

Full Line Brochure



The Ultimate
Driving Experience®

Fall/Winter 2008

The Ultimate Driving Experience



For nine decades, creating the world's finest, most innovative engines has been BMW's obsession. It began in 1916, when our first airplane engines set altitude records. In fact, the image of a spinning propeller against the blue Bavarian sky would become the inspiration for our now-famous blue-and-white logo. In 1923, BMW began manufacturing motorcycles that set world records of their own. Of course, it wasn't until BMW turned its passion and innovation to the world of automobiles in 1929 that it would take its largest steps down the path of glory.

Now, with each vehicle launch, whether an exciting new cabriolet, a Sports Activity Vehicle (SAV), or an innovative redesign of one of our classic sport sedans, our focus never wavers from the drive. Every BMW is designed to connect its driver to the road in a way that's beyond compare. With powerful yet efficient engines, exceptional chassis balance, and an uncanny feel for the road, every single BMW lives up to the promise of The Ultimate Driving Experience.

For vehicle specifications and side-by-side comparisons, see page 48. For more information, visit www.bmw.ca. You can configure a BMW online, explore leasing and financing options, and request a test drive. For model-specific brochures, please ask your local BMW Retailer.

Contents	1 Series Coupé & Cabriolet	2	3 Series Sedan & Touring	4	3 Series Coupé & Cabriolet	6	5 Series Sedan & Touring	8	6 Series Coupé & Cabriolet	10							
7 Series Sedan	12	X3	14	X5	16	X6	18	Z4	20	M Coupé & M Roadster	22	M3 Sedan, Coupé & Cabriolet	24	M5 Sedan	26	M6 Coupé & Cabriolet	28
BMW Individual	30	BMW Accessories	32	BMW Lifestyle	33	BMW EfficientDynamics	34	Innovative Technologies	36	Active and Passive Safety	38						
xDrive All-Wheel Drive	40	BMW Driver Training	41	BMW Assist	42	BMW Service and Warranty	43	BMW Ownership Advantage	44	BMW Certified Series	45						
BMW Financial Services	46	Vehicle Specifications	48	BMW Retailer Listing	52												

1 Series

128i | 135i Coupé
128i | 135i Cabriolet





... A return to form, a back-to-basics expression of the company's most traditional values. — Laurance Yap, Toronto Star, October 2007

1

1 Series Coupé In 1966, the world was introduced to the BMW 2002. More than four decades later, BMW is bringing the spirit of this legendary vehicle into the new millennium with the BMW 1 Series Coupé. With its compact dimensions, seating for four, agile handling, and rear-wheel drive, the BMW 1 Series Coupé delivers pure driving pleasure in a condensed package.

The design of the BMW 1 Series combines a powerful and muscular body with a short front overhang, striking shoulderline, long engine compartment, and long wheelbase.

The BMW 128i features a 3.0-litre in-line six-cylinder engine, which produces 230hp with 200 lb-ft of torque at 2,750 rpm. Through the use of BMW EfficientDynamics, innovations such as Valvetronic® technology, and magnesium/aluminum engine construction, the BMW 128i Coupé delivers a 0 to 100 km/h time of 6.4 seconds.

Equipped with the 2007 International Engine of the Year – a Twin Turbo 3.0-litre in-line six-cylinder that generates 300hp and 300 lb-ft of torque – the BMW 135i vaults from 0 to 100 km/h in an a mere 5.4 seconds. The formula for performance is further enhanced on the 135i Coupé through standard 18" wheels, sport suspension, M Aerodynamics kit, and high-performance brake system.

With its unique combination of design, technology, and performance, the BMW 1 Series is undoubtedly a legend in the making.

1 Series Cabriolet Bring open-air experience to the open road with the BMW 1 Series Cabriolet. Along with its signature BMW styling cues, this Cabriolet features an elegant shoulderline that stretches from its low-slung rear to its front end, creating a sporty, compact appearance.

The integrated rollover bar provides enhanced safety, while the through-loading system allows for greater storage capacity. The revolutionary roof opens with the touch of a button, even at speeds of up to 40 km/h, allowing it to adapt to the changing weather.

The BMW 128i Cabriolet and 135i Cabriolet share the same magnificent engines as their 1 Series Coupé counterparts. The available Boston Leather features SunReflective Technology, a unique coating that reduces seat surface temperature by up to 20°C. That, combined with standard Automatic Climate Control, ensures optimum comfort in all conditions.

Whether top up or down, the BMW 1 Series Cabriolet delivers an exhilarating driving experience with its unrivalled combination of driving dynamics, performance, and luxury.

3 Series

323i | 328i | 335i | 335d | 328i xDrive | 335i xDrive Sedan
328i xDrive Touring





3

3 Series Sedan Reasserting its position as the benchmark sport sedan, the new BMW 3 Series Sedan seamlessly blends progressive technology, superior performance capabilities, and luxurious amenities to amaze driving enthusiasts once again. From the front apron, featuring more aggressive air inlets and revised headlamps, to the rear taillights employing LED technology, this is one vehicle that refuses to be ignored.

Building on an already impressive 30-year legacy are two ultra-smooth in-line six-cylinder engines. An available Twin Turbo variant with High Precision Injection effectively combines an available 300hp with exceptional fuel efficiency. Plus, making its debut in Canada is a 265hp two-time winner of the International Engine of the Year: the Twin Turbo Advanced Diesel with BluePerformance. Complete control over these powerplants comes via finely tuned suspensions, optional Active Steering, and innovative brake and stability systems. Exterior design cues include two bold character lines chiselled in the hood, a visually lowered and widened front end, and streamlined trunk contours. All these elements harmonize to create a more dynamic silhouette. Interior refinements include chromed controls and a spacious central console that allows for storage of external audio devices. Also available as part of an optional Navigation Package is the next-generation iDrive®. It's the most intuitive yet, and is now supplemented with several convenient function buttons.

With everything the new 3 Series Sedan boasts, not only does it refuse to be ignored, it refuses to be outdone.

3 Series Touring Brilliantly engineered, agile, stylish, and versatile. With a 230hp engine, standard xDrive® All-Wheel Drive, and six airbags, the new BMW 3 Series Touring offers the exceptional safety and razor-sharp performance of the Sedan – with a few extra advantages.

Inside, the spacious flat-floor cargo area allows for various configurations and offers up to 1,385 litres of storage capacity. Naturally, this vehicle abounds with rational design and thoughtful details, like the split-folding rear seats and low loading height that works in tandem with a high-lift tailgate featuring a rear window that can be opened separately.

Outside, between the standard roof rails, is an available dual-panel Panorama Sunroof which, when open, creates a sensory experience reminiscent of a cabriolet. Form and function, passion and practicality: the new BMW 3 Series Touring offers the best combination, without any compromises.

3 Series

328i | 335i | 328i xDrive | 335i xDrive Coupé
328i | 335i Cabriolet





... perfectly blends sportiness and luxury.

Petrina Gentile, *Globe and Mail*, December 2007

3

3 Series Coupé The character of any coupé is reflected in its profile. On the BMW 3 Series Coupé, the elongated hood and short overhangs, as well as the low, sleek roofline, all contribute to its stunning silhouette.

Naturally, in a BMW, form is never without function. Sculpted body panels adhere to BMW's intelligent lightweight design philosophy. In front, Xenon Adaptive Headlights are accented by distinctive corona rings, which also serve as daytime running lights. In the back, two-stage Adaptive Brakelights emphasize the Coupé's aggressive stance and intensify to alert other drivers in emergency braking situations.

But innovation does not end with design. A 230hp 3.0-litre in-line six-cylinder engine with Valvetronic® powers both the 328i and 328i xDrive models. By combining xDrive All-Wheel Drive with the dynamic handling and agility characteristics inherent in the 3 Series, the 328i xDrive offers exceptional traction, stability, and safety.

Adding even more power and performance are the 300hp Twin Turbo BMW 335i and its xDrive All-Wheel Drive counterpart, the 335i xDrive. The result is 0 to 100 km/h in an astonishing 5.5 seconds for the 335i xDrive and 5.6 seconds for the 335i. Equally impressive, peak torque of 300 lb-ft is available from 1,400 to 5,000 rpm for fast and smooth acceleration at all engine speeds.

Building on over 60 years of coupé experience, the BMW 3 Series Coupé offers drivers a rare combination of classic styling and modern automotive technology.

3 Series Cabriolet The BMW 3 Series Cabriolet offers open-air driving enthusiasts much to celebrate. While instantly recognizable as a BMW, with its elongated profile, low shoulderline, and distinctively flat rear, the BMW 3 Series Cabriolet builds on the successes of its proven predecessors.

The most obvious evolutionary enhancement is the three-part hard top that opens in a mere 22 seconds and closes in 23 at the touch of a button. With improved heat insulation and superior acoustics, this lightweight steel panel roof is perfect for any season.

To ensure optimal driver and passenger comfort, the available Dakota Leather comes with SunReflective technology, a unique coating that reduces seat surface temperature by up to 20°C. Further enhancing comfort are the superb craftsmanship and high-quality materials that combine to create a stylish and sophisticated ambience.

Under the hood of the BMW 328i Cabriolet is a remarkable 3.0-litre, 230hp in-line six-cylinder engine with Valvetronic technology, capable of 0 to 100 km/h in just 7.2 seconds, while also delivering improved fuel efficiency. The Twin Turbo 335i Cabriolet is equipped with a powerful 3.0-litre 300hp in-line six-cylinder engine with High Precision Injection, launching this Cabriolet from 0 to 100 km/h in a mere 5.8 seconds.

Top up or down, with its low centre of gravity, high torsional stiffness, and finely tuned suspension, this Cabriolet boasts superior driving dynamics for the ultimate in design, luxury, and performance.

5 Series

528i | 550i | 528i xDrive | 535i xDrive Sedan
535i xDrive Touring





As one of the finest automobiles on the planet, the BMW 5 Series is extremely hard to root against... This car has absolutely everything covered, from fit and finish to driving excitement.

Daniel Lafrance, auto123.com, May 2008

5

5 Series Sedan The 5 Series Sedan has always represented a perfectly calibrated blend of performance and luxury. With the 5 Series, there is even more evidence of BMW's relentless pursuit of innovation.

A 230hp 3.0-litre in-line six-cylinder engine with Valvetronic powers the 528i and 528i xDrive, while an impressive 360hp 4.8-litre V8 engine with Valvetronic powers the 550i. The 535i xDrive model features a turbocharged version of the in-line six-cylinder engine with High Precision Injection and offers up to 300hp. Each fuel-efficient model comes standard with a 6-speed manual transmission.

For those looking for xDrive All-Wheel Drive, this intelligent technology comes standard on both the 528i xDrive and the 535i xDrive. Active Steering, Dynamic Drive, Head-Up Display, Adaptive Headlights, and Lane Departure Warning are also available on the 5 Series to further contribute to handling and safety.

The 5 Series Sedans feature elegant, modern, and distinct exterior design enhancements and an available M Sport Package for an even sportier look. Luxurious interior refinements include Comfort Access, optimized iDrive®, and a Bluetooth® cell phone interface for hands-free operation and BlackBerry® integration.

Simply put, the BMW 5 Series Sedan represents the culmination of decades of automotive engineering leadership, and will remain the standard by which all other sport sedans are measured.

5 Series Touring The BMW 535i xDrive Touring is as sleek and graceful as it is safe and versatile. With a gutsy 3.0-litre 300hp in-line six-cylinder engine with twin turbochargers and High Precision Injection, and xDrive All-Wheel Drive, this vehicle undoubtedly performs like a true BMW.

Contributing to its agile handling characteristics are an aluminum suspension, aluminum integral rear axle, aluminum front end, and near-perfect 50:50 weight distribution.

From a safety perspective, the 535i xDrive Touring features BMW's Advanced Head Protection System, side thorax airbags for the driver and front passenger, and Dynamic Stability Control (DSC), as well as Adaptive Headlights and Adaptive Brakelights.

Complementing design enhancements to the exterior, the luxuriously appointed interior features insightful storage that further enhances this vehicle's practicality. Case in point: behind the 60/40 split-folding rear seats, the large multi-configuration cargo area features lockable under-floor storage compartments and a luggage cover that automatically retracts whenever the tailgate or rear window is opened.

Town or country, business or pleasure, performance or practicality, the 535i xDrive Touring offers discerning drivers the very best of all worlds.

6 Series

650i Coupé
650i Cabriolet





The 650i is a car for those who love to drive...

Michel Deslauriers, auto123.com, October 2006

6

6 Series Coupé Evoking the character of the legendary Gran Turismo cars, the BMW 650i continues an exciting era for BMW's luxury performance Coupé.

Offering well-appointed 2+2 accommodation in a closed-body format, the 650i Coupé is powered by a 360hp 4.8-litre V8 engine with Valvetronic, capable of 0 to 100 km/h in a mere 5.5 seconds. Engage Dynamic Driving Control with the Sport button and engine response to the accelerator is even quicker. Controlling all that power is a smooth and optimally synchronized 6-speed manual, while a new 6-speed Sport Automatic Transmission with steering wheel-mounted shift paddles is also available.

Handling is reactive, precise, and stable, thanks in part to optional Active Steering. Further contributing to the feel of this vehicle is Dynamic Drive. This remarkable system monitors lateral acceleration and instantly activates Active Anti-Roll Bars to provide uncanny composure on twisty roads. Ensuring the driver's composure are the electromechanically operated Adaptive Headlights and the optional Head-Up Display. Striking the perfect balance between sportiness and elegance, the 650i Coupé drives passion and pleasure through personality, precision, and performance.

6 Series Cabriolet The BMW 650i Cabriolet is one of the most exciting high-performance, open-bodied luxury automobiles ever built.

Complementing the exotic refined exterior design, the fully automatic power softtop is at once a work of art and an engineering masterpiece. A vertically retractable glass rear window can be raised and lowered independently, while doubling as a wind deflector when the top is down. When the top is up, graceful "fins" improve aerodynamics, eliminate vibrations, and reduce wind noise.

Top up or down, superior occupant protection is afforded by an array of safety features, including a reinforced windshield frame and the Rollover Protection System. Add front and side-impact airbags and the Cabriolet has, in effect, its own safety cage.

Its luxurious appointments are no less impressive. From SunReflective Technology keeping the leather seats cool to the Navigation System and optional Enhanced Premium Sound System with Dirac Live™ technology, the 650i Cabriolet is an extraordinary blend of raw power and seductive sophistication.

7 Series

750i | 750Li | 760Li Sedan





It is dead silent at speed, the suspension smothers road imperfections and the V12 is at once relaxed and ferociously powerful.

Michael La Fave, Driven Magazine, November 2007

7

7 Series Sedan Exclusive and luxurious, the BMW 7 Series sets the standard in driving comfort. Superbly finished with luxurious materials like soft, supple Nasca Leather and Ash Grain Dark wood trim, the generous interior is furnished with every conceivable comfort and convenience to make even the longest journey pass a little too quickly.

The cockpit is ergonomically and intuitively designed around the needs and desires of the driver. From the multi-function, 3-spoke leather sport steering wheel and contoured, power-adjustable seat to the position of the instruments, switchgear, and BMW's iDrive Controller, every detail ensures a natural, symbiotic relationship between car and driver.

In the 750i and 750Li models, this intimate interaction is made possible by the standard 6-speed automatic transmission, with Steptronic control buttons in the steering wheel. Responding immediately to the driver's command is a 360hp 4.8-litre V8 engine with Valvetronic. This patented variable valve lift technology is a driving force behind this V8's impressive capabilities. Replacing the traditional engine throttle, this innovative breathing system simultaneously and remarkably improves power and fuel efficiency.

Contributing to overall performance is an aluminum suspension system that reduces weight and noticeably improves riding comfort. Dynamic Drive, a unique BMW technology utilizing Active Anti-Roll Bars, improves already-precise handling by virtually eliminating body roll in corners at any speed.

The 760Li is uniquely equipped with a magnificent 438hp 6.0-litre 48-valve V12 engine with direct fuel injection and Valvetronic. In contrast to conventional fuel injection, direct injection delivers the fuel directly into the cylinders, instead of the intake ports, for greater power and improved fuel efficiency.

Also standard on the 760Li is the state-of-the-art Adaptive Drive system, incorporating Dynamic Drive and Electronic Damper Control (EDC). By electronically controlling each individual shock absorber, the system automatically adjusts the stiffness of the suspension in response to ever-changing driving conditions. This ensures an exceptionally smooth and comfortable ride, leaving the driver to simply concentrate on the road ahead.

X3

X3 xDrive30i SAV





The X3 proved to be everything you'd expect from BMW.

Peter Bleakney, Toronto Star, October 2006

X3

X3 The BMW X3 xDrive30i delivers the superior handling dynamics you would expect from a BMW Sedan, along with the exceptional versatility and vast cargo space of a Sports Activity Vehicle (SAV). From a design perspective, the BMW X3 features stylized front bumpers and a larger kidney grille, as well as available Xenon headlights with corona rings.

Under the hood you'll find a 260hp 3.0-litre in-line six-cylinder engine powering the X3. The BMW X3 xDrive30i engine comes equipped with Valvetronic technology, which is designed to deliver both increased performance and fuel efficiency.

The X3 comes standard with a 6-speed automatic transmission with Steptronic. When it comes to handling, xDrive All-Wheel Drive, near-perfect 50:50 weight distribution, and Dynamic Stability Control (DSC) all contribute to crisp cornering and control

characteristics. The X3 is also equipped with Dynamic Traction Control, enabling maximum propulsion and a sportier driving style. What's more, with incredible agility, a higher seating position, and Park Distance Control (PDC), the driver is easily able to steer the X3 into the smallest of spaces.

Utility or activity, the X3 offers room for five, and lavish interior upgrades like leather Comfort Seats, as well as practical storage trays, numerous compartments, and a large versatile cargo area. Better still, with the flexibility of split-folding rear seats, the X3 can easily accommodate everything you need for your next journey.

With exceptional performance capabilities, a refined interior, and luxury options like a Panorama Sunroof, it is easy to see why the BMW X3 appeals to both performance and luxury SAV enthusiasts.

X5

X5 xDrive30i | X5 xDrive35d | X5 xDrive48i SAV





“ ... Like so many BMWs before it, the Bavarians have turned the X5 into the most technologically advanced SUV on the market in order to keep a couple of steps ahead of the crowd. ”

Budd Stanley, carpages.ca, October 2006

X5

X5 From the sporty and elegant exterior design and powerful, fuel-efficient engines to the more spacious and refined interior, the BMW X5 represents the perfect blend of luxury, power, and versatility.

The X5 xDrive30i is equipped with a light and powerful in-line six-cylinder engine with Valvetronic that generates 260hp and is capable of 0 to 100 km/h in 6.8 seconds. But as one would expect from BMW engineers, it's smoother and more fuel-efficient than its predecessor. Equipped with a 350hp V8 engine with Valvetronic, the X5 xDrive48i is capable of 0 to 100 km/h in 6.9 seconds. Both models come standard with a new shift-by-wire, 6-speed automatic transmission with Steptronic that is controlled by an electronic gear selector for smoother, faster, and more efficient shifting.

For the first time in a BMW, the X5 offers room for seven with available 3rd Row Seats, as well as more cargo space and interior flexibility. The interior is also equipped with

a wealth of premium standard features, including iDrive BMW Assist with Bluetooth technology and Stolen Vehicle Recovery, and a 12-speaker HiFi Sound System with 2 subwoofers. Other available features include a Rear DVD Entertainment System, Head-Up Display, a Rear-view Camera, and a Panorama Sunroof.

In addition to BMW's xDrive All-Wheel Drive and Dynamic Stability Control (DSC), the BMW X5 offers an available Dynamic Handling Package, which includes Active Steering and Adaptive Drive to ensure superior control, ride comfort, and agility. Innovative technology, a luxurious ambience, sporty design, and superb driving dynamics place the BMW X5 in a class by itself.

The next stage of our Efficient Dynamics program comes to life with the high-performance diesel BMW X5 xDrive35d, available late 2008. Its Advanced Diesel engine with BluePerformance delivers sports-car-like acceleration and handling while at the same time emitting less CO₂ than traditional diesel engines.

X6

X6 xDrive35i | X6 xDrive50i Sports Activity Coupé





With a vehicle like this, it's best to let its performance do the talking.

Daniel Barron, autonet.ca, June 2008

X6

X6 The BMW X6 Sports Activity Coupé combines the charisma of a Coupé with the authority and versatility of a Sports Activity Vehicle. The ground-breaking BMW X6 xDrive50i is equipped with a new high-performance Twin Turbo V8 engine, while the BMW X6 xDrive35i features a powerful and efficient six-cylinder engine. Both models handle the toughest corners with ease, while keeping their passengers shrouded in comfort.

The strikingly athletic appearance of the BMW X6 can be attributed to its coupé lines, formed front end, and powerfully modelled side contours. The interior carries that feel as well, in the form of a multi-function leather sport steering wheel, 6-speed automatic transmission with Steptronic and gearshift paddles, and kneepads to allow your legs better lateral grip in corners.

Complementing the intelligent xDrive All-Wheel Drive system is Dynamic Performance Control, premiering in the BMW X6. This BMW innovation noticeably boosts agility and facilitates greater control when taking corners by distributing drive force seamlessly along the rear axle, between the left and right wheels. With Dynamic Performance Control, the new BMW X6 reacts quickly and accurately to steering input, for unmatched driving control on any surface.

In addition to its outstanding power and handling, the BMW X6 contains a large amount of cargo space, as well as luxury options, including 4-zone Automatic Climate Control and Head-Up Display, all together delivering a driving experience that is simply unmatched.

Z4

Z4 3.0si Roadster





“ It likes to be thrown into curves but also feels at ease cruising down the boulevard. ”

Rob Rothwell, auto123.com, October 2007

Z4

Z4 Roadster With its classic proportions and revolutionary styling, the BMW Z4 is the latest expression in an illustrious line of BMW Roadsters.

As in the classic 1935 BMW 315 two-seater, a six-cylinder engine powers the Z4. But while the ancestral spirit lives on, the similarities end with the engine configuration. The Z4 3.0si delivers an exhilarating 255hp and features BMW's ground-breaking Valvetronic technology, which increases power and improves fuel efficiency.

Perfect 50:50 weight distribution, rear-wheel drive, Dynamic Stability Control (DSC), and a sophisticated suspension system combine to produce amazingly precise, predictable, and sporty handling characteristics. Adding Dynamic Driving Control further improves performance, as the sport mode offers two levels of throttle and steering responsiveness.

But even with its myriad of technological innovations, the Z4 remains true to its origins. It is still a quintessential driver's car. So, naturally, it's equipped with a standard 6-speed manual transmission, allowing the driver to remain actively involved in the vehicle's performance. That said, for the F1 enthusiast, a sporty 6-speed automatic with Steptronic and steering wheel-mounted shift paddles is also available.

The last essential element of any roadster is the retractable roof. With an available fully automatic softtop that opens in a mere 10 seconds, the Z4 allows drivers to embrace the sights, sounds, and sensations of the open road with the simple push of a button.

Simultaneously a tribute to tradition and an exciting glimpse into the future, the BMW Z4 Roadster blends enthusiastic performance and exceptional agility to create a pure, unmatched driving experience.

M

M Coupé | M Roadster





... Let it run freely on a winding ribbon of blacktop and its satisfaction will be evidenced by the smile on your face.

Joe Duarte, autonet.ca, November 2007

M

M Coupé Visually, the BMW M Coupé evokes classic GT proportions, with a hard top and a roofline that stylishly flows to a fastback trunk. Inside, a 430-watt, 10-speaker THX Certified BMW Professional audio system is available, but design and luxury accoutrements aside, it's in performance that the M Coupé really excels.

Its 3.2-litre 330hp in-line six-cylinder engine is one of the few naturally aspirated engines in the world capable of generating more than 100 horsepower per litre, which explains why it has been awarded the revered title of "International Engine of the Year" for six consecutive years (2001–2006). With an enviable power-to-weight ratio, it accelerates from 0 to 100 km/h in 5 seconds flat and redlines at 8,000 rpm.

The M Coupé is also equipped with enormous compound disc brakes featuring two-piece cross-drilled rotors to reduce weight, eliminate heat warping, and improve wet-weather performance. Just as impressive as the engine statistics and accolades, the brakes are capable of bringing this high-performance Coupé to a stop from 100 km/h in just 2.5 seconds.

With a stiffer body than the M Roadster and a near-perfect front-to-rear weight distribution, the M Coupé's handling characteristics can only be described as brilliant. A slick 6-speed manual transmission with short-throw action makes for rapid, precise shifts and an exhilarating hands-on driving experience, whether it be on the road or if you're lucky enough, on the track.

M Roadster The BMW M Roadster is perhaps the single greatest expression of the traditional BMW slogan "The Ultimate Driving Experience," for it is in this unique vehicle that BMW Roadster genes have been fused with powerful, state-of-the-art M racing technology.

With its long hood, short overhangs, and a softtop that lowers in just 10 seconds, the look and the lines are classic roadster, while the high-tech ergonomic interior reflects BMW M's commitment to pure performance driving. From the leather-wrapped M Sport steering wheel and M Sport seats to the illuminated tachometer and speedometer, every design detail is honed to the needs of the driver.

But modern Motorsport detailing alone does not make a BMW M. Naturally, this Roadster also features a low centre of gravity and near-perfect weight distribution for hyper-responsive handling, awe-inspiring agility, and crisp cornering. Furthermore, it is equipped with a 6-speed manual transmission and an award-winning 24-valve in-line six-cylinder engine that produces 330hp at 7,900 rpm and redlines at 8,000 rpm, offering acceleration from 0 to 100 km/h in a mere 5 seconds.

BMW M has a storied history of making powerful impressions. The M Roadster is no exception, offering open-air driving enthusiasts the purest thrill automotive engineering excellence can produce.

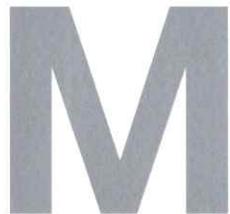
M3

M3 Sedan
M3 Coupé
M3 Cabriolet





“ In a word, it is awesome. ” Graeme Fletcher, National Post, December 2007



M3 Sedan The incredible performance capabilities of the BMW M3 begin with the new 4.0-litre V8 engine, which produces 414hp and 295 lb-ft of torque at 3,900 rpm and redlines at 8,400 rpm, for a remarkable 0–100 km/h time of 4.9 seconds. Double-VANOS variable camshaft control delivers optimum power throughout the rev range, while individual throttle butterflies and a unique engine management system are used to ensure rapid response to driver inputs, translating every touch of the pedal into instant acceleration.

New to all BMW M3 models is the optional 7-speed M Double Clutch Transmission with Drivelogic, a first for any car in this class. This technology results in an uninterrupted flow of power to the wheels, reducing fuel consumption and shaving 0.2 seconds off the 0–100 km/h when compared with the manual transmission.

With the muscular front end, large air vents, prominent powerdome, and four chromed tailpipes, the BMW M3 Sedan promises an exhilarating drive combined with four-door practicality.

M3 Coupé Arguably the most renowned of all M cars, the BMW M3 made its debut in 1986 and, in its racing configuration, won multiple European Touring Car championships. The M3 Coupé shares the same remarkable engine as its Sedan counterpart but features a slightly more incredible 0–100 km/h time of 4.8 seconds.

A carbon-fibre reinforced roof lowers the vehicle's centre of gravity, while the prominent powerdome houses the new V8 engine. Approximately 80% of parts are unique to the new M3 Coupé, compared with its 3 Series Coupé counterparts – a true reflection of its M DNA.

Remarkable power, dynamic handling, and short breaking distances deliver a drive that is every bit as exhilarating as the M3 Coupé's styling.

M3 Cabriolet The BMW M3 Cabriolet boasts the same exciting drivetrain technology as other M3 models, while also offering an open-air experience. The lightweight roof opens at the push of a button, and tucks into the luggage compartment in a brisk 22 seconds.

The interior of the BMW M3 Cabriolet embodies its racing heritage with its ergonomic comfort and design. A leather-trimmed M Multi-function steering wheel with stitching in M colours, as well as exclusive M trims and upholsteries, reflect the exclusivity and sporting pedigree that can only be crafted at BMW M.

With performance that pushes the boundaries of physics and its exhilarating styling, top up or down, the BMW M3 Cabriolet connects road to sky unlike any other vehicle.

M5

M5 Sedan





The M5 is not your average family sedan... it tracks around corners like a two-seat sports car.

Paul Williams, canadiandriver.com, May 2007

M

M5 Sedan The BMW M5 embodies unique features, technology, and design enhancements that enable the driver to make a choice as to how the vehicle should perform – like a sports car or a luxury sedan.

With extended Merino Leather, heated front seats, and room for five, the M5's ability to carry out the stately duties of the luxury sedan is obvious. Standard M Sport seats with adjustable thigh support offer the first clue that the M5 would be equally impressive on the track. The second would be the optional F1-inspired 7-speed Sequential Manual Gearbox (SMG[®]) with Drivelogic. Third would be the 5.0-litre, 40-valve V10 high-revving engine, producing 500hp at 7,750 rpm and an acceleration time from 0 to 100 km/h in 4.7 seconds.

Controlling that M power are immensely powerful, fade-resistant compound cross-drilled brakes which, along with the standard Anti-lock Brake System (ABS), are an integral part of the specially calibrated variable Dynamic Stability Control (DSC) system. Pressing the DSC button once engages M Dynamic Mode, granting the more adventurous driver the ability to push the car to the razor's edge of control, allowing some oversteer, while MDrive, configured via iDrive, allows the driver to change the settings on the car to suit various driving styles.

At first glance, few will recognize the M5's performance potential. The M enthusiast, on the other hand, will see the subtle badges, four tailpipes, and exclusive M Gills incorporated into the front fenders that reveal its racing lineage.

M6

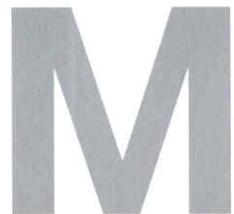
M6 Coupé
M6 Cabriolet





...The M6 is at the front of the pack.

David Booth, National Post, October 2007



M6 Coupé As every automotive enthusiast knows, a vehicle's power-to-weight ratio is one of the most important factors in driving dynamics. With an excellent superstructure already established in the BMW 6 Series, the goal for the new M6 2+2 Coupé was to increase power and shed weight in the pursuit of supreme performance, without sacrificing class-leading comfort and luxury.

The engineers at BMW M started by giving the M6 a roof made of carbon-fibre composite, like the high-strength, ultra-lightweight material used extensively in Formula 1 cars. With weight cut from the top, the M6's centre of gravity was lowered, reducing body roll and allowing for greater handling, agility, and speed.

An all-aluminum chassis and suspension, aluminum doors and hood, and a weight-reduced front section produce optimum weight distribution. This intelligent lightweight construction makes the M6 incredibly lean. With an award-winning 40-valve 500hp V10 engine, the M6's power-to-weight ratio delivers breathtaking performance. The proof: 0 to 100 km/h in 4.6 seconds. Further contributing to the M6's mastery of control is an optional 7-speed Sequential M Gearbox (SMG) with Drivelogic, which enables a smooth and consistent surge of power from standstill to top speed.

A charismatic leader in the luxury performance category, the M6's high-revving engine and signature exhaust notes emanating from dual twin exhaust pipes combine to create the adrenaline-pumping soundtrack to this ultimate driving experience.

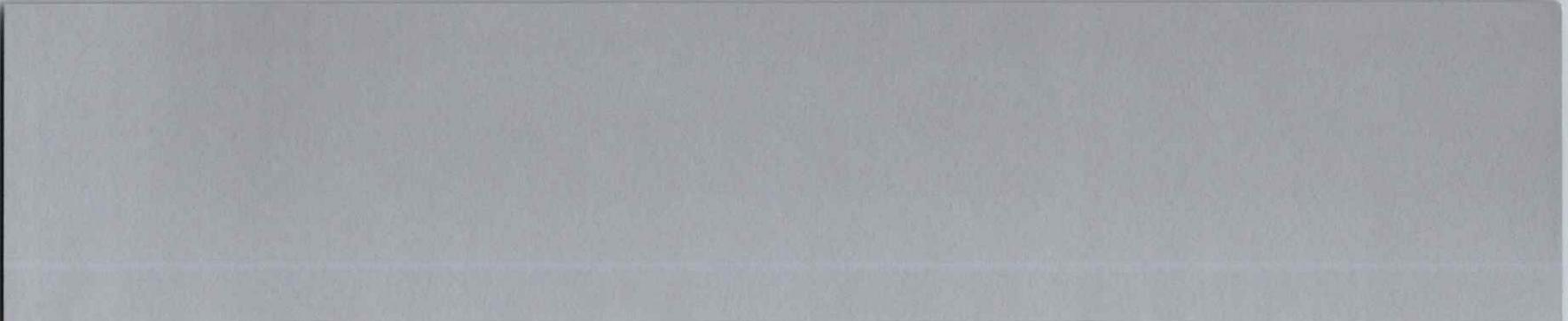
M6 Cabriolet The M6 Cabriolet combines the incredible performance capabilities of the M6 Coupé with the elegance of the BMW 6 Series Cabriolet. Of particular note is the fully automatic softtop with its distinctive fins. It offers a retractable rear glass window, which provides ventilation when the roof is up and serves as a wind deflector when the top is down.

Inside, the ergonomic cockpit has been enhanced with special touches that distinguish it as an exclusive vehicle from BMW M. Immediately apparent are the exclusive seams on the seats, M Logos in the headrests, and optional shift paddles and a shift lever that are unique to the Sequential M Gearbox. The white-on-black instruments with traditional BMW M red indicator needles further complement the ambience of the interior. Befitting the Cabriolet's exclusive nature, the list of standard features includes luxurious Merino Leather upholstery, door inserts and armrests, Xenon Adaptive Headlights, and an 11-speaker LOGIC7 Sound System.

But the real music comes from BMW's award-winning, high-revving 500hp V10 M Engine. Capable of 0 to 100 km/h in 4.8 seconds and redlining at 8,000 rpm, the M6 Cabriolet is a rare blend of charismatic beauty and awesome power. Equipped with either a 6-speed manual or an optional 7-speed SMG Drivelogic transmission, it is designed to provide the open-air enthusiast with a driving experience like none other.

BMW Individual





Welcome to a world of inspiration. Welcome to BMW Individual.

The epitome of individuality is turning something common into something entirely your own. BMW Individual offers the most demanding, discerning, and eclectic automotive enthusiasts an unmatched level of vehicle personalization.

The astonishing range of luxury features, distinct trims, and optional equipment

available varies from one BMW series to the next, but virtually guarantees no two BMW Individual vehicles will ever be exactly the same. Customization choices include exotic paint colours and finishes, an assortment of the finest leather upholstery, hand-selected wood trims, and a distinctive custom wheel design.

But the finest materials and accessories alone do not make a BMW Individual vehicle. It is the obsessive attention to detail and the passionate process, known only to master craftsmen, that transforms a magnificent BMW into a reflection of individual style and grace. Owners' requests and exacting standards are

seamlessly integrated into their BMW throughout the meticulous manufacturing process, and the final, unique vehicle is delivered to them through their local BMW Individual Retailer with a full factory warranty.

For a personal consultation to discuss the finer details of this program, please contact your local BMW Individual Retailer.

BMW Accessories

Enhance the Experience.

Stylish trimmings and practical finishing touches to make your BMW your own.



Aerodynamics & Exterior Accessories

Enhance the dynamic look of your BMW with exterior accessories. Adding accessories like an aerodynamic kit with a rear spoiler or carbon mirror caps will really make a statement.



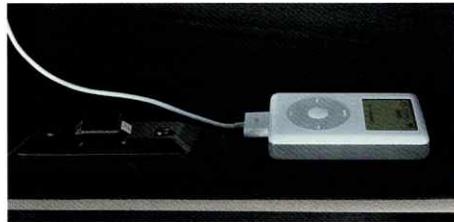
Transportation

Whatever makes you happy – just take it with you. The BMW base support system can be combined with a range of attachments, allowing you to transport bikes, skis, or a roof box easily and safely.



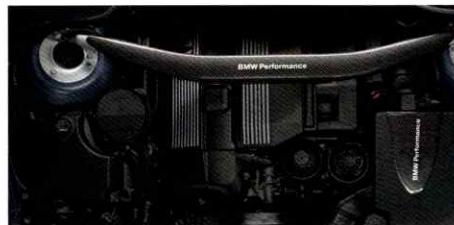
Alloy Wheels

An Original BMW alloy wheel is instantly recognizable by its attractive design, superb quality of materials, and, above all, excellent performance. During their creation, the wheels endure the most rigorous development. The results speak for themselves.



iPod Interface Adapter Kit

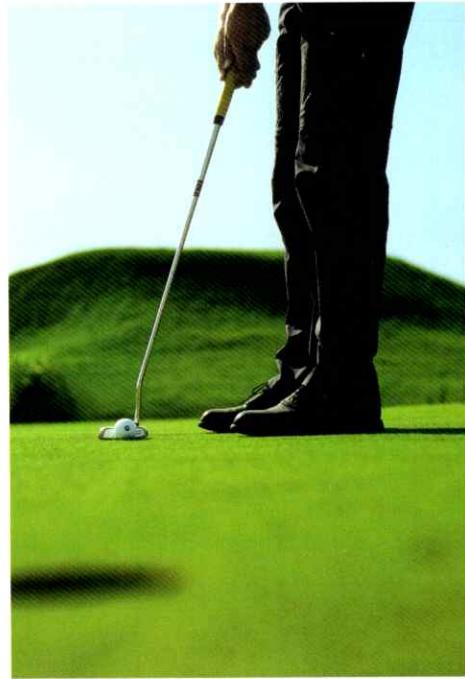
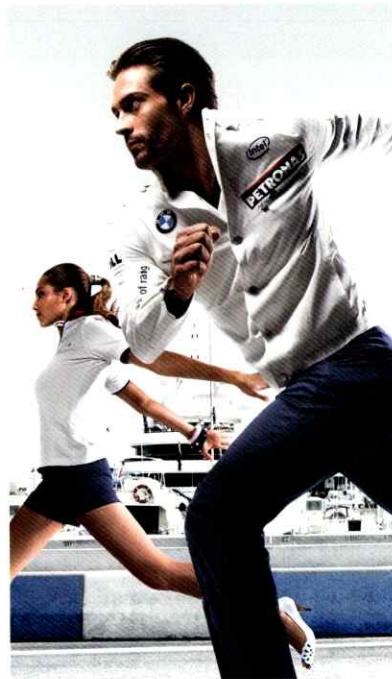
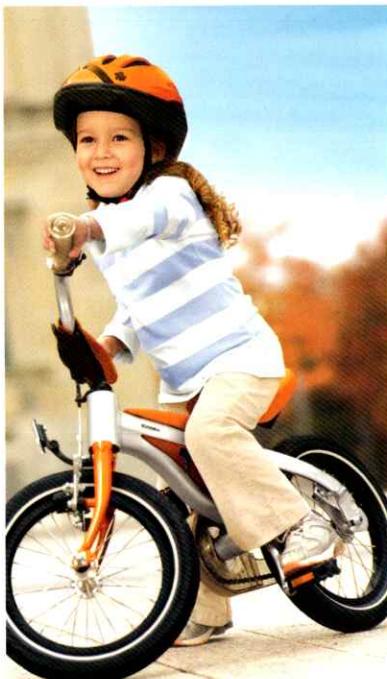
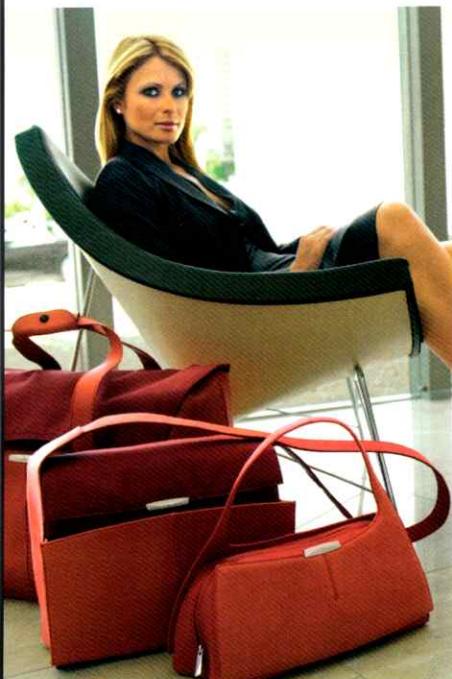
With the installation of an integrated adapter, you can now control your iPod through the existing audio system and multi-function steering wheel. Ask your BMW Retailer for applicable models.



Performance Parts

With a wide range of upgrades available, you can truly take BMW performance to the next level. From carbon strut braces to short-shift kits and suspension, Performance Parts allow you to customize your vehicle to a point that is unmatched.

BMW Lifestyle



From fashionable attire and stylish accessories

to high-precision sporting equipment, nothing complements your vehicle or makes a stronger statement about your passion for living than BMW Lifestyle merchandise. Visit your BMW Retailer to purchase or browse the collection online. To purchase the collection, visit your BMW Retailer or go to the BMW Online Shop at www.BMWShop.ca

Lifestyle Accessories | Kids Mobility | Bikes | Miniatures | Formula 1 Collection | BMW Yachtsport Collection | BMW Golfsport Collection

BMW EfficientDynamics



At BMW, we strive to continually improve the performance of our vehicles while significantly lowering their fuel consumption and emission levels. We call this plan EfficientDynamics, and it's responsible for the lower emissions you see in the BMW you drive today, as well as the zero emissions you'll see in our vehicles of the future.

Our plan to reach zero emissions

Today's Vehicles

Our vehicles already contain a number of energy management innovations that make them amongst the most eco-conscious on the market today. Our engines equipped with Valvetronic achieve 10–15% gains in fuel efficiency, while delivering similar increases in horsepower. Double-VANOS technology optimizes engine breathing, resulting in greater responsiveness with reduced fuel consumption. Lightweight construction technologies such as carbon-fibre roofs, aluminum/magnesium engines, and lightweight steel further increase fuel efficiency, while optimized aerodynamics

reduce drag, resulting in decreased CO₂ emissions.



All of these technologies work in tandem to produce our environmentally responsible, high-performance vehicles of today.

Diesel Vehicles

Starting in 2008, we are introducing clean high-performance and fuel-efficient diesel engines to the Canadian market. Boasting

25% less CO₂ emissions than traditional gasoline engines, BMW diesels will meet the strictest emission regulations proposed for North America, without compromising performance.

Hybrid Vehicles

Beyond 2008, we will be launching performance hybrid vehicles as we work



BMW EfficientDynamics

Less emissions. More driving pleasure.



**Two-mode active transmission—
an all-new hybrid concept.**



towards a cleaner future.

By using next-generation hybrid technology, called BMW ActiveHybrid, it will be possible to achieve further gains in fuel efficiency in both stop-and-go traffic and highway operation.

Hydrogen Vehicles

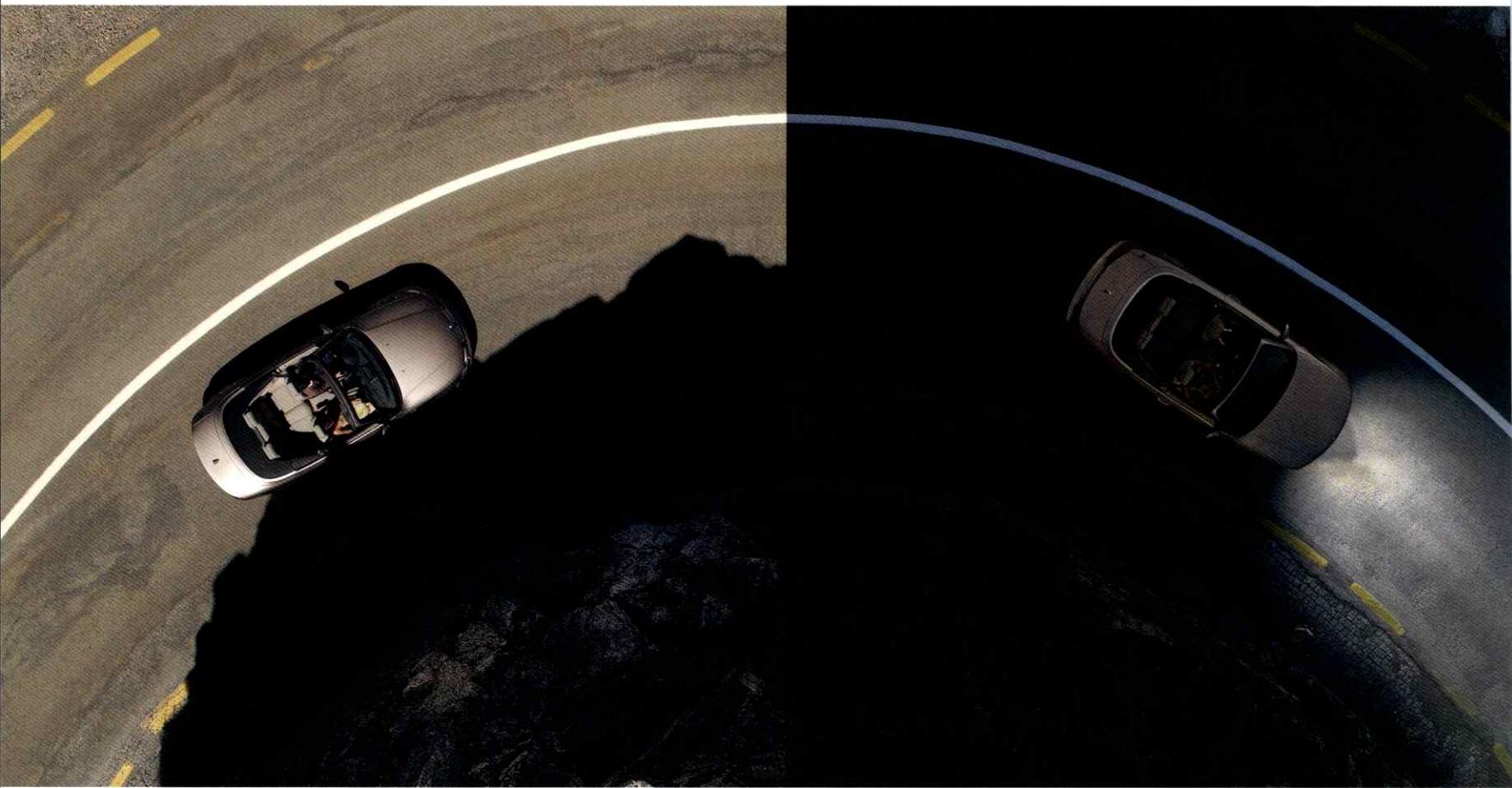
Our long-term focus is on liquid hydrogen as a sustainable source of automotive energy with virtually zero emissions.

With a vast supply, hydrogen in its liquid state acts as an energy-rich fuel that when consumed emits essentially water vapour. At the 2007 Canadian

International Autoshow, BMW presented a glimpse into the future with the introduction of the Hydrogen 7, featuring a hydrogen-powered engine. At first glance it resembles a typical BMW 7 Series, but a deeper inspection reveals an internal combustion engine capable of running on liquid hydrogen or, with the press of a button, gasoline. This marvel of technology is already on the road, and production will begin to expand as the infrastructure to support hydrogen vehicles continues to grow.

BMW EfficientDynamics is our plan to reach zero emissions by creating feasible solutions that conserve fossil fuels and protect the environment, while still delivering The Ultimate Driving Experience you've come to expect.

Innovative Technologies





Active Steering

Active Steering improves steering response on twisty roads and directional stability at higher speeds, giving you greater control in virtually all driving situations. This revolutionary variable steering ratio system from BMW was named "Best New Technology" for 2004 by the Automobile Journalists Association of Canada (AJAC).



SIRIUS Satellite Radio

With 120 channels of music, sports, news, talk, and comedy, SIRIUS provides you the freedom to choose your audio experience wherever you drive. Combined with coast-to-coast coverage, you'll have the freedom to listen to what you want, when you want, in your SIRIUS-equipped vehicle. And it's all at your fingertips, integrated into your BMW. Visit sirius.ca/bmw for more information.



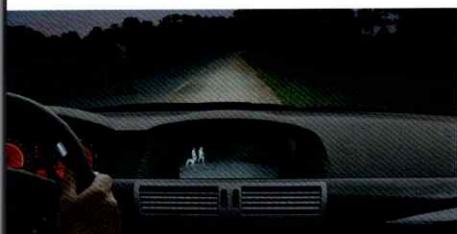
Valvetronic

Eliminating the conventional throttle, the Valvetronic electromechanical valve control system provides fully variable valve lift on the inlet valves to control power. The result: a plateau-like torque curve that delivers smooth and consistent power distribution and optimum fuel economy. Engines with Valvetronic are now standard on many BMW models.



Xenon Adaptive Headlights

Adaptive Headlights help you to see around corners more quickly when driving at night. Sensors in the vehicle continuously monitor the angle of the steering wheel, the vehicle's speed, yaw, and other factors to determine the direction in which you're heading. The headlights then swivel accordingly. Combined with the intensity of Xenon headlights, you know what's around the bend before you get there.



BMW Night Vision

BMW Night Vision uses Far Infrared (FIR) technology to help you "see" objects even before they are clearly visible in your headlights. People, animals, and other objects are detected from as far as 300 metres down the road and are displayed in the Control Display, enabling you to avoid danger in good time on poorly lit roads.



Head-Up Display

This active safety feature projects important driving information directly onto the vehicle's windshield. With current speed or navigational prompts displayed in the driver's line of sight, visual focus no longer has to change from a long to a short perspective and back again to read key dash gauges, but rather can remain firmly focused on the road ahead.



Twin Turbo Technology

Turbo lag and poor fuel efficiency are two common problems associated with turbocharging. However, by using two turbochargers, each supplying three cylinders with compressed air, BMW's Twin Turbo engine eliminates turbo lag. This engine also employs BMW's High Precision Injection technology, resulting in even more fuel efficiency than for a naturally aspirated engine of the same power.



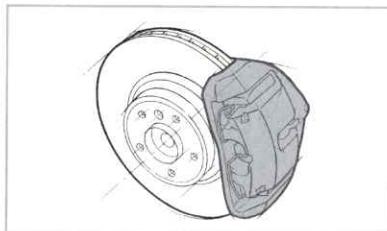
Active Cruise Control

Active Cruise Control enables comfortable driving at a pre-set speed. When driving in heavy traffic, it recognizes slower vehicles ahead and automatically maintains a set distance. Once the road is free again, it accelerates your vehicle automatically to the pre-set speed. Stop & Go function enables slowing to a standstill and restarting in typical bumper-to-bumper situations.

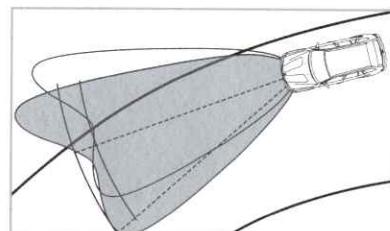
Active Safety

BMW Active Safety features are the performance attributes that have been proven to aid in accident avoidance. After all, the best way to survive an accident is to prevent one in the first place.

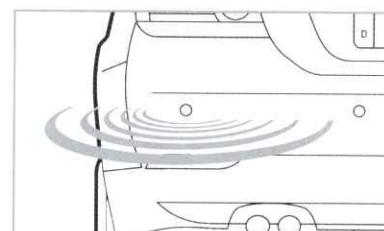
- Quick acceleration helps you avoid dangerous situations.
- Nimble handling and responsive steering allow you to manoeuvre around obstacles.
- High-performance brakes offer outstanding stopping power, reduced weight versus conventional brake systems, a significantly higher standard of driving comfort, and a much longer service life.
- Anti-lock braking systems help maintain control in heavy braking situations.
- Brilliant headlights ensure obstacles appear sooner, increasing response time.
- Near-perfect 50:50 weight distribution contributes to vehicle balance during evasive manoeuvres.
- Adaptive Headlights provide enhanced visibility at night, by adjusting to illuminate the road ahead as the vehicle enters a corner or bend.
- Adaptive Brakelights help vehicles travelling behind you evaluate your braking more accurately, with additional lighting areas and/or brighter illumination under heavy braking.
- Park Distance Control (PDC) facilitates parking and manoeuvring in tight spaces. A warning signal sounds as the car approaches an obstacle.
- Dynamic Stability Control (DSC) compensates for over- and understeer.



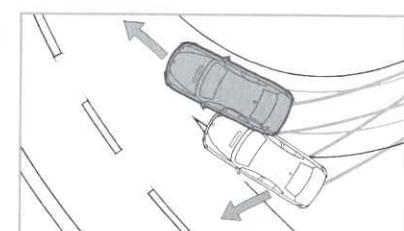
High-Performance Brakes



Adaptive Headlights



Park Distance Control



Dynamic Stability Control (DSC)



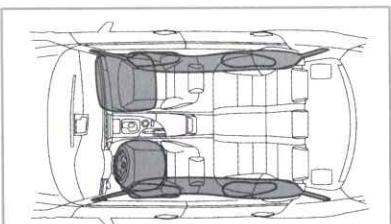
Added features of DSC:

- Brake Standby reduces stopping distances in emergency situations.
- Brake Drying improves stopping in wet conditions.
- Start-off Assistant ensures worry-free hill starts without rolling backwards.
- Fading Compensation allows for consistent braking, even after brakes have heated up.
- Soft Stop reduces brake dive and allows for smoother stops in all conditions.

Passive Safety

In the event of an unavoidable accident, BMW Passive Safety features instantly work to deliver the absolute highest levels of safety.

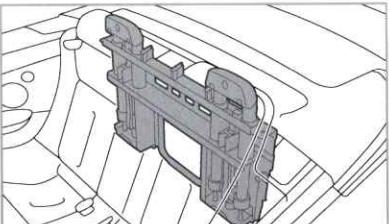
- Extremely rigid aluminum chassis (on select models), highly stable pillars, roof supports, and side-impact bars form a "safety cell" that routes impact energy around you and your passengers.
- Upon severe impact, the fuel supply is instantly cut off, and the Battery Safety Terminal disconnects the starter cable from the battery, minimizing the risk of fire.
- After a collision, the headlights automatically flash, the interior lights come on, and the doors unlock, allowing emergency personnel immediate access to the interior.
- Every BMW includes "smart" front airbags and large-area side-impact airbags.
- Many BMW models also offer an innovative side-impact door anchoring system, an award-winning Head Protection System (HPS), and Active Knee Protection.
- Many BMWs feature a rear Head Protection System and rear side-impact airbags.
- Front Active Headrests, available on some models, reduce the risk of whiplash in the case of a rear-impact collision.
- Active Roll Stabilization improves handling by reducing body roll or lean in extreme cornering situations.
- The Rollover Protection System engages instantly, raising rollover bars in the rear headrests during critical driving occurrences.
- Run-flat tires have reinforced sidewalls to maintain their shape and full use upon a loss of air pressure. They can be driven for up to about 140 kilometres at reduced speeds.



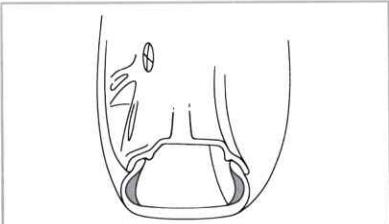
Airbag System



Active Headrests and Safety Belt Pre-Tensioners



Rollover Protection System



Run-flat Tires

xDrive All-Wheel Drive



Only xDrive marries legendary BMW performance with advanced All-Wheel Drive traction and control.

xDrive is so innovative that it can sense danger and correct itself before the driver even realizes there is a problem. This intelligent All-Wheel Drive system has the technology to react to poor road conditions and transfer power in an astounding 100 milliseconds. xDrive distributes engine output continuously and variably between front and rear axles.

The variable allocation of engine output has an instantly positive influence on steering behaviour. In this way, xDrive supports agility by enhancing steering responsiveness and direct stability, thus increasing safety, exceptional driving dynamics, and outstanding traction on any surface. The end result is an incomparable driving experience, no matter what the terrain.

There is only one way to truly appreciate the impact of the xDrive system, and that is, of course, behind the wheel. Now that xDrive is available on 14 BMW models, from the Coupé, Sedans, and Tourings to Sports Activity Vehicles, there is sure to be an xDrive-equipped BMW waiting for you.

BMW Driver Training



Master the Art of Driving.

Since 1977, BMW Driver Training has led the world in making people safer, more assured drivers. Highly qualified BMW instructors utilize both classroom theory and exhilarating exercises to teach superior road safety skills and high-performance driving.

BMW offers this unique opportunity in the form of three progressive levels: Advanced,

Perfection, and Fascination. Participants begin with elementary vehicle dynamics, vision, and braking and graduate to high-speed emergency manoeuvres, including skid control. All courses incorporate BMW's Driver Vitality philosophy: a well-rounded approach to sharpening the physical and mental well-being of those behind the wheel.

The BMW Driver Training program is open to all licenced Canadian drivers who aim to drive with unmitigated confidence. Whether you own a BMW or not, our perspective is that you will become a more confident, more aware driver, resulting in safer roads for everyone.



Safety and convenience at the touch of a button.

BMW Assist uses advanced technology to bring the focused attention of a highly trained representative to your aid when needed, delivering unparalleled confidence and convenience to your drive.

Advanced Automatic Collision Notification

In the event of an accident, the BMW Assist Response Centre is automatically notified of your location and other vital information. A response specialist contacts you and an emergency dispatch is coordinated, even if you can't respond or don't know where you are.

Emergency Request

By pressing the SOS button, a response specialist will speak with you to determine assistance needs, notify your emergency contacts, and provide directions to the nearest hospital or police station.

Enhanced Roadside Assistance

In the event of a vehicle problem, simply push the SOS button or the Roadside Assistance button on your iDrive display.

This will transmit your location and vehicle information to a BMW Assist representative, who will coordinate an emergency dispatch to your exact location if needed.

Stolen Vehicle Recovery*

If your vehicle is stolen, call the BMW Assist Response Centre (1-800-493-4070) after filing a police report. A response specialist will send a locate signal to your vehicle, informing the police of the results in an effort to recover it.

Remote Door Unlock

This helpful feature allows you to gain access to your BMW if you're ever locked out. Simply call BMW Assist (1-800-493-4070) and inform the response specialist of your name and password.

A signal will then be sent to your car, unlocking the driver's door, typically within 20 minutes of a call being placed.

Bluetooth Hands-Free Calling

This technology enables operation of BMW-tested mobile devices via an interface through your vehicle's audio system. For more details on Bluetooth technology and recommended phones, visit www.bmw.ca/bluetooth.

MyInfo "Send to Car"

Send point-of-interest info to your BMW; by using Google Maps with navigation, you can have this information displayed in your radio or iDrive display. A phone number will also be available as part of your destination information, and can be dialed using Bluetooth integration.

Customer Relations Function

Simply press the SOS button or the Customer Relations tab in the BMW Assist section of the iDrive menu. Request BMW Canada customer assistance and the BMW Assist call centre will immediately connect you to a BMW Customer Relations Specialist.

Note: this is only if CIC is open.

Destination Download

Speak to a BMW Assist specialist and have a destination and phone number sent to your on-board navigation system and Bluetooth®-linked phone when you push the "Concierge" button with your iDrive Controller. Similarly, have the same information pushed to your in-car radio display (for non-iDrive equipped vehicles).

BMW Service and Warranty



When you buy a BMW, you can look forward to outstanding service and comprehensive customer care. 2008/2009 model year BMW vehicles purchased from an authorized BMW Retailer in Canada are covered by No-Charge Scheduled Maintenance for four years or 80,000 kilometres, whichever occurs first.

Depending on the model you choose, your car informs you of its service requirement via the Service Interval Indicator or CBS (Condition Based Service). Your BMW Retailer is equipped with the latest computer-aided information and diagnostic tools. Important data such as V.I.N. number, mileage, and current service requirements are all stored on your car key, ensuring a quick assessment of your vehicle's status.

Maintenance upgrades and Value Service Packages are also available for your convenience. BMW Service guarantees only Genuine BMW Parts are installed by Certified Technicians, ensuring The Ultimate

Driving Experience is never compromised. All backed by a two-year parts and labour warranty for your peace of mind.

BMW Roadside Assistance

Think of it as your safety net. No matter where you go, we've got you covered. Your BMW Service Card entitles you to one of the most extensive Roadside Assistance programs in Canada, with the following range of benefits:

- Emergency Service Calls
- Travel Planning Services
- Trip Interruption Benefits
- Traffic Accident Services
- Mechanical Breakdown Towing
- Emergency Message Service
- Emergency Cash
- Winching

Roadside Assistance is included with the purchase of a new BMW, for the first four years (unlimited kilometres).

Vehicle Warranty Coverage

Warranty Summary	Years/km*
New Car Limited Warranty	4 yrs / 80,000 km
Limited Emission Control Warranty Component Specific Control Devices	4 yrs / 80,000 km 8 yrs / 130,000 km
Limited Rust Perforation Warranty (prior to model year 2004)	6 yrs / unlimited km
Limited Rust Perforation Warranty (model year 2004 and up)	12 yrs / unlimited km
Roadside Assistance Service	4 yrs / unlimited km
No-Charge Scheduled Maintenance	4 yrs / 80,000 km

* Whichever occurs first.

BMW Ownership Advantage

Every BMW performs as well on paper as it does on pavement.

Thanks to BMW's commitment to delivering ultimate service, high resale value, and fuel-efficient power, BMW owners enjoy distinct advantages over drivers of competitive vehicles.

4-Year/80,000 km No-Charge Maintenance

Our 4-year/80,000 km[†] No-Charge Scheduled Maintenance program covers all scheduled maintenance, including oil services, corrosion inspections, and coolant flush. BMW's comprehensive Roadside Assistance program is included at no charge for the first 4 years, with no kilometre limit, and offers prompt, professional service 24 hours a day, 7 days a week, anywhere in Canada and the United States.

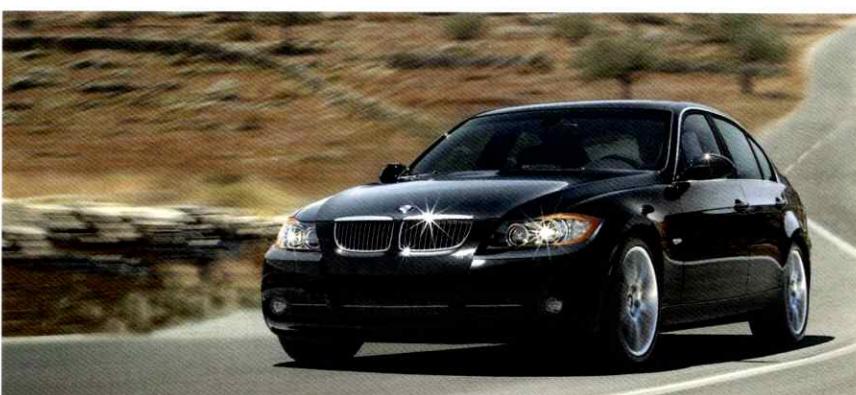
Exceptional Resale Value

A new car is a major investment. As such, you need to take a hard look at the resale

value in considering its overall cost. Fortunately, BMW continues to rank among the top manufacturers in Automotive Lease Guide's annual "Luxury Brand Residual Value Ranking."^{*} The benefit – a higher resale value translates to lower monthly lease payments.

Fuel-Efficient Power

BMW strives to extract the maximum amount of driving pleasure from a minimum amount of fuel. The challenge lies in enhancing dynamic performance, safety, and comfort while maintaining or reducing the vehicle's weight and fuel consumption. This is achieved through an innovative array of features, from intelligent lightweight construction to technologies such as Valvetronic variable inlet valve lift control, as well as through improved aerodynamics and refined drivetrain technologies.



The BMW Ownership Advantage[†] | 4-Year / 80,000 km No-Charge Scheduled Maintenance | Exceptional Resale Value | Fuel-Efficient Power

[†]4 years or 80,000 km, whichever occurs first; certain restrictions apply; contact your BMW Retailer for details. ^{*}Luxury brands are defined by Automotive Lease Guide. Luxury Brand Residual Value Ranking based on highest predicted retained value of luxury brands (U.S. study). Historical resale performance is no guarantee of future resale value or performance. For more information, visit ALG.com.

BMW Certified Series

Purchase with certified confidence.

With BMW Certified Series, you will find an exclusive lineup of Pre-Owned vehicles. Not just any Pre-Owned BMW can achieve the Certified Series badge. Each vehicle is subject to meticulous inspections and reconditioning processes, performed by trained technicians. It's a very thorough procedure, and it ensures your Pre-Owned BMW performs precisely like a new one.

The benefits of owning a BMW Certified Series are clear:

- Exclusivity** – An exclusive selection of Pre-Owned BMW vehicles.
- Assurance** – 5 day / 300 km money-back guarantee.
- Quality** – Comprehensive 360-degree survey and reconditioning process.
- Safety** – Certified Series™ Protection Plan for up to 6 years or 160,000 km.
- Security** – 24-hour roadside assistance.
- Value** – Special rates and affordable leasing and financing products.

Our six standards of excellence guarantee that with every Certified Series vehicle we sell, you receive the performance and quality for which BMW is renowned. Realize that exhilaration and joy are well within your reach. BMW Certified Series – only available at your BMW Retailer.



BMW Financial Services



Financing driven by you.®

At BMW Financial Services, we have always believed that your financing experience should be as enjoyable and rewarding as your driving experience. Whichever BMW model you choose, we offer a comprehensive portfolio of leasing, financing, and protection products designed to complement your ultimate driving experience.

BMW Financial Services is dedicated to giving BMW customers the type of products and professional, efficient services needed to make the transition from showroom to highway as pleasant and memorable as possible.

Our goal is to provide you with the unparalleled service you expect and the insight you require to choose the leasing or financing program that is best suited to you.



Protection Products

Peace of mind is paramount for an enjoyable driving experience. Designed for both security and value, there's no better option to protect you, your vehicle, and your loved ones than BMW Financial Services protection products.

Road Hazard Protection Protect your tires and rims, and steer clear of repair costs. Because the road will never be as perfect as the ride.

Excess Wear & Use Protection Put your mind at ease about unforeseen costs at the end of your lease. Because wear and tear happens no matter how careful you are.

Creditor Life & Disability Insurance Choose Creditor Life and Disability Insurance to complement your lease or loan. Because the road of life can be uncertain.



Leasing Plans

What you need to get you where you want to go. If you're interested in lower monthly payments and the luxury of driving a new BMW more often, then leasing is a smart way to discover the pleasure of a BMW. We offer a range of intelligent leasing programs that are designed to meet your needs and get you on the road, effortlessly.



Standard Lease

Looking to experience the excitement of a BMW at a payment you're comfortable with? Our Standard Lease offers competitive interest rates, closed-end leasing, flexible down payment options and lease terms, GAP protection provided at no charge, and no upfront administration fees or disposition fees at contract maturity.



Single Payment Lease

The innovation behind this plan is that you make one single payment at the beginning of the contract, and then you're free to enjoy the vehicle for the life of the lease. There are no monthly payments. In short, it's all the convenience of a cash purchase with all the advantages of a Standard Lease.



Multiple Security Deposit Lease

This lease is a clever way to lower the cost of borrowing and save money at the same time. This option affords you the luxury of applying additional, refundable security deposits, which in turn reduces the interest rate on your lease. For many drivers, it has become a smart alternative to a traditional cash down payment.



Financing Plans

Discover our products. Experience our advantages. If you want to own your BMW or like to drive a lot, there's really no better choice than financing your vehicle through BMW Financial Services. Designed with an appreciation for simplicity, value, freedom, and flexibility, our smart financing programs can get you into the driver's seat of your very own BMW.

Standard Finance

There's nothing like the freedom and pride that come with owning your very own BMW. Whether it's the lustre of a new BMW or the proven performance of a pre-owned vehicle, our Standard Finance plan is known as much for its simplicity as for its flexibility. Features include competitive interest rates, with flexible contract terms and down payment options.

OwnersChoice[®]

This unique financing option serves as an interesting alternative, because it integrates the privileges of ownership with many of the beneficial features of leasing. With OwnersChoice, you make equal monthly payments over the term of your contract and a payment for a balloon amount at contract maturity. It offers the luxury of lower monthly payments with all the conveniences of ownership.

Contact Us

If you would like more information, please feel free to contact us, or visit your local BMW Retailer.

You can also explore all of our different leasing and financing options on our website and use our convenient online "Payment Calculator" to estimate a monthly payment that best suits your specific needs.

BMW Vehicle Specifications

	1 Series Coupé		1 Series Cabriolet		3 Series Sedan					
	128i	135i	128i	135i	323i	328i	335i	335d	328i xDrive	335i xDrive
Engine and Drivetrain										
Engine	DOHC I-6 24V	DOHC I-6 24V	DOHC I-6 24V	DOHC I-6 24V	DOHC I-6 24V	DOHC I-6 24V	DOHC I-6 24V	DOHC I-6 24V	DOHC I-6 24V	DOHC I-6 24V
Horsepower (hp/rpm)	230 @ 6500	300 @ 5800	230 @ 6500	300 @ 5800	200 @ 6000	230 @ 6500	300 @ 5800	265 @ 4200	230 @ 6500	300 @ 5800
Torque (lb·ft/rpm)	200 @ 2750	300 @ 1400	200 @ 2750	300 @ 1400	180 @ 4000	200 @ 2750	300 @ 1400	425 @ 1750	200 @ 2750	300 @ 1400
Drivetrain	RWD	RWD	RWD	RWD	RWD	RWD	RWD	RWD	AWD	AWD
Transmission (manual/automatic/SMG/DCT)	6-M/6-A	6-M/6-A	6-M/6-A	6-M/6-A	6-M/6-A	6-M/6-A	6-M/6-A	6A	6-M/6-A	6-M/6-A
Performance Data										
Acceleration, 0-100 km/h (manual/automatic), seconds	6.4/7.0	5.4/5.5	6.7/7.3	5.7/5.8	7.4/8.1	6.7/7.3	5.7/5.9	6.3	7.2/7.5	5.6/5.7
Top speed, km/h	210	240	210	240	210	210	210	210	210	210
Fuel Consumption										
City (manual/automatic/SMG)	11.2/11.1	12.0/11.7	11.2/11.4	12.4/11.9	11.1/11.2	11.2/11.1	12.4/11.9	8.5	12.3/11.9	12.6/12.3
Highway (manual/automatic/SMG)	7.0/7.0	7.9/7.7	7.0/7.2	7.7/7.6	6.9/6.7	7.0/7.0	7.7/7.6	5.3	7.6/7.9	8.0/7.9
Dimensions and Weight										
Fuel capacity, L	53	53	53	53	61	61	61	61	61	61
Luggage capacity, L	370	370	260-305	260-305	460	460	450	450	460	450
Curb weight (manual/automatic), kg	1475/1510	1530/1535	1585/1620	1660/1665	1500/1530	1525/1555	1630/1635	1735	1635/1655	1730/1735
Safety, Security, and Other Features										
Adaptive Brakelights	•	•	•	•	•	•	•	•	•	•
Adaptive Headlights	—	•	—	•	—	—	•	—	—	•
Advanced Head Protection (AHPS II)	•	•	HPS	HPS	•	•	•	•	•	•
BMW Assist with Bluetooth	○	○	○	○	○	○	○	○	○	○
SIRIUS Satellite Radio	○	○	○	○	○	○	○	○	○	○
BMW Individual	—	—	—	—	—	—	○	—	—	○
BMW Navigation	○	○	○	○	—	○	○	○	○	○
Dynamic Stability Control (DSC)	•	•	•	•	•	•	•	•	•	•
Dynamic Traction Control	•	•	•	•	•	•	•	•	•	•
Front airbags (with SMART airbag deployment)	•	•	•	•	•	•	•	•	•	•
Side thorax airbags	•	•	•	•	•	•	•	•	•	•
Run-flat tires	•	•	•	•	•	•	•	•	•	•
BMW Service and Warranty										
Warranty (months/1,000 km*)	48/80	48/80	48/80	48/80	48/80	48/80	48/80	48/80	48/80	48/80
No-Charge Scheduled Maintenance (months/1,000 km*)	48/80	48/80	48/80	48/80	48/80	48/80	48/80	TBD	48/80	48/80

• Standard ○ Optional — Not Available

* Whichever occurs first

Further information can be obtained from your local BMW Retailer or www.bmw.ca

3 Series Touring	3 Series Coupé				3 Series Cabriolet		5 Series Sedan				5 Series Touring	
328i xDrive	328i	335i	328i xDrive	335i xDrive	328i	335i	528i	550i	528i xDrive	535i xDrive	535i xDrive	
DOHC I-6 24V 230 @ 6500 200 @ 2750	DOHC I-6 24V 230 @ 6500 200 @ 2750	DOHC I-6 24V 300 @ 5800 300 @ 1400	DOHC I-6 24V 230 @ 6500 200 @ 2750	DOHC I-6 24V 300 @ 5800 300 @ 1400	DOHC I-6 24V 230 @ 6500 200 @ 2750	DOHC I-6 24V 300 @ 5800 300 @ 1400	DOHC I-6 24V 230 @ 6500 200 @ 2750	DOHC V8 32V 360 @ 6300 360 @ 3400	DOHC I-6 24V 230 @ 6500 200 @ 2750	DOHC I-6 24V 300 @ 5800 300 @ 1400	DOHC I-6 24V 300 @ 5800 300 @ 1400	
AWD 6-M/6-A	RWD 6-M/6-A	RWD 6-M/6-A	AWD 6-M/6-A	AWD 6-M/6-A	RWD 6-M/6-A	RWD 6-M/6-A	RWD 6-M/6-A	RWD 6-M/6-A	AWD 6-M/6-A	AWD 6-M/6-A	AWD 6-M/6-A	
7.4/7.7 210	6.6/7.2 210	5.6/5.8 210	7.1/7.4 210	5.5/5.6 210	7.2/7.7 210	5.8/6.0 210	6.9/7.6 240	5.6/5.7 240	7.6/8.1 240	5.8/6.0 240	6.0/6.1 240	
12.3/11.9 7.6/7.9	11.2/11.1 7.0/7.0	12.4/11.9 7.7/7.6	12.3/11.9 7.6/7.9	12.6/12.3 8.0/7.9	12.2/11.4 7.4/7.2	12.4/11.9 7.7/7.6	11.2/11.4 7.0/7.2	14.0/13.3 9.1/8.5	12.3/11.9 7.6/7.9	12.6/12.3 8.0/7.9	13.5/12.8 8.5/8.2	
61 460-1385 1710/1730	61 440	61 430	61 440	61 430	61 210-350	61 210-350	70 520	70 520	70 520	70 520	70 500-1650	
• - • ○ ○ - ○ • • • • • 48/80	• • • ○ ○ ○ ○ • • • • • 48/80											
48/80	48/80	48/80	48/80	48/80	48/80	48/80	48/80	48/80	48/80	48/80	48/80	
48/80	48/80	48/80	48/80	48/80	48/80	48/80	48/80	48/80	48/80	48/80	48/80	

BMW Vehicle Specifications

	6 Series		7 Series			X3	X5	
	Coupé	Cabriolet	750i	750Li	760Li		X3 xDrive30i	X5 xDrive30i
Engine and Drivetrain								
Engine	DOHC V8 32V	DOHC V8 32V	DOHC V8 32V	DOHC V8 32V	DOHC V12 48V	DOHC I-6 24V	DOHC I-6 24V	DOHC I-6 24V
Horsepower (hp/rpm)	360 @ 6300	360 @ 6300	360 @ 6300	360 @ 6300	438 @ 6000	260 @ 6600	260 @ 6600	265 @ 4200
Torque (lb-ft/rpm)	360 @ 3400	360 @ 3400	360 @ 3400	360 @ 3400	444 @ 3950	225 @ 2750	225 @ 2750	425 @ 1750
Drivetrain	RWD	RWD	RWD	RWD	RWD	AWD	AWD	AWD
Transmission (manual/automatic/SMG/DCT)	6-M/6-A	6-M/6-A	6-A	6-A	6-A	6-A	6-A	6-A
Performance Data								
Acceleration, 0-100 km/h (manual/automatic), seconds	5.5/5.6	5.8/5.9	6.1	6.2	5.7	7.6	8.4	7.4
Top speed, km/h	240	240	240	240	240	210	210	210
Fuel Consumption								
City (manual/automatic/SMG/DCT)	14.0/13.3	15.0/13.8	13.8	13.8	15.9	12.2	13.6	10.7
Highway (manual/automatic/SMG/DCT)	9.1/8.4	9.6/8.7	8.7	8.7	9.6	8.3	9.3	7.5
Dimensions and Weight								
Fuel capacity, L	70	70	88	88	88	67	85	85
Luggage capacity, L	450	300-350	500	500	500	480-1560	620-1750	620-1750
Curb weight (manual/automatic), kg	1730	1940	2035	2065	2225	1845	2230	2370
Safety, Security, and Other Features								
Adaptive Brakelights	•	•	•	•	•	•	•	•
Adaptive Headlights	•	•	•	•	•	○	•	•
Advanced Head Protection (AHPS II)	•	—	•	•	•	HPS	•	•
BMW Assist with Bluetooth	•	•	•	•	•	○	•	•
SIRIUS Satellite Radio	○	○	—	—	—	—	○	○
BMW Individual	○	○	○	○	○	—	○	○
BMW Navigation	•	•	•	•	•	○	○	○
Dynamic Stability Control (DSC)	•	•	•	•	•	•	•	•
Dynamic Traction Control	•	•	•	•	•	•	•	•
Front airbags (with SMART airbag deployment)	•	•	•	•	•	•	•	•
Side thorax airbags	•	•	•	•	•	•	•	•
Run-flat tires	•	•	—	—	—	—	•	•
BMW Service and Warranty								
Warranty (months/1,000 km*)	48/80	48/80	48/80	48/80	48/80	48/80	48/80	TBD
No-Charge Scheduled Maintenance (months/1,000 km*)	48/80	48/80	48/80	48/80	48/80	48/80	48/80	48/80

• Standard ○ Optional — Not Available

* Whichever occurs first.

Further information can be obtained from your local BMW Retailer or www.bmw.ca

X5	X6			Z4	M Vehicles							
	X5 xDrive48i	X6 xDrive35i	X6 xDrive50i		M Coupé	M Roadster	M3 Sedan	M3 Coupé	M3 Cabriolet	M5 Sedan	M6 Coupé	M6 Cabriolet
DOHC V8 32V 350 @ 6300 350 @ 3400	DOHC I-6 24V 300 @ 5800 300 @ 1400	DOHC V8 32V 400 @ 5500 450 @ 1800	DOHC I-6 24V 255 @ 6600 220 @ 2750	DOHC I-6 24V 330 @ 7900 262 @ 4900	DOHC I-6 24V 330 @ 7900 262 @ 4900	DOHC V8 32V 414 @ 8300 295 @ 3900	DOHC V8 32V 414 @ 8300 295 @ 3900	DOHC V8 32V 414 @ 8300 295 @ 3900	DOHC V10 40V 500 @ 7750 383 @ 6100	DOHC V10 40V 500 @ 7750 383 @ 6100	DOHC V10 40V 500 @ 7750 383 @ 6100	
AWD 6-A	AWD 6-A	AWD 6-A	RWD 6-M/6-A	RWD 6-M	RWD 6-M	RWD 6-M/7-DCT	RWD 6-M/7-DCT	RWD 6-M/7-DCT	RWD 6-M/7-SMG	RWD 6-M/7-SMG	RWD 6-M/7-SMG	
6.9 210	6.9 210	5.6 210	6.0/6.1 250	5.0 250	5.0 250	4.9/4.7 250	4.8/4.6 250	5.3/5.1 250	4.7 250	4.6 250	4.8 250	
15.9 10.2	14.4 10.0	TBD TBD	11.3/11.2 6.9/7.0	14.5 9.0	14.5 9.0	15.3/15.3 9.7/9.9	15.3/16.3 9.7/9.9	15.7/15.7 10.1/10.1	19.9/18.3 11.9/11.0	19.9/18.3 11.9/11.0	20.3/18.0 11.7/10.8	
85 620-1750 2380	85 570 2220	85 570 2390	55 240-260 1400/1420	55 245-300 1465	55 200-220 1450	63 450 1690	63 430 1680	63 210-350 1880	70 500 1820	70 450 1773	70 300-350 1995	
• • • • • ○ ○ ○ ○ • • • • •	• • • • • ○ ○ ○ ○ • • • • •	• — — — ○ — — ○ ○ • • • • •	• — — — ○ — — ○ ○ • — — — —	• • • • • ○ ○ ○ ○ • • • • •								
48/80 48/80												

Alberta

Bavaria BMW, Edmonton (780) 484-0000
BMW Gallery, Calgary (403) 275-6492
Calgary BMW, Calgary (403) 253-0338
Edmonton BMW, Edmonton (780) 490-5269

British Columbia

Auto West BMW, Richmond (604) 273-2217
Brian Jessel BMW, Vancouver (604) 222-7788
Kelowna BMW, Kelowna (250) 860-1269
Park Shore BMW, North Vancouver (604) 985-9344
The BMW Store, Vancouver (604) 736-7381
Victoria BMW, Victoria (250) 995-9250

Manitoba

Birchwood BMW, Winnipeg (204) 452-7799

New Brunswick

BMW Moncton, Dieppe (506) 872-5400

Nova Scotia

Halifax BMW, Halifax (902) 454-5000

Ontario

BMW Autohaus, Thornhill (905) 886-3380
BMW Durham, Whitby (905) 428-5960
BMW of Mississauga, Mississauga (905) 625-7533
BMW Toronto, Toronto (416) 623-4269
BMW Waterloo, Waterloo (519) 747-0269
Budds' BMW, Oakville (905) 845-3577
Budds' BMW Hamilton, Hamilton (905) 387-7507
Elite BMW, Ottawa (613) 749-7700
BMW London, London (519) 685-2277
Maranello BMW, Vaughan (416) 213-5699
Open Road BMW, Newmarket (905) 895-8700
Otto's BMW, Ottawa (613) 725-3048
Overseas Motors, Windsor (519) 254-4303
Parkview BMW, Toronto (416) 444-4269
Performance BMW, St. Catharines (905) 934-3356
Sarnia Fine Cars, Sarnia (519) 332-2886
Town + Country BMW, Markham (905) 477-2212

Québec

BMW Canbec, Montréal (514) 731-7871
BMW Laval, Laval (450) 682-1212
BMW Sainte-Julie, Sainte-Julie (450) 922-1633
BMW ville de Québec, Vanier (418) 681-5000
Hamel BMW, Blainville (450) 437-5050
Park Avenue BMW, Brossard (450) 445-4555
Suprem Automobile, Sherbrooke (819) 821-9272
Trois-Rivières BMW, Trois-Rivières (819) 376-6668

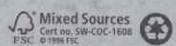
Saskatchewan

Bema Autosport, Saskatoon (306) 955-0900
Dilawri BMW, Regina (306) 525-4269

All specifications, standard features, accessories, equipment, options, fabrics, and colours are based on product information available at the time of printing. BMW reserves the right to revise specifications at any time, without notice. Illustrations are representative only. BMW may determine the Model Year designation of its vehicles. Models may be shown with features, accessories, equipment, options, fabrics, and/or colours not available in Canada, or available only at extra cost, or available only on particular models. While BMW takes care to ensure that the information contained in this brochure is accurate, it cannot guarantee complete accuracy. BMW is not responsible for errors or omissions contained in this brochure. The BlackBerry and RIM families of related marks, images, and symbols are the exclusive properties and trademarks of Research In Motion Limited. "BlackBerry" and "RIM" are registered with the U.S. Patent and Trademark Office and may be pending or registered in other countries. Further information about the products shown in this brochure can be obtained from your authorized BMW Retailer and at www.bmw.ca. Printed 09/2008.



© 2008 BMW Canada. Not to be reproduced wholly or in part without prior written permission of BMW Canada Inc. "BMW", the BMW logo, BMW model designations, and all other BMW related marks, images, and symbols are the exclusive properties and/or registered trademarks of BMW AG, used under licence. 93 04 2 038 266



[More about BMW](#)

[bmw.ca](#)



The Ultimate
Driving Experience