

# Product Planning and Strategy

## BMW Dealer Bulletin

### The Model Year 2008 X5

The all-new X5 has been received with tremendous success. August year-to-date we've sold 22,026. The X5 won the JD Power APEAL Award and has been hailed by the press as "bigger and better" (*Autoweek, November 2006*). To maintain that momentum, and secure the X5's position as the benchmark in the segment, we are enhancing the vehicle for Model Year 2008. Starting with October 1 production both models will have the panoramic moonroof as standard equipment. On the X5 3.0si wood trim and chrome tail pipes will also be added as standard. The best news is that even with this equipment enhancement, the vehicles base prices will remain the same for 2008 - \$45,900 for the 3.0si and \$54,400 for the 4.8i.

#### Packages

As a result of the standard equipment change, the Premium Package prices will be reduced for both models.

Package	Model	MY2008	MY2007	Difference
Premium	X5 3.0si	\$2,750	\$4,050	-\$1,300
Premium	X5 4.8i	\$1,750	\$2,650	-\$900

Further Package Enhancements for Model Year 2008 are as follows:

- Window Shades (417), which were previously a stand-alone option, will be added to the Rear Climate Package. The Rear Climate Package new price is \$900.
- The 6-Disc CD changer in the Premium Sound Package will be replaced by a DVD changer (696). The new package price is \$1,850.

#### Options

In addition to Black, Beige Leatherette will be available on the X5 3.0si.

As of November production a new Automatic Tailgate option (SA316) will be available for \$500.

Headphones will no longer be included in the price of the Rear Seat Entertainment option, which will reduce the option price to \$1,700.

Along with all of our other models, the price of HD Radio will be reduced to \$350.

Order Guides and full pricing sheets will be posted on CenterNet later today.