

# BMW

## U.S. Press Information

For Release: **IMMEDIATE**

**Contact:** Thomas Plucinsky  
BMW Product & Technology Communications Manager  
(201) 307-3783/ [thomas.plucinsky@bmwna.com](mailto:thomas.plucinsky@bmwna.com)

David J. Buchko  
BMW Advanced Powertrain & Heritage Communications  
(201) 307-3709/ [dave.buchko@bmwna.com](mailto:dave.buchko@bmwna.com)

Monty Roberts  
BMW Product & Technology Communications  
(201) 307-3755 / [monty.roberts@bmwna.com](mailto:monty.roberts@bmwna.com)

### **2012 BMW Model Specific Standard and Option Equipment Changes**

#### **All Vehicles**

BMW Apps is available as a stand-alone option on all models for \$250. With this addition, the Smartphone Integration will be removed as a stand-alone option and now included in BMW Apps.

#### **1 Series**

The 2012 Model Year for 128i and 135i models began in March 2011. At that time the following changes occurred:

##### Standard Equipment Changes

- iPod/USB Adapter added to all 1 Series
- Power Seats and Lumbar Support added to 135i Coupe and Convertibles.
- Through-Load added to 128i/135i Convertibles.
- New 17-inch Star-spoke wheel replaced standard 16-inch wheel on 128i Convertible.
- 17-inch Star-spoke wheel now standard on 128i Coupe
- New 18-inch V-spoke wheel with mixed-sized performance tires replaced the 17-inch wheels with all-season tires on the 135i Convertible.

## Options

- Automatic Transmission now a no-charge option on 128i Coupe and Convertible.
- Double Clutch Transmission price lowered on 135i Coupes and Convertibles
- Vermillion Red Metallic and Marrakesh Brown Metallic exterior colors available for all models
- Oyster Boston Leather replaced Lemon Boston Leather
- Alpine White Trim added for all models as a no-charge option.
- New 17-inch Star-spoke wheel available with all-season tires as a no-cost alternative to the standard 18-inch wheel with performance tires on the 135i models.

## Package Changes

- Sport Package has been eliminated for the 135i Coupes and Convertibles.
- Value Package eliminated on all models (included leather and iPod/USB)
- Premium Package now includes leather on all models. Power Seats and Lumbar Support have been eliminated from Package for 135i Coupes and Convertibles as they are now standard.
- Cold weather package no longer includes Through Load for the Convertibles (now standard) and Ski Bag for the Coupes.

As of September 2011 production, the following changes took place:

## Standard Equipment Changes

- Hands-free Bluetooth connection added for all models
- Floor mats added for all models

### **3 Series**

#### Options

- Automatic Transmission now a no-charge option (previously \$1,375) on all 3 Series except 335d where it is already standard.
- Double Clutch Transmission price has been lowered on 335is Coupe and Convertible.

#### Package Changes

- Coupes and Convertibles: The M Sport Package takes the place of the Sport Package.
- 17-inch all-season tires now standard on 3 Series Coupe xDrive models.

### **5 Series**

- BMW Apps will be available as a stand-alone option
- Smartphone Integration now included in BMW Apps.
- The 528i introduces the first ever 4 cylinder engine in a 5 Series in the US – The new TwinPower Turbo 4-cylinder engine with high precision [direct injection](#), turbocharging according to the Twin Scroll principle, double [VANOS](#) variable camshaft timing and [VALVETRONIC](#) variable valve control.
- Auto Start/Stop is standard on the 2012 528i and 535i.

#### Options

- xDrive all-wheel drive available for the 528i Sedan.

### The all-new **6 Series**

The 650i Coupe, featuring BMW's 4.4-liter twin-turbo V8 joined the 650i Convertible as of July production. It introduced a number of new options to the 6 Series line-up including:

- M Sport Package
- Full LED Headlights

- New Bang & Olufsen sound system

Beginning with September production, these options are now also available for the 650i Convertible.

#### Additional Options

- xDrive all-wheel drive available for both the 650i Coupe and Convertible. The 0-60 time for the 650i xDrive Coupe is 4.7 seconds, 0.2-seconds quicker than the RWD model. The 0-60 time for the 650i xDrive Convertible is 4.8 seconds. 0.1 seconds quicker than the RWD model.

#### 640i Coupe and Convertible

A six-cylinder BMW 6 Series will be offered in the US for the first-time since 1989. The new 640i Coupe and Convertible will feature a higher performance version of BMW's N55 TwinPower Turbo 3.0-liter inline six. In 640i models this engine produces 315 horsepower and 330 lb-ft of torque. The 0-60 times for both models is 5.5 seconds. EPA fuel economy numbers are not yet available. Auto Start/stop will be standard.

## **7 Series**

The 2012 Model Year for the 740i/Li, 750i/Li (including xDrive models) and ALPINA B7 models began with March 2011 production. At that time the following changes took place:

#### Standard Equipment Changes

- iPod/USB Adapter, Sport Steering Wheel and Rear-view Camera added to all models.
- 19-inch wheels with all-season tires and Premium Hi-Fi added to the V-8 models.

#### Package Changes

- Driver Assistance Package now includes Side and top-view camera for all models. On the 740i/Li and 750i/Li and xDrive models, the package also includes Head-Up Display.

- The M Sport Package no longer includes Active Roll Stabilization (ARS) for all models. On the 750i/Li and xDrive models, the package price was further reduced due to the addition of 19-inch wheels as standard.

## **ActiveHybrid 7**

Remained a 2011 model but received the following changes as of March 2011 production:

### Standard Equipment Changes

- New 19-inch wheels replace 19-inch Aero wheel as standard
- Add iPod/USB Adapter
- A number of features were removed from the standard equipment list and made optional:
  - Anthracite Headliner
  - Leather Dashboard
  - Headup Display
  - Active Front Seats and Ventilated Front Seats

### Package Changes

- Due to the removal of active and ventilated front seats as standard equipment, the ActiveHybrid 7 will have the same Luxury Seating package as offered as an option on the 740i/Li and 750i/Li.
- 6-disc DVD changer added to Rear Seat Entertainment Package

The ActiveHybrid 7 models as well as the 760Li became 2012 models beginning with September 2011 production.

### **M3 Sedan (MY11, ends production October 2011)**

Standard Equipment Changes: None.

Optional Equipment Changes:

- BMW Assist, iPod/USB Adaptor, and Smartphone Integration have been bundled into a single option with a retail price of \$750. The optional Navigation system will be combined with iPod/USB, BMW Assist and is priced at \$2,150 on the M3 Sedan.

### **M3 Coupe & M3 Convertible (MY12)**

Standard Equipment Changes:

- For model year 2012, the M3 Coupe & Convertible gain standard anti-theft alarm system, floor mats, as well as iPod/USB Adaptor, Bluetooth, and BMW Assist.

Optional Equipment Changes:

- Stand Alone Options for the 2012 M3 Coupe and Convertible have been adjusted to reflect the new standard equipment and the new Navigation package, which is priced at \$1,350 to adjust for standard BMW Assist, Bluetooth, and iPod/USB Adaptor.

Packages Changes:

- The former Convenience Package and Premium Package 2 are now combined into a single Premium Package. This change bundles the most-common M3 options and packages together, and the power rear sunshade has been added to a package on the M3 Coupe for the first time.
- The 2012 M3 Convertible will offer a new BMW Individual Composition Package for the first time. The package is priced at \$5,000 and includes the buyer's choice of three unique metallic exterior colors (Ruby Black, Azurite Black, and Moonstone), three unique leather colors with additional leather surface area (Champagne, Platinum, and Rust Brown), as well as Individual Piano Finish Black interior trim.

## Z4 Roadster

- The Z4 sDrive28i featuring the new BMW TwinPower Turbo 4-cylinder engine with high precision [direct injection](#), turbocharging according to the Twin Scroll principle, double [VANOS](#) variable camshaft timing and [VALVETRONIC](#) variable valve control replaces the Z4 sDrive30i as the base model.
- Options Automatic Transmission will be offered as a no-charge option on the 30i.
- Double Clutch Transmission price has been lowered on the 35i.

## X3

2012 X3 (as of October Production)

Both Models

- Black high-gloss interior trim standard
- Floor mats standard
- Heated rear seats and headlight washers no longer included in Cold Weather Package
  - Now available as part of package upgrade
- Cold Weather Package now includes Heated Steering Wheel
- Optional Premium Sound Package includes Premium Sound System and Sirius Satellite Radio
- Sports Activity Package now includes Anthracite headliner
- The new M Sport Package became available in April 2011. Dynamic Handling Package in combination with M Sport Package has been reduced because the M Sport Package includes Performance Control.

X3 sDrive35i

- Panorama moonroof now standard
- Convenience Package delete – contents now included in Premium Package
- Sports Activity Package now includes 19-inch Double-Spoke wheels

## **X5**

The 2012 model Year for the BMW X5 xDrive35i and xDrive50i models began with April 2011 production. At that time, the following changes took place:

### Standard Equipment Changes

- Corona light rings switched to LED technology
- Roof Rails added to the xDrive50i and X5 xDrive 35i Base models
- Cargo Cover added to all models.
- BMW Assist, iPod/USB Adapter and Hi-Fi Sound System added as standard to all X5 Models.
- Lumbar Support, Automatic Dim Mirrors, Park Distance Control, Automatic Tailgate, Ambient Lighting, Heated Seats added as standard to X5 xDrive35i Premium, X5 xDrive35i Sports Activity models.
- Navigation, Lumbar Support, Automatic Dim Mirrors, Park Distance Control, Automatic Tailgate, Ambient Lighting, Heated Seats and Privacy Glass added to xDrive50i models.

### Options

- Leather and 3<sup>rd</sup> Row Seat will be added as stand alone options to the X5 xDrive35i Base model.

### Package Changes

- The Premium and Convenience Packages include Rear-view Camera, Navigation and Comfort Access.
- Due to addition of Heated Front seats as standard, Cold Weather Packages include Heated Rear Seats.
- The Technology Packages consist of Head-Up Display, Automatic High Beam assistant and Side-view Camera.



- A new Premium Sound Package will be available on the X5 xDrive35i Premium and Sport Activity models that include Premium Sound and Satellite Radio.
- Due to the addition of Park Distance Control as standard, the price of the M Sport Package on the X5 xDrive 50i is reduced.
- Adaptive Drive removed from M Sport Packages. X5 xDrive35i models, package includes Sport Suspension. On X5 xDrive50i, package includes air suspension.

The 2012 Model Year for the BMW Advanced Diesel X5 xDrive35d begins with October production.

#### Standard Equipment Changes

- Power adjustable steering column
- Power tailgate
- Roof rails
- Floor mats
- Auto dimming mirrors
- Lumbar support
- Heated front seats
- Park distance control
- Ambience lighting
- BMW Assist with Bluetooth
- Hi-Fi Sound System
- iPod/USB Adapter
- Privacy glass
- Nevada leather upholstery

#### Package Changes

With the addition of the above standard equipment, package content has changed.

- iPod/USB Adapter removed from Premium Sound Package
- Cold Weather Packages now includes Heated Rear Seats.

- Technology Package now consists of:
  - High Beam Assistant
  - Side View Camera
  - Head-up Display
- Premium Package now consists of:
  - Comfort Access
  - Rear View Camera with Top view
  - Rear manual side window shades
  - 4-zone climate control
  - Navigation system
  - Universal garage door opener
  - Interior compass mirror

## **X6**

The 2012 Model Year began with April 2011 production. At that time, the following changes took place:

### Standard Equipment Changes

- iPod/USB Adapter, BMW Assist, Auto-dimming Mirrors, Privacy Glass, Ambient Lighting and Heated Front Seats are added as standard.
- Lumbar Support added to the X6 xDrive35i model.
- Universal Garage Door Opener added to the X6 xDrive50i model

### Option Changes

- All new 5-seater option is available

### Package Changes

- Due to the addition of Heated Front Seats as standard, Heated Rear Seats were added to Cold Weather Packages.
- The Technology Packages consist of Head Up Display, Automatic High Beam Assistant and Side-view Camera.
- The Premium Package includes Rear-view Camera, Navigation, 4 Zone Climate Control, Rear manual Sunshades and Comfort Access.

As of October Production, BMW Individual now available for the BMW X6

- BMW Individual Composite Package includes:
  - Full Merino leather upholstery
  - Merino leather dashboard
  - BMW Individual door sills
  - BMW Individual trims
- Exclusive BMW Individual paint finishes include:
  - Citrin Black Metallic
  - Ruby Black Metallic
  - Azurite Black Metallic
  - Pearl Silver Metallic
- Exclusive BMW Individual upholsteries include:
  - Platinum Merino Leather
  - Champagne Merino Leather
  - Criollo Brown Merino Leather
- Exclusive BMW Individual trims include:
  - Carbon Woven Leather
  - Eucalyptus Red Brown Wood
  - Piano Black Wood

### **X5 M and X6 M Models**

The 2012 Model Year for the X5 M and X6 M began with April production.

Standard Equipment Changes

- iPod/USB Adapter added to the X5 M and X6 M.
- Automatic Tailgate added to the X5 M.

Option Changes

- All new 5-seater option for the X6 M

## Package Changes

The price of the Premium Sound Package is reduced due to the addition of the iPod/USB Adapter as standard

Full 2012 Model Year press kits will appear shortly on [www.bmwusanews.com](http://www.bmwusanews.com).

## **BMW Group In America**

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; DesignworksUSA, a strategic design consultancy in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group's global manufacturing network and is the exclusive manufacturing plant for all X5 and X3 Sports Activity Vehicles and X6 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 339 BMW passenger car and BMW Sports Activity Vehicle centers, 138 BMW motorcycle retailers, 107 MINI passenger car dealers, and 36 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

Information about BMW Group products is available to consumers via the Internet at: [www.bmwgroupna.com](http://www.bmwgroupna.com).

# # #

**Journalist note:** Information about BMW and its products in the USA is available to journalists on-line at [www.bmwusanews.com](http://www.bmwusanews.com).

# # #