

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

Effective October 1, 2010

	328i Convertible	335i Convertible	335is Convertible HP
<b>U.S. Models</b>			
Base Price U.S.A. (Including \$875 Destination and Handling)	\$46,375	\$52,575	\$59,575
<b>Options</b>			
205 STEPTRONIC automatic transmission	\$1,375	\$1,375	NA
248 Heated Steering Wheel (In combination with ZCW) (Not in combination with ZMP on restricted models)	\$190 NC (restr.)	\$190 NC (restr.)	NA
2B6 19" Light alloy Double-spoke wheels style 313-with performance run-flat tires (19x8.0, 225/35 R19 front and 19x8.5, 255/30 R19 rear)	NA	NA	\$1,000
2TC 7-Speed double clutch Transmission	NA	NA	\$1,575
2XA Sports leather steering wheel with paddle shifters (Requires ZSP and 205 on indicated models)	\$100 (req'd)	\$100 (req'd)	NA
322 Comfort Access keyless entry (Included in package)	\$500 ZCV	\$500 ZCV	\$500 ZCV
494 Heated front seats (Included in package)	\$500 ZCW	\$500 ZCW	\$500 ZCW
4B9 Aluminium Trim	NC	NC	NA
4BY Bamboo Anthracite Wood trim	NC	NC	NA
4UT Through-loading system with integrated transport bag (Included in package)	\$195 ZCW	\$195 ZCW	\$195 ZCW
4WA Dark Glacier Aluminum trim (Requires ZMP on indicated models)	NC (req'd)	NC (req'd)	STD
609 Navigation system	\$2,100	\$2,100	\$2,100
639 BMW Assist with Bluetooth (Included in package)	\$750 ZPP	\$750 ZPP	\$750 ZPP
655 Satellite radio with 1 year subscription	\$350	\$350	\$350
688 Harman Kardon surround sound system	\$875	\$875	\$875
6FL iPod and USB adapter (Included in package)	\$400 ZVP	\$400	\$400
6NF Smartphone Integration (Requires 6FL on indicated models) (Requires ZPP or 639 on indicated models)	\$150 (req'd) (req'd)	\$150 (req'd) (req'd)	\$150 (req'd) (req'd)
<b>Priority 1 Options</b>			
217 Active Steering		\$1,550	\$1,550
302 Anti-theft alarm system (Included in package)	\$400 ZCV	\$400 ZCV	\$400 ZCV
4A3 Light Burl Walnut trim	NC	NC	
508 Park Distance Control (Included in package)	\$750 ZCV	\$750 ZCV	\$750 ZCV
541 Active Cruise Control	\$2,400	\$2,400	
5AC Automatic high beams (Requires ZPP on indicated models)	\$250 (req'd)	\$250 (req'd)	\$250 (req'd)
<b>Colors</b>			
Non-Metallic paint	STD	STD	STD
Metallic paint	\$550	\$550	\$550
381 Le Mans Blue Metallic paint	P1	P1	\$550
<b>Priority 1 Colors</b>			
381 Le Mans Blue Metallic paint	\$550	\$550	
896 Blue Water Metallic paint	\$550	\$550	
A17 Mojave Metallic paint	\$550	\$550	
A51 Montego Blue Metallic paint	\$550	\$550	
A81 Tasman Green Metallic paint	\$550	\$550	
<b>Upholsteries</b>			
KA Leatherette	STD	NA	NA
LC Leather Dakota (In combination with ZPP) (In combination with ZVP) (Included in package)	\$1,550 NC NC ZPP, ZVP	STD	STD
<b>Priority 1 Upholsteries</b>			
LCAD Gray Dakota Leather	\$1,550	NC	NC
<b>Packages</b>			
ZCV Convenience Package	\$1,250	\$1,250	\$1,250
ZCW Cold Weather Package (In combination with ZMP)	\$900 \$750	\$900 \$750	\$750
ZMP M Sport Package 2R4 19" Alloy Star-spoke wheels (upgrade) 7XA Sport steering wheel w/paddles (upgrade) (Not in combination with ZSP on restricted models)	\$3,000 +\$100 (restr.)	\$3,000 +\$1,000 +\$100 (restr.)	NA

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		328i Convertible	335i Convertible	335is Convertible HP
<b>U.S. Models</b>				
<i>(Requires A52, 300, 354, 381, 475 and 896 on indicated models)</i>		(req'd)	(req'd)	
ZPP	Premium Package <i>(Requires ZVP on indicated models)</i>	\$1,650 (req'd)	\$1,650	\$1,650
ZSP	Sport Package <i>2R4 19" Alloy Star-spoke wheels (upgrade)</i>	\$1,300	\$1,400 +\$1,000	NA
ZVP	Value Package	\$0	NA	NA

Note: Package contents not fully represented above. Comprehensive package descriptions available separately.

**Other Charges**

All prices and specifications are subject to change without notice. STD - Standard Equipment, NA - Not Available, NC - No Charge Option

		328i Convertible	335i Convertible	335is Convertible HP	Retail Price
<b>ZCV</b>	<b>Convenience Package</b> 302 Anti-theft alarm system 322 Comfort Access keyless entry 508 Park Distance Control	x	x	x	<b>\$1,250</b>
<b>ZCW</b>	<b>Cold Weather Package</b> 494 Heated front seats 4UT Through-loading system with integrated transport bag 502 Retractable headlight washers	x	x	x	<b>\$900</b> <b>\$750</b>
	<b>In combination with ZMP</b>	x	x		<b>\$750</b>
<b>ZMP</b>	<b>M Sport Package</b> 2MF 18" Light alloy Star-spoke wheels style 193M-with performance run-flat tires (18x8.0, 225/40 R18 front and 18x8.5, 255/35 R18 rear) <b>or</b> 2R4 19" Light alloy Star-spoke wheels style 230-with performance run-flat tires (19x8.0, 225/35 R19 front and 19x9.0, 255/30 R19 rear) 481 Sport seats 704 Sport suspension 710 M steering wheel <b>or</b> 7XA M Sports leather steering wheel with paddle shifters 715 Aerodynamic kit 840 Increased top speed limiter  (Not in combination with ZSP on restricted models ) (Requires A52, 300, 354, 381, 475 and 896 on indicated models )		x		<b>\$3,000</b>
			x		<b>+ \$1,000</b>
			x		<b>+ \$100</b>
			(restr.) (req'd)		
	<b>M Sport Package</b> 2MF 18" Light alloy Star-spoke wheels style 193M-with performance run-flat tires (18x8.0, 225/40 R18 front and 18x8.5, 255/35 R18 rear) 481 Sport seats 704 Sport suspension 710 M steering wheel <b>or</b> 7XA M Sports leather steering wheel with paddle shifters 715 Aerodynamic kit 840 Increased top speed limiter  (Not in combination with ZSP on restricted models ) (Requires A52, 300, 354, 381, 475 and 896 on indicated models )	x			<b>\$3,000</b>
		x			<b>+ \$100</b>
		(restr.) (req'd)			
<b>ZPP</b>	<b>Premium Package</b> 319 Universal garage-door opener 430 Auto-dimming interior and exterior mirrors 431 Auto-dimming rearview mirror 488 Lumbar support 4NA Digital compass mirror 639 BMW Assist with Bluetooth LC Leather Dakota  (Requires ZVP on indicated models )	x			<b>\$1,650</b>
		(req'd)			
	<b>Premium Package</b> 319 Universal garage-door opener 430 Auto-dimming interior and exterior mirrors 431 Auto-dimming rearview mirror 488 Lumbar support 4NA Digital compass mirror 639 BMW Assist with Bluetooth		x	x	<b>\$1,650</b>

		328i Convertible	335i Convertible	335is Convertible HP	Retail Price
<b>ZSP</b>	<b>Sport Package</b> 2C6 18" Light alloy Star-spoke wheels style 189-with performance run-flat tires (18x8.0, 225/40 R18 front and 18x8.5, 255/35 R18 rear) 481 Sport seats 704 Sport suspension 840 Increased top speed limiter	x			<b>\$1,300</b>
	<b>Sport Package</b> 2K6 18" Light alloy V-spoke wheels style 342-with performance run-flat tires (18x8.0, 225/40 18 front and 18x8.5, 255/35 18 rear) <b>or</b> 2R4 19" Light alloy Star-spoke wheels style 230-with performance run-flat tires (19x8.0, 225/35 R19 front and 19x9.0, 255/30 R19 rear) 481 Sport seats 704 Sport suspension 840 Increased top speed limiter		x		<b>\$1,400</b>  <b>+ \$1,000</b>
<b>ZVP</b>	<b>Value Package</b> 6FL iPod and USB adapter LC Leather Dakota	x			<b>\$0</b>