

INSIDETRACK

March 2012



Proud Partner

GEARING UP FOR ANOTHER CHAMPIONSHIP SEASON

BMW EfficientDynamics
Less emissions. More driving pleasure.



Inside Track

March 2012



The Ultimate
Driving Machine®



MARCH 17. SEBRING. RETURNING TO WHERE IT ALL BEGAN

This season BMW Team RLL returns to defend its triple American Le Mans Series GT titles, once again entering two V-8 powered BMW M3 GT racecars.

The 2012 ALMS season opens on March 17 with an auspicious race: the grueling 12 Hours of Sebring. Back in 1975, when BMW began racing in North America, it scored its very first victory here. This is also where, last season, BMW Team RLL – the partnership of BMW and Rahal Letterman Lanigan Racing – swept first and second place in GT.

Last year's win was a portent of a brilliant season for BMW Team RLL, culminating in the ALMS GT triple crown: Driver Championships for Dirk Müller and

Joey Hand, Team Championship, and a second Manufacturer Championship in a row for BMW. Additionally, the team took the Michelin® Green X® Challenge trophy for being the most fuel-efficient team of the season, while BMW won the Green Challenge trophy for having the best fuel efficiency of any manufacturer over the course of the season.

This year, BMW Team RLL will campaign in nine road-and street-racing venues, ending with the 15th Annual Petit Le Mans at Road Atlanta on October 20. The competition will be fierce as other teams vie to unseat our champions. Watch the action on espn3.com and cheer on the team at bmwusa.com.

WHAT'S NEW

ENJOY MORE WAYS THAN EVER TO CREATE YOUR OWN SOUNDSCAPES



Today's BMW interiors rival media rooms when it comes to choosing what to hear en route:

- HD Radio™, included as standard in all new BMW models, offers more than 2,000 hi-def stations: AM sounds like FM, and FM sounds like a CD.
- Play your iPod® and iPhone® favorites and control them through iDrive, if so equipped.
- With a subscription to Sirius XM™ Satellite Radio, hear over 130 talk and commercial-free music channels, nationwide, in digital sound quality.

With optional BMW Apps you can connect to:

- Pandora – create new stations and tailor your listening experience to your personal taste by rating songs thumbs-up or thumbs-down.
- MOG®, an on-demand music service that plays what you want from 12 million selections. Choose your favorite songs, new releases, custom radio with artist-only stations, personal recommendations – and all in highest audio quality.

For more details on all these offerings, visit bmwusa.com/connecteddrive and click on Music or see your authorized BMW center.

BMW FINANCIAL SERVICES

MIDTERM MILEAGE ADJUSTMENT LETS THE DRIVING FUN CONTINUE

One of the hardest things to do in a BMW is to stop taking long, fun-filled drives. But what if you are a lease customer approaching your mileage limit?

For BMW Financial Services lease customers, there is a way to fully enjoy every mile without worrying about going over the limit. It's the BMW Financial Services Midterm Mileage Adjustment program. This program lets you purchase additional miles at a discounted rate. You also have the choice of paying for the additional miles upfront or monthly.

Interested? Visit bmwusa.com/mybmw. You'll discover an easy way to calculate and purchase additional miles, or get more information on the Midterm Mileage Adjustment program.



Note: Unused miles acquired as part of the Midterm Mileage Adjustment program are not refundable, but can be used to offset excess wear-and-use charges. You must have at least four months and four payments remaining on your BMW Financial Services lease. Other restrictions may apply.

BMW ACCESSORIES

UNDERCOVER INTELLIGENCE: HOW TO PROTECT YOUR BMW'S FINISH



Beauty is skin-deep, so the smart way to help protect your BMW's beautiful finish against the ravages of dirt, dust, scratches and UV fading is by keeping it under an Original BMW Indoor/Outdoor Car Cover.

The cover shown here is specially designed to fit the 1 Series M Coupe as well as other 1 Series Coupes. Made from "Weathershield®" high-performance fabric, it quickly sheds water, dries with just a shake, and breathes – so harmful condensation does not build up on your BMW's finish. It can be thrown in the washer and dryer; when folded, its compact fibers take less storage space than other car covers.

For more information on this and on the range of protective covers custom-designed to fit other BMW models, visit shopbmwusa.com.

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.

BMW EFFICIENT DYNAMICS

A TURBO-POWERED WIN: TWO BMW ENGINES ON WARD'S "10 BEST" LIST

In another victory for BMW EfficientDynamics, two BMW TwinPower Turbo engines earned a spot on Ward's 2012 10 Best Engines Awards list.¹ Both powerplants achieve increased performance and efficiency with fewer emissions.

This was the second year in a row that BMW's 3.0-liter TwinPower Turbo inline six-cylinder engine was honored by Ward's. Available in most BMW models, it is prized by press and owners alike.

New on Ward's 10 Best Engines Awards list is the BMW 2.0-liter TwinPower Turbo inline four-cylinder engine. Available in model year 2012 328i and 528i Sedans, Z4 sDrive28i Roadster and X3 xDrive28i, it generates 240 hp and a potent 260 lb-ft of torque for eye-opening acceleration while sipping fuel.

¹ Ward's *AutoWorld* magazine (Penton Media Inc.)

JOIN THE FUN

March 17 American Le Mans Series (ALMS)

12 Hours of Sebring

Sebring International Raceway, Sebring, FL

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March 21 – 25 Dallas-Fort Worth Auto Show

Dallas Convention Center, Dallas, TX

.....

March 30 – April 1 GRAND-AM Road Racing

Barber Motorsports Park, Birmingham, AL

CAR TIPS

FAST TRACK YOUR MINOR BMW REPAIRS WITH BMW FAST SERVICE™



Minor service and repair needs shouldn't take major amounts of time. This is why many BMW centers offer the convenience of BMW FastService.

In just 90 minutes or less, BMW trained technicians can get your vehicle serviced and back on the road. Services include BMW Oil Service, Brake Service, Coolant Service, Micro-filter Service, Spark Plug Replacement and Glass Repair, among others.

Contact your authorized BMW center and ask about scheduling a BMW FastService appointment. It's a great way to get your BMW – and your day – back in the fast lane!

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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