

INSIDETRACK

November 2012



Proud Partner

ACTION PLUS TRACTION: BMW 3 SERIES WITH xDRIVE

BMW EfficientDynamics
Less emissions. More driving pleasure.



Inside Track

November 2012



The Ultimate
Driving Machine®



3 SERIES WITH xDRIVE FINDS EXCITEMENT IN EVEN MORE PLACES

The only way BMW could improve upon its newest 3 Series Sedan is by enlarging its playground. So we created the new 2013 BMW 328i xDrive and 335i xDrive – two world-class sports sedans that love to frolic in all kinds of wet weather and slippery surfaces.

Hit the gas and the 335i xDrive posts an amazingly quick 0–60 time: 4.8 seconds.¹ You'll also spend more time having fun and less time at the pump, thanks to BMW's EfficientDynamics engineering philosophy.

Individualize and intensify the driving experience by selecting one of four optional Design Lines – Modern,

Luxury, Sport and M Sport – as well as an array of optional features, all designed to take both the BMW 328i xDrive and 335i xDrive to the limit of personalization. And don't forget to keep in touch via advanced BMW ConnectedDrive features.

Driving the BMW 3 Series is an exceptional experience. Add the all-road, all-weather traction of xDrive all-wheel drive, and your driving pleasure will know no boundaries.

¹ BMW AG test results, automatic transmission; 5.1 seconds, manual transmission. BMW urges you to obey all posted speed laws and always wear safety belts. Do Not Drive While Distracted.

BMW FINANCIAL SERVICES

ENTER A WHOLE NEW WORLD OF REWARDS – AT MYBMW CARD.COM

New websites. New cards. An entire realm of new BMW Rewards for BMW Fans – and you can find them at mybmwcard.com.



Here you will discover an array of new credit card products: the BMW Card, BMW Signature Card, and exclusive, by-invitation-only BMW Ultimate Card.

Each card enhances the BMW experience by offering rewards and benefits of special interest to owners and BMW enthusiasts. You can earn BMW Reward Points that may be redeemed for:

- BMW Center Rewards: BMW Service and Repairs, and BMW Lifestyle Accessories
- Vehicle Rewards: Up to \$10,000 back on a BMW Financial Services lease or finance contract; or a Vehicle Credit of up to \$5,000 off the lease, cash purchase or finance of a BMW.
- BMW Financial Services Rewards: Used to pay your BMW Financial Services lease or finance account; purchase BMW Protection Products; pay for Excess Wear and Use Charges; and purchase additional lease miles.
- BMW Visa® Prepaid Cards.

There are also Get Away Rewards for those with a BMW Signature Card or BMW Ultimate Card, good for air travel, hotel stays, and luxury spa certificates.

Once you're a cardmember, visit mybmwcard.com to manage your account. View charges, sign up for automatic payments, update your personal data, and more. While you're there, register to access your account via the mobile website, using your smartphone. Then you can manage your account from anywhere there's a signal. Check available credit, review charges, schedule one-time payments, and set up email alerts. It's an easy way to keep tabs on your account anytime, from virtually anywhere.



BMW LIFESTYLE COLLECTION

SPORTY PEDALS AND PLUSH DELIGHTS FOR THE SMALLEST BMW FANS

Set your favorite tykes' hearts racing this holiday season with thoughtful gifts from BMW.

Toss your tot the key to happiness with the **Baby Racer II**. It sports a sturdy plastic shell, double headlights and taillights, Motorsport-style wheels, and a steering wheel with a horn. For ages 18 months to 3 years; complies with ASTM/F963-92. Import.

Baby Racer II \$108

Blue 80 93 0 006 909

Black 80 93 0 446 003

Who wouldn't want to cuddle with this super-soft **BMW Plush Bear**? Created specially for BMW by Gund,[®] it's 14 inches of pure love, made of 100% polyester with polyethylene filling. For all ages; complies with ASTM/F963-08. Import.

BMW Plush Bear \$25

White 80 90 0 439 621



To see the entire BMW 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.

EFFICIENT DYNAMICS

BMW IS HELPING TO MAKE ELECTRIC ROAD TRIPS A BREEZE



-chargepoint+™

It's an exciting thought: driving swiftly and silently in an all-electric BMW. But how can you find charging stations when you are away from home?

BMW i Ventures is now helping to make this fantasy a reality by investing in Coulomb Technologies' ChargePoint.® The world's largest network of independently owned electric vehicle (EV) charging stations, there are more than 7300 non-residential ChargePoint spots around the world. With stations in almost 300 cities across America, roughly half of all EV drivers in the U.S. have a ChargePoint card.

Drivers who sign up can use a smartphone app to find and reserve recharging stations, be notified when their vehicle's charging is complete, and track usage. Going on a trip? The website lets you enter your starting address and destination, then shows you all the charging stations along the way.

For more information on ChargePoint, visit chargepoint.com. And to learn more about BMW's electric vehicle lineup, visit bmw-i-usa.com.

CAR TIPS

NEWEST BMW NAVIGATION SYSTEM LEADS YOU INTO THE 3RD DIMENSION



Love 3-D movies? Then you'll want the latest BMW Navigation system. Debuting in select 2013 models, it features a virtual 3-D menu, top-quality animations and dynamic transitions. The split-screen Display can show the way by using a bird's-eye perspective as it nears the next turn. In addition to advanced interactive options, the "High Guiding" feature flashes detailed navigation data in numerous on-board Displays, while "3-D City Models" realistically renders surrounding streets and buildings. Next time, leave the popcorn; take the BMW.

European image shown.

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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