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| For Release: | **IMMEDIATE** |
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**BMW Announces Price Adjustment in the US**

**New prices take effect January 1, 2012**

**Woodcliff Lake, NJ – November 23, 2011…** BMW of North America today announced a modest inflationary price increase effective January 1, 2012. The Destination and Handling fee for all models will be increased to $895 on that date as well.This increase is less than one percent and applies to the models listed in the table below. In these tough economic times a careful balance was attained between the competitive situation, inflationary conditions, and market realities.

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| **Model** | **Current MSRP** | **MSRP as of Jan. 1, 2012** | **Change** |
| 128i Coupe | $31,925 | $32,095 | $170 |
| 135i Coupe | $40,025 | $40,195 | $170 |
| 128i Convertible | $37,575 | $37,795 | $220 |
| 135i Convertible | $44,775 | $44,995 | $220 |
| 328i Sports Wagon | $38,125 | $38,395 | $270 |
| 328i xDrive Sports Wagon | $40,125 | $40,395 | $270 |
| 328i Coupe | $39,375 | $39,595 | $220 |
| 328i xDrive Coupe | $41,075 | $41,295 | $220 |
| 335i Coupe | $45,775 | $45,995 | $220 |
| 335i xDrive Coupe | $47,475 | $47,695 | $220 |
| 335is Coupe | $52,775 | $52,995 | $220 |
| M3 Coupe | $60,775 | $60,995 | $220 |
| 328i Convertible | $48,275 | $48,495 | $220 |
| 335i Convertible | $54,475 | $54,695 | $220 |
| 335is Convertible | $61,475 | $61,695 | $220 |
| M3 Convertible | $69,425 | $69,645 | $220 |
| **Model** | **Current MSRP** | **MSRP as of Jan. 1, 2012** | **Change** |
| 528i Sedan | $47,525 | $47,795 | $270 |
| 528i xDrive Sedan | $49,875 | $50,095 | $220 |
| 535i Sedan | $53,125 | $53,395 | $270 |
| 535i xDrive Sedan | $55,425 | $55,695 | $270 |
| 550i Sedan | $62,575 | $62,895 | $320 |
| 550i xDrive Sedan | $64,875 | $65,195 | $320 |
| 535i GT | $57,675 | $57,895 | $220 |
| 535i xDrive GT | $59,975 | $60,195 | $220 |
| 550i GT | $66,675 | $66,895 | $220 |
| 550i xDrive GT | $68,975 | $69,195 | $220 |
| X3 xDrive28i | $37,725 | $37,995 | $270 |
| X3 xDrive35i | $43,275 | $43,595 | $320 |
| X5 M | $87,775 | $88,145 | $370 |
| X6 xDrive35i | $60,175 | $60,495 | $320 |
| X6 xDrive50i | $70,775 | $71,095 | $320 |
| X6 M | $90,875 | $91,195 | $320 |

All prices include the destination and handling charge ($875 currently, $895 as of January 1, 2012). All prices sheets will be updated on the BMW PressClub US and BMWUSANews as of January 1st, 2012 to reflect the change.

**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 and X3 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 and BMW Sports Activity Vehicle centers, 138 BMW motorcycle retailers, 105 MINI passenger car dealers, and 30 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.

**Journalist note:** Information about BMW and its products in the USA is available to journalists on-line at [www.bmwusanews.com](http://www.bmwgroupusanews.com) and [www.press.bmwna.com](http://www.press.bmwna.com).