

INSIDETRACK

November 2011



Proud Partner

SEE AND SKI: THE BMW EUROPEAN DELIVERY PROGRAM

BMW EfficientDynamics
Less emissions. More driving pleasure.



Inside Track

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The Ultimate
Driving Machine®



EXPLORE A WINTER WONDERLAND WITH EUROPEAN DELIVERY

If you've ever pictured yourself arriving at a cool Alpine ski resort behind the wheel of a brand new BMW, now is a great time for BMW European Delivery. You may even save up to seven percent off the price of your new vehicle, helping to cover the cost of the trip.

First, visit your BMW center and configure the exact model you want. Please note that from October 15 to April 15, all-season (M+S) or winter tires are required by law.¹ When your new vehicle is ready, fly to Munich and spend an unforgettable day at the BMW Welt. There you can learn all about BMW's heritage and the latest technologies, take a first-class factory tour,

browse beautiful boutiques, dine in gourmet restaurants – and the highlight: take delivery of your new BMW.²

Then it's off to the adventure of a lifetime. Munich is centrally located to all of Europe and near some of the best ski areas in the world. Travel at your own pace, meandering through quaint villages or mastering the legendary Autobahn. Then, when you're ready to return home, drop your BMW off at any one of 12 convenient locations in six countries.

Ready? The excitement begins at your BMW center or when you visit bmwusa.com/europeandelivery.

¹ For important details, please visit bmwusa.com/europeandelivery – "Order Your BMW" section.

² Not all BMW models are available for European Delivery. For details, rules and regulations, see your dealer or visit bmwusa.com/europeandelivery.

WHAT'S NEW

IT'S A TOOL. IT'S A GAME. IT'S A BLAST. "THE ULTIMATE DRIVE" MOBILE APP

One of the best parts of a road trip is discovering the best roads, eateries and attractions usually known only to locals. BMW Financial Services has just created the very first app that does just that.

"The Ultimate Drive" is a unique interactive social navigation mobile app that lets BMW Financial Services customers find, rank and comment on the best roads in more than 50 countries. They can share this information with others via email, Facebook® or other GPS devices. And only BMW Financial Services customers can unlock special features in this app to earn points and win virtual rewards.

For more information, visit j.mp/UltDrive from your mobile device to download the app. Simply follow the easy instructions – and let the games begin!



BMW FINANCIAL SERVICES

EXCLUSIVE BMW REWARD POINTS: YOURS WITH THE BMW CARD



Only the BMW Card allows you to earn exclusive BMW Reward points. These are redeemable for **up to \$5,000** back on your next lease or loan from BMW Financial Services.¹

Plus, you can redeem your points for:

- BMW Center Dividends good for service, repairs, parts and accessories at your local BMW center.
- Additional lease miles or to pay for excess wear and use charges at the end of your lease with BMW Financial Services.

Don't wait. Get your BMW Card today.

Call 1-888-BMW-CARD (1-888-269-2273).

Subject to credit approval.

¹ Terms and conditions apply. For questions about BMW Card Rewards, please call 1-888-BMW CARD (1-888-269-2273).

BMW credit cards are issued by BMW Bank of North America, a wholly owned subsidiary of BMW Financial Services, LLC.

BMW LIFESTYLE

SPREAD THE SPIRIT OF THE SEASON WITH GIFTS FROM BMW

Beautifully crafted BMW Lifestyle gifts are a great way to bring smiles to friends and family.



Travel Mug \$20

Insulated stainless tumbler with soft rubber grip band, non-skid base. Fits most BMW models.

Stainless/Blue # 80 90 0 439 610/611

Red 80 90 0 440 458



BMW Plush Bear \$25

Created for BMW by Gund.®

14" tall, in super soft
100% polyester; import.

White 80 90 0 439 621

Men's BMW Quartz Chrono Watch \$225

Swiss movement, croco-print calf leather band. Includes date, stopwatch, 30-minute display and timer. Water-resistant to 300 ft.

Brown 80 26 2 179 745



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.

BMW PERFORMANCE TEAM

11 OLYMPIC AND PARALYMPIC ATHLETES JOIN THE BMW FAMILY

The excitement is mounting as we get closer to the lead-up to the London 2012 Olympic Games. As a proud partner of the U.S. Olympic and Paralympic Teams, BMW is helping support 11 athletes in pursuit of their Olympic Dreams. As part of this elite group, each athlete will receive access to BMW resources and technology in their quest for Olympic Gold.

Here is the BMW Performance Team. To learn more about them, visit bmwusa.com/performance team.

Ricky Berens (Swimming)

Matt Chrabot (Triathlon)

Bryan Clay (Track & Field)

Natalie Coughlin (Swimming)

Janet Evans (Swimming)

April Holmes (Paralympic Track & Field)

Jonathan Horton (Gymnastics)

Clay Johnson (Sailing)

Sanya Richards-Ross (Track & Field)

Evelyn Stevens (Cycling)

Mallory Weggemann (Paralympic Swimming)

CAR TIPS

WINTER IS COMING: BE PREPARED



For those in northern climates, winter presents special driving challenges. Make sure your BMW vehicle is ready to weather the elements to take full advantage of the season's delights.

- Make sure your engine coolant has a 50:50 ratio of water to antifreeze with a corrosion inhibitor.
- Check and replace worn wiper blades.
- Add windshield and headlight washer fluid.
- Put a window scraper and brush in the trunk, as well as gravel or kitty litter for extra traction.

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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