

INSIDETRACK

September 2011



Proud Partner

COMING SOON: A NEW BREED OF FOUR-CYLINDER POWER

BMW EfficientDynamics
Less emissions. More driving pleasure.



Inside Track

September 2011



The Ultimate
Driving Machine®



EXPERIENCE 260 LB-FT OF THRUST – WITH FOUR-CYLINDER THIRST

Since the late '20s, BMW has created a wide variety of four-cylinder engines – some of which, like the original M3 engine, are among the most revered in the industry.

Just as in 2009 when the BMW 3 Series with Advanced Diesel introduced the U.S. to a new age of clean diesel, BMW is about to energize the future with a totally re-engineered four-cylinder powerplant.

Compared to a naturally aspirated six-cylinder engine of similar power, BMW's all-aluminum four-cylinder engine is lighter and more compact. It will post quicker

0-60 times – and travel greater distances on each gallon of gasoline. In this 240-hp variant, the exciting thrust of 260 lb-ft of torque is felt from 1250 rpm all the way to 4800 rpm. Incorporating TwinPower Turbo technology, High Precision Direct Injection, Valvetronic and Double-VANOS, its enhanced performance and efficiency can be heard in the excited growl of its sport-tuned exhaust and engine.

Get ready to read and hear more about this exciting engineering marvel – the latest example of brilliant BMW EfficientDynamics.

WHAT'S NEW

STAY CONNECTED WITH BLUETOOTH® WIRELESS TECHNOLOGY



Concurrent with the “BMW DON’T TXT & DRIVE” campaign, BMW is making it easier than ever to stay connected while keeping your eyes on the road and your hands on the wheel.

Virtually every Model Year 2012 BMW vehicle¹ produced after September 2011 will come equipped with Bluetooth wireless technology. Once you pair your Bluetooth enabled mobile phone² with your BMW, you’ll enjoy a secure automatic connection that lets you access contacts, dial numbers and answer your mobile phone by using the buttons on your steering wheel and your radio or iDrive Display.

You’ll also be able to speak comfortably, using your vehicle’s built-in microphone. Listen through the audio system and adjust the volume using your radio controls. Models with BMW’s on-board Navigation system include Voice command, which lets you dial by saying your contact’s name or phone number.

When it comes to staying in touch while driving, a BMW equipped with Bluetooth wireless technology is – hands-down – the smart way to go.

¹ Bluetooth wireless technology will be optional in the 3 Series Sports Wagon.

² Check for a list of BMW-tested and approved Bluetooth technology enabled mobile phones at your authorized BMW center or bmwusa.com/bluetooth.

BMW FINANCIAL SERVICES

ALWAYS THERE FOR YOU: YOUR PRIVATE “MY BMW” SITE

“My BMW” is a password-protected site where you can enjoy access to your BMW Financial Services account and much more at any time, day or night.

Think of it as your private parking space on the Web. To enter, simply sign in at bmwusa.com/MyBMW. Once you are logged in, you can check your account or read about special offers, sign up for online monthly statements, make instant or scheduled online payments, review your payment history, and update your personal profile.

While you're there, you can also read the latest items of interest on your particular BMW model, locate and contact your nearest BMW center, set up a test drive – even build your own virtual BMW model. And more useful features are added all the time.

This top-rated website is open right now and waiting for you. Visit bmwusa.com/MyBMW today to sign up, access it – and make it your own personal site.



BMW NATURAL CARE

THE NATURAL CHOICE FOR CAR CARE



At BMW, sustainability is a focus both on and off the road. BMW Natural Care is a full line of eco-friendly car care products that lets you clean your BMW without harming the environment. Each is dermatologically tested, efficient and powerful – yet mild, with fragrances and active ingredients so gentle, they are even used in cosmetic products.

Natural Care Shampoo

16 oz 83 12 2 220 422

Natural Care Car Polish

16 oz 83 12 2 220 423

Natural Care Car Wax

16 oz 83 12 2 220 425

Natural Care Windshield Wash

8 oz 83 12 2 220 426

Natural Care Glass Cleaner

16 oz 83 12 2 220 427

Natural Care Interior Cleaner

16 oz 83 12 2 220 428

To see the entire Accessories collection, visit shopbmwusa.com. For complete information, including prices and availability, and to order Original BMW Accessories, contact your local BMW center.

BMW EFFICIENT DYNAMICS

THE BMW CONCEPT i3 MAKES ITS WORLD DEBUT THIS MONTH

The vehicle that was Born Electric, the BMW Concept i3, rolls onto the international stage on September 15 at the 2011 Frankfurt Auto Show.

BMW's first purpose-designed battery electric vehicle, the lightweight BMW Concept i3 features a carbon-fiber passenger compartment – an industry first. A true BMW, this dynamic performer is capable of reaching 0-60 in under 8 seconds and traveling up to 100 miles on a single charge. Although it will not be on the market until 2013, a fleet of BMW i3 models will be joining the BMW official cars at the 2012 London Olympics. Learn more about the BMW i3 at BMW-i-usa.com.

If you can't wait until 2013, learn about the first all-electric BMW: the BMW ActiveE. It's coming to select U.S. markets in late 2011–early 2012. Visit bmwusa.com/ActiveE.

RACES

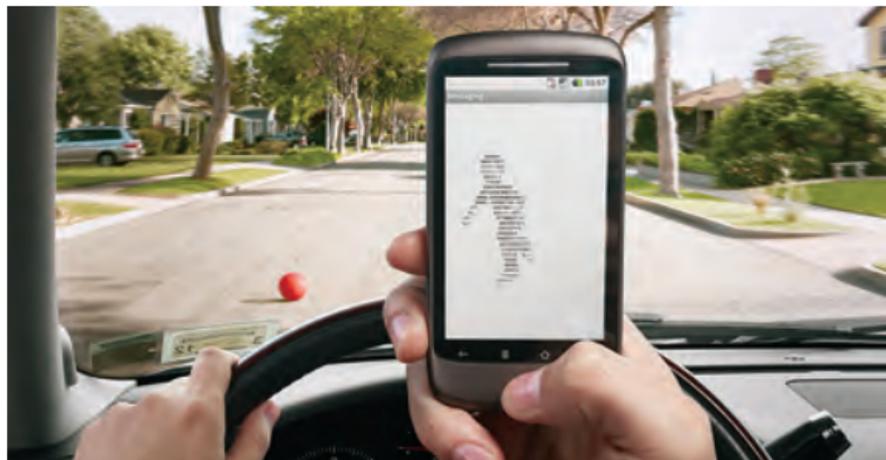
September 2 – 3 American Le Mans Series (ALMS)
Baltimore Grand Prix
Baltimore, MD
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September 15 – 17 ALMS
ALMS Monterey
Monterey, CA
.....

September 28 – October 1 ALMS
Petit Le Mans
Braselton, GA

CAR TIPS

TEXTING AND DRIVING HAVE ONE THING IN COMMON: ACCIDENTS



September marks the start of a new school year, which means the streets are going to be filled with more children, bikes and buses. It also means a lot more chances to get into an accident if drivers aren't paying attention. That's why the "BMW DON'T TXT & DRIVE" campaign urges drivers to help keep the roads safe by keeping their eyes off their phones.

So save yourself and others by choosing to put down your phone when you're behind the wheel. Don't text and drive!

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.

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