

**BMW of North America, LLC**  
**2011 Model Year**  
**Suggested Retail Price**

Effective October 1, 2010

		M3 Coupe	M3 Sedan	M3 Convertible
<b>U.S. Models</b>				
Base Price U.S.A. (Including \$875 Destination and Handling)		\$59,275	\$56,275	\$67,925
<b>Options</b>				
223	Dynamic Damper Control (Included in package)	\$1,000 ZCP, ZTP	\$1,000 ZCP, ZTP	\$1,000 ZTP
2MK	M Double-clutch Transmission with Drivelogic	\$2,900	\$2,900	\$2,900
2MT	19" Light alloy Double-spoke wheels style 220M-with performance tires (19x8.5, 245/35 R19 front and 19x9.5, 265/35 R19 rear) (Not in combination with ZCP on restricted models)	\$1,250 (restr.)	\$1,250 (restr.)	\$1,250
302	Anti-theft alarm system (Included in package)	\$400 ZCV	\$400 ZCV	\$400 ZCV
403	Moonroof	NC	\$1,050	NA
415	Power rear sunshade	\$350	NA	NA
417	Rear manual side window shades with power rear window shade	NA	\$575	NA
465	Split fold-down-rear seat (Included in package)	STD	\$475 ZCW	NA
494	Heated front seats (Included in package)	\$500 ZCW	\$500 ZCW	\$500 ZCW
4MX	Blue-gray Brushed Aluminium Trim (Included in package)	\$500 ZP2, ZPP	\$500 ZP2, ZPP	\$500 ZP2, ZPP
4MY	Carbon Leather interior trim (In combination with ZP2) (In combination with ZPP)	\$500 NC NC	\$500 NC NC	\$500 NC NC
4MZ	Sycamore Anthracite Wood trim (In combination with ZP2) (In combination with ZPP)	\$500 NC NC	\$500 NC NC	\$500 NC NC
4UT	Through-loading system with integrated transport bag (Included in package)	NA	NA	\$195 ZCW
507	Park Distance Control (rear only) (Included in package)	\$380 ZCV	\$380 ZCV	\$380 ZCV
5AC	Automatic high beams (Requires ZPP or ZP2 on indicated models)	\$250 (req'd)	\$250 (req'd)	\$250 (req'd)
609	Navigation system (Included in package)	\$2,100 ZCV, ZTP	\$2,100 ZCV, ZTP	\$2,100 ZCV, ZTP
639	BMW Assist with Bluetooth (Included in package)	\$750 ZP2, ZPP	\$750 ZP2, ZPP	\$750 ZP2, ZPP
655	Satellite radio with 1 year subscription	\$350	\$350	\$350
6FL	iPod and USB adapter (Included in package)	\$400 ZCV	\$400 ZCV	\$400 ZCV
6NF	Smartphone Integration (Requires 6FL on indicated models) (Requires ZPP, 639 or ZP2 on indicated models)	\$150 (req'd) (req'd)	\$150 (req'd) (req'd)	\$150 (req'd) (req'd)
752	Enhanced Premium Sound (Requires ZCV, 609 or ZTP on indicated models)	\$1,900 (req'd)	\$1,900 (req'd)	\$1,900 (req'd)
<b>Priority 1 Options</b>				
326	Rear spoiler deletion	NC	NC	
<b>Colors</b>				
Non-Metallic paint		STD	STD	STD
Metallic paint		\$550	\$550	\$550
<b>Upholsteries</b>				
GE	Cloth/Leather	STD	STD	NA
NC	Novillo Leather	\$950	\$950	STD
NCH1	Silver Novillo Leather	\$950	\$950	NC
NCH2	Fox Red Novillo Leather	\$950	\$950	NC
NCH3	Bamboo Beige Novillo Leather	\$950	\$950	NC
NCH4	Palladium Silver/Black/Black	\$1,250	\$1,250	\$300
NCH5	Fox Red/Black/Black	\$1,250	\$1,250	\$300
NCSW	Black Novillo Leather	\$950	\$950	NC
ND	Extended Novillo Leather (In combination with ZP2) (In combination with ZPP) (Requires ZCV or 609 on indicated models)	\$2,000 \$1,100 \$1,100 (req'd)	\$2,000 \$1,100 \$1,100 (req'd)	\$1,100 (req'd)
<b>Packages</b>				
ZCP	Competition Package	\$2,500	\$2,500	NA
ZCV	Convenience Package	\$2,900	\$2,900	\$2,900
ZCW	Cold Weather Package	\$750	\$1,000	\$750
ZP2	Premium Package 2 NCH4 Palladium Silver/Black/Black (upgrade) NCH5 Fox Red/Black/Black (upgrade) ND Extended Novillo Leather (upgrade)	\$2,500 +\$300 +\$300 +\$1,100	\$2,500 +\$300 +\$300 +\$1,100	\$1,350
ZPP	Premium Package ND Extended Novillo Leather (upgrade)	\$2,000 +\$1,100	\$2,000 +\$1,100	\$1,350

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		<b>M3</b>	<b>M3</b>	<b>M3</b>
		<b>Coupe</b>	<b>Sedan</b>	<b>Convertible</b>
<b>U.S. Models</b>				
ZTP	Technology Package <i>(In combination with ZCP)</i>	\$3,250 \$2,500	\$3,250 \$2,500	\$3,250
Note: Package contents not fully represented above. Comprehensive package descriptions available separately.				
<b>Other Charges</b>				
Gaz Guzzler Tax		\$1,300	\$1,300	\$1,700

All prices and specifications are subject to change without notice. STD - Standard Equipment, NA - Not Available, NC - No Charge Option

		M3 Coupe	M3 Sedan		Retail Price
<b>ZCP</b>	<b>Competition Package</b> 223 Dynamic Damper Control 7MA Competition package Z59 19" Light alloy Y-spoke wheels style 359M-with performance tires (19x9.0, 245/35 19 front and 19x10.0, 265/35 19 rear) Lowered suspension (-10 mm) Sport mapping for EDC/DSC	x	x		<b>\$2,500</b>
<b>ZCV</b>	<b>Convenience Package</b> 302 Anti-theft alarm system 322 Comfort Access keyless entry 507 Park Distance Control (rear only) 609 Navigation system 6FL iPod and USB adapter	x	x	x	<b>\$2,900</b>
<b>ZCW</b>	<b>Cold Weather Package</b> 464 Ski bag 494 Heated front seats 502 Retractable headlight washers	x			<b>\$750</b>
	<b>Cold Weather Package</b> 494 Heated front seats 4UT Through-loading system with integrated transport bag 502 Retractable headlight washers			x	<b>\$750</b>
	<b>Cold Weather Package</b> 465 Split fold-down-rear seat 494 Heated front seats 502 Retractable headlight washers		x		<b>\$1,000</b>
<b>ZP2</b>	<b>Premium Package 2</b> 313 Power folding auto dimming mirrors 319 Universal garage-door opener 459 Power front seats with driver seat memory 4MX Blue-gray Brushed Aluminium Trim <b>or</b> 4MY Carbon Leather interior trim <b>or</b> 4MZ Sycamore Anthracite Wood trim 4NA Digital compass mirror 639 BMW Assist with Bluetooth NCSW Black Novillo Leather <b>or</b> NCH1 Silver Novillo Leather <b>or</b> NCH2 Fox Red Novillo Leather <b>or</b> NCH3 Bamboo Beige Novillo Leather <b>or</b> NCH4 Palladium Silver/Black/Black <b>or</b> NCH5 Fox Red/Black/Black <b>or</b> ND Extended Novillo Leather	x	x		<b>\$2,500</b>
	<b>Premium Package 2</b> 313 Power folding auto dimming mirrors 319 Universal garage-door opener 4MX Blue-gray Brushed Aluminium Trim <b>or</b> 4MY Carbon Leather interior trim <b>or</b> 4MZ Sycamore Anthracite Wood trim 4NA Digital compass mirror 639 BMW Assist with Bluetooth			x	<b>\$1,350</b>

		M3 Coupe	M3 Sedan		Retail Price
<b>ZPP</b>	<b>Premium Package</b> 313 Power folding auto dimming mirrors 319 Universal garage-door opener 4MX Blue-gray Brushed Aluminium Trim <b>or</b> 4MY Carbon Leather interior trim <b>or</b> 4MZ Sycamore Anthracite Wood trim 4NA Digital compass mirror 639 BMW Assist with Bluetooth Note: End of production is August 2010			x	<b>\$1,350</b>
	<b>Premium Package</b> 313 Power folding auto dimming mirrors 319 Universal garage-door opener 4MX Blue-gray Brushed Aluminium Trim <b>or</b> 4MY Carbon Leather interior trim <b>or</b> 4MZ Sycamore Anthracite Wood trim 4NA Digital compass mirror 639 BMW Assist with Bluetooth NCSW Black Novillo Leather <b>or</b> NCH1 Silver Novillo Leather <b>or</b> NCH2 Fox Red Novillo Leather <b>or</b> NCH3 Bamboo Beige Novillo Leather <b>or</b> ND Extended Novillo Leather Note: 459 - Power Seats are standard equipment until EOP 8/2010. Note: End of production is August 2010	x	x		<b>\$2,000</b>
		x	x		<b>+ \$1,100</b>
<b>ZTP</b>	<b>Technology Package</b> 223 Dynamic Damper Control 2MD M Drive 322 Comfort Access keyless entry 609 Navigation system Note: 2MD becomes standard equipment SOP 9/2010 Note: End of production is August 2010	x	x	x	<b>\$3,250</b>
	<b>In combination with ZCP</b>	x	x		<b>\$2,500</b>