

BMW of North America, LLC

Ordering and Pricing Guide

Model Year 2012

Suggested Retail Price

3 Series Conv (E93)

Effective January 1, 2012



		328i Convertible	328i Convertible SULEV	335i Convertible	335is Convertible HP
Model Code		DW33	DW73	DX73	DX13
Model Code U.S.		123I	123J	123K	123L
Engine Code		N52/3.0 UL	N51/3.0 UL	N55/3.0 OL	N54/3.0 OL
Start of Production		09/2011	09/2011	09/2011	09/2011
Base Price U.S.A. Port of Entry*		\$47,600	\$47,600	\$53,800	\$60,800
Base Price incl. \$895 Dest. & Handling		\$48,495	\$48,495	\$54,695	\$61,695
Standard					
1CA	CO2 relevant vehicles	STD	STD	STD	STD
249	Multi-function steering wheel	STD	STD	STD	STD
255	Sports leather steering wheel	STD	STD	STD	
2DF	17" Light alloy Star-spoke wheels style 339-with all-season run-flat tires 17x8.0, 225/45 17			STD	
2K5	17" Light alloy V-spoke wheels style 338-with all-season run-flat tires 17x8.0, 225/45 17	STD	STD		
2VB	Tire pressure monitor	STD	STD	STD	STD
302	Anti-theft alarm system	STD	STD	STD	STD
423	Floor mats	STD	STD	STD	STD
459	Power front seats with driver seat memory	STD	STD	STD	STD
473	Center armrest	STD	STD	STD	STD
481	Sport seats				STD
497	Rear center armrest	STD	STD	STD	STD
4AB	Dark Burl Walnut wood trim	STD	STD	STD	
4UT	Through-loading system with integrated transport bag	STD	STD	STD	STD
4WA	Dark Glacier Aluminum trim				STD
520	Foglights	STD	STD	STD	STD
521	Rain sensor and auto headlights	STD	STD	STD	STD
522	Xenon headlights	STD	STD	STD	STD
524	Adaptive light control	STD	STD	STD	STD
534	Automatic climate control	STD	STD	STD	STD
544	Dynamic Cruise Control	STD	STD	STD	STD
550	On-board computer	STD	STD	STD	STD
563	Ambiance lighting	STD	STD	STD	STD
570	Stronger electricity supply	STD	STD	STD	STD
645	Radio control US	STD	STD	STD	STD
653	HD Radio	STD	STD	STD	STD
663	Radio BMW Professional	STD	STD	STD	STD
676	Hi-fi sound system	STD	STD	STD	STD
693	Satellite radio preparation	STD	STD	STD	STD
697	DVD Area coding (North America)	STD	STD	STD	STD
6FL	iPod and USB adapter	STD	STD	STD	STD
6NN	Hands-free Bluetooth	STD	STD	STD	STD
704	Sport suspension				STD
710	M steering wheel				STD
715	Aerodynamic kit				STD
785	White turn-signal lights	STD	STD	STD	STD
840	Increased top speed limiter				STD
8S4	Variable Light Decoding	STD	STD	STD	STD
8SC	TeleService Activation	STD	STD	STD	STD
8SP	CO2 control	STD	STD	STD	STD
925	Shipping package	STD	STD	STD	STD
Z13	18" Light alloy Double-spoke wheels style 313-with performance run-flat tires 18x8.0, 225/40 R18 front and 18x8.5, 255/35 R18 rear				STD
ZRF	Run-flat tires	STD	STD	STD	STD

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Non-Metallic		STD	STD	STD	STD
300	Alpine White	x	x	x	x
668	Jet Black	x	x	x	
A61	Crimson Red	x	x	x	x
Metallic		\$550	\$550	\$550	\$550
354	Titanium Silver Metallic	x	x	x	x
381	Le Mans Blue Metallic	p1	p1	p1	\$550
475	Black Sapphire Metallic	x	x	x	x
A52	Space Gray Metallic	x	x	x	x
A76	Deep Sea Blue Metallic	x	x	x	
A82	Vermilion Red Metallic	x	x	x	
A92	Orion Silver Metallic	x	x	x	
A96	Mineral White Metallic	x	x	x	x
Priority 1 Metallic					
381	Le Mans Blue Metallic	\$550	\$550	\$550	
	381 requires ordering ZM2	x	x	x	
B40	Liquid Blue Metallic	\$550	\$550	\$550	

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Upholstery

KA	Leatherette	STD	STD		
KAGE	Cream Beige Leatherette	x	x		
KASW	Black Leatherette	x	x		
LC	Leather Dakota <i>In combination with ZPP</i> <i>Included in package</i>	\$1,550 NC ZPP	\$1,550 NC ZPP	STD	STD
LCCX	Oyster and Black Dakota Leather	x	x	x	x
LCD1	Coral Red/Black Dakota Leather	x	x	x	x
LCD3	Saddle Brown Dakota Leather	x	x	x	x
LCGE	Cream Beige Dakota Leather	x	x	x	x
LCSW	Black Dakota Leather	x	x	x	x

Priority 1 Upholstery

LCAD	Leather Dakota Gray and Black	\$1,550	\$1,550	NC	NC
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Packages

ZCV Convenience Package	\$950	\$950	\$950	\$950
322 Comfort Access keyless entry				
508 Park Distance Control				
ZCW Cold Weather Package	\$750	\$750	\$750	\$600
494 Heated front seats				
502 Retractable headlight washers				
ZCW and not ZM2 will add 248 to the order	x	x	x	
In combination with ZM2	\$600	\$600	\$600	
ZM2 M Sport Package	\$2,800	\$2,800		
2H8 18" BMW light alloy wheels V-spoke 152 (18x8.0, 225/40 R18 front and 18x8.5, 255/35 R18 rear)				
337 M Sport Package				
481 Sport seats				
704 Sport suspension				
710 M steering wheel				
or 7XA M Sports leather steering wheel with paddle shifters	+ \$100	+ \$100		
715 Aerodynamic kit				
840 Increased top speed limiter				
ZM2 requires ordering 300, 354, 381, 475, A52 and A96	x	x		
ZM2 and 205 will add 7XA to the order	x	x		
ZM2 M Sport Package			\$2,800	
2MF 18" Light alloy Star-spoke wheels style 193M-with performance run-flat tires (18x8.0, 225/40 R18 front and 18x8.5, 255/35 R18 rear) 19x8.0, 225/35 R19 front and 19x9.0, 255/30 R19 rear				
or 2R4 19" Light alloy Star-spoke wheels style 230-with performance run-flat tires				
337 M Sport Package				
481 Sport seats				
704 Sport suspension				
710 M steering wheel				
or 7XA M Sports leather steering wheel with paddle shifters				
715 Aerodynamic kit				
840 Increased top speed limiter				
ZM2 requires ordering 300, 354, 381, 475, A52 and A96				x
ZM2 and 205 will add 7XA to the order				x
ZPP Premium Package			\$1,000	\$1,000
319 Universal garage-door opener				
430 Auto-dimming interior and exterior mirrors				
431 Auto-dimming rearview mirror				
488 Lumbar support				
4NA Interior mirror with compass				
ZPP Premium Package	\$2,100	\$2,100		
319 Universal garage-door opener				
430 Auto-dimming interior and exterior mirrors				
431 Auto-dimming rearview mirror				
488 Lumbar support				
4NA Interior mirror with compass				
LC Leather Dakota				

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Options

205	STEPTRONIC automatic transmission	NC	NC	NC	
248	Heated Steering Wheel <i>In combination with ZCW</i> <i>248 cannot be ordered with ZM2</i>	\$190 NC x	\$190 NC x	\$190 NC x	
2B6	19" Light alloy Double-spoke wheels style 313-with performance run-flat tires 19x8.0, 225/35 R19 front and 19x9.0, 255/30 R19 rear				\$1,000
2H8	18" BMW light alloy wheels V-spoke 152 18x8.0, 225/40 R18 front and 18x8.5, 255/35 R18 rear <i>Included in package</i>	ZM2	ZM2		
2MF	18" Light alloy Star-spoke wheels style 193M-with performance run-flat tires 18x8.0, 225/40 R18 front and 18x8.5, 255/35 R18 rear <i>Included in package</i>			ZM2	
2R4	19" Light alloy Star-spoke wheels style 230-with performance run-flat tires <i>In combination with ZM2</i> <i>Alternate in package</i>			+ \$1,000 ZM2	
2TC	7-Speed double clutch Transmission <i>2TC will add 7XA to the order</i>				\$450 x
319	Universal garage-door opener <i>Included in package</i>	ZPP	ZPP	ZPP	ZPP
322	Comfort Access keyless entry <i>Included in package</i>	\$500 ZCV	\$500 ZCV	\$500 ZCV	\$500 ZCV
337	M Sport Package <i>Included in package</i>	ZM2	ZM2	ZM2	
430	Auto-dimming interior and exterior mirrors <i>Included in package</i>	ZPP	ZPP	ZPP	ZPP
431	Auto-dimming rearview mirror <i>Included in package</i>	ZPP	ZPP	ZPP	ZPP
481	Sport seats <i>Included in package</i>	ZM2	ZM2	ZM2	STD
488	Lumbar support <i>Included in package</i>	ZPP	ZPP	ZPP	ZPP
494	Heated front seats <i>Included in package</i>	\$500 ZCW	\$500 ZCW	\$500 ZCW	\$500 ZCW
4B9	Aluminium Trim	NC	NC	NC	
4BY	Bamboo Anthracite Wood trim	NC	NC	NC	
4NA	Interior mirror with compass <i>Included in package</i>	ZPP	ZPP	ZPP	ZPP
4WA	Dark Glacier Aluminum trim <i>4WA requires ordering ZM2</i>	NC x	NC x	NC x	STD
502	Retractable headlight washers <i>Included in package</i>	ZCW	ZCW	ZCW	ZCW
508	Park Distance Control <i>Included in package</i>	\$750 ZCV	\$750 ZCV	\$750 ZCV	\$750 ZCV
609	Navigation system <i>609 will add 615, 620, 639 and 6UH to the order</i> <i>Note: 615 - Online Information Services</i> <i>Note: 620 - Voice-command</i> <i>Note: 6UH - Real Time Traffic Information</i>	\$2,150 x	\$2,150 x	\$2,150 x	\$2,150 x
639	BMW Assist w/enhanced BT & USB <i>In combination with 609</i>	\$650 NC	\$650 NC	\$650 NC	\$650 NC
655	Satellite radio with 1 year subscription	\$350	\$350	\$350	\$350

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	Start of Production	09/2011	09/2011	09/2011	09/2011
688	Harman Kardon surround sound system <i>688 requires ordering 609 or 639</i>	\$875 x	\$875 x	\$875 x	\$875 x
6NR	BMW Apps <i>6NR requires ordering 609</i> <i>6NR will add 6NF to the order</i> <i>Note: 6NF - Smartphone Integration</i>	\$250 x x	\$250 x x	\$250 x x	\$250 x x
704	Sport suspension <i>Included in package</i>	ZM2	ZM2	ZM2	100%
710	M steering wheel <i>Included in package</i>	ZM2	ZM2	ZM2	STD
715	Aerodynamic kit <i>Included in package</i>	ZM2	ZM2	ZM2	STD
7XA	M Sports leather steering wheel with paddle shifters <i>In combination with ZM2</i> <i>7XA requires ordering 205</i> <i>Alternate in package</i>	+ \$100 x ZM2	+ \$100 x ZM2	+ \$100 x ZM2	
840	Increased top speed limiter <i>Included in package</i>	ZM2	ZM2	ZM2	STD
ZMT	Manual Transmission	NC	NC	NC	NC

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Start of Production	09/2011	09/2011	09/2011	09/2011

Priority 1 Options

217	Active Steering			\$1,550	\$1,550
4A3	Light Burl Walnut trim	NC	NC	NC	
541	Active Cruise Control	\$2,400	\$2,400	\$2,400	
5AC	Automatic high beams	\$250	\$250	\$250	\$250
	<i>5AC requires ordering ZPP</i>	x	x	x	x

Other Charges

Destination & Handling	\$895	\$895	\$895	\$895
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Start of Production	09/2011	09/2011	09/2011	09/2011

Wheels

 <p>19" Light alloy Double-spoke wheels style 313-with performance run-flat tires</p> <p>Front: 19x8.0, 225/35 R19 Rear: 19x9.0, 255/30 R19</p> <p>Code: 2B6 Style: 313</p>				\$1,000
 <p>17" Light alloy Star-spoke wheels style 339-with all-season run-flat tires</p> <p>Front / Rear: 17x8.0, 225/45 17</p> <p>Code: 2DF Style: 339</p>			Standard	
 <p>18" BMW light alloy wheels V-spoke 152</p> <p>Front: 18x8.0, 225/40 R18 Rear: 18x8.5, 255/35 R18</p> <p>Code: 2H8 Style: 152</p>	ZM2	ZM2		
 <p>17" Light alloy V-spoke wheels style 338-with all-season run-flat tires</p> <p>Front / Rear: 17x8.0, 225/45 17</p> <p>Code: 2K5 Style: 338</p>	Standard	Standard		
 <p>18" Light alloy Star-spoke wheels style 193M-with performance run-flat tires</p> <p>Front: 18x8.0, 225/40 R18 Rear: 18x8.5, 255/35 R18</p> <p>Code: 2MF Style: 193M</p>			ZM2	
 <p>19" Light alloy Star-spoke wheels style 230-with performance run-flat tires</p> <p>Front: 19x8.0, 225/35 R19 Rear: 19x9.0, 255/30 R19</p> <p>Code: 2R4 Style: 230</p>			ZM2 (upgrade)	
 <p>18" Light alloy Double-spoke wheels style 313-with performance run-flat tires</p> <p>Front: 18x8.0, 225/40 R18 Rear: 18x8.5, 255/35 R18</p> <p>Code: Z13 Style: 313</p>				Standard