

Dealer Operator / General Manager	Sales - New Car	Sales - Used Car	Business Manager (F&I)	Service	Parts & Accessories	Administration
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# Product Planning and Strategy

## BMW Dealer Bulletin

### Model Year 2009 7 Series Pricing

With the launch of every new 7 Series BMW has raised the benchmark for design, luxury, refinement, technological advancements and performance. The MY2009 7 Series is no exception. From the new 400hp twin-turbo V8, or the all new suspension available with optional integral active steering, or the totally re-vamped interior and exterior; the 7 Series boasts an incredible array of innovations, comfort and luxury features in conjunction with class-leading performance and stunning design. The MSRPs are **\$80,300** and **\$84,200** for the 750i and 750Li respectively, proving that the “best-handling big sedan in the world” is priced competitively given the enhanced product substance.

Below please find a brief summary overview of the product highlights, as well as comprehensive package and option pricing.

#### Performance

The all-new 7 Series is powered by a 4.4 liter twin-turbo charged V8 engine producing 400 hp and 450 lbs-ft of torque.

The roof, doors, bonnet and side panels of the new BMW 7 Series are all made of aluminum, as well as the engines crankcase. This not only reduces weight, but also improves weight distribution and lowers the vehicles center of gravity.

The result of the all-new engine and light weight construction, in combination with the 6-speed automatic transmission, gives the all-new 7 Series a 0-60 mph of 5.1 seconds for the 750i and 5.2 seconds for the 750Li.

The entire suspension system has been completely re-designed with steel-sprung aluminum axles, for the best balance of dynamic handling and a comfortable ride. The 750Li has self-leveling rear air suspension, to ensure it offers a consistent ride height for comfort and performance despite the extra weight on the rear axle.

#### Standard Equipment

- Driving Dynamics Control
- 18” wheels with all-season tires
- Front and rear park distance control
- Xenon adaptive headlights
- Glass moonroof
- Nappa Leather Upholstery
- 20-way Heated Front Seats
- Navigation with Real Time Traffic Information and Voice Recognition
- All-new iDrive system with 12GB reserved for music entertainment
- HD Radio
- 4-zone air conditioning
- Interior Ambient Lighting

#### All-new Colors Exclusive to the 7 Series

- Mineral White Metallic
- Imperial Blue Metallic (will be featured in some advertisements)
- Graphite Metallic (similar to Sparkling Graphite)

### Base Prices

- The 750i: \$80,300
- The 750Li: \$84,200

### Packages

	750i	750Li
<b>Camera Package (ZCE)</b>	<b>\$ 750</b> Rear and side view cameras	<b>\$ 750</b> Rear and side view cameras
<b>Convenience Package (ZCV)</b>	<b>\$ 1,700</b> Automatic tailgate opening and closing, comfort access, soft close automatic doors	<b>\$ 1,700</b> Automatic tailgate opening and closing, comfort access, soft close automatic doors
<b>Cold Weather Package (ZCW)</b>	<b>\$800</b> Heated steering wheel, ski bag, heated rear seats	<b>\$800</b> Heated steering wheel, ski bag, heated rear seats
<b>Driver Assistance Package (ZDA)</b>	<b>\$1,350</b> High beam assistant, lane departure warning, active blind spot detection	<b>\$1,350</b> High beam assistant, lane departure warning, active blind spot detection
<b>Premium Sound Package (ZPS)</b>	<b>\$ 2,000</b> Premium hi-fi sound system, 6-disc DVD changer, iPod/USB adapter	<b>\$ 2,000</b> Premium hi-fi sound system, 6-disc DVD changer, iPod/USB adapter
<b>Rear Seat Entertainment Package (ZRP)</b>	<b>\$2,200</b> One internal Multimedia player and two high resolution 8" screens	<b>\$2,200</b> One internal Multimedia player and two high resolution 8" screens
<b>Sport Package (ZSP)</b>	<b>\$4,900</b> ARS, integral active steering, sport steering wheel, 19" forged wheels, Shadowline	<b>\$4,900</b> ARS, integral active steering, sport steering wheel, 19" forged wheels, Shadowline
<b>Luxury Seating Package (ZLS)*</b>	<b>\$2,500</b> Heated steering wheel, power sunshades, active drivers seat, ski bag, heated rear seats	<b>\$2,500</b> Heated steering wheel, power sunshades, active drivers seat, ski bag, heated rear seats
<small>*Package is forced through February production.</small>		
<b>Luxury Rear Seating Package (ZLU)</b>	<b>Not Available</b>	<b>\$3,500</b> Rear ventilated seats, rear comfort seats

### Stand Alone Options

	750i	750Li
Night Vision w/ Pedestrian Detection	\$2,600	\$2,600
Active Cruise Control	\$2,400	\$2,400
Active Roll Stabilization	\$1,800	\$1,800
19" Light Alloy Wheels	\$1,300	\$1,300
Leather Instrument Panel	\$1,200	\$1,200
Head-up Display	\$1,300	\$1,300
Power Sunshades	\$1,000	\$1,000
Ceramic Controls	\$650	\$650
Satellite Radio	\$595	\$595
Smartphone Integration	\$150	\$150
Massaging Rear Seats	N/A	\$200

Both models started production in November and will make their retail debut on March 6, 2009. Ordering Guides are available on CenterNet. For more detailed information on standard and optional equipment, please refer to bulletin 09-07-03, published on November 13<sup>th</sup>. The retail and wholesale pricing sheets will be posted today.

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