

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
U.S. Models						
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

Options

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) <i>(Not in combination with Z11 or ZMP on restricted models)</i>	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 <i>(Requires ZPS on indicated models)</i>	\$150 (req'd)	\$150 (req'd)	\$150 (req'd)	\$150 (req'd)	\$150 (req'd)	\$150 (req'd)

Priority 1 Options

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	Fineline 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	\$350 Z11, ZMP	\$350 Z11, ZMP	\$350 Z11, ZMP	\$350 Z11, ZMP	\$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) <i>(Not in combination with ZMP on restricted models)</i> <i>(Requires Z11 on indicated models)</i>	\$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)

Colors

Non-Metallic paint	STD	STD	STD	STD	STD	STD
Metallic paint	NC	NC	NC	NC	NC	NC

Priority 1 Colors

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

Upholsteries

LC	Leather Dakota	STD	STD	NA	NA	NA	NA
NA	Nappa Leather <i>(Requires 4ND on indicated models)</i>	\$2,800 (req'd)	\$2,800 (req'd)	STD	STD	STD	STD

Priority 1 Upholsteries

ZB	Full Merino Leather (Included in package) <i>(Requires Z11 on indicated models)</i>	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

Packages

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 <i>XL1 Wood inlay steering wheel (upgrade)</i>	\$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 <i>(Requires ZLS on indicated models)</i>	NA	\$3,700 (req'd)	NA	NA	\$3,700 (req'd)	\$3,700 (req'd)
ZMP	M Sport Package <i>2NX 20" wheels w/performance tires (upgrade)</i>	\$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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U.S. Models							
Priority 1 Packages							
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.							
Other Charges							
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	<b>\$1,200</b>
<b>ZCV</b>	<b>Convenience Package</b> 316 Power tailgate 322 Comfort Access keyless entry 323 Soft-close automatic doors	x	x					<b>\$1,700</b>
<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						<b>\$1,200</b>  <b>+ \$800</b>
	<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		<b>\$800</b>  <b>+ \$800</b>
	<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	<b>\$800</b>  <b>+ \$800</b>
	<b>Cold Weather Package</b> 248 Heated Steering Wheel <b>or</b> XL1 Wood inlay steering wheel 464 Ski bag 496 Heated rear seats							
<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					<b>\$3,200</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			x	x	x	x	<b>\$2,000</b>
<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)	<b>\$3,700</b>
<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	<b>\$6,500</b>       <b>+ \$1,300</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	x  x		x  x		<b>\$6,500</b>       <b>+ \$1,300</b>

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ZPS	<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	\$1,800

Priority 1 Package Overview								
		740i Sedan	740Li Sedan	750i Sedan	750i xDrive Sedan	750Li Sedan	750Li xDrive Sedan	Retail Price
ZDA	<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	\$1,350
Z11	<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 or XE5 Dark Red Sycamore Wood trim or XE6 Walnut Honey Wood trim XF1 BMW Individual Rear Badge ZB Full Merino Leather	p1	p1	p1		p1		\$7,700
	<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 or XE5 Dark Red Sycamore Wood trim or XE6 Walnut Honey Wood trim XF1 BMW Individual Rear Badge ZB Full Merino Leather				p1		p1	\$7,700
ZRP	<b>Rear Entertainment Package (Priority 1)</b> 696 6-disc DVD Changer 6FG Rear-seat entertainment	p1	p1	p1	p1	p1	p1	\$2,800