

BMW of North America, LLC
2010 Model Year
Confidential Wholesale Price

Effective September 1, 2009

		328i	335i
		Convertible	Convertible
U.S. Models			
Base Price U.S.A. Port of Entry*		\$40,985	\$46,645
Base Price Euro Delivery Munich Pick Up		\$38,115	\$43,380
Base Price Diplomatic U.S.A. Port of Entry		\$38,940	\$44,310
Training Service Fee (Excludes Euro Delivery)		\$180	\$180
Options			
205	STEPTRONIC automatic transmission	\$1,260	\$1,260
217	Active Steering	NA	\$1,365
248	Heated Steering Wheel (In combination with ZCW) (Not in combination with ZMP on restricted models)	\$175 NC (restr.)	\$175 NC (restr.)
2XA	Sports leather steering wheel with paddle shifters (Requires ZSP and 205 on indicated models)	\$90 (req'd)	\$90
302	Anti-theft alarm system	\$365	\$365
322	Comfort Access with Comfort Loading and Open	\$455	\$455
494	Heated front seats (Included in package)	\$455 ZCW	\$455 ZCW
4A3	Light Burl Walnut trim	NC	NC
4AS	Gray Poplar Wood trim	NC	NC
4B9	Aluminium Trim	NC	NC
4MG	Glacier Silver Aluminum trim (Requires ZMP on indicated models)	NC (req'd)	NC (req'd)
4UT	Through-loading system with cargo bag (Included in package)	\$175 ZCW	\$175 ZCW
507	Park Distance Control (rear only) (Included in package)	\$345 ZMP	\$345 ZMP
541	Active Cruise Control	\$2,135	\$2,135
5AC	Automatic high beams	\$230	\$230
609	Navigation system	\$1,910	\$1,910
639	BMW Assist with Bluetooth System (Included in package)	\$685 ZPP	\$685 ZPP
655	Satellite radio with 1 year subscription	\$320	\$320
677	Logic7 sound system with Surround Sound and Digital Sound Processing	\$795	\$795
6FL	iPod and USB adapter	\$365	\$365
6NF	Smartphone Integration (Requires 6FL on indicated models) (Requires ZPP or 639 on indicated models)	\$135 (req'd) (req'd)	\$135 (req'd) (req'd)
Colors / Upholsteries			
Non-Metallic paint		STD	STD
Metallic paint		\$500	\$500
KA	Leatherette	STD	NA
LC	Leather Dakota (Included in package)	\$1,410 ZPP	STD
Packages			
ZCW	Cold Weather Package (In combination with ZMP)	\$820 \$685	\$820 \$685
ZMP	M Sport Package 2MP 19" wheels w/performance tires (upgrade) 7XA Sport steering wheel w/paddles (upgrade) (Not in combination with ZSP on restricted models) (Requires A52, 300, 354, 381, 475 and 896 on indicated models)	\$2,960 + \$90 (restr.) (req'd)	\$2,960 + \$910 + \$90 (restr.) (req'd)
ZPP	Premium Package	\$2,505	\$1,500
ZSP	Sport Package 2R4 19" wheels w/performance tires (upgrade)	\$1,185	\$1,275 + \$910
Note: Package contents not fully represented above. Comprehensive package descriptions available separately.			
Other Charges			
Destination & Handling		\$825	\$825

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

* The Dealer's ultimate cost may vary due to incentives, allowances and other programs or payments.

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

Effective September 1, 2009

U.S. Models	328i	335i
	Convertible	Convertible
Base Price U.S.A. Port of Entry*	\$44,550	\$50,700
Base Price Euro Delivery Munich Pick Up	\$41,430	\$47,150
Base Price Diplomatic U.S.A. Port of Entry	\$42,325	\$48,165

Options

205	STEPTRONIC automatic transmission	\$1,325	\$1,325
217	Active Steering	NA	\$1,550
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 (Requires ZSP and 205 on indicated models)	\$100 (req'd)	\$100
302	Anti-theft alarm system	\$400	\$400
322	Comfort Access with Comfort Loading and Open	\$500	\$500
494	Heated front seats (Included in package)	\$500 ZCW	\$500 ZCW
4A3	Light Burl Walnut trim	NC	NC
4AS	Gray Poplar Wood trim	NC	NC
4B9	Aluminium Trim	NC	NC
4MG	Glacier Silver Aluminum trim (Requires ZMP on indicated models)	NC (req'd)	NC (req'd)
4UT	Through-loading system with cargo bag (Included in package)	\$195 ZCW	\$195 ZCW
507	Park Distance Control (rear only) (Included in package)	\$380 ZMP	\$380 ZMP
541	Active Cruise Control	\$2,400	\$2,400
5AC	Automatic high beams	\$250	\$250
609	Navigation system	\$2,100	\$2,100
639	BMW Assist with Bluetooth System (Included in package)	\$750 ZPP	\$750 ZPP
655	Satellite radio with 1 year subscription	\$350	\$350
677	Logic7 sound system with Surround Sound and Digital Sound Processing	\$875	\$875
6FL	iPod and USB adapter	\$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)

Colors / Upholsteries

	Non-Metallic paint	STD	STD
	Metallic paint	\$550	\$550
KA	Leatherette	STD	NA
LC	Leather Dakota (Included in package)	\$1,550 ZPP	STD

Packages

ZCW	Cold Weather Package (In combination with ZMP)	\$900 \$750	\$900 \$750
ZMP	M Sport Package 2MP 19" wheels w/performance tires (upgrade) 7XA Sport steering wheel w/paddles (upgrade) (Not in combination with ZSP on restricted models) (Requires A52, 300, 354, 381, 475 and 896 on indicated models)	\$3,250 +\$100 (restr.) (req'd)	\$3,250 +\$1,000 +\$100 (restr.) (req'd)
ZPP	Premium Package	\$2,750	\$1,650
ZSP	Sport Package 2R4 19" wheels w/performance tires (upgrade)	\$1,300	\$1,400 +\$1,000

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

Other Charges

Destination & Handling	\$825	\$825
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		328i Convertible		Retail Price
ZCW	Cold Weather Package 494 Heated front seats 4UT Through-loading system with cargo bag 502 Retractable headlight washers	x	x	\$900
	In combination with ZMP	x	x	\$750
ZMP	M Sport Package 2MF 18" M Light Alloy Star-spoke wheels (Style 193M) with mixed performance tires (18x8.0, 225/40 R18 front and 18x12.0, 255/35 R18 rear) or 2MP 19" M Light Alloy Double-Spoke wheels (Style 225M) with mixed performance tires (19x8.0, 225/35 R19 front and 19x9.0, 255/30 R19 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 840 Increased top speed limiter (Not in combination with ZSP on restricted models) (Requires A52, 300, 354, 381, 475 and 896 on indicated models)		x	\$3,250
			x	+ \$1,000
ZMP	M Sport Package 2MF 18" M Light Alloy Star-spoke wheels (Style 193M) with mixed performance tires (18x8.0, 225/40 R18 front and 18x12.0, 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 840 Increased top speed limiter (Not in combination with ZSP on restricted models) (Requires A52, 300, 354, 381, 475 and 896 on indicated models)	x		\$3,250
		x		+ \$100
ZPP	Premium Package 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 System LC Leather Dakota	x		\$2,750
	Premium Package 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 System		x	\$1,650
ZSP	Sport Package 2DA 18" Light-alloy wheels Cross Spoke (style 197) with mixed run-flat perf. tires (18x8.0, 225/40 R18 front and 18x8.5, 255/35 R18 rear) 481 Sport seats 704 Sport suspension 840 Increased top speed limiter	x		\$1,300
	Sport Package 2C6 18" Light-alloy wheels Star Spoke (style189) with mixed run-flat perf. tires (18x8.0, 225/40 R18 front and 18x8.5, 255/35 R18 rear) or 2R4 19" wheels w/performance tires (style 230) (19x8.0, 225/35 R19 front and 19x9.0, 255/30 R19 rear) 481 Sport seats 704 Sport suspension 840 Increased top speed limiter		x	\$1,400
			x	+ \$1,000