Ordering and Pricing Guide Model Year 2012 Suggested Retail Price



ougge	Effective danuary 1, 2012				
		328i Convertible	328i Convertible SULEV	335i Convertible	335is Convertible HP
	Model Code	DW33	DW73	DX73	DX13
	Model Code U.S.	1231	123J	123K	123L
	Engine Code				
	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
1CA	Standard CO2 relevant vehicles	STD	STD	STD	STD
249		STD	STD	STD	STD
255	Multi-function steering wheel	STD	STD	STD	310
205 2DF	Sports leather steering wheel 17" Light alloy Star-spoke wheels style 339-with all-season run-flat tires	סוט	310	STD	
	17x8.0, 225/45 17			510	
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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Ordering and Pricing Guide Model Year 2012 Suggested Retail Price



			328i Convertible	328i Convertible SULEV	335i Convertible	335is Convertible HP
		Model Code	DW33	DW73	DX73	DX13
		Model Code U.S.	1231	123J	123K	123L
		Engine Code Start of Production	09/2011	N51/3.0 UL 09/2011	09/2011	09/2011
		Start of Production	09/2011	09/2011	09/2011	09/2011
	Non-Metallic		STD	STD	STD	STD
300	Alpine White		Х	Х	Х	Х
668	Jet Black		Х	Х	Х	
A61	Crimson Red		Х	Х	Х	Х
	Metallic		\$550	\$550	\$550	\$550
354	Titanium Silver Metallic		Х	Х	Х	Х
381	Le Mans Blue Metallic		p1	p1	p1	\$550
			Pi	ρ.	Рі	
475	Black Sapphire Metallic		X	X	Х	Х
475 A52	Black Sapphire Metallic Space Gray Metallic					X X
			Х	Х	Х	
A52	Space Gray Metallic Deep Sea Blue Metallic Vermilion Red Metallic		x x	X X	X X	
A52 A76	Space Gray Metallic Deep Sea Blue Metallic		x x x	X X X	X X X	
A52 A76 A82	Space Gray Metallic Deep Sea Blue Metallic Vermilion Red Metallic		x x x x	x x x	X X X	
A52 A76 A82 A92	Space Gray Metallic Deep Sea Blue Metallic Vermilion Red Metallic Orion Silver Metallic		X X X X	x x x x	x x x x	X
A52 A76 A82 A92	Space Gray Metallic Deep Sea Blue Metallic Vermilion Red Metallic Orion Silver Metallic		X X X X	x x x x	x x x x	Х
A52 A76 A82 A92	Space Gray Metallic Deep Sea Blue Metallic Vermilion Red Metallic Orion Silver Metallic Mineral White Metallic Priority 1 Metallic Le Mans Blue Metallic		X X X X	x x x x	x x x x	Х
A52 A76 A82 A92 A96	Space Gray Metallic Deep Sea Blue Metallic Vermilion Red Metallic Orion Silver Metallic Mineral White Metallic Priority 1 Metallic		x x x x x	x x x x	x x x x x	Х

Ordering and Pricing Guide Model Year 2012 Suggested Retail Price



		328i Convertible	328i Convertible SULEV	335i Convertible	335is Convertible HP
	Model Code U. Model Code U. Engine Code Start of Production	S. 123I le N52/3.0 UI	DW73 123J - N51/3.0 UL 09/2011	DX73 123K . N55/3.0 OL 09/2011	DX13 123L N54/3.0 OL 09/2011
17.0	Upholstery	OTD	OTD		
KAOF	Leatherette	STD	STD		
KAGE KASW	Cream Beige Leatherette	Х	Х		
LC	Black Leatherette Leather Dakota In combination with ZPP Included in package	\$1,550 NC ZPP	\$1,550 NC ZPP	STD	STD
LCCX	Oyster and Black Dakota Leather	х	Х	Х	Х
LCD1	Coral Red/Black Dakota Leather	х	Х	Х	Х
LCD3	Saddle Brown Dakota Leather	х	Х	Х	Х
LCGE	Cream Beige Dakota Leather	х	Х	Х	Х
LCSW	Black Dakota Leather	Х	Х	Х	х
	Priority 1 Upholstery				
LCAD	Leather Dakota Gray and Black	\$1,550	\$1,550	NC	NC

Ordering and Pricing Guide
Model Year 2012

Model Year 2012 Suggested Retail Price



Suggi	esteu r	Retail Price Effective January 1, 2012				
			328i Convertible	328i Convertible SULEV	335i Convertible	335is Convertible HP
		Model Code	DW33	DW73	DX73	DX13
		Model Code U.S. Engine Code	123I	123J	123K	123L
		Start of Production	09/2011	09/2011	09/2011	09/2011
Packa	aes	Start of Floudction	09/2011	09/2011	09/2011	09/2011
ZCV		enience Package	\$950	\$950	\$950	\$950
	322	Comfort Access keyless entry				
	508	Park Distance Control				
7014	Cald	Wasthay Dadraga	<u>Ф750</u>	<u>Ф750</u>	Ф7F0	PC00
ZCW	494	Weather Package Heated front seats	\$750	\$750	\$750	\$600
	502	Retractable headlight washers				
		and not ZM2 will add 248 to the order	x	x	х	
		nbination with ZM2	\$600	\$600	\$600	
	111 COI	IDITIATION WITH ZIVIZ	ψοσο	ψοσο	ψοσο	
ZM2	M Sp	ort 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 ı	equires ordering 300, 354, 381, 475, A52 and A96	X	Х		
	ZM2 a	and 205 will add 7XA to the order	X	Х		
ZM2	Men	art Backaga			\$2,800	
ZIVIZ	2MF	ort Package 18" Light alloy Star-spoke wheels style 193M-with performance run-flat tires			φ2,000	
	ZIVII	(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			+ \$1,000	
	337	M Sport Package			+ \$1,000	
	481	Sport seats				
	704	Sport suspension				
	710	M steering wheel				
		7XA M Sports leather steering wheel with paddle shifters			+ \$100	
	or 715	Aerodynamic kit			ι ψ100	
	840	Increased top speed limiter				
		equires ordering 300, 354, 381, 475, A52 and A96			х	
		and 205 will add 7XA to the order			X	
ZPP		ium 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	Prem	ium 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				

Ordering and Pricing Guide Model Year 2012

Suggested Retail Price



Model Code Mod	3 3		328i Convertible	328i Convertible SULEV	335i Convertible	335is Convertible HP
Deplicits NC		Model Code U.S. Engine Code	123I N52/3.0 UL	123J N51/3.0 UL	123K . N55/3.0 OL	123L N54/3.0 OL
STEPTRONIC automatic transmission	Option		09/2011	09/2011	09/2011	09/2011
In combination with ZCW			NC	NC	NC	
288 annot be ordered with ZMM	248	Heated Steering Wheel	\$190	\$190	\$190	
18 19 1 1 1 1 1 1 1 1		In combination with ZCW	NC	NC	NC	
19x8.0, 25x53 R19 front and 19x9.0, 25x53 R19 front and 19x9.0, 25x53 R19 front and 19x8.0, 25x54 R19 front and 19x8.8, 25x533 R18 rear Included in package			Х	Х	Х	
18/8.0.						\$1,000
18x8.0, 225/40 R18 front and 18x8.5, 255/35 R18 rear Included in package Incombination with ZMZ STEP STE	2H8	18x8.0, 225/40 R18 front and 18x8.5, 255/35 R18 rear	ZM2	ZM2		
In combination with ZMZ Atternate in package State Sta	2MF	18x8.0, 225/40 R18 front and 18x8.5, 255/35 R18 rear			ZM2	
2TC 7-Speed double clutch Transmission 2TC will add TXA to the order x x x 319 Universal garage-door opener Included in package ZPP ZP	2R4	In combination with ZM2				
	2TC					
Included in package	319					
322 Comfort Access keyless entry not included in package \$500 kmoluded in package	0.0		ZPP	ZPP	ZPP	ZPP
337 M Sport Package Included in package Included in package Included in package ZM2 ZM2 <t< td=""><td>322</td><td>, -</td><td>\$500</td><td>\$500</td><td>\$500</td><td>\$500</td></t<>	322	, -	\$500	\$500	\$500	\$500
Included in package		Included in package	ZCV	ZCV	ZCV	ZCV
430 Auto-dimming interior and exterior mirrors Included in package ZPP	337	M Sport Package				
Included in package ZPP ZPP ZPP ZPP ZPP ZPP ZPP			ZM2	ZM2	ZM2	
Auto-dimming rearview mirror Included in package ZPP Z	430	· · · · · · · · · · · · · · · · · · ·				
Included in package ZPP	101		ZPP	ZPP	ZPP	ZPP
Sport seats Included in package ZM2	431	•	7DD	7DD	7DD	7DD
Included in package	481		Z1 1	211	Z1 1	
ABB Lumbar support Included in package ZPP ZPM ZCW Z	-101	·	ZM2	ZM2	ZM2	OID
Heated front seats \$500 \$500 \$500 \$500 \$500 \$500 \$600	488					
Included in package ZCW		Included in package	ZPP	ZPP	ZPP	ZPP
Alba Aluminium Trim	494	Heated front seats	\$500	\$500	\$500	\$500
4BY Bamboo Anthracite Wood trim NC NC NC 4NA Interior mirror with compass Included in package ZPP ZPW ZPW <td></td> <td></td> <td></td> <td></td> <td></td> <td>ZCW</td>						ZCW
4NA Interior mirror with compass Included in package ZPP ZPD ZPD<						
Included in package ZPP			NC	NC	NC	
4WA Dark Glacier Aluminum trim 4WA requires ordering ZM2 NC NC NC NC NC NC STD 502 Retractable headlight washers Included in package ZCW ZCV ZCV<	4NA	·	700	700	700	700
AWA requires ordering ZM2	4\\/\	, ,				
502 Retractable headlight washers ZCW ZCV ZC	-vv/A					טוט
Included in package ZCW ZCW ZCW ZCW ZCW SCW	502					
508 Park Distance Control Included in package \$750 \$750 \$750 \$750 \$750 \$750 \$750 \$750 \$750 \$750 \$750 \$750 \$750 \$750 \$750 \$750 \$750 \$750 \$750 \$200 <td></td> <td></td> <td>ZCW</td> <td>ZCW</td> <td>ZCW</td> <td>ZCW</td>			ZCW	ZCW	ZCW	ZCW
Navigation system \$2,150	508		\$750	\$750	\$750	\$750
609 will add 615, 620, 639 and 6UH to the order x <						
Note: 615 - Online Information Services Note: 620 - Voice-command Services Note: 6UH - Real Time Traffic Information \$650 \$650 \$650 \$650 BMW Assist w/enhanced BT & USB NC NC NC NC NC In combination with 609 NC NC NC NC NC	609	• · ·	\$2,150	\$2,150	\$2,150	\$2,150
Note: 620 - Voice-command Note: 6UH - Real Time Traffic Information \$650 <t< td=""><td></td><td></td><td>Х</td><td>Х</td><td>Х</td><td>Х</td></t<>			Х	Х	Х	Х
Note: 6UH - Real Time Traffic Information 639 BMW Assist w/enhanced BT & USB \$650 \$650 \$650 \$650 \$10 NC						
639 BMW Assist w/enhanced BT & USB \$650 \$650 \$650 \$650 In combination with 609 NC NC NC NC						
In combination with 609 NC NC NC NC	639		\$650	\$650	\$650	\$650
655 Satellite radio with 1 year subscription \$350 \$350 \$350						
	655	Satellite radio with 1 year subscription	\$350	\$350	\$350	\$350

Ordering and Pricing Guide Model Year 2012 Suggested Retail Price



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

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			328i Convertible	328i Convertible SULEV	335i Convertible	335is Convertible HP
		Model Code	DW33	DW73	DX73	DX13
		Model Code U.S.	1231	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
Priorit	y 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
	5AC requires ordering ZPP		Х	х	Х	Х
Other	Charges					
	Destination & Handling		\$895	\$895	\$895	\$895

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 Model Code U.S. Engine Code			DX73 123K N55/3.0 OL	
Wheels	Start of Production	09/2011	09/2011	09/2011	09/2011
Code: 2B6 Style: 313	19" Light alloy Double-spoke wheels style 313-with performance run-flat tires Front: 19x8.0, 225/35 R19 Rear: 19x9.0, 255/30 R19				\$1,000
Code: 2DF Style: 339	17" Light alloy Star-spoke wheels style 339-with all-season run-flat tires Front / Rear: 17x8.0, 225/45 17			Standard	
Code: 2H8 Style: 152	18" BMW light alloy wheels V-spoke 152 Front: 18x8.0, 225/40 R18 Rear: 18x8.5, 255/35 R18	ZM2	ZM2		
Code: 2K5 Style: 338	17" Light alloy V-spoke wheels style 338-with all-season run-flat tires Front / Rear: 17x8.0, 225/45 17	Standard	Standard		
Code: 2MF Style: 193M	18" Light alloy Star-spoke wheels style 193M-with performance run-flat tires Front: 18x8.0, 225/40 R18 Rear: 18x8.5, 255/35 R18			ZM2	
Code: 2R4 Style: 230	19" Light alloy Star-spoke wheels style 230-with performance run-flat tires Front: 19x8.0, 225/35 R19 Rear: 19x9.0, 255/30 R19			ZM2 (upgrade)	
Code: Z13 Style: 313	18" Light alloy Double-spoke wheels style 313-with performance run-flat tires Front: 18x8.0, 225/40 R18 Rear: 18x8.5, 255/35 R18				Standard

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