

Product Planning and Strategy

BMW Dealer Bulletin

MY 2010 5 and 6 Series Order Guides

We are pleased to announce that Model Year 2010 5 and 6 Series, M5 and M6 vehicles are now available for dealer ordering. Both Series start production in March 2009 and will begin to arrive at Centers at the end of April.

5 Series

The Model Year 2010 5 Series further enhances the most successful midsize luxury sedan in the US market. The 3.0-liter twin-turbocharged inline-6 engine of the 535i and the 535i xDrive received a Ward's Automotive Group Best Engine honor for the third time since its introduction. Both the 5 Series Sedan and the Sports Wagon will receive new equipment changes for 2010, especially in the area of functionality.

- When Navigation is ordered, the new iDrive system, which debuted on the new 7 Series, will be standard. Non-Navigation equipped cars will continue to have the existing iDrive installed.
- HD Radio will be included in the Navigation System equipped cars.
- Fold Down Rear Seats will now be offered without the Ski Bag. Ski Bags will be offered separately but require Fold Down Rear Seats be ordered.

6 Series

The 6 Series is the perfect unison of performance, luxury and design. The product and performance upgrades over the years have ensured that the 6 Series maintains its appeal in the market place. The changes for the new model year will bolster the 6 Series position as one of the most desired cars in the premium segment:

- The new iDrive system, which debuted on the all-new 7 Series, will be standard
- HD Radio will now be standard
- Sport Automatic Transmission is standard and the Manual Transmission will be available as a stand alone option
- BMW Individual interior trims, upholstery and paintwork will be available as a chargeable alternative in the Sport Package

M5 & M6

The 2010 model year M5 and M6 continue building on their success as technological leaders enhancing driver enjoyment and control. Improvements in technology and convenience for the 2010 M5 and M6 Coupe and Convertible include:

- The new iDrive system, which debuted on the all-new 7 Series will be standard
- HD Radio will now be standard
- Fold Down Rear Seats will now be offered without the Ski Bag. Ski Bags will be offered separately but require Fold Down Rear Seats be ordered.

Updated Ordering Guides for all the 5 and 6 Series vehicles will be posted on CenterNet today. Please share this information with your Client Advisors and customers.