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| **For Release:** | **IMMEDIATE** |
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**Pricing Announced for 2011 BMW 5 Series xDrive Sedan Models**

**535i xDrive and 550i xDrive to arrive in October 2010.**

## Woodcliff Lake, NJ – June 18, 2010…Just as BMW enthusiasts across the nation begin taking delivery of the new 2011 535i and 550i Sedans, BMW is pleased to announce pricing and availability for the xDrive variants of the sixth-generation 5 Series. Arriving in October 2010, the 2011 535i and 550i xDrive Sedans will retail for $52,775 and $62,875, respectively, including $875 Destination and Handling. These prices represent a $2300 premium over their traditional rear-wheel drive counterparts.

For the new 5 Series, xDrive intelligent all-wheel drive has been updated to match the performance and character of the 7 Series xDrive models introduced last year. BMW’s Integrated Chassis Management (ICM) is able to identify and limit understeer by shifting torque rearward (initially 80% to the rear axle) while preserving the stability for which xDrive has been so widely recognized. As a second step, ICM can then apply a precise combination of throttle and individual rear-corner braking in order to maintain neutral handling in a corner - regardless of road surface conditions.

Every BMW xDrive model receives standard Hill Descent Control. This selectable function allows the driver to descend slopes in extremely slippery conditions while maintaining control at a pre-set speed.

Additionally, all 2011 5 Series xDrive models feature BMW’s 8-speed automatic transmission, celebrated for smooth shifting, sportiness, and efficiency. Compared to theexcellent 6-speed automatic in the previous-generation 5 Series, the 8-speed’s wider spread of ratios allows the engine to run at lower speeds for improved efficiency. Yet even with this capability, the steps between adjacent gears are reduced; this means a stronger, smoother flow of power during acceleration. To minimize response times and maximize acceleration, downshifts can be made directly between top gear and the lowest available gear for the current road speed.

## BMW Group In America

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; DesignworksUSA, a strategic design consultancy in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group’s global manufacturing network and is the exclusive manufacturing plant for all X5 Sports Activity Vehicles and X6 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 338 BMW passenger car centers, 335 BMW Sports Activity Vehicle centers, 142 BMW motorcycle retailers, 97 MINI passenger car dealers, and 31 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group’s sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

Information about BMW Group products is available to consumers via the Internet at:

[www.bmwgroupna.com](http://www.bmwgroupna.com)

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**Journalist note:** Information about the BMW Group and its products is available to journalists on-line at the BMW Group PressClub at the following address: [www.press.bmwna.com](http://www.press.bmwna.com). Additional information, images and video may be found at [www.bmwusanews.com](http://www.bmwusanews.com). Broadcast quality video footage is available via The NewsMarket at [www.thenewsmarket.com](http://www.thenewsmarket.com).

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