

Retail Operator / General Manager	Sales – New Car	Sales - Pre-Owned	Business Manager (F&I)	Service	Parts & Accessories	Administration
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Product Planning & Strategy Bulletin

MY2013 BMW X6 Pricing and Ordering Information

January 25, 2012

In 2008, BMW created a new segment by introducing the X6 Sports Activity Coupe – a vehicle that combined the powerful and versatile character of an SAV with the dynamic design of a coupe. US sales have greatly exceeded expectations, with over 20,000 units sold in just over three years. The X6 has been hailed, “as sexy as an SUV can possibly be” (CNBC). To build on its success, the MY2013 X6 will get a facelift providing it with a more modern design and even greater performance capabilities.

The MY2013 X6 will be enhanced with a new, wider kidney grille and repositioned front fog lights, giving the vehicle an even wider and more aggressive look. New optional LED headlights (552) finish off the front end with a distinctly modern appeal. On the rear, the tail lights have been re-designed with two glowing LED light bars. Building on the impressive driving capabilities of the X6 is the optional M Performance Package, which enhances both vehicle performance and design.

STANDARD EQUIPMENT

In addition to the exterior enhancements of the LCI, both X6 models will come standard with the Storage Package (493), which was previously available in the Premium Package. The X6 xDrive50i will also feature a new 19” wheel (2A3). Base MSRP for the MY2013 X6 will be as follows:

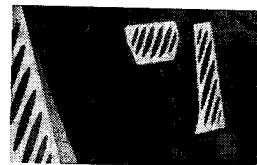
- **X6 xDrive35i - \$59,800** (+\$200 vs. MY2012)
- **X6 xDrive50i - \$70,400** (+\$200 vs. MY2012)

OPTIONAL EQUIPMENT

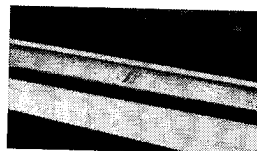
The optional equipment program has been enhanced with new options and simplified for dealer ordering. Please note the following changes to packages and stand-alone options:

M Performance Package (ZMX) - new

- Engine upgrade
 - X6 xDrive35i: +15 hp, +30 lb-ft of torque
 - X6 xDrive50i: +40 hp, +30 lb-ft of torque
- 20” Y Spoke Wheels – Style 336
- Black chrome exhaust tips
- Stainless steel pedals
- M foot rest and door sills
- Shadowline exterior trim
- Anthracite headliner
- Optional Carbon Black Metallic paint



Stainless steel pedals



M door sills

The M Performance Package offers outstanding customer value, as it includes all of the same content as the MY2012 Sport Package (ZSP) **and additionally** the engine upgrade, 20” wheels, black chrome exhaust tips, M foot rest and door sills at a package price of **\$200 less than the MY2012 Sport Package**.

Dynamic Handling Package (ZDH) - new

- Includes Active Steering (217) and Adaptive Drive (2VA)
- Available for \$4,300 on both models, representing a \$750 enhancement to customer value vs. ordering these two options separately in MY2012

Premium Sound Package (ZPS)

- Pricing has been reduced from \$1,500 to \$950 to enhance customer value and for consistency with other BMW models
- Package now includes an optional upgrade to the Enhanced Premium Sound System (752) for \$1,000, which was previously only available on the X6 M
 - 16 high-end speakers, 825 W with DIRAC Live technology for perfectly timed sound experience in all seats

Sport Package (ZSP)

- No longer available due to the release of the M Performance Package (ZMX)

Luxury Seating Package (ZLS)

- For consistency with other models, the Active Ventilated Seat Package (ZAV) has been re-named to the Luxury Seating Package (ZLS)
- Package content is identical to the previous ZAV package

Stand-Alone Options

- Active Steering (217) no longer available as a stand-alone option and is available in the Dynamic Handling Package (ZDH)
- Adaptive Drive (2VA) no longer available as a stand-alone option and is available in the Dynamic Handling Package (ZDH)
- Rear View Camera with Top View (3AH) no longer available as a stand-alone option and is available in the Premium Package (ZPP)
- LED Headlights (552) now available as a stand-alone option for \$1,900
- Nappa Leather Upholstery (NA) no longer includes Nappa Leather Dashboard (4M5)
 - Pricing reduced from \$2,400 to \$1,000

Paint

Three new metallic paints will now be available for the MY2013 X6:



Midnight Blue Metallic (B83)



Marrakesh Brown Metallic (B09)



Orion Silver Metallic (A92)

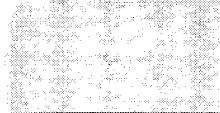
Please note that Mineral Silver Metallic (A14), Monaco Blue Metallic (A35), and Tasman Metallic (A81) will no longer be available.

Upholstery

Two new upholstery colors will be available for the MY2013 X6:



Vermillion Red
Nevada Leather (LUBY)



Ivory White and Black
Nappa Leather (NAEW)

Please note that Chateau Red/Alcantara Leather (GHCH), Chateau Nevada Leather (LUCH), and Sand Beige Nappa Leather (NAB4) will no longer be available.

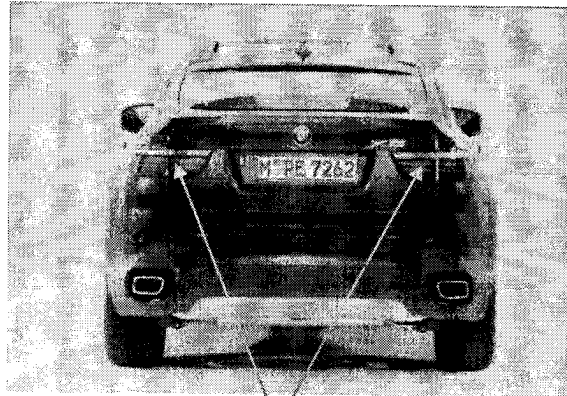
The Start of Communication for the newly re-designed X6 Sports Activity Coupe is January 25th, 2012 at 6:00 pm EST. The World Premiere will take place at the Geneva Auto Show in March 2012, followed by a US premiere at the New York Auto Show in April.

Images

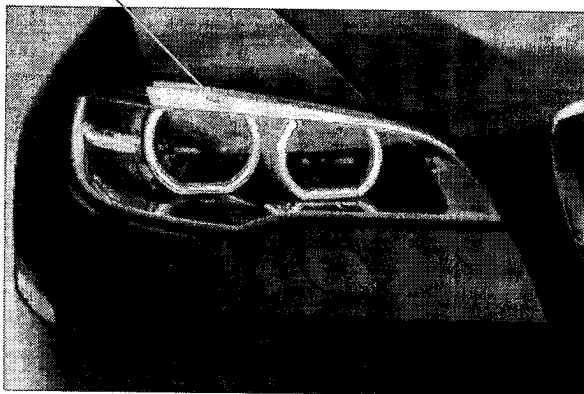


LED Headlights (optional)

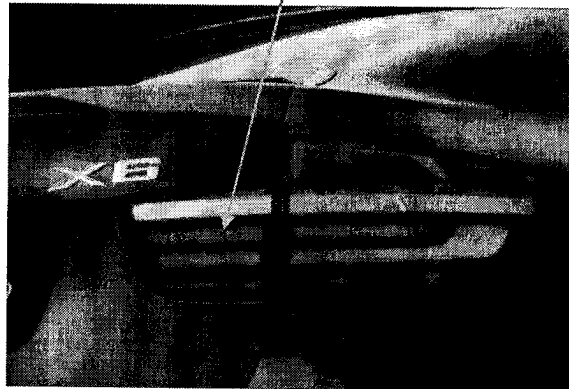
Wider, re-designed kidneys



Rear tail lights with two LED bars



Re-positioned fog lights with matt finish



New 19" wheel – style 424 (standard on X6 xDrive50i)