/08-10/31/08 |
| 750Li w/Individual | 54 | 51 | 47 | 38 | 26 | 23 | 20 | 9/18/08-10/31/08 |
| 760Li w/Individual | 43 | 38 | 35 | 31 | 24 | 21 | 19 | 9/18/08-10/31/08 |
| ALPINA B7 | 47 | 43 | 40 | 33 | 29 | 26 | 23 | 9/18/08-10/31/08 |
| X3 3.0si | 70 | 66 | 62 | 48 | 33 | 31 | 28 | 9/18/08-10/31/08 |
| X5 3.0si | 58 | 55 | 53 | 47 | 38 | 35 | 32 | 9/18/08-10/31/08 |
| X5 4.8i | 61 | 58 | 55 | 47 | 32 | 29 | 26 | 9/18/08-10/31/08 |
| X6 xDrive35i | 56 | 53 | 49 | 44 | 39 | 36 | 33 | 9/18/08-10/31/08 |
| X6 xDrive50i | 51 | 48 | 44 | 40 | 36 | 33 | 30 | 9/18/08-10/31/08 |