

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

Effective October 1, 2010

		740i	740Li	750i	750i	750Li	750Li	760Li
		Sedan	Sedan	Sedan	xDrive Sedan	Sedan	xDrive Sedan	Sedan
<b>U.S. Models</b>								
Base Price U.S.A. (Including \$875 Destination and Handling)		\$71,525	\$75,925	\$83,375	\$86,375	\$87,275	\$90,275	\$137,875
<b>Options</b>								
2H1	19" Light alloy Multi-spoke wheels style235-with all-season run-flat tires (19x8.5, 245/45 19)	NA	NA	NA	\$1,300	NA	\$1,300	NA
2HL	19" Light alloy Radial-spoke wheels style 252-with performance run-flat tires (19x8.5, 245/45 R19 front and 19x9.0, 275/40 R19 rear)	\$1,300	\$1,300	\$1,300	NA	\$1,300	NA	NA
2KS	18" Light-Alloy Wheels V-Spoke (Style 254) with performance tires (18x8.0, 245/50 R18)	NA	NA	NA	NA	NA	NA	NC
2ST	19" Light alloy Multi-spoke wheel style 235-with performance run-flat tires (19x8.5, 245/45 R19 front and 19x9.5, 275/40 R19 rear)	NA	NA	NA	\$1,300	NA	\$1,300	NA
2VH	Integral Active Steering	\$1,750	\$1,750	\$1,750	NA	\$1,750	NA	STD
3AG	Rear-view camera (Included in package)	\$400 ZCE	\$400 ZCE	\$400 ZCE	\$400 ZCE	\$400 ZCE	\$400 ZCE	STD
416	Power rear sunshade with rear manual side window shades (Included in package)	\$1,000 ZLS	\$1,000 ZLS	\$1,000 ZLS	\$1,000 ZLS	\$1,000 ZLS	\$1,000 ZLS	STD
456	Multi-contour seats (Included in package)	\$1,300 ZLS	\$1,300 ZLS	STD	STD	STD	STD	STD
4CA	Ash Grain Wood trim	NC	NC	NC	NC	NC	NC	NC
4ND	Instrument panel with leather finish (Included in package)	NA Z11	NA Z11	\$1,200 Z11	\$1,200 Z11	\$1,200 Z11	\$1,200 Z11	STD
4U1	Ceramic Controls	\$650	\$650	\$650	\$650	\$650	\$650	STD
4UM	Massaging rear seat	NA	ZLU	NA	NA	ZLU	ZLU	\$200
610	Head-up Display	\$1,300	\$1,300	\$1,300	\$1,300	\$1,300	\$1,300	STD
6NF	Smartphone Integration (Requires ZPS on indicated models)	\$150 (req'd)	\$150 (req'd)	\$150 (req'd)	\$150 (req'd)	\$150 (req'd)	\$150 (req'd)	\$150 (req'd)
ZDR	Delete rear comfort seats	NA	NA	NA	NA	NA	NA	NC
<b>Priority 1 Options</b>								
229	Active Roll Stabilization (ARS) (Included in package)	\$2,000 ZMP	\$2,000 ZMP	\$2,000 ZMP	\$2,000 ZMP	\$2,000 ZMP	\$2,000 ZMP	\$2,000 ZMP
4CB	Fineline Matte Wood trim	NC	NC	NC	NC	NC	NC	NC
5DF	Active Cruise Control	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400
6UK	Night Vision with Pedestrian Detection	\$2,600	\$2,600	\$2,600	\$2,600	\$2,600	\$2,600	\$2,600
760	Shadowline exterior trim (Included in package)	\$350 Z11, ZMP	\$350 Z11, ZMP	\$350 Z11, ZMP	\$350 Z11, ZMP	\$350 Z11, ZMP	\$350 Z11, ZMP	\$350 Z11, ZMP
XE5	Dark Red Sycamore Wood trim (In combination with Z11)	\$1,080 NC	\$1,080 NC	\$1,080 NC	\$1,080 NC	\$1,080 NC	\$1,080 NC	\$1,080 NC
XE6	Walnut Honey Wood trim (In combination with Z11)	\$1,080 NC	\$1,080 NC	\$1,080 NC	\$1,080 NC	\$1,080 NC	\$1,080 NC	\$1,080 NC
XE8	Piano Finish Black trim (In combination with Z11) (Included in package)	\$1,080 NC Z11	\$1,080 NC Z11	\$1,080 NC Z11	\$1,080 NC Z11	\$1,080 NC Z11	\$1,080 NC Z11	\$1,080 NC Z11
XL1	Wood inlay steering wheel (In combination with ZCW) (Not in combination with ZMP on restricted models) (Requires Z11 on indicated models)	\$800 \$800 (restr.) (req'd)	\$800 \$800 (restr.) (req'd)	\$800 \$800 (restr.) (req'd)	\$800 NC (restr.) (req'd)	\$800 \$800 (restr.) (req'd)	\$800 NC (restr.) (req'd)	\$800 NC (restr.) (req'd)
<b>Colors</b>								
Non-Metallic paint		STD	STD	STD	STD	STD	STD	STD
Metallic paint		NC	NC	NC	NC	NC	NC	NC
<b>Priority 1 Colors</b>								
A43	Deep Green Metallic paint	NC	NC	NC	NC	NC	NC	NC
A76	Deep Sea Blue Metallic paint	NC	NC	NC	NC	NC	NC	NC
S34	Azurite Black Metallic paint	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800
X02	Citrin Black Metallic paint	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800
X03	Ruby Black Metallic paint	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800
X04	Moonstone Metallic paint	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800
<b>Upholsteries</b>								
LC	Leather Dakota	STD	STD	NA	NA	NA	NA	NA
NA	Nappa Leather (Requires 4ND on indicated models)	\$2,800 (req'd)	\$2,800 (req'd)	STD	STD	STD	STD	STD
<b>Priority 1 Upholsteries</b>								
ZB	Full Merino Leather (Included in package) (Requires Z11 on indicated models)	NC Z11 (req'd)	NC Z11 (req'd)	NC Z11 (req'd)	NC Z11 (req'd)	NC Z11 (req'd)	NC Z11 (req'd)	NC Z11 (req'd)
ZBC8	Platinum Full Merino Leather	NC	NC	NC	NC	NC	NC	NC
ZBP5	Amaro Brown Full Merino Leather	NC	NC	NC	NC	NC	NC	NC
ZBP6	Champagne Full Merino Leather	NC	NC	NC	NC	NC	NC	NC
<b>Packages</b>								

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

Effective October 1, 2010

	740i Sedan	740Li Sedan	750i Sedan	750i xDrive Sedan	750Li Sedan	750Li xDrive Sedan	760Li Sedan
<b>U.S. Models</b>							
ZCE Camera Package	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	NA
ZCV Convenience Package	\$1,700	\$1,700	NA	NA	NA	NA	NA
ZCW Cold Weather Package <i>XL1 Wood inlay steering wheel (upgrade)</i>	\$1,200 +\$800	\$800 +\$800	\$800 +\$800	\$800 NC	\$800 +\$800	\$800 NC	NA
ZDA Driver Assistance Package	\$1,350	\$1,350	\$1,350	\$1,350	\$1,350	\$1,350	NA
ZLS Luxury Seating Package	\$3,200	\$3,200	\$2,000	\$2,000	\$2,000	\$2,000	NA
ZLU Luxury Rear Seating Package <i>(Requires ZLS on indicated models)</i>	NA	\$3,700 (req'd)	NA	NA	\$3,700 (req'd)	\$3,700 (req'd)	NA
ZMP M Sport Package <i>2NX 20" Alloy double-spoke wheels (upgrade)</i>	\$6,500 +\$1,300	\$6,500 +\$1,300	\$6,500 +\$1,300	\$6,500 +\$1,300	\$6,500 +\$1,300	\$6,500 +\$1,300	\$3,900
ZPS Premium Sound Package	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	NA
ZRP Rear Entertainment Package	\$2,800	\$2,800	\$2,800	\$2,800	\$2,800	\$2,800	\$2,200

**Priority 1 Packages**

ZI1 BMW Individual Composition	\$7,700	\$7,700	\$7,700	\$7,700	\$7,700	\$7,700	\$6,500
--------------------------------	---------	---------	---------	---------	---------	---------	---------

Note: Package contents not fully represented above. Comprehensive package descriptions available separately.

**Other Charges**

Gas Guzzler Tax	NC	NC	\$1,000	\$1,300	\$1,000	\$1,300	\$2,100
-----------------	----	----	---------	---------	---------	---------	---------

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

		740i Sedan	740Li Sedan	750i Sedan	750i xDrive Sedan	750Li Sedan	750Li xDrive Sedan	760Li Sedan	Retail Price
<b>ZCE</b>	<b>Camera Package</b> 3AG Rear-view camera 5DL Side and Top View Cameras	x	x	x	x	x	x		<b>\$1,200</b>
<b>ZCV</b>	<b>Convenience Package</b> 316 Power tailgate 322 Comfort Access keyless entry 323 Soft-close automatic doors	x	x						<b>\$1,700</b>
<b>ZCW</b>	<b>Cold Weather Package</b> 248 Heated Steering Wheel <b>or</b> XL1 Wood inlay steering wheel 464 Ski bag 494 Heated front seats 496 Heated rear seats	x x							<b>\$1,200</b> <b>+ \$800</b>
	<b>Cold Weather Package</b> 248 Heated Steering Wheel <b>or</b> XL1 Wood inlay steering wheel 464 Ski bag 496 Heated rear seats		x x	x x		x x			<b>\$800</b> <b>+ \$800</b>
	<b>Cold Weather Package</b> 248 Heated Steering Wheel <b>or</b> XL1 Wood inlay steering wheel 464 Ski bag 496 Heated rear seats				x x		x x		<b>\$800</b> <b>NC</b>
<b>ZDA</b>	<b>Driver Assistance Package</b> 5AC Automatic high beams 5AD Lane Departure Warning 5AG Active Blind Spot Detection	x	x	x	x	x	x		<b>\$1,350</b>
<b>ZLS</b>	<b>Luxury Seating Package</b> 415 Power rear sunshade 416 Power rear sunshade with rear manual side window shades 453 Front ventilated seats 455 Active front seats 456 Multi-contour seats	x	x						<b>\$3,200</b>
	<b>Luxury Seating Package</b> 415 Power rear sunshade 416 Power rear sunshade with rear manual side window shades 453 Front ventilated seats 455 Active front seats			x	x	x	x		<b>\$2,000</b>
<b>ZLU</b>	<b>Luxury Rear Seating Package</b> 454 Rear ventilated seats 460 Rear comfort seats 4UM Massaging rear seat  (Requires ZLS on indicated models )		x  (req'd)			x  (req'd)	x  (req'd)		<b>\$3,700</b>

		740i Sedan	740Li Sedan	750i Sedan	750i xDrive Sedan	750Li Sedan	750Li xDrive Sedan	760Li Sedan	Retail Price
<b>ZMP</b>	<b>M Sport Package</b> 229 Active Roll Stabilization (ARS) 2NG 19" M light alloy V-spoke style 302 (19x8.5, 245/45 R19) <b>or</b> 2NX 20" Light alloy Double-spoke wheels style 303M-with performance run-flat tires (20x8.5, 245/40 R20 front and 20x10.0, 275/35 R20 rear) 710 M steering wheel 715 Aerodynamic kit 760 Shadowline exterior trim 775 Anthracite headliner 7MP Sport Package				x		x		<b>\$6,500</b>
					x		x		<b>+ \$1,300</b>
	<b>M Sport Package</b> 229 Active Roll Stabilization (ARS) 2NW 19" Light alloy V-spoke wheels style 302M-with performance run-flat tires (19x8.5, 245/45 R19 front and 19x9.5, 275/40 R19 rear) <b>or</b> 2NX 20" Light alloy Double-spoke wheels style 303M-with performance run-flat tires (20x8.5, 245/40 R20 front and 20x10.0, 275/35 R20 rear) 710 M steering wheel 715 Aerodynamic kit 760 Shadowline exterior trim 775 Anthracite headliner 7MP Sport Package	x	x	x			x		<b>\$6,500</b>
		x	x	x		x			<b>+ \$1,300</b>
	<b>M Sport Package</b> 2NX 20" Light alloy Double-spoke wheels style 303M-with performance run-flat tires (20x8.5, 245/40 R20 front and 20x10.0, 275/35 R20 rear) 710 M steering wheel 715 Aerodynamic kit 760 Shadowline exterior trim 776 Athracite Alcantara headliner 7MP Sport Package							x	<b>\$3,900</b>
<b>ZPS</b>	<b>Premium Sound Package</b> 655 Satellite radio with 1 year subscription 677 Premium hi-fi system 6FL iPod and USB adapter	x	x	x	x	x	x		<b>\$1,800</b>
<b>ZRP</b>	<b>Rear Entertainment Package</b> 696 6-disc DVD Changer 6FG Rear-seat entertainment	x	x	x	x	x	x		<b>\$2,800</b>
	<b>Rear Entertainment Package</b> 6FG Rear-seat entertainment							x	<b>\$2,200</b>

Priority 1 Package Overview		740i Sedan	740Li Sedan	750i Sedan	750i xDrive Sedan	750Li Sedan	750Li xDrive Sedan	760Li Sedan	Retail Price
Z11	<b>BMW Individual Composition (Priority 1)</b> 2NV 20" Light alloy V-spoke wheels style 301-with performance tires (20x8.5, 245/40 R20 front and 20x10.0, 275/35 R20 rear) 760 Shadowline exterior trim 778 Individual Door Sill Finishers XC4 BMW Individual Composition XD5 Alcantara headliner in upholstery color XE8 Piano Finish Black trim <b>or</b> XE5 Dark Red Sycamore Wood trim <b>or</b> XE6 Walnut Honey Wood trim XF1 BMW Individual Rear Badge ZB Full Merino Leather							p1	\$6,500
	<b>BMW Individual Composition (Priority 1)</b> 2NV 20" Light alloy V-spoke wheels style 301-with performance tires (20x8.5, 245/40 R20 front and 20x10.0, 275/35 R20 rear) 4ND Instrument panel with leather finish 760 Shadowline exterior trim 778 Individual Door Sill Finishers XC4 BMW Individual Composition XD5 Alcantara headliner in upholstery color XE8 Piano Finish Black trim <b>or</b> XE5 Dark Red Sycamore Wood trim <b>or</b> XE6 Walnut Honey Wood trim XF1 BMW Individual Rear Badge ZB Full Merino Leather	p1	p1	p1		p1			\$7,700
	<b>BMW Individual Composition (Priority 1)</b> 2NV 20" Light alloy V-spoke wheels style 301-with performance tires (20x8.5, 245/40 R20 front and 20x10.0, 275/35 R20 rear) 4ND Instrument panel with leather finish 760 Shadowline exterior trim 778 Individual Door Sill Finishers XC4 BMW Individual Composition XD5 Alcantara headliner in upholstery color XE8 Piano Finish Black trim <b>or</b> XE5 Dark Red Sycamore Wood trim <b>or</b> XE6 Walnut Honey Wood trim XF1 BMW Individual Rear Badge ZB Full Merino Leather				p1		p1		\$7,700