

Dealer Operator / General Manager	Sales - New Car	Sales - Used Car	Business Manager (F&I)	Service	Parts & Accessories	Administration
Date: Bulletin # 08-M3-04	January 13, 2008	Source: Name: Title: Phone #:	Product Planning & Strategy Larry Koch M Brand Manager 201.307.4036			

# Product Planning & Strategy

## BMW Dealer Bulletin

### The All-New M3 Coupe and Sedan – MY2008

BMW is committed to its well-established performance position in the luxury Sports Sedan market. The introduction of the all-new 2008 M3 Coupe and Sedan raises the benchmark for all competitors, keeping BMW in the forefront of this highly competitive segment. The 2008 M3 provides performance that meets or exceeds the capabilities of many exotic sports cars, all designed in an “everyday use” package with the capacity for 4 or 5 people and a usable trunk. While docile in city traffic, the M3 rewards its driver with an exhilarating experience on the open highways of America. Think of it as an everyday car for the track or a track car for everyday use. There is no sports sedan on the market today like it for speed, handling and braking.

BMW M has worked diligently to equip this car with the latest technology to achieve its objectives. While the BMW/Sauber Formula 1 cars have only one seat and no cargo space, their race-proven technology has been utilized to create what seems like a Formula 1 car with fenders. Both performance and creature comfort features have been thoroughly developed to make this the most desirable M3 yet. And at the prices below, the M3 will be very competitive on the showroom floor too:

Base Prices:

**M3 Coupe - \$56,500**  
**M3 Sedan - \$53,800**  
plus \$775 for freight.

Unique options available for the M3 Coupe and Sedan include:

Both cars:

- Premium Package – Power folding mirrors, universal garage door opener, Digital compass mirror, BMW Assist, Novillo Leather interior and a choice of three optional interior trims - \$1,900
- Technology Package – EDC, M Drive, Comfort Access, and navigation system - \$3,250
- 19” wheels with performance tires in mixed sizes (style 220) - \$1,200
- Electronic Damping Control (EDC) - \$1,000
- Extended Novillo Leather Interior - \$2,000 or \$1,100 with Premium Package
- Enhanced Premium Sound system - \$1,900

M3 Coupe: Steel roof with glass moonroof replaces carbon fiber roof - \$ No charge

M3 Sedan: Moonroof - \$1,050

The introduction of the all-new 2008 M3 Coupe and Sedan further expands the M cars’ lineup that will further enhance your center’s sales with true BMW M car enthusiasts. These customers will tell others about BMW and their cars, bringing in more prospects to your showroom. Be sure your M3 customers get the experience of a lifetime.

Ordering information for the 2008 M3 Coupe and Sedan is available on CenterNet. The retail and wholesale pricing sheets will be posted on CenterNet within 10 days.

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