



**For Release: December 21, 2016 12:01 pm EST / 9:01 am PST**

**Contact: Rebecca Kiehne**  
Product and Technology Spokesperson  
201-327-3709/ [Rebecca.Kiehne@bmwna.com](mailto:Rebecca.Kiehne@bmwna.com)

**Hector Arellano-Belloc**  
Product and Technology Spokesperson  
201-307-3755/ [Hector.Arellano-Belloc@bmwna.com](mailto:Hector.Arellano-Belloc@bmwna.com)

**Alex Schmuck**  
Product and Technology Communications Manager  
201-307-3783/ [Alexander.Schmuck@bmwna.com](mailto:Alexander.Schmuck@bmwna.com)

**BMW Announces Price for the All-New 2017 BMW 5 Series.**

- Weight Reduction of up to 137 lbs through extensive use of aluminum, magnesium and high-strength steel.
- Improved Performance and Dynamics with improved steering feel, available Adaptive mode and all-new 4-cylinder and 6-cylinder TwinPower Turbo engines, with an output increase of 35 hp on the 6-cylinder.
- Standard equipment enhancements include Adaptive LED Headlights, Sport Seats, 18-inch Wheels and an Anthracite headliner.
- Latest iDrive 6.0 system and improved Driver Assistance Systems.

**Woodcliff Lake, NJ – December 21, 2016 12:01 pm EST / 9:01 am PST...**

Today, BMW announced pricing for the all-new BMW 5 Series, arriving in U.S. showrooms February 11, 2017, shortly after its world premiere at the North American International Auto Show in Detroit. The 2017 BMW 530i will be available for \$51,200, the 530i xDrive model for \$53,500, the BMW 540i will be available for \$56,450 and the BMW 540i xDrive model for \$58,750, plus \$995 Destination and Handling. Standard equipment now includes Adaptive LED Headlights, Sport Seats, Active Protection, Fatigue and Focus Alert as well as an 18-inch Double-Spoke Wheels and an Anthracite headliner enhancing the sporty character of the latest BMW Sport Sedan.

The all-new BMW 5 Series has been entirely newly developed allowing for a significant weight loss of up to 137 lbs with the use of aluminum, magnesium, and high-strength steel. Thanks to the available state of the art chassis systems including Dynamic Damper Control with Adaptive Mode and Integral Active Steering, now combinable with xDrive, BMW's

intelligent all-wheel drive system, Driver Assistance Systems and Parking Assistance Systems, the all-new BMW 5 Series once more defines the athletic and executive design of a true sport sedan. Featuring a new user interface (iDrive 6.0) including an 8.8" Dynamic Digital Instrument Cluster, available Gesture Control, the latest generation of Head-Up Display, Remote 3D View and an improved Voice Control with natural voice input, the 2017 BMW 5 Series marks a new era of personalized connectivity. The BMW 5 Series is the most innovative BMW 5 Series to date, with BMW's latest Advanced Driver Assistance Systems clearing the way towards semi-automated driving.

At launch, the 7<sup>th</sup> generation BMW 5 Series will be available as a 530i, 530i xDrive, 540i and 540i xDrive models with the BMW M550i xDrive and BMW 530e and 530e xDrive iPerformance models arriving at dealers in spring.

For more information on the 2017 BMW 5 Series please click [here](#) for the full press kit.

### **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 Rolls-Royce Motor Cars; Designworks, a strategic design consultancy based 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 341 BMW passenger car and BMW Sports Activity Vehicle centers, 153 BMW motorcycle retailers, 126 MINI passenger car dealers, and 36 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 products is available to consumers via the Internet at:

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

# # #

**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).