INSIDETRACK



BACK-TO-SCHOOL CHECKLIST: LAPTOP, BACKPACK, BMW CPO

BMW Efficient Dynamics Less emissions. More driving pleasure.





SEND THEM TO THE HEAD OF THE CLASS IN A CPO BMW

Before your scholars head off to college, one of the smartest purchases you can make is a Certified Pre-Owned BMW. Every CPO BMW is backed by a protection plan that lasts up to 6 years/100,000 miles.¹ Each one has been thoroughly inspected by a BMW-trained technician. And most important, all offer BMW's outstanding active and passive safety features.

Enjoy peace of mind knowing that every CPO BMW comes with BMW Roadside Assistance, which provides travel protection 24 hours a day, 365 days a year. This includes towing, lock-out service, and much more. You'll also appreciate the attractive financing options offered by BMW Financial Services that make it surprisingly easy to own The Ultimate Driving Machine. Then at

bmwusa.com/mybmw, create a "My BMW" account that lets you set up automatic payments and track your account information online.

Original BMW Accessories personalize a CPO BMW with convenience, performance and safety-enhancing features all designed and manufactured to BMW's demanding quality standards.

Of course, you don't need college-bound offspring to consider the value of a CPO BMW. But compared to the cost of a higher education, it gets an "A" in Economics. To start your search for the perfect Certified Pre-Owned BMW, visit bmwusa.com/cpo.

¹ See your authorized BMW center for details on these limited warranties or visit bmwusa.com/ultimateservice.

WHAT'S NEW

FUNNY YOU SHOULD SAY THAT: BMW OFFERS PANDORA® COMEDY



If you like singing along to your songs as they play on Pandora® via the new BMW Apps option, you'll also love listening to comedy on your list of personalized stations.

Even traffic jams can become a laughing matter when your favorite comedians are there on tap. Powered by the Comedy Genome Project,™ you can create individualized comedy stations based on your favorite comedians; on popular genres, such as political, bluecollar, or PG comedy; or comedy from the '60s and '70s, the '80s and '90s, or the '00s.

Like Pandora music, you can start a comedy station by choosing a favorite comedian or genre, then give thumbs-up or thumbs-down feedback to shape the comedy station to your taste.

This entertaining feature is available via the Pandora app on all BMW models equipped with BMW Apps.

Screen image simulated.

BMW FINANCIAL SERVICES

DRIVE CONFIDENTLY WITH INSURANCE YOU CAN RELY ON

Discover the many advantages of BMW Performance Insurance.¹ You'll enjoy a special group discount,² as well as other discounts based on your vehicle's standard safety features. Lock in your rate for a full year. Coverage includes Original BMW Replacement Parts on repairs,³ 24-hour Roadside Assistance, towing and claims service, and many other valuable benefits. For a coverage evaluation and free, no-obligation rate quote, call 1-877-269-4677.

Residents of Texas can save with the Liberty Mutual Advantage program, which includes Original BMW Replacement Parts, Enhanced Roadside Assistance, Concierge Service, and towing to the nearest BMW

repair center. Safety features, such as antilock brakes, air bags or automatic safety belts, can qualify for additional discounts. For a coverage evaluation and free, no-obligation rate quote, call 1-877-269-4677.



- ¹ BMW Performance Insurance not available to residents of Texas.
- ² Group discount not available to residents of Massachusetts.
- ³ Except where prohibited by state law.

Discounts available where state laws and regulations allow, and may vary by state. Certain discounts apply to specific coverages only. To the extent permitted by law, applicants are individually underwritten; not all applicants may qualify. Savings will vary by state. Inquire for details. Products are offered through BMW Insurance Agency, 300 Chestnut Ridge Rd., Woodcliff Lake, NJ 07677 (CA license OD63198, GA license 101757, MN license IA-20578410), which is not affiliated with Liberty Mutual Insurance Co. and its affiliates. Policies are underwritten and provided by Liberty Mutual Insurance Co. and its affiliates, principal office at 175 Berkeley St., Boston, MA 02116. In Texas, policies underwritten and provided by Liberty County Mutual Insurance Company, 2100 Walnut Hill Lane, Irving, TX 75038.

BMW LIFESTYLE

BMW MOTORSPORT WEAR MAKES WINNING LOOK EASY

Laid-back looks are your key to success in high-quality BMW Motorsport signature sweaters that offer soft comfort and timeless style.

BMW Men's Motorsport Hoodie \$89.50



Show your stripes – on the hood, the cuff, and in the red drawstrings of this dark blue hoodie with large pouch pocket. Accented with bold BMW M and Motorsport designs and white sleeve insets.

100% polyester; import. S-XXL Navy 80 30 2 207 (S) 876, (M) 877, (L) 878, (XL) 879, (XXL) 880

BMW Ladies' Motorsport Top \$33.50

The sporty, two-layer-look sleeveless tank features a dark blue four-button placket top with a glossy BMW Motorsport wordmark across the back; underneath, a white insert with signature Motorsport stripes. 100% cotton; import. S-XL Navy 80 30 2 207 (S) 897, (M) 898, (L) 899, (XL) 900



To see the entire Lifestyle Collection, visit shopbmwusa.com. Prices are suggested retail prices and are subject to change. Actual prices may vary and depend upon your BMW center. Prices exclude taxes and/or shipping and handling charges.

RACING

BMW RACECARS DOMINATE BOTH 2011 ALMS AND GRAND AM SERIES

In 2010, the BMW Team Rahal Letterman Racing successfully piloted BMW M3s to claim the coveted American Le Mans Series (ALMS) GT Manufacturer and Team Championships.

The final stretch of the season is just around the corner. In the first two ALMS races, BMW Team RLL emerged on top, taking the BMW M3 to first and second spots in the 12 Hours of Sebring, and first place in the Grand Prix of Long Beach.

BMW has also become a podium regular in the Grand Am Road Racing series. The Chip Ganassi Racing with Felix Sabates team has dominated the DP class with the BMW Riley racer, while the GT-class BMW M3 has put Turner Motorsport in the limelight. There's much more excitement in store – visit bmwusa.com/motorsport for details!

RACES

August 5 – 6 American Le Mans Series (ALMS) Mid-Ohio Sports Car Challenge Lexington, OH

August 19 – 20 American Le Mans Series (ALMS) Road Race Showcase Elkhart Lake, WI

September 2 – 3 American Le Mans Series (ALMS)
Baltimore Grand Prix
Baltimore, MD

CAR TIPS

"DRIVER PROFILE" MAKES NEW BMW VEHICLES FAMILIAR - FAST



Driving a new BMW vehicle is exciting – but first you must adjust the driver's seat, steering wheel and sideview mirrors, find your favorite radio stations, and program your mobile phone contacts.

Included in newer models, BMW's Driver Profile feature helps you feel at home right away. It can store up to 160 of your personal comfort and convenience settings, including driver assistance, communications and lighting. Using BMW Online or a USB stick, it's easy to download personal Driver Profile information from your current BMW model and upload it to another BMW vehicle. To learn how, consult your Owner's Manual – or ask your BMW Client Advisor for model-specific details.

To request additional information on many of the topics you see here, call BMW Customer Relations toll-free at 1-800-831-1117, or log on to our award-winning website at bmwusa.com.

©2011 BMW of North America, LLC

The BMW name, model names and logo are registered trademarks. Other trademarks or registered trademarks are the property of their respective owners. Printed in USA 7428-611-600 36 USC 220506