

# Product Planning and Strategy

## BMW Dealer Bulletin

### Release of M Sport Packages

Following the successful release on the 135i and the 5 Series, we now announce the M Sport Packages for the 128i, 3 Series, 550i, X5 xDrive30i, and xDrive48i. The M Sport Packages enhance the sporty appearance of our vehicles while providing an even higher level of aerodynamics and handling.

Each M Sport Package was developed for the applicable Series to include equipment that is matched perfectly to the vehicle. Compared to the existing Sport Packages (ZSP) the M Sport Packages (ZMP) offer additional M designed equipment, such as aerodynamic components, M steering wheel and M wheels, providing customers with an opportunity to further individualize their Ultimate Driving Machine.

Beginning with March production, the M Sport Package is available on the 128i, 550i, and all versions of the 3 Series except the 335d. The X5 xDrive30i and xDrive48i M Sport Packages will be available as of April production. Below is an overview of equipment contained in the new M Sport Packages:

	E82/E88 128i	3 Series	550i	X5 xDrive30i/48i
M aerodynamic package	X	X	X	X
M leather steering wheel	X	X	X	X
Sport seats	X	X		X
Multi-contour seats			X	
Sport suspension	X	X	X	
Active Roll Stabilization			X	
Adaptive Drive				X
M door sills	X	X	X	
M gearshift lever (with manual transmission)	X	X	X	
M footrest	X	X	X	
Anthracite headliner (except for Convertible)	X	X	X	X
Available M aluminum trim	X	X	X	X
Roof rails aluminum				X
Park Distance Control (rear)		X		
Shadowline exterior trim			X	
High Gloss Shadowline exterior trim	X	X		X

17" M wheels with mixed performance tires



18" M wheels with mixed performance tires



19" M wheels with mixed performance tires



20" M wheels with mixed performance tires



## **128i Coupe & Convertible**

Exclusive exterior color 'Le Mans Blue Metallic' is now available, but only in combination with ZMP. In total, there are 5 colors for the convertible and 6 colors for the coupe that may be ordered with the 128i M Sport Package.

### **1 Series Package Prices:**

**\$2,450 on the 128i Coupe**

**\$2,700 on the 128i Convertible**

Also beginning with March production, Glacier Silver M Aluminum Interior Trim will now be available when the 135i convertible M Sport Package is ordered.

## **3 Series**

Le Mans Blue Metallic exterior color is available for order, only in combination with ZMP.

### **3 Series Package Prices:**

**\$3,250 on the E92/E93**

**\$3,750 on the E90/E91**

## **550i**

Le Mans Blue Metallic exterior color is available for order, but only in combination with ZMP.

**\$4,800 on the 550i**

## **X5**

Carbon Black Metallic exterior color is available for order, but only in combination with ZMP.

### **X5 Package Prices:**

**\$6,500 on the X5 xDrive30i**

**\$6,500 on the X5 xDrive48i**