



Retail Operator / General Manager	Sales - New Car	Sales - Pre-Owned	Business Manager (F&I)	Service	Parts & Accessories	Administration
Date: October 7, 2013		Source: Aftersales Business Development & Marketing			Replaces:	
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Aftersales Business Development & Marketing BMW Smartphone Integration Snap-In Adapters



Aftersales is thrilled to announce a significant increase in new Snap-in Adapter offerings which include **Apple iPhone 5/5S** and **Samsung Galaxy S2/S3** models.

Offering a secure docking location and enhanced reception quality with a direct connection to the roof mounted antenna, a Snap-in Adapter offers a premium and seamless solution for phone to vehicle integration.

Using a Smartphone with a Snap-in Adapter requires 3 items:

1. Base plate – Supplied with SA 6NF/6NR/6NS or dealer installed for select vehicles
2. Snap-in Adapter – Available as a accessory, PN listed below
3. Compatible Smartphone – Supplied by the customer

Snap-in Adapters are available in 4 distinct versions:

- Phone –Charging and enhanced reception only used when retrofitting a base plate.
- Music – For vehicles with SA 6NF produced up to 9/2010 (10/2010 for X5/X6)
- Media – For vehicles with SA 6NF and 6NR produced from 9/2010 (10/2010 for X5/X6)
- Connect – Specific to NBT vehicles and support BMW APPS, these include many MY2013 SA 6NF 6NR optioned vehicles and most MY2014 SA 6NR 6NS vehicles.*

*CIC vehicles with SA 6NR and 6NS will not support audio out with the Connect device. These will require the soon to be released Music/Media device which is expected early 2014.

For specific model applicability view EPC.

Availability:

	Baseplate Retrofit	Smartphone integration (SA6NF)	BMW Apps (SA 6NR)	Enhanced Bluetooth and Smartphone Integration (SA 6NS)
Model Year	All Model Years	Model Year 2006-2010	Model Year 2011 +	Model Year 2013+*
SIA Type	Phone	Music	Media	Connect

*NBT vehicles utilize either Media or Connect Snap-in Adapter regardless of option code.

NOTE: If you would like to retrofit a Base Plate please see ETK for model applicability.

Product Highlights / Benefits:

- Attractive, high quality design
- Easy to use
- Perfect for travel
- Proper testing and approval by BMW of North America
- Does not interfere with other vehicle systems
- Superior warranty coverage to the aftermarket
 - Accessories installed on/in the vehicle will carry the full New Vehicle Limited Warranty (4-year / 50,000-mile) if they were installed prior to delivery to the client. If the installation is made after the retail sale of the vehicle, the accessory will be warranted for the balance of the New Vehicle Limited Warranty period, or two years from its date of installation, whichever is greater.

Additional Highlights / Benefits:

All Snap-in Adapters provide the following benefits:

- Charging of the device
- Secure and stable docking location
- Vehicle specific mount
- Improved reception by connecting to the vehicle's external antenna

The Music Snap-in Adapter adds:

- Integrated USB connection which negates the need for a separate audio cable
- Access to the music tracks stored on the Smartphone

The Media Snap-in Adapter includes the same as the Music, plus:

- Display of "cover art". With "cover art", the applicable song's original album cover will be displayed on the central information display.

The Connect Snap-in Adapter includes the same as the Media Snap-in Adapter.

Tips for promoting this accessory:

- Display in high traffic areas to maximize exposure
- Install in showroom vehicles and provide demos



Parts Information:

	Description	Snap-in Adapter Type	Part Number	MSRP
Apple	Apple® iTouch	Music	84 21 2 162 534	\$ 55.73
	Apple® iPhone	Phone	84 10 9 182 792	\$ 125.00
	Apple® iPhone	Music	84 10 9 164 213	\$ 199.95
	Apple® iPhone 3/3S	Phone	84 21 2 158 682	\$ 125.00
	Apple® iPhone 3/3S	Music	84 21 2 158 683	\$ 199.95
	Apple® iPhone 3/3S*	Media	84 21 2 218 391	\$ 255.00
	Apple® iPhone 4/4S	Phone	84 21 2 199 389	\$ 123.94
	Apple® iPhone 4/4S	Music	84 21 2 199 390	\$ 200.00
	Apple® iPhone 4/4S*	Media	84 21 2 298308	\$ 255.00
	Apple® iPhone 5/5S	Phone	84 21 2 351 307	\$ 135.00
	Apple® iPhone 5/5S	Music/Media	2014 release	TBD
	Apple® iPhone 5/5S	Connect	84 21 2 351 308	\$ 250.00
	Research in Motion	Blackberry® Pearl 8100, 8110, 8120	Phone	84 21 0 439 151
Blackberry® Curve 8300, 8310, 8320		Phone	84 21 0 445 596	\$ 136.48
Blackberry® Curve 8900		Phone	84 21 2 157 558	\$ 121.55
Blackberry® Bold 9000		Phone	84 21 2 154 663	\$ 121.55
Blackberry® Pearl 9100/9105		Phone	84 21 2 199 395	\$ 121.55
Blackberry® Bold 9700		Phone	84 21 2 179 637	\$ 121.55
Blackberry® Bold 9900/9930		Phone	84 21 2 296 110	\$ 121.55
Motorola	Motorola® RAZR	Phone	84 21 0 415 023	\$ 125.00
	Motorola® V8, V9m	Phone	84 21 0 442 784	\$ 125.00
	Motorola® Z3/Z6	Phone	84 21 0 442 786	\$ 125.00
	Motorola® V600, V635	Phone	84 21 0 307 726	\$ 32.90
Samsung	Samsung® Galaxy S2	Music/Media	84 21 2 338 567	\$ 200.00
	Samsung® Galaxy S3	Music/Media	84 21 2 338 571	\$ 200.00
	Samsung® Galaxy S3	Music/Media	84 21 2 338 572	\$ 200.00
	Samsung® Galaxy S3	Music/Media	84 21 2 338 573	\$ 200.00
	Samsung® Galaxy S3 mini	Music/Media	84 21 2 338 575	\$ 200.00

Note: Red text signifies a new product. Pricing is rounded.

Note: Phone versions of the Snap-in Adapters may be used in any vehicle with a base plate but do not connect through the USB port, and as such, will not allow the transfer of music.

Recommended installation time: No installation required for Snap-in Adapters. Refer to the installation instructions for base plate installations.

Contact Information:

Product related questions	Patrick Cupillari	patrick.cupillari@bmwna.com
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