



Full Line Brochure

Spring/Summer  
2007



The Ultimate  
Driving Experience.®

# 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 40. For more information, visit [www.bmw.ca](http://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.

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# 3 Series

323i | 328i | 335i | 328xi | 335xi Sedan  
328xi Touring







“ This is the best all-around automobile from the company renowned for making the best all-around sedans on the planet. ”

David Booth, *National Post*, October 2006

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**3 Series Sedan** The BMW 3 Series Sedan, as any driving enthusiast will tell you, is an icon. For 2006, it was also the World Car of the Year and the Automobile Journalists Association of Canada's (AJAC) "Best New Sports Sedan." It earned these awards for many reasons: its performance, its quality, its design, and much more.

The new 2007 3 Series builds on this sports sedan's 30-year legacy with ultra-smooth in-line six-cylinder engines, including a Twin Turbo with High Precision Injection, combining exceptional efficiency and up to 300hp. Finely tuned suspensions, optional Active Steering, and innovative brake and stability systems are packaged in a design that seamlessly blends 3 Series character with progressive aesthetics and enhanced functionality.

Add to that the safety of standard run-flat tires, a front- and rear-seat Head Protection System (HPS), a 6-speed transmission, and xDrive® All-Wheel Drive on the 328xi and 335xi, and it quickly becomes clear why this car took home such prestigious honours.

**3 Series Touring** Brilliantly engineered, agile, stylish, and versatile. The 2007 BMW 3 Series Touring, with a 230hp engine, standard xDrive All-Wheel Drive, and six airbags, offers the exceptional safety and razor-sharp performance of the Sedan – with a few differences. The biggest, of course, is behind the split-folding rear seats, where, in terms of load-carrying capability and flexibility, the Touring offers distinct advantages.

Inside, the spacious flat-floor cargo area allows for various configurations and can accommodate up to 1,385 litres of gear, groceries, and golf clubs. Naturally, this vehicle abounds with rational design and thoughtful details. For instance, a low loading height works in harmony with a high-lift tailgate featuring a rear window that can be opened separately.

Outside, between the standard roof rails, the 328xi Touring has an available dual-panel Panorama sunroof which, when open, creates a sensory experience reminiscent of a cabriolet. Form and function, passion and practicality: the BMW 3 Series Touring offers the best combination, without any compromises.

# 3 Series

328i | 335i | 328xi Coupé







“ It must be considered the benchmark for all vehicles in this class. ” Paul Williams, [canadiandriver.com](http://canadiandriver.com), July 2006

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, Bi-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, using horizontal light rods with LED technology, intensify to alert other drivers in emergency braking situations. Inside the well-appointed cabin, ambient light strips in the door and rear side panels create a warm and elegant atmosphere.

But innovation does not end with design. A new 230hp 3.0-litre in-line six-cylinder engine with Valvetronic® powers both the 328i and 328xi models. The 328xi is also the first

BMW Coupé to be equipped with xDrive All-Wheel Drive. By combining xDrive with the dynamic handling and agility characteristics inherent in the 3 Series, the 328xi offers exceptional traction, stability, and safety.

Adding even more power and performance is the BMW 335i, the 2007 AJAC award winner in the 'Best New Sports Performance Car over \$50,000' category. It boasts a 300hp 3.0-litre in-line six-cylinder engine with twin turbochargers and High Precision Injection. The result is 0 to 100 km/h in an astonishing 5.6 seconds. 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

328i | 335i Cabriolet







“ This whole convertible package is just another piece of BMW's vast innovation machine. ” Jeremy Cato, *Globe and Mail*, February 2007

3

**3 Series Cabriolet** The fourth-generation BMW 3 Series Cabriolet offers open-air driving enthusiasts much to celebrate. While instantly recognizable as a BMW, with its elongated profile, low shoulder line, and distinctively flat rear, the 2007 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. Working in conjunction with this unique hard top is the short A-pillar, which affords greater space between the windshield and occupants for a more liberating driving experience.

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. An optimal driving environment is further ensured by the Automatic Climate Control with available Cabriolet Mode that adjusts temperature, airflow, and air distribution

to specifically suit the demands of open-air driving. Further enhancing comfort are the superb craftsmanship and high-quality materials that combine to create a stylish and sophisticated ambiance.

Under the hood of the new 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 new 335i Cabriolet is equipped with a powerful 3.0-litre 300hp in-line six-cylinder engine with High Precision Injection and twin turbochargers. It generates 300 lb-ft of torque between 1,400 and 5,000 rpm, 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 new Cabriolet boasts superior driving dynamics for the ultimate in design, luxury and performance.

# 5 Series

528i | 535i | 550i | 528xi | 535xi Sedan  
535xi Touring







“ Nobody does sport sedans like BMW. ” Peter Bleakney, [luxurycarcanada.com](http://luxurycarcanada.com), January 2007

5

**5 Series Sedan** The 5 Series Sedan has always represented a perfectly calibrated blend of performance and luxury. With the new 2008 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 528xi, while an impressive 360hp 4.8-litre V8 engine with Valvetronic powers the 550i. The 535i and 535xi models feature a turbocharged version of the in-line six-cylinder engine with High Precision Injection and offer up 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 528xi and the 535xi. 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 new 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 new 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 new BMW 535xi 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 535xi 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 ideas which further enhance 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 535xi Touring offers discerning drivers the very best of all worlds.

# 6 Series

650i Coupé  
650i Cabriolet







“...looks are terrific and performance is nothing short of what you'd expect from a Grand Touring coupe...” Joe Duarte, [autonet.ca](http://autonet.ca), August 2005

6

**6 Series Coupé** Evoking the character of the legendary CS Coupés and original 6 Series, the 2007 650i continues an exciting new 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 Sport Mode and engine response to the accelerator is even quicker. Controlling all that power is a smooth and optimally synchronized 6-speed manual transmission, while a 6-speed automatic with Steptronic® is available as an option.

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 power, 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 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 the heated 3-spoke leather multi-function steering wheel and heated 12-way power Dakota Leather front seats with lumbar support to the Navigation System and optional LOGIC7 sound system, the 650i Cabriolet is an extraordinary blend of raw power and seductive sophistication.

# 7 Series

750i | 750Li | 760Li | B7 Sedan







“ One of the best driving sedans in the world. ” Joe Duarte, autonet.ca, September 2006

7

**7 Series Sedan** Exclusive and luxurious, the BMW 7 Series sets the standard in driving comfort. As one would expect of the flagship Sedan, it is superbly finished with lush materials and nicely equipped with standard features like 19" light alloy wheels, 20-way power adjustable ventilated seats, and a LOGIC7 Sound System. From the multi-function, 3-spoke leather sport steering wheel to the position of the instruments 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 on the steering wheel. Responding immediately to the driver's command is a 360hp 4.8-litre V8 engine with Valvetronic technology. The 760Li is uniquely equipped with a magnificent 438hp 6.0-litre 48-valve V12 engine with direct fuel injection and Valvetronic. The embodiment of sophistication and style, the BMW 7 Series offers discerning drivers an automotive experience like none other.

**BMW ALPINA B7** For over 40 years, BMW and ALPINA have collaborated to create some of the most successful touring cars in racing history. The new BMW ALPINA B7 adds a new level of performance to the 7 Series family and continues this grand tradition of engineering excellence.

The B7 is equipped with a 4.4-litre 500hp V8 engine, featuring a unique combination of a Nautilus-Type Supercharger and Valvetronic engine technology. Generating 516 lb-ft of torque, the B7 accelerates from 0 to 100 km/h in a blistering 4.9 seconds. Transferring that power to the 21" ALPINA CLASSIC alloy wheels is a 6-speed automatic transmission with SWITCH-TRONIC shift buttons that are ergonomically integrated into the ALPINA 3-spoke sport steering wheel.

With its signature aerodynamics and unique blue instrumentation, the highly coveted BMW ALPINA B7 offers the utmost in luxury and high performance to an exclusive circle of automotive enthusiasts.

X3

X3 3.0i | X3 3.0si SAV







“ The X3 proved to be everything you’d expect from BMW. ” Peter Bleakney, Toronto Star, October 2006

# X3

**X3** The 2007 BMW X3 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 Bi-Xenon Headlights with corona rings.

Under the hood, a larger, 215hp 3.0-litre in-line six-cylinder engine now powers the X3 3.0i. Similarly equipped, the X3 3.0si sports an even more spirited version, producing 260hp at 6,600 rpm. Both engines come equipped with Valvetronic technology to combine increased performance and efficiency.

True to BMW character, the X3 comes standard with a 6-speed manual transmission, while a 6-speed automatic transmission with Steptronic is available as an option. When it comes to handling, xDrive All-Wheel Drive, near-perfect 50:50 weight distribution, and Dynamic Stability Control (DSC) all contribute to the X3’s 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 improved performance capabilities, updated styling, interior refinements, and luxury options like a Panorama sunroof, it is easy to see why the 2007 BMW X3 appeals to both performance and luxury SAV enthusiasts.

X5

X5 3.0si | X5 4.8i 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 more powerful, fuel-efficient engines, to the more spacious and refined interior, the new BMW X5 represents the perfect blend of luxury, power, and versatility.

The X5 3.0si is equipped with a new, lighter, and more powerful in-line six-cylinder engine with Valvetronic that generates 260hp and is capable of 0 to 100 km/h in 8.3 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 4.8i is capable of 0 to 100 km/h in 6.8 seconds. Both models come standard with a new shift-by-wire, 6-speed automatic transmission with Steptronic which is controlled by an electronic gear selector for smoother, faster and more efficient shifting.

For the first time in a BMW, the new X5 offers room for seven with available 3<sup>rd</sup> Row Seating, as well as more cargo space and interior flexibility. The interior is also equipped with a wealth of premium standard features, including iDrive with a 6.5" colour display, 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 new 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 new X5 in a class by itself.

Z4

Z4 3.0i | Z4 3.0si Roadster







“ This car was made for driving, pure and simple. ” Chris Tull, [wheeledge.com](http://wheeledge.com), August 2006

# 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 both Z4 models. But while the ancestral spirit lives on, the similarities end with the engine configuration. The Z4 3.0i offers up an impressive 215hp, while the Z4 3.0si delivers an even more exhilarating 255hp. Both engines also feature 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







“The Roadster trumpets a raspy sound... Blip the throttle and it makes a delicious ripping sound as it sends the tach needle spinning.”  
 Laurance Yap, *Toronto Star*, March 2006

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 where 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.

M5

M5 Sedan







“ It functions as well as any large, practical sedan, fulfilling the family obligation. It is also one of the world's most exhilarating drives. ”

Graeme Fletcher, National Post, August 2006

M

**M5 Sedan** The new 2008 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







“ If you demand both luxury and performance in one car, you're still best served by BMW. ” David Booth, National Post, June 2006

M

**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 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 2007 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, Adaptive Bi-Xenon 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 vary from one BMW series to the next, but virtually guarantee 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 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.

# Innovative Technologies



## BMW EfficientDynamics

EfficientDynamics is a revolutionary engineering philosophy that underlies all BMW innovations and continuous advancements in vehicle performance and engine construction.

This philosophy is about embracing forward technology – from the incorporation of lightweight building materials such as aluminum, carbon fibre, and thermoplastic compounds to the intelligent, efficient systems used in BMW engines.

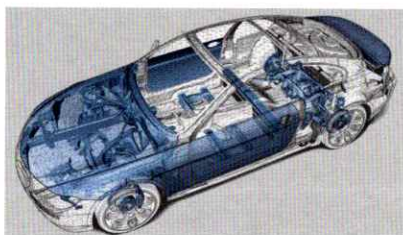
Overall, these new methods of manufacturing combine to actually lower vehicle weight and reduce fuel consumption, while at the same time improving agility and performance.





### 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).



### Intelligent Lightweight Construction

A lightweight vehicle accelerates faster, has increased manoeuvrability, and can stop in shorter distances. By using intelligent lightweight construction materials such as carbon fibre, thermoplastic compounds, and aluminum and magnesium composites, BMW vehicles are stronger and safer, while still delivering legendary BMW performance.



### 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.



### Bi-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 Bi-Xenon headlights, you know what's around the bend before you get there.



### THX Certified Audio System

Now available on the Z4 Roadster, M Coupé, and M Roadster is the THX Certified BMW Professional premium audio system. Its 430-watt output and 10 speakers deliver impeccable sound quality, while Carver Technology ensures superb bass playback, even at low volumes. The system is able to simulate various sound environments and, in conjunction with the Navigation Package, can be further enhanced with a 7-band equalizer.



### Dynamic Stability Control (DSC)

DSC helps improve a vehicle's performance on curves and slippery roads. If sensors detect over- or understeer, or an accident-avoidance manoeuvre, DSC modulates engine power and applies individual brakes to help keep your vehicle under control. DSC also has several new enhancements, including Brake Standby, Brake Drying, Start-off Assistant, Fading Compensation, and Soft Stop.



### BMW Assist

Safety and convenience at the touch of a button. Whether you require Roadside Assistance to help with a flat tire or Emergency Assistance for something more serious, BMW Assist is always there. In the event of airbag deployment, an Automatic Collision Notification message is sent to a response specialist via GPS to ensure emergency personnel are sent to your exact location.



### Bluetooth Wireless Technology

Connect your compatible mobile phone or PDA for hands-free calling. Place and answer calls and browse your phone book through on-board vehicle controls or voice activation. As of 2006, thanks to Bluetooth technology, BMW vehicles equipped with BMW Assist can be fully integrated with many BlackBerry® models. Please contact your local BMW Retailer for exact details.



# xDrive All-Wheel Drive





“ It instantly and seamlessly changes torque distribution from front to rear axles delivering much more stable and safe traction at all four wheels. ”

Jeremy Cato, The Vancouver Sun, March 2005

				328xi	Coupé
328xi	335xi	528xi	535xi		Sedan
			328xi	535xi	Touring
X3 3.0i	X3 3.0si	X5 3.0si	X5 4.8i		SAV

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

xDrive is so innovative, 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 the safety, exceptional driving dynamics, and outstanding traction on any surface. The end result is an incomparable driving experience, no matter what the terrain.

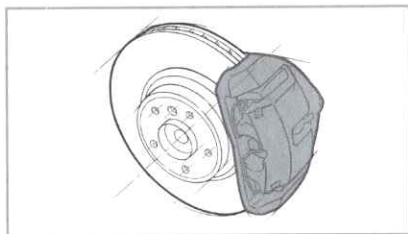
There is only one way to truly appreciate the impact of the xDrive system, and that is, of course, behind the wheel. Now that xDrive is available on 11 BMW models, from the Coupé, Sedans, and Tourings to Sports Activity Vehicles, there is sure to be an xDrive-equipped BMW waiting for you.

**x Drive<sup>®</sup>** All-Wheel Drive  
MAXIMUM TRACTION | MAXIMUM PERFORMANCE

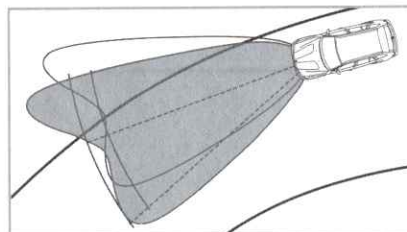
# Active Safety

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

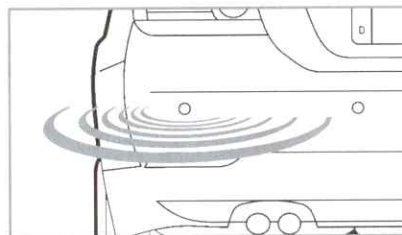


Adaptive Headlights

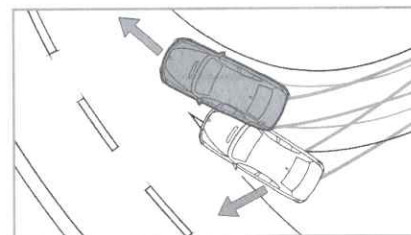


## Added features of DSC:

- 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.



Park Distance Control



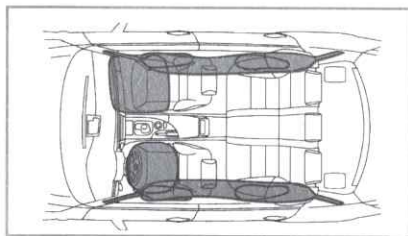
Dynamic Stability Control (DSC)



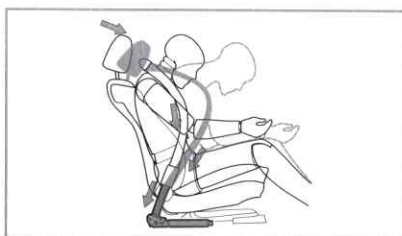
# Passive Safety

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

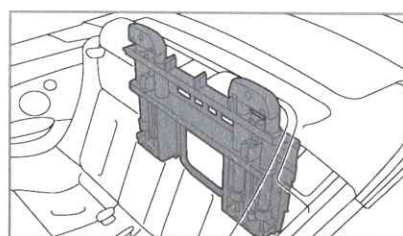
- Extremely rigid aluminum chassis (on select models), highly stable pillars, roof supports, and side-impact bars form a “safety cell” that routes impact energy around you and your passengers.
- Upon severe impact, the fuel supply is instantly cut off, and the Battery Safety Terminal disconnects the 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.
- Comfort Seats, available on some models, include Active Head Restraints for both the driver and the front passenger.
- 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.



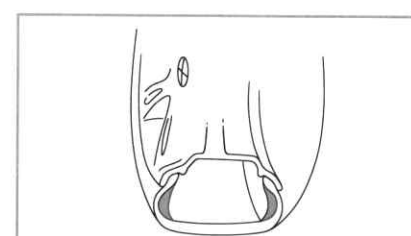
Airbag System



Active Head Restraints and Safety Belt Pre-Tensioners



Rollover Protection System



Run-Flat Tires

# 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.

### Available Courses

- Advanced I** (1/2 day)
- Advanced II** (1 day)
- Perfection** (1 day)
- Fascination I** (2 days)
- Fascination II** (1 day)





# BMW Accessories



## 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.



## 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.



## 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.



## Interior Accessories

A variety of functional interior details can be added to your BMW for further customization. From striking details like aluminum pedals and interior trim to practical solutions such as protective mats, BMW can help tailor the inside of your vehicle to suit your needs.

## 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 or a rear spoiler will really make a statement.

# 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<sup>†</sup> 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's intelligent lightweight design philosophy creates an enviable power-to-weight ratio and a low aerodynamic drag coefficient that improves fuel efficiency and performance. The combination of technologies such as Valvetronic with lightweight aluminum-magnesium engine construction, available in many BMW models, ensures these engines deliver power with optimal fuel efficiency.



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

<sup>†</sup>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 Service and Warranty



When you buy a BMW, you can look forward to outstanding service and comprehensive customer care. 2007 and 2008 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	4 yrs / 80,000 km
Specific Control Devices	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 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. Designed to meet your needs and keep you on the road.

### **Creditor Life and Disability Insurance**

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

### **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.





## 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 up to nine 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<sup>SM</sup>

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.

\*OwnersChoice is not available in the Province of Quebec.



Further information can be obtained from your local BMW Retailer or [www.bmw.ca](http://www.bmw.ca)

• Standard    ◦ Optional    – Not Available  
\* Whichever occurs first.





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The BMW Store, Vancouver (604) 736-7381 • Victoria BMW, Victoria (250) 995-9250 **MANITOBA** Birchwood BMW, Winnipeg (204) 452-7799 **NOVA SCOTIA** Halifax BMW, Halifax (902) 454-5000  
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The Ultimate Driving Experience