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Product Planning and Strategy

BMW Dealer Bulletin

MY 2007 3 Series Coupe Pricing

Last week several members of the US press were given an opportunity to test drive the all-new 3 Series Coupe. Initial impressions of the styling and the N54 twin turbo inline 6-cylinder were very positive. Articles on the all-new 3 Series Coupe should appear in weekly and online magazines within the next two weeks. The monthly car magazines should have articles in print by the September or October issues, which should be on sale by August and September. The timing should be near perfect for the launch of the 3 Series Coupe.

I'm sure that many of you have anticipated the price of the all-new 3 Coupe. In order to help build pre-orders for the Coupe, we have decided to release pricing today. While the base prices have increased versus the outgoing model, the all-new new 3 Coupe now includes a substantial amount of additional content including:

- more powerful engines
- more differentiated styling from the sedan
- xenon adaptive headlights with cornering lights
- rear head protection system
- enhanced DSC functionality (including brake drying, brake stand-by, brake fade compensation, and start-off assistant)
- enhanced interior ambiance lighting
- run-flat tires

The 328i also receives the following additional standard equipment:

- 17" wheels and tires
- 6-speed manual transmission

The MSRP's for the MY 2007 3 Series Coupes are as follows:

<u>Model</u>	<u>MY 2006</u>	<u>MY 2007</u>	<u>Change</u>
328i Coupe	\$32,300 (325Ci)	\$35,300	\$3,000
335i Coupe	\$37,600 (330Ci)	\$40,600	\$3,000
328xi Coupe	NA	\$37,100	NA

Packages (Content that is new is in bold italics)

Package	328i Coupe	328xi Coupe	335i Coupe
Cold Weather (ZCW)	\$750 Ski bag, front heated seats, retractable headlight washers	\$600 Ski bag and front heated seats	\$750 Ski bag, front heated seats, retractable headlight washers
Premium Package (ZPP)	\$3,150 <i>Garage door opener, power folding mirrors, compass, dual power seats, lumbar support, 4 years of BMW Assist, leather upholstery</i>	\$3,150 <i>Garage door opener, power folding mirrors, compass, dual power seats, lumbar support, 4 years of BMW Assist, leather upholstery</i>	\$2,450 <i>Garage door opener, power folding mirrors, compass, lumbar support, 4 years of BMW Assist, leather upholstery</i>

Sport Package (ZSP)	\$1,000 <i>18" wheels, performance tires, sport seats, 155 mph speed limiter</i>	\$400 17" wheels, all-season tires, sport seats	\$1,000 <i>18" wheels, performance tires, sport seats, 155 mph speed limiter</i>
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A Sport Package Upgrade will be available for the 328xi only. This \$600 upgrade includes 18" wheels with performance tires (not suitable for ice and snow) and increases the electronic speed governor from 130mph to 155 mph.

Stand Alone Options

Rear PDC	\$350	Satellite Radio w/ 1 yr service	\$595
Active Cruise Control	\$2,200	Navigation System <i>w iDrive</i>	\$2,100
Auto Transmission	\$1,275	Leather Upholstery	\$1,450
BMW Assist 4 yr service	\$750	Comfort Access	\$500
Power Rear Shade	\$350	Metallic Paint	\$475
Heated Front Seats	\$500	Aluminum Trim	No Cost Option
Poplar Natural Light Wood	No Cost Option	Poplar Gray Wood Trim	No Cost Option
Logic 7 Sound System	\$1,200 (std on 335i)	Active Steering	\$1,250 (not available on 328xi)
Power Front Seats	\$995 (std on 335i)		
Paddle Shifters	\$100 (only on 335i, requires Sport Package and automatic transmission)		

Wholesale pricing sheets will be posted on [bmwcenternet](http://bmwcenternet.com) today. For customers who prefer to lease, BMW FS will follow-up this bulletin with rates and residuals later in the summer.

To access the pricing sheets online simply go to www.bmwcenternet.com and click on the pull down **CenterNet Menu**, select **BMW**, select **Sales**, select **New** and select **Pricing – Wholesale/Retail**.

To access the ordering guides, select **2007 Ordering Guide**.

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