

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

Effective January 1, 2010

| | | 328i Coupe | 328i xDrive Coupe | 335i Coupe | 335i xDrive Coupe |
|--|---|--|--|--|--|
| U.S. Models | | | | | |
| Base Price U.S.A. (including \$875 Destination and Handling) | | \$37,075 | \$38,975 | \$43,525 | \$45,425 |
| | | | | | |
| | | | | | |
| Options | | | | | |
| 205 | STEPTRONIC automatic transmission | \$1,375 | \$1,375 | \$1,375 | \$1,375 |
| 217 | Active Steering | NA | NA | \$1,550 | NA |
| 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.) |
| 2XA | Sports leather steering wheel with paddle shifters (Requires ZSP and 205 on indicated models) | \$100 (req'd) | \$100 (req'd) | \$100 (req'd) | \$100 (req'd) |
| 302 | Anti-theft alarm system | \$400 | \$400 | \$400 | \$400 |
| 322 | Comfort Access keyless entry | \$500 | \$500 | \$500 | \$500 |
| 403 | Moonroof (Included in package) | \$1,050 ZPP | \$1,050 ZPP | STD | STD |
| 415 | Power rear sunshade | \$350 | \$350 | \$350 | \$350 |
| 459 | Power front seats with driver seat memory (Included in package) | \$995 ZPP | \$995 ZPP | STD | STD |
| 494 | Heated front seats (Included in package) | \$500 ZCW | \$500 ZCW | \$500 ZCW | \$500 ZCW |
| 4A3 | Light Burl Walnut trim | NC | NC | NC | NC |
| 4AS | Gray Poplar Wood trim | NC | NC | NC | NC |
| 4B9 | Aluminium Trim | 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) |
| 507 | Park Distance Control (rear only) (Included in package) | \$380 ZMP | \$380 ZMP | \$380 ZMP | \$380 ZMP |
| 541 | Active Cruise Control | \$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) |
| 609 | Navigation system | \$2,100 | \$2,100 | \$2,100 | \$2,100 |
| 639 | BMW Assist with Bluetooth (Included in package) | \$750 ZPP | \$750 ZPP | \$750 ZPP | \$750 ZPP |
| 655 | Satellite radio with 1 year subscription | \$350 | \$350 | \$350 | \$350 |
| 677 | Premium hi-fi system | \$875 | \$875 | \$875 | \$875 |
| 6FL | iPod and USB adapter | \$400 | \$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) |
| Colors | | | | | |
| Non-Metallic paint | | STD | STD | STD | STD |
| Metallic paint | | \$550 | \$550 | \$550 | \$550 |
| Upholsteries | | | | | |
| KA | Leatherette | STD | STD | STD | STD |
| LC | Leather Dakota (Included in package) | \$1,450 ZPP | \$1,450 ZPP | \$1,450 ZPP | \$1,450 ZPP |
| Priority 1 Upholsteries | | | | | |
| LCD2 | Jade Grey Leather Dakota | \$1,450 | \$1,450 | \$1,450 | \$1,450 |
| Packages | | | | | |
| ZCW | Cold Weather Package (In combination with ZMP) | \$900 \$750 | \$750 \$600 | \$900 \$750 | \$750 \$600 |
| 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 +\$100 (restr.) (req'd) | \$3,250 +\$1,000 +\$100 (restr.) (req'd) | \$3,250 +\$100 (restr.) (req'd) |
| ZPP | Premium Package | \$4,100 | \$4,100 | \$2,650 | \$2,650 |
| ZSP | Sport Package 2C6 18" wheels w/performance tires (upgrade) 2DA 18" wheels w/performance tires (upgrade) 2R4 19" wheels w/performance tires (upgrade) | \$1,450 | \$850 +\$600 | \$1,550 +\$1,000 | \$850 +\$600 |
| Note: Package contents not fully represented above. Comprehensive package descriptions available separately. | | | | | |
| Other Charges | | | | | |
| | | | | | |

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

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|------------|--|--|--|--|--|--|
| ZCW | Cold Weather Package 464 Ski bag 494 Heated front seats 502 Retractable headlight washers | x | | x | | \$900 |
| | Cold Weather Package 464 Ski bag 494 Heated front seats | | x | | x | \$750 |
| | In combination with ZMP | x | x | x | x | \$750 \$600 |
| | | | | | | |
| 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 18x8.5, 255/35 R18 rear) 481 Sport seats 507 Park Distance Control (rear only) 710 M steering wheel or 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 and 896 on indicated models) | x (restr.) (req'd) | x (restr.) (req'd) | | x (restr.) (req'd) | \$3,250 + \$100 |
| | M Sport Package 2MF 18" M Light Alloy Star-spoke wheels (Style 193M) with mixed performance tires (18x8.0, 225/40 R18 front and 18x8.5, 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) 710 M steering wheel or 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 and 896 on indicated models) | | | x (restr.) (req'd) | | \$3,250 + \$1,000 + \$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 LC Leather Dakota | | | x | x | \$2,650 |
| | Premium Package 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 | x | x | | | \$4,100 |

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|------------|--|---------------|----------------------|---------------|----------------------|------------------|
| ZSP | Sport Package 2C5 17" Light-alloy wheels Star Spoke (style185) with run-flat all-season tires (17x8.0, 225/45 R17) or 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 760 Shadowline exterior trim | | x | | | \$850 |
| | | | x | | | + \$600 |
| | 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 760 Shadowline exterior trim 840 Increased top speed limiter | x | | | | \$1,450 |
| | Sport Package 2KG 17" Light-alloy wheels V-Spoke (style 188) with run-flat all-season tires (17x8.0, 225/45 R17) or 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) 481 Sport seats 760 Shadowline exterior trim | | | | x | \$850 |
| | | | | | x | + \$600 |
| | 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 760 Shadowline exterior trim 840 Increased top speed limiter | | | x | | \$1,550 |
| | | | | x | | + \$1,000 |