

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

Effective January 1, 2010

	750i Sedan	750i xDrive Sedan	750Li Sedan	750Li xDrive Sedan	760Li Sedan
U.S. Models					
Base Price U.S.A. (including \$875 Destination and Handling)	\$82,875	\$85,875	\$86,775	\$89,775	\$137,875
Options					
229 Active Roll Stabilization (ARS) (Included in package)	\$2,000 ZMP	STD	\$2,000 ZMP	STD	STD
2KS 18" Light-Alloy Wheels V-Spoke (Style 254) with performance tires (18x8.0, 245/50 R18)	NA	NA	NA	NA	NC
2ST 19" Light-alloy wheels multi-spoke (Style 235) w/performance tires (19x8.5, 245/45 R19 front and 19x9.5, 275/40 R19 rear) (Not in combination with Z11 or ZMP on restricted models)	\$1,300 (restr.)	\$1,300 (restr.)	\$1,300 (restr.)	\$1,300 (restr.)	NA
2VH Integral Active Steering	\$1,750	NA	\$1,750	NA	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	STD
4CA Ash Grain Wood trim	NC	NC	NC	NC	NC
4CB Finition Matte Wood trim	NC	NC	NC	NC	NA
4ND Instrument panel with leather finish (Included in package)	\$1,200 Z11	\$1,200 Z11	\$1,200 Z11	\$1,200 Z11	STD
4U1 Ceramic Controls	\$650	\$650	\$650	\$650	STD
4UM Massaging rear seat	NA	NA	ZLU	ZLU	\$200
5DF Active Cruise Control	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400
610 Head-up Display	\$1,300	\$1,300	\$1,300	\$1,300	STD
655 Satellite radio with 1 year subscription	\$350	\$350	\$350	\$350	STD
6NF Smartphone Integration (Requires ZPS on indicated models)	\$150 (req'd)	\$150 (req'd)	\$150 (req'd)	\$150 (req'd)	\$150 (req'd)
6UK Night Vision with Pedestrian Detection	\$2,600	\$2,600	\$2,600	\$2,600	\$2,600
XE5 Dark Red Sycamore Wood trim (Included in package)	\$1,080 Z11	\$1,080 Z11	\$1,080 Z11	\$1,080 Z11	\$1,080 Z11
XE6 Walnut Honey Wood trim (In combination with Z11)	\$1,080 NC	\$1,080 NC	\$1,080 NC	\$1,080 NC	\$1,080 NC
XE8 Piano Finish Black trim (In combination with Z11)	\$1,080 NC	\$1,080 NC	\$1,080 NC	\$1,080 NC	\$1,080 NC
XL1 Wood inlay steering wheel (In combination with ZCW) (In combination with ZLS) (Not in combination with ZMP on restricted models) (Requires Z11 on indicated models)	\$800 \$800 \$800 (restr.) (req'd)	\$800 \$800 \$800 (restr.) (req'd)	\$800 \$800 \$800 (restr.) (req'd)	\$800 \$800 \$800 (restr.) (req'd)	\$800 \$800 \$800 (restr.) (req'd)
ZDR Delete rear comfort seats	NA	NA	NA	NA	NC
Priority 1 Options					
760 Shadowline exterior trim (Included in package)	\$350 Z11, ZMP	\$350 Z11, ZMP	\$350 Z11, ZMP	\$350 Z11, ZMP	\$350 Z11, ZMP
Colors					
Non-Metallic paint	STD	STD	STD	STD	STD
Metallic paint	NC	NC	NC	NC	NC
S34 Azurite Black Metallic paint	\$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
X03 Ruby Black Metallic paint	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800
X04 Moonstone Metallic paint	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800
Upholsteries					
NA Nappa Leather	STD	STD	STD	STD	STD
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)
Packages					
ZCE Camera Package	\$750	\$750	\$750	\$750	NA
ZCV Convenience Package	\$1,700	\$1,700	\$1,700	\$1,700	NA
ZCW Cold Weather Package XL1 Wood inlay steering wheel (upgrade) (Not in combination with ZLS on restricted models)	\$800 +\$800 (restr.)	\$800 +\$800 (restr.)	\$800 +\$800 (restr.)	\$800 +\$800 (restr.)	NA
ZDA Driver Assistance Package	\$1,350	\$1,350	\$1,350	\$1,350	NA
Z11 BMW Individual Composition (Not in combination with ZMP on restricted models) (Requires ZMP on indicated models)	\$7,700 (req'd)	\$7,700 (req'd)	\$7,700 (req'd)	\$7,700 (req'd)	\$6,500 (restr.)
ZLS Luxury Seating Package XL1 Wood inlay steering wheel (upgrade)	\$2,800 +\$800	\$2,800 +\$800	\$2,800 +\$800	\$2,800 +\$800	NA
ZLU Luxury Rear Seating Package (Requires ZLS on indicated models)	NA	NA	\$3,700 (req'd)	\$3,700 (req'd)	NA
ZMP M Sport Package 2NX 20" wheels w/performance tires (upgrade)	\$6,500 +\$1,300	\$6,500 +\$1,300	\$6,500 +\$1,300	\$6,500 +\$1,300	\$3,900
ZPS Premium Sound Package	\$2,000	\$2,000	\$2,000	\$2,000	NA
ZRP Rear Entertainment Package	\$2,200	\$2,200	\$2,200	\$2,200	\$2,200

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

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	750i Sedan	750i xDrive Sedan	750Li Sedan	750Li xDrive Sedan	760Li Sedan
U.S. Models					
Other Charges					
Gas Guzzler Tax (Estimated)	\$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

		750i Sedan	750i xDrive Sedan	750Li Sedan	750Li xDrive Sedan	760Li Sedan	Retail Price
ZCE	Camera Package 3AG Rear-view camera 5DK Side-view camera	x	x	x	x		\$750
ZCV	Convenience Package 316 Power tailgate 322 Comfort Access keyless entry 323 Soft-close automatic doors	x	x	x	x		\$1,700
ZCW	Cold Weather Package 248 Heated Steering Wheel or XL1 Wood inlay steering wheel 464 Ski bag 496 Heated rear seats (Not in combination with ZLS on restricted models)	x x (restr.)	x x (restr.)	x x (restr.)	x x (restr.)		\$800 + \$800
ZDA	Driver Assistance Package 5AC Automatic high beams 5AD Lane Departure Warning 5AG Active Blind Spot Detection	x	x	x	x		\$1,350
Z11	BMW Individual Composition 2NV BMW Individual 20" alloy wheels V-spoke (Style 301) w/performance tires 760 Shadowline exterior trim 778 Individual Door Sill Finishers XC4 BMW Individual Composition XD5 Alcantara headliner in upholstery color XE5 Dark Red Sycamore Wood trim or XE6 Walnut Honey Wood trim or XE8 Piano Finish Black trim XF1 BMW Individual Rear Badge ZB Full Merino Leather (Not in combination with ZMP on restricted models)					x (restr.)	\$6,500
	BMW Individual Composition 2NV BMW Individual 20" alloy wheels V-spoke (Style 301) w/performance tires 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 XE5 Dark Red Sycamore Wood trim or XE6 Walnut Honey Wood trim or XE8 Piano Finish Black trim XF1 BMW Individual Rear Badge ZB Full Merino Leather (Requires ZMP on indicated models)	x (req'd)	x (req'd)	x (req'd)	x (req'd)		\$7,700
ZLS	Luxury Seating Package 248 Heated Steering Wheel or XL1 Wood inlay steering wheel 415 Power rear sunshade 416 Power rear sunshade with rear manual side window shades 453 Front ventilated seats 455 Active front seats 464 Ski bag 496 Heated rear seats	x x x	x x x	x x x	x x x		\$2,800 + \$800
ZLU	Luxury Rear Seating Package 454 Rear ventilated seats 460 Rear comfort seats 4UM Massaging rear seat (Requires ZLS on indicated models)			x (req'd)	x (req'd)		\$3,700

		750i Sedan	750i xDrive Sedan	750Li Sedan	750Li xDrive Sedan	760Li Sedan	Retail Price
ZMP	M Sport Package 229 Active Roll Stabilization (ARS) 2NW 19" V-Spoke M Wheels (Style 302M) with performance tires (19x8.5, 245/45 R19 front and 19x9.5, 275/40 R19 rear) or 2NX 20" Double-spoke M Wheels (Style 303M) with performance 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 M Sport Package	x		x			\$6,500
		x		x			+ \$1,300
	M Sport Package 2NW 19" V-Spoke M Wheels (Style 302M) with performance tires (19x8.5, 245/45 R19 front and 19x9.5, 275/40 R19 rear) or 2NX 20" Double-spoke M Wheels (Style 303M) with performance 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 M Sport Package			x		x	
			x		x		+ \$1,300
	M Sport Package 2NX 20" Double-spoke M Wheels (Style 303M) with performance 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 M Sport Package					x	\$3,900
ZPS	Premium Sound Package 677 Premium hi-fi system 696 6-disc DVD Changer 6FL iPod and USB adapter	x	x	x	x		\$2,000
ZRP	Rear Entertainment Package 6FG Rear-seat entertainment	x	x	x	x	x	\$2,200