



Product Planning and Strategy

BMW Dealer Bulletin

MY2007 3 Series Convertible Pricing

The MY2007 3 Series Convertible debuted at the Detroit Auto Show in January 2007 and has received a lot of positive attention from both the press and enthusiasts alike. While base prices have increased versus the outgoing model, the all-new new 3 Convertible now includes a substantial amount of additional content. This includes the all-new engines and as well as a body-colored retractable hardtop that achieves the highest level of torsional rigidity. Below is a brief overview of the vehicle as well as the release of the pricing information.

Performance

The 325i is replaced with the 328i Convertible which is powered by an inline 6-cylinder engine with 230hp with 200 lbs. ft. of torque. The 328i's 0-60 mph times are 6.7 seconds manual and 7.2 seconds automatic. This represents a 1 second improvement for the manual and 1.7 second improvement for the automatic transmission.

The 330i is replaced with the 335i Convertible, equipped with a turbo-charged six cylinder 300 hp engine, with 300 lbs. ft. of torque. The 335i's 0-60 mph times are 5.5 seconds manual and 5.7 seconds automatic. That is a 1.4 second improvement for the manual and 1.8 seconds quicker for the automatic.

New Standard Equipment

- Body colored power retractable hardtop.
- 335i has dual round exhaust pipes, one on the left, the other on the right.
- Xenon adaptive headlamps with Corona Rings.
- Ambient lighting along the front doors and below the rear windows. The light gives the interior a more premium appearance at night.
- More interior trim along the doors and dashboard for a richer looking interior.
- Fold down rear seats. The rear seats fold flat allowing the rear seat to be used for transporting cargo, for instance when the top is down. The panel behind the fold down seats is equipped with hooks for hanging bags, a storage compartment and an opening into the trunk of the vehicle.

New Exterior Colors, Upholsteries and Trims

- Crimson Red
- Space Grey Metallic
- Platinum Bronze Metallic
- Montego Blue Metallic
- Arctic Metallic
- Atlantic Blue Metallic (SOP March 2007)
- Barbera Red Metallic (SOP March 2007)

Leatherette

- Cream Beige

Dakota Leather with Sun Reflective Technology

- Cream Beige
- Saddle Brown/Black
- Coral Red/Black

Trims

- Dark Burl Walnut is the standard trim
- Light Poplar Natural replaces Myrtle Wood trim as a no cost option
- All new Gray Poplar Wood trim available as a no cost option

- Brushed Aluminum will still be available at no cost

Options

- Comfort Access with Comfort Opening and Comfort Loading is available for \$500.
- Optional leather upholstery, with Sun Reflective Technology, for the 328i is available for \$1,550.
- Navigation with iDrive, Voice Recognition, Real Time Traffic Information, and 6 programmable memory buttons is available for \$2,100.
- The Through-Loading-System is available both as a stand alone option and as part of the Cold Weather Package. The stand-alone option price is \$175.
- HD Radio with multicasting (SOP 03/07) is available for \$500. Beginning with 03/07 production, vehicles can be equipped with HD Radio and Real Time Traffic Information.
- Optional Satellite Radio including a 1-year subscription for \$595.
- iPod/USB Adapter (6FL) for \$400. This option enables the vehicle's audio system to play an MP3 player through the vehicle's audio system. It will fully integrate iPod's functionality into the radio or multifunction steering wheel, as well as charge the iPod.
- The option price for Active Steering is now \$1,400.
- The option price for Active Cruise Control is now \$2,400.

Base Prices

Model MY 2006 Price MY2007 Price Difference

328i \$39,600 \$43,200 +\$3,600

335i \$44,900 \$49,100 +\$4,200

Package Prices (Bold and italic text represents new content)

Package 328i Convertible 335i Convertible

Cold

Weather

(ZCW)

\$750

Heated front seats, through-loading system with a *cargo bag, retractable headlight washers

\$750

Heated front seats, through-loading system with a *cargo bag, retractable headlight washers

Premium

Package

(ZPP)

\$2,650

Garage door opener, auto-dimming interior and **exterior mirrors, compass, power folding mirrors**, lumbar support, **BMW Assist/Bluetooth connectivity with a 4 year subscription**, leather upholstery

\$1,550

Garage door opener, auto-dimming interior and **exterior mirrors, power folding mirrors, compass**, lumbar support, **BMW Assist/Bluetooth connectivity with a 4 year subscription**,

Sport

Package

(ZSP)

\$1,200

Sport suspension, **18" wheels, run-flat performance tires, sport seats with adjustable side bolsters**, 150 mph speed limiter

\$1,300

Sport suspension, **18" wheels, runflat performance tires, sport seats with adjustable side bolsters**, 150

mph speed limiter

*The ski bag in the Cold Weather Package has been replaced by a cargo bag, which is larger and can accommodate a small golf bag.

Ordering/Marketing Materials

The all-new 3 Series Convertible brochures will be available in March and the vehicle will retail the last week of March 2007.