

Dealer Operator / General Manager	Sales New Vehicles	Sales Used Vehicles	Business Manager (F&I)	Service	Parts & Accessories	Administration



Automotive Sales Dealer Bulletin January / February Model Year 2008 Programs

The attached programs go into effect on January 3rd for all MY 2008 vehicles. For each model, BMW has provided a specific program ending date. Given the specific task at hand, the **dates fall either at the end of January or February**. Please pay close attention to the specific date for models in your inventory.

As was outlined on December 12th (Bulletin # 08-059), MY 08 program support has been reduced in 2009. It is important to note that the offerings for 2008 models are still very compelling, and with the right effort you can complete the final build-out push. Also note that the Option Credit initiative remains intact over this time period. Please refer to BMW FS bulletin # 08-N-177 for updated residual postings. The dates on the attachment are final and after that point, rates will revert to standard and residuals to dollar based. The needed tools remain in place; your build-out destiny is now in your hands.

**BMW of North America
Sales Support Program Summary**

Year	Model	SSP Lease Rates 24 - 42 mos.	SSP OwnersChoice 24 - 42 mos.	SSP APR/Select 24 - 60 mos.	Option Credit Program		Effective Dates Programs Ending January 2009	Effective Dates Programs Ending February 2009
					Eligible Option	Amount		
2008	128i Cp	N/A	N/A	2.9%	N/A	N/A	1/3/2009 - 2/2/2009	
2008	128i Cv	.00050 - 36 Months Only For all other terms please see BMW FS regional rate bulletin.	3% - 36 Months only For all other terms please see BMW FS regional rate bulletin.	2.9%	N/A	N/A		1/3/2009 - 3/2/2009
2008	135i Cp	.00050 - 36 Months Only For all other terms please see BMW FS regional rate bulletin.	3% - 36 Months only For all other terms please see BMW FS regional rate bulletin.	2.9%	N/A	N/A	1/3/2009 - 2/2/2009	
2008	135i Cv	.00050 - 36 Months Only For all other terms please see BMW FS regional rate bulletin.	3% - 36 Months only For all other terms please see BMW FS regional rate bulletin.	2.9%	N/A	N/A		1/3/2009 - 3/2/2009
2008	328i Cp	.00140	4.50%	2.9%	Automatic Transmission	\$1,260	1/3/2009 - 2/2/2009	
2008	328xi Cp	.00140	4.50%	2.9%	Automatic Transmission	\$1,260	1/3/2009 - 2/2/2009	
2008	328i	.00075	3.00%	2.9%	Automatic Transmission	\$1,260		1/3/2009 - 3/2/2009
2008	328xi	.00115	4.00%	2.9%	Automatic Transmission	\$1,260		1/3/2009 - 3/2/2009
2008	328i SW	.00190	5.75%	2.9%	Automatic Transmission	\$1,260	1/3/2009 - 2/2/2009	
2008	328xi SW	.00190	5.75%	2.9%	Automatic Transmission	\$1,260	1/3/2009 - 2/2/2009	
2008	328i Cv	.00175	5.25%	2.9%	Automatic Transmission	\$1,260	1/3/2009 - 2/2/2009	
2008	335i Cp	.00170	5.25%	2.9%	Automatic Transmission	\$1,260	1/3/2009 - 2/2/2009	
2008	335xi Cp	.00170	5.25%	2.9%	Automatic Transmission	\$1,260	1/3/2009 - 2/2/2009	
2008	335i	.00085	3.25%	2.9%	Automatic Transmission	\$1,260		1/3/2009 - 3/2/2009
2008	335xi	.00130	4.25%	2.9%	Automatic Transmission	\$1,260		1/3/2009 - 3/2/2009
2008	335i Cv	.00175	5.25%	2.9%	Automatic Transmission	\$1,260	1/3/2009 - 2/2/2009	
2008	M3 Sedan	.00025	3.00%	2.9%	N/A	N/A		1/3/2009 - 3/2/2009
2008	M3 Cp	.00050	3.00%	2.9%	N/A	N/A	1/3/2009 - 2/2/2009	
2008	M3 Cv	.00025	3.00%	2.9%	N/A	N/A		1/3/2009 - 3/2/2009
2008	Z4 3.0i	.00245	7.00%	2.9%	N/A	N/A		1/3/2009 - 3/2/2009
2008	Z4 3.0si	.00230	6.75%	2.9%	N/A	N/A		1/3/2009 - 3/2/2009
2008	Z4 Coupe 3.0si	.00230	6.75%	2.9%	N/A	N/A		1/3/2009 - 3/2/2009
2008	Z4 M Roadster	.00220	6.50%	2.9%	N/A	N/A		1/3/2009 - 3/2/2009
2008	Z4 M Coupe	.00225	6.50%	2.9%	N/A	N/A		1/3/2009 - 3/2/2009
2008	528i	.00100	3.50%	2.9%	Premium Pkg	\$2,185		1/3/2009 - 3/2/2009
2008	528xi	.00115	4.00%	2.9%	Premium Pkg	\$2,185	1/3/2009 - 2/2/2009	
2008	535i	.00120	4.00%	2.9%	Premium Pkg	\$2,000		1/3/2009 - 3/2/2009
2008	535xi	.00125	4.25%	2.9%	Premium Pkg	\$2,000	1/3/2009 - 2/2/2009	
2008	535xi SW	.00125	4.25%	2.9%	Premium Pkg	\$2,275	1/3/2009 - 2/2/2009	
2008	550i	.00120	4.00%	2.9%	Navigation	\$1,730		1/3/2009 - 3/2/2009
2008	M5	.00050	3.00%	2.9%	Comfort Access	\$910		
2008	650i Cp	.00075	3.25%	2.9%	Satellite Radio	\$540		1/3/2009 - 3/2/2009
2008	650i Cv	.00010	2.50%	2.9%	Premium Sound	\$1,820		1/3/2009 - 3/2/2009
2008	M6 Cp	.00040	2.75%	2.9%	Enh. Premium Sound	\$635		
2008	M6 Cv	.00040	2.75%	2.9%	Head Up Display	\$1,010		1/3/2009 - 3/2/2009
2008	750i	.00155	4.75%	2.9%	Enh. Premium Sound	\$635		1/3/2009 - 3/2/2009
2008	750Li	.00155	4.75%	2.9%	Head Up Display	\$1,010		1/3/2009 - 3/2/2009
2008	Alpina B7	.00155	4.75%	2.9%	N/A	N/A		1/3/2009 - 3/2/2009
2008	760Li	.00155	4.75%	2.9%	N/A	N/A		1/3/2009 - 3/2/2009
2008	X3 3.0si	.00125	4.25%	2.9%	N/A	N/A		1/3/2009 - 3/2/2009
2008	X5 3.0si	.00125	4.25%	2.9%	Premium Pkg	\$2,595	1/3/2009 - 2/2/2009	
2008	X5 4.8i	.00100	3.50%	2.9%	Premium Pkg	\$1,685	1/3/2009 - 2/2/2009	

Please see Option Credit Summary Sheets for program details.
Please refer to the BMW FS bulletin for rate program details.