

# INSIDETRACK

May 2013



Inside Track

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The Ultimate Driving Machine®



## MAKING WAVES: BMW YACHTSPORT APPAREL

BMW understands your love of the open water – and helps you set your fashion sense sailing with the Yachtsport Collection. Here's your chance to don a pair of sleek wrap-around sunglasses, show off your physique in a yachting polo, or dry off with a BMW Yachtsport towel – the Yachtsport Collection brings two loves together. To see the entire BMW Lifestyle Collection, visit [shopbmwusa.com](http://shopbmwusa.com).



## DriveNow

There's an exciting new way to drive a premium car in San Francisco and the Bay Area when you need it. BMW's DriveNow program rents BMWs by the minute, with an exclusive fleet of zero-emissions BMW ActiveE vehicles. BMW owners are eligible to receive 25% off the lifetime registration fee. For details, visit [drive-now.com](http://drive-now.com).

### BMW Ultimate Service<sup>®</sup>

# \$0

## Maintenance\*

For the first 4 years  
or 50,000 miles

- Engine Oil Services
- Inspection Services
- Wiper Blade Inserts
- Brake Pads
- Brake Discs
- Engine Drive Belts
- Brake Fluid Service

\* Whichever comes first. For details on BMW Ultimate Service, visit [bmwusa.com/ultimateservice](http://bmwusa.com/ultimateservice).



## BMW MAKES YOUR GRAD MORE GLAD

The drive to earn your degree is one that BMW admires – that’s why there’s a special incentive specifically for those who are about to graduate, or who have recently graduated from college or university. The BMW College Graduate Program puts recent students closer to the BMW of their dreams with a special \$1,000 credit for new BMW vehicle purchases, or a \$750 credit for Certified Pre-Owned BMW purchases.

Grads, get moving in the right direction today. Learn more about this unique BMW credit when you visit your nearest BMW center, or online at [bmwusa.com/CollegeGraduateProgram](http://bmwusa.com/CollegeGraduateProgram).



## CONCIERGE SERVICE: HELP IN AN INSTANT

In an unfamiliar city and need a restaurant or hotel recommendation? Simply subscribe to Concierge Services and select the “Concierge” menu option on your radio or iDrive Display. A BMW Assist™ Response Center representative will speak with you through your built-in microphone and speakers. You’ll get personalized help on food and lodging, movie times and ticket information, flight arrival and departure gates and times, fuel prices and more. Starting this summer, Concierge will be a standalone option for the 3 Series Sports Wagon, X1, X3 and Z4. On all other models, Concierge is offered under the BMW Assist Convenience Plan. For more information, visit [bmwusa.com/bmwassist](http://bmwusa.com/bmwassist).



## **OPEN TO ADVENTURE: THE NEW 2014 BMW Z4 ROADSTER**

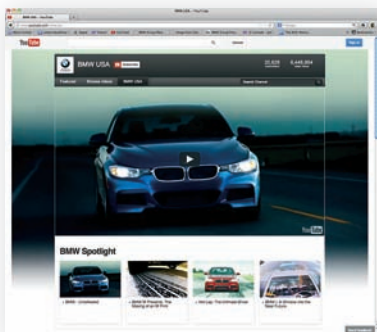
With its stylishly low-slung body and a predilection for track-tuned performance on the tarmac, the new BMW Z4 Roadster for 2014 represents an updated take on a classic design. No fewer than three engine options deliver innovative TwinPower Turbo muscle and remarkable efficiency, while the lithe contours, lightweight construction and near-perfect 50/50 weight distribution add to the Z4's sporty appeal for those behind the wheel.

Advanced technologies and features abound, from the optional Mobile Office functionality of BMW ConnectedDrive, to the Driving Dynamics Control switch, which lets you alter handling characteristics to your liking for a personalized road feel and responsiveness. A bevy of exterior and interior options, like the Hyper Orange Package, take the Z4 to new levels of visual elegance and attraction. And when the sun is shining, you're just 19 short seconds away from the uninhibited thrills that come only with top-down driving. Learn more about the new Z4 at [bmwusa.com/z4](http://bmwusa.com/z4).



## ONE FAST BROADCAST: BMW ON YOUTUBE™

Now valuable driving lessons from the BMW Performance Driving School are just a click away on the BMW YouTube channel. Next time you're online, tune in to find Chief Driving Instructor Matt Mullins giving five Ultimate Driver™ tips. While there, be sure to access the extensive menu of BMW video content, all updated on a regular basis. To get started with your Ultimate Driving lessons, visit [youtube.com/bmwusa](http://youtube.com/bmwusa).



## JOIN THE FUN

May 9-11 American Le Mans Series (ALMS)  
Mazda Raceway Laguna Seca, Monterey, CA

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](http://bmwusa.com).

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