



Media Information
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BMW Canada announces 2008 Model Year Updates

Ongoing product offensive will expand BMW lineup to unprecedented 38 models by mid-2008

Whitby. BMW Canada will sprint into 2008 with the strongest product lineup ever, with the new BMW M3 and 1 Series models spearheading the expansion of BMW's product portfolio to 38 distinct models before mid-year. The extensive model range will also boast 12 variants equipped with BMW's XDrive intelligent all-wheel drive.

The following summary outlines key features of new 2008 BMW models and relevant changes on existing models as they transition to the 2008 model year. For more comprehensive technical information on 2008 BMW models, please consult the individual product guides found on BMW Press Club, under the "Facts & Figures" tab.

BMW 1 Series Coupés and 1 Series Cabriolets

The spiritual successor to the legendary BMW 2002 makes its debut in 2008, entering a new segment of the market with a 1 Series Coupé and Cabriolet in the Spring of 2008.

The 128i versions will feature BMW's lightweight, Valvetronic-equipped, 3.0 litre in-line six cylinder engine, producing 230 horsepower and 200 ft.-lb of torque, providing scintillating acceleration along with notably conservative fuel consumption, in keeping with BMW's Efficient Dynamics strategy.

The 135i models will be equipped with the 2007 International Engine of the Year – the remarkable Twin-Turbo 3.0 L in-line six cylinder engine with High Precision Injection producing 300 horsepower and 300 ft.-lb of torque and performance that can only be described as breathtaking.

Standard and optional equipment program for the 1 Series will be typical of high BMW standards, including a full complement of available features such as Comfort Access, Navigation and Active Steering.

The 135i models' standard equipment upgrades include an M Aerodynamics Package, sport suspension and a high-performance brake system in keeping with the increased level of performance.

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The new 1 Series Cabriolet versions feature a fully-automatic electro-hydraulic soft top built to exacting standards, retracting in a mere 22 seconds, even at speeds up to 40 km/h.

Detailed information on 1 Series specifications, standard and optional equipment and pricing will be announced closer to market launch in Spring 2008.

Model	Price	Engine Disp.	Power	Torque	0-100 km/h
	MSRP	Litres	HP	ft-lb	seconds
BMW 128i Coupé	TBA	3.0	230	200	6.4
BMW 135i Coupé	TBA	3.0	300	300	5.4
BMW 128i Cabriolet	TBA	3.0	230	200	6.7
BMW 135i Cabriolet	TBA	3.0	300	300	TBA

BMW 3 Series Sedans and the 3 Series Touring

All 3 Series Sedans and the 3 Series Touring maintain their balance of style, performance and value as they enter the 2008 Model Year. The 323i Sedan brings even more value to its entry-level position with standard fog lights, heated exterior mirrors and cruise control. The balance of the 3 Series Sedan and Touring lineup carryover into 2008 without technical changes.

BMW 3 Series Coupés

The BMW 3 Series Coupé debuted auspiciously this year, being voted the 2007 Best New Sports Performance Car over \$50,000 by the Automobile Journalists Association of Canada (AJAC). The 3 Series Coupé lineup for 2008 will be enhanced by the addition of a 335xi model, mating BMW's Intelligent All Wheel Drive system to the critically acclaimed 300 horsepower twin-turbo, six-cylinder engine – itself, winner of the 2007 International Engine of the Year award .

The 328i Coupé, 328xi Coupé and 335i Coupé continue into 2008 without technical changes.

BMW 3 Series Cabriolets

Spring of 2007 marked the introduction of the most advanced 3 Series Cabriolet to date. Equipped for the first time with a retractable hard top, the 2007 BMW 335i and 328i Cabriolets share drivetrains and performance characteristics with the critically acclaimed 3 Series Coupés, adding an open-air cachet all their own with the attractive automatic steel roof capable of retracting in a mere 22 seconds. The 3 Series 328i and 335i Cabriolets will continue into the 2008 model year without technical changes.



Model	Price MSRP*	Engine Disp. Litres	Power HP	Torque ft-lb	0-100 km/h seconds*
BMW 323i Sedan	\$35,900	2.5	200	180	7.4
BMW 328i Sedan	\$41,000	3.0	230	200	6.7
BMW 328xi Sedan	\$43,600	3.0	230	200	7.2
BMW 328xi Touring	\$45,100	3.0	230	200	7.4
BMW 328i Coupé	\$43,600	3.0	230	200	6.6
BMW 328xi Coupé	\$46,100	3.0	230	200	7.1
BMW 335i Sedan	\$49,900	3.0	300	300	5.7
BMW 335xi Sedan	\$52,500	3.0	300	300	5.6
BMW 335i Coupé	\$51,600	3.0	300	300	5.6
BMW 335xi Coupé	\$54,100	3.0	300	300	5.5
BMW 328i Cabriolet	\$56,600	3.0	230	200	7.2
BMW 335i Cabriolet	\$66,600	3.0	300	300	5.8

*w/std. 6-speed manual transmission

BMW 5 Series

The 2008 BMW 5 Series lineup was introduced in March of 2007 with new engines, enhanced styling and refined interiors.

The **2008 BMW 535i, 535xi and 535xi Touring** models, successors to the 530i, 530xi and 530xi Touring, feature the 3.0 litre six-cylinder International Engine of the Year with twin low-inertia intercooled turbochargers and high precision direct fuel injection with piezo injectors. Producing an extraordinary 300 horsepower at 5,800 rpm, up 45 hp over their predecessors, and 300 ft/lb of torque, a staggering increase of 80 ft/lb, available from an incredible 1,400-5,000 rpm, the new powerplant, mated to a 6-speed automatic transmission, ensures seamless acceleration. A 6-speed manual transmission became available on the 535i, 535xi and 535xi Touring as of September 2007 production.

The **2008 BMW 528i and 528xi** models feature the latest generation lightweight aluminium/magnesium composite block 3.0-litre inline six-cylinder engine with Valvetronic technology, with output increased to 230 horsepower at 6,500 rpm, up 15 horsepower over the



predecessor 525i and 525xi, and a similar increase in torque from 185 ft/lb to 200 ft/lb at 2,750 rpm. Both 528i and 528xi models are equipped with a standard 6 speed manual transmission with a 6 speed Steptronic automatic transmission available as an option.

The **2008 BMW 550i** continues to be powered by the magnificent 4.8 litre 32-valve V8 with dual-Vanos steplessly variable valve timing and Valvetronic technology, with an output of 360 horsepower at 6300 rpm and peak torque of 360 lb-ft. at 3400 rpm. New standard equipment for the 2008 BMW 550i included Comfort Access and the M Sport Package, which encompasses M Aerodynamic styling, Sport Seats, M Multifunction Leather Sports Steering Wheel, M Sport Exhaust, 19" Alloy Wheels with 245/35 R 19 front and 275/30 R 19 performance runflat tires.

Active headrests became standard equipment on all 2008 5 Series models as of September 2007 production. Base MSRP of all 5 Series models remains unchanged since their March introduction.

Model	Price MSRP*	Engine Disp. Litres	Power HP	Torque ft-lb	0-100 km/h seconds*
BMW 528i Sedan	\$59,900	3.0	230	200	6.9
BMW 528xi Sedan	\$62,500	3.0	230	200	7.3
BMW 535i Sedan	\$68,900	3.0	300	300	7.5
BMW 535xi Sedan	\$71,500	3.0	300	300	7.5
BMW 535xi Touring	\$73,600	3.0	300	300	8.5
BMW 550i	\$82,900	4.8	360	360	9.1

*w/std. 6-speed manual transmission

BMW 6 Series

The 2008 BMW 650i Coupé and 650i Cabriolet boast refreshed exteriors, including new head and tail lights, while maintaining their unmistakably sleek and dynamic profiles.

New standard equipment includes 19" alloy wheels and Comfort Access while iDrive incorporates the latest-generation enhanced display, 6 programmable Memory Keys and individual Air



Conditioning switches providing direct access to the air distribution menu. Adaptive Headlights with Cornering Lights and illumination of all four Corona Rings, is also new standard equipment.

Active headrests became standard equipment as of September 2007 production.

The optional equipment program has also been enhanced with the introduction of the Sport Automatic Transmission with steering wheel shift paddles, Active Cruise Control with Stop and Go technology and Night Vision. A new Premium Sound System with Dirac Live™ Technology is also available. This remarkable audio system features 16 speakers (12 in the Cabriolet) and 9-channel, 825 watt digital amplifier for unparalleled sound quality.

Base price is unchanged from MY 2007.

Model	Price MSRP*	Engine Disp. Litres	Power HP	Torque ft-lb	0-100 km/h seconds
BMW 650i Coupé	\$101,500	4.8	360	360	5.5
BMW 650i Cabriolet	\$111,500	4.8	360	360	5.8

*w/std. 6-spd automatic
transmission

BMW 7 Series

After a host of additional standard equipment was added to the 7 Series lineup for model year 2007, the 2008 7 Series lineup will carryover with no changes to the Standard or Optional equipment list. 7 Series base price is unchanged from the predecessor models.

The limited-production BMW Alpina B7 will not be offered as a 2008 model.

Model	Price MSRP	Engine Disp. Litres	Power HP	Torque ft-lb	0-100 km/h seconds
BMW 750i	\$108,500	4.8	360	360	6.1
BMW 750Li	\$115,100	4.8	360	360	6.2
BMW 760Li	\$174,500	6.0	438	444	5.7



BMW X3 Sports Activity Vehicle

After major upgrades for the 2007 model year, the X3 Sports Activity Vehicle continues into the 2008 model year with minimal changes. Active headrests and a Rollover system are now standard on both 2008 X3 models as of September 2007 production. The 2008 X3 3.0si now features 18" alloy wheels as standard equipment, while the 2008 X3 3.0i is otherwise unchanged.

Model	Price MSRP*	Engine Disp. Litres	Power HP	Torque ft-lb	0-100 km/h Seconds*
BMW X3 3.0i	\$45,300	3.0	215	185	8.5
BMW X3 3.0si	\$51,100	3.0	260	225	7.3

*w/std. 6-speed manual transmission
 (6-speed automatic transmission optional at no additional charge)

BMW X5 Sports Activity Vehicle

The BMW X5 Sports Activity Vehicle, all-new for 2007 and setting a new standard for driving dynamics in the segment, boasts one significant change for MY 2008 – Active Headrests are standard on both 2008 X5 models as of October 2007 production.

Both 2008 X5 models are available with an entirely new Premium Sound Package, comprised of the 16-speaker HiFi Sound System Professional (with 2 subwoofers), USB audio integration and a new 6-Disc Multimedia Changer supporting an extended range of media formats, including DVD audio.

Active Front Headrests become standard equipment on both X5 models as of October 2007 production. A Rollover sensor was standard equipment as of the 2007 model.

The base MSRP of both MY 2008 X5 models remains unchanged from their MY 2007 predecessors.

Model	Price MSRP	Engine Disp. Litres	Power HP	Torque ft-lb	0-100 km/h seconds
BMW X5 3.0si	\$61,900	3.0	260	225	8.3
BMW X5 4.8i	\$73,500	4.8	350	350	6.8



BMW Z4 Roadster

The BMW Z4 3.0i has been discontinued for MY 2008. The 2008 BMW **Z4 3.0si**, correspondingly, has undergone significant changes in standard equipment, providing increased value in base vehicle specification.

While the 2008 BMW Z4 3.0si will be equipped with all-new 17-inch Turbine Spoke alloy wheels, the Fully Automatic Soft Top, Heated Seats and Chrome Line Interior are no longer standard equipment and are now integrated into newly configured, high-value option packages.

2008 BMW Z4 3.0si pricing will be announced closer to market launch in late 2007.

Model	Price MSRP*	Engine Disp. Litres	Power HP	Torque ft-lb	0-100 km/h seconds
BMW Z4 3.0si Roadster	TBA	3.0	255	220	6.0

*w/std. 6-speed manual transmission

BMW M Power Lineup

With Canada trending, once again, toward its position as the fifth-strongest market worldwide for the BMW M brand in 2007, the M Power lineup returns to full strength in 2008 with the debut of the long-awaited new M3 Coupé and M3 Sedan. With its all-new race-bred V8 engine and performance that can only be characterized as superlative, the latest incarnation of this icon rounds out the strongest M family yet.

The **new, fourth generation M3** transcends its legendary predecessors with a spectacular new high-revving 4.0 litre aluminum V8 with dual-VANOS variable camshaft control, mated to a new six-speed manual transmission with dual-plate clutch. Producing a magnificent 414 hp @ 8300 rpm, the new M3 will set a new benchmark for performance and driving dynamics while its assertive and lightweight coachwork, with the Coupé version featuring the first carbon-fibre roof in its segment (optional), will make the most confident M3 statement yet.

M3 pricing will be announced closer to the market launch in the first quarter of 2008.

The BMW **M Roadster and M Coupé** will carryover into MY 2008 with no technical changes. The optional Premium Package sees BMW Assist with Bluetooth Wireless Technology replacing the THX Certified HiFi Sound System.

M Roadster and M Coupé pricing will be announced closer to market launch in late 2007.



The sensational 500 horsepower V-10 equipped ultra-high performance BMW **M5** continued into the 2008 model year in March of 2007 with a high-performance 6 speed manual transmission as standard equipment, the 7-speed Sequential Manual M Gearbox (SMG) continuing to be available, now as an option. A heated steering wheel becomes standard equipment for the 2008 BMW M5. The base MSRP of the 2008 M5 is unchanged.

The 2008 BMW **M6 Coupé and M6 Cabriolet** also feature redesigned exteriors, including new head and tail lights, while maintaining their powerful and sophisticated presence. Additional standard equipment includes a Heated Steering Wheel and Soft Close doors.

The optional equipment list is enhanced by a new Premium Sound System with Dirac Live™ Technology. This remarkable audio system features 16 speakers (12 in the Cabriolet) and 9-channel, 825 watt digital amplifier for unparalleled sound quality.

Base MSRP is unchanged from MY 2007.

Model	Price MSRP*	Engine Disp. Litres	Power HP	Torque ft-lb	0-100 km/h Seconds*
M3 Coupé	TBA	4.0	414	295	4.8
M3 Sedan	TBA	4.0	414	295	TBA
M Roadster	TBA	3.2	330	262	5.0
M Coupé	TBA	3.2	330	262	5.0
M5	\$113,300	5.0	500	383	4.7
M6 Coupé	\$128,300	5.0	500	383	4.6
M6 Cabriolet	\$138,300	5.0	500	383	4.8

* With 6 spd. Manual transmission

Note: for more comprehensive technical information on 2008 BMW models, please consult the individual product guides found on BMW Press Club, under the “Facts & Figures” tab.

BMW Canada

Corporate Communications



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