

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

Effective October 1, 2010

	328i Sedan	328i xDrive Sedan	335i Sedan	335i xDrive Sedan	335d Sedan
<b>U.S. Models</b>					
Base Price U.S.A. (Including \$875 Destination and Handling)	\$34,525	\$36,525	\$41,975	\$43,975	\$45,025
<b>Options</b>					
205 STEPTRONIC automatic transmission	\$1,375	\$1,375	\$1,375	\$1,375	STD
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 (restr.)
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)
403 Moonroof (Included in package)	\$1,050 ZPP	\$1,050 ZPP	STD	STD	STD
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
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)	NC (req'd)
522 Xenon headlights (Included in package)	\$900 ZCV	\$900 ZCV	STD	STD	STD
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
688 Harman Kardon surround sound 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)
<b>Priority 1 Options</b>					
217 Active Steering			\$1,550		
2KU 17" Light alloy V-spoke wheels style 285-with all-season run-flat tires (17x8.0, 225/45 R17) (Included in package)	\$500 ZVP	\$500 ZVP			
302 Anti-theft alarm system (Included in package)	\$400 ZCV	\$400 ZCV	\$400 ZCV	\$400 ZCV	\$400 ZCV
322 Comfort Access keyless entry (Included in package)	\$500 ZCV	\$500 ZCV	\$500 ZCV	\$500 ZCV	\$500 ZCV
417 Rear manual side window shades (Included in package)	\$575 ZCV	\$575 ZCV	\$575 ZCV	\$575 ZCV	\$575 ZCV
4A3 Light Burl Walnut trim	NC	NC	NC	NC	NC
508 Park Distance Control (In combination with ZCV) (Not in combination with ZMP on restricted models)	\$750 NC (restr.)	\$750 NC (restr.)	\$750 NC (restr.)	\$750 NC (restr.)	\$750 NC (restr.)
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)
<b>Colors</b>					
Non-Metallic paint	STD	STD	STD	STD	STD
Metallic paint	\$550	\$550	\$550	\$550	\$550
<b>Priority 1 Colors</b>					
A61 Crimson Red paint	NC	NC	NC	NC	NC
381 Le Mans Blue Metallic paint	\$550	\$550	\$550	\$550	\$550
A51 Montego Blue Metallic paint	\$550	\$550	\$550	\$550	\$550
A53 Platinum Bronze Metallic paint	\$550	\$550	\$550	\$550	\$550
A81 Tasman Green Metallic paint	\$550	\$550	\$550	\$550	\$550
A82 Vermilion Red Metallic paint	\$550	\$550	\$550	\$550	\$550
<b>Upholsteries</b>					
KA Leatherette	STD	STD	STD	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	\$1,450 NC NC ZPP	\$1,450 NC NC ZPP	\$1,450 NC NC ZPP
<b>Priority 1 Upholsteries</b>					
LCCZ Chestnut Brown Dakota Leather	\$1,450	\$1,450	\$1,450	\$1,450	\$1,450

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	<b>328i Sedan</b>	<b>328i xDrive Sedan</b>	<b>335i Sedan</b>	<b>335i xDrive Sedan</b>	<b>335d Sedan</b>
<b>U.S. Models</b>					
<b>Packages</b>					
ZCV Convenience Package <i>(In combination with ZMP)</i>	\$2,350 \$1,750	\$2,350 \$1,750	\$1,800 \$1,200	\$1,800 \$1,200	\$1,800 \$1,200
ZCW Cold Weather Package <i>(In combination with ZMP)</i> <i>(Not in combination with ZVP on restricted models)</i>	\$1,150 \$1,000	\$1,000 \$850 (restr.)	\$1,150 \$1,000	\$1,000 \$850	\$1,150 \$1,000
ZMP M Sport Package <i>2MF 18" Alloy Star-spoke wheels (upgrade)</i>  <i>7XA Sport steering wheel w/paddles (upgrade)</i>  <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>	P1	P1	\$3,750  +\$100 (restr.) (restr.) (req'd)	\$3,750  +\$100 (restr.) (restr.) (req'd)	\$3,750  +\$100 (restr.) (restr.) (req'd)
ZPP Premium Package <i>(Requires ZVP on indicated models)</i>	\$2,650 (req'd)	\$2,650 (req'd)	\$2,650	\$2,650	\$2,650
ZSP Sport Package <i>2S1 17" Alloy Star-spoke wheels (upgrade)</i> <i>2S2 18" Alloy Star-spoke wheels (upgrade)</i> <i>2XA Sport steering wheel w/paddles (upgrade)</i>	\$2,050  +\$100	\$1,650 +\$300 +\$100	\$2,150 +\$100	\$1,350 +\$600 +\$100	\$2,150  +\$100
ZVP Value Package <i>2MF 18" Alloy Star-spoke wheels (upgrade)</i> <i>2S1 17" Alloy Star-spoke wheels (upgrade)</i>	\$0 +\$600 NC	\$0 +\$600 +\$300	NA	NA	NA
<b>Priority 1 Packages</b>					
ZMP M Sport Package <i>2MF 18" Alloy Star-spoke wheels (upgrade)</i>  <i>7XA Sport steering wheel w/paddles (upgrade)</i>  <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	\$3,750 +\$600  +\$100			
Note: Package contents not fully represented above. Comprehensive package descriptions available separately.					
<b>Other Charges</b>					

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
<b>ZPP</b>	<b>Premium Package</b> 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				<b>\$2,650</b>
	<b>Premium Package</b> 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	(req'd)	(req'd)		x	x	x
<b>ZSP</b>	<b>Sport Package</b> 255 Sports leather steering wheel <b>or</b> 2XA Sports leather steering wheel with paddle shifters 2B4 18" Light alloy Double-spoke wheels style 195-with performance run-flat 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	<b>\$2,150</b>
	<b>Sport Package</b> 255 Sports leather steering wheel <b>or</b> 2XA Sports leather steering wheel with paddle shifters 2B4 18" Light alloy Double-spoke wheels style 195-with performance run-flat 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	<b>+ \$100</b>
	<b>Sport Package</b> 255 Sports leather steering wheel <b>or</b> 2XA Sports leather steering wheel with paddle shifters 2S2 18" Light alloy Star-spoke wheels style 287-with performance run-flat 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			<b>\$2,150</b>
	<b>Sport Package</b> 255 Sports leather steering wheel <b>or</b> 2XA Sports leather steering wheel with paddle shifters 2S2 18" Light alloy Star-spoke wheels style 287-with performance run-flat tires (18x8.0, 225/40 R18 front and 18x8.5, 255/35 R18 rear) 481 Sport seats 760 Shadowline exterior trim			x			<b>+ \$100</b>
	<b>Sport Package</b> 255 Sports leather steering wheel <b>or</b> 2XA Sports leather steering wheel with paddle shifters 2BZ 17" Light alloy Double-spoke wheels style 161-with all-season run-flat tires (17x8.0, 225/45 R17) <b>or</b> 2S2 18" Light alloy Star-spoke wheels style 287-with performance run-flat tires (18x8.0, 225/40 R18 front and 18x8.5, 255/35 R18 rear) 481 Sport seats 760 Shadowline exterior trim				x		<b>+ \$600</b>
	<b>Sport Package</b> 255 Sports leather steering wheel <b>or</b> 2XA Sports leather steering wheel with paddle shifters 2SZ 17" Light alloy Star-spoke wheels style 284-with all-season run-flat tires (17x8.0, 225/45 R17) <b>or</b> 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) 481 Sport seats 760 Shadowline exterior trim		x				<b>\$1,650</b>
<b>Sport Package</b> 255 Sports leather steering wheel <b>or</b> 2XA Sports leather steering wheel with paddle shifters 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) 481 Sport seats 704 Sport suspension 760 Shadowline exterior trim 840 Increased top speed limiter	x						<b>\$2,050</b>
<b>Sport Package</b> 255 Sports leather steering wheel <b>or</b> 2XA Sports leather steering wheel with paddle shifters 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) 481 Sport seats 704 Sport suspension 760 Shadowline exterior trim 840 Increased top speed limiter	x						<b>+ \$100</b>

		328i Sedan	328i xDrive Sedan	335i Sedan	335i xDrive Sedan	335d Sedan	Retail Price
ZVP	<b>Value Package</b> 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
	<b>Value Package</b> 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
							+ \$600
							+ \$300
							NC

Priority 1 Package Overview		328i Sedan	328i xDrive Sedan	335i Sedan	335i xDrive Sedan	335d Sedan	Retail Price
ZMP	<b>M Sport Package (Priority 1)</b> 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) <b>or</b> 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 <b>or</b> 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.)					(restr.)
		(req'd)					(restr.)
		(restr.)					(restr.)
	<b>M Sport Package (Priority 1)</b> 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) <b>or</b> 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 <b>or</b> 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.)				(restr.)
			(req'd)				(restr.)
			(restr.)				(restr.)