



February 2012

BEAUTY SELDOM SEEN: BMW 6 SERIES GRAN COUPE

BMW EfficientDynamics

Less emissions. More driving pleasure.





A GRAN NEW CONCEPT IN POWER, COMFORT AND CONTROL

Take the classic BMW 6 Series formula: a mixture of luxurious elegance, dashing contours and high-powered dynamism. Add a new four-door coupe design, new optional Adaptive LED Headlights, and a long list of driving and comfort innovations, and you've got the all-new 2013 BMW 6 Series Gran Coupe.

A driver-centric cockpit and an optional 16-speaker Bang & Olufsen surround sound system complement the elegant interior trims and supple leather upholstery. While it borrows from the looks of its two-door siblings, the unique 6 Series Gran Coupe also offers comfortable seating for four plus short-term seating for one. Optional heated rear seats and automatic air conditioning with four-zone climate control ensure the utmost in comfort.

This spacious and inspiring design is coupled with innovative technologies designed to enhance your experience behind the wheel. BMW's muscular, fuel-efficient 3.0-liter TwinPower Turbo engine is mated to a smooth-shifting 8-speed Sport Automatic transmission for powerful mastery over the open road. Other advanced driving technologies include optional Integral Active Steering for greater steering stability at higher speeds and more nimble control at lower speeds, as well as optional Active Roll Stabilization, which reduces lateral "sway" from quick cornering and lane-change maneuvers.

To learn more about the upcoming 2013 BMW 6 Series Gran Coupe, visit the Future Vehicles section at bmwusa.com/6seriesgrancoupe.

WHAT'S NEW

BMW 3 SERIES NAMED TO CAR AND DRIVER'S "10BEST" LIST 21 TIMES

Since its inception, the BMW 3 Series has been included in countless "most popular" lists. One of the most prestigious of these has been *Car and Driver's* "10Best" Cars list.

Last month, BMW's acclaimed sports sedan was again named a "10Best" – for an unprecedented 21 years in a row. Since the award was established in 1983, no other vehicle has ever held that record.

Now with the debut of the all-new Sedan for 2012, the sixth-generation 3 Series promises to remain a favorite among critics and drivers alike. Delivering classic good looks, ample power, sporty handling and forward-looking technology, the 3 Series offers everything drivers and passengers could crave.

For more information on this historic win and the all-new 3 Series Sedan, visit bmwusa.com.



¹ Car and Driver "10Best" Cars, January 1992-2012.

BMW FINANCIAL SERVICES

"MY BMW" IS ALWAYS OPEN AND READY FOR BUSINESS



It's rare to find true customer service. "My BMW" is your secure passport to the world of BMW Financial Services, accessible anytime, seven days a week.

Sign in at bmwusa.com/MyBMW. Once you're there, you can check your account, learn about special offers, sign up for online monthly statements, make instant or scheduled online payments, review your payment history and update your personal profile.

That's not all – you can also check out the latest news on your favorite (or soon-to-be favorite) BMW models, locate and contact your nearest BMW center, schedule a test drive and even build your own virtual BMW model.

This website is designed for your convenience – and more My BMW features are being added all the time, so check back often. To sign up and explore the possibilities today, visit bmwusa.com/MyBMW.

BMW LIFESTYLE

MAKE YOUR BMW LOVER'S HEART BEAT FASTER THIS YEAR

Show you really know them, with a gift that's sure to please. Each is crafted to demanding BMW standards, ensuring their happiness will last for years to come.



Men's Polo \$40

Classic-fit polo in moisture-wicking 65% cotton/35% poly. Tone detail on collar and double-needle top stitching for durability. Imported.

Red (other colors available) S-XXL 80 90 2 296 696-670

BMW 328 Roadster \$340

A premium chrome-plated specialedition 1:12 scale model. Features leather straps across the hood and center-locking steel disk wheels.



Chrome 80 43 2 221 596



Ladies' Quartz Watch \$225

Casual design, classic elegance, Swiss precision. Features highquality stainless case, adjustable metal bracelet, date display.

Stainess Steel, White 80 26 2 159 892

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 EFFICIENT DYNAMICS

BMW ActiveE: TAKE THE WHEEL AND HELP SHAPE THE FUTURE



Want to make a difference in the future of mobility? You just might be in luck. BMW is seeking a group of "Electronauts" to participate in a two-year field trial by leasing the 100% electric BMW ActiveE.

Based on the BMW 1 Series platform, the BMW ActiveE delivers 170 hp, 184 lb-ft of torque – and zero exhaust emissions. As part of this program, 700 BMW ActiveE vehicles will make their way to seven select areas: the greater metropolitan area of New York (including parts of New Jersey and Connecticut), Boston, Hartford, Los Angeles, San Francisco, San Diego and Sacramento. Visit bmwusa.com/ActiveE to check for availability. Even if you can't participate in the program, you can still keep up with the latest on the BMW ActiveE and upcoming BMW i vehicles.

AUTO SHOWS

February 10 – 19 Chicago Chicago Auto Show 2012 McCormick Place, Chicago, IL

CAR TIPS

BMW FUEL SYSTEM CLEANER PLUS HELPS PROTECT YOUR INVESTMENT



The gasoline you pump into your vehicle contains octane, additives and detergent, which affect your BMW's performance. Lower quality additives can build up deposits on fuel injectors and intake valves. Deposits in combustion chambers may lead to intake valve-sticking – and sluggish performance.

One way to ensure peak performance is by using BMW Fuel System Cleaner Plus with Techron® Technology. It cleans the entire fuel system, restores lost fuel economy, cleans and protects fuel gauge sensors, and restores lost power and performance.

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.

©2012 BMW of North America, 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 7629-1211-600 36 USC 220506