

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

Effective January 1, 2010

	328i Sedan	328i xDrive Sedan	335i Sedan	335i xDrive Sedan	335d Sedan
U.S. Models					
Base Price U.S.A. (including \$875 Destination and Handling)	\$34,025	\$36,025	\$41,475	\$43,475	\$44,825

Options

205	STEPTONIC automatic transmission	\$1,375	\$1,375	\$1,375	\$1,375	STD
217	Active Steering	NA	NA	\$1,550	NA	NA
248	Heated Steering Wheel (In combination with ZCW) (Not in combination with ZMP on restricted models)	\$190 NC (restr.)	\$190 NC (restr.)	\$190 NC (restr.)	\$190 NC (restr.)	\$190 NC
2XA	Sports leather steering wheel with paddle shifters (In combination with ZSP) (Requires ZSP and 205 on indicated models)	\$100 \$100 (req'd)	\$100 \$100 (req'd)	\$100 \$100 (req'd)	\$100 \$100 (req'd)	\$100 \$100 (req'd)
302	Anti-theft alarm system	\$400	\$400	\$400	\$400	\$400
322	Comfort Access keyless entry	\$500	\$500	\$500	\$500	\$500
403	Moonroof (Included in package)	\$1,050 ZPP	\$1,050 ZPP	STD	STD	STD
417	Rear manual side window shades with power rear window shade	\$575	\$575	\$575	\$575	\$575
459	Power front seats with driver seat memory (Included in package)	\$995 ZPP	\$995 ZPP	STD	STD	STD
465	Split fold-down-rear seat (Included in package)	\$475 ZCW	\$475 ZCW	\$475 ZCW	\$475 ZCW	\$475 ZCW
494	Heated front seats (Included in package)	\$500 ZCW	\$500 ZCW, ZVP	\$500 ZCW	\$500 ZCW	\$500 ZCW
4A3	Light Burl Walnut trim	NC	NC	NC	NC	NC
4B9	Aluminium Trim	NC	NC	NC	NC	NC
4MG	Glacier Silver Aluminum trim (Requires ZMP on indicated models)	NC (req'd)	NC (req'd)	NC (req'd)	NC (req'd)	NA
508	Park Distance Control (Not in combination with ZMP on restricted models)	\$750 (restr.)	\$750 (restr.)	\$750 (restr.)	\$750 (restr.)	\$750
522	Xenon headlights	\$900	\$900	STD	STD	STD
541	Active Cruise Control	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400
5AC	Automatic high beams (Requires ZPP on indicated models)	\$250 (req'd)	\$250 (req'd)	\$250 (req'd)	\$250 (req'd)	\$250 (req'd)
609	Navigation system	\$2,100	\$2,100	\$2,100	\$2,100	\$2,100
639	BMW Assist with Bluetooth (Included in package)	\$750 ZPP	\$750 ZPP	\$750 ZPP	\$750 ZPP	\$750 ZPP
655	Satellite radio with 1 year subscription	\$350	\$350	\$350	\$350	\$350
677	Premium hi-fi system	\$875	\$875	\$875	\$875	\$875
6FL	iPod and USB adapter (Included in package)	\$400 ZVP	\$400 ZVP	\$400	\$400	\$400
6NF	Smartphone Integration (Requires 6FL on indicated models) (Requires ZPP or 639 on indicated models)	\$150 (req'd) (req'd)	\$150 (req'd) (req'd)	\$150 (req'd) (req'd)	\$150 (req'd) (req'd)	\$150 (req'd) (req'd)

Colors

Non-Metallic paint	STD	STD	STD	STD	STD
Metallic paint	\$550	\$550	\$550	\$550	\$550

Upholsteries

KA Leatherette	STD	STD	STD	STD	STD
LC Leather Dakota (Included in package)	\$1,450 ZPP, ZVP	\$1,450 ZPP, ZVP	\$1,450 ZPP	\$1,450 ZPP	\$1,450 ZPP

Packages

ZCW Cold Weather Package (In combination with ZMP) (Not in combination with ZVP on restricted models)	\$1,150 \$1,000	\$1,000 \$850 (restr.)	\$1,150 \$1,000	\$1,000 \$850	\$1,150
ZMP M Sport Package 2MF 18" wheels w/performance tires (upgrade) 7XA Sport steering wheel w/paddles (upgrade) (Not in combination with ZSP on restricted models) (Not in combination with 248 on restricted models) (Requires A52, 300, 354, 381, 475 or 896 on indicated models)	\$3,750 +\$600 +\$100 (restr.) (restr.) (req'd)	\$3,750 +\$600 +\$100 (restr.) (restr.) (req'd)	\$3,750 +\$100 (restr.) (restr.) (req'd)	\$3,750 +\$100 (restr.) (restr.) (req'd)	NA
ZPP Premium Package (Requires ZVP on indicated models)	\$2,650 (req'd)	\$2,650 (req'd)	\$2,650	\$2,650	\$2,650
ZSP Sport Package 2S1 17" wheels w/performance tires (upgrade) 2S2 18" wheels w/mixed tires (upgrade) 2XA Sport steering wheel w/paddles (upgrade)	\$2,050 +\$100	\$1,650 +\$300 +\$100	\$2,150 +\$100	\$1,350 +\$600 +\$100	\$2,150 +\$100
ZVP Value Package	\$0	\$0	NA	NA	NA

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

Other Charges

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

		328i Sedan	328i xDrive Sedan	335i Sedan	335i xDrive Sedan	335d Sedan	Retail Price
ZCW	Cold Weather Package 465 Split fold-down-rear seat 494 Heated front seats (Not in combination with ZVP on restricted models)		x		x		\$1,000
	Cold Weather Package 465 Split fold-down-rear seat 494 Heated front seats 502 Retractable headlight washers	x		x		x	\$1,150
	In combination with ZMP	x	x	x	x		\$1,000 \$850

		328i Sedan	328i xDrive Sedan	335i Sedan	335i xDrive Sedan	335d Sedan	Retail Price
ZMP	M Sport Package 2MF 18" M Light Alloy Star-spoke wheels (Style 193M) with mixed performance tires (18x8.0, 225/40 R18 front and 18x8.5, 255/35 R18 rear) 481 Sport seats 507 Park Distance Control (rear only) 710 M steering wheel or 7XA M Sports leather steering wheel with paddle shifters 715 Aerodynamic kit 760 Shadowline exterior trim 775 Anthracite headliner 840 Increased top speed limiter (Not in combination with ZSP on restricted models) (Requires A52, 300, 354, 381, 475 or 896 on indicated models) (Not in combination with 248 on restricted models)				x		\$3,750
	715 Aerodynamic kit 760 Shadowline exterior trim 775 Anthracite headliner 840 Increased top speed limiter (Not in combination with ZSP on restricted models) (Requires A52, 300, 354, 381, 475 or 896 on indicated models) (Not in combination with 248 on restricted models)				x		+ \$100
	M Sport Package 2MF 18" M Light Alloy Star-spoke wheels (Style 193M) with mixed performance tires (18x8.0, 225/40 R18 front and 18x8.5, 255/35 R18 rear) 481 Sport seats 507 Park Distance Control (rear only) 704 Sport suspension 710 M steering wheel or 7XA M Sports leather steering wheel with paddle shifters 715 Aerodynamic kit 760 Shadowline exterior trim 775 Anthracite headliner 840 Increased top speed limiter (Not in combination with ZSP on restricted models) (Requires A52, 300, 354, 381, 475 or 896 on indicated models) (Not in combination with 248 on restricted models)			x			\$3,750
	715 Aerodynamic kit 760 Shadowline exterior trim 775 Anthracite headliner 840 Increased top speed limiter (Not in combination with ZSP on restricted models) (Requires A52, 300, 354, 381, 475 or 896 on indicated models) (Not in combination with 248 on restricted models)			x			+ \$100
	M Sport Package 2ME 17" M Double-Spoke wheels (Style 194M) with performance tires (17x8.0, 225/45 R17 front and 17x8.5, 255/40 R17 rear) or 2MF 18" M Light Alloy Star-spoke wheels (Style 193M) with mixed performance tires (18x8.0, 225/40 R18 front and 18x8.5, 255/35 R18 rear) 481 Sport seats 507 Park Distance Control (rear only) 710 M steering wheel or 7XA M Sports leather steering wheel with paddle shifters 715 Aerodynamic kit 760 Shadowline exterior trim 775 Anthracite headliner 840 Increased top speed limiter (Not in combination with ZSP on restricted models) (Requires A52, 300, 354, 381, 475 or 896 on indicated models) (Not in combination with 248 on restricted models)		x				\$3,750
	715 Aerodynamic kit 760 Shadowline exterior trim 775 Anthracite headliner 840 Increased top speed limiter (Not in combination with ZSP on restricted models) (Requires A52, 300, 354, 381, 475 or 896 on indicated models) (Not in combination with 248 on restricted models)		x				+ \$600
	715 Aerodynamic kit 760 Shadowline exterior trim 775 Anthracite headliner 840 Increased top speed limiter (Not in combination with ZSP on restricted models) (Requires A52, 300, 354, 381, 475 or 896 on indicated models) (Not in combination with 248 on restricted models)		x				+ \$100
	715 Aerodynamic kit 760 Shadowline exterior trim 775 Anthracite headliner 840 Increased top speed limiter (Not in combination with ZSP on restricted models) (Requires A52, 300, 354, 381, 475 or 896 on indicated models) (Not in combination with 248 on restricted models)		(restr.) (req'd) (restr.)				
	M Sport Package 2ME 17" M Double-Spoke wheels (Style 194M) with performance tires (17x8.0, 225/45 R17 front and 17x8.5, 255/40 R17 rear) or 2MF 18" M Light Alloy Star-spoke wheels (Style 193M) with mixed performance tires (18x8.0, 225/40 R18 front and 18x8.5, 255/35 R18 rear) 481 Sport seats 507 Park Distance Control (rear only) 704 Sport suspension 710 M steering wheel or 7XA M Sports leather steering wheel with paddle shifters 715 Aerodynamic kit 760 Shadowline exterior trim 775 Anthracite headliner 840 Increased top speed limiter (Not in combination with ZSP on restricted models) (Requires A52, 300, 354, 381, 475 or 896 on indicated models) (Not in combination with 248 on restricted models)	x					\$3,750
	715 Aerodynamic kit 760 Shadowline exterior trim 775 Anthracite headliner 840 Increased top speed limiter (Not in combination with ZSP on restricted models) (Requires A52, 300, 354, 381, 475 or 896 on indicated models) (Not in combination with 248 on restricted models)	x					+ \$600
	715 Aerodynamic kit 760 Shadowline exterior trim 775 Anthracite headliner 840 Increased top speed limiter (Not in combination with ZSP on restricted models) (Requires A52, 300, 354, 381, 475 or 896 on indicated models) (Not in combination with 248 on restricted models)	x					+ \$100
	715 Aerodynamic kit 760 Shadowline exterior trim 775 Anthracite headliner 840 Increased top speed limiter (Not in combination with ZSP on restricted models) (Requires A52, 300, 354, 381, 475 or 896 on indicated models) (Not in combination with 248 on restricted models)	(restr.) (req'd) (restr.)					

		328i Sedan	328i xDrive Sedan	335i Sedan	335i xDrive Sedan	335d Sedan	Retail Price
ZPP	Premium Package 319 Universal garage-door opener 403 Moonroof 430 Auto-dimming interior and exterior mirrors 431 Auto-dimming rearview mirror 459 Power front seats with driver seat memory 488 Lumbar support 4NA Digital compass mirror 639 BMW Assist with Bluetooth LC Leather Dakota (Requires ZVP on indicated models)	x	x				\$2,650
	Premium Package 319 Universal garage-door opener 430 Auto-dimming interior and exterior mirrors 431 Auto-dimming rearview mirror 488 Lumbar support 4NA Digital compass mirror 639 BMW Assist with Bluetooth LC Leather Dakota			x	x	x	\$2,650
ZSP	Sport Package 255 Sports leather steering wheel or 2XA Sports leather steering wheel with paddle shifters 2B4 18" Double-spoke wheels (style 195) with performance tires (18x8.0, 225/40 R18 front and 18x8.5, 255/35 R18 rear) 481 Sport seats 704 Sport suspension 760 Shadowline exterior trim 840 Increased top speed limiter					x	\$2,150
						x	+ \$100
	Sport Package 255 Sports leather steering wheel or 2XA Sports leather steering wheel with paddle shifters 2S2 18" Light alloy wheels Star-spoke (Style287) with performance tires (18x8.0, 225/40 R18 front and 18x8.5, 255/35 R18 rear) 481 Sport seats 704 Sport suspension 760 Shadowline exterior trim 840 Increased top speed limiter			x			\$2,150
				x			+ \$100
	Sport Package 255 Sports leather steering wheel or 2XA Sports leather steering wheel with paddle shifters 2BZ 17" Light Alloy Double-spoke wheels (style 161) (17x8.0, 225/45 R17) or 2S2 18" Light alloy wheels Star-spoke (Style287) with performance tires (18x8.0, 225/40 R18 front and 18x8.5, 255/35 R18 rear) 481 Sport seats 760 Shadowline exterior trim				x		\$1,350
					x		+ \$100
	Sport Package 255 Sports leather steering wheel or 2XA Sports leather steering wheel with paddle shifters 2SZ 17" wheels w/all-season run-flat tires (17x8.0, 225/45 R17) or 2S1 17" wheels w/performance run-flat tires (17x8.0, 225/45 R17 front and 17x8.5, 255/40 R17 rear) 481 Sport seats 760 Shadowline exterior trim		x				\$1,650
			x				+ \$100
			x				+ \$300
	Sport Package 255 Sports leather steering wheel or 2XA Sports leather steering wheel with paddle shifters 2S1 17" wheels w/performance run-flat tires (17x8.0, 225/45 R17 front and 17x8.5, 255/40 R17 rear) 481 Sport seats 704 Sport suspension 760 Shadowline exterior trim 840 Increased top speed limiter	x					\$2,050
		x					+ \$100

		328i Sedan	328i xDrive Sedan	335i Sedan	335i xDrive Sedan	335d Sedan	Retail Price
ZVP	Value Package 494 Heated front seats 6FL iPod and USB adapter LC Leather Dakota		x				\$0
	Value Package 6FL iPod and USB adapter LC Leather Dakota	x					\$0