

2010 BMW
5 Series Sedan

528i
528i xDrive
535i
535i xDrive
550i



The Ultimate
Driving Machine®



2010 BMW 5 Series Sedan

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The BMW 5 Series for 2010:

The best-performing ideas.

At BMW, we believe that ideas are everything. And because we are an independent company, we have the freedom to make sure great ideas live on to become Ultimate Driving Machines.® bmwusa.com

For details on the availability of standard and optional features, please refer to the Standard equipment | Optional equipment charts at the back of this brochure.

	<p>535i shown with the following equipment:</p> <p>Engine: 24-valve, twin-turbocharged, 3.0-liter, inline six-cylinder</p> <p>Wheels: Star Spoke (Style 124) cast alloy</p> <p>Exterior paint: Monaco Blue Metallic</p> <p>Interior upholstery: Cream Beige Dakota Leather</p> <p>Interior trim: Bamboo Anthracite Wood</p> <p>Optional equipment: Premium Package, Sport Package, Cold Weather Package, Navigation system, Park Distance Control</p>
BMW 535i	
<p>For details on paint colors, upholstery and interior trims, please refer to pages 46-49.</p>	



The 5 Series Sedan has established a reputation for sophistication and powerfully realized ideas, with a sublime exterior designed for motion, and an interior that carries you with sleek comfort. But the real revelation comes when you press the accelerator and feel the horses. The internationally acclaimed inline six-cylinder engines of the 528i and 535i models pull with unprecedented power. And the 550i's fire-breathing V-8 escalates the driving excitement, especially when it's equipped with the optional M Sport Package.

Revolutionary performance and surpassing style.

Above. Beyond. Ahead.



The 2010 BMW 5 Series engines deliver what you want: power, efficiently. In the 535i and 535i xDrive, a twin-turbocharged inline six with fuel-efficient piezo direct fuel injection delivers 300 horses and 300 lb-ft of torque, taking the 535i from 0-60 in 5.6 seconds.¹ The 230-hp composite magnesium/aluminum inline six in the 528i models furnishes 200 lb-ft of torque for smooth, quick acceleration. And BMW's 360-hp 4.8-liter V-8 powers the 550i from 0-60 mph in 5.4 seconds.²

¹Manual transmission; 5.7 seconds, STEPTRONIC automatic. BMW AG test results. BMW urges you to obey all posted speed laws and always wear safety belts.

²Manual transmission; 5.5 seconds, STEPTRONIC automatic. BMW AG test results. BMW urges you to obey all posted speed laws and always wear safety belts.

Powerfully moving ideas.

Think fast.



Manual, STEPTRONIC automatic, or Sport Automatic 6-speed transmission?

Choice driving.

You have your own ideas about driving, which is why, unlike most other automakers, BMW offers a choice of transmissions. Hands-on enthusiasts can select the slick-shifting 6-speed manual, offered standard in the 5 Series. If you'd like the freedom to alternate between Automatic, Sport and clutch-free manual modes, choose the acclaimed STEPTRONIC automatic. For the height of motorsports performance, 535i and 550i drivers can enjoy the best of both worlds with a 6-speed Sport Automatic transmission that features paddle shifters for faster upshifting, downshifting, and throttle blipping.

For details on the availability of standard and optional features, please refer to the Standard equipment | Optional equipment charts at the back of this brochure.



When it comes to power and response, sometimes less is more.

We've thought things out.

Things that work against efficiency – like excess pounds, and uneven weight distribution – don't belong in a nimble, responsive, fuel-efficient car. BMW's lightweight construction starts with an all-aluminum suspension; a front end that incorporates aluminum components; and engines made of materials that are remarkably light in weight, yet able to withstand the stresses of running at high rpms. Sometimes the difference in weight may be small – but when made in a critical area, like an engine part, it can have a major impact in performance. Decreased weight also enhances fuel efficiency. The combined effects of BMW's lightweight construction and near-perfect 50/50 weight distribution can be felt in the 5 Series' heightened steering response and agile handling – the very qualities that give it that “BMW feel.”



Color, upholstery and comfort features are only the beginning.

Personalized performance.

The BMW 5 Series offers a wealth of choices to personalize your driving enjoyment. Active Steering actually alters your steering ratio as you drive: it's more direct at lower speeds for tight cornering and enhanced agility, and higher at highway speeds for increased directional stability. Active Roll Stabilization, which is included in the Sport Package, reduces body roll to give you more confidence when cornering. And BMW's xDrive all-wheel-drive system automatically redistributes power to the wheels with the most traction for a more secure grip on the road in the toughest, slipperiest driving conditions.

For details on the availability of standard and optional features, please refer to the Standard equipment | Optional equipment charts at the back of this brochure.



Bad situations can happen. But BMW's Advanced Safety System is engineered to respond quickly and strategically. In mere hundredths of a second after a severe impact, the system deploys an optimal combination of passive safety restraints – such as latch pretensioners, airbags, Advanced Head Protection System airbags, and Active Head Restraints, to help protect against whiplash in case of a rear impact. A host of other protective features also help you during and after an accident. But more importantly, the 5 Series' active safety features – its quick acceleration, powerful brakes and tight steering – are designed to keep you from knowing any of these features even exist.

Safety engineering that's ready for anything.

The best worst-case scenario.



Active safety features give you a better idea of your surroundings.

Remarkable looking technology.

The 5 Series inspires confidence by giving you better views of what's happening on the road. The infrared technology of Night Vision¹ helps you see pedestrians or animals in the dark up to 1640 feet ahead. Head-up Display projects essential driving information onto the windshield, helping you keep your eye on the road. Lane Departure Warning feature² minds your lane-changing manners. And when the ultrasonic sensors of Park Distance Control (PDC) detect you're getting too close to other cars or anything else while parking, the system beeps with increasing urgency.

¹ Under optimal road conditions. Night Vision performance is also limited by rain, fog, humidity and other weather conditions.

² Requires clearly definable lane markings that are not obscured by rain, snow, etc. Lane Departure Warning feature is not a substitute for the driver's own responsibility in maintaining safe control of the vehicle.

For details on the availability of standard and optional features, please refer to the Standard equipment | Optional equipment charts at the back of this brochure.



Award-winning performance that holds up.

A truly valuable idea.

The 5 Series embodies all that is BMW. Its vibrant styling and formidable power set it apart as a perennial favorite. And the protection of BMW Ultimate Service™¹ – a suite of premium warranties and services, including the no-cost BMW Maintenance Program for four years/50,000 miles – ensures your fiscal peace of mind. In light of this fact, it's totally appropriate that in 2008 the BMW 5 Series received ALG's (Automotive Lease Guide) "Residual Value Award"² in the Luxury Car Category for having the highest predicted resale value of all luxury cars.²

¹ For more details, see page 74 and visit bmwusa.com/ultimateservice.
² Visit algs.com.





Hands-on style.

It just feels right.

Subtle, elegant lines and luxurious appointments define the cabin. Seating areas and center armrest are upholstered in supple Dakota Leather, accented by four available handsome trims that offset the Titanium Silver control buttons. Above the center console, six programmable memory keys store radio stations, Navigation information,¹ telephone numbers¹ and more. The Logic7 audio system can combine with SIRIUS Satellite Radio – or with HD Radio™ for free digital broadcasts and “multicast” FM stations. Select the iPod® and USB adaptor to control MP3 playback via the steering wheel.

¹ If so equipped.

For details on the availability of standard and optional features, please refer to the Standard equipment | Optional equipment charts at the back of this brochure.

Interior appointments

Upholstery:	Cream Beige Dakota Leather
Interior trim:	Bamboo Anthracite Wood
Optional equipment:	Premium Package, Sport Package, Cold Weather Package, Navigation system, Park Distance Control



Welcoming interior high performance.

The art of engineering comfort.

Inside the 5 Series, handcrafted elegance meets pure thoughtfulness. There are luxury, ergonomic and functional features in abundance to fit your idea of comfort and convenience. Take the 20-way multi-contour seats that fit your every muscle and mood. Store your sunglasses, pocket change and maps with ease in large front-door pockets and center console. An automatic dual-zone climate-control system with micro-filter ventilation keeps you in your comfort zone – unless the sky above entices you to open the power glass moonroof. And in the rare chance you might want to leave, even the leather-adorned door-pull handles offer a first-class exit.

For details on the availability of standard and optional features, please refer to the Standard equipment | Optional equipment charts at the back of this brochure.



The expansive rear cabin in the 5 Series invites your passengers to sit back and relax. Comfort comes naturally back here, with generous legroom that allows for a stretch, and a fold-down center armrest that provides storage and cupholders. Rear-seat climate controls can adjust temperature and airflow to everyone's satisfaction. Heated rear seats can warm left- and right-seat passengers just in from the cold - while sunshades (two manual shades for each rear side window, and a power shade for the rear window) block the heat and glare of harsh sunlight. And thanks to a roomy trunk that easily stows luggage, gear and golf clubs, you're always ready for the next trip or game.

For details on the availability of standard and optional features, please refer to the Standard equipment | Optional equipment charts at the back of this brochure.

Shown with optional rear-seat side-impact airbags.

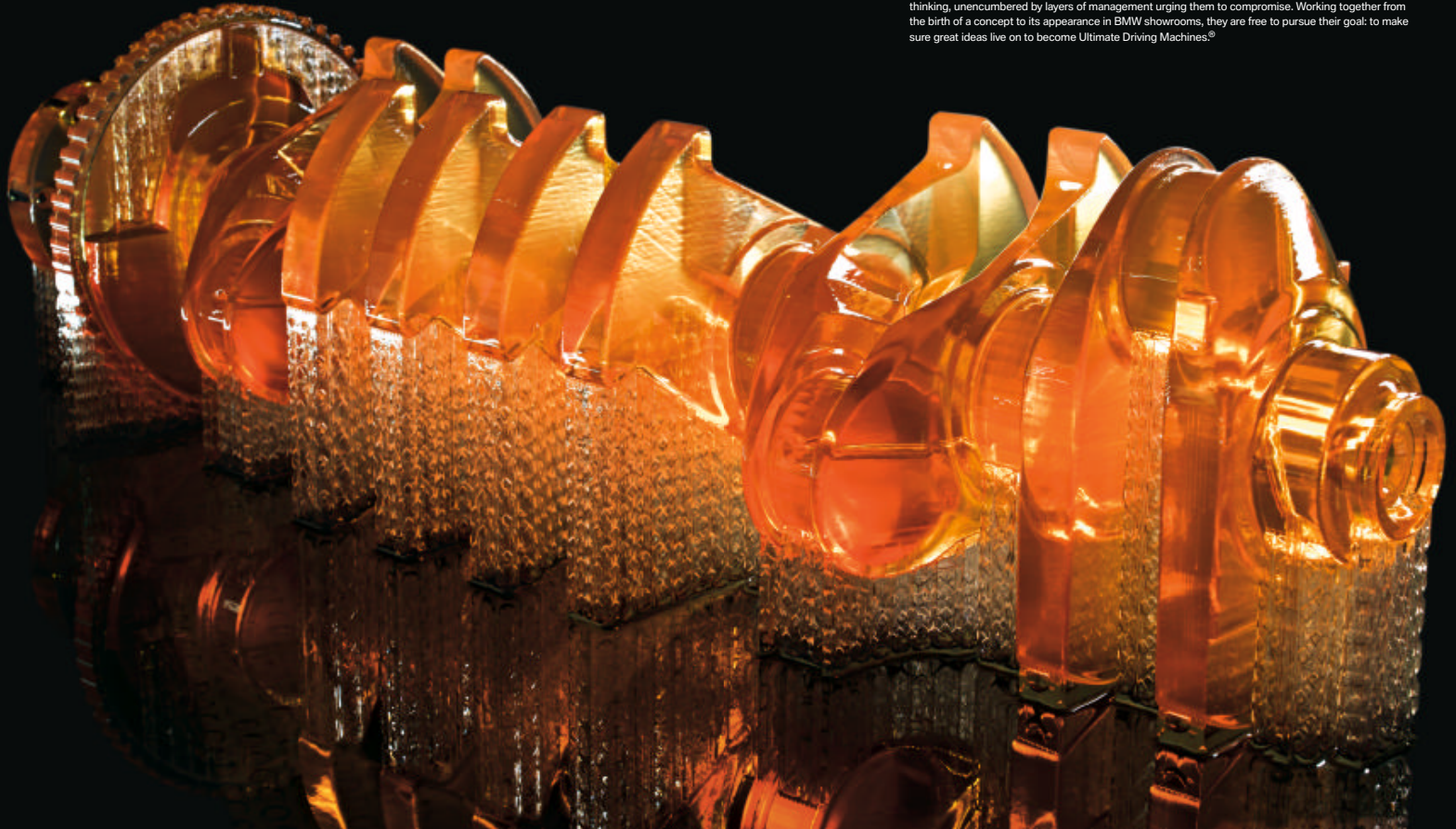
Inviting luxury and comfort.

Going in style.

What is a BMW made of?
Equal parts precision, innovation and independence.

Many other automotive brands offer powerful engines, advanced electronics and luxurious appointments. So why does BMW continue to stir the blood and the imaginations of automotive enthusiasts worldwide? How can a relatively small automotive company remain America's number-one choice in luxury autos year after year? Consistently produce one award-winner after another, decade after decade? And remain the benchmark that all others continually aspire to?

This feat is possible only by an independent company where ideas are everything. At BMW, we answer to no parent corporation. Our designers and engineers have the freedom to explore the most inventive thinking, unencumbered by layers of management urging them to compromise. Working together from the birth of a concept to its appearance in BMW showrooms, they are free to pursue their goal: to make sure great ideas live on to become Ultimate Driving Machines.[®]

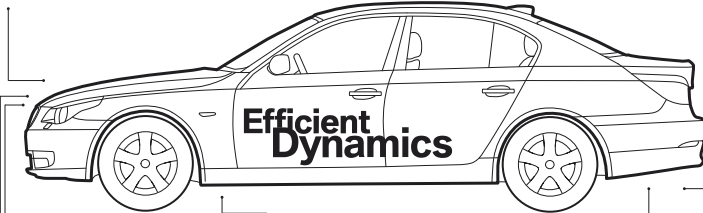


This is how much has gone in.

At BMW, we create dynamic vehicles that thrill you with quick acceleration, predictable handling and unshakable control. We are also busy finding ways to sustain this level of performance while incorporating innovative fuels and technologies to help preserve the environment. This is what we refer to as "EfficientDynamics." This goal has led to the visionary CleanEnergy hydrogen-powered engine, which is currently used in the BMW Hydrogen 7 Sedan. BMW Advanced Diesel with BluePerformance, which offers diesel power with quick acceleration, increased fuel efficiency and reduced emissions, was introduced to the U.S. in early 2009. In fact, every BMW on the road today comes standard with technology that boosts performance while simultaneously reducing fuel consumption and CO₂ emissions.

Double-VANOS

VANOS is BMW's valve timing system that can "steplessly" vary the points in the combustion cycle when valves open and close. Double-VANOS refers to the fact that it operates on both the intake and exhaust camshafts. Electronically controlled in response to engine speed, load and temperature, VANOS reduces emissions, and enhances low- to medium-speed torque, as well as fuel efficiency.



Valvetronic

Instead of using a traditional throttle, Valvetronic technology in the 528i and 550i lets the engine breathe more easily by varying the lift height of the valves to regulate air intake. The result: improved cold starts, smoother running, and a significant drop in fuel consumption. Using revolutionary technology such as this, BMW has improved its overall average fuel economy more than any other manufacturer.

Efficient transmissions

The 5 Series Sedan offers a choice of three 6-speed transmissions: a smooth-shifting manual, and two fuel-efficient automatics – the STEPTRONIC automatic and the Sport Automatic.

Lightweight construction

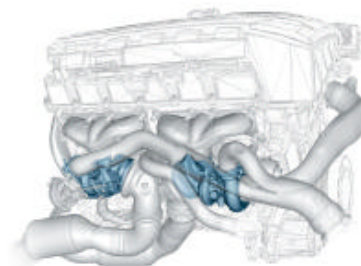
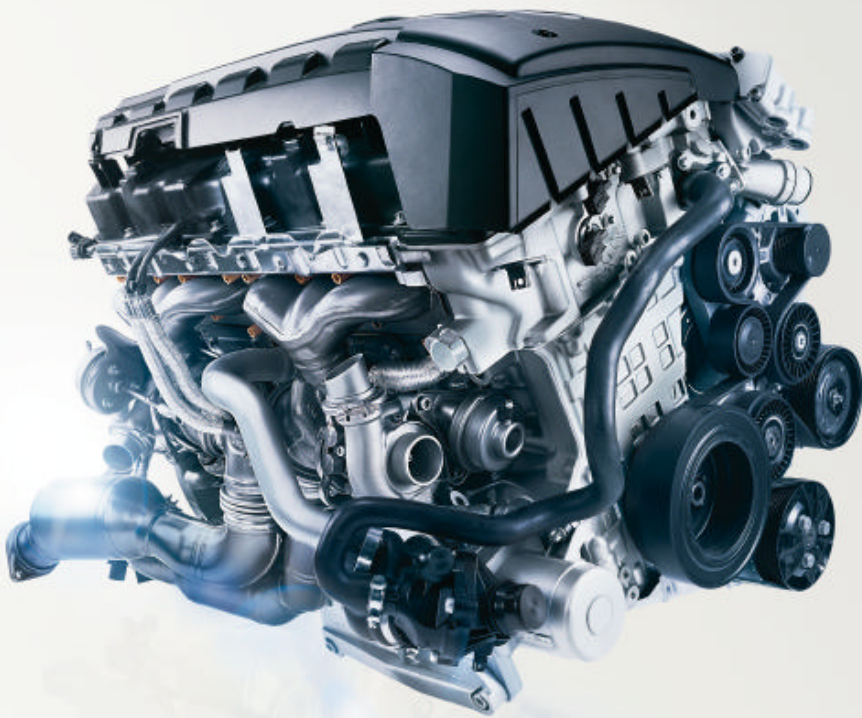
Our engineers use lightweight aluminum throughout our vehicles – in the front section, for example, or for the suspension. BMW's inline six-cylinder twin-turbo engine is all aluminum; the naturally aspirated inline six is an aluminum/magnesium composite – the lightest in its class. Taken together, these weight savings lead to lower fuel consumption and better axle load distribution for more agility – especially in curves.

Twin-turbocharged engine

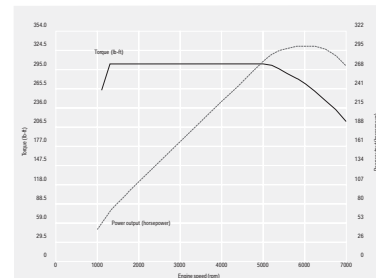
Benefiting from BMW's twin-turbocharging technology, the 300-hp 535i delivers quick acceleration without any "turbo-lag." Fuel economy is strong, as well, thanks to precise piezo direct fuel injection.

And this is what comes out.

BMW models have low CO₂ emissions today. But that's just for starters. We're carrying on our research in the quest to bring you greater driving pleasure, with fewer emissions and decreased fuel consumption.



Fast buildup of pressure: the two parallel turbochargers (shown in blue) make a key contribution to the outstanding responsiveness of the 535i models' inline six-cylinder engine.



Portrait of a masterpiece: the 3.0-liter twin-turbo engine produces 300 horsepower at 5800 rpm, and quickly develops 300 lb-ft of torque at 1400 rpm, which continues without fading through to the 5000 rpm range. With such a broad range of powerful torque, you can enjoy smooth, robust acceleration in any gear, at any speed.

Ideas that drive better engine design. Like sheer power and torque. Decreased 0-60 times. Improved efficiency.

Engines are our passion. That's why a BMW engine does not just deliver power and performance – it does so with smoothness and efficiency. Our ongoing challenge: to improve each of these characteristics with the introduction of every engine. And in the 5 Series, we have definitely achieved this goal.

Beneath the long hoods of the 5 Series Sedans lie three of the world's most sophisticated engines. Generating 300 horsepower and 300 lb-ft of torque, the revolutionary twin-turbo (shown at left) in the 535i and 535i xDrive accelerates with a force that throws you back in your seat and doesn't stop until redline. Turbo lag is a thing of the past. Thanks to BMW's inspired use of two turbochargers, all you experience is strong, quick acceleration on demand, with the 535i reaching 60 mph in just 5.6 seconds.¹ BMW engineers have also overcome the traditionally poor gas mileage of turbocharging. By using a high-precision piezo fuel-injection system, every ounce of fuel is maximized. The lightweight aluminum engine block, extra-light camshafts, and BMW's Double-VANOS technology further enhance its smooth power delivery and lowered emissions. And with the engine's inline configuration, it runs with a smoothness not possible in a V-6.

Hit the accelerator of the 528i, and in 6.5 seconds,² you've reached 60 mph, thanks to its potent 230-horsepower engine. The lightweight composite magnesium/aluminum engine block adds to the spirited acceleration and nimble handling of both the 528i and 528i xDrive. And with 200 lb-ft of torque, the power pours on early and strong, and continues throughout the powerband.

Refined power and unmatched performance: the hallmark of the 550i Sedan, courtesy of its mighty 4.8-liter V-8 powerplant that produces 360 horsepower at 6300 rpm and 360 lb-ft of torque at just 3400 rpm. Another power-increasing feature is a two-stage intake manifold that provides two different intake lengths: one for low to medium speeds, and the other for high engine speeds.

In the 528i models and 550i, BMW's revolutionary Valvetronic electronic valve control system provides fully variable valve lift control to help the engine "breathe" more easily. You enjoy greater power, higher torque, quicker engine response, a smoother idle, and optimized fuel efficiency. Another inspired technology incorporated into all BMW engines is Double-VANOS, an engine management system that allows the engine to "steplessly" choose the valve timings for both intake and exhaust camshafts.

The 2010 5 Series channels power through a choice of 6-speed transmissions: the smooth-shifting manual transmission; the STEPTRONIC automatic, with its ergonomically designed electronic shift knob; and the Sport Automatic, with both a different gear shifter and shift paddles on the steering wheel, available in the 535i and 550i.

¹ Manual transmission; 5.7 seconds, STEPTRONIC automatic. BMW AG test results. BMW urges you to obey all posted speed laws and always wear safety belts.

² Manual transmission; 7.1 seconds, STEPTRONIC automatic. BMW AG test results. BMW urges you to obey all posted speed laws and always wear safety belts.

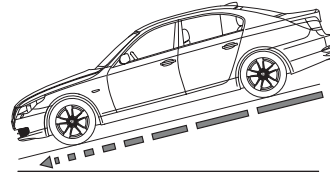
For details on the availability of standard and optional features, please refer to the Standard equipment | Optional equipment charts at the back of this brochure.

BMW's xDrive all-wheel-drive system: a better way to command slippery road conditions.

BMW's intelligent xDrive all-wheel-drive system takes all-road traction to new heights, while maintaining the 5 Series' legendary agility. On smooth, dry roads, the 528i xDrive and 535i xDrive have the feel of their rear-wheel-drive counterparts. But hit a wet uphill curve, for instance, and even before wheelspin can occur, the xDrive all-wheel-drive system immediately recognizes any need for a change in power distribution.

Almost instantaneously, xDrive can send more torque to the front axle in order to achieve optimal stability. Should one wheel on an axle spin faster than the other, the brakes automatically engage, as needed, to bring all wheels back in sync. At any given moment, xDrive is working hard, shifting drive power, reducing over- or understeer, enhancing agility, and providing the best possible traction.

For details on the availability of standard and optional features, please refer to the Standard equipment | Optional equipment charts at the back of this brochure.



Hill Descent Control (HDC) in the xDrive models helps you drive down steep hills without having to ride the brake. Simply press the HDC button and the vehicle's speed is kept under control automatically.



By using readings from the Dynamic Stability Control (DSC) sensors and the gas pedal, BMW's xDrive all-wheel-drive system continually monitors the vehicle's driving condition. This data is then used to vary power distribution between the two axles, ensuring agile, neutral and forgiving handling at all times.



BMW Active Steering: The idea is better handling and stability, whatever your speed.

BMW's innovative Active Steering enhances the driving experience by varying the steering ratio based on vehicle speed.

At low and medium speeds, the steering is more direct. The car is more agile and nimble, especially on twisty roads. As you increase speed, the steering ratio gradually changes, providing greater directional stability. Active Steering is a feature you'll thoroughly enjoy at any speed.

If you wanted to turn the front wheels two degrees, for example, at 60 mph you would need to turn the steering wheel more than you would at 25 mph. This helps make both highway lane changes and tricky parking maneuvers far easier. The core element of the Active Steering system in the BMW 5 Series is a planetary gear set integrated into the steering column. This enables an electric motor to decrease or increase the steering angle in relation to vehicle speed.

Greater agility at low and medium speeds: A small turn of the steering wheel translates into a big turn of the front wheels.

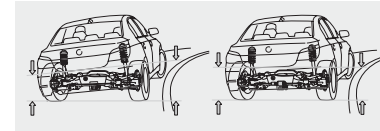
At higher speeds, greater stability: A bigger turn of the steering wheel is needed to turn the front wheels.



On the level: Active Roll Stabilization does you a good turn.

When driving quickly around a corner, the laws of physics dictate that a vehicle will lean away from the curve. Active Roll Stabilization is an active suspension control system designed to reduce body roll, or lean, in cornering.

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Without Active Roll Stabilization With Active Roll Stabilization

A convenient way to avoid inconvenient surprises.

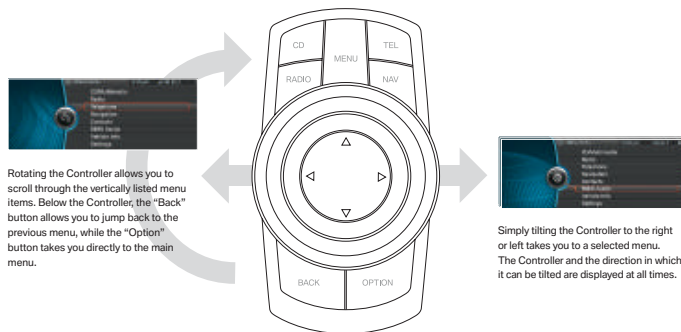
BMW's Lane Departure Warning feature¹ alerts the driver during an improper lane-changing maneuver. Invaluable when driving long distances – especially at night, when drowsiness can set in – the system uses a camera to detect painted lines in the road. Whenever you change lanes or drift across the roadway without first using your directional signal, the system discreetly vibrates the steering wheel.

¹Lane Departure Warning feature requires clearly definable lane markings that are not obscured by rain, snow, etc., and is not a substitute for the driver's own responsibility in maintaining safe control of the vehicle.



The Lane Departure Warning feature vibrates the steering wheel when your BMW crosses a line without first signaling.





Rotating the Controller allows you to scroll through the vertically listed menu items. Below the Controller, the "Back" button allows you to jump back to the previous menu, while the "Option" button takes you directly to the main menu.

Simply tilting the Controller to the right or left takes you to a selected menu. The Controller and the direction in which it can be tilted are displayed at all times.

iDrive: control over your driving comfort.

Whether you're commuting or touring, you want to be totally comfortable, informed, and entertained by your favorite songs. Welcome to the next-generation iDrive, a new benchmark in automotive technology. Included with the Navigation system in the BMW 5 Series, this new iDrive offers intuitive, ergonomic control within easy reach on the center console.

The system places a wide variety of entertainment and communication options at your fingertips. Using the iDrive Controller, simply tilt, rotate, push and click your way through any series of commands. New buttons, located above the Controller wheel, let you directly access the four main menu choices: CD Player, Radio, Telephone and Navigation. Six programmable memory keys on the dash allow you to store the settings of your choice, from preferred radio stations to frequently dialed phone numbers (if so equipped).

The system also features a high-resolution 8.8" monitor, located next to the instrument cluster at an ideal viewing height and distance. All menu items are rendered in a clear, readily understandable graphic form, for quick comprehension at a glance.

From finding your favorite songs, to finding your way to any destination, the iDrive is the perfect travel companion.

For details on the availability of standard and optional features, please refer to the Standard equipment | Optional equipment charts at the back of this brochure.

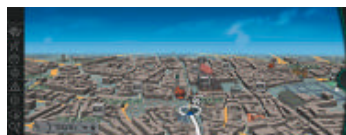


CD/multi-media: Get quick access to your ideal driving sound track using the iDrive Controller's Entertainment menu, which controls all audio system functions: radio tuning, station presets, tone, CD tracks and more. The hard drive offers 12 GB of space that can hold up to 2,000 songs. Hook up your MP3 player to the iPod® and USB adaptor to scroll through playlists. HD Radio™ and SIRIUS Satellite Radio add even more choices to the audio spectrum.

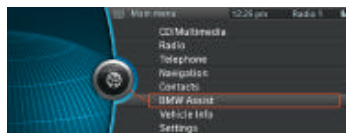
HD Radio included with BMW Navigation system. For more information on HD Radio, visit HDRadio.com.



SIRIUS Satellite Radio: Enjoy more than 130 channels of the most innovative satellite radio music, news, sports, talk, comedy and entertainment. All 69 music channels are commercial-free – and it's delivered coast-to-coast in crystal-clear digital sound, 24 hours a day. Add "The Best of XM" to enjoy additional premium programs, like Oprah & Friends® XM Public Radio® The Virus® and top-notch sports action plus 10 channels of XM Play-by-Play sports. If your BMW is equipped with iDrive, you can also select SIRIUS XM channels through your vehicle's iDrive system or Voice Command, and enter them into the programmable memory buttons.



Navigation: BMW's Navigation system uses Global Positioning System (GPS) satellites and data stored on an internal hard drive to guide you to your destination. A variety of detailed maps show – and tell – the directions. Enhancements include 3-D daytime and nighttime maps, zoom, travel planner, an Assistance Window, and Real Time Traffic Information. The Navigation system also offers Voice Recognition, for convenient, hands-free operation.



BMW Assist™ Safety Plan¹ is included for four years at no additional cost. You'll enjoy peace of mind knowing a response specialist is there to help you, 24/7, at the push of a button, with Automatic Collision Notification, Roadside Assistance, TeleService, Door Unlock, Stolen Vehicle Recovery, and more. With the Navigation system, MyInfo allows you to send business and street addresses to your BMW from your computer, for route guidance. An optional Convenience Plan adds Concierge service, personalized Directions, Traffic and Weather reports, and four operator-assisted calls per year if your cell phone is not available or if its battery is discharged.

¹ See page 74 for details on standard and optional services available with BMW Assist.



Real Time Traffic Information: Whether you select the short route, the fast route, or the scenic route, you never want to get stuck in traffic. In many large cities,² Real Time Traffic Information, included with the Navigation system, displays and describes current local traffic information on your monitor. This service notifies you of congestion on your planned route, as well as alternate routes, so you can change course and possibly avoid delays.

² See the "Owners" section at bmwusa.com for details and up-to-date coverage.

For details on the availability of standard and optional features, please refer to the Standard equipment | Optional equipment charts at the back of this brochure.

Pay all your attention up front. BMW Head-up Display.

Taking your eyes off the road – even if it's only to quickly check the speedometer – can be distracting. That's why BMW instrumentation is designed to give you important driving information at a glance. Taking this convenience one step further, BMW offers Head-up Display, which projects important travel data onto the windshield. Stay informed of everything, from your speed to Check Control warnings, while concentrating on the road. Use the Head-up Display to view directional arrows

from the Navigation system, and check the Lane Departure Warning system and Active Cruise Control with Stop & Go feature. The display is designed to appear along your line of sight, so you can navigate traffic while staying informed. You can also adjust the display for brightness, or turn it off.

For details on the availability of standard and optional features, please refer to the Standard equipment | Optional equipment charts at the back of this brochure.

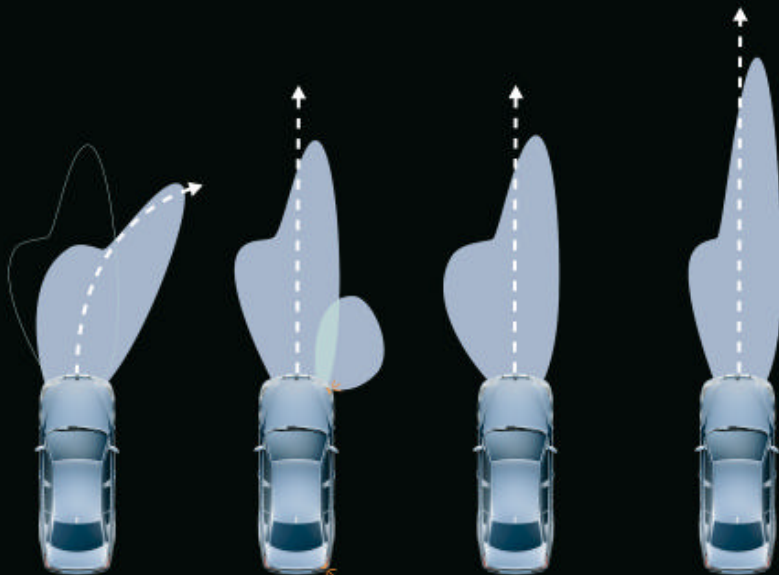
We envisioned a new way of seeing 500 yards ahead on an unlit road.

Night Vision is BMW's amazing system that helps detect pedestrians or animals in the dark – up to 1640 feet¹ ahead. Using long-distance infrared technology and a camera mounted on the front of the vehicle, potential road hazards are displayed on the Navigation system monitor, helping you notice them well before they are visible to the naked eye. If you drive along poorly lit roads, this feature will make night driving far more pleasurable and minimize your worries.

¹Under optimal road conditions. Night Vision performance is also limited by rain, fog, humidity and other weather conditions.

BMW's Head-up Display projects driving-related information directly in your line of sight, so you can concentrate fully on the road ahead.





Adaptive Headlights create cones of light that follow the direction of the headlights.

Cornering Lights illuminate the side of the road when turning, helping to reveal obstacles, cyclists and pedestrians.

Xenon low beams provide improved illumination of the road, while Corona headlight-rings act as parking lights.

High beams increase the range of visibility. High-beam Assistant turns them on when needed, then off.



See nighttime driving in a new light.

The 5 Series headlight cluster assists the driver in many ways. Low- and high-beam Xenon headlights illuminate the road ahead with near-daylight brilliance and clarity; an auto-leveling feature helps keep headlight glare out of the eyes of oncoming drivers. The Adaptive Headlights feature automatically swivels the lights to follow the curves of the road, using data from on-board sensors and the steering wheel angle to determine the vehicle's direction.

Distinctive Corona headlight-rings circle the low beams, and also act as parking lights. Cornering Lights illuminate the side of the road up to 90 degrees, while a new option, High-beam Assistant, automatically turns high beams on or off, as needed.

For details on the availability of standard and optional features, please refer to the Standard equipment | Optional equipment charts at the back of this brochure.

Give your right foot a break in traffic jams.

Few things can put a damper on the joy of driving like stop-and-go traffic. But Active Cruise Control with Stop & Go,¹ lets you put an end to the endless shuffle between the accelerator and brake pedal.

When you engage Active Cruise Control, it keeps you at your desired preset speed; when you encounter slower-moving vehicles, it slows you down to maintain a preset distance. The Stop & Go feature goes one step further by bringing your BMW to a complete stop if traffic

calls for it. Then, when you press the accelerator, Active Cruise Control accelerates your vehicle until it reaches a speed to maintain your preset following distance – or, if the road ahead is clear, your preset speed.

¹ Active Cruise Control is not a substitute for the driver's own responsibility in adjusting speed and alertness controlling the vehicle. After evaluating road, traffic and visibility conditions, the driver must determine whether and how the system is used.

Smart braking features designed to give you a driving edge.

The hallmark of a BMW – the quality that sets it apart from other makes – is the intuitive connection it forms with the driver. A BMW's remarkably responsive performance infuses every mile with driving pleasure. Just as important, it helps you brake and maneuver around potentially dangerous traffic situations, a feature referred to as "active safety."

Take, for example, the large ventilated anti-lock brakes. On the 535i, 535i xDrive and 550i models, the 13.7" front/13.6" rear brakes deliver sports-car-caliber stopping.

All 5 Series Sedans enjoy the enhanced braking capabilities of BMW's Dynamic Stability Control (DSC) system:

- 1-Brake Stand-by:** When you suddenly remove your foot from the throttle, the system anticipates you're going to stop quickly. It pretenses the brake calipers for quicker action when you step on the brake pedal.
- 2-Brake Drying:** When a sensor detects that it is raining, it reacts by periodically bringing the brake pads into contact with the rotors just enough to eliminate the accumulated moisture and help dry them.
- 3-Start-off Assistant:** The system helps prevent your vehicle from rolling backwards when you're stopped on a hill. It even holds your car momentarily when you release the brake to start moving again.
- 4-Brake Fade Compensation:** Brakes heat up due to continuous or repeated braking (like when you're descending a winding mountain road), so the same pedal action results in less braking power. The system senses and compensates for this by applying the brakes with more force while using the same pedal pressure.

Passive safety features that are always on active duty.

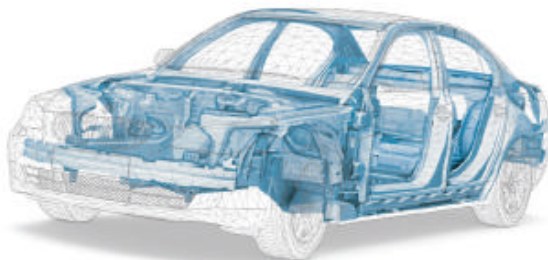
Not all collisions can be avoided. That's why every BMW is designed to help minimize the impact on you, your passengers, and those around you.

A BMW's protection starts with its extremely rigid body. At speeds up to nine mph, impacts are absorbed by bumpers and compressible crush tubes front and rear. At higher speeds, the body is designed to deform in a predetermined pattern, routing impact energy around the passenger cell.

The 5 Series is equipped with BMW's Advanced Safety System. During a crash, various sensors assess the situation and determine the best deployment strategy for safety restraints throughout the vehicle. The system helps provide the most effective and efficient use of devices, such as front-impact airbags and front-door-mounted side-impact airbags. During side-impact collisions, BMW's award-winning Head Protection System (HPS) helps cushion and shield front and rear passengers' heads. Optional rear-seat side-impact airbags are also available.

Whenever the 5 Series is involved in a serious accident, the BMW Assist™ system automatically transmits your vehicle's location to a response specialist, who then speaks with you.¹ Even if you cannot respond, they coordinate the dispatch of emergency services. And after any severe impact, a BMW's hazard lights flash, the interior lights come on and the doors unlock to allow emergency assistance.






























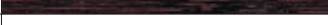



¹For details on BMW Assist Safety and Convenience Services, see page 74 or visit bmwassist.com.



Under the surface of the 5 Series Sedan is a comprehensive array of passive safety features. The extremely rigid body routes impact forces around the passenger cell. In the event of a side impact, the interlocking door anchoring system offers added protection. Not shown: A full complement of airbags – four in front, optional side-impact airbags at the rear – includes Head Protection System, which helps cushion and protect the heads of occupants seated by the doors.

Please note: Depending upon the type of accident, none, some or all airbags may deploy.

Recommended color combinations

Materials	Leatherette ¹		Dakota Leather ²			
	Beige	Black	Cream Beige	Gray	Natural Brown	Black
Upholstery colors³						
Exterior color⁴						
300 Alpine White Non-metallic		•	•	•	•	•
668 Jet Black Non-metallic		•	•	•	•	•
354 Titanium Silver Metallic			•		•	•
A68 Platinum Gray Metallic			•		•	•
A52 Space Gray Metallic			•		•	•
A53 Platinum Bronze Metallic ⁵		•	•	•	•	•
A76 Deep Sea Blue Metallic		•	•	•	•	•
A35 Monaco Blue Metallic ⁵		•	•	•	•	•
A43 Deep Green Metallic ⁵		•	•	•	•	•
416 Carbon Black Metallic ⁶				•	•	•
475 Black Sapphire Metallic ⁵		•	•	•	•	•
Interior trims						
438 Dark Poplar Wood ⁷						
437 Light Poplar Wood ⁸						
4BY Bamboo Anthracite Wood ⁸						
4MS Pentan Aluminum ⁹						
<p>¹ Standard in 528i, 528i xDrive, 535i, 535i xDrive.</p> <p>² Standard in 550i; optional in 528i, 528i xDrive, 535i, 535i xDrive and included in Premium Package. Dakota Leather includes seat surfaces, armrests in center console and doors, headrests for front seats and outer rear seats, and gear shift lever boot.</p> <p>³ Upholstery and interior colors: Cream Beige Leather upholstery comes with Cream Beige interior color. Beige Leatherette upholstery comes with Beige interior color. Black Leather or Black Leatherette upholstery comes with Black interior color. Natural Brown Leather upholstery comes with a Black/Natural Brown color combination on the door panels and a gray headliner. Gray Leather upholstery comes with Gray interior color.</p> <p>⁴ Non-metallic paints are standard; Metallic paints are available at no additional cost.</p> <p>⁵ Not available with M Sport Package.</p> <p>⁶ Available only with M Sport Package.</p> <p>⁷ Standard.</p> <p>⁸ Available at no additional cost.</p> <p>⁹ No-cost option in 550i; no-cost option in 528i, 528i xDrive, 535i, 535i xDrive with M Sport Package.</p>						



■ □ **Xenon Adaptive Headlights** provide brilliant clarity of the road ahead and to the side at night and in conditions with poor visibility. The dynamic auto-leveling feature adjusts for varying passenger and cargo loads, helping to keep headlight glare out of the eyes of oncoming drivers. **BMW Adaptive Headlights** provide optimum road illumination around corners, thanks to an electromechanical control system that directs the headlights into and through the bend as soon as the vehicle begins cornering.

□ **High-beam Assistant** automatically turns high beams on and off, as needed, based on light sensor readings.

For details on the availability of standard and optional features, please refer to the Standard equipment | Optional equipment charts at the back of this brochure.



■ **Adaptive Brake Lights** increase vehicle visibility and signal the intensity of your braking action.



■ **Two-way power glass moonroof** with remote, expanded one-touch operation, slides forward or tilts up to let in as much fresh air and sky as you like, while a wind deflector helps keep the wind out. Includes a sliding interior sunshade.



■ **17 x 7.5 Double Spoke (Style 278) alloy wheels with 225/50 all-season tires.** (std. on 528i and 528i xDrive; spare is a space-saver wheel and tire)



■ **17 x 8.0 V Spoke (Style 245) alloy wheels with 225/50 all-season tires.** (std. on 550i; spare is a space-saver wheel and tire)



■ **17 x 7.5 V Spoke (Style 277) alloy wheels with 225/50 all-season tires.** (std. on 535i and 535i xDrive; spare is a space-saver wheel and tire)



□ **18 x 8.0 Star Spoke (Style 246) alloy wheels with 245/40 run-flat performance tires.¹** (incl. in 528i Sport Package, opt. with 528i xDrive Sport Package; spare is a space-saver wheel and tire)



□ **18 x 8.0 front, 18 x 9.0 rear Star Spoke (Style 124) alloy wheels with 245/40 front, 275/35 rear run-flat performance tires.¹** (incl. in 535i Sport Package, opt. with 535i xDrive Sport Package; spare is a space-saver wheel and tire)



□ **19 x 8.5 front, 19 x 9.5 rear Double Spoke (Style 172M) alloy wheels with 245/35 front, 275/30 rear performance tires.¹** (incl. in 550i M Sport Package; spare is a space-saver wheel and tire)

¹ Due to low-profile tires, please note: wheels, tires and suspension parts are more susceptible to road hazard and consequential damages. Performance tires not recommended for driving in ice and snow.



■ **3-spoke leather-wrapped multi-function steering wheel** lets you keep both hands on the wheel while adjusting various comfort functions, such as changing the radio, CD selections and volume. Voice Control (included with the Navigation system) can be used to change radio stations and audio selections, Navigation system destinations, and **Bluetooth®** compatible telephone entries.



■/□ **Park Distance Control** uses eight sensors – four in the front, four in the rear – to help you judge how close you are to other cars and unseen objects when parking. While engaged in a parking maneuver, the image on the screen visually changes and warning beeps come faster as the bumper approaches a stationary object, turning into a constant tone when the distance is less than 12 inches.



□ **Active Cruise Control with Stop & Go** uses radar measurements to automatically maintain a preset speed and distance between your vehicle and the one ahead in both heavy traffic and highway driving.¹

¹Active Cruise Control is not a substitute for the driver's own responsibility in adjusting speed and otherwise controlling the vehicle. After evaluating road, traffic and visibility conditions, the driver must determine whether and how the system is used.



□ **6-speed STEPTRONIC automatic transmission** provides a choice of three modes: "Drive," which incorporates BMW's Adaptive Transmission Control; "Sport" automatic, for a more dynamic shift pattern; and STEPTRONIC automatic, for the hands-on control of a manual without using a clutch.



□ **Steering wheel-mounted paddle shifters** allow you to shift gears manually without a clutch. When equipped with the 6-speed Sport Automatic transmission, this feature is included in the 535i with Sport and M Sport Package, and 550i with M Sport Package.



□ **6-speed manual transmission** delivers a precise, athletic feel. Its responsiveness is due, in part, to the enhanced synchronization of shifts from neutral to each gear. A shortened shift lever and "throw" add to the sporty feel of the gearbox. The sixth gear drops revs at highway speeds for smooth cruising.



■ **BMW Assist™² and Bluetooth** system offers hands-free calling through your BMW-approved **Bluetooth** phone. The BMW Assist Safety Plan is included for four years, providing Automatic Collision Notification, Emergency Request, Roadside Assistance, Door Unlock, Stolen Vehicle Recovery, TeleService and more. The optional Convenience Plan offers Directions, Traffic, Weather, Critical Calling and Concierge services.

²See page 74 for details of standard and optional services available with BMW Assist.



□ **Comfort Access system** offers an even greater degree of convenience: keyless access to your car. Simply carrying the remote key in a pocket allows you to unlock the doors by touching the door handle. You can also turn the engine on or off by pressing the Start/Stop button³ without the remote key.

³Foot must be on brake; with manual transmission, brake and clutch must be depressed in order to start.



□ **Lane Departure Warning feature⁴** alerts the driver by discreetly vibrating the steering wheel if the vehicle crosses lane markings without using the directional signal.

⁴Requires clearly definable lane markings that are not obscured by rain, snow, etc. Lane Departure Warning feature is not a substitute for the driver's own responsibility in maintaining safe control of the vehicle.



□ **Navigation system** features a high-resolution, glare-free monitor, and uses GPS satellites in conjunction with data stored on an internal hard drive. Enhancements include 3-D daytime and nighttime maps, zoom, travel planner, and an Assistance Window. It also provides Real Time Traffic Information on potential traffic problems and solutions.



□ **Head-up Display** projects important travel information – such as current speed – on the windshield directly in the driver's line of vision. Check Control data, cruise control functions, and directional arrows from the Navigation system can also be displayed.



□ **20-way power multi-contour front seats** for the driver and front passenger provide optimum lateral support during tight cornering – thanks to specially padded, highly contoured side bolsters – while remaining exceptionally comfortable when driving over long distances. In addition to Active Head Restraints, the seats offer individual power adjustment for backrest and seat bottom angle; forward/backward and up/down position; thigh, upper back and lumbar support; and adjustable sides.



□ **Heated rear seats** are a welcome cool-weather feature for left and right rear-seat occupants. With the touch of a button, passengers can individually select their preferred level of warmth.



□ **Sunshades** in the rear side windows enhance passenger privacy, while reducing sun glare and interior heat.



□ **Rear fold-down seats** allow you to load long objects in the trunk by folding down one or both rear seats, as needed.



■ **BMW anti-theft AM/FM stereo CD/MP3 player audio system** with 10 speakers, Auto-Store, and 3-channel FM diversity antenna system.



□ **Logic7 Surround Sound anti-theft AM/FM stereo CD/MP3 player audio system** provides outstanding sound with 13 speakers and the adjustable surround sound function to create a luxurious soundscape all around you. The subwoofer speakers are under the front seats and produce an authentic bass sound.

□ **HD Radio™** receives free, digital AM/FM broadcasts across the U.S. in clear, static-free quality sound – AM sounds like FM; FM sounds like CD. Also enjoy new “multicast” FM stations, as well as a variety of innovative data services. Included with Navigation system. For more information on HD Radio, visit HDRadio.com.

□ **SIRIUS Satellite Radio** delivers 130 channels of the most innovative satellite radio music, news, sports, talk, comedy and entertainment. All 69 music channels are commercial-free – and it's delivered coast-to-coast in crystal-clear digital sound, 24 hours a day. Add “The Best of XM” to enjoy additional premium programs, like Oprah & Friends® XM Public Radio® The Virus® and top-notch sports action plus 10 channels of XM Play-by-Play sports. If your BMW is equipped with iDrive, you can also select SIRIUS XM channels through your vehicle's iDrive system or Voice Command, and enter them into the programmable memory buttons.



■ **Auxiliary input port** lets you connect an external audio source, such as an iPod® or MP3 player.

□ **iPod and USB adaptor** lets you scroll through and select the music you want by using the car's radio controls, the multi-function steering wheel buttons or iDrive Controller. Music titles are displayed on the radio or Navigation screen.

528i/528i xDrive and 535i/535i xDrive Premium Package:

Maximize your driving pleasure in an ambiance of total luxury. The Premium Package for 528i and 535i models offers supple Dakota Leather seating with the comfort of four-way adjustable lumbar support. For nighttime driving, the automatic-dimming rear-view interior and side-view exterior mirrors adjust to reduce glare. A Universal garage-door opener offers welcome convenience. (All items standard in the 550i.)



Exterior power-folding side-view mirrors automatically dim when reflecting bright lights, helping to eliminate glare when driving at night.



Lumbar support for front seats adds four-way adjustable comfort for the lower back. Lumbar support can be adjusted up/down and in/out.



Dakota Leather upholstery cradles driver and passengers in soft, gathered comfort. Durable and easy to maintain, a leather interior adds elegance and refinement.



Automatic-dimming rear-view mirror senses the bright headlights of vehicles behind you, and automatically darkens.

Cold Weather Package:

Enjoy winter to the fullest with the Cold Weather Package. There's nothing like the feeling of a quick-warming seat and a heated steering wheel on a cold morning, plus the reassurance of clean, bright headlights on a stormy night.



Heated steering wheel makes gloves unnecessary for cold weather driving. A flick of the switch quickly warms the steering wheel to the perfect temperature.



Heated front seats are a welcome feature for driver and front passenger in cooler weather. With the touch of a button, seat surface and backrest are heated and quickly radiate comfortable warmth in your choice of three settings.



Retractable **high-intensity headlight washers** help keep lights clear of ice, mud, road salt and other coatings, for maximum road lighting and enhanced driving safety.

528i, 528i xDrive, 535i and 535i xDrive Sport Packages:¹

Sport Packages add a dynamic edge to the 5 Series' look and performance, thanks to larger, more aggressive alloy wheels with performance run-flat tires,¹ sporty shadowline exterior trim, a 3-spoke leather-wrapped multi-function sport steering wheel, and 20-way power multi-contour front seats. In addition, the Sport Packages for the 528i and 535i deliver even more thrilling performance with sport suspension calibration and Active Roll Stabilization (ARS).

¹ Due to low-profile tires, please note: wheels, tires and suspension parts are more susceptible to road hazard and consequential damages. Performance tires not recommended for driving in ice and snow.



18 x 8.0 Star Spoke (Style 246) alloy wheels with 245/40 run-flat performance tires¹ are included in the 528i Sport Package, and optional in the 528i xDrive with Sport Package.



18 x 8.0 front, 18 x 9.0 rear Star Spoke (Style 124) alloy wheels with 245/40 front, 275/35 rear run-flat performance tires¹ are included in the 535i Sport Package, and optional in the 535i xDrive with Sport Package.



Shadowline trim gives a sporty look to front and rear side-window frames, window recess finishes, and door-trill trim strips.



3-spoke leather-wrapped multi-function sport steering wheel lets you keep both hands on the wheel while adjusting various comfort functions, such as radio stations, CD selections and volume. (the 535i with Sport Automatic transmission and Sport Package adds steering wheel-mounted paddle shifters)



20-way power multi-contour front seats provide optimum lateral support during tight cornering, while remaining exceptionally comfortable when driving over long distances. In addition to Active Head Restraints, the seats offer individual power adjustment for backrest and seat bottom angle; forward/backward and up/down position; thigh, upper back and lumbar support; and adjustable sides.

For details on the availability of standard and optional features, please refer to the Standard equipment | Optional equipment charts at the back of this brochure.

M Sport Package:

The M Sport Package heightens the athletic character of any 5 Series Sedan. Outside – below the sporty shadowline trim – the larger, attention-grabbing BMW alloy wheels with performance tires¹ and an Aerodynamic package give a more aggressive look and enhance performance. Inside, you're perfectly positioned in 20-way power multi-contour front seats with lumbar support. Other distinctive M Sport interior features include a 3-spoke, leather-wrapped multi-function M sport steering wheel; sporty Anthracite headliner; polished aluminum M footrest; door-sill strips embellished with the BMW M logo and polished chrome inserts; and the choice of Pentan Aluminum interior trim. In the 528i, 535i and 550i Sedans, retuned sport suspension calibration and Active Roll Stabilization (ARS) deliver a track-bred feel and enhanced stability. And distinctive dual exhaust tips are unique to the 550i, underscoring its sporting nature.

¹ Due to low-profile tires, please note: wheels, tires and suspension parts are more susceptible to road hazard and consequential damages. Performance tires not recommended for driving in ice and snow. Spare is a space-saver wheel and tire.

Shown in Carbon Black Metallic paint, exclusive to the M Sport Package. See pages 46 and 49 for limitations of available paint colors.



Aerodynamic package's bumper treatment and lower side molding design complement the larger alloy wheels and performance tires¹ of the M Sport Package.



Aerodynamic package's front air dam, bumper and lower side moldings provide a visual clue to 5 Series Sedans enhanced with the M Sport Package.



19 x 8.5 front, 19 x 9.5 rear Double Spoke (Style 172M) alloy wheels with 245/35 front, 275/30 rear performance tires¹ are exclusive to the 550i with M Sport Package.



18 x 8.0 Double Spoke (Style 135M) light-alloy wheels with 245/40 run-flat performance tires¹ add to the athletic looks and performance of the 528i, 528i xDrive, 535i and 535i xDrive Sedans.



Door sills emblazoned with the M emblem and polished chrome inserts welcome you into the special interior.



M footrest provides a firm grip in wet weather, while the polished aluminum face adds to the interior's sporty good looks.



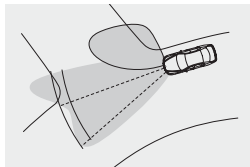
M Sport manual gear shift lever is covered in leather with a chrome ring at the base, and displays the M logo.



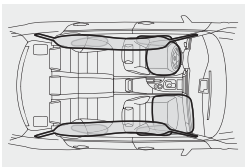
Multi-function M sport steering wheel provides excellent grip, with its thicker, leather-wrapped rim and pronounced thumb profile. When equipped with Sport Automatic transmission and M Sport Package, the 535i and 550i include wheel-mounted paddle shifters.



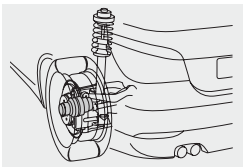
20-way power multi-contour front seats provide optimum lateral support during tight cornering, while remaining exceptionally comfortable when driving over long distances. In addition to Active Head Restraints, the seats offer individual power adjustment for backrest and seat-bottom angle; forward/backward and up/down position; thigh, upper back and lumbar support; and adjustable sides.



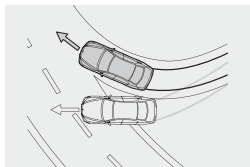
■ □ **Xenon Adaptive Headlights** automatically swivel to follow the curves of the road. The system uses data from on-board sensors and the steering wheel angle to determine the car's direction, then adjusts the headlights accordingly. The system offers outstanding nighttime visibility.



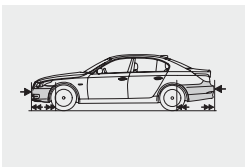
■ In the event of a collision, **BMW's Advanced Safety System** determines which airbags to deploy. These include driver's and passenger's front airbags with advanced technology; front-door-mounted side-impact airbags; and HPS (Head Protection System), which is designed to help protect passengers in both front and rear compartments. Rear-seat side-impact airbags are available as an option.¹



■ **Tire Pressure Monitor** is an electronic control system designed to warn the driver if there is a sudden and irregular loss of tire pressure. Should the target pressure of a tire fall below 25%, a warning light alerts the driver.



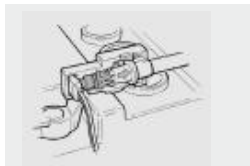
■ **Dynamic Stability Control (DSC)** helps to stabilize the 5 Series Sedan in just milliseconds when it senses an impending skid. If the system senses over- or understeer, it modulates engine power and can apply brakes individually to help keep the vehicle under control and going in the intended direction. For sportier driving or in deep snow, **Dynamic Traction Control (DTC)** allows increased wheelslip.



■ **Impact-absorbing bumpers** and compressible "crush tubes" front and rear help absorb the force of impact in collisions up to nine mph, minimizing damage to the vehicle's body and simplifying repairs. Only at higher impact speeds do structural supports begin to deform, dissipating impact energy to help protect occupants.



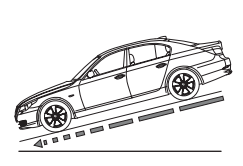
■ **BMW restraint system** for the driver and front passenger combines three-point safety belts, automatic safety-belt pretensioners, and head restraints. This system helps provide optimum restraint in a collision.



■ **Battery Safety Terminal**, in a serious collision, disconnects the starter cable from the battery in milliseconds, minimizing the risk of an electrical fire. Additionally, the fuel supply is automatically cut off. However, warning flashers, interior lights and power windows remain connected.



■ **xDrive** is BMW's intelligent all-wheel-drive system. xDrive continually monitors the vehicle's driving condition by using readings from the Dynamic Stability Control sensors and the gas pedal. This data is then used to vary power distribution between the front and rear axles, ensuring agile, neutral and forgiving handling. (528i xDrive and 535i xDrive only)



■ **Hill Descent Control (HDC)** helps the models with xDrive drive down steep hills without having to "ride the brake." By pressing the HDC button, the system keeps their speed under control automatically.

Equipped with the best ideas. Original BMW Accessories.

Driving a BMW is always a special experience, which can be enhanced even further with Original BMW Accessories. Benefit from innovative solutions combining unique ideas, stunning design and supreme functionality. Discover the wide range of Original BMW Accessories

available to you, enhancing such vehicle aspects as the exterior, interior, technology, transporters, protection and details to customize your vehicle. For additional information on BMW Accessories, please visit your authorized BMW center or our online website at bmwusa.com.



¹ Please note: These pictures of airbags are for illustrative purposes only. Depending upon the type of accident, none, some or all airbags may deploy.

For details on the availability of standard and optional features, please refer to the Standard equipment | Optional equipment charts at the back of this brochure.

Performance and efficiency	528i	528i xDrive	535i	535i xDrive	550i
3.0-liter dual overhead cam (DOHC), 24-valve inline 230-horsepower 6-cylinder engine with composite magnesium/aluminum engine block, Valvetronic, and Double-VANOS steplessly variable valve timing	●	●			
3.0-liter dual overhead cam (DOHC), 24-valve inline turbocharged 300-horsepower 6-cylinder engine with twin-turbo technology, piezo direct injection, and Double-VANOS steplessly variable valve timing			●	●	
4.8-liter, 360-horsepower 32-valve V-8 engine with 4 overhead camshafts, aluminum engine block and cylinder heads, Valvetronic system, 2-stage air intake manifold, and Double-VANOS steplessly variable valve timing					●
Direct ignition system with knock control	●	●	●	●	●
Electronically controlled engine cooling (map cooling)	●	●	●	●	●
6-speed manual transmission	●	●	●	●	●
M Sport manual gear shift lever	■	■	■	■	■
6-speed STEPTRONIC automatic transmission with Sport and Manual shift modes and Adaptive Transmission Control (ATC)	▲	▲	▲	▲	▲
6-speed Sport Automatic transmission with Sport and Manual shift modes; includes steering wheel-mounted paddle shifters (requires Sport Package)			○		○

Handling, ride and braking	528i	528i xDrive	535i	535i xDrive	550i
Aluminum double-pivot-type front suspension	●	●	●	●	●
Aluminum 4-link integral rear suspension	●	●	●	●	●
Front and rear anti-roll (stabilizer) bars	●	●	●	●	●
Aluminum front and rear subframes	●	●	●	●	●
Twin-tube gas-pressure shock absorbers	●	●	●	●	●
4-wheel ventilated anti-lock disc brakes (ABS) with Dynamic Brake Control (DBC)	●	●	●	●	●
Sport suspension calibration	□		□		
Retuned sport suspension calibration	■		■		■
Active Roll Stabilization (ARS)	□■		□■		■
Vehicle-speed-sensitive variable-assist (Servotronic), variable-ratio power steering	●	●	●	●	●
Active Steering with Servotronic power assist	○		○		○
Dynamic Stability Control (DSC), including Brake Fade Compensation, Start-off Assistant, Brake Drying, and Brake Stand-by features; with Dynamic Traction Control (DTC)	●	●	●	●	●
xDrive all-wheel-drive system		●		●	
Hill Descent Control (HDC)		●		●	

- Standard
- Optional
- ▲ No-cost option
- Included in optional Sport Package
- Included in optional M Sport Package
- ◇ Included in optional Premium Package
- ★ Included in optional Cold Weather Package

¹ Due to low-profile tires, please note: wheels, tires and suspension parts are more susceptible to road hazard and consequential damages. Performance tires not recommended for driving in ice and snow.

² Requires Sport Package.

Exterior and aerodynamics	528i	528i xDrive	535i	535i xDrive	550i
17 x 7.5 Double Spoke (Style 278) alloy wheels, 225/50 all-season tires (spare is a space-saver wheel and tire)	●	●			
17 x 7.5 V Spoke (Style 277) alloy wheels, 225/50 all-season tires (spare is a space-saver wheel and tire)			●	●	
17 x 8.0 V Spoke (Style 245) alloy wheels, 225/50 all-season tires (spare is a space-saver wheel and tire)					●
18 x 8.0 Star Spoke (Style 246) alloy wheels, 245/40 run-flat performance tires ¹ (spare is a space-saver wheel and tire)	□	○ ²			
18 x 8.0 front, 18 x 9.0 rear Star Spoke (Style 124) alloy wheels, 245/40 front, 275/35 rear run-flat performance tires ¹ (spare is a space-saver wheel and tire)			□	○ ²	
18 x 8.0 Double Spoke (Style 125M) alloy wheels, 245/40 run-flat performance tires ¹ (spare is a space-saver wheel and tire)	■	■	■	■	
19 x 8.5 front, 19 x 9.5 rear Double Spoke (Style 172M) alloy wheels, 245/35 front, 275/30 rear performance tires ¹ (spare is a space-saver wheel and tire)					■
Halogen free-form low-beam headlights	●	●			
Xenon Adaptive Headlights with dynamic auto-leveling and Cornering Lights function	○	○	●	●	●
Automatic headlight control	●	●	●	●	●
High-beam Assistant (requires Xenon Adaptive Headlights and Premium Package in all models except 550i)	○	○	○	○	○
High-pressure headlight cleaning system	★	★	★	★	★
Halogen free-form foglights	●	●	●	●	●
Park Distance Control (front and rear) with graphic display	○	○	○	○	○
Rain-sensing windshield wipers with adjustable speed	●	●	●	●	●
Power adjustable, heated, body-color side-view mirrors	●	●	●	●	●
Metallic paint	●	●	●	●	●
Chrome Line exterior trim					●
Shadowline exterior trim	□■	□■	□■	□■	■
Aerodynamic package	■	■	■	■	■
Distinctive dual exhaust tips					■

Interior seating	528i	528i xDrive	535i	535i xDrive	550i
Leatherette upholstery	●	●	●	●	
Dakota Leather upholstery and door trim (Leather includes seat surfaces, armrests in center console and doors, headrests for front seats and outer rear seats, and gear shift lever boot)	○◇	○◇	○◇	○◇	●
Split-folding lockable rear seats and ski bag	○	○	○	○	○
10-way power front seats with power head restraints	●	●	●	●	●
4-way power lumbar support for front seats	◇	◇		●	●
20-way power multi-contour front seats (includes articulated upper backrest, 4-way lumbar support, passenger's seat memory, Active Head Restraints, and adjustable side and thigh support; requires Dakota Leather upholstery or Premium Package in all models except 550i)	○□■	○□■	○□■	○□■	○■
Memory system for driver's seat, side-view mirrors, and steering wheel position	●	●	●	●	●
Open storage compartments in all doors and front seatback storage	●	●	●	●	●
Adjustable front center armrest	●	●	●	●	●
Dual center console compartments with provision for phone handset	●	●	●	●	●
Fold-up rear seat center armrest	●	●	●	●	●
Antracite headliner	■	■	■	■	■
Polished aluminum M footrest	■	■	■	■	■
Door sills with BMW M logo and polished chrome inserts	■	■	■	■	■

Comfort and convenience	528i	528i xDrive	535i	535i xDrive	550i
Automatic climate control with separate left/right temperature and air distribution controls, with automatic air recirculation	●	●	●	●	●
Micro-filter ventilation system with replaceable active-charcoal filters	●	●	●	●	●
2-way power glass moonroof with remote, expanded "one-touch" operation, anti-trapping feature, and sliding interior sunshade	●	●	●	●	●
Automatic tilt-down of passenger's side-view mirror (when car is shifted into reverse gear)	●	●	●	●	●
Power tilt and telescopic steering wheel with automatic tilt-up	●	●	●	●	●
Power windows with key-off and "one touch" up and down operation both front and rear, anti-trapping feature, opening from remote, and closing from exterior lock	●	●	●	●	●
Power rear-window sunshade and manual rear side-window sunshades with 2 shade sections per door	○	○	○	○	○
Comfort Access keyless entry with multi-function remote control	○	○	○	○	○
Interior courtesy lights with automatic dimming function	●	●	●	●	●
Front map lights and rear reading lights with separate controls for the left and right	●	●	●	●	●
Automatic-dimming interior rear-view mirror and power-folding exterior side-view mirrors	◇	◇	◇	◇	◇
Dual front sun visors with illuminated mirrors	●	●	●	●	●
Dual cupholders in front and rear	●	●	●	●	●
3-stage heated front seats	○★	○★	○★	○★	○★
2-stage heated rear seats (requires Cold Weather Package in all models and Dakota Leather upholstery or Premium Package in all models except 550i)	○	○	○	○	○
Heated steering wheel	★	★	★	★	★
Fully finished trunk with interior trunk release	●	●	●	●	●
Integrated 3-button Universal garage-door opener	◇	◇	◇	◇	◇
Power outlet in front passenger's footwell, back of center console, and in trunk	●	●	●	●	●
Glove compartment	●	●	●	●	●

Audio system	528i	528i xDrive	535i	535i xDrive	550i
Anti-theft AM/FM stereo/CD audio system with 10 speakers, Auto-Store, FM diversity antenna system, and MP3 capabilities	●	●	●	●	●
Logic7 sound system with 13 speakers, Surround Sound, and Digital Sound Processing (including two subwoofers)	○	○	○	○	○
iPod® and USB adaptor (includes cable connector)	○	○	○	○	○
6-disc CD changer mounted in glove compartment	△	△	△	△	△
Auxiliary audio input for portable music players	●	●	●	●	●
HD Radio™ with "multicast" FM station reception (included with BMW Navigation system)	○	○	○	○	○
SIRIUS Satellite Radio with one-year subscription ³	○△	○△	○△	○△	○△

- Standard
- Optional
- Included in optional Sport Package
- Included in optional M Sport Package
- ◇ Included in optional Premium Package
- ★ Included in optional Cold Weather Package
- △ Dealer-installed accessory

³ Please visit your authorized BMW center for details on equipment and services requirements.
⁴ Check for a list of BMW-compatible Bluetooth enabled mobile phones at your authorized BMW center or bmwusa.com.
⁵ Night Vision performance is limited by rain, fog, humidity and other weather conditions.
⁶ Cruise Control is not a substitute for the driver's own responsibility in adjusting speed and otherwise controlling the vehicle. After evaluating the road, traffic and visibility conditions, the driver must decide whether and how the system is used.
⁷ Requires clearly definable lane markings that are not obscured by rain, snow, etc.
 Lane Departure Warning feature is not a substitute for the driver's own responsibility in maintaining safe control of the vehicle.
⁸ For full details on BMW Ultimate Service, including exclusions and limitations, see page 74.

Instrumentation and controls	528i	528i xDrive	535i	535i xDrive	550i
3-spoke leather-wrapped multi-function steering wheel with controls for audio system, cruise control, and Bluetooth® wireless communication for hands-free mobile phone (if so equipped) ⁴	●	●	●	●	●
3-spoke leather-wrapped multi-function M sport steering wheel includes thicker rim and pronounced thumb profile, with controls for audio system, cruise control, and Bluetooth wireless communication for hands-free mobile phone (if so equipped) ⁴	■	■	■	■	■
3-spoke leather-wrapped multi-function sport steering wheel with controls for audio system, cruise control, and Bluetooth wireless communication for hands-free mobile phone (if so equipped) ⁴	□	□	□	□	□
Electronic analog speedometer and tachometer and LCD main and trip odometers	●	●	●	●	●
Check Control vehicle monitor system	●	●	●	●	●
Start/Stop button	●	●	●	●	●
Head-up Display (HUD) (requires BMW Navigation system)	○	○	○	○	○
Night Vision ⁵ (requires BMW Navigation system and Cold Weather Package)	○	○	○	○	○
iDrive system with on-board computer and Controller, and 6 programmable memory buttons	●	●	●	●	●
Exterior temperature display with alarm for freezing temperatures	●	●	●	●	●
Active Cruise Control (ACC) with Stop & Go ⁶ (requires STEPTRONIC automatic or Sport Automatic transmission)	○	○	○	○	○
Dynamic Cruise Control ⁶	●	●	●	●	●
BMW Navigation system with Voice Command System, Real Time Traffic Information and HD Radio	○	○	○	○	○
Vehicle & Key Memory	●	●	●	●	●
Tire Pressure Monitor	●	●	●	●	●

Safety and security	528i	528i xDrive	535i	535i xDrive	550i
Driver's and passenger's front airbag supplemental restraint system (SRS) with advanced technology; dual-threshold, dual-stage deployment; and front-passenger seat sensors designed to prevent unnecessary airbag deployment	●	●	●	●	●
Front- and rear-seat Head Protection System	●	●	●	●	●
Front-seat side-impact airbags	●	●	●	●	●
Rear-seat side-impact airbags and automatic pretensioners on rear outboard safety belts	○	○	○	○	○
Lane Departure Warning feature that alerts the driver of an improper lane-changing maneuver ⁷ (requires Premium Package in all models except 550i)	○	○	○	○	○
Front safety belts with automatic pretensioners	●	●	●	●	●
Active Head Restraints in front seats (included with and requires 20-way multi-contour front seats; also requires Dakota Leather upholstery or Premium Package in all models except 550i)	○□■	○□■	○□■	○□■	○□■
Automatic locking retractors (ALR) on all passenger-seat safety belts (for installation of child-restraint seats)	●	●	●	●	●
Interlocking door anchoring system to help protect against door intrusion in side impacts	●	●	●	●	●
BMW's Advanced Safety System for integrated deployment of passive and active safety features	●	●	●	●	●
Impact sensor that activates Battery Safety Terminal disconnect of alternator, fuel pump and starter from battery; and turns on hazard lights, interior lights and unlocks doors	●	●	●	●	●
Coded Driveway Protection – a feature that constantly changes the electronic keyignition code; prevents the engine from starting without using the right key	●	●	●	●	●
Remote keyless entry security alarm system with selective unlocking and double-lock feature (programmed at BMW center), remote trunk opening, interior motion detector, and panic feature	●	●	●	●	●
Adaptive Brake Lights	●	●	●	●	●
BMW Assist™ with Bluetooth wireless technology for hands-free calling (with Bluetooth compatible mobile phone, if so equipped ⁴), phonebook downloading and speech recognition capabilities (see page 74 for full details)	●	●	●	●	●

BMW Services	528i	528i xDrive	535i	535i xDrive	550i
BMW Ultimate Service ⁸	●	●	●	●	●

Premium Packages	528i	528i xDrive	535i	535i xDrive	550i
Dakota Leather upholstery and door trim (Leather includes seat surfaces, armrests in center console and doors, headrests for front seats and outer rear seats, and gear shift lever boot)	○◇	○◇	○◇	○◇	●
4-way power lumbar support for front seats	◇	◇	●	●	●
Integrated 3-button Universal garage-door opener	◇	◇	◇	◇	●
Automatic-dimming interior rear-view mirror and power-folding exterior side-view mirrors	◇	◇	◇	◇	●

Sport Packages (requires Dakota Leather upholstery)	528i	528i xDrive	535i	535i xDrive	550i
18 x 8.0 Star Spoke (Style 246) alloy wheels, 245/40 run-flat performance tires ⁹ (spare is a space-saver wheel and tire)	□	○ ¹⁰			
18 x 8.0 front, 18 x 9.0 rear Star Spoke (Style 124) alloy wheels, 245/40 front, 275/35 rear run-flat performance tires ⁹ (spare is a space-saver wheel and tire)			□	○ ¹⁰	
3-spoke leather-wrapped multi-function sport steering wheel with controls for audio system, cruise control, and Bluetooth ® wireless communication for hands-free mobile phone (if so equipped) ¹¹	□	□	□	□	
20-way power multi-contour front seats (includes articulated upper backrest, 4-way lumbar support, passenger's seat memory, Active Head Restraints, and adjustable side and thigh support)	○□■	○□■	○□■	○□■	
Active Roll Stabilization (ARS)	□■	□■	□■	□■	
Sport suspension calibration	□		□		
Shadowline exterior trim	□■	□■	□■	□■	

M Sport Packages (requires Dakota Leather upholstery)	528i	528i xDrive	535i	535i xDrive	550i
18 x 8.0 Double Spoke (Style 135M) alloy wheels, 245/40 run-flat performance tires ⁹ (spare is a space-saver wheel and tire)	■	■	■	■	
19 x 8.5 front, 19 x 9.5 rear Double Spoke (Style 172M) alloy wheels, 245/35 front, 275/30 rear performance tires ⁹ (spare is a space-saver wheel and tire)					■
3-spoke leather-wrapped multi-function M sport steering wheel includes thicker rim and pronounced thumb profile, with controls for audio system, cruise control, and Bluetooth wireless communication for hands-free mobile phone (if so equipped) ¹¹	■	■	■	■	■
20-way power multi-contour front seats (includes articulated upper backrest, 4-way lumbar support, passenger's seat memory, Active Head Restraints, and adjustable side and thigh support)	○□■	○□■	○□■	○□■	○□■
Active Roll Stabilization (ARS)	□■	□■	□■	□■	■
Retuned sport suspension calibration	■	■	■	■	■
Shadowline exterior trim	□■	□■	□■	□■	□■
Aerodynamic package	■	■	■	■	■
M Sport manual gear shift lever	■	■	■	■	■
Anthracite headliner	■	■	■	■	■
Polished aluminum M footrest	■	■	■	■	■
Door sills with BMW M logo and polished chrome inserts	■	■	■	■	■
Distinctive dual exhaust tips					■

Cold Weather Packages	528i	528i xDrive	535i	535i xDrive	550i
3-stage heated front seats	○★	○★	○★	○★	○★
High-pressure headlight cleaning system	★	★	★	★	★
Heated steering wheel	★	★	★	★	★

- Standard
- Optional
- ◇ Included in optional Premium Package
- Included in optional Sport Package
- Included in optional M Sport Package
- ★ Included in optional Cold Weather Package
- ▲ No-cost option

⁹ Due to low-profile tires, please note: wheels, tires and suspension parts are more susceptible to road hazard and consequential damages. Performance tires not recommended for driving in ice and snow. ¹⁰ Requires Sport Package. ¹¹ Check for a list of BMW-compatible **Bluetooth** enabled mobile phones at your authorized BMW center or bmwusa.com.

Stand-alone optional equipment	528i	528i xDrive	535i	535i xDrive	550i
Xenon Adaptive Headlights with dynamic auto-leveling	○	○	●	●	●
High-beam Assistant (requires Xenon Adaptive Headlights and Premium Package in all models except 550i)	○	○	○	○	○
Park Distance Control (front and rear) with graphic display	○	○	○	○	○
Dakota Leather upholstery and door trim (Leather includes seat surfaces, armrests in center console and doors, headrests for front seats and outer rear seats, and gear shift lever boot)	○	○	○	○	●
Light Poplar Wood interior trim	▲	▲	▲	▲	▲
Bamboo Anthracite Wood interior trim	▲	▲	▲	▲	▲
Pentagon Aluminum interior trim (must be ordered with M Sport Package in all models except 550i)	▲	▲	▲	▲	▲
Split-folding lockable rear seats and ski bag	○	○	○	○	○
20-way power multi-contour front seats (includes articulated upper backrest, 4-way lumbar support, passenger's seat memory, Active Head Restraints, and adjustable side and thigh support; requires Dakota Leather upholstery or Premium Package in all models except 550i)	○□■	○□■	○□■	○□■	○□■
Power rear-window sunshade and manual rear side-window sunshades with 2 shade sections per door	○	○	○	○	○
Comfort Access keyless entry with multi-function remote control	○	○	○	○	○
3-stage heated front seats	○★	○★	○★	○★	○★
2-stage heated rear seats (requires Cold Weather Package in all models and Dakota Leather upholstery or Premium Package in all models except 550i)	○	○	○	○	○
Logic7 sound system with 13 speakers, Surround Sound, and Digital Sound Processing (including two subwoofers)	○	○	○	○	○
iPod® and USB adaptor (includes cable connector)	○	○	○	○	○
HD Radio™ with "multicast" FM station reception (included with BMW Navigation system)	○	○	○	○	○
SIRIUS Satellite Radio with one-year subscription ¹²	○	○	○	○	○
Head-up Display (HUD) (requires BMW Navigation system)	○	○	○	○	○
Night Vision ¹³ (requires BMW Navigation system and Cold Weather Package)	○	○	○	○	○
Active Cruise Control (ACC) with Stop & Go ¹⁴ (requires STEPTRONIC automatic or Sport Automatic transmission)	○	○	○	○	○
BMW Navigation system with Voice Command System, Real Time Traffic Information and HD Radio	○	○	○	○	○
Rear-seat side-impact airbags and automatic pretensioners on rear outboard safety belts	○	○	○	○	○
Lane Departure Warning feature that alerts the driver of an improper lane-changing maneuver ¹⁵ (requires Premium Package in all models except 550i)	○	○	○	○	○

Please refer to the Recommended color combinations chart on page 49 for details on limitations and exclusivity when selecting 5 Series Sedan exterior paint, upholstery material/color and corresponding interior trim.

¹² Please visit your authorized BMW center for details on equipment and services requirements. ¹³ Night Vision performance is limited by rain, fog, humidity and other weather conditions. ¹⁴ Active Cruise Control is not a substitute for the driver's own responsibility in adjusting speed and otherwise controlling the vehicle. After evaluating road, traffic and visibility conditions, the driver must decide whether and how the system is used. ¹⁵ Requires clearly definable lane markings that are not obscured by rain, snow, etc. Lane Departure Warning feature is not a substitute for the driver's own responsibility in maintaining safe control of the vehicle.

Weight		528i	528i xDrive	535i	535i xDrive	550i
Unladen						
Manual transmission	lbs	3505	3670	3660	3902	3946
STEPTRONIC automatic transmission	lbs	3571	3704	3703	3946	3968
Weight distribution, front/rear						
Manual transmission	%	49.7/50.3	51.8/48.2	51.2/48.8	53.1/46.9	51.4/48.6
STEPTRONIC automatic transmission	%	50.3/49.7	52.0/48.0	51.8/48.2	53.4/46.6	51.7/48.3

Engine						
Liter/type		3.0/inline 6	3.0/inline 6	3.0/inline 6	3.0/inline 6	4.8/V-8
Bore/stroke	inch	3.35x3.46	3.35x3.46	3.31x3.53	3.31x3.53	3.66x3.48
Nominal output/rpm	hp	230/6500	230/6500	300/5800	300/5800	360/6300
Max. torque/rpm	lb-ft	200/2750	200/2750	300/1400-5000	300/1400-5000	360/3400
Compression ratio	-:1	10.7	10.7	10.2	10.2	10.5
Fuel grade		unleaded premium	unleaded premium	unleaded premium	unleaded premium	unleaded premium

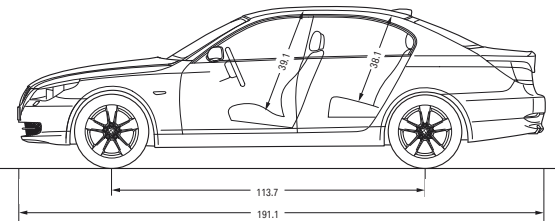
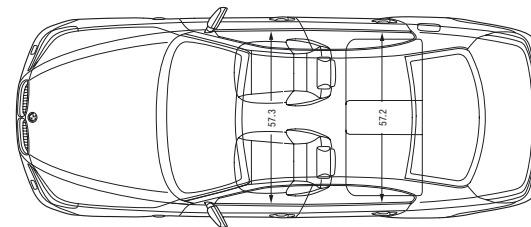
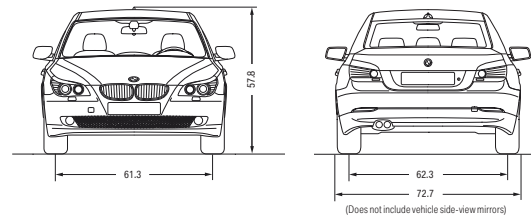
Transmission						
Manual gear ratios	I/II/III:1	4.32/2.46/1.66	4.35/2.50/1.67	4.06/2.40/1.58	4.06/2.40/1.58	4.06/2.40/1.58
	I/IV/V/VI:1	1.23/1.00/0.85/3.94	1.23/1.00/0.85/3.93	1.19/1.00/0.87/3.68	1.19/1.00/0.87/3.68	1.19/1.00/0.87/3.68
	Final drive ratio:1	3.38	3.46	3.08	3.08	2.93
STEPTRONIC automatic gear ratios	I/II/III:1	4.17/2.34/1.52	4.17/2.34/1.52	4.17/2.34/1.52	4.17/2.34/1.52	4.17/2.34/1.52
	I/IV/V/VI:1	1.14/0.87/0.69/3.40	1.14/0.87/0.69/3.40	1.14/0.87/0.69/3.40	1.14/0.87/0.69/3.40	1.14/0.87/0.69/3.40
	Final drive ratio:1	3.73	3.91	3.64	3.46	3.38

Performance						
Drag coefficient	C _d	0.29 (0.28)	0.29 (0.28)	0.29	0.31	0.29
Top speed ¹	mph	150	150	150	150	150
Acceleration 0-60 mph ²						
Manual transmission	sec	6.5	7.1	5.6	5.5	5.4
STEPTRONIC automatic transmission	sec	7.1	7.6	5.7	5.6	5.5

Fuel consumption ³						
Manual transmission						
City/highway	mpg	18/28	17/25	17/26	16/25	15/22
STEPTRONIC automatic transmission						
City/highway	mpg	18/27	17/25	17/26	17/25	15/23
Fuel capacity	gal	18.5	18.5	18.5	18.5	18.5

Tires and wheels						
Tire dimensions	standard	225/50	225/50	225/50	225/50	225/50
Alloy wheel dimensions	standard	17x7.5	17x7.5	17x7.5	17x7.5	17x8.0

Brakes						
Front - diameter	in	12.8	12.8	13.7	13.7	13.7
Rear - diameter	in	12.6	12.6	13.6	13.6	13.6



All dimensions are shown in inches and apply to models with standard wheels.
NOTE: Measurements do not include vehicle width from mirror to mirror.

Figures in () apply to vehicles with automatic transmission, if different from manual transmission.

¹Top speed limited electronically.
²BMW AD test results. Actual acceleration results may vary, depending on specification of vehicle, road and environmental conditions; testing procedures and driving style. These results should be used for comparison only and verification should not be attempted on public roads. BMW urges you to obey all posted speed laws and always wear safety belts.
³EPA-estimated figures are for comparison purposes only. Your actual mileage will vary, depending on speed, driving habits, trip length and driving conditions; actual mileage will most likely be lower.

BMW European Delivery: Save money – and drive your new BMW on the roads it was designed for.

The new **BMW Welt** (“BMW World”) delivery and brand-experience center in Munich is bold proof of BMW’s passion for design. When you take advantage of the BMW European Delivery Program,¹ this is where you will meet your new BMW – in a personalized process that is highly dramatic and totally unforgettable. (You might also realize substantial savings that just may pay for your trip.) While you’re there, marvel at the historic BMWs in the Museum; learn about our engineers’ newest innovations in the Technology and Design Atelier; and take a tour of the plant to experience firsthand the state-of-the-art methods used to create a BMW. Then comes the unique experience of driving your new BMW on the roads it was designed for. To learn more, visit bmwusa.com/europeandelivery.



BMW Ultimate Service™

At BMW, we believe that a premium ownership experience should feature performance and luxury, as well as safety and convenience. We believe you should be able to drive a BMW to its potential, while enjoying peace of mind and reduced cost of ownership. That’s the idea behind BMW Ultimate Service: a suite of comprehensive programs and services that are included in every 2010 model year vehicle. The New Vehicle Limited Warranty, the BMW Maintenance Program, Roadside Assistance and BMW Assist™ with TeleService come standard. BMW Ultimate Service starts with the **New Vehicle Limited Warranty**, providing you with coverage for the first four years or 50,000 miles, whichever comes first. Additionally, you have 12-year, unlimited-mileage warranty protection against corrosion and rust performance.² **BMW Maintenance Program** is one of the most comprehensive maintenance programs in its class. We cover all factory-recommended maintenance during the New Vehicle Limited Warranty coverage period. This includes scheduled oil services and inspections. Also covered is the replacement of items that are subject to normal wear and tear, such as brake pads, wiper blade inserts and engine drive belts.³ And, thanks to BMW’s advanced engineering, most owners enjoy a well-balanced maintenance schedule, with flexible routine service intervals that can save you time. When your vehicle requires attention, your authorized BMW center ensures that it receives only genuine BMW parts – your assurance of exacting quality standards.

BMW Roadside Assistance is provided free of charge for the first four years – with no mileage limit. Call **1-800-332-4BMW (4269)** for friendly on-the-road help, 24/7, anywhere in the United States, Canada and Puerto Rico. This includes everything from flat-tire changes, emergency gasoline and lock-out service, to towing, alternative transportation and even trip-interruption benefits. This service also provides valuable trip-routing advice.

The **BMW Assist™** Safety Plan⁴ is included with BMW Ultimate Service for four years at no cost. You’ll enjoy peace of mind knowing that a friendly response specialist is there to help you, 24/7, at just the push of a button. The Safety Plan includes Automatic Collision Notification, Emergency Request, Enhanced Roadside Assistance, Door Unlock, Stolen Vehicle Recovery and Customer Relations. MyInfo allows you to send business locations and street addresses with their associated phone numbers from the Google Maps™ website directly to your BMW. The destination can be sent to your Navigation system (if so equipped) for turn-by-turn directions, and you can call the destination via your Bluetooth® cell phone. And for the ultimate in coverage, add the optional **Convenience Plan**.⁵ You’ll enjoy unlimited access to personalized Directions, Traffic and Weather reports, as well as our Concierge feature, which can send a destination address and phone number right to your BMW. You can make up to four operator-assisted calls per year with Critical Calling if your cell phone is not available, or if its battery is discharged. BMW Search allows online access to Google inside your BMW, if it is equipped with the Navigation system. Quickly find a desired business with just a key word; then, with a simple push of a button, start route guidance or a call with your Bluetooth phone.

BMW’s unique **TeleService**, included in the BMW Assist Safety Plan, continually monitors specific parts that are subject to wear and tear – including the engine oil, micro-filter, spark plugs, brake linings and various fluids – as well as services that require attention at regular intervals, such as vehicle service inspections. This data is automatically transmitted to your BMW center, which will then call you to schedule a service appointment. You don’t have to keep track of when your car requires routine maintenance. An added benefit: any needed maintenance service parts will already be on hand, so your BMW is serviced and returned to you as quickly as possible.

For more details on BMW Ultimate Service, visit your local BMW center or log on to bmwusa.com/ultimateservice.

BMW Virtual Center.

If you get the sudden urge to shop for a BMW but your local BMW center is closed, there’s good news – the BMW Virtual Center is open 24 hours a day! Log on to bmwusa.com, then click on the model series you are interested in. After selecting the BMW that interests you, click on “Build Your Own.” Configure the BMW of your dreams, and see what the monthly payments would be. You can even send the specifications to your local BMW center, apply for financing or request a test drive – all online!

BMW Financial Services.

Arranging to buy or lease a BMW is easier than you may think. Your local authorized BMW center offers leasing and financing to suit your personal needs through BMW Financial Services.⁶ Start the process at our website, where you can build your “dream vehicle,” get an estimate on a monthly lease or financing payment, submit a credit application to BMW Financial Services – and get approval – all online!⁶ To find out how BMW Financial Services can help put you behind the wheel of your favorite BMW model, log on to bmwusa.com/fs or call, toll-free, **1-800-578-5000**.

BMW Publications and Media Gallery.

Sent to new owners and lessees several times a year, **BMW Magazine** is a fascinating view of the latest events and products in the world of BMW, including personality profiles, travel reviews, and the latest BMW technologies. You can read articles from **BMW Magazine**, as well as **MDriver**, **Inside Track** and **eExclusive** on the BMW website at bmwusa.com in the Media Gallery, found in the Experience section. Here you can also view featured videos and images, read recent news articles, and download BMW wallpapers. For more information, call Customer Assistance at **1-800-334-4BMW (4269)** or visit BMW online at bmwusa.com.

¹ Not all models available for BMW European Delivery Program. Please go to bmwusa.com or visit your local authorized BMW center for details.

² See your authorized BMW center for details on these limited warranties.

³ The BMW Maintenance Program covers factory-recommended maintenance services as determined by the Service Interval Indicator for all new eligible MY 2004 and later BMW vehicles. Specific additional items that need replacement due to normal wear and tear are also covered. The maintenance coverage periods for the first 4 years or 50,000 miles, whichever comes first. Exclusions from coverage include: gasoline, gasoline additives, windshield washer fluid and additives, battery, tires, wheels, wheel alignment and tire balancing. All work must be performed by an authorized BMW center. See the Service and Warranty Information booklet for specific terms, conditions and limitations. Further information can also be obtained from your local authorized BMW center.

⁴ In order to receive BMW Assist services, a subscriber agreement must be completed and transferred to the BMW Assist Response Center. GPS and underlying wireless services must be available and functioning; vehicle ignition must be turned on (except for Door Unlock and Stolen Vehicle Recovery), battery charged and connected and vehicle’s electrical system operational; services may be limited to certain geographic areas. Call toll-free **1-888-333-6118**. Log on to bmwassist.com, or visit your BMW center for additional program details. Services are subject to the terms and conditions of your subscriber agreement.

⁵ Requires BMW Assist Safety Plan subscription. Services are subject to the terms and conditions of your subscriber agreement. Please go to bmwassist.com for additional details on the optional Convenience Plan.

⁶ Subject to credit approval and other terms and conditions.

More about BMW

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1-800-334-4BMW



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BMW and the environment.

BMW is a strong proponent of the environment and social responsibility. It is important to manage the earth's resources responsibly, and not jeopardize the needs of future generations. That is why BMW makes vehicles that minimize adverse environmental impact, from production (pollution prevention and waste minimization at the plant) through owner use (low emissions) to eventual disposal (easy drainability of all fluid-related components and easy neutralization of all pyrotechnic devices).

This effort has been recognized worldwide and, as a result, we are pleased to have received numerous environmental honors. In the U.S., for example, the Environmental Protection Agency accepted BMW's Spartanburg, SC production and manufacturing facility as a charter member of the agency's National Environmental Performance Track. Internationally, BMW AG – the parent company of both BMW of North America and BMW Manufacturing Co., Spartanburg, SC – was the first automotive company to be represented on the Dow Jones Sustainability Group Index, and has remained on the Index ever since. At BMW, we strive for high performance in everything we do.

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