INSIDE TRACK

April 2014

A PERFECT TIME FOR PERFECTION

Uncompromising craftsmanship and the quest for perfection: traits shared by the makers of fine timepieces and automobiles alike. Watches by BALL for BMW reflect these qualities. Cutting-edge, patented technology – such as the exclusive Amortiser® system – protects the watch movement against extreme shocks. To see the full BALL for BMW Collection, visit **shopbmwusa.com**.

To see the entire BMW Lifestyle Collection, visit **shopbmwusa.com**.

DEAN & DELUCA: A DELECTABLE BENEFIT

Founded in New York City's SoHo in 1977, DEAN & DELUCA is a revered leader in gourmet food, and the preferred destination for connoisseurs in search of the finest quality meats, seafood and charcuterie, domestic and imported cheese, baked goods and confections, wine and housewares. To learn more and redeem exclusive owner benefits, visit **bmwusa.com/ultimatebenefits**.

DEAN & DELUCA

CHARGE UP YOUR BMW i3 PROTECTION

Your emissions-free BMW i3 helps protect the environment; how do you protect your BMW i3? BMW Financial Services offers peace of mind with a suite of innovative, flexible products, such as BMW Guaranteed Auto Protection, BMW eCare (combines Tire & Wheel and Windshield Protection), and BMW Extended Vehicle Protection, to name just a few. To learn more, visit **bmwusa.com/fs**.

CUE THE ADRENALINE: BMW UDE IS BACK!

If you thrill to the idea of piloting a new BMW around a cone-lined course while getting performance tips from driving pros, rejoice: the BMW Ultimate Driving Experience® has returned! This caravan of BMWs will stop in eight locations across the U.S., from Boston in June to Miami in November. For more information, stay tuned to **bmwusa.com**.

BMW 4 SERIES GRAN COUPE

Panache, performance – and an additional injection of four-door practicality: presenting the all-new BMW 4 Series Gran Coupe.

Blending Coupe sportiness and style with Sedan comfort and space, BMW stretched the roofline by 4.4" and added two more doors, a power tailgate, additional rear-seat headroom and the ability to carry four adults in comfort and a third rear passenger on short trips.

The dynamic powertrain features BMW's efficient, award-winning TwinPower Turbo engines and Sport 8-speed automatic transmission with paddle shifters. A 240-hp inline four-cylinder engine smoothly accelerates the 428i and 428i xDrive Gran Coupe from 0 to 60 in 5.7 seconds; the 435i Gran Coupe makes the same trip in 4.9 seconds.[1]

The interior is marked by sleek BMW design, quality materials and innovative technology. In addition to a wealth of upholstery colors, trims and optional features, you can further personalize it with optional Sport Line, Luxury Line or M Sport.

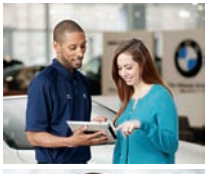
A thrilling expression of elegance and emotion, the BMW 4 Series Gran Coupe stands alone in its class.

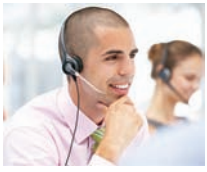
[1] BMW AG test results with Sport Automatic transmission.
BMW urges you to obey all posted speed laws and always wear safety belts.

European models shown.

NEED INSTANT INFO? ASK A BMW GENIUS

Were you ever curious about a feature in your BMW? Now there are BMW Geniuses – and even an app – to help you enjoy all your vehicle has to offer. BMW Genius product experts at your center can also help you select your next vehicle. On your tablet or smartphone, the BMW Genius App provides information and how-to videos on your model's key features. Or speak to our team of specially trained BMW product experts by calling the Genius Hotline at **844-4-GENIUS (443-6487)** Monday-Friday, 9am-9pm ET or by email at **bmwgenius@bmwusa.com**.





JOIN THE FUN

April 11-12 United SportsCar Championship
Long Beach Street Circuit, Long Beach, 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**.

©2014 BMW of North America, LLC. ©2014 BMW Financial Services NA, LLC. The BMW name, model names and logo are registered trademarks. Other trademarks or registered trademarks are the property of their respective owners.
Printed in USA 8387-214-555