

Product Planning and Strategy

BMW Dealer Bulletin

Model Year 2009 Pricing

With the release of all of the Model Year 2009 Order Guides, we are pleased to announce pricing for all Model Year 2009 vehicles, with the exception of the all-new 7 Series. Retail and Wholesale price sheets will be posted on CenterNet later in the week.

Model Year 2009 Base Prices

Model	MY2009 Price
128i Coupe	\$29,200
135i Coupe	\$35,600
128i Convertible	\$33,800
135i Convertible	\$39,900
328i Sedan	\$33,400
328i xDrive Sedan	\$35,300
335i Sedan	\$40,100
335i xDrive Sedan	\$42,000
M3 Sedan	\$54,500
328i Sports Wagon	\$35,200
328i xDrive Sports Wagon	\$37,100
328i Coupe	\$36,300
328i xDrive Coupe	\$38,100
335i Coupe	\$42,000
335i xDrive Coupe	\$43,800
M3 Coupe	\$57,500
328i Convertible	\$44,300
335i Convertible	\$50,400
M3 Convertible	\$66,150
528i Sedan	\$45,500
528i xDrive Sedan	\$47,700
535i Sedan	\$50,800
535i xDrive Sedan	\$53,000
550i Sedan	\$60,000
M5 Sedan	\$85,100
535i xDrive Sports Wagon	\$55,400
650i Coupe	\$77,700
M6 Coupe	\$101,700
650i Convertible	\$84,800
M6 Convertible	\$107,500
X3 xDrive30si	\$39,400
X5 xDrive30i	\$47,100
X5 xDrive48i	\$55,800
X6 xDrive35i	\$55,500
X6 xDrive50i	\$66,200

Model Specific Standard and Optional Equipment Changes

The following equipment is being deleted from the standard equipment profile as of Model Year 2009:

- Logic 7 Sound System on all 335i and 335xi
- First Aid Kit on the 5 and 6 Series
- Space Saver spare on the X5 and X6
- Rear self leveling suspension on the X5 xDrive48i without 3rd row seats

1 Series

- The 128i Coupes and Convertibles Cold Weather Package (ZCW) now includes the heated steering wheel.
- The heated steering wheel (248) is a new stand-alone option on 135i Coupes and Convertibles that requires the Cold Weather Package. The option was not added to the Cold Weather Package because it can not be ordered in combination with the Sport Package.
- Optional Active Steering will no longer available on 128i models.

Pricing

Model	ZCW	Option 248
128i Coupe	\$900	Included in ZCW
128i Convertible	\$900	Included in ZCW
135i Convertible	\$600 (No Change)	\$150
135i Coupe	\$600 (No Change)	\$150

3 Series

- Heated steering wheel has been added to the Cold Weather Package (ZCW).
- High Gloss Shadowline Trim has been added to the Sport Package (ZSP) on all 3 Series Sedans, Sport Wagons and Coupes.
- Front and rear park distance control (508) replaces the rear park distance control option on 3 Series Sedans and Sport Wagons.
- New optional 17" Y-spoke wheels (Style 285) will be available on the 328i and 328xi Sedan and Sport Wagons.
- Logic 7 Sound System (677) is now available as a stand alone option on all models.
- Optional Active Steering will no longer available on 328i and 328xi models.

Pricing

Model	ZCW	ZSP	Option 508	17" Wheel	Option 677
328i Sedan	\$1,150	\$2,050	\$700	\$500	\$875
328i xDrive Sedan	\$1,000	\$1,650	\$700	\$500	\$875
335i Sedan	\$1,150	\$2,150	\$700	Not Available	\$875
335i xDrive Sedan	\$1,000	\$1,350	\$700	Not Available	\$875
328i Sports Wagon	\$900	\$2,050	\$700	\$500	\$875
328i xDrive Sports Wagon	\$750	\$1,650	\$700	\$500	\$875
328i Coupe	\$900	\$1,450	Not Available	Not Available	\$875
328i xDrive Coupe	\$750	\$850	Not Available	Not Available	\$875
335i Coupe	\$900	\$1,550	Not Available	Not Available	\$875
335i xDrive Coupe	\$750	\$850	Not Available	Not Available	\$875
328i Convertible	\$900	\$1,300 (No Change)	Not Available	Not Available	\$875
335i Convertible	\$750	\$1,400 (No Change)	Not Available	Not Available	\$875

X Models

- Heated rear seats have been added to the Cold Weather Package (ZCW).
- Automatic Tailgate has been added to the Premium Package (ZPP).
- The iPod/USB Adapter has been added to the X5 xDrive48i Premium Sound Package (ZPS).
- New optional Leather Wrapped Dashboard (4M5) is available on the X6 models.
- On the X5 models, Nappa leather now includes a Leather Wrapped Dashboard.
- The Space Saver spare tire (300) has been added as a stand alone option.

Pricing

Model	ZCW	ZPP	ZPS	Option 4M5	Option 300	Nappa Leather
X5 xDrive30i	\$1,250	\$3,200	\$1,850 (No Change)	Not Available	\$150	\$3,850
X5 xDrive48i	\$1,250	\$2,200	\$2,000	Not Available	\$150	\$2,400
X6 xDrive35i	\$1,250	\$2,200	\$2,000 (No Change)	\$1,900	\$150	\$1,000 (No Change)
X6 xDrive50i	\$1,250	\$2,200	\$2,000 (No Change)	\$1,900	\$150	\$1,000 (No Change)

6 Series

In addition to the 19" forged alloy wheels, sport seats and Shadowline trim, the MY2009 6 Series Sport Package also includes:

- Contoured hood with two character lines
- Chromed exhaust pipes
- Sportier sounding exhaust
- Anthracite Headliner (Alcantara on Coupe only)
- Exclusive exterior colors Imola Red and Carbon Black Metallic

The MY2009 6 Series Sport Package price is \$3,900.

M3

The price of the optional M Double-clutch transmission has increased by \$200, making the new option price \$2,900.

All-new Smartphone Integration Option

A new Smartphone (for instance iPhone) Integration option will be available starting with October 2008 production for \$150. Once installed, the option charges the phone, allows access to music stored within the phone, and can improve telephone reception. Smartphone Integration does not take away from the features of the iPod/USB Adapter; meaning that a customer will still have the USB and AUX inputs available. Smartphone Integration requires an accessory snap-in adapter to fully integrate the option into an X5, X6, 1, 3, and 6 Series. Snap-in adapters and phones compatible with this new option will be announced shortly.