

AUTO SPIES



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Product Planning and Strategy BMW Dealer Bulletin

M Brand Product and Pricing Updates

With the launch of four new products in 2006, M Roadster, M Coupe, M6 Coupe and the M6 Convertible, the M Brand has the broadest and most exhilarating product portfolio in its history. Sales have reached an incomparable level of 10,785 vehicles in 2006. This is even more amazing considering that virtually all M products – except for the M5 – have either launched or phased out last year.

The excitement does not stop there. We look forward to another year of growth and beginning with March/April 2007 production there are significant product updates available to your M customers.

All M Models

HD Radio with multicasting is now available for \$500 on all M vehicles. This option improves the sound quality and allows access to additional radio programming.

New Options on the M5 and M6

- Soft close automatic doors are available for \$600.
- Enhanced Audio System is a new option, which is available exclusively on the M5 and M6 models as a stand alone option for \$700.

M5

The M5 facelift will start production in 03/07. While most of the changes are interior refinements, there are also some new exterior colors as well as new options. The base MSRP for the MY2008 M5 is \$82,900.

Interior

The interior of the M5 has been revamped with more premium design. The vehicles have new door trim with larger, more refined door pockets. Wood trim is placed along the top of the doors. The new front passenger door handle is wrapped in leather and the location of the door handles has been moved. The window buttons are made of a softer material and moved to the armrest, and pearl-gloss chrome inserts are now on the radio and temperature controls. The iDrive system now has 6 programmable memory buttons.

Exterior

- New optical lenses for the headlights
- Lower air dam/intake now turns upward towards the wheels
- Lower rear lights have red lines in the optical lenses while the top rear lights have a white design with less reflectors

Exterior Colors

- Space Gray Metallic (color code A52) replaces Silver Gray Metallic (color code A08)
- Monaco Blue Metallic (color code A35) is now available

New Options

- Heated steering wheel is available as a stand-alone option for \$200 beginning with 05/07 production.
- iPod/USB Adapter is available as a stand-alone option for \$400. This option enables the vehicle's audio system to play an MP3 player through the vehicles audio system. It will fully integrate iPod's functionality into the radio or multifunction steering wheel, as well as charge the iPod.

M6 Coupe & Convertible

There are new base prices for the M6 Coupe and the M6 Convertible effective March 1, 2007. The M6 Coupe's base price is now \$99,100, and the M6 Convertible is \$104,900.

Starting with 03/07 production, both of these vehicles will be able to be equipped with a manual transmission.

M Coupe & M Roadster

The Premium Packages on both models has increased by \$100, effective March 1, 2007. The new Premium Package price, for both models, is \$2,850.