

BMW 6 Series
Coupe
Convertible

640i
650i
650i xDrive



The Ultimate
Driving Machine®



THE BMW 6 SERIES COUPE AND CONVERTIBLE.

DRIVING ELEVATED TO ART.

BMW EfficientDynamics
Less emissions. More driving pleasure.



TO YOU, DRIVING IS A NON-SPECTATOR SPORT.

In the BMW 6 Series, driving is a singularly exciting experience to be savored. Some 6 Series drivers seek their thrills in sleek Coupe form; others find nirvana under the open sky in the Convertible. But the choices do not end there. The BMW 6 Series further personalizes your driving pleasure by offering inline six-cylinder or V-8 TwinPower Turbo engines and a silky-smooth 8-speed Sport Automatic transmission; rear-wheel drive or xDrive all-wheel drive; and an endless array of personalizing colors, features and options. Best of all, no matter how you build your BMW 6 Series Coupe or Convertible, every mile will deliver its own unique pleasures.



The BMW 6 Series Coupe and Convertible

DESIGNED FOR EXCELLENCE.

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Editorial

REDEFINING THE EQUATION FOR 2+2.

The concept of the 2+2 has been with us for decades. Defined, it's a two-seat sports car with two more seats – two plus two. It's for those who want a thrilling driving experience without fully compromising practicality.

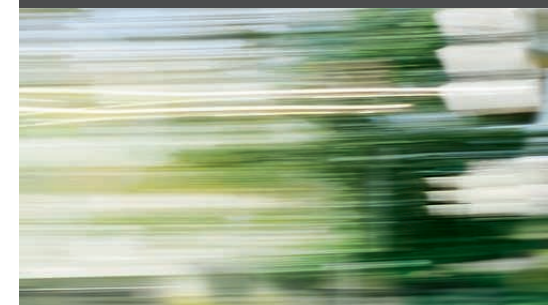
That is the definition. Now we present the redefinition: the BMW 6 Series Coupe and Convertible.

On the thrilling driving side of the 2+2 equation, our engineers and designers have honed the BMW 6 Series' sporting character to a fine edge. Outside, a long, low and wide body flashes an aggressive yet graceful stance. Under its long hood we offer you a choice of heart-pounding power sources: a 315-hp TwinPower Turbo inline 6 or a 445-hp TwinPower Turbo V-8, both of which connect to the road via an 8-speed Sport Automatic transmission with fast-acting steering wheel-mounted paddle shifters.

On the practical side you'll discover a full range of standard and optional driving systems to keep you firmly in control, fully informed, richly entertained and sumptuously comfortable. This includes BMW ConnectedDrive for fast access to Google Maps™-assisted navigation, full-color Head-up Display, Real Time Traffic Information and more. On the entertainment side you can select a nine-speaker HiFi audio system, or an available Bang & Olufsen® High-End Surround Sound System especially designed for the 6 Series. Each delivers sparkling audio range and presence while you listen in the supple comfort of a lovingly crafted and exquisitely detailed interior.

The ultra-advanced and elegantly refined BMW 6 Series Coupe and Convertible take the 2+2 driving experience to the next level. Now the only element missing from the equation is you.

bmwusa.com/6series

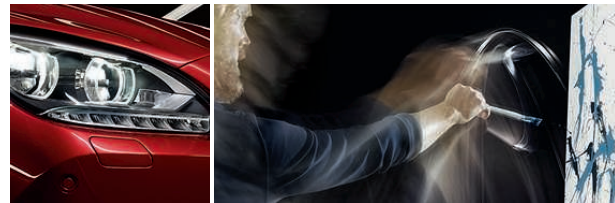


AN ATHLETIC SOUL, ELEGANTLY EXPRESSED.



Long, wide, low and muscular. We've made the sporting character of the BMW 6 Series an emphatic statement. Its flowing lines frame a gracefully athletic stance. The front end area features the signature BMW double-kidney grille, flanked by four Corona headlight-surrounds that frame the available Full LED headlights with Adaptive and Automatic high beams functionality. All curved surfaces and character lines are sharply defined and tightly curved to create an elegant, elongated silhouette. Bulging wheel arches frame the striking alloy wheels, a visual manifestation of dynamic road-holding ability. The effect: breathtaking.

Get the latest information on BMW standard and optional features, packages and technical specifications. Visit bmwusa.com, select the BMW model of your choice, and click on "Features & Specs."



A masterpiece down to the smallest detail: the long side line draws your attention to the Full LED foglights, which give the front of the vehicle even more impressive character.

**YOU'VE NEVER FELT POWER
IN THIS WAY.**



Power as an extension of your desires: an 8-speed Sport Automatic with steering wheel-mounted paddle shifters sprints you forward.



We creatively engineer power to a standard of how it feels to the driver. Let us explain. Do you feel power instantly? Do you feel power flowing smoothly yet decisively throughout the acceleration event? Do you feel in control of power delivery? Indeed, the BMW 6 Series' raw power is impressive. Choose 315 hp from a TwinPower Turbo inline six-cylinder or 445 hp from a TwinPower Turbo V-8, transmitted through an 8-speed Sport Automatic transmission with steering wheel-mounted paddle shifters.

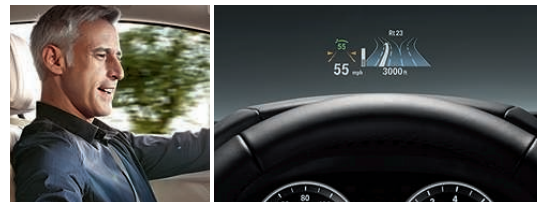
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ON THIS STAGE, THE CAR SUPPORTS THE STAR – YOU.



BMW ConnectedDrive makes everyday driving easier. In the BMW 6 Series Coupe and Convertible, innovative assist systems are focused on you, the driver – connecting you, the vehicle and the road. A full-color Head-up Display streams relevant data, such as your speed, Navigation system instructions, even warning messages from driver assistance systems, directly onto the windshield, helping you keep your eyes focused on the road. And when you arrive, not only can the Parking Assistant feature tell whether you'll fit into a parking spot – it can even do the parking for you.

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Enjoy the road ahead with the full-color Head-up Display that projects vital driving data into clear view.

ZERO TO SKY IN 19 SECONDS.



Forward-thinking rear window: the glass rear window can be raised or lowered with a touch of a button – independent of the softtop – for customized ventilation on demand.



The BMW 6 Series Convertible takes the softtop to new heights. BMW advances convertible softtop technology in several ways. The first is how quickly it operates, retracting in 19 seconds and closing in 24 seconds, all while traveling up to 25 mph. Next is flexibility and comfort: the upright heated glass rear window can be raised and lowered electrically – and independently of the softtop. This allows for what our engineers call a “California” mode: driving top-up with the rear window down. You’re protected from the sun while the open side and rear windows allow a generous flow of fresh air. Trust BMW to present sun and sky in a whole new way.

RIDE AND HANDLING THAT MOVE YOU IN MORE WAYS THAN ONE.



Enjoy a unique combination of sporting performance and comfort. Confidence-inspiring handling without a harsh ride is always our engineering mandate. Expect nothing less in the BMW 6 Series. Dynamic Damping Control delivers the precise amount of ride control to match your unique driving style and road conditions. Electro-hydraulic brakes instantly activate a range of technologies to help keep you in control, whether slowing on wet or dry roads. Integral Active Steering adapts steering effort to you, not the other way around, and enhances cornering geometry by adding rear-wheel steering. Dynamic Stability Control anticipates slides before you feel them and corrects them in a flash, while Dynamic Traction Control minimizes wheelslip on slick surfaces. BMW's xDrive intelligent all-wheel-drive system reads the road and reacts instantly to your driving demands. Sound intriguing? These are merely a few of the countless intelligent chassis control systems that go into this version of The Ultimate Driving Machine.®

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Enjoy spirited driving with precision and confidence, thanks to BMW's array of innovative, intelligent chassis systems and driver aids.

ADVANCED INFORMATION TECHNOLOGY COMES IN A SMART PACKAGE.



Sleek, jewel-like turn indicators brilliantly announce your intentions to other drivers.



Keep totally informed. In the BMW 6 Series Coupe and Convertible, an advanced network of systems provides up-to-the-second vital information. BMW ConnectedDrive systems can be monitored and controlled through a large, free-standing, 10.2-inch flatscreen Display. This includes Google Maps™-assisted Navigation with Real Time Traffic Information, BMW Assist™ infrared BMW Night Vision with Pedestrian Detection, Rear-view Camera and more. No matter where you are, we're with you all the way.

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**INDULGE YOUR PASSION
WHILE PRESERVING THE ENVIRONMENT.**



BMW EfficientDynamics: solutions to sustainability challenges. BMW owners love driving – and the environment in which they drive. The aerodynamic BMW 6 Series satisfies these demands by combining high performance with low fuel consumption and emissions. The entire drivetrain, from engine to transmission, bristles with high-efficiency technologies – electronically controlled engine cooling is just one innovative example. Another is the 8-speed Sport Automatic transmission that makes the most of the engine's power in all gears. The drivetrain even enhances efficiency every time you take your foot off the accelerator: kinetic energy lost when coasting or braking is converted into electrical power via Brake Energy Regeneration.

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Sustainability and precision is achieved through an advanced array of innovative technologies.

LIGHT UP THE FUTURE.

The BMW 6 Series is a showcase for Full LED headlights with Adaptive and Automatic high beams functionality. Their bright white light is an active safety feature that helps make every journey more comfortable. Thanks to the unique light design and distinctive profile, you not only see better in the dark, but are more visible to other drivers.



Good vision is one of the most important requirements for steering safely through traffic. To experience this at night, you need high-power, high-contrast light.

The lighting concepts produced by BMW have always been a little brighter than those of other manufacturers. Just under 20 years ago, the BMW 7 Series was the first to offer

headlights using Xenon technology. These HID (High-Intensity Discharge) lights provide daylight-like brightness to illuminate the street with double the luminosity of standard halogen headlights. And now this brilliant technology is followed by the latest in lighting: LED systems.

The BMW 6 Series Coupe and Convertible offer Full LED headlights with Adaptive



Low and high beams can be generated by available LED technology. As with the Adaptive turning lights and Automatic high beams, the headlights follow the course of the road and adapt to traffic conditions.

and Automatic high beams functionality, providing a new visual experience. Light-emitting diodes (LED) are used in the parking lights, Daytime Running Lights, high and low beams, turn-indicator lights and Cornering Lights. Additionally, the LED headlights incorporate the functionality of Adaptive turning lights and integrated Automatic high beams. Pivoting light cones provide extra visibility in corners; illumination levels change, as appropriate, for city driving, country roads and highways.

The key difference between LED lights and the bright bluish arcs of Xenon lights or the yellowish hue of conventional halogen lamps is the extremely white light typical of LED technology. No other car lights approximate natural daylight so effectively. As a result, drivers find this light even brighter, with more intense contrast, than the already superb Xenon technology.

Experts, such as BMW light engineer Ulrich Henseler, predict that these light diodes have a bright future ahead of them. "The light-emitting efficiency of LED technology has increased in just a few years from 50 to just under 100 lumens per watt. LEDs also score high because they have an almost unlimited shelf life and their properties open up new design opportunities."

In the BMW 6 Series Coupe and Convertible, the headlight design symbolizes athletic elegance. The light architecture behind the dynamically curved glass is also unique in terms of functionality. Here, Full LED head-

lights with Adaptive turning lights are being used in a distinctively sporty BMW design. The light-surrounds are three-dimensional, and flattened at top and bottom. Double-round headlights project the LED low and high beams from two Corona headlight-surrounds. The shortened accent lights are similar to a pair of eyebrows; at night they produce a unique, signature look – one that makes the 6 Series Coupe and Convertible seem even more focused and purposeful.

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HIDDEN BEAUTY.

A light installation by Paul Cockside for BMW and Flos.

As part of the Milan Salone del Mobile 2011, BMW and designer light company Flos presented a very special, innovative project.

The British designer Paul Cockside was commissioned to create the fascinating light installation, "Sesto Senso." The focal point was the allure of the unseen – namely BMW LED technology and the BMW 6 Series Coupe. Cockside installed a seamless, curving white wall extension to the Flos showroom in Milan, featuring huge lamps. Thanks to LED technology, the light sources within each lamp remained largely invisible. Observers were able to step into the lamps and, from there, see a video of the BMW 6 Series Coupe.

Because of its strong emotional significance and relation to the driving experience, lighting design has always been given a high degree of importance within the BMW Group. The BMW Design team focuses on human perception of light, harnessing new technologies in a creative way to achieve user-oriented solutions. As for inspiration and ideas, cooperation with designers and artists has a significant role to play for BMW.

IT'S AS IF IT WERE CUSTOM-MADE FOR YOU.



Slip into the driver's seat to be instantly impressed at how natural it feels. This is not by chance. BMW designers and engineers pay particular attention to even the most minor details. From the dramatic interior Ambiance lighting, to the strategically arrayed and angled instrumentation, to the lovingly selected materials that delight to the touch, this cabin is designed to keep you comfortably in control – and entertained. Beyond our already exceptional standard HiFi audio, you can select a Bang & Olufsen® Surround Sound System for your BMW 6 Series. It's the perfect aural complement to the visual and tactile delights of this stunning interior.

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A match made in heaven: the 1200-watt Bang & Olufsen Surround Sound System in the BMW 6 Series is custom-tuned and precisely matched to the unique acoustics of the interior. The effect is pure heaven for audiophiles who love to drive.



HERE, DRIVER AND PASSENGERS BECOME HOST AND GUESTS.



Contrast stitching throughout the cabin displays the loving care with which this interior is crafted.



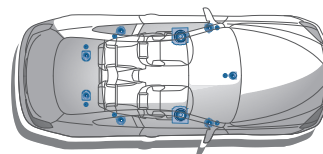
This is one 2+2 in which everyone enjoys the ride. In this welcoming environment you can see and feel the extraordinary craftsmanship in every detail. The 20-way adjustable Multi-contour front seats with ventilation are surrounded by the beauty of natural wood trim. With the Convertible's top down, even the darkest Nappa Leather seats stay cooler, thanks to Sun-Reflective Technology. Further enhancing cabin comfort, the climate control system adapts to the individual needs of the driver and all passengers. Is everyone comfortable? Perfect. Let's go for a drive.

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Concert hall.

With its excellent acoustics, outstanding design and elegant lighting, the powerful Bang & Olufsen® High-End Surround Sound System fills the BMW 6 Series interior with rich, authentic sound.



Sixteen speakers in the BMW 6 Series Coupe and 12 speakers in the Convertible generate a maximum of 118 decibels of acoustic pressure. Additionally, two subwoofers are under the front seats.

Dynamic design. Innovative technology. Impressive details. The interior of the BMW 6 Series provides a highly rewarding on-road experience – and the on-board entertainment has a central role to play.

The available Bang & Olufsen High-End Surround Sound System, for example, offers a level of sound perfection that even the best home audio systems rarely achieve. Driven by 1200 watts of power through 16 speakers in the Coupe, and 1000 watts through 12 speakers in the Convertible, the system generates up to 118 decibels of acoustic pressure, turning music into a sensuous feast. You'll feel a bass-heavy drum performance deep in your body; emotional solos will give you goosebumps. Close your eyes – the immediate surroundings of the interior will melt away, leaving you feeling as if you have been transported to a concert hall.

These effects are the product of the finest HiFi components, as well as outstanding digital signal processing. Whether the signals come from the CD drive or a connected MP3 player, sound is transferred precisely and cleanly via a specially balanced amplifier. It is then generated by two subwoofers under the front seats, as well as seven tweeters and seven midrange speakers in the dashboard, the interior paneling and rear shelf. With their neodymium magnets and special honeycomb structure membranes, these components are nothing less than first class.

The Bang & Olufsen High-End Surround Sound System was created to perfectly counterbalance any acoustic disadvantages inherent in car design. Revolutionary Dirac Dimensions™ Technology calculates and corrects, in advance, all sound distortions

arising from the structures of the interior; asymmetrically positioned speakers also address the issue. The result: clean, natural sound throughout the cabin. Choose the Expanded mode, and the music sounds as if the speakers are positioned around the car at a greater distance from each other than they actually are. Thanks to the Acoustic Lens technology, all on board, wherever they are sitting, will perceive the acoustic pattern of the system with the same degree of quality.

Thanks to its tasteful, modern design, the Bang & Olufsen High-End Surround Sound System is also easy on the eyes. Speaker frames are made of anodized aluminum and discreetly illuminated by white LEDs. In addition, the central speaker in the middle of the dashboard raises and positions the Acoustic Lens. It all combines to make any journey with the Bang & Olufsen High-End Surround Sound System a unique entertainment experience.





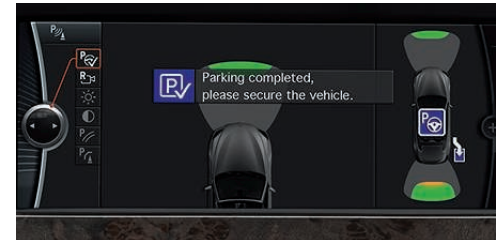
BMW ConnectedDrive In touch with your world.

Every day, our world is becoming increasingly networked. Many BMW drivers, however, are better connected than the rest, obtaining information on the road, communicating by phone or email, and always updated on the latest events. BMW ConnectedDrive encompasses all these services, including traffic features that allow BMW vehicles and their occupants to network with the outside world.

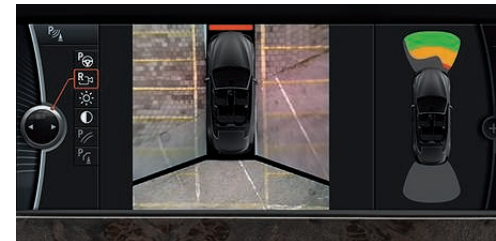


BMW CONNECTED DRIVE: A MELDING OF IMPRESSIVE IDEAS AND INNOVATIVE TECHNOLOGY.

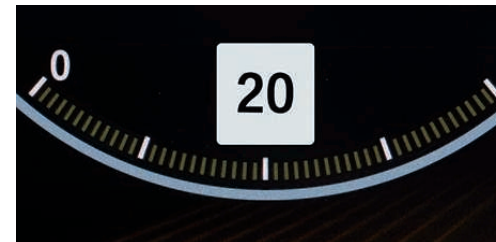
With BMW ConnectedDrive you stay in touch, no matter where you go. Its advanced communications and entertainment features create a network between driver, vehicle and environment, at any time and wherever you are. The following pages highlight areas of convenience, infotainment and safety. For a comprehensive overview of the BMW ConnectedDrive range, see bmwusa.com/connecteddrive.



Parking Assistant makes parking a breeze by searching for suitable parking spots and then steering your vehicle into them. Simply press the "Park Assistant" button, then drive along potential parking spaces on the left or right side of the road, staying below 22 mph and no more than five feet away. Using ultrasonic sensors integrated into the side indicators, the system searches for and measures parking spaces. When a space at least four feet longer than your vehicle is spotted, it is shown on your Control Display. Shift into reverse and Parking Assistant takes control of steering your vehicle into the selected space; you operate the accelerator and brake pedals. The acoustic and visual warnings of Park Distance Control (PDC) provide assistance.



Top-, Side- and Rear-view Cameras around the vehicle show the surroundings on the Control Display, for enhanced visibility. The **Top-view Camera** provides a bird's-eye view of the road alongside the doors. These images, taken by cameras positioned in the exterior mirrors, help guide you when maneuvering in tight spaces. **Side-view Cameras** in the front bumpers show traffic approaching the front of the vehicle from the sides, such as when exiting a garage. The **Rear-view Camera**, located behind the BMW badge on the trunk lid, shows the area behind the vehicle. Working with Park Distance Control, interactive guidelines indicate if the vehicle can fit in a parking space, and display parking trajectories and turn angles.



Speed Limit Info. This system uses a camera installed close to the rear-view mirror to monitor speed limit signs posted above the road. Together with information supplied by the on-board Navigation system, it displays posted speed limits on the instrument cluster display or in the Head-up Display, if so equipped.

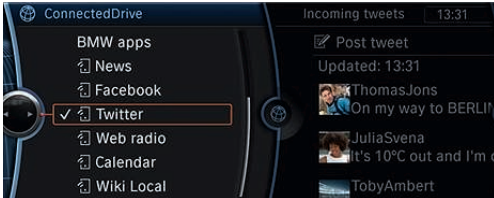
STAY TOTALLY IN TOUCH WHEREVER YOU GO – WITH BMW CONNECTED DRIVE.

Whether you're far from home or just in the next town, BMW Assist™ offers convenience and peace of mind. There are new ConnectedDrive features that extend BMW's leadership in wireless communications. Marvel at an extensive array of Mobile Office functions. Get a visual image of your callers. With BMW Assist, you enjoy all this – and more.



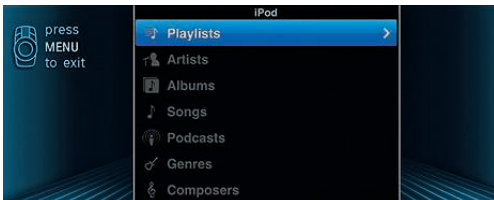
BMW Apps lets you access Social Networks, music PlugIn and Video Playback through your iPhone®, and see them on the Display screen.¹ Tune in to **Web radio** and search for stations from around the globe by name, location or genre. You can also store your favorite stations, find similar stations, display station information, and change the quality of the audio. Your favorite entries are stored on your iPhone, so you can take them with you from one vehicle to another.

Please note: • A broadband data link is required. The costs for this (e.g., data roaming) are regulated by the customer agreement with the mobile phone service provider.
 • Not all features available while vehicle is in motion; see dealer for details.
 • Web radio audio quality depends on the bit rate of the station, and data reception depends on your cell service. Data transfer comes over the iPhone.



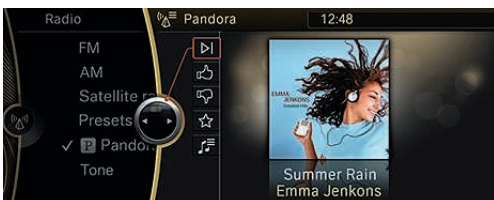
BMW Connected App, a suite of integrated web-connected features, can read aloud your Facebook® and Twitter™ feeds, and lets you send prewritten tweets with a single click. **Wiki Local**, a geographically based feature, finds and reads aloud Wikipedia® articles relevant to the place you select – while **Wiki Tourguide** takes you through a list of articles about nearby points of interest, prioritized by distance from your vehicle's current location. **The Last Mile Navigation and Vehicle Finder**, also included in the BMW Connected App suite, provides walking directions to your destination after you've parked – and directions back to your car later.

Please note: Local information may not be available in all areas.

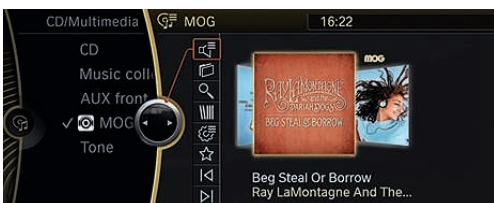


When you select **PlugIn** from the BMW Apps menu, the iPhone exports a typical iPod® look and control to your BMW through the video connection.¹ You can then search for your favorite music by playlist, artist, album, song, genre or composer, just as you would on your iPhone.

Please note: The BMW Connected App must be installed on your iPhone for the PlugIn to connect.



Part of BMW Apps, **Pandora Radio** is an innovative streaming audio service that delivers personalized music selections right to your BMW.¹ Create new stations and tailor your listening experience by rating songs with either a thumbs-up or thumbs-down. Even while listening, you can stay in touch: your BMW can still receive calls through Bluetooth® without missing a beat.



Enjoy the instant gratification of music on-demand in your BMW, thanks to **MOG**® – another part of BMW Apps. Browse, search and play any of 11 million songs in the MOG music library. Subscribing to MOG's **Primo** service allows you to take advantage of the seamless integration of MOG's mobile app.

¹ Requires BMW Apps option and an iPhone.

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Use the time you spend in your vehicle even more effectively with BMW's **Mobile Office** feature.² For example, text messages and emails can be transferred from your Bluetooth paired phone directly to the vehicle's iDrive Display and can be read back to you using Text-to-speech functionality and the vehicle's audio system. Thanks to Bluetooth audio streaming, you can enjoy wireless playback of your music files; your personal audio library can even be accessed via the iDrive Controller.

² Not all mobile phones are compatible with Mobile Office, and some compatible phones support a limited number of Mobile Office functions. For the complete list of compatible mobile phones and the details regarding which Mobile Office functions are supported by each phone, please visit bmwusa.com/bluetooth.



MyInfo allows you to send business locations and street addresses to your BMW from Google Maps™. Destinations and phone numbers can be accessed and exported to your Navigation system for immediate route guidance.



BMW Online allows online access to up-to-date fuel prices and gas station locations; the latest weather forecasts, advisories and warnings; Dow Jones, S&P 500 and NASDAQ indices; and the powerful reach of the Google Maps database – all delivered on the Control Display inside your vehicle. Access news headlines and have them read aloud via Text-to-speech technology. "Send to Mail" pinpoints your current location and planned destination, and allows you to send the information to any smart-phone or email account. Then it's just a quick hyperlink to Google Maps for your friends and family to see where you are and where you're going.



Enhanced functions for the iPod and USB adapter add to the ease and pleasure of using your iPod or iPhone. Want to know which CD that song comes from? The album cover is shown on your Display screen. Don't purchase additional cables – your iPod or iPhone's original USB cable connects to your BMW's USB port. Another rare feature: with BMW Assist and Bluetooth audio streaming, you can wirelessly play music through the BMW audio system from any Bluetooth compatible music player or mobile phone, from anywhere in your vehicle. In fact, the audio library appears on the Display screen, where you can use the iDrive Controller knob to make your selection.



BMW Assist gives you peace of mind knowing that a friendly response specialist is there to help you 24/7, at the touch of a button. The **Safety Plan** includes Automatic Collision Notification, Emergency Request (SOS), TeleService, Enhanced Roadside Assistance, Door Unlock, Stolen Vehicle Recovery, Customer Relations and MyInfo. The **Convenience Plan** adds personalized Directions, Traffic and Weather reports, BMW Online and Concierge services for restaurant and hotel recommendations, with the destination address and phone number sent to your BMW. Make up to four operator-assisted calls per year with Critical Calling if your mobile phone is not available or its battery is discharged.

BMW EfficientDynamics

Less emissions. More driving pleasure.

BMW is passionate about researching and developing systems that ensure advanced and efficient mobility. Which is why the BMW 6 Series Coupe and Convertible, like every BMW, come with comprehensive, multi-award-winning BMW EfficientDynamics technology. BMW EfficientDynamics innovations reduce fuel consumption and CO₂ emissions while maximizing engine output and dynamic performance. Less fuel, more driving pleasure – a contradiction that BMW has resolved once and for all.



BMW EFFICIENT DYNAMICS. VEHICLES THAT REQUIRE LITTLE AND GIVE A LOT.

BMW was one of the first automotive manufacturers to pursue efficient driving technologies – one part of our award-winning sustainability strategy. Our commitment to EfficientDynamics means we are continuously developing innovative systems that bring us closer to our long-term goal of emissions-free mobility. However, we remain equally committed to driving pleasure, which is being pursued in different ways. First, there is the continuing optimization of conventional diesel- and gasoline-powered models. Second, BMW hybrid vehicles are already on the road. Third, the first 100 percent electrically powered BMW – the BMW ActiveE – is being distributed in a field trial to customers. And fourth, the fleet of BMW Hydrogen 7 vehicles impressively demonstrated the potential for combining hydrogen drive with a combustion engine.

Since 1995 BMW has been able to reduce the CO₂ emissions of its entire fleet by approximately 30 percent and intends to achieve a further 25 percent reduction by 2020. BMW EfficientDynamics represents the most comprehensive package of innovative technologies currently in production, for reducing fuel consumption and emissions while simultaneously creating The Ultimate Driving Machine®

Different paths to the same destination: unmistakable BMW driving pleasure.

In early 2010 BMW launched its first production models with hybrid drive. Now the BMW ActiveHybrid 7, ActiveHybrid 5 and ActiveHybrid 3 offer an unparalleled combination of increased fuel efficiency, reduced emissions and thrilling performance. The BMW ActiveE, with its innovative 100 percent electric drive system, will introduce a whole new form of dynamic performance, paving the way for the future of emissions-free mobility. Finally, a completely new vehicle concept targeted at meeting the need for sustainable mobility in fast-growing metropolitan areas will soon become reality: the BMW i3.

AT A GLANCE: BMW EFFICIENT DYNAMICS INNOVATIONS IN THE BMW 6 SERIES COUPE AND CONVERTIBLE.

BMW TwinPower Turbo technology.

This innovative turbocharging technology efficiently reclaims the energy contained in exhaust gases, using two turbochargers in the BMW 650i, or a twin-scroll charger with a double-flow exhaust system in the BMW 640i.

High-precision direct injection.

In this latest-generation direct fuel injection system, the piezo injectors are positioned very close to the spark plugs. They inject fuel at high pressure, with extreme precision, for very efficient combustion.

Double-VANOS valve timing.

BMW's VANOS valve timing system "steplessly" varies 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, temperature and load, it reduces emissions, and enhances low- to medium-speed torque, as well as fuel efficiency.

8-speed Sport Automatic transmission.

The close spacing of gear ratios in this 8-speed Sport Automatic transmission makes maximum use of the optimum rev range, reducing fuel consumption and allowing smoother shifts.

Auto Start-Stop function.

An idling engine burns fuel unnecessarily. The Auto Start-Stop function enhances fuel efficiency by switching off the engine when the vehicle is not moving. (The intelligent electronics system first checks the battery charge level and calculates if other electric systems, such as the air conditioning or heated rear windshield, require more energy.) Once the footbrake is released, the engine starts up again almost instantly.

Optimized fuel efficiency.

BMW EfficientDynamics enables every BMW engine to provide maximum power while using a minimum of fuel. In the BMW TwinPower Turbo V-8 engine, two parallel turbochargers are positioned between the cylinder banks. This compact design with shorter intake paths provides power and performance at a previously unattainable level.

Brake Energy Regeneration.

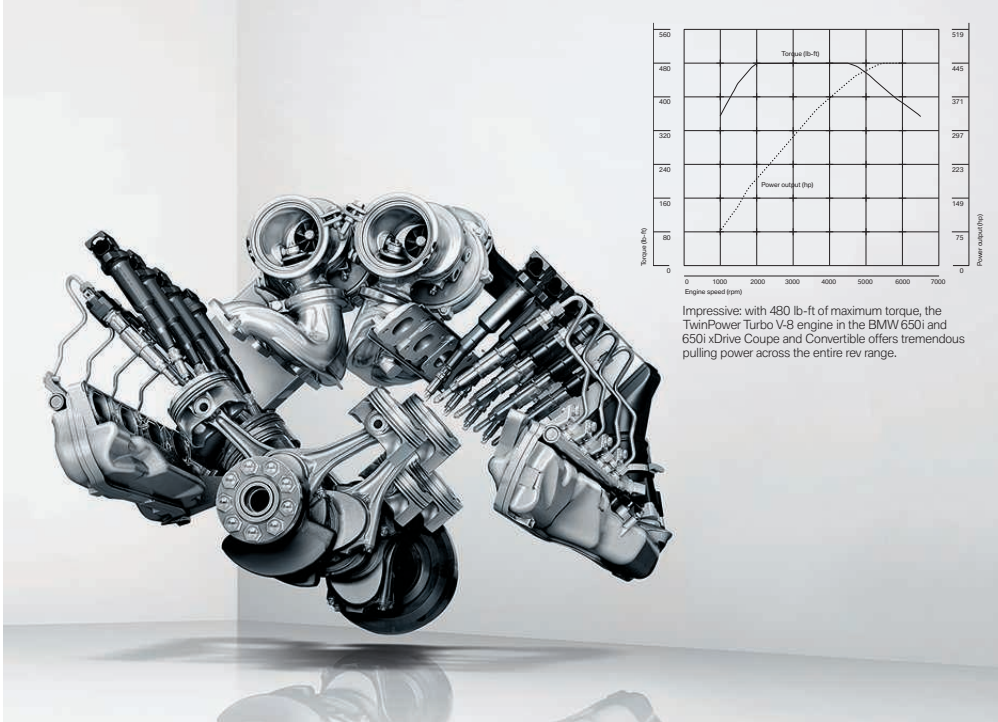
In vehicles with Brake Energy Regeneration, the alternator generates electricity only when the driver takes his or her foot off the accelerator. Kinetic energy that was previously unharnessed is transformed into electrical energy, which is then fed into the battery. In this way, electricity is generated without consuming fuel.

bmwusa.com/EfficientDynamics

Get the latest information on BMW standard and optional features, packages and technical specifications. Visit bmwusa.com, select the BMW model of your choice, and click on "Features & Specs."

IT ALL REVOLVES AROUND YOU. SEVERAL THOUSAND TIMES PER MINUTE.

Engines that power innovation. Year after year, BMW engines have garnered accolades for their output, refinement and high-revving ability. Beneath the long hoods of the BMW 6 Series Coupe and Convertible are two of the world's most sophisticated engines. They are designed to deliver on BMW's EfficientDynamics philosophy: increased power with decreased fuel consumption and emissions. You'll enjoy the thrill of BMW performance while helping to protect the environment every day.

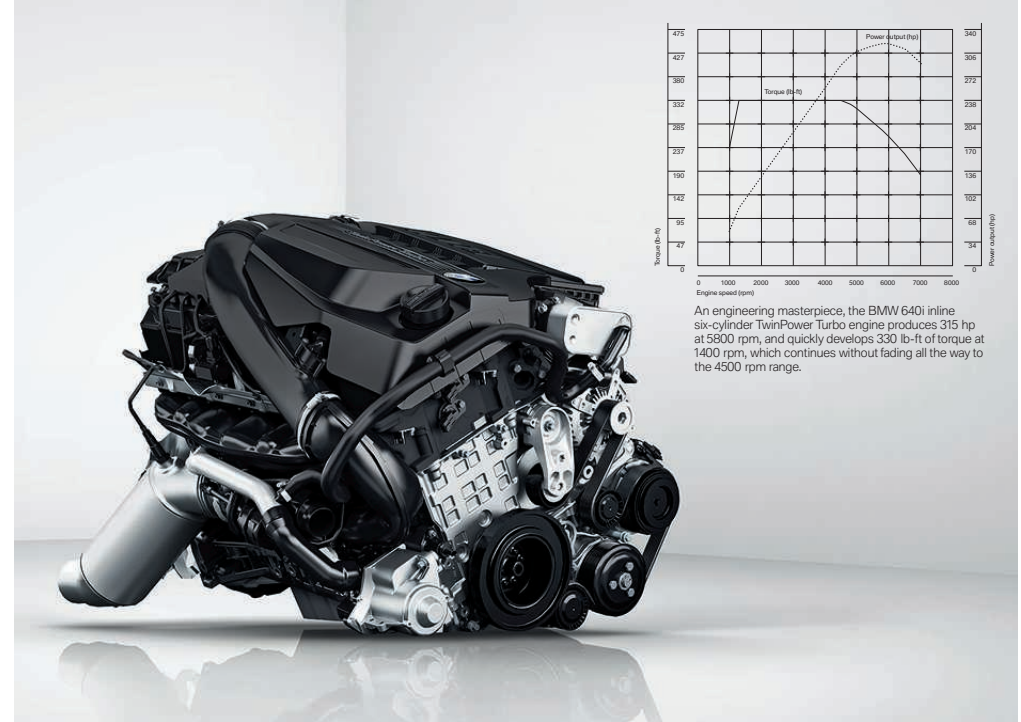


BMW 650i and 650i xDrive Coupe and Convertible.

BMW's 4.4-liter TwinPower Turbo V-8 is the essence of an iron fist in a velvet glove. Calling on two parallel turbochargers, its robust 445 hp accelerates the 650i xDrive Coupe smoothly from 0 to 60 mph in 4.3 seconds¹, while the boost from 480 lb-ft of peak torque is sustained from 2000 all the way to 4500 rpm. Thanks to high-precision direct injection, this V-8 is also extremely fuel efficient.

Quick-shifting transmission.

Make full use of the BMW 6 Series' deep reserves of power through a seamless 8-speed Sport Automatic transmission, which also lets you shift gears using steering wheel-mounted paddles or the shift lever.



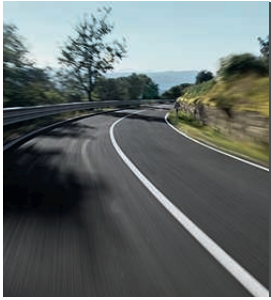
BMW 640i Coupe and Convertible.

This unique engine combines a twin-scroll TwinPower Turbo, high-precision direct injection, and BMW's Valvetronic variable intake technology that helps the engine "breathe" better. The result: turbo lag is virtually eliminated, while posting one of the most fuel-efficient ratings in its class. The 640i develops maximum output of 315 hp at 5800 rpm, redlining at 6000 rpm. Peak torque of 330 lb-ft kicks in almost immediately at 1400 rpm. It continues to push you back in your seat all the way to 4500 rpm. In just 5.3 seconds² the 640i Coupe is easily passing 60 mph – and just as easily surpassing all expectations.

¹ BMW AG preliminary test results.

² BMW AG test results.

Please see pages 66-67 for detailed technical data. BMW urges you to obey all posted speed laws and always wear safety belts.

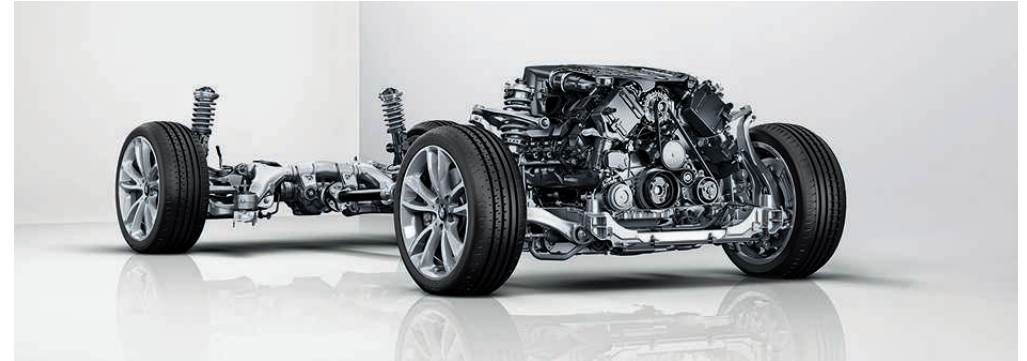


Every BMW vehicle is engineered to provide the most thrilling and precise connection to the road. This is achieved through innovative axle technologies that increase stiffness front and rear, while reducing weight through the use of lightweight aluminum components. The BMW 6 Series' near-perfect 50/50 weight distribution offers strikingly well-balanced road feel, with responsive characteristics virtually unmatched by any competitor on the road today.



THE BEST FOUNDATION FOR DYNAMIC PERFORMANCE: A SUPERIOR CHASSIS.

The BMW 6 Series Coupe and Convertible can be equipped with a whole host of innovative technologies to help you get the most out of each drive. Many of these systems are intelligently networked with each other, maximizing your active safety quotient – and your driving pleasure.



Integral Active Steering.

At speeds of up to 30 mph, with Integral Active Steering, a small turn of the steering wheel yields a greater turn of the front wheels for more direct response. This feature also steers the rear wheels up to 2.5 degrees in the opposite direction, giving the effect of a shortened wheelbase for enhanced maneuverability. When changing lanes at speeds over 50 mph, both front and rear wheels turn in the same direction, giving the feel of an extended wheelbase. While you experience greater responsiveness and directional stability, your passengers enjoy greater ride comfort from reduced body roll.

8-speed Sport Automatic transmission.

This transmission adjusts to your style – from comfortable cruising to very dynamic driving. To change gears, you can use the selector lever or steering wheel-mounted gear shift paddles. In Sport mode, modified clutch settings allow very quick adjustments in engine speed, for minimal shift times. The close spacing of the eight gears optimizes acceleration, while also maximizing efficiency and comfortable shifting.

Driving Dynamics Control including ECO PRO mode.

You can adjust the driving characteristics of the BMW 6 Series by simply pressing a button. To change engine-throttle response, transmission shift characteristics and power-steering assist, choose from five settings: COMFORT, NORMAL, SPORT, SPORT+ or ECO PRO mode. In addition, the traction control feature can be disengaged when driving on sand, gravel, or deep or packed snow.

Adaptive Drive.

Adaptive Drive minimizes the tendency of the body to roll, enhancing passenger ride comfort and vehicle agility during sporty driving maneuvers. In constant operation while the vehicle is in motion, it includes Dynamic Drive, an active chassis control system that uses active stabilizers on front and rear axles to counteract body roll when cornering, especially at higher speeds. This helps ensure precise steering and balanced reactions to load changes.

Dynamic Damping Control.

Ride-enhancing Dynamic Damping Control instantly adjusts shock absorbers from the softest to the firmest settings. The result is exceptional ride comfort and fluid handling at all times – during changes in vehicle speed, load, or road and driving conditions.

xDrive intelligent all-wheel-drive system.

BMW's intelligent all-wheel-drive system in the 650i xDrive Coupe and 650i xDrive Convertible provides maximum traction, even in the most slippery conditions. The system monitors data such as engine speed, steering angle, wheel speeds and acceleration. On smooth, dry roads, more power is normally sent to the rear axle, giving vehicles with xDrive the feel of their rear-wheel-drive counterparts. But hit a wet uphill curve, for instance, and even before wheelspin can occur, the system immediately recognizes any need for a change in power distribution. Using a controlled clutch, it sends more torque to the front axle to enhance stability and achieve greater traction.

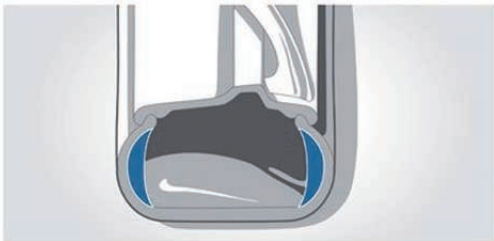
Get the latest information on BMW standard and optional features, packages and technical specifications. Visit bmwusa.com, select the BMW model of your choice, and click on "Features & Specs."

HIGH-TECH BODYGUARDS: ACTIVE AND PASSIVE SAFETY.

The 6 Series is designed with BMW's full range of standard state-of-the-art active and passive safety technologies. Active safety features, such as Xenon Adaptive Headlights, powerful engines and large brakes, help you see and respond to potentially dangerous situations. Should an accident prove unavoidable, passive safety features, such as airbags and, in the BMW 6 Series Convertible, Rollover Protection, are designed to help protect you and your passengers. After a severe impact, a host of features spring into action: the doors automatically unlock, headlights and taillights flash, the starter cable is disconnected from the battery and the fuel supply is cut off. Should any airbags deploy, BMW Assist™ response specialists are automatically alerted and notified of your location.

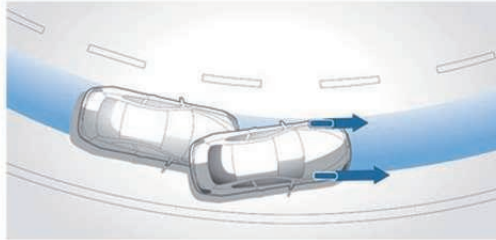


Dynamic Stability Control (DSC). This system provides remarkable tenacity on slippery road surfaces. If it senses over- or understeer, it modulates engine power and can apply brakes individually to help keep the vehicle under control and going in the intended direction. Start-off Assistant, a feature of DSC, prevents the vehicle from rolling backward on a hill for 1.5 seconds after taking your foot off the brake. The system also includes Brake Fade Compensation, which lets you use the same amount of pedal force, even when the brakes are heated; Brake Stand-by, which pre-tenses the brakes for quicker action if you suddenly remove your foot from the accelerator pedal; and Brake Drying, which periodically brings the brake pads into contact with the rotors to eliminate accumulated moisture when it rains.

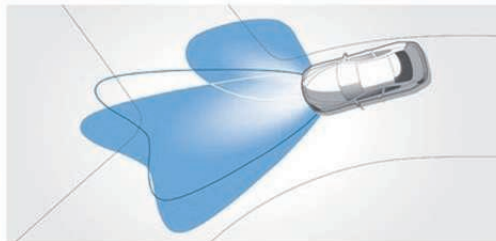


Run-flat tires. Thanks to reinforced sidewalls, run-flat tires maintain their shape and rim position even after suffering a complete loss of tire pressure. They allow you to continue driving at a reduced speed until you reach a safe area to change a tire or wait for Roadside Assistance. The Tire Pressure Monitor alerts you when there is a sudden and irregular drop in tire pressure. Should the target pressure of a tire fall below 25 percent, both a warning light and acoustic alarm are triggered.

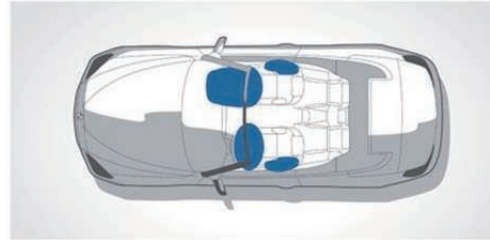
Note: Please see the Owner's Manual for more information on run-flat tires that details allotted miles to travel and load weight rules.



Dynamic Traction Control (DTC). This sub-function of Dynamic Stability Control raises the threshold for engine and braking intervention. Activated by simply pushing a button, this traction mode allows increased yet controlled wheelslip, helping to improve propulsion in deep snow or sand. When activated, it also provides an even sportier driving style.

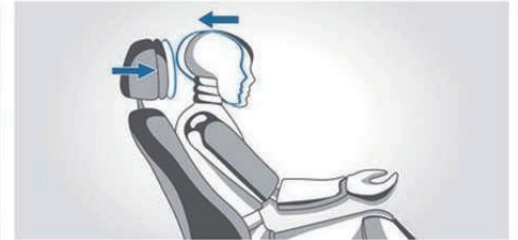


Xenon Adaptive Headlights for low- and high-beams enhance illumination of the road ahead at night or in poor visibility. Four LED Corona headlight-surrounds, which can be used as Daytime Running Lights, also serve as parking lights. Adaptive Headlights provide optimum illumination of the road ahead when the car enters a turn. Light distribution is automatically adapted to the road speed and steering angle. Cornering Lights, positioned in the two inner headlights, are automatically activated by using the turn indicator or changing the steering wheel angle, even when the vehicle is at rest.

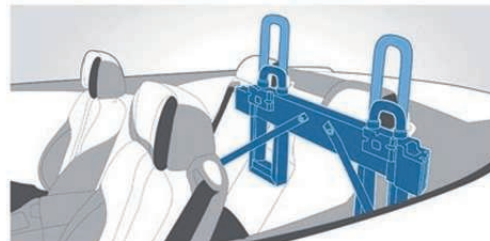


Airbags. In the event of a collision, BMW's supplemental restraint system (SRS) determines which airbag(s) to deploy for optimal protection. When a safety belt is used, airbags deploy only at a higher crash severity; the force of the deployment depends upon the severity of the impact. Four airbags offer specific protection: front airbags with advanced technology for driver and front passenger, and front-seat-mounted side-impact airbags.

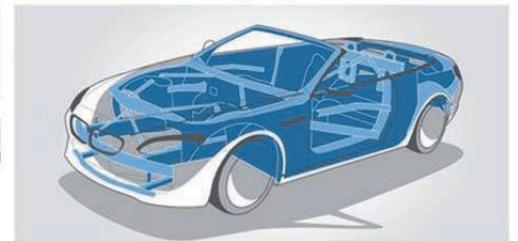
Note: These pictures of airbags are for illustrative purposes only. Depending upon the type of accident, none, some or all airbags may deploy.



Active Head Restraints in the front seats reduce the risk of whiplash or neck/head/spine injury. When sensors detect a rear-end collision, the headrests rapidly and automatically pivot forward, supporting the driver's and front-seat occupant's heads.



Rollover Protection System, together with the reinforced A-pillars and windshield frame, is designed to create an occupant "safety cell" in the BMW 6 Series Convertible. Highly accurate sensors continually monitor vehicle angle, longitudinal and lateral acceleration, and amount of ground contact. When data indicate a rollover is imminent, rollover bars integrated behind the rear-seat headrests are deployed. Within fractions of a second they spring up and lock into place, helping to withstand rollover forces.



Body stiffness. The intelligent use of high-strength multi-phase steel and aluminum provides a high degree of body stiffness and crash resistance. Components, such as the A-pillars and windshield frame, include special reinforcements to provide optimum occupant protection.

THE ART OF KEEPING YOUR EYES WHERE THEY BELONG.



In addition to vehicle speed and Check Control data, the full-color Head-up Display can show Navigation system prompts, as well as warning messages from the Lane Departure Warning system and Night Vision with Pedestrian Detection system.



The full-color Head-up Display projects all important information in the driver's direct field of vision. This lets you keep track of everything that's happening on the road ahead.

The term "eyes-off-the-road time" means the amount of time it takes you to read information displayed in a vehicle's instrument panel, such as current vehicle speed and Navigation system instructions. Depending on the complexity of the data, eyes-off-the-road time can last between one and three seconds. However, in just two seconds, a car driven at 62 mph will have traveled a distance of 182 feet with the driver unable to pay full attention to what's happening on the road.

In 2003, BMW was the first European automotive manufacturer to offer a Head-up Display.

The concept of Head-up Display technology is to project essential information onto the windshield in the driver's field of vision. The projected image appears at an ergonomically ideal distance, seeming to hover above the front edge of the hood. The name of this technology speaks for itself: you can literally

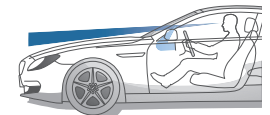
keep your head up. The system allows you to keep an eye on key driving information while staying focused on the traffic ahead – so looking at the instrument panel is rarely necessary. Understanding data projected by the Head-up Display takes only half as long as reading them off the instrument panel. This minimizes the risk of missing the brake-lights of a vehicle ahead, as well as potential hazards in the roadway.

The display creates an optical illusion of hovering further out over the hood, to make focusing on traffic easier.

The Head-up Display projector is positioned behind the instrument panel. The image is projected onto the windshield, and reflected by it. To you, the driver, it does not appear on the windshield itself – instead it seems to hover outside the vehicle, at a distance of around two and a half feet. This virtual lengthening of the viewing distance makes reading data off the Head-up Display much easier than consulting the instrument panel. Your eyes do not have to adjust from near to far, or adapt from the well-lit road to the darker displays in the cockpit. This increases comfort and reduces eye strain.

The 6 Series Coupe and Convertible feature a full-color Head-up Display.

While previous versions of the Head-up Display showed only red, orange, yellow and green, the latest system can display the entire color range. In addition to vehicle speed and Navigation instructions, the Head-up Display can show warning messages from driver assistance systems, such as Speed Limit Info, Lane Departure Warning and the infrared BMW Night Vision with Pedestrian Detection. The Head-up Display greatly reduces eyes-off-the-road time, providing an important contribution to active safety. You can access the Head-up Display features and adjust brightness and image position via the iDrive Controller. As a result, you can react faster in extreme situations – and you'll be less prone to fatigue.



From the driver's point of view, the Head-up Display seems to hover above the front edge of the vehicle's hood.

Get the latest information on BMW standard and optional features, packages and technical specifications. Visit bmwusa.com, select the BMW model of your choice, and click on "Features & Specs."

Express yourself.



Let the BMW 6 Series Coupe reflect your true nature. Outside, your sport-tuned personality is expressed in the gleam of ultra-thin 20-inch V Spoke (Style 356) light alloy wheels and performance tires, set off by the subtle

glow of Mineral White Metallic paint. Inside, the warmth of Cinnamon Brown Nappa Leather rimmed with contrast stitching and Fine Line Oak Wood trim reflect your sensuous side.

bmwusa.com/byo

Inner tranquility.



It's easy to remain unruffled in traffic. First, close the windows of your BMW 6 Series Coupe and immerse yourself in the superb sound system. Then fill your eyes with the beauty of the Ivory White Dakota Leather interior, tastefully set off by Fine Line Oak Wood trim. Once you arrive at your destination

feeling rejuvenated, the exterior painted in rich Space Gray Metallic reflects your becalmed attitude. However, the gleam of aggressively styled 19-inch V Spoke (Style 366) wheels lets others know you can be a road warrior as well, should the need arise.



Wheel and tire specifications are subject to change. Get the latest information on BMW standard and optional features, packages and technical specifications. Visit bmwusa.com, select the BMW model of your choice, and click on "Features & Specs."

Dynamic character.



Your exciting first experience associated with the BMW 6 Series Convertible: selecting the exterior and interior colors and trim. Express your powerful passion by combining Black Sapphire Metallic paint and Black softtop with the fiery richness of Vermilion Red Nappa Leather upholstery. The Brushed

Aluminum interior trim boldly anchors the vibrant colors, generating a look that's both dynamic and sophisticated. The addition of massive 20-inch V Spoke (Style 356) light alloy wheels with run-flat performance tires¹ rounds out the confident stance.



¹ Run-flat tires do not come equipped with a spare tire and wheel. Driving over rough or damaged road surfaces, as well as debris, curbs and other obstacles, can cause serious damage to wheels, tires and suspension parts. This is more likely to occur with low-profile tires, which provide less cushioning between the wheel and the road. Be careful to avoid road hazards and reduce your speed, especially if your vehicle is equipped with low-profile tires. Performance tires are not recommended for driving in snow and ice.

Elegant appearance.



A composition of pure style starts with rich Deep Sea Blue Metallic exterior paint, complemented by the warmth of supple Ivory White Nappa Leather and Fine Line Oak Wood interior trim. Add the supreme comfort of Active, ventilated, Multi-contour front seats to make every drive a pleasurable event.

The sleek exterior is enhanced by the gleam of 19-inch V Spoke (Style 366) light alloy wheels. The BMW 6 Series Convertible attracts many admiring glances, whether the triple-lined softtop is up, creating a coupe-like silhouette, or neatly folded inside the trunk.



Wheel and tire specifications are subject to change. Get the latest information on BMW standard and optional features, packages and technical specifications. Visit bmwusa.com, select the BMW model of your choice, and click on "Features & Specs."

The M Sport Package.

The M Sport Package puts the emphasis on the BMW 6 Series' athletic capabilities.

Equipped with the M Sport Package, the 6 Series revels in its serious performance side. Brilliant LED foglights enhance the way it looks and help you see in the dark. Subtly reshaped by the Aerodynamic kit, the 6 Series takes on a more aggressive stance from the front air dam to the rear bumper. A choice of 19-inch or 20-inch alloy wheels takes full advantage of the greater cornering and performance capabilities of BMW's Adaptive Drive. Open the door and you are welcomed to the interior by the gleam of aluminum M door sills. Sit back and grab the thick M sport steering wheel. The racing-inspired ambiance continues overhead with an Anthracite Alcantara headliner in the 6 Series Coupe and, in the 6 Series Convertible, an exclusive Moonlight Black softtop.

Wheel and tire specifications are subject to change. Get the latest information on BMW standard and optional features, packages and technical specifications. Visit bmwusa.com, select the BMW model of your choice, and click on "Features & Specs."



M entry door-sill finishers with chrome inserts and the M logo perfectly complement the M Sport Package.



Three-spoke, leather-wrapped multi-function M sport steering wheel includes a thick, textured rim and thumb indents that are designed for performance driving.



Rear diffuser features a sporty bumper insert and dark chrome tailpipe frames.



Double Spoke (Style 373M)
20 x 8.5 front, 20 x 9.0 rear light alloy wheels with 245/35 front and 275/30 rear **run-flat performance tires**.¹



Double Spoke (Style 351M)
19 x 8.5 front, 19 x 9.0 rear light alloy wheels with 245/40 front and 275/35 rear **run-flat performance tires**.¹



¹ Run-flat tires do not come equipped with a spare tire and wheel. Driving over rough or damaged road surfaces, as well as debris, curbs and other obstacles, can cause serious damage to wheels, tires and suspension parts. This is more likely to occur with low-profile tires, which provide less cushioning between the wheel and the road. Be careful to avoid road hazards and reduce your speed, especially if your vehicle is equipped with low-profile tires. Performance tires are not recommended for driving in ice and snow conditions.

BMW Individual. The most exclusive way to drive a BMW.

For those who dream of a vehicle that reflects their own unique personality, there is BMW Individual.

The BMW Individual collection of exclusive paints, leathers and trims takes the BMW 6 Series to all-new heights of quality and luxury. Only the finest, perfectly matched materials are selected to create each expertly handcrafted interior.

BMW Individual exterior colors are noted for their brilliant, iridescent effects. One dramatic example is the Ruby Black Metallic paint finish. Under the light, it develops a dark red luminosity that seems to emanate from countless ruby pigments. This is beautifully set off by the lush BMW Individual Platinum/Black Full Merino Leather, giving the BMW Individual 6 Series a compellingly balanced character.

Or consider the BMW Individual 6 Series in Tanzanite Blue Metallic, which owes its name to tanzanite – a precious mineral distinguished by its perfectly clear dark blue crystals. In direct sunlight, this deep-blue finish is given a radiant glow by turquoise pigments beneath the surface. Juxtaposed against this extraordinary exterior is an interior upholstered in Full Merino Leather in Opal White. The naturally silky-soft, breathable surface of this fine-grain leather is rendered in an exquisite color inspired by the timeless elegance of Mediterranean yachts. BMW Individual White Ash Wood trim, with its unique, delicately marbled finish, perfectly complements the light interior.



V Spoke (Style 374) 20-inch light alloy wheels add an elegant gleam to the BMW Individual 6 Series exterior.



The exacting hand craftsmanship of BMW Individual is symbolized by the perfectly matched White Ash Wood interior trim veneers.



Enjoy the rich look and feel of an interior swathed in Opal White Full Merino Leather.



Sink back into a sumptuous interior that extends all the way to the leather-covered dashboard.

Wheel and tire specifications are subject to change. Get the latest information on BMW standard and optional features, packages and technical specifications. Visit bmwusa.com, select the BMW model of your choice, and click on "Features & Specs."

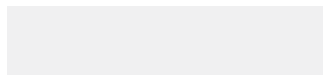
The BMW Individual 6 Series in Ruby Black Metallic paint.



The BMW Individual 6 Series in Tanzanite Blue Metallic paint.



Exterior colors.



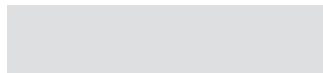
300 Alpine White (Non-metallic)



668 Jet Black (Non-metallic)



405 Imola Red (Non-metallic)



354 Titanium Silver Metallic



416 Carbon Black Metallic



475 Black Sapphire Metallic



A17 Mojave Metallic



A52 Space Gray Metallic



A76 Deep Sea Blue Metallic



A82 Vermilion Red Metallic



A92 Orion Silver Metallic



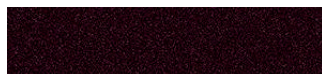
A96 Mineral White Metallic



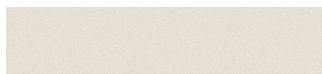
X10 Tanzanite Blue Metallic



X02 Citrin Black Metallic



X03 Ruby Black Metallic



X04 Moonstone Metallic

Leather upholstery: Leather on all seating surfaces; other components may be Leather or Leatherette.

The pages in this section of the brochure show available colors and materials for the BMW 6 Series Coupe and Convertible. Use these samples to compare paint, upholstery, trim colors and combinations. Please note that these samples are representations; they are not exact reproductions. To see the actual colors, visit your authorized BMW center. They will be happy to show you original samples.

For details on the availability of standard and optional exterior paints and upholstery materials and colors, please visit bmwusa.com/byo.

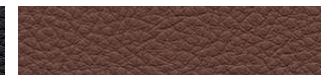
Upholstery colors and materials.



LCEX Ivory White Dakota Leather



LCSW Black Dakota Leather



LCEZ Cinnamon Brown Dakota Leather



NABY Vermilion Red Extended Nappa Leather



NAEX Ivory White Extended Nappa Leather



NAEZ Cinnamon Brown Extended Nappa Leather



NASW Black Extended Nappa Leather



BMW Individual



ZBOW Opal White Full Merino Leather



ZBC8 Platinum/Black Full Merino Leather



ZBP6 Champagne Full Merino Leather



ZBP5 Amaro Brown Full Merino Leather

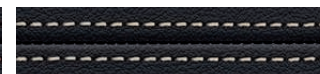


ZBWT Cohiba Brown Full Merino Leather

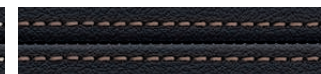
Contrast stitching.



4KS Vermilion Red contrast stitching



4KS Ivory White contrast stitching



4KS Cinnamon Brown contrast stitching



4KS Gray contrast stitching

Contrast stitching matches seat color, except for Gray contrast stitching with Black Nappa Leather upholstery.

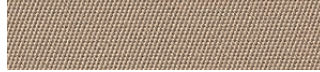
Softtop colors.



388 Black



3YA Moonlight Black



3YE Beige

Interior trims.



4AS Gray Poplar Wood



4B9 Brushed Aluminum



4CV Fine Line Oak Wood



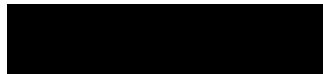
BMW Individual



XEX White Ash Grain Wood



XE5 Fine Line Sycamore Wood



XE7 Piano Finish Black

Recommended color combinations.

Upholstery materials	BMW upholstery colors						BMW Individual upholstery colors					
	Dakota Leather			Nappa Leather			Full Merino Leather					
Upholstery colors	Ivory White	Black	Cinnamon Brown	Vermilion Red	Ivory White	Cinnamon Brown	Black	Opal White	Platinum	Champagne	Amaro Brown	Cohiba Brown
Interior colors	Ivory White	Black	Black	Black	Ivory White	Black	Black	Black	Black	Black	Black	Black
BMW exterior colors												
300 Alpine White Non-metallic		•	•	•	•	•	•	•	•	•	•	•
668 Jet Black Non-metallic	•	•	•	•	•	•	•	•	•	•	•	•
405 Imola Red Non-metallic	•	•	•	•	•	•	•	•	•	•	•	•
354 Titanium Silver Metallic	•	•	•	•	•	•	•	•	•	•	•	•
416 Carbon Black Metallic	•	•	•	•	•	•	•	•	•	•	•	•
475 Black Sapphire Metallic	•	•	•	•	•	•	•	•	•	•	•	•
A17 Mojave Metallic	•	•	•	•	•	•	•	•	•	•	•	•
A52 Space Gray Metallic	•	•	•	•	•	•	•	•	•	•	•	•
A76 Deep Sea Blue Metallic	•	•	•	•	•	•	•	•	•	•	•	•
A82 Vermillion Red Metallic	•	•	•	•	•	•	•	•	•	•	•	•
A92 Orion Silver Metallic	•	•	•	•	•	•	•	•	•	•	•	•
A96 Mineral White Metallic	•	•	•	•	•	•	•	•	•	•	•	•
BMW Individual exterior colors												
X02 Citrin Black Metallic	•	•	•	•	•	•	•	•	•	•	•	•
X03 Ruby Black Metallic	•	•	•	•	•	•	•	•	•	•	•	•
X10 Tanzanite Blue Metallic	•	•	•	•	•	•	•	•	•	•	•	•
X04 Moonstone Metallic	•	•	•	•	•	•	•	•	•	•	•	•
BMW interior trims												
4AS Gray Poplar Wood	•	•	•	•	•	•	•	•	•	•	•	•
4B9 Brushed Aluminum	•	•	•	•	•	•	•	•	•	•	•	•
4CV Fine Line Oak Wood	•	•	•	•	•	•	•	•	•	•	•	•
BMW Individual interior trims												
XEX White Ash Grain Wood	•	•	•	•	•	•	•	•	•	•	•	•
XE5 Fine Line Sycamore Wood	•	•	•	•	•	•	•	•	•	•	•	•
XE7 Piano Finish Black	•	•	•	•	•	•	•	•	•	•	•	•
Instrument panel												
4KS Contrast stitching	•	•	•	•	•	•	•	•	•	•	•	•
4ND Nappa Leather instrument panel	•	•	•	•	•	•	•	•	•	•	•	•

Softtop colors: Beige
Black
Moonlight Black

BMW 6 Series Convertible Leather includes Sun-Reflective Technology.

For details on the availability of standard and optional exterior paints and upholstery materials and colors, please visit bmwusa.com/byo.

Leather upholstery: Leather on all seating surfaces; other components may be Leather or Leatherette.

For details on the availability of standard and optional exterior paints and upholstery materials and colors, please visit bmwusa.com/byo.

Equipment features and options.



Adaptive LED headlights for both high and low beams project an intense white light that simulates daylight for excellent visibility. Convenient features that improve visibility include Automatic headlights, Adaptive turning, Cornering Lights, four Corona headlight-surrounds, and Automatic high beams. **Foglights** with LED technology improve visibility while adding a distinctive nighttime look.



Front signature kidney grille is framed in chrome. The slat fronts and sides in all 650i models are chrome; in the 640i models, the chrome slat fronts are set off by sides painted a contrasting black.



Xenon Adaptive Headlights optimize road illumination when entering a turn or corner, helping to enhance visibility when driving at night. Adaptive sensors continuously monitor the angle of the steering wheel to determine the direction in which your vehicle is heading. The outer headlights swivel accordingly, up to 15 degrees left or right.

Xenon low- and high-beam headlights illuminate the road ahead and to the side with brilliant clarity. An auto-leveling feature adjusts for varying passenger and cargo loads. **LED Corona headlight-surrounds** that frame the perimeter of both headlights and high beams also act separately as Daytime Running Lights and parking lights.



Taillight cluster with taillight, brakelights and turn-signal indicators incorporate LED technology for greater visibility. **Adaptive Brakelights** warn following vehicles by increasing in brightness when the intensity of your braking action is increased.



xDrive is an intelligent all-wheel-drive system that distributes drive power flexibly and variably to the front and rear axles for maximum traction, directional stability and driving safety in every road situation. (Available for 650i).



Power tilting glass panel roof on the BMW 6 Series Coupe gives the interior an even brighter, more spacious feel. It tilts up for greater ventilation, while a power sliding interior roofliner keeps the hot sun out.



6 Series Convertible softtop, with its streamlined, aerodynamic shape, gives the Convertible a coupe-like silhouette. Triple-lined, the middle layer helps reduce wind noise and enhances insulation all year round. In conjunction with the retractable rear window, it provides effective airflow. Available in Black, Beige and Moonlight Black.



Fully automatic roof operation. Feel the need for sky? At speeds up to 25 mph, simply press a button and in just 19 seconds this fully automatic softtop lowers and stores neatly in the trunk. It takes a mere 24 seconds to reverse the process. And, thanks to the Comfort Access feature, the softtop can also be opened via remote control.



Power glass rear window can be raised or lowered independently of the softtop. Raised with the softtop down, it minimizes road noise and breeze. When the top is up and the rear window is down, you enjoy enhanced ventilation throughout the cabin.



Convertible trunk with a compressible softtop storage box. The softtop takes up very little space when stored in its compartment behind the two rear seats. Even with the softtop down, the BMW 6 Series Convertible trunk can hold two golf bags. When the roof is up, the unused softtop storage compartment can be compressed, increasing available trunk space.

Equipment features and options.



Double Spoke (Style 351M) 19 x 8.5 front, 19 x 9.0 rear light alloy wheels with 245/40 front and 275/35 rear **run-flat¹ performance tires^{2,3}**. Also available as 19 x 8.5 light alloy wheels with 245/40 **run-flat¹ all-season tires²**.



Double Spoke (Style 373M) 20 x 8.5 front, 20 x 9.0 rear light alloy wheels with 245/35 front and 275/30 rear **run-flat¹ performance tires^{2,3}**.



Star Spoke (Style 365) 18 x 8.0 light alloy wheels with 245/45 **run-flat¹ all-season tires³**.



V Spoke (Style 366) 19 x 8.5 front, 19 x 9.0 rear light alloy wheels with 245/40 front and 275/35 rear **run-flat¹ performance tires^{2,3}**.



Star Spoke (Style 367) 19 x 8.5 light alloy wheels with 245/40 **run-flat¹ all-season tires²**.



V Spoke (Style 356) 20 x 8.5 front, 20 x 9.0 rear light alloy wheels with 245/35 front and 275/30 rear **run-flat¹ performance tires^{2,3}**.

¹ Run-flat tires do not come equipped with a spare tire and wheel.

² Performance tires are not recommended for driving in ice and snow conditions.

³ Driving over rough or damaged road surfaces, as well as debris, curbs and other obstacles, can cause serious damage to wheels, tires and suspension parts. This is more likely to occur with low-profile tires, which provide less cushioning between the wheel and the road. Be careful to avoid road hazards and reduce your speed, especially if your vehicle is equipped with low-profile tires.

Wheel and tire specifications are subject to change. Get the latest information on BMW standard and optional features, packages and technical specifications. Visit bmwusa.com, select the BMW model of your choice, and click on "Features & Specs."



Three-spoke leather-wrapped multi-function sport steering wheel, featuring power tilt/telescoping adjustments, lets you keep both hands on the steering wheel while adjusting the audio, as well as your BMW-tested, Bluetooth[®] enabled mobile phone.³ The left-hand buttons operate all Cruise Control functions, while those on the right control audio functions, such as the radio, your mobile phone and Voice command.

³ Check for a list of tested mobile phones at your authorized BMW center or bmwusa.com/bluetooth.



Instrument cluster displays speedometer, tachometer, fuel gauge and engine oil temperature. Below the four dials is a high-resolution Info Display that shows data such as current fuel consumption, range, on-board computer functions, mileage and trip information.

Black Panel Display technology shows the instrument cluster as a matte black surface when the ignition is switched off, with only the chrome rings of the circular instruments visible in 3-D. When the ignition is switched on, the chrome rings turn into full circles, and the dials and displays appear. Turning on the ignition also activates the Check Control messages.



Contrast stitching adds a custom look to the interior. Two distinctive flat-felled seams – the same color as the Nappa Leather upholstery – run along the instrument panel. Black Nappa Leather upholstery features Gray Contrast stitching.



Heated steering wheel is a feature that, like heated seats, becomes a "must-have" once it's experienced. The heating switch is conveniently located on the multi-function steering wheel.



8-speed Sport Automatic transmission with Adaptive Transmission Control (ADT) provides extremely fast synchronized shifting in either the Sport or Manual shift mode. Includes racing-inspired steering wheel-mounted paddle shifters.



Driving Dynamics Control adjusts driving characteristics by pressing a button to select one of five settings. Choosing COMFORT, NORMAL, SPORT, SPORT+ or ECO PRO mode adjusts the engine-throttle response, shift characteristics and power-steering assist. Another button disengages the traction control feature when driving on sand, gravel, or deep or packed snow.



Ceramic controls present a deep black glazed finish to various controls, such as the iDrive Controller bezel, front and rear ventilation controls, and audio controls. The black ceramic provides a rich, custom look and unusually unique feel to the interior.

Equipment features and options.



Ambiance lighting adds the drama of a warm reddish light that runs from front to rear beneath the inner door ledge. Ambiance lighting also includes soft on/off interior lights; reading lights; vanity mirror lighting; illumination in the front footwells, trunk, and storage compartments in the center console and doors; and illuminated door trims and entry sills with metal insets.



Comfort Access unlocks and lets you start the vehicle simply by carrying the remote fob in a pocket or purse. In the Convertible, this feature also lets you raise and lower the roof remotely. Vicinity lights are included in the door handles.

Soft-close automatic feature gently closes the doors.



Tailpipes. The BMW 640i Coupe and xDrive Coupe and Convertible display two round tailpipes on the right and left with chrome surrounds.



Tailpipes. The BMW 650i and 650i xDrive Coupe and Convertible display two rhombus-shaped tailpipes covered with a chrome frame.



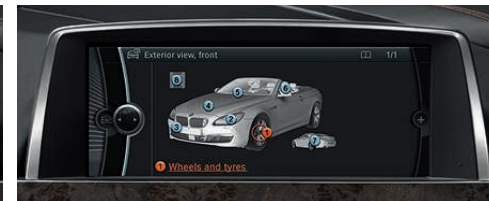
Black Nappa Leather with Contrast stitching covers the instrument panel, upper door, side trims and center console, extending the rich look and feel of the interior. The contrast stitching matches the Nappa Leather seat upholstery color; Black Nappa Leather seats come with Gray contrast stitching.

Leather upholstery; Leather on all seating surfaces; other components may be Leather or Leatherette.

Get the latest information on BMW standard and optional features, packages and technical specifications. Visit bmwusa.com, select the BMW model of your choice, and click on "Features & Specs."



Control Display shows the functions supported by the iDrive Controller, vehicle settings and radio, as well as the Navigation system. The free-standing, high-resolution flatscreen 10.2-inch color monitor is glare-free, and positioned at an ideal viewing height and distance.



Integrated Owner's Manual provides immediate access to all vehicle-specific information. This digital version of the traditional printed manual that is included with your BMW can be accessed via the iDrive and is shown on the Control Display. The system's user-friendly features include multi-media elements, such as animations and dynamic illustrations.



BMW Night Vision with Pedestrian Detection can scan up to 900 feet ahead using an infrared camera in the front bumper.¹ It can detect people and animals, as well as the direction of their movement, up to approximately 300 feet away, and displays their presence on the iDrive screen and Head-up Display (if so equipped). The system gives a visual warning as soon as pedestrians or animals move toward the road, alerting you to potential dangers significantly earlier, so you can react more quickly.

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

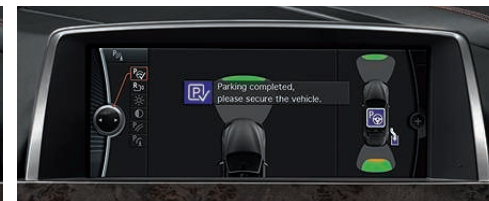


Active Blind Spot Detection warns you if a vehicle is in your blind spot, or if a vehicle is approaching at high speed in the passing lane, by displaying a visual signal in the exterior mirror casing. The system also warns you by making the steering wheel vibrate should you then use the turn-signal indicator before executing a lane change.



Rear-view Camera shows, on the Control Display, the area behind your vehicle. Working with Park Distance Control, interactive guidelines indicate if a parking space can accommodate your vehicle, and display parking trajectories and turn angles. Located behind the BMW badge on the trunk lid, the feature is activated by engaging either the reverse gear or the iDrive system.

Park Distance Control (PDC) sounds a warning beep as your front or rear bumper approaches an object, turning into a constant tone when the item is less than 12 inches away. Distance to the item is also shown in the Control Display.



Parking Assistant searches for suitable parking spots and then steers your vehicle into them. Press the "Park Assistant" button, then drive along potential parking spaces on the left or right side of the road, staying below 22 mph and no more than five feet away. Using ultrasonic sensors integrated into the side indicators, the system searches for and measures parking spaces. When a space at least four feet longer than your vehicle is spotted, it is shown on your Control Display. Shift into reverse and Parking Assistant takes control of steering your vehicle into the selected space; you operate the accelerator and brake pedals. Acoustic and visual warnings of Park Distance Control (PDC) provide assistance.

Equipment features and options.



Front armrest with integrated storage compartment opens up to allow access to the iPod® and USB adapter, and Smartphone Integration adapter.



Premium anti-theft AM/FM stereo CD/MP3 audio system with Radio Data System (RDS), Auto-Store, and 3-channel FM diversity antenna. The Coupe's 16 speakers and the Convertible's 12 speakers feature Dirac signal processing and surround mode, and discrete 5.1 multi-channel sound. The 7-band equalizer incorporates an analog amplifier with vehicle-specific equalizing; it outputs 600 watts in the Coupe and 500 watts in the Convertible.



2-zone automatic climate control allows driver and front passenger to select individual temperatures and choice of fan speeds, as well as choose automatic or manual airflow and recirculation. The automatic recirculation control activates whenever certain air pollutants are detected. The system also offers a mist-up sensor, solar sensor and residual heat use.



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



20-way power Multi-contour front seats conform to your body to provide optimum support and exceptional comfort over long distances. In addition to horizontal, vertical and angled adjustments, Multi-contour seats include an articulated upper backrest, comfort headrest (two-way power, two-way manual "relax headrest"), and four-way power-adjustable lumbar support. Both driver's and front-passenger's seats include memory function.

Active front seats (not shown) imperceptibly raise and lower the left and right halves of the seating surface. This movement keeps the spine in motion, exercising various support muscles to help reduce fatigue on longer trips.

Ventilated front seats (not shown) gently blow warm or cool air through the micro-perforations in the leather to keep driver and front passenger comfortably dry in hot weather, and warm in colder weather.



10-way power driver's and front passenger's seats with horizontal, vertical and angled adjustments. **Lumbar support** adds four-way power-adjustable support for the lower back. **Memory function** retains settings for driver and front passenger seats, steering wheel and outside mirrors.



Integrated safety-belt system provides optimal protection and ergonomic comfort for the driver and front-seat passenger. The seat-integrated design also helps make entering and exiting the rear cabin easier.



Rear seating consists of two individual leather-covered seats. Both include an ergonomic belt system with integrated belt catches, two three-point safety belts and headrests. A LATCH child-seat fastening system is also included.

Get the latest information on BMW standard and optional features, packages and technical specifications. Visit bmwusa.com, select the BMW model of your choice, and click on "Features & Specs."

Leather upholstery: Leather on all seating surfaces; other components may be Leather or Leatherette.

Equipment features and options.



Door entry sills include metal inserts finished in high-gloss chrome with a fine-brushed aluminum surround for durability. When the doors are opened, the BMW logo and adjacent strips in each door sill illuminate – a practical and elegant design feature.



Comfort entry to the rear seats is facilitated by enabling the seatbacks to be released easily with one hand to move the seat back and seat base forward.



Ski bag accommodates up to two pairs of skis or other long objects for practical transport inside the vehicle even when rear seats are occupied. The bag protects transported items as well as the vehicle interior from damage, and can be tucked away out of sight in the backrest when not in use.



Power rear sunshade can be extended with the touch of a button to protect the Coupe's cabin from the sun's rays in warm weather, or retracted to allow the sun to help warm the interior in colder weather.

Original BMW Accessories.



On the BMW 6 Series Coupe: V Spoke (Style 356) 20-inch bicolor cast alloy wheels; carbon-fiber exterior mirror caps.



Snap-in Adapter with USB interface plays stored music through your vehicle's speakers, charges the phone, and accesses the vehicle's antenna for better reception.



Multi-functional trunk mat with collapsible box helps organize cargo and keeps your trunk protected, clean and looking new.



Carbon-fiber exterior mirror caps are perfectly designed for the lines of the BMW 6 Series.

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 aspects as the interior and exterior, technology, transporters and protection. For additional information, please visit your authorized BMW center or visit shopbmwusa.com.

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CRAFT YOUR OWN BMW – AT BMWUSA.COM/BYO.

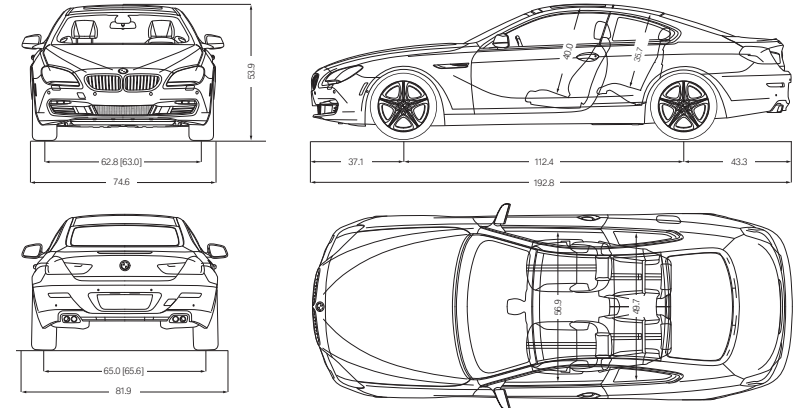


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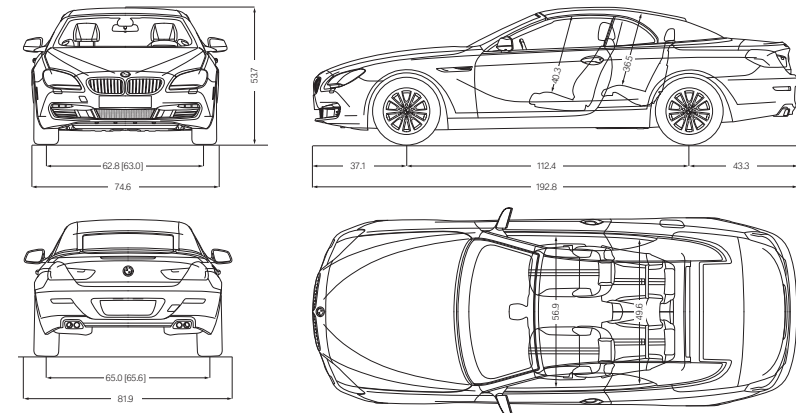
It's easy to get the latest information on your favorite BMW model. Simply visit bmwusa.com and click on the BMW model of your choice. Select **"Features & Specs"** to see all the standard features and available options and packages, as well as technical specifications.

Then create the exact BMW model that fulfills your needs by clicking on **"Build Your Own"** – or just visit bmwusa.com/byo. Here you'll be able to select from among the many interior and exterior colors and trims, personalizing options and value-added packages. Build a BMW model that reflects your style, then view it in 360° detail. At the press of a button, see payment and financing options, get a same-day quote, download a product brochure and even schedule a test drive. BMW makes it easier than ever to make your ultimate driving dreams come true, at bmwusa.com.

BMW 6 Series Coupe



BMW 6 Series Convertible



All dimensions in the technical drawings are given in inches.
Dimensions shown apply to 650i and 650i xDrive; additional dimensions shown in [] apply to 640i.

Weight		640i Coupe	640i Convertible	650i Coupe	650i xDrive Coupe	650i Convertible	650i xDrive Convertible
Unladen weight							
Manual transmission	lbs	—	—	4275	—	4520	—
Automatic transmission	lbs	4001	4586	4275	4410	4520	4650
Weight distribution, front/rear							
Manual transmission	%	—	—	52.9 / 47.1	—	50.8 / 49.2	—
Automatic transmission	%	51.2 / 48.8	49.2 / 50.8	52.9 / 47.1	53.7 / 46.3	50.8 / 49.2	52.2 / 47.8

Engines

Type/valves per cylinders		TwinPower Turbo In-line 6 / 4	TwinPower Turbo In-line 6 / 4	TwinPower Turbo V-8 / 4	TwinPower Turbo V-8 / 4	TwinPower Turbo V-8 / 4	TwinPower Turbo V-8 / 4
Displacement	cu cm	2979	2979	4395	4395	4395	4395
Bore/Stroke	inch	3.30 / 3.50	3.30 / 3.50	3.50 / 3.50	3.50 / 3.50	3.50 / 3.50	3.50 / 3.50
Nominal output @ rpm	hp	315 @ 5800–6000	315 @ 5800–6000	445 @ 5500–6000	445 @ 5500–6000	445 @ 5500–6000	445 @ 5500–6000
Maximum torque @ rpm	lb-ft	330 @ 1400–4500	330 @ 1400–4500	480 @ 2000–4500	480 @ 2000–4500	480 @ 2000–4500	480 @ 2000–4500
Compression ratio	:	10.2	10.2	10.0	10.0	10.0	10.0

Transmission

Automatic gear ratios		I/II/III:1	4.71 / 3.14 / 2.11	4.71 / 3.14 / 2.11	4.71 / 3.14 / 2.11	4.71 / 3.14 / 2.11	4.71 / 3.14 / 2.11	4.71 / 3.14 / 2.11
		I/IV/V:1	1.67 / 1.29 / 1.00	1.67 / 1.29 / 1.00	1.67 / 1.29 / 1.00	1.67 / 1.29 / 1.00	1.67 / 1.29 / 1.00	1.67 / 1.29 / 1.00
		VII/VIII:1	0.84 / 0.67	0.84 / 0.67	0.84 / 0.67	0.84 / 0.67	0.84 / 0.67	0.84 / 0.67
Reverse gear ratio	:	3.30	3.30	3.32	3.32	3.32	3.32	3.32
Final drive ratio	:	3.23	3.23	2.81	2.81	2.81	2.81	2.81

Figures in [] apply to vehicles with performance tires and increased top-speed limiter.

¹ Top speed limited electronically.

² BMW AG test results; preliminary test results for 650i and 650i xDrive models. 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.

³ EPA-estimated figures are for comparison purposes only. Your actual mileage will vary, depending on speed, driving habits, trip length and driving conditions; actual mileage may be lower. For latest available information please visit bmwusa.com.

Performance		640i Coupe	640i Convertible	650i Coupe	650i xDrive Coupe	650i Convertible	650i xDrive Convertible
Top speed ¹	mph	130 [155]	130 [155]	130 [155]	130 [155]	130 [155]	130 [155]
Acceleration 0–60 mph ²	sec	5.3	5.5	4.5	4.3	4.5	4.4

Fuel consumption³

Automatic transmission – City/highway	mpg	TBD	TBD	TBD	TBD	TBD	TBD
Fuel tank capacity, approx.	gal	18.5	18.5	18.5	18.5	18.5	18.5

Tires, wheels and brakes

Tire dimensions (run-flat all-season)		245 / 45	245 / 45	245 / 40	245 / 40	245 / 40	245 / 40
Wheel dimensions, front/rear		18 x 8.0	18 x 8.0	19 x 8.5	19 x 8.5	19 x 8.5	19 x 8.5
Material		light alloy	light alloy	light alloy	light alloy	light alloy	light alloy
Brake diameter, front/rear		13.7 / 13.6	13.7 / 13.6	13.7 / 13.6	13.7 / 13.6	13.7 / 13.6	13.7 / 13.6
Brake type		ventilated disc	ventilated disc	ventilated disc	ventilated disc	ventilated disc	ventilated disc

Electrical system

Battery capacity	Ah	105	105	105	105	105	105
Alternator output	A	210	210	210	210	210	210
	W	2940	2940	2940	2940	2940	2940

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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 new BMW vehicle.

BMW Ultimate Service starts with the **New Vehicle/SAV Limited Warranty**,¹ 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 perforation.¹ The **BMW Maintenance Program**² and **BMW Assist**,³ as well as **BMW Roadside Assistance** come standard.

GOING BEYOND ENGINEERING: THE HIGH-PERFORMANCE BMW OWNERSHIP EXPERIENCE.

BMW Maintenance Program is one of the most comprehensive maintenance programs in its class. We cover all factory-recommended maintenance during the New Vehicle/SAV 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.² 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.

For more details on BMW Ultimate Service and the BMW Maintenance Program, visit your authorized BMW center or log on to bmwusa.com/ultimateservice.

BMW Assist Safety Plan³ is a four-year program that lets you 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. Included in the BMW Assist Safety Plan, MyInfo allows you to send business locations and street addresses with their associated phone numbers directly to your BMW. The destination can be sent to your Navigation system for turn-by-turn directions. With the BMW Navigation system and your mobile phone linked to your BMW via Bluetooth[®] technology, BMW's Mobile Office feature⁴ transfers text messages and emails to your iDrive Display screen and reads them aloud to you. A Calendar and To-do List can also appear on your Display screen while en route. Running late? Click on the phone number in the Calendar to call your appointment. For a list of tested mobile phones, visit bmwusa.com/bluetooth.

For the ultimate in coverage, add the optional **BMW Assist 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, such as a restaurant or hotel, 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 Online allows access to up-to-date fuel prices and the latest weather forecasts, as well as Bloomberg's stock indices and the powerful reach of the Google Maps database – delivered to the iDrive Display right inside your vehicle.

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 authorized BMW center, which

will then call you to schedule a service appointment. You don't have to keep track of when your vehicle 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. And because they use only Original BMW Parts, you can rely on expert fit and long-lasting BMW quality. For more details on TeleService, visit bmwassist.com.

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.



BMW Virtual Center. If you get the sudden urge to shop for a BMW but your authorized BMW center is closed, there's good news – the BMW Virtual Center is open 24 hours a day! Log on to bmwusa.com/byo, and choose the model that interests you. Configure the BMW of your dreams, and see what the monthly payments would be. You can even send the specifications to your authorized 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 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 Magazine. A fascinating view of the latest events and products in the world of BMW, including travel reviews, personality profiles, and the latest BMW technologies. Sent to new owners and lessees several times a year, you can also read articles from **BMW Magazine** on the BMW website at bmwusa.com under the "Media Gallery & Library" heading, found in the "Experience" section.

BMW Welt: The **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,⁷ 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.

¹ See your authorized BMW center for details on these limited warranties.

² 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 period is 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 authorized BMW center.

³ BMW Assist with 4 years of Safety Plan services is standard. 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**, go to bmwassist.com, or visit your authorized BMW center for additional program details. Services are subject to the terms and conditions of your subscriber agreement.

⁴ Not all mobile phones are compatible with Mobile Office, and some compatible phones support a limited number of Mobile Office functions. For the complete list of compatible mobile phones and the details regarding which Mobile Office functions are supported by each phone, please visit bmwusa.com/bluetooth.

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.

⁷ Not all models available for BMW European Delivery Program. Please go to bmwusa.com or visit your authorized BMW center for details.



THE MOST EXCITING PLACE IN AMERICA TO DRIVE A BMW.

The BMW Performance Center in Spartanburg, SC.

Just beyond the foothills of the Carolinas' Blue Ridge Mountains lies the \$12 million BMW Performance Center. This sprawling, modern complex houses the world-famous BMW Performance Driving School, as well as the Zentrum Museum, BMW Boutique, BMW Delivery Center, and a Corporate Conference Center. Nearby is BMW's only manufacturing facility in the U.S., where models, such as the SAV[®], are built for export worldwide. It's a unique place where BMW enthusiasts can spend days – or, in the surrounding area, an entire vacation.

BMW Performance Driving School.

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To learn more about the BMW Performance Center, call **1-888-345-4269** or visit bmwusa.com/performancecenter.

BMW Performance Center Delivery.

You'll always remember the fun of taking delivery of your new BMW – with BMW Performance Center Delivery. After enjoying dinner and an overnight stay at a first-class hotel, we'll take you and your companion to the Performance Center where a Product Specialist will give you an in-depth introduction to your new BMW. Then at the Performance Driving School, you'll get tips from a professional driving instructor as you explore the dynamic capabilities of a similar model. It's exciting, it's enlightening – and it's all compliments of BMW with your new vehicle.

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BMW and the environment.

BMW is a strong proponent of the environment and social responsibility. We launched BMW EfficientDynamics back in 2000 – the philosophy of providing greater power with increased efficiency and fewer emissions. This has resulted in significant benefits today – for our customers, the climate and the environment.

That year, ecological sustainability was also declared one of BMW's core strategic principles; it is now firmly anchored in our entire production chain. It starts with the development of fuel-saving and alternative vehicle concepts, continues with environmentally friendly production processes, and ends with innovative recycling methods. This effort has been recognized worldwide; in 1999, BMW AG – the parent company of BMW of North America and BMW Manufacturing Co. in Spartanburg, SC – was the first automotive company to be represented on the Dow Jones Sustainability Group Index. It has remained on the Index ever since; moreover, since 2005, BMW has been voted the world's most sustainable automobile manufacturer. At BMW, we strive for and achieve high performance in all we do.

BMW recommends  **EDGE**

