

# INSIDETRACK

August 2012



Proud Partner

## CERTIFIED QUALITY: THE BMW CPO DIFFERENCE

**BMW EfficientDynamics**  
Less emissions. More driving pleasure.

**≡ Certified Pre-Owned ≡**  
by BMW



Inside Track

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The Ultimate  
Driving Machine®



## BMW CPO: THE BMW OF PRE-OWNED COVERAGE PLANS

BMW's rigorous Certified Pre-Owned vetting process is your assurance that any BMW earning a CPO rating is a quality Ultimate Driving Machine.<sup>®</sup> You'll also find major differences between the value of BMW CPO coverage and that of other, used-car-coverage plans.

**Inspection.** BMW vehicles must pass a long list of stringent inspection points by BMW-trained technicians before they become Certified Pre-Owned. Third-party inspections, if there are any, are not nearly as rigorous.

**Warranty.** BMW's CPO Protection Plan extends 2 years or 50,000 miles beyond the original New Vehicle/SAV Limited Warranty.<sup>1</sup> Any problem on a covered item is fixed by BMW-trained technicians using Original BMW Parts, with just a \$50 deductible. With other coverage plans, extended service contracts require careful reading, since many items are not covered. Deductibles can vary from

\$50 to \$400 or more, and contracts may require the owner to pay up-front for repairs, then wait lengthy periods of time for reimbursement.

**Additional BMW CPO benefits.** BMW offers 2-year, unlimited-miles Roadside Assistance; no-cost BMW Maintenance Program for the remainder of the original 4 years or 50,000 miles warranty; a BMW loaner vehicle or alternate transportation during service; and a vehicle history report before you purchase a BMW CPO vehicle.<sup>2</sup>

Bottom line, the benefits you get with a Certified Pre-Owned BMW are vastly superior to those of any third-party coverage plan. To learn more about the BMW CPO program, visit [bmwusa.com/cpo](http://bmwusa.com/cpo).

<sup>1</sup> Whichever comes first.

<sup>2</sup> For details, visit your BMW center or [bmwusa.com/cpo](http://bmwusa.com/cpo).

# WHAT'S NEW

## BUILDING ON PERFECTION: THE NEW BMW 650i xDRIVE GRAN COUPE



Few vehicles in history have offered so alluring a blend of luxury, comfort and thrilling performance as the stunningly beautiful BMW 6 Series Gran Coupe. Now BMW introduces the 650i xDrive Gran Coupe for model year 2013, featuring the all-road gripping traction of xDrive intelligent all-wheel-drive system.

In normal driving situations, the 650i xDrive Gran Coupe has the classic BMW rear-wheel-drive feel. But when driving over ice, water, wet leaves or other slippery surfaces, the moment wheelspin is detected, it instantly diverts power to the wheels with grip. All you experience is pure driving pleasure coupled with uncanny stability on all roads, in all kinds of weather. The 650i xDrive Gran Coupe: a stellar and stalwart performer, 365 days a year.

# BMW FINANCIAL SERVICES

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## AFTER GRADUATION, NAVIGATE THE ROAD AHEAD IN A BMW

As a recent graduate, it's time to follow your career path – and there's nothing like a BMW to make the trip more thrilling. It's easier than ever for qualifying college graduates to get behind the wheel of a new or Certified Pre-Owned BMW vehicle. When you finance through BMW Financial Services, the College Graduate Program provides a \$1,000 incentive and the best available rates on the lease or purchase of a new Model Year 2012 or 2013 BMW. Or purchase a Certified Pre-Owned BMW and receive a \$750 incentive.

Visit [bmwusa.com/collegegrad](http://bmwusa.com/collegegrad) or a BMW center near you to learn more about the College Graduate Program and the qualification requirements.

Offer subject to credit approval and verification of graduation and employment. Recent graduate means graduation from an accredited college or university with an undergraduate, graduate, or associates degree earned within the previous 12 months. To qualify, you must have an offer of employment, a minimum of 24 months of credit on file, and no previous derogatory credit on any held credit trades. Finance and lease terms based on credit score. Program subject to change at any time without notice. See your BMW Client Advisor for information on the most current Program.



# BMW ACCESSORIES

## PRESERVE BEAUTY – AND VALUE – WITH ORIGINAL BMW CARE PRODUCTS

Your BMW was created using quality materials. Only Original BMW Care Products are formulated specifically to protect the lasting beauty of every inch, inside and out. Use these products for superior Pre-cleaning, Washing, Polishing & Sealing, Glass Cleaning, Interior Care, Special Applications, and Convertible & Roadster Care. It's the best way to preserve your investment while adding to the enjoyment of your BMW.



For complete information, including prices and availability, and to order Original BMW Accessories, contact your local BMW center. To see the entire Accessories collection, visit [shopbmwusa.com](http://shopbmwusa.com).

# EFFICIENT DYNAMICS

## GREAT MPG PLUS A \$3,500 ECO CREDIT – THAT’S DOUBLE “GREEN”

An engineering masterpiece, the X5 xDrive35d generates 265 hp and 425 lb-ft of torque at just 1,750 rpm, and nails 0–60 mph in 6.9 seconds.<sup>1</sup> Yet it averages 26 mpg, highway,<sup>2</sup> and qualifies for a \$3,500 Eco Credit. Double “green,” indeed!

<sup>1</sup> BMW AG test results. BMW urges you to obey all posted speed laws and always wear safety belts.

<sup>2</sup> EPA-estimated figures are for comparison purposes only. Your actual mileage will vary, depending on speed, driving habits, trip length and driving conditions; actual mileage may be lower.



## JOIN THE FUN

August 2–4 American Le Mans Series (ALMS)  
Mid-Ohio Sports Car Challenge, Lexington, OH

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August 10–12 GRAND-AM Road Racing  
Watkins Glen International, Watkins Glen, NY

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August 16–18 American Le Mans Series (ALMS)  
Road America, Elkhart Lake, WI

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August 17–19 GRAND-AM Road Racing  
Circuit Gilles Villeneuve, Montreal, Quebec, Canada

# CAR TIPS

## DO YOU DREAD PARALLEL PARKING? RELIEF CAN BE JUST A CLICK AWAY



Does searching for and navigating into a parking space stress you out? Many competent road warriors secretly dread parallel parking.

The answer: the optional BMW Parking Assistant feature. Once activated, as you drive alongside parked cars at up to 22 mph, ultrasonic sensors in your side indicators search for viable parking spots; blue arrows indicate possible left- or right-side spaces. Stop, then shift into reverse and press the iDrive Controller, follow the hints on the screen, and your BMW automatically takes over the steering. Simply select the right gear and press the accelerator or brake pedal. Presto – you're in!

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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