

# BMW

## U.S. Press Information

For Release: **IMMEDIATE**

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### BMW Announces Price Adjustment in the US

**New prices effective January 5th, 2015.**

**Woodcliff Lake, NJ – January 2nd, 2015...** BMW of North America today announced a modest inflationary price increase for some Model Year 2015 vehicles, effective January 5th, 2015. The Destination and Handling fee for all models is \$950 and is included in the following list for current and new prices.

Model	Current MSRP	New MSRP	Change
428i Coupe	\$41,450	\$41,700	\$250
428i xDrive Coupe	\$43,450	\$43,700	\$250
435i Coupe	\$46,950	\$47,200	\$250
435i xDrive Coupe	\$48,950	\$49,200	\$250
X1 sDrive28i	\$31,850	\$32,150	\$300
X1 xDrive28i	\$33,650	\$33,950	\$300
X1 xDrive35i	\$39,750	\$40,050	\$300
X5 sDrive35i	\$54,150	\$54,850	\$700
X5 xDrive35i	\$56,450	\$57,150	\$700
X5 xDrive35d	\$57,950	\$58,650	\$700
X5 xDrive50i	\$70,050	\$71,050	\$1,000

Please note that there are no price changes for other models.

Pricing guides will be updated on the BMW PressClub US and BMWUSANews 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 and X4 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 339 BMW passenger car and BMW Sports Activity Vehicle centers, 147 BMW motorcycle retailers, 122 MINI passenger car dealers, and 35 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 BMW and its products in the USA is available to journalists on-line at [www.bmwusanews.com](http://www.bmwusanews.com).