

BMW of North America, LLC
2010 Model Year
Suggested Retail Price

Effective September 1, 2009

		M3 Sedan	M3 Coupe	M3 Convertible
U.S. Models				
Base Price U.S.A. Port of Entry*		\$54,850	\$57,850	\$66,500
Base Price Euro Delivery Munich Pick Up		✓ \$51,010	\$53,800	\$61,845
Base Price Diplomatic U.S.A. Port of Entry		\$54,850	\$57,850	\$66,500
Options				
223	Electronic Damping Control (Included in package)	✓ \$1,000 ZTP	\$1,000 ZTP	\$1,000 ZTP
2MK	M Double-clutch Transmission with Drivelogic	✓ \$2,900	\$2,900	\$2,900
2MT	19" Forged and polished Double Spoke wheels (Style 220M) with mixed tires	\$1,200	\$1,200	\$1,200
302	Anti-theft alarm system	✓ \$400	\$400	\$400
326	Rear spoiler deletion	NC	NC	NA
403	Moonroof	✓ \$1,050	NC	NA
415	Power rear sunshade	NA	\$350	NA
417	Rear manual side window shades	\$575	NA	NA
465	Split fold-down-rear seat (Included in package)	✓ \$475 ZCW	STD	NA
494	Heated front seats (Included in package)	✓ \$500 ZCW	\$500 ZCW	\$500 ZCW
4MX	Blue-gray Brushed Aluminium Trim (Included in package)	\$500 ZPP	\$500 ZPP	\$500 ZPP
4MY	Carbon Leather interior trim (In combination with ZPP)	✓ \$500 NC	\$500 NC	\$500 NC
4MZ	Sycamore Anthracite Wood trim (In combination with ZPP)	\$500 NC	\$500 NC	\$500 NC
4UT	Through-loading system with integrated transport bag (Included in package)	NA	NA	\$195 ZCW
507	Park Distance Control (rear only)	✓ \$380	\$380	\$380
5AC	Automatic high beams (Requires ZPP, 609 or ZTP on indicated models)	\$250 (req'd)	\$250 (req'd)	\$250 (req'd)
609	Navigation system (Included in package)	✓ \$2,100 ZTP	\$2,100 ZTP	\$2,100 ZTP
639	BMW Assist with Bluetooth (Included in package)	✓ \$750 ZPP	\$750 ZPP	\$750 ZPP
655	Satellite radio with 1 year subscription	\$350	\$350	\$350
6FL	iPod and USB adapter	✓ \$400	\$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)
752	Enhanced Premium Sound (Requires 609 or ZTP on indicated models)	✓ \$1,900 (req'd)	\$1,900 (req'd)	\$1,900 (req'd)
Colors / Upholsteries				
Non-Metallic paint		STD	STD	STD
Metallic paint		\$550	\$550	\$550
GE	Cloth/Leather	STD	STD	NA
NC	Novillo Leather (Included in package)	✓ \$950 ZPP	\$950 ZPP	STD
ND	Extended Novillo Leather (In combination with ZPP) (Requires 609 or ZTP on indicated models)	\$2,000 \$1,100 (req'd)	\$2,000 \$1,100 (req'd)	\$1,100 (req'd)
Packages				
ZCW	Cold Weather Package	✓ \$1,000	\$750	\$750
ZPP	Premium Package ND Extended Novillo Leather (upgrade)	✓ \$2,000 +\$1,100	\$2,000 +\$1,100	\$1,350
ZTP	Technology Package	✓ \$3,250	\$3,250	\$3,250
Note: Package contents not fully represented above. Comprehensive package descriptions available separately.				
Other Charges				
Destination & Handling		\$825	\$825	\$825
Gaz Guzzler Tax		\$1,300	\$1,300	\$1,700

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

* The Dealer's ultimate cost may vary due to incentives, allowances and other programs or payments.

BMW of North America, LLC
2010 Model Year
Confidential Wholesale Price

Effective September 1, 2009

		M3 Sedan	M3 Coupe	M3 Convertible
U.S. Models				
Base Price U.S.A. Port of Entry*		\$50,460	\$53,220	\$61,180
Base Price Euro Delivery Munich Pick Up		\$46,930	\$49,495	\$56,895
Base Price Diplomatic U.S.A. Port of Entry		\$50,460	\$53,220	\$61,180
Training Service Fee (Excludes Euro Delivery)		\$180	\$180	\$180
Options				
223	Electronic Damping Control (Included in package)	\$910 ZTP	\$910 ZTP	\$910 ZTP
2MK	M Double-clutch Transmission with Drivelogic	\$2,640	\$2,640	\$2,640
2MT	19" Forged and polished Double Spoke wheels (Style 220M) with mixed tires	\$1,090	\$1,090	\$1,090
302	Anti-theft alarm system	\$365	\$365	\$365
326	Rear spoiler deletion	NC	NC	NA
403	Moonroof	\$955	NC	NA
415	Power rear sunshade	NA	\$320	NA
417	Rear manual side window shades	\$525	NA	NA
465	Split fold-down-rear seat (Included in package)	\$430 ZCW	STD	NA
494	Heated front seats (Included in package)	\$455 ZCW	\$455 ZCW	\$455 ZCW
4MX	Blue-gray Brushed Aluminium Trim (Included in package)	\$455 ZPP	\$455 ZPP	\$455 ZPP
4MY	Carbon Leather interior trim (In combination with ZPP)	\$455 NC	\$455 NC	\$455 NC
4MZ	Sycamore Anthracite Wood trim (In combination with ZPP)	\$455 NC	\$455 NC	\$455 NC
4UT	Through-loading system with integrated transport bag (Included in package)	NA	NA	\$175 ZCW
507	Park Distance Control (rear only)	\$345	\$345	\$345
5AC	Automatic high beams (Requires ZPP, 609 or ZTP on indicated models)	\$230 (req'd)	\$230 (req'd)	\$230 (req'd)
609	Navigation system (Included in package)	\$1,910 ZTP	\$1,910 ZTP	\$1,910 ZTP
639	BMW Assist with Bluetooth (Included in package)	\$685 ZPP	\$685 ZPP	\$685 ZPP
655	Satellite radio with 1 year subscription	\$320	\$320	\$320
6FL	iPod and USB adapter	\$365	\$365	\$365
6NF	Smartphone integration (Requires 6FL on indicated models) (Requires ZPP or 639 on indicated models)	\$135 (req'd) (req'd)	\$135 (req'd) (req'd)	\$135 (req'd) (req'd)
752	Enhanced Premium Sound (Requires 609 or ZTP on indicated models)	\$1,730 (req'd)	\$1,730 (req'd)	\$1,730 (req'd)
Colors / Upholsteries				
Non-Metallic paint		STD	STD	STD
Metallic paint		\$500	\$500	\$500
GE	Cloth/Leather	STD	STD	NA
NC	Novillo Leather (Included in package)	\$865 ZPP	\$865 ZPP	STD
ND	Extended Novillo Leather (In combination with ZPP) (Requires 609 or ZTP on indicated models)	\$1,820 \$1,000 (req'd)	\$1,820 \$1,000 (req'd)	\$1,000 (req'd)
Packages				
ZCW	Cold Weather Package	\$910	\$685	\$685
ZPP	Premium Package ND Extended Novillo Leather (upgrade)	\$1,820 +\$1,000	\$1,820 +\$1,000	\$1,230
ZTP	Technology Package	\$2,960	\$2,960	\$2,960
Note: Package contents not fully represented above. Comprehensive package descriptions available separately.				
Other Charges				
Destination & Handling		\$825	\$825	\$825
Gaz Guzzler Tax		\$1,300	\$1,300	\$1,700

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Package Overview

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		M3 Sedan	M3 Coupe	M3 Convertible	Retail Price
ZCW	Cold Weather Package 464 Ski bag 494 Heated front seats 502 Retractable headlight washers		x		\$750
	Cold Weather Package 494 Heated front seats 4UT Through-loading system with integrated transport bag 502 Retractable headlight washers			x	\$750
	Cold Weather Package 465 Split fold-down-rear seat 494 Heated front seats 502 Retractable headlight washers	x			\$1,000
ZPP	Premium Package 313 Power folding mirrors 319 Universal garage-door opener 4MX Blue-gray Brushed Aluminium Trim or 4MY Carbon Leather interior trim or 4MZ Sycamore Anthracite Wood trim 4NA Digital compass mirror 639 BMW Assist with Bluetooth			x	\$1,350
	Premium Package 313 Power folding mirrors 319 Universal garage-door opener 4MX Blue-gray Brushed Aluminium Trim or 4MY Carbon Leather interior trim or 4MZ Sycamore Anthracite Wood trim 4NA Digital compass mirror 639 BMW Assist with Bluetooth NC Novillo Leather or ND Extended Novillo Leather	x	x		\$2,000
		x	x		+ \$1,100
ZTP	Technology Package 223 Electronic Damping Control 2MD M Drive 322 Comfort Access keyless entry 609 Navigation system	x	x	x	\$3,250