

INSIDETRACK

April 2012



Proud Partner

A BRIGHT NEW LOOK FOR THE 2013 BMW X6

BMW EfficientDynamics
Less emissions. More driving pleasure.



Inside Track

April 2012



The Ultimate
Driving Machine®



European model shown.

BRAWNIER. BRIGHTER. BOLDER. THE NEW 2013 BMW X6.

Powerful, luxurious and amazingly agile, the BMW X6 turns heads wherever it goes. Now, freshened for model year 2013, it is ready to meet uptown theaters, downtown galleries and way-out-of-town dirt roads.

Two efficient TwinPower Turbo engines – a 300-hp inline six-cylinder in the X6 xDrive35i and a 400-hp V-8 in the X6 xDrive50i – pack even more muscle with the optional new M Performance Package, which adds 15 and 30 horses, respectively. These are ideally mated to the quick-shifting 8-speed Sport Automatic transmission with steering wheel-mounted shift paddles.

At night, another new feature makes its appearance. Optional Adaptive LED headlights with Corona headlight-rings illuminate dark streets with intense daytime-like light. They include Adaptive turning and Cornering Lights to lead the way around curves. The rear lights also now feature two horizontal LED light bars, a signature of the latest BMW models. Four new Metallic paint colors also make their debut: Orion Silver, Midnight Blue, Marrakesh Brown and Carbon Black.

Appearing soon in BMW showrooms: the new X6. The world's first – and only – Sports Activity Coupe®

WHAT'S NEW

ONCE WE GET THERE, WHERE SHOULD WE GO?



Once you arrive at your destination, how do you find the best places to have fun? If your BMW has BMW Online, simply access Yelp and find everything from the best restaurants and shops to parking garages and banks. Not only can you see customer ratings, you can hear reviews read to you by your BMW's Text-to-speech feature.

The BMW Online Yelp app includes:

Category Search: Search by category for nearby restaurants, cafés, shopping, nightlife and more.

Results Overview: Results are sorted by distance; they also list category information, star rating and number of reviews.

Details: When you select a place, see the rating, address, distance, phone number and reviews. You can email this information, too.

Reviews: See recent reviews and have them read back to you automatically.

BMW FINANCIAL SERVICES

TAKE YOUR BMW CARD MOBILE

If you're always on the go, why shouldn't your BMW Card account go with you? Great news: the BMW Card Center website is now optimized for mobile. You can check your current balance and available credit, review charges, schedule payments, ask for customer assistance, set up email alerts and more – all on your smartphone.

To gain access to your mobile BMW Card account, first enroll online from a desktop computer. Visit mybmwcard.com; then from the log in screen, click on the enroll button located below the user name and password input area. Once you have a user name and password, you're ready to review your BMW Card account anywhere you roam!



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BMW LIFESTYLE

FRESHEN YOUR SPRING LOOK WITH THE BMW LIFESTYLE COLLECTION

Enjoy supreme comfort with our BMW Lifestyle Collection polo shirts and a protective windsweater.

Men's Tech Polo

\$40

Lightweight yet durable, this polo "breathes" with moisture-management fabric. Tailored side vents, 3-button placket, BMW logo. 100% polyester. Import.

Black, Blue, Burgundy,
Navy, White

Sizes S-XXL

(also available in Ladies' sizes)



Men's Merino Windsweater

\$140

Comfortable 1/4 zip merino wool sweater with protective "wind" lining. Sweater: 90% merino wool, 10% nylon. Lining: 100% polyester. Import.

Navy

Men's sizes S-XXXL

To see the entire BMW 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.

SPARTANBURG

BMW PLANTS DEEPER ROOTS IN SPARTANBURG, SOUTH CAROLINA

This past January, BMW celebrated the two millionth vehicle to roll off the assembly line in Spartanburg, SC, where all BMW X3, X5 and X6 vehicles are manufactured for export worldwide.

After a massive \$750 million expansion completed in 2010, BMW Group is now investing nearly \$900 million more in the plant over the next three years. At that point, BMW Group will have invested a total of \$6 billion in South Carolina since the decision in 1992 to build there.

Although construction will not be completed until 2014, an additional 300 workers will be hired this year, raising the number of plant employees to nearly 7,500 and bringing production capacity up to 300,000 vehicles a year.

JOIN THE FUN

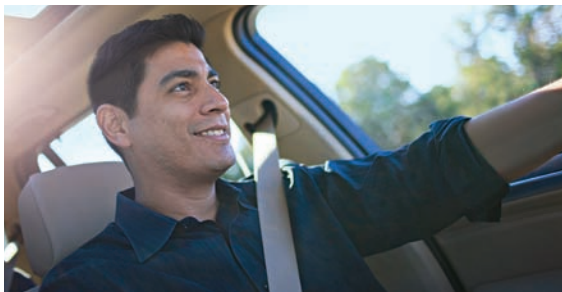
April 6–15 New York International Auto Show
Jacob Javits Convention Center, New York, NY
.....

April 14 American Le Mans Series (ALMS)
ALMS at Long Beach, Long Beach, CA
.....

April 27–29 GRAND-AM Road Racing
Homestead-Miami Speedway, Homestead, FL

CAR TIPS

YOUR MOST IMPORTANT ACTIVE SAFETY FEATURE: YOURSELF



In any BMW, the best safety feature of all is you. Common sense, courtesy – and knowing your vehicle's capabilities – will go far in helping to avoid accidents. Practice “situational awareness”:

- Stay three seconds behind the vehicle ahead and always scan the road 11 seconds ahead.
- Be aware of items that may hide vehicles or pedestrians about to cross the road in front of you.
- When waiting to turn, don't assume the oncoming vehicle with a blinking directional is going to turn.
- Most important: always wear your safety belt – and put down your handheld mobile phone!

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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