

Retail Operator / General Manager	Sales – New Car	Sales - Pre-Owned	Business Manager (F&I)	Service	Parts & Accessories	Administration
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Bulletin #:	B-1-0211-12-E7x-01 April Changes	Name:	Alanna Bahri		Supersedes	-
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Product Planning & Strategy Bulletin

Model Year 2012 X5 & X6 Ordering and Pricing

February 24, 2011

Last year BMW launched the face lifted Model Year 2011 X5 models and the response has been overwhelmingly positive. The new more powerful engines combined with the 8-speed transmissions have showcased BMW's commitment to performance and EfficientDynamics.

For Model Year 2012 we will keep this momentum including adding the LED corona rings as standard to the X5 models. The LED lights give the vehicle a new cleaner look to the headlight array.



We are also pleased to announce that we will build even more value into our X5 and X6 models by increasing our standard equipment profile. What we have done is taken our most frequently ordered equipment and made it standard for less than the price would have been for the option. Below is an example on how we've increased the value of our vehicles.

	Current Price	April 1 st Price
X5 xDrive35i Premium	\$52,100	\$54,800
Automatic Tailgate	\$500	\$0
Auto dimming mirrors	\$300	\$0
Lumbar Support	\$400	\$0
Heated front seats	\$500	\$0
Park Distance Control	\$750	\$0
Ambient Lighting	\$200	\$0
BMW Assist	\$750	\$0
Cargo Cover	\$100	\$0
Hi-Fi Sound System	\$875	\$0
Total Price	\$56,475	\$54,800
Customer Savings		-\$1,675

At the end of this bulletin is a table below shows all of the changes in price and equipment for each X5 and X6 models for your reference.

Due to the standard equipment profile enhancements, the optional packages have changed and we've bundled options that focus on our customers' needs and preferences.

X5 Optional and Package Equipment Changes:

- Leather Upholstery and 3rd Row Seat are available as standalone options to the X5 xDrive35i model
- With the addition of BMW Assist as standard to the X5 xDrive35i model the Convenience Package is reduced from \$2,700 to \$2,100.
- The Premium Package on the X5 xDrive35d, and the Convenience Packages on the X5 xDrive35i Premium and Sport Activity models will now include Rear-view Camera, Navigation and Comfort Access. The new package prices are \$3,500.
- On the X5 xDrive50i model the Premium Package will consist of Rear-view Camera, Comfort Access, 4-zone Climate Control, UGDO and Rear Manual Sunshades for \$1,850
- Due to the addition of Heated Front Seats as standard, Cold Weather Packages will now include Heated Rear Seats. The new package price is \$750.
- The Technology Packages will now consist of Head Up Display, Automatic High Beam Assistant and Side-view Camera for all models, the new package price is \$1,700
- A new Premium Sound Package will be available on the X5 xDrive35i Premium and Sport Activity models that includes Premium Sound and Satellite Radio, for \$1,500.
- Adaptive Drive, option 2VA, has been removed from all M Sport Packages on the X5 models. On the X5 xDrive35i, Adaptive Drive has been replaced with Sport Suspension; on the X5 xDrive50i, Adaptive Drive has been replaced with Air Suspension. As a result the new M Sport Package prices are \$2,500 for the X5 xDrive35i and \$4,700 for the X5 xDrive50i

X6 Optional Equipment Changes

- All new 5-seater option (4UK) is available for \$350
- Due to the addition of Heated Front Seats as standard, Cold Weather Packages will now include Heated Rear Seats. The new package price is \$750.
- The Technology Packages will now consist of Head Up Display, Automatic High Beam Assistant and Side-view Camera. The new package price is \$1,700
- The Premium Package for the X6 xDrive35i will now include Rear-view Camera, Navigation, 4 Zone Climate Control, Rear Manual Sunshades and Comfort Access. The new package price is \$3,500.
- Due to the addition of iPod Adapter as standard the Premium Sound Package is reduced from \$1,800 to \$1,500.

The **X5 M** and **X6 M** become 2012 models with April SOP. The big news for the X6 M is that the new 5-seat option is available for \$350, and the X5 M gains the Power Tailgate as standard equipment. Both models receive BMW Apps as an option for \$250 and both gain standard iPod and USB Adapter. Premium Sound Package has been price-adjusted to \$1,100, reflecting the now-standard iPod and USB Adapter.

	Current Price	April 1st Price
X5 M	\$85,700	\$86,400
Automatic Tailgate	\$500	\$0
iPod and USB Adaptor	\$400	\$0
Total Price	\$86,600	\$86,400
Customer Savings		-\$200

	Current Price	April 1st Price
X6 M	\$89,200	\$89,500
iPod and USB Adaptor	\$400	\$0
Total Price	\$89,600	\$89,500
Customer Savings		-\$100

Model	MY 2011	MY 2012	Change	Equipment Added	Savings
X5 xDrive35i	\$46,300	\$47,200	\$900	Roof Rails BMW Assist Hi-Fi Sound USB/iPod Adapter Cargo Cover	\$450
X5 xDrive35i Premium	\$52,100	\$54,800	\$2,700	Automatic Tailgate Auto Dimming Mirrors Lumbar Support Heated Front Seats Park Distance Control Ambient Lighting BMW Assist Hi-Fi Sound Cargo Cover	\$1,675
X5 xDrive35i Sport Activity	\$54,600	\$57,300	\$2,700	Automatic Tailgate Auto Dimming Mirrors Lumbar Support Heated front seats Park Distance Control Ambient Lighting BMW Assist Hi-Fi Sound Cargo Cover	\$1,675
X5 xDrive35d	\$51,800	\$56,300	\$4,500	Automatic Tailgate Power Steering Column Roof Rails Auto Dimming Mirrors Lumbar Support Heated Front Seats Park Distance Control Ambient Lighting BMW Assist Hi-Fi Sound USB/iPod Adapter Privacy Glass Leather Upholstery	\$1,350
X5 xDrive50i	\$58,900	\$63,800	\$4,900	Automatic Tailgate Roof Rails Auto Dimming Mirrors Lumbar Support Heated Front Seats Park Distance Control Ambient Lighting BMW Assist USB/iPod Adapter Privacy Glass Navigation	\$1,200
X6 xDrive35i	\$57,000	\$58,900	\$1,900	BMW Assist Lumbar Support Auto Dimming Mirrors Privacy Glass Ambient Lighting Heated Front Seats	\$950
X6 xDrive50i	\$67,700	\$69,500	\$1,800	USB/iPod Adapter BMW Assist UGDO Auto Dimming Mirrors Privacy Glass Ambient Lighting Heated Front Seats	\$850