

**BMW of North America, LLC**  
**2011 Model Year**  
**Suggested Retail Price**

Effective January 28, 2010

	740i Sedan	740Li Sedan	750i Sedan	750i xDrive Sedan	750Li Sedan	750Li xDrive Sedan
<b>U.S. Models</b>						
Base Price U.S.A. Port of Entry*	\$70,150	\$74,550	\$82,000	\$85,000	\$85,900	\$88,900
Base Price Euro Delivery Munich Pick Up	\$65,240	\$69,330	\$76,260	\$79,050	\$79,885	\$82,675
Base Price Diplomatic U.S.A. Port of Entry	\$66,645	\$70,825	\$77,900	\$80,750	\$81,605	\$84,455
<b>Options</b>						
2HL 19" Forged wheels Radial-spoke (style 252) with performance tires (19x8.5, 245/45 R19 front and 19x9.0, 275/40 R19 rear)	\$1,300	\$1,300	\$1,300	NA	\$1,300	NA
2ST 19" Light-alloy wheels multi-spoke (Style 235) w/performance tires (19x8.5, 245/45 R19 front and 19x9.5, 275/40 R19 rear) (Not in combination with Z11 or ZMP on restricted models)	NA	NA	NA	\$1,300 (restr.)	NA	\$1,300 (restr.)
2VH Integral Active Steering	\$1,750	\$1,750	\$1,750	NA	\$1,750	NA
416 Power rear sunshade with rear manual side window shades (Included in package)	\$1,000 ZLS	\$1,000 ZLS	\$1,000 ZLS	\$1,000 ZLS	\$1,000 ZLS	\$1,000 ZLS
4CA Ash Grain Wood trim	NC	NC	NC	NC	NC	NC
4ND Instrument panel with leather finish (Included in package)	NA Z11	NA Z11	\$1,200 Z11	\$1,200 Z11	\$1,200 Z11	\$1,200 Z11
4U1 Ceramic Controls	\$650	\$650	\$650	\$650	\$650	\$650
610 Head-up Display	\$1,300	\$1,300	\$1,300	\$1,300	\$1,300	\$1,300
6NF Smartphone Integration (Requires ZPS on indicated models)	\$150 (req'd)	\$150 (req'd)	\$150 (req'd)	\$150 (req'd)	\$150 (req'd)	\$150 (req'd)
<b>Priority 1 Options</b>						
229 Active Roll Stabilization (ARS) (Included in package)	\$2,000 ZMP	\$2,000 ZMP	\$2,000 ZMP	\$2,000 ZMP	\$2,000 ZMP	\$2,000 ZMP
4CB Finesse Matte Wood trim	NC	NC	NC	NC	NC	NC
5DF Active Cruise Control	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400
6UK Night Vision with Pedestrian Detection	\$2,600	\$2,600	\$2,600	\$2,600	\$2,600	\$2,600
760 Shadowline exterior trim (Included in package)	\$350 Z11, ZMP					
XE5 Dark Red Sycamore Wood trim (In combination with Z11)	\$1,080 NC	\$1,080 NC	\$1,080 NC	\$1,080 NC	\$1,080 NC	\$1,080 NC
XE6 Walnut Honey Wood trim (In combination with Z11)	\$1,080 NC	\$1,080 NC	\$1,080 NC	\$1,080 NC	\$1,080 NC	\$1,080 NC
XE8 Piano Finish Black trim (Included in package)	\$1,080 Z11	\$1,080 Z11	\$1,080 Z11	\$1,080 Z11	\$1,080 Z11	\$1,080 Z11
XL1 Wood inlay steering wheel (In combination with ZCW) (Not in combination with ZMP on restricted models) (Requires Z11 on indicated models)	\$800 \$800 (restr.) (req'd)	\$800 \$800 (restr.) (req'd)	\$800 \$800 (restr.) (req'd)	\$800 \$800 (restr.) (req'd)	\$800 \$800 (restr.) (req'd)	\$800 \$800 (restr.) (req'd)
<b>Colors</b>						
Non-Metallic paint	STD	STD	STD	STD	STD	STD
Metallic paint	NC	NC	NC	NC	NC	NC
<b>Priority 1 Colors</b>						
A43 Deep Green Metallic paint	NC	NC	NC	NC	NC	NC
A76 Deep Sea Blue Metallic paint	NC	NC	NC	NC	NC	NC
S34 Azurite Black Metallic paint	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800
X02 Citrin Black Metallic paint	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800
X03 Ruby Black Metallic paint	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800
X04 Moonstone Metallic paint	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800
<b>Upholsteries</b>						
LC Leather Dakota	STD	STD	NA	NA	NA	NA
NA Nappa Leather (Requires 4ND on indicated models)	\$2,800 (req'd)	\$2,800 (req'd)	STD	STD	STD	STD
<b>Priority 1 Upholsteries</b>						
ZB Full Merino Leather (Included in package) (Requires Z11 on indicated models)	NC Z11 (req'd)	NC Z11 (req'd)	NC Z11 (req'd)	NC Z11 (req'd)	NC Z11 (req'd)	NC Z11 (req'd)
ZBC8 Platinum Full Merino Leather	NC	NC	NC	NC	NC	NC
ZBP5 Amaro Brown Full Merino Leather	NC	NC	NC	NC	NC	NC
ZBP6 Champagne Full Merino Leather	NC	NC	NC	NC	NC	NC
<b>Packages</b>						
ZCE Camera Package	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200
ZCV Convenience Package	\$1,700	\$1,700	NA	NA	NA	NA
ZCW Cold Weather Package XL1 Wood inlay steering wheel (upgrade)	\$1,200 +\$800	\$800 +\$800	\$800 +\$800	\$800 +\$800	\$800 +\$800	\$800 +\$800
ZLS Luxury Seating Package	\$3,200	\$3,200	\$2,000	\$2,000	\$2,000	\$2,000
ZLU Luxury Rear Seating Package (Requires ZLS on indicated models)	NA	\$3,700 (req'd)	NA	NA	\$3,700 (req'd)	\$3,700 (req'd)
ZMP M Sport Package 2NX 20" wheels w/performance tires (upgrade)	\$6,500 +\$1,300	\$6,500 +\$1,300	\$6,500 +\$1,300	\$6,500 +\$1,300	\$6,500 +\$1,300	\$6,500 +\$1,300
ZPS Premium Sound Package	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800

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		740i Sedan	740Li Sedan	750i Sedan	750i xDrive Sedan	750Li Sedan	750Li xDrive Sedan
<b>U.S. Models</b>							
<b>Priority 1 Packages</b>							
ZDA	Driver Assistance Package	\$1,350	\$1,350	\$1,350	\$1,350	\$1,350	\$1,350
ZI1	BMW Individual Composition	\$7,700	\$7,700	\$7,700	\$7,700	\$7,700	\$7,700
ZRP	Rear Entertainment Package	\$2,800	\$2,800	\$2,800	\$2,800	\$2,800	\$2,800
Note: Package contents not fully represented above. Comprehensive package descriptions available separately.							
<b>Other Charges</b>							
Destination & Handling		\$875	\$875	\$875	\$875	\$875	\$875
Gas Guzzler Tax (Estimated)		NC	NC	\$1,000	\$1,300	\$1,000	\$1,300

All prices and specifications are subject to change without notice. STD - Standard Equipment, NA - Not Available, NC - No Charge Option  
 \* The Dealer's ultimate cost may vary due to incentives, allowances and other programs or payments.

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		740i Sedan	740Li Sedan	750i Sedan	750i xDrive Sedan	750Li Sedan	750Li xDrive Sedan	Retail Price
<b>ZCE</b>	<b>Camera Package</b> 3AG Rear-view camera 5DL Side and Top View Cameras	x	x	x	x	x	x	\$1,200
<b>ZCV</b>	<b>Convenience Package</b> 316 Power tailgate 322 Comfort Access keyless entry 323 Soft-close automatic doors	x	x					\$1,700
<b>ZCW</b>	<b>Cold Weather Package</b> 248 Heated Steering Wheel <b>or</b> XL1 Wood inlay steering wheel 464 Ski bag 494 Heated front seats 496 Heated rear seats	x x						\$1,200 + \$800
	<b>Cold Weather Package</b> 248 Heated Steering Wheel <b>or</b> XL1 Wood inlay steering wheel 464 Ski bag 496 Heated rear seats		x x	x x		x x		\$800 + \$800
	<b>Cold Weather Package</b> 248 Heated Steering Wheel <b>or</b> XL1 Wood inlay steering wheel 464 Ski bag 496 Heated rear seats				x x		x x	\$800 + \$800
	<b>Cold Weather Package</b> 248 Heated Steering Wheel <b>or</b> XL1 Wood inlay steering wheel 464 Ski bag 496 Heated rear seats							\$800 + \$800
<b>ZLS</b>	<b>Luxury Seating Package</b> 415 Power rear sunshade 416 Power rear sunshade with rear manual side window shades 453 Front ventilated seats 455 Active front seats 456 Multi-contour seats	x	x					\$3,200
	<b>Luxury Seating Package</b> 415 Power rear sunshade 416 Power rear sunshade with rear manual side window shades 453 Front ventilated seats 455 Active front seats			x	x	x	x	\$2,000
<b>ZLU</b>	<b>Luxury Rear Seating Package</b> 454 Rear ventilated seats 460 Rear comfort seats 4UM Massaging rear seat  (Requires ZLS on indicated models )		x  (req'd)			x  (req'd)	x  (req'd)	\$3,700
<b>ZMP</b>	<b>M Sport Package</b> 229 Active Roll Stabilization (ARS) 2NW 19" V-Spoke M Wheels (Style 302M) with performance tires (19x8.5, 245/45 R19 front and 19x9.5, 275/40 R19 rear) <b>or</b> 2NX 20" Double-spoke M Wheels (Style 303M) with performance tires (20x8.5, 245/40 R20 front and 20x10.0, 275/35 R20 rear) 710 M steering wheel 715 Aerodynamic kit 760 Shadowline exterior trim 775 Anthracite headliner 7MP Sport Package				x  x		x  x	\$6,500 + \$1,300
	<b>M Sport Package</b> 229 Active Roll Stabilization (ARS) 2NW 19" V-Spoke M Wheels (Style 302M) with performance tires (19x8.5, 245/45 R19 front and 19x9.5, 275/40 R19 rear) <b>or</b> 2NX 20" Double-spoke M Wheels (Style 303M) with performance tires (20x8.5, 245/40 R20 front and 20x10.0, 275/35 R20 rear) 710 M steering wheel 715 Aerodynamic kit 760 Shadowline exterior trim 775 Anthracite headliner 7MP Sport Package	x  x	x  x	x  x			x  x	

		740i Sedan	740Li Sedan	750i Sedan	750i xDrive Sedan	750Li Sedan	750Li xDrive Sedan	Retail Price
<b>ZPS</b>	<b>Premium Sound Package</b> 655 Satellite radio with 1 year subscription 677 Premium hi-fi system 6FL iPod and USB adapter	x	x	x	x	x	x	<b>\$1,800</b>

Priority 1 Package Overview		740i Sedan	740Li Sedan	750i Sedan	750i xDrive Sedan	750Li Sedan	750Li xDrive Sedan	Retail Price
<b>ZDA</b>	<b>Driver Assistance Package (Priority 1)</b> 5AC Automatic high beams 5AD Lane Departure Warning 5AG Active Blind Spot Detection	p1	p1	p1	p1	p1	p1	<b>\$1,350</b>
<b>ZI1</b>	<b>BMW Individual Composition (Priority 1)</b> 2NV BMW Individual 20" alloy wheels V-spoke (Style 301) w/performance tires 4ND Instrument panel with leather finish 760 Shadowline exterior trim 778 Individual Door Sill Finishers XC4 BMW Individual Composition XD5 Alcantara headliner in upholstery color XE8 Piano Finish Black trim <b>or</b> XE5 Dark Red Sycamore Wood trim <b>or</b> XE6 Walnut Honey Wood trim XF1 BMW Individual Rear Badge ZB Full Merino Leather	p1	p1	p1		p1		<b>\$7,700</b>
	<b>BMW Individual Composition (Priority 1)</b> 2NV BMW Individual 20" alloy wheels V-spoke (Style 301) w/performance tires 4ND Instrument panel with leather finish 760 Shadowline exterior trim 778 Individual Door Sill Finishers XC4 BMW Individual Composition XD5 Alcantara headliner in upholstery color XE8 Piano Finish Black trim <b>or</b> XE5 Dark Red Sycamore Wood trim <b>or</b> XE6 Walnut Honey Wood trim XF1 BMW Individual Rear Badge ZB Full Merino Leather				p1		p1	<b>\$7,700</b>
<b>ZRP</b>	<b>Rear Entertainment Package (Priority 1)</b> 696 6-disc DVD Changer 6FG Rear-seat entertainment	p1	p1	p1	p1	p1	p1	<b>\$2,800</b>