

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

Effective January 1, 2010

		528i Sedan	528i xDrive Sedan	535i Sedan	535i xDrive Sedan	550i Sedan	535i xDrive Sports Wagon
U.S. Models							
Base Price U.S.A. (including \$875 Destination and Handling)		\$46,825	\$49,125	\$52,125	\$54,425	\$61,475	\$56,825
Options							
205	STEPTRONIC automatic transmission	NC	NC	NC	NC	NC	NC
217	Active Steering	\$1,550	NA	\$1,550	NA	\$1,550	NA
261	Rear side-impact airbags	\$385	\$385	\$385	\$385	\$385	\$385
2C0	18" Light-alloy wheels Star Spoke (style124) with run-flat perf. tires (18x8.0, 245/40 R18) (Requires ZSP on indicated models)	NA	NA	NA	NA	NA	\$600 (req'd)
2SE	18" Light-alloy wheels Star Spoke (style246) with run-flat performance tires (18x8.0, 245/40 R18) (Requires ZSP on indicated models)	ZSP	\$600 (req'd)	NA	NA	NA	NA
2TB	Sport automatic transmission with shift paddles (Requires ZMP on indicated models)	NA	NA	\$500 (req'd)	NA	\$500 (req'd)	NA
322	Comfort Access keyless entry	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
416	Power rear sunshade with rear manual side window shades	\$575	\$575	\$575	\$575	\$575	NA
417	Rear manual side window shades	NA	NA	NA	NA	NA	\$250
437	Light Poplar wood trim	NC	NC	NC	NC	NC	NC
456	Multi-contour seats (In combination with ZMP) (Included in package) (Requires Leather Dakota on indicated models)	\$1,200 NC ZMP, ZSP (req'd)	\$1,200 NC ZMP, ZSP (req'd)	\$1,200 NC ZMP, ZSP (req'd)	\$1,200 NC ZMP, ZSP (req'd)	\$1,200 NC ZMP (req'd)	\$1,200 NC ZMP, ZSP (req'd)
464	Ski bag	\$100	\$100	\$100	\$100	\$100	ZCW, ZVP
465	Split fold-down-rear seat	\$475	\$475	\$475	\$475	\$475	STD
494	Heated front seats (Included in package)	\$500 ZCW	\$500 ZCW, ZVP	\$500 ZCW	\$500 ZCW, ZVP	\$500 ZCW	\$500 ZCW, ZVP
496	Heated rear seats (Requires ZCW and Leather Dakota on indicated models) (Requires ZCW on indicated models) (Requires ZCW, ZVP and Leather Dakota on indicated models)	\$350 (req'd)	\$350 (req'd)	\$350 (req'd)	\$350 (req'd)	\$350 (req'd)	\$350 (req'd)
4BY	Bamboo Anthracite Wood trim	NC	NC	NC	NC	NC	NC
4MS	Pentan Aluminum trim (Requires ZMP on indicated models)	NC (req'd)	NC (req'd)	NC (req'd)	NC (req'd)	NC	NC (req'd)
508	Park Distance Control	\$750	\$750	\$750	\$750	STD	\$750
522	Xenon headlights	\$900	\$900	STD	STD	STD	STD
591	18" Light-alloy wheels Star Spoke (style124) with mixed run-flat perf. tires (18x8.0, 245/40 R18 front and 18x9.0, 275/35 R18 rear) (Requires ZSP on indicated models)	NA	NA	ZSP	\$600 (req'd)	NA	NA
5AC	Automatic high beams (Requires ZPP and 522 on indicated models) (Requires ZPP on indicated models)	\$250 (req'd)	\$250 (req'd)	\$250 (req'd)	\$250 (req'd)	\$250	\$250 (req'd)
5AD	Lane Departure Warning (Requires ZPP on indicated models)	\$950 (req'd)	\$950 (req'd)	\$950 (req'd)	\$950 (req'd)	\$950	\$950 (req'd)
5DF	Active Cruise Control (Requires 205 on indicated models) (Requires 2TB or 205 on indicated models)	\$2,400 (req'd)	\$2,400 (req'd)	\$2,400 (req'd)	\$2,400 (req'd)	\$2,400 (req'd)	\$2,400 (req'd)
609	Navigation system (Included in package)	\$1,900	\$1,900	\$1,900	\$1,900	\$1,900 ZVP	\$1,900
610	Head-up Display (Requires 609 on indicated models)	\$1,200 (req'd)	\$1,200 (req'd)	\$1,200 (req'd)	\$1,200 (req'd)	\$1,200 (req'd)	\$1,200 (req'd)
611	Night Vision (Requires ZCW and 609 on indicated models) (Requires ZCW, 609 and ZVP on indicated models)	\$2,200 (req'd)	\$2,200 (req'd)	\$2,200 (req'd)	\$2,200 (req'd)	\$2,200 (req'd)	\$2,200 (req'd)
653	HD Radio (In combination with 609) (Included in package)	\$350 NC	\$350 NC	\$350 NC	\$350 NC	\$350 NC ZVP	\$350 NC
655	Satellite radio with 1 year subscription	\$595	\$595	\$595	\$595	\$595	\$595
677	Premium hi-fi system	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200
6FL	iPod and USB adapter (Included in package)	\$400 ZVP	\$400 ZVP	\$400 ZVP	\$400 ZVP	\$400 ZVP	\$400 ZVP
Priority 1 Options							
453	Front ventilated seats (Requires ZCW or 494 on indicated models)	\$1,025 (req'd)	\$1,025 (req'd)	\$1,025 (req'd)	\$1,025 (req'd)	\$1,025 (req'd)	\$1,025 (req'd)
775	Anthracite headliner (Included in package)	\$500 ZMP	\$500 ZMP	\$500 ZMP	\$500 ZMP	\$500 ZMP	\$500 ZMP
Colors							
Non-Metallic paint		STD	STD	STD	STD	STD	STD
Metallic paint		STD	STD	STD	STD	STD	STD
Upholsteries							
KB	Leatherette	STD	STD	STD	STD	NA	STD
LC	Leather Dakota (In combination with ZPP) (In combination with ZVP) (Included in package)	\$1,450 NC NC ZPP, ZVP	\$1,450 NC NC ZPP, ZVP	\$1,450 NC NC ZPP, ZVP	\$1,450 NC NC ZPP, ZVP	STD	\$1,450 NC NC ZPP, ZVP

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U.S. Models							
Priority 1 Upholsteries							
LCCC Creambeige/black Dakota Leather		NC	NC	NC	NC	NC	NC
LCCU Leather Dakota Dark Blue		NC	NC	NC	NC	NC	NC
U6BA Beige Nasca Leather		\$1,850	\$1,850	\$1,850	\$1,850	\$1,850	\$1,850
U6SW Black Nasca Leather		\$1,850	\$1,850	\$1,850	\$1,850	\$1,850	\$1,850
Packages							
ZCW Cold Weather Package		\$750	\$750	\$750	\$750	\$750	\$900
ZMP	M Sport Package	\$4,500	\$3,000	\$4,500	\$3,000	\$4,800	\$3,000
	(Requires Leather Dakota on indicated models)	(req'd)	(req'd)	(req'd)	(req'd)		(req'd)
	(Not in combination with ZSP on restricted models)	(restr.)	(restr.)	(restr.)	(restr.)		(restr.)
	(Requires A52, 300, 354, 416, A68, 668 and A76 on indicated models)	(req'd)		(req'd)			
(Not in combination with 611 on restricted models)				(restr.)	(restr.)		(restr.)
ZPP	Premium Package	\$2,400	\$2,400	\$2,200	\$2,200	NA	\$2,500
	(In combination with ZVP)	\$950	\$950	\$750	\$750		\$1,050
ZSP	Sport Package	\$2,900	\$1,400	\$2,900	\$1,400	NA	\$1,400
(Requires Leather Dakota on indicated models)		(req'd)	(req'd)	(req'd)	(req'd)		(req'd)
ZVP	Value Package	\$0	\$0	\$0	\$0	\$0	\$0
	(Not in combination with ZCW on restricted models)		(restr.)		(restr.)		(restr.)
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

		528i Sedan	528i xDrive Sedan	535i Sedan	535i xDrive Sedan	550i Sedan	535i xDrive Sports Wagon	Retail Price
ZCW	Cold Weather Package 248 Heated Steering Wheel 464 Ski bag 494 Heated front seats 502 Retractable headlight washers						x	\$900
	Cold Weather Package 248 Heated Steering Wheel 494 Heated front seats 502 Retractable headlight washers	x	x	x	x	x		\$750
ZMP	M Sport Package 229 Active Roll Stabilization (ARS) 2NP 18" Light-Alloy Double Spoke wheels (Style 135 M) with performance tires 339 Shadowline exterior trim 456 Multi-contour seats 704 Sport suspension 710 M steering wheel 715 Aerodynamic kit 775 Anthracite headliner (Requires A52, 300, 354, 416, A68, 668 and A76 on indicated models) (Not in combination with ZSP on restricted models) (Requires Leather Dakota on indicated models) (Not in combination with 611 on restricted models)	x (req'd) (restr.) (req'd)		x (req'd) (restr.) (req'd) (restr.)				\$4,500
	M Sport Package 229 Active Roll Stabilization (ARS) 2NN 19" Light-alloy wheels Double Spoke (style 172M) with performance tires (19x8.0, 245/35 R19 front and 19x9.5, 275/30 R19 rear) 339 Shadowline exterior trim 456 Multi-contour seats 704 Sport suspension 710 M steering wheel 715 Aerodynamic kit 775 Anthracite headliner					x		\$4,800
	M Sport Package 2NP 18" Light-Alloy Double Spoke wheels (Style 135 M) with performance tires 339 Shadowline exterior trim 456 Multi-contour seats 710 M steering wheel 715 Aerodynamic kit 775 Anthracite headliner (Not in combination with ZSP on restricted models) (Requires Leather Dakota on indicated models) (Not in combination with 611 on restricted models)		x (restr.) (req'd)		x (restr.) (req'd) (restr.)		x (restr.) (req'd) (restr.)	\$3,000

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ZPP	Premium Package 319 Universal garage-door opener 430 Auto-dimming interior and exterior mirrors 431 Auto-dimming rearview mirror 488 Lumbar support 563 Ambiance lighting LC Leather Dakota	x	x					\$2,400
	Premium Package 319 Universal garage-door opener 430 Auto-dimming interior and exterior mirrors 431 Auto-dimming rearview mirror 563 Ambiance lighting LC Leather Dakota			x	x			\$2,200
	Premium Package 316 Power tailgate 319 Universal garage-door opener 430 Auto-dimming interior and exterior mirrors 431 Auto-dimming rearview mirror 563 Ambiance lighting LC Leather Dakota						x	\$2,500
	In combination with ZVP	x	x	x	x		x	\$950 \$750 \$1,050
ZSP	Sport Package 226 Sport suspension 229 Active Roll Stabilization (ARS) 255 Sports leather steering wheel 2SE 18" Light-alloy wheels Star Spoke (style246) with run-flat performance tires (18x8.0, 245/40 R18) 300 Space-saver spare 339 Shadowline exterior trim 456 Multi-contour seats (Requires Leather Dakota on indicated models)	x (req'd)						\$2,900
	Sport Package 255 Sports leather steering wheel 339 Shadowline exterior trim 456 Multi-contour seats (Requires Leather Dakota on indicated models)		x (req'd)		x (req'd)		x (req'd)	\$1,400
	Sport Package 226 Sport suspension 229 Active Roll Stabilization (ARS) 255 Sports leather steering wheel 300 Space-saver spare 339 Shadowline exterior trim 456 Multi-contour seats 591 18" Light-alloy wheels Star Spoke (style124) with mixed run-flat perf. tires (18x8.0, 245/40 R18 front and 18x9.0, 275/35 R18 rear) (Requires Leather Dakota on indicated models)			x (req'd)				\$2,900

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ZVP	Value Package 609 Navigation system 653 HD Radio 6FL iPod and USB adapter					x		\$0
	Value Package 248 Heated Steering Wheel 494 Heated front seats 502 Retractable headlight washers 6FL iPod and USB adapter LC Leather Dakota (Not in combination with ZCW on restricted models)		x		x			\$0
			(restr.)		(restr.)			
	Value Package 248 Heated Steering Wheel 464 Ski bag 494 Heated front seats 502 Retractable headlight washers 6FL iPod and USB adapter LC Leather Dakota (Not in combination with ZCW on restricted models)						x	\$0
							(restr.)	
	Value Package 6FL iPod and USB adapter LC Leather Dakota	x		x				\$0