

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

Effective October 1, 2010

		328i Sports Wagon	328i xDrive Sports Wagon
U.S. Models			
Base Price U.S.A. (Including \$875 Destination and Handling)		\$376,075	\$39,075
Options			
205	STEPTRONIC automatic transmission	\$1,375	\$1,375
248	Heated Steering Wheel (In combination with ZCW) (Not in combination with ZMP on restricted models)	\$190 NC (restr.)	\$190 NC (restr.)
2XA	Sports leather steering wheel with paddle shifters (In combination with ZSP)	\$100 \$100	\$100 \$100
3AA	Roof rails black	\$100	\$100
459	Power front seats with driver seat memory (Included in package)	\$995 ZPP	\$995 ZPP
494	Heated front seats (Included in package)	\$500 ZCW	\$500 ZCW, ZVP
4B9	Aluminium Trim	NC	NC
4MG	Glacier Silver Aluminum trim (Requires ZMP on indicated models)	NC (req'd)	NC (req'd)
522	Xenon headlights (Included in package)	\$900 ZCV	\$900 ZCV
609	Navigation system	\$2,100	\$2,100
639	BMW Assist with Bluetooth System (Included in package) (639 and 609 require 615 on indicated models)	\$750 ZPP (req'd)	\$750 ZPP (req'd)
655	Satellite radio with 1 year subscription	\$350	\$350
688	Harman Kardon surround sound system	\$875	\$875
6FL	iPod and USB adapter (Included in package)	\$400 ZVP	\$400 ZVP
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)
Priority 1 Options			
2KU	17" Light alloy V-spoke wheels style 285-with all-season run-flat tires (17x8.0, 225/45 R17) (Included in package) (Not in combination with ZSP and ZMP on restricted models)	\$500 ZVP (restr.)	\$500 ZVP (restr.)
302	Anti-theft alarm system (Included in package)	\$400 ZCV	\$400 ZCV
322	Comfort Access keyless entry (Included in package)	\$500 ZCV	\$500 ZCV
417	Rear manual side window shades (Included in package)	\$250 ZCV	\$250 ZCV
4A3	Light Burl Walnut trim	NC	NC
508	Park Distance Control (In combination with ZCV) (Not in combination with ZMP on restricted models)	\$750 NC (restr.)	\$750 NC (restr.)
541	Active Cruise Control	\$2,400	\$2,400
5AC	Automatic high beams (Requires ZPP on indicated models)	\$250 (req'd)	\$250 (req'd)
Colors			
Non-Metallic paint		STD	STD
Metallic paint		\$550	\$550
Priority 1 Colors			
A61	Crimson Red paint	NC	NC
381	Le Mans Blue Metallic paint	\$550	\$550
A51	Montego Blue Metallic paint	\$550	\$550
A53	Platinum Bronze Metallic paint	\$550	\$550
A81	Tasman Green Metallic paint	\$550	\$550
A82	Vermilion Red Metallic paint	\$550	\$550
Upholsteries			
KA	Leatherette	STD	STD
LC	Leather Dakota (In combination with ZPP) (In combination with ZVP) (Included in package)	\$1,450 NC NC ZPP, ZVP	\$1,450 NC NC ZPP, ZVP
Priority 1 Upholsteries			
LCCZ	Chestnut Brown Dakota Leather	\$1,450	\$1,450
Packages			
ZCV	Convenience Package (In combination with ZMP)	\$2,350 \$1,750	\$2,350 \$1,750

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U.S. Models			
ZCW	Cold Weather Package <i>(In combination with ZMP)</i> <i>(Not in combination with ZVP on restricted models)</i>	\$900 \$750	\$750 \$600 (restr.)
ZPP	Premium Package <i>(Requires ZVP on indicated models)</i>	\$1,900 (req'd)	\$1,900 (req'd)
ZSP	Sport Package 2S1 17" Alloy Star-spoke wheels (upgrade) 2XA Sport steering wheel w/paddles (upgrade)	\$2,050 +\$100	\$1,650 +\$300 +\$100
ZVP	Value Package 2MF 18" Alloy Star-spoke wheels (upgrade) 2S1 17" Alloy Star-spoke wheels (upgrade)	\$0 +\$600 NC	\$0 +\$600 +\$300
Priority 1 Packages			
ZMP	M Sport Package 2MF 18" Alloy Star-spoke wheels (upgrade) 7XA Sport steering wheel w/paddles (upgrade) <i>(Not in combination with ZSP on restricted models)</i> <i>(Not in combination with 248 on restricted models)</i> <i>(Requires A52, 300, 354, 381, 475 or 896 on indicated models)</i>	\$3,750 +\$600 +\$100 (restr.) (restr.) (req'd)	\$3,750 +\$600 +\$100 (restr.) (restr.) (req'd)

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

Other Charges

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

		328i Sports Wagon	328i xDrive Sports Wagon	Retail Price
ZVP	Value Package 2KU 17" Light alloy V-spoke wheels style 285-with all-season run-flat tires (17x8.0, 225/45 R17) or 2ME 17" Light alloy Double-spoke wheels style 194M-with performance run-flat tires (17x8.0, 225/45 R17 front and 17x8.5, 255/40 R17 rear) or 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) or 2S1 17" Light alloy Star-spoke wheels style 286-with performance run-flat tires (17x8.0, 225/45 R17 front and 17x8.5, 255/40 R17 rear) 6FL iPod and USB adapter LC Leather Dakota	x		\$0
	Value Package 2KU 17" Light alloy V-spoke wheels style 285-with all-season run-flat tires (17x8.0, 225/45 R17) or 2ME 17" Light alloy Double-spoke wheels style 194M-with performance run-flat tires (17x8.0, 225/45 R17 front and 17x8.5, 255/40 R17 rear) or 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) or 2S1 17" Light alloy Star-spoke wheels style 286-with performance run-flat tires (17x8.0, 225/45 R17 front and 17x8.5, 255/40 R17 rear) or 2SZ 17" Light alloy Star-spoke wheels style 284-with all-season run-flat tires (17x8.0, 225/45 R17) 494 Heated front seats 6FL iPod and USB adapter LC Leather Dakota	x	x	\$0
			x	+ \$600
			x	+ \$300

Priority 1 Package Overview				
		328i Sports Wagon	328i xDrive Sports Wagon	Retail Price
ZMP	M Sport Package (Priority 1) 2ME 17" Light alloy Double-spoke wheels style 194M-with performance run-flat tires (17x8.0, 225/45 R17 front and 17x8.5, 255/40 R17 rear) or 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) 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)		p1	\$3,750
			x	+ \$600
			x	+ \$100
			(restr.) (req'd) (restr.)	
	M Sport Package (Priority 1) 2ME 17" Light alloy Double-spoke wheels style 194M-with performance run-flat tires (17x8.0, 225/45 R17 front and 17x8.5, 255/40 R17 rear) or 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) 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)	p1		\$3,750
			x	+ \$600
		x		+ \$100
			(restr.) (req'd) (restr.)	