

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

Effective October 1, 2010

	528i Sedan	535i Sedan	535i xDrive Sedan	550i Sedan	550i xDrive Sedan
<b>U.S. Models</b>					
Base Price U.S.A. (Including \$875 Destination and Handling)	\$45,425	\$50,475	\$52,775	\$60,575	\$62,875
<b>Options</b>					
205 STEPTRONIC automatic transmission	STD	NC	STD	NC	STD
2TB Sport automatic transmission with shift paddles (Requires ZSP or ZMP on indicated models)	\$500 (req'd)	\$500 (req'd)	\$500 (req'd)	\$500 (req'd)	\$500 (req'd)
2VH Integral Active Steering	NA	\$1,750	NA	\$1,750	NA
3AG Rear-view camera (Included in package) (Requires 508 on indicated models)	\$400 ZP2 (req'd)	\$400 ZP2 (req'd)	\$400 ZP2 (req'd)	\$400 ZP2	\$400 ZP2
465 Split fold-down-rear seat	\$475	\$475	\$475	\$475	\$475
494 Heated front seats (Included in package)	\$500 ZAV, ZCW,ZP2	\$500 ZAV, ZCW,ZP2	\$500 ZAV, ZCW,ZP2	\$500 ZAV, ZCW,ZP2	\$500 ZAV, ZCW,ZP2
4B5 Light wood trim (In combination with ZMP)	NC NC	NC NC	NC NC	NC NC	NC NC
4CE Anthracite Wood Trim (In combination with ZMP)	NC NC	NC NC	NC NC	NC NC	NC NC
508 Park Distance Control (Included in package)	\$750 ZP2	\$750 ZP2	\$750 ZP2	STD	STD
522 Xenon headlights	\$900	STD	STD	STD	STD
524 Adaptive light control	NC	STD	STD	STD	STD
5DL Side and Top View Cameras (Requires 3AG or ZP2 on indicated models)	\$800 (req'd)	\$800 (req'd)	\$800 (req'd)	\$800 (req'd)	\$800 (req'd)
609 Navigation system (Included in package)	\$1,900 ZP2	\$1,900 ZP2	\$1,900 ZP2	STD	STD
610 Head-up Display	\$1,300	\$1,300	\$1,300	\$1,300	\$1,300
655 Satellite radio with 1 year subscription (Included in package)	\$350 ZP2	\$350 ZP2	\$350 ZP2	\$350 ZP2	\$350 ZP2
6FG Rear-seat entertainment (Requires 609 on indicated models) (Requires Leather Dakota or Nappa Leather on indicated models)	P1	\$2,200 (req'd)	\$2,200 (req'd)	\$2,200	\$2,200
6FL iPod and USB adapter (Included in package)	\$400 ZP2	\$400 ZP2	\$400 ZP2	\$400 ZP2	\$400 ZP2
6NF Smartphone Integration	\$150	\$150	\$150	\$150	\$150
<b>Priority 1 Options</b>					
322 Comfort Access keyless entry (Included in package) (Requires ZPP on indicated models)	\$1,000 ZCV (req'd)	\$1,000 ZCV (req'd)	\$1,000 ZCV (req'd)	\$1,000 ZCV	\$1,000 ZCV
416 Power rear sunshade with rear manual side window shades (Included in package)	\$575 ZP2	\$575 ZP2	\$575 ZP2	\$575 ZP2	\$575 ZP2
456 Multi-contour seats (Included in package)  (Requires Leather Dakota or Nappa Leather on indicated models)	\$1,300 ZAV, ZMP,ZSP (req'd)	\$1,300 ZAV, ZMP,ZSP (req'd)	\$1,300 ZAV, ZMP,ZSP (req'd)	\$1,300 ZAV, ZMP,ZSP	\$1,300 ZAV, ZMP,ZSP
464 Ski bag (Requires 465 on indicated models)	\$150 (req'd)	\$150 (req'd)	\$150 (req'd)	\$150 (req'd)	\$150 (req'd)
4B9 Aluminium Trim (In combination with ZMP)	NC NC	NC NC	NC NC	NC NC	NC NC
4NB 4-zone automatic climate control	\$500	\$500	\$500	\$500	\$500
5DF Active Cruise Control (Requires 2TB or 205 on indicated models)	\$2,400	\$2,400 (req'd)	\$2,400	\$2,400 (req'd)	\$2,400
6FG Rear-seat entertainment (Requires 609 on indicated models) (Requires Leather Dakota or Nappa Leather on indicated models)	\$2,200 (req'd)				
6UK Night Vision with Pedestrian Detection (Requires ZCW on indicated models)	\$2,600 (req'd)	\$2,600 (req'd)	\$2,600 (req'd)	\$2,600 (req'd)	\$2,600 (req'd)
775 Anthracite headliner (Included in package)	\$500 ZMP	\$500 ZMP	\$500 ZMP	\$500 ZMP	\$500 ZMP
<b>Colors</b>					
Non-Metallic paint	STD	STD	STD	STD	STD
Metallic paint	\$550	\$550	\$550	NC	NC
<b>Upholsteries</b>					
K8 Leatherette	STD	STD	STD	NA	NA
LC Leather Dakota (In combination with ZPP) (Included in package)	\$1,450 NC ZPP	\$1,450 NC ZPP	\$1,450 NC ZPP	STD	STD
<b>Priority 1 Upholsteries</b>					
NA Nappa Leather (In combination with ZPP) (Requires 456 on indicated models)	\$2,450 \$1,000 (req'd)	\$2,450 \$1,000 (req'd)	\$2,450 \$1,000 (req'd)	\$1,000 (req'd)	\$1,000 (req'd)

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

Effective October 1, 2010

		528i Sedan	535i Sedan	535i xDrive Sedan	550i Sedan	550i xDrive Sedan
<b>U.S. Models</b>						
<b>Packages</b>						
ZAV	Active ventilated seat package (In combination with ZMP) (In combination with ZSP) (Requires Leather Dakota or Nappa Leather on indicated models)	\$2,950 \$1,950 \$1,950 (req'd)	\$2,950 \$1,950 \$1,950 (req'd)	\$2,950 \$1,950 \$1,950 (req'd)	\$2,950 \$1,950 \$1,950	\$2,950 \$1,950 \$1,950
ZCV	Convenience Package (Requires ZPP on indicated models)	\$1,700 (req'd)	\$1,700 (req'd)	\$1,700 (req'd)	\$1,700	\$1,700
ZCW	Cold Weather Package (In combination with ZAV) (Requires Leather Dakota or Nappa Leather on indicated models)	\$1,050 \$650 (req'd)	\$1,050 \$650 (req'd)	\$1,050 \$650 (req'd)	\$1,050 \$650	\$1,050 \$650
ZDA	Driver Assistance Package (Requires 609 on indicated models (valid until: 06/10)) (Requires 508 or ZP2 on indicated models) (Requires ZPP on indicated models) (Requires 522 and 524 on indicated models)	\$1,750 (req'd) (req'd) (req'd) (req'd)	\$1,750 (req'd) (req'd) (req'd)	\$1,350 (req'd) (req'd)	\$1,750	\$1,350
ZDH	Dynamic Handling Package (Requires ZSP on indicated models)	\$1,000 (req'd)	\$2,700 (req'd)	\$2,700 (req'd)	\$2,700 (req'd)	\$2,700 (req'd)
ZMP	M Sport Package (Requires Leather Dakota or Nappa Leather on indicated models) (Not in combination with ZSP or ZDH on restricted models) (Requires A52, 300, 354, 416, 668, A89 or A90 on indicated models)	\$4,800 (req'd) (restr.) (req'd)	\$6,500 (req'd) (restr.) (req'd)	\$6,500 (req'd) (restr.) (req'd)	\$6,500 (req'd)	\$6,500 (req'd)
ZP2	Premium Package 2 (In combination with ZAV) (In combination with ZCW) (Requires ZPP on indicated models)	\$4,900 \$4,500 \$4,500 (req'd)	\$4,900 \$4,500 \$4,500 (req'd)	\$4,900 \$4,500 \$4,500 (req'd)	\$2,800 \$2,400 \$2,400	\$2,800 \$2,400 \$2,400
ZPP	Premium Package	\$1,800	\$1,800	\$1,800	NA	NA
ZSP	Sport Package (Requires Leather Dakota or Nappa Leather on indicated models)	\$2,200 (req'd)	\$2,200 (req'd)	\$2,200 (req'd)	\$2,200	\$2,200
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

		528i Sedan	535i Sedan	535i xDrive Sedan	550i Sedan	550i xDrive Sedan	Retail Price
<b>ZAV</b>	<b>Active ventilated seat package</b> 453 Front ventilated seats 455 Active front seats 456 Multi-contour seats 494 Heated front seats  (Requires Leather Dakota or Nappa Leather on indicated models )	x  (req'd)	x  (req'd)	x  (req'd)	x	x	<b>\$2,950</b>
	<b>In combination with ZMP</b>	x	x	x	x	x	<b>\$1,950</b>
	<b>In combination with ZSP</b>	x	x	x	x	x	<b>\$1,950</b>
<b>ZCV</b>	<b>Convenience Package</b> 316 Power tailgate 322 Comfort Access keyless entry 323 Soft-close automatic doors  (Requires ZPP on indicated models )	x  (req'd)	x  (req'd)	x  (req'd)	x	x	<b>\$1,700</b>
<b>ZCW</b>	<b>Cold Weather Package</b> 248 Heated Steering Wheel 494 Heated front seats 496 Heated rear seats 502 Retractable headlight washers  (Requires Leather Dakota or Nappa Leather on indicated models )	x  (req'd)	x  (req'd)	x  (req'd)	x	x	<b>\$1,050</b>
	<b>In combination with ZAV</b>	x	x	x	x	x	<b>\$650</b>
<b>ZDA</b>	<b>Driver Assistance Package</b> 5AC Automatic high beams 5AD Lane Departure Warning 5AG Active Blind Spot Detection 5DP Parking Assistant  (Requires 609 on indicated models (valid until: 06/10)) (Requires 508 or ZP2 on indicated models ) (Requires ZPP on indicated models ) (Requires 522 and 524 on indicated models )	x  (req'd)	x  (req'd)		x  (req'd)		<b>\$1,750</b>
	<b>Driver Assistance Package</b> 5AC Automatic high beams 5AD Lane Departure Warning 5AG Active Blind Spot Detection  (Requires 609 on indicated models (valid until: 06/10)) (Requires ZPP on indicated models )			x  (req'd)		x	
<b>ZDH</b>	<b>Dynamic Handling Package</b> 223 Electronic Damping Control  (Requires ZSP on indicated models )	x  (req'd)					<b>\$1,000</b>
	<b>Dynamic Handling Package</b> 223 Electronic Damping Control 229 Active Roll Stabilization (ARS) 2VA Adaptive Drive  (Requires ZSP on indicated models )		x  (req'd)	x  (req'd)	x  (req'd)	x  (req'd)	

		528i Sedan	535i Sedan	535i xDrive Sedan	550i Sedan	550i xDrive Sedan	Retail Price
<b>ZMP</b>	<p><b>M Sport Package</b></p> <p>223 Electronic Damping Control                  229 Active Roll Stabilization (ARS)                  2ND 19" Light alloy Double-spoke wheels style 351M-with performance run-flat tires (19x8.5, 245/40 R19 front and 19x9.0, 275/35 R19 rear)                  2VA Adaptive Drive                  456 Multi-contour seats                  4MR Aluminum Hexagon interior trim                      <b>or</b> 4B5 Light wood trim                      <b>or</b> 4B9 Aluminium Trim                      <b>or</b> 4CE Anthracite Wood Trim                  710 M steering wheel                  715 Aerodynamic kit                  760 Shadowline exterior trim                  775 Anthracite headliner                  840 Increased top speed limiter</p> <p>(Not in combination with ZSP or ZDH on restricted models )                  (Requires Leather Dakota or Nappa Leather on indicated models )                  (Requires A52, 300, 354, 416, 668, A89 or A90 on indicated models )</p>		x		x		<b>\$6,500</b>
	<p><b>M Sport Package</b></p> <p>223 Electronic Damping Control                  2NC 18" Light alloy Double-spoke wheels style 350M-with performance run-flat tires (18x8.0, 245/45 R18 front and 18x9.0, 275/40 R18 rear)                  456 Multi-contour seats                  4MR Aluminum Hexagon interior trim                      <b>or</b> 4B5 Light wood trim                      <b>or</b> 4B9 Aluminium Trim                      <b>or</b> 4BN Dark wood trim                      <b>or</b> 4CE Anthracite Wood Trim                  710 M steering wheel                  715 Aerodynamic kit                  760 Shadowline exterior trim                  775 Anthracite headliner                  840 Increased top speed limiter</p> <p>(Not in combination with ZSP or ZDH on restricted models )                  (Requires A52, 300, 354, 416, 668, A89 or A90 on indicated models )                  (Requires Leather Dakota or Nappa Leather on indicated models )</p>	x					<b>\$4,800</b>
	<p><b>M Sport Package</b></p> <p>223 Electronic Damping Control                  229 Active Roll Stabilization (ARS)                  2NB 19" Light alloy Double-spoke wheels style 351M-with all-season run-flat tires (19x8.5, 245/40 R19)                  2VA Adaptive Drive                  456 Multi-contour seats                  4MR Aluminum Hexagon interior trim                      <b>or</b> 4B5 Light wood trim                      <b>or</b> 4B9 Aluminium Trim                      <b>or</b> 4CE Anthracite Wood Trim                  710 M steering wheel                  715 Aerodynamic kit                  760 Shadowline exterior trim                  775 Anthracite headliner                  840 Increased top speed limiter</p> <p>(Requires A52, 300, 354, 416, 668, A89 or A90 on indicated models )                  (Requires Leather Dakota or Nappa Leather on indicated models )                  (Not in combination with ZSP or ZDH on restricted models )</p>			x		x	<b>\$6,500</b>

		528i Sedan	535i Sedan	535i xDrive Sedan	550i Sedan	550i xDrive Sedan	Retail Price
<b>ZP2</b>	<b>Premium Package 2</b> 3AG Rear-view camera 415 Power rear sunshade 416 Power rear sunshade with rear manual side window shades 494 Heated front seats 655 Satellite radio with 1 year subscription 677 Premium hi-fi system 6FL iPod and USB adapter				x	x	<b>\$2,800</b>
	<b>Premium Package 2</b> 3AG Rear-view camera 415 Power rear sunshade 416 Power rear sunshade with rear manual side window shades 494 Heated front seats 508 Park Distance Control 609 Navigation system 655 Satellite radio with 1 year subscription 677 Premium hi-fi system 6FL iPod and USB adapter  (Requires ZPP on indicated models )	x	x	x			<b>\$4,900</b>
	<b>In combination with ZAV</b>	x	x	x	x	x	<b>\$4,500</b> <b>\$2,400</b>
	<b>In combination with ZCW</b>	x	x	x	x	x	<b>\$4,500</b> <b>\$2,400</b>
	<b>Premium Package</b> 319 Universal garage-door opener 430 Auto-dimming interior and exterior mirrors 4UR Ambiance lighting LC Leather Dakota	x	x	x			<b>\$1,800</b>

		528i Sedan	535i Sedan	535i xDrive Sedan	550i Sedan	550i xDrive Sedan	Retail Price
<b>ZSP</b>	<p><b>Sport Package</b>            255 Sports leather steering wheel            2WC 19" Light alloy W-spoke wheels style 332-with performance run-flat tires (19x8.5, 245/40 R19 front and 19x9.0, 275/35 R19 rear)            456 Multi-contour seats            760 Shadowline exterior trim            840 Increased top speed limiter</p>				x		<b>\$2,200</b>
	<p><b>Sport Package</b>            255 Sports leather steering wheel            2K3 19" Light alloy V-spoke wheels style 331-with performance run-flat tires (19x8.5, 245/40 R19 front and 19x9.0, 275/35 R19 rear)            456 Multi-contour seats            760 Shadowline exterior trim            840 Increased top speed limiter</p> <p>(Requires Leather Dakota or Nappa Leather on indicated models )</p>		x				<b>\$2,200</b>
	<p><b>Sport Package</b>            255 Sports leather steering wheel            2K4 19" Light alloy V-spoke wheels style 331-with all-season run-flat tires (19x8.5, 245/40 R19)            456 Multi-contour seats            760 Shadowline exterior trim            840 Increased top speed limiter</p> <p>(Requires Leather Dakota or Nappa Leather on indicated models )</p>			x			<b>\$2,200</b>
	<p><b>Sport Package</b>            255 Sports leather steering wheel            2K2 18" Light alloy V-spoke wheels style 328-with performance run-flat tires (18x8.0, 245/45 R18)            456 Multi-contour seats            760 Shadowline exterior trim            840 Increased top speed limiter</p> <p>(Requires Leather Dakota or Nappa Leather on indicated models )</p>	x					<b>\$2,200</b>
	<p><b>Sport Package</b>            255 Sports leather steering wheel            2WD 19" Light alloy W-spoke wheels style 332-with all-season run-flat tires (19x8.5, 245/40 R19)            456 Multi-contour seats            760 Shadowline exterior trim            840 Increased top speed limiter</p>					x	<b>\$2,200</b>