

BMW of North America, LLC
2010 Model Year
Suggested Retail Price

Effective March 1, 2009

	528i Sedan	528i xDrive Sedan	535i Sedan	535i xDrive Sedan	550i Sedan	535i xDrive Sports Wagon
U.S. Models						
Base Price U.S.A. Port of Entry*	\$45,800	\$48,100	\$51,100	\$53,400	\$60,400	\$55,800
Base Price Euro Delivery Munich Pick Up	\$42,595	\$44,735	\$47,525	\$49,660	\$56,170	\$51,895
Base Price Diplomatic U.S.A. Port of Entry	\$43,510	\$45,695	\$48,545	\$50,730	\$57,380	\$53,010
Options						
205 STEPTRONIC automatic transmission	NC	NC	NC	NC	NC	NC
217 Active Steering	\$1,550	NA	\$1,550	NA	\$1,550	NA
261 Rear side-impact airbags	\$385	\$385	\$385	\$385	\$385	\$385
2C0 18" Light-alloy wheels Star Spoke (style124) with run-flat perf. tires (18x8.0, 245/40 R18) (Requires ZSP on indicated models)	NA	NA	NA	NA	NA	\$600 (req'd)
2SE 18" Light-alloy wheels Star Spoke (style246) with run-flat performance tires (18x8.0, 245/40 R18) (Requires ZSP on indicated models)	ZSP	\$600 (req'd)	NA	NA	NA	NA
2TB Sport automatic transmission with shift paddles (Requires ZMP on indicated models)	NA	NA	\$500 (req'd)	NA	\$500 (req'd)	NA
322 Comfort Access system	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
416 Power rear sunshade with rear manual side window shades	\$575	\$575	\$575	\$575	\$575	NA
417 Rear manual side window shades	NA	NA	NA	NA	NA	\$250
437 Wood trim	NC	NC	NC	NC	NC	NC
456 Comfort seats with lumbar support (Included in package) (Requires Leather Dakota on indicated models)	\$1,200 ZMP, ZSP (req'd)	\$1,200 ZMP, ZSP (req'd)	\$1,200 ZMP, ZSP (req'd)	\$1,200 ZMP, ZSP (req'd)	\$1,200 ZMP (req'd)	\$1,200 ZMP, ZSP (req'd)
464 Ski bag	\$100	\$100	\$100	\$100	\$100	ZCW, ZVP
465 Fold down rear seats	\$475	\$475	\$475	\$475	\$475	STD
494 Heated front seats (Included in package)	\$500 ZCW	\$500 ZCW, ZVP	\$500 ZCW	\$500 ZCW, ZVP	\$500 ZCW	\$500 ZCW, ZVP
496 Heated rear seats (Requires ZCW and Leather Dakota on indicated models) (Requires ZCW on indicated models) (Requires ZCW, ZVP and Leather Dakota on indicated models)	\$350 (req'd)	\$350 (req'd)	\$350 (req'd)	\$350 (req'd)	\$350 (req'd)	\$350 (req'd)
4BY Bamboo Anthracite wood trim	NC	NC	NC	NC	NC	NC
4MS Pentan Aluminum Trim (Requires ZMP on indicated models)	NC (req'd)	NC (req'd)	NC (req'd)	NC (req'd)	NC	NC (req'd)
508 Park Distance Control	\$750	\$750	\$750	\$750	STD	\$750
522 Xenon headlights	\$900	\$900	STD	STD	STD	STD
591 18" Light-alloy wheels Star Spoke (style124) with mixed run-flat perf. tires (18x8.0, 245/40 R18 front and 18x9.0, 275/35 R18 rear) (Requires ZSP on indicated models)	NA	NA	ZSP	\$600 (req'd)	NA	NA
5AC High Beam Assistant (Requires ZPP and 522 on indicated models) (Requires ZPP on indicated models)	\$250 (req'd)	\$250 (req'd)	\$250 (req'd)	\$250 (req'd)	\$250	\$250 (req'd)
5AD Lane Departure Warning (Requires ZPP on indicated models)	\$950 (req'd)	\$950 (req'd)	\$950 (req'd)	\$950 (req'd)	\$950	\$950 (req'd)
5DF Active Cruise Control (Requires 205 on indicated models) (Requires 2TB or 205 on indicated models)	\$2,400 (req'd)	\$2,400 (req'd)	\$2,400 (req'd)	\$2,400 (req'd)	\$2,400 (req'd)	\$2,400 (req'd)
609 Navigation system (Included in package)	\$1,900	\$1,900	\$1,900	\$1,900	\$1,900 ZVP	\$1,900
610 Head-up Display (Requires 609 on indicated models)	\$1,200 (req'd)	\$1,200 (req'd)	\$1,200 (req'd)	\$1,200 (req'd)	\$1,200 (req'd)	\$1,200 (req'd)
611 Night Vision (Requires ZCW and 609 on indicated models)	\$2,200 (req'd)	\$2,200 (req'd)	\$2,200 (req'd)	\$2,200 (req'd)	\$2,200 (req'd)	\$2,200 (req'd)
653 HD radio	\$350	\$350	\$350	\$350	\$350	\$350
655 Satellite radio with 1 year subscription	\$595	\$595	\$595	\$595	\$595	\$595
677 Premium hi-fi system	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200
6FL iPod and USB adapter (Included in package)	\$400 ZVP	\$400 ZVP	\$400 ZVP	\$400 ZVP	\$400 ZVP	\$400 ZVP
Colors / Upholsteries						
Non-Metallic paint	STD	STD	STD	STD	STD	STD
Metallic paint	STD	STD	STD	STD	STD	STD
KB Leatherette	STD	STD	STD	STD	NA	STD
LC Leather Dakota (Included in package)	\$1,450 ZPP, ZVP	\$1,450 ZPP, ZVP	\$1,450 ZPP, ZVP	\$1,450 ZPP, ZVP	STD	\$1,450 ZPP, ZVP
Packages						
ZCW Cold Weather Package (In combination with ZVP)	\$750	\$750 NC	\$750	\$750 NC	\$750	\$900 NC
ZMP M Sport Package (Requires Leather Dakota on indicated models) (Not in combination with ZSP on restricted models) (Requires A52, 300, 354, 416, A68, 668 and A76 on indicated models) (Not in combination with 611 on restricted models)	\$4,500 (req'd) (restr.) (req'd)	\$3,000 (req'd) (restr.) (req'd)	\$4,500 (req'd) (restr.) (req'd)	\$3,000 (req'd) (restr.) (req'd)	\$4,800	\$3,000 (req'd) (restr.) (restr.)
ZPP Premium Package (In combination with ZVP)	\$2,400 \$950	\$2,400 \$950	\$2,200 \$750	\$2,200 \$750	NA	\$2,500 \$1,050
ZSP Sport Package (Requires Leather Dakota on indicated models)	\$2,900 (req'd)	\$1,400 (req'd)	\$2,900 (req'd)	\$1,400 (req'd)	NA	\$1,400 (req'd)

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		528i Sedan	528i xDrive Sedan	535i Sedan	535i xDrive Sedan	550i Sedan	535i xDrive Sports Wagon
U.S. Models							
ZVP	Value Package <i>(Not in combination with ZCW on restricted models)</i>	NC	NC (restr.)	NC	NC (restr.)	NC	NC (restr.)
Note: Package contents not fully represented above. Comprehensive package descriptions available separately.							
Other Charges							
Destination & Handling		\$825	\$825	\$825	\$825	\$825	\$825

All prices and specifications are subject to change without notice. STD - Standard Equipment, NA - Not Available, NC - No Charge Option
 * The Dealer's ultimate cost may vary due to incentives, allowances and other programs or payments.

BMW of North America, LLC
2010 Model Year
Confidential Wholesale Price

Effective March 1, 2009

	528i Sedan	528i xDrive Sedan	535i Sedan	535i xDrive Sedan	550i Sedan	535i xDrive Sports Wagon
U.S. Models						
Base Price U.S.A. Port of Entry*	\$42,135	\$44,250	\$47,010	\$49,130	\$55,570	\$51,335
Base Price Euro Delivery Munich Pick Up	\$39,185	\$41,155	\$43,725	\$45,685	\$51,675	\$47,745
Base Price Diplomatic U.S.A. Port of Entry	\$40,030	\$42,040	\$44,660	\$46,670	\$52,790	\$48,770
Training Service Fee (Excludes Euro Delivery)	\$180	\$180	\$180	\$180	\$180	\$180
Options						
205 STEPTRONIC automatic transmission	NC	NC	NC	NC	NC	NC
217 Active Steering	\$1,365	NA	\$1,365	NA	\$1,365	NA
261 Rear side-impact airbags	\$350	\$350	\$350	\$350	\$350	\$350
2C0 18" Light-alloy wheels Star Spoke (style124) with run-flat perf. tires (18x8.0, 245/40 R18) (Requires ZSP on indicated models)	NA	NA	NA	NA	NA	\$545 (req'd)
2SE 18" Light-alloy wheels Star Spoke (style246) with run-flat performance tires (18x8.0, 245/40 R18) (Requires ZSP on indicated models)	ZSP	\$545 (req'd)	NA	NA	NA	NA
2TB Sport automatic transmission with shift paddles (Requires ZMP on indicated models)	NA	NA	\$455 (req'd)	NA	\$455 (req'd)	NA
322 Comfort Access system	\$910	\$910	\$910	\$910	\$910	\$910
416 Power rear sunshade with rear manual side window shades	\$525	\$525	\$525	\$525	\$525	NA
417 Rear manual side window shades	NA	NA	NA	NA	NA	\$230
437 Wood trim	NC	NC	NC	NC	NC	NC
456 Comfort seats with lumbar support (Included in package) (Requires Leather Dakota on indicated models)	\$1,090 ZMP, ZSP (req'd)	\$1,090 ZMP, ZSP (req'd)	\$1,090 ZMP, ZSP (req'd)	\$1,090 ZMP, ZSP (req'd)	\$1,090 ZMP	\$1,090 ZMP, ZSP (req'd)
464 Ski bag	\$90	\$90	\$90	\$90	\$90	ZCW, ZVP
465 Fold down rear seats	\$430	\$430	\$430	\$430	\$430	STD
494 Heated front seats (Included in package)	\$455 ZCW	\$455 ZCW, ZVP	\$455 ZCW	\$455 ZCW, ZVP	\$455 ZCW	\$455 ZCW, ZVP
496 Heated rear seats (Requires ZCW and Leather Dakota on indicated models) (Requires ZCW on indicated models) (Requires ZCW, ZVP and Leather Dakota on indicated models)	\$320 (req'd)	\$320 (req'd)	\$320 (req'd)	\$320 (req'd)	\$320 (req'd)	\$320 (req'd)
4BY Bamboo Anthracite wood trim	NC	NC	NC	NC	NC	NC
4MS Pentan Aluminium Trim (Requires ZMP on indicated models)	NC (req'd)	NC (req'd)	NC (req'd)	NC (req'd)	NC	NC (req'd)
508 Park Distance Control	\$685	\$685	\$685	\$685	STD	\$685
522 Xenon headlights	\$820	\$820	STD	STD	STD	STD
591 18" Light-alloy wheels Star Spoke (style124) with mixed run-flat perf. tires (18x8.0, 245/40 R18 front and 18x9.0, 275/35 R18 rear) (Requires ZSP on indicated models)	NA	NA	ZSP	\$545 (req'd)	NA	NA
5AC High Beam Assistant (Requires ZPP and 522 on indicated models) (Requires ZPP on indicated models)	\$230 (req'd)	\$230 (req'd)	\$230 (req'd)	\$230 (req'd)	\$230	\$230 (req'd)
5AD Lane Departure Warning (Requires ZPP on indicated models)	\$865 (req'd)	\$865 (req'd)	\$865 (req'd)	\$865 (req'd)	\$865	\$865 (req'd)
5DF Active Cruise Control (Requires 205 on indicated models) (Requires 2TB or 205 on indicated models)	\$2,135 (req'd)	\$2,135 (req'd)	\$2,135 (req'd)	\$2,135 (req'd)	\$2,135 (req'd)	\$2,135 (req'd)
609 Navigation system (Included in package)	\$1,730	\$1,730	\$1,730	\$1,730	\$1,730 ZVP	\$1,730
610 Head-up Display (Requires 609 on indicated models)	\$1,010 (req'd)	\$1,010 (req'd)	\$1,010 (req'd)	\$1,010 (req'd)	\$1,010 (req'd)	\$1,010 (req'd)
611 Night Vision (Requires ZCW and 609 on indicated models)	\$1,700 (req'd)	\$1,700 (req'd)	\$1,700 (req'd)	\$1,700 (req'd)	\$1,700 (req'd)	\$1,700 (req'd)
653 HD radio	\$315	\$315	\$315	\$315	\$315	\$315
655 Satellite radio with 1 year subscription	\$540	\$540	\$540	\$540	\$540	\$540
677 Premium hi-fi system	\$1,090	\$1,090	\$1,090	\$1,090	\$1,090	\$1,090
6FL iPod and USB adapter (Included in package)	\$365 ZVP	\$365 ZVP	\$365 ZVP	\$365 ZVP	\$365 ZVP	\$365 ZVP
Colors / Upholsteries						
Non-Metallic paint	STD	STD	STD	STD	STD	STD
Metallic paint	STD	STD	STD	STD	STD	STD
KB Leatherette	STD	STD	STD	STD	NA	STD
LC Leather Dakota (Included in package)	\$1,320 ZPP, ZVP	\$1,320 ZPP, ZVP	\$1,320 ZPP, ZVP	\$1,320 ZPP, ZVP	STD	\$1,320 ZPP, ZVP
Packages						
ZCW Cold Weather Package (In combination with ZVP)	\$685	\$685 NC	\$685	\$685 NC	\$685	\$820 NC
ZMP M Sport Package (Requires Leather Dakota on indicated models) (Not in combination with ZSP on restricted models) (Requires A52, 300, 354, 416, A68, 668 and A76 on indicated models) (Not in combination with 611 on restricted models)	\$4,095 (req'd) (restr.) (req'd)	\$2,730 (req'd) (restr.) (req'd)	\$4,095 (req'd) (restr.) (req'd)	\$2,730 (req'd) (restr.) (req'd)	\$4,370 (restr.)	\$2,730 (req'd) (restr.) (restr.)
ZPP Premium Package (In combination with ZVP)	\$2,185 \$865	\$2,185 \$865	\$2,000 \$685	\$2,000 \$685	NA	\$2,275 \$955
ZSP Sport Package	\$2,640	\$1,275	\$2,640	\$1,275	NA	\$1,275

**BMW of North America, LLC
2010 Model Year
Confidential Wholesale Price**

Effective March 1, 2009

		528i Sedan	528i xDrive Sedan	535i Sedan	535i xDrive Sedan	550i Sedan	535i xDrive Sports Wagon
U.S. Models							
<i>(Requires Leather Dakota on indicated models)</i>		(req'd)	(req'd)	(req'd)	(req'd)		(req'd)
ZVP	Value Package <i>(Not in combination with ZCW on restricted models)</i>	NC	NC (restr.)	NC	NC (restr.)	NC	NC (restr.)
Note: Package contents not fully represented above. Comprehensive package descriptions available separately.							
Other Charges							
Destination & Handling		\$825	\$825	\$825	\$825	\$825	\$825

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		528i Sedan		335i Sedan		550i Sedan		Retail Price
ZCW	Cold Weather Package 248 Heated steering wheel 464 Ski bag 494 Heated front seats 502 Retractable headlight washers						x	\$900
	Cold Weather Package 248 Heated steering wheel 494 Heated front seats 502 Retractable headlight washers	x	x	x	x	x		\$750
	In combination with ZVP		x		x		x	\$0
ZMP	M Sport Package 229 Active Roll Stabilization (ARS) 2NP 18" Light-Alloy Double Spoke wheels (Style 135 M) with performance tires 339 Shadowline trim 456 Comfort seats with lumbar support 704 Sport suspension 710 M steering wheel 715 Aerodynamic package 775 Anthracite headliner (Requires A52, 300, 354, 416, A68, 668 and A76 on indicated models) (Not in combination with ZSP on restricted models) (Requires Leather Dakota on indicated models) (Not in combination with 611 on restricted models)	x		x				\$4,500
	M Sport Package 229 Active Roll Stabilization (ARS) 2NN 19" Light-alloy wheels Double Spoke (style 172M) with performance tires (19x8.0, 245/35 R19 front and 19x9.5, 275/30 R19 rear) 339 Shadowline trim 456 Comfort seats with lumbar support 704 Sport suspension 710 M steering wheel 715 Aerodynamic package 775 Anthracite headliner					x		\$4,800
	M Sport Package 2NP 18" Light-Alloy Double Spoke wheels (Style 135 M) with performance tires 339 Shadowline trim 456 Comfort seats with lumbar support 710 M steering wheel 715 Aerodynamic package 775 Anthracite headliner (Not in combination with ZSP on restricted models) (Requires Leather Dakota on indicated models) (Not in combination with 611 on restricted models)		x		x			x

		528i Sedan		335i Sedan		550i Sedan		Retail Price
ZPP	Premium Package 319 Universal Garage Door Opener 430 Auto-dimming interior and exterior mirrors 431 Auto-dimming rearview mirror 488 Lumbar support 563 Ambient light package LC Leather Dakota	x	x					\$2,400
	Premium Package 319 Universal Garage Door Opener 430 Auto-dimming interior and exterior mirrors 431 Auto-dimming rearview mirror 563 Ambient light package LC Leather Dakota			x	x			\$2,200
	Premium Package 316 Automatic tailgate opening and closing 319 Universal Garage Door Opener 430 Auto-dimming interior and exterior mirrors 431 Auto-dimming rearview mirror 563 Ambient light package LC Leather Dakota						x	\$2,500
	In combination with ZVP	x	x	x	x		x	\$950 \$750 \$1,050
ZSP	Sport Package 226 Sport suspension 229 Active Roll Stabilization (ARS) 255 Sports leather steering wheel 2SE 18" Light-alloy wheels Star Spoke (style246) with run-flat performance tires (18x8.0, 245/40 R18) 300 Space-saver spare 339 Shadowline trim 456 Comfort seats with lumbar support (Requires Leather Dakota on indicated models)	x (req'd)						\$2,900
	Sport Package 255 Sports leather steering wheel 339 Shadowline trim 456 Comfort seats with lumbar support (Requires Leather Dakota on indicated models)		x (req'd)		x (req'd)		x (req'd)	\$1,400
	Sport Package 226 Sport suspension 229 Active Roll Stabilization (ARS) 255 Sports leather steering wheel 300 Space-saver spare 339 Shadowline trim 456 Comfort seats with lumbar support 591 18" Light-alloy wheels Star Spoke (style124) with mixed run-flat perf. tires (18x8.0, 245/40 R18 front and 18x9.0, 275/35 R18 rear) (Requires Leather Dakota on indicated models)			x (req'd)				\$2,900

		528i Sedan		335i Sedan		550i Sedan		Retail Price
ZVP	Value Package 248 Heated steering wheel 494 Heated front seats 502 Retractable headlight washers 6FL iPod and USB adapter LC Leather Dakota (Not in combination with ZCW on restricted models)		x		x			NC
	Value Package 248 Heated steering wheel 464 Ski bag 494 Heated front seats 502 Retractable headlight washers 6FL iPod and USB adapter LC Leather Dakota (Not in combination with ZCW on restricted models)		(restr.)		(restr.)		x	NC
	Value Package 609 Navigation system 6FL iPod and USB adapter					x		NC
	Value Package 6FL iPod and USB adapter LC Leather Dakota	x		x				NC