

Product Selling Points

November 2010

Management

Marketing

**Sales
New Automobiles**

Sales
Used Automobiles

After Sales

Administration

**BMW 6 Series
Convertible**

Product
Argumentation



**Sheer
Driving Pleasure**



THE NEW BMW 6 SERIES CONVERTIBLE.

TOUCHES YOUR SENSES. QUICKENS YOUR PULSE.

BMW EfficientDynamics
Less emissions. More driving pleasure.

Courtesy of 6POST.com

AESTHETICS.



BREATHTAKING AESTHETICS.

The new BMW 6 Series Convertible immediately captivates the imagination with its elegant and dynamic appeal. The flowing lines, sporty proportions and stylish design masterfully reflect the designers' commitment to aesthetics and dynamism. And the new BMW 6 Series Convertible delivers on this visual promise in every respect: the exclusive interior with its strong driver orientation, the torquey engines, the perfect roadholding and the innovative package of BMW ConnectedDrive features provide an open-top driving experience that could not possibly be any better.



THE MAIN SELLING POINTS AT A GLANCE

THE BMW 6 SERIES CONVERTIBLE. EXCEEDS EXPECTATIONS. AWAKENS DREAMS.

Look forward to a new highlight in your showroom. The new BMW 6 Series Convertible is the embodiment of a successful symbiosis of aesthetics and dynamism. Open-top driving can hardly get any more exclusive and elegant. Let the following pages inspire you with the unique engineering content of an impressive vehicle, and use the product selling points to your advantage during sales consultations.



Design

OPEN-TOP EXCLUSIVITY.

With its incomparably aesthetic design, the new BMW 6 Series Convertible provides the benchmark for exclusive open-top driving.



Driver orientation

FOCUS ON THE ESSENTIAL.

The strong driver orientation and superior control concept immediately promise a dynamic driving experience.



BMW ConnectedDrive

KEEPING IN TOUCH WITH THE WORLD.

The comprehensive BMW ConnectedDrive package provides advanced features for safety, convenience, and infotainment.



Driving dynamics

UNLIMITED DRIVING PLEASURE.

Perfect axle load distribution, dynamic rear-wheel drive, superior chassis. The BMW 6 Series Convertible is born with optimum roadholding.



BMW EfficientDynamics

HIGH PULSE RATE, LOW FUEL CONSUMPTION.

Powerful engines and the innovative BMW EfficientDynamics package combine fascinating dynamism and low fuel consumption.

DESIGN

INSPIRED BY THE ELEGANCE OF A POWER BOAT.

Like no other vehicle, the new BMW 6 Series Convertible embodies elegant and sophisticated open-top driving. The designers were inspired by a powerboat which combines open-top freedom with a sense of exclusivity in the interior. The bonnet with its distinctive lines and the waistline are major design elements for the surface of the vehicle, evoking a boat deck.



The lines of the bonnet begin at the BMW logo and then open up as they approach the occupant cell. Their design language underscores the boat-like character of the vehicle surface.



The waistline is framed by a premium chrome surround and mirrors the shape of the fin roof. With the top up, the fins continue the elegant sweep of the roofline, making for a coupé-like profile.

Premium leather with SunReflective Technology will remain considerably cooler in direct sunlight than conventional leather.

The boot deck extends slightly into the cabin between the rear seats, emphasising the two individual seats.

DESIGN

DYNAMIC APPEARANCE WITH A FORWARD URGE.

The new BMW 6 Series Convertible offers a perfect blend of aesthetics and immediately apparent dynamism. The focused gaze, closeness to the road and wide and low design language of this vehicle suggest only one conclusion: this bonnet contains concentrated power, enabling the convertible to get from 0 to 100 km/h in just a few seconds.



The widely spaced fog lights feature LED light sources, and the broad headlights further emphasise the width of the vehicle.

The muscular, flared wheel arches underline how squarely the new BMW 6 Series Convertible is planted on the road.




The large air inlet of the BMW 6 Series Convertible extends across the entire width of the front. A clear reference to the powerful engine under the bonnet.



The BMW 650i Convertible with 300 kW/407 hp features straight-edged exhaust tailpipes, one on each side of the rear. The BMW 640i Convertible has two round exhaust tailpipes, again one on each side.

UNIQUE EXCLUSIVITY, OPEN-TOP STYLE.

With its sleek, elegant styling, the new BMW 6 Series Convertible immediately appears uncompromisingly dynamic. This sporty focus is further emphasised by distinctive lines, a long wheelbase, and a short front overhang. The clear separation of soft top and vehicle body combined with an elegant, coupé-like roofline ensures that the new BMW 6 Series Convertible always looks like a dream car, even with the top up.



Top selling point.
Breathtaking styling with sporting proportions, elegant lines and aesthetic design language.

The BMW kidney grille at the frontmost point of the body is slightly angled forward, creating a sporty “shark nose”.

The distinctive lines along the side create expressive surfaces and a dynamic, elegant and elongated appearance.

The elegant flat rear ensures perfect all-round visibility for an unlimited open-top driving experience.

Proportions compared.

		BMW 6 Series Convertible	Porsche Carrera Cabriolet	Mercedes-Benz SL	Jaguar XK Convertible
Length	mm	4,894	4,435	4,562	4,794
Front track	mm	1,600	1,486	1,559	1,560
Rear track	mm	1,657	1,534	1,547	1,596
Wheelbase	mm	2,855	2,350	2,560	2,752
Height	mm	1,365	1,310	1,317	1,329
Front overhang	mm	941	1,005	985	878
Rear overhang	mm	1,098	1,080	1,017	1,164

Quick-change artist.
The fin roof of the new BMW 6 Series Convertible opens in 19 seconds and closes in 24 seconds, at speeds of up to 40 km/h. The premium material and precise workmanship provide perfect noise insulation and a higher degree of thermal insulation than conventional vehicles. The fabric soft top requires minimum storage space in the rear of the vehicle, ensuring ample luggage space even with the top down. With the optional comfort access feature, the fin roof can also be operated via the car key.

DESIGN

A DISTINCTIVE FRONT. A SOPHISTICATED LOOK.

The new BMW 6 Series Convertible has a trademark BMW front. At the same time, the individual interpretation of the various design elements ensures a distinctive look. The low kidney grille, the slightly recessed round twin headlights, the V-shaped lines of the bonnet and the wide air inlet lend this vehicle's front an unmistakable and exceedingly sophisticated look.

The V-shaped bonnet lines and a kidney grille with a slight forward tilt express a dynamic forward urge.

Concave surfaces on the bonnet over the wheel arches make the car appear wider.



The Porsche 911 Carrera Cabriolet – its traditional round headlights lend its front a highly recognisable identity. The headlight design itself, however, has barely any individual character.



The Mercedes SL – with headlights that are partly round and partly angular, the front looks slightly inconsistent.



The Jaguar XK reflects the new purist and sporty design philosophy of the brand. It is very obvious that this car has not yet found its individual character.



The BMW 6 Series Convertible features the hallmark round twin headlights. The LED light rings ensure that it is instantly recognisable as a BMW, even after dark.

A POWERFUL REAR. A STRONG STATEMENT.

Horizontal lines and a wide track emphasise the powerful rear of the new BMW 6 Series Convertible. The muscular wheel arches and tapering shape of the vehicle body put the visual centre of gravity close to the tarmac, underlining this car's closeness to the road. Separate colours for the soft top and vehicle body ensure the new BMW 6 Series Convertible appears light and elegant – with or without the top up.

The outline of the boot lid, together with the licence plate surround, creates a sporty V-shape.

The side crease emphasises the elongated, dynamic design language while establishing a harmonious linkage between the vehicle elements.



The Porsche 911 Carrera Cabriolet asserts its individual and sporty character through its classic rear-engined design and the low position of the LED taillights.



The Mercedes SL with its sloping taillights appears somewhat conservative and lacks dynamism.



The Jaguar XK – just like its headlights, this vehicle's half round, half angular taillights make this a car still in search of a standalone identity.



The taillights of the new BMW 6 Series Convertible are dominated by evenly glowing light banks and lend the rear of the vehicle its premium appeal.

DESIGN

EXCLUSIVITY IS
IN THE DETAILS.

Absolutely precise and masterfully crafted details show just how high the new BMW 6 Series Convertible has set the bar for exclusive and captivating design. Each element, even those that are purely functional, has been harmoniously integrated, resulting in a consistent overall design that exerts a powerful fascination.



Innovative technologies, elegantly packaged.
The rear view camera of the new BMW 6 Series Convertible is hidden out of sight under the BMW logo at the rear of the vehicle. It is only deployed when needed, i.e. when manoeuvring in tight spaces. A clever way of integrating advanced assistance systems into an aesthetic overall design concept.



Characteristic and individual.
The distinctive styling of the kidney grille provides the new BMW 6 Series Convertible with an idiosyncratic design which also serves to set it apart from other BMW models. The kidney grille slats are divided into two areas separated by an angular transition. They are slightly wider in the upper area and slightly angled in the lower section, resulting in the sporty “shark nose” looks of the front.



Stylish side indicator.
The stylish chrome element below the side crease of the new BMW 6 Series Convertible houses both the side indicator and the sensor for the Park Assistant.



Harmoniously integrated functionality.
In the new BMW 6 Series Convertible, the door handles are more than purely functional elements; they are fully integrated and harmonious design elements in their own right.



DESIGN

MEETING THE HIGHEST
EXPECTATIONS.



Seating comfort in the new BMW 6 Series Convertible is at the highest level. Even the standard version has fully electrically adjustable seats. Optional equipment includes sports seats with additional manual seat depth adjustment, fixed headrests and seat cooling (optional). The optional comfort seats also come with electric backrest width, backrest top and seat depth adjustment. The optional active function uses continuous seat movements to stimulate the back muscles. This reduces fatigue and promotes a more relaxed driving experience.



STYLISH AMBIENCE. EVEN IN THE SECOND ROW.



The clearly separated rear seats of the new BMW 6 Series Convertible provide great comfort for the rear passengers. When it comes to additional passengers, competitor models offer emergency seats at best.



Seatbacks that fold far forward ensure that rear passengers can enter and exit the vehicle comfortably and easily.



The lines of the dashboard continue along the sides providing a link with the rear seating area.

Elegant design, premium materials, luxurious equipment: the occupants of the new BMW 6 Series Convertible enjoy an exclusive ambience. And not just at the front, but also on the rear seats. No competitor in this segment provides four occupants with the opportunity to experience stylish open-top driving. While the Mercedes-Benz SL is only available with two seats, the Porsche 911 and Jaguar XK are officially labelled 2+2-seaters – but in fact, the rear seats in these cars are not suitable for adults.



Dashboard displays feature an elegant black panel design. When switched off, all that is visible is a matt black surface.

An elegant raised curve extending from the instrument panel into the centre console makes for a clear visual separation of all control elements used by the driver.

The iDrive Controller is positioned in such a way that it visually “belongs” to both the front passenger and driver and can be conveniently operated by both.



Gear selector lever, iDrive Controller and controls for the air conditioning and audio system come in pearl-gloss chrome as standard, but are also available with an optional ceramic trim.



Audio functions can be accessed via the right-hand control panel on the multifunction steering wheel, while cruise control functions are on the left. The BMW 6 Series Convertible comes with steering wheel paddles as standard.



The cockpit in the Porsche 911 Carrera appears very sober and matter-of-fact, in keeping with the style of a thoroughbred sports car.



The cockpit in the Mercedes SL looks very functional and not very contemporary. It does not really invite sporty driving.



The cockpit in the Jaguar XK is very straightforward. Its overall design is harmonious, but lacks individuality.

ELEGANTLY INTEGRATED. THE FRONT PASSENGER.

Despite clear driver orientation, the new BMW 6 Series Convertible also creates an exclusive and generous sense of space for the front passenger. The elegant raised curve extending from the instrument panel into the centre console visually sets the driver's area apart, while at the same time creating a harmonious link between both sections.


DESIGN

ELEGANT DETAILS.
FANTASTIC AMBIENCE.

Design innovations like the free-standing Control Display (unique in this segment) lend an individual, premium character to the harmonious and contemporary interior. Large surfaces of select materials, perfect workmanship and elegantly crafted details ensure that the new BMW 6 Series Convertible exudes exclusive appeal.



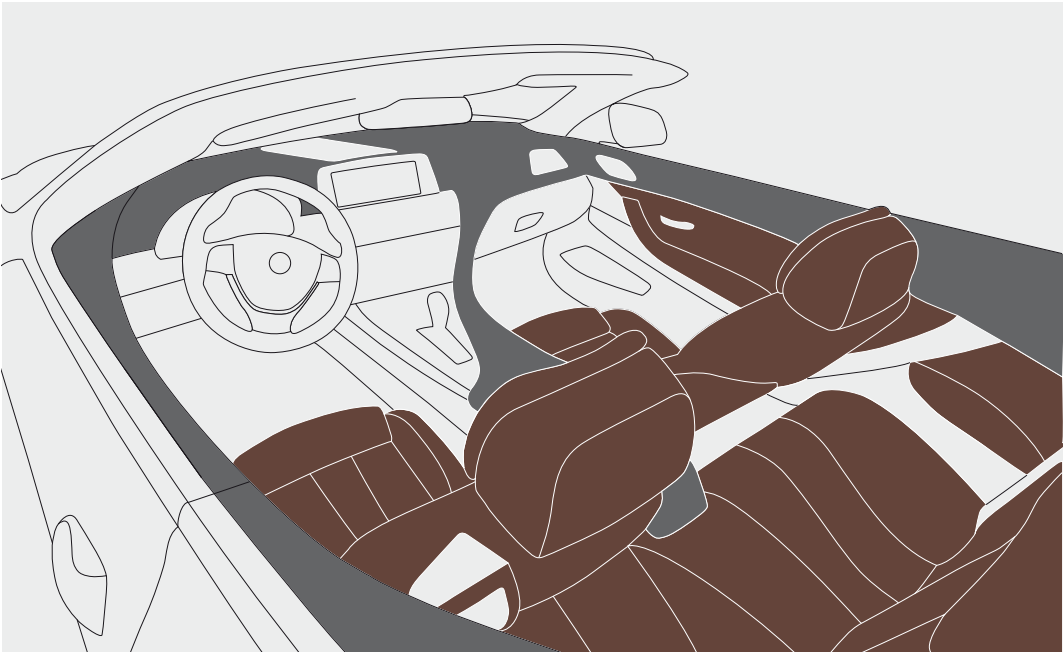
For the first time in a BMW, the display is not integrated into the instrument panel. Framed by a high-quality galvanised rim (only with the optional 10.2" display), it occupies a free-standing position above the control panel. This allows the instrument panel to slope down earlier, evoking the character of a powerboat cockpit.



Top selling point.
Exclusive interior with clear driver orientation, select materials and room for four adults.

FOCUS ON THE ESSENTIAL.
THE DRIVER.

The hallmark BMW driver orientation has been implemented very elegantly and consistently in the new BMW 6 Series Convertible. All relevant control elements are visually associated with the driver, with the slightly asymmetrical layout of the central control panel providing optimum access.



A major contributor to the exclusive ambience in the new BMW 6 Series Convertible is the use of premium leather. The instrument panel is optionally available in Exclusive Nappa leather with flat fell seams. The occupants are then almost completely surrounded by sumptuous leather. Contrasting stitching matched to the selected upholstery colour is another option. The flat fell seams run along the instrument panel, the upper door and side trims, and the centre console.

Legend:

- Exclusive Nappa leather (optional).
- Leather-covered instrument panel (optional). Standard version: leatherette.



KEEPING IN TOUCH WITH THE WORLD.

BMW ConnectedDrive is a comprehensive set of innovative features which help drivers keep in touch with their environment. This unique feature set provides considerably enhanced safety, convenience, and infotainment to the driver and occupants of the new BMW 6 Series Convertible.



Top selling point.
BMW ConnectedDrive with full-colour BMW Head-up Display, self-steering Park Assistant and in-car Internet access.



The three pillars of BMW ConnectedDrive.

Safety.

	BMW 6 Series Convertible	Porsche 911 Cabriolet	MB SL
BMW Head-up Display	+	-	-
Speed Limit Info	+	-	-
Lane Departure Warning	+	-	-
BMW Night Vision	+	-	-
Lane Change Warning	+	-	-
High-beam assistant	+	-	+
Advanced eCall	+	-	-

Convenience.

	BMW 6 Series Convertible	Porsche 911 Cabriolet	MB SL
Park Assistant	+	-	-
Networked navigation	+	-	-
BMW Routes	+	-	-
Surround View	+	-	-
Information Service	+	+	+
BMW TeleServices	+	-	-
Remote Services	+	-	-

Infotainment.

	BMW 6 Series Convertible	Porsche 911 Cabriolet	MB SL
Internet	+	-	-
BMW Online	+	-	-
Bluetooth interface	+	+	+
USB interface	+	+	+

FOR THE FIRST TIME IN FULL COLOUR –
THE BMW HEAD-UP DISPLAY.
FOR A SAFER OUTLOOK.

Actual speed, selected cruise control speed and current speed limits – the Head-up Display ensures that important information is always in the driver’s field of vision.



Navigation system displays, too, can be projected into the driver’s field of vision via the Head-up Display. The large-scale representation of intersections, lane recommendations and relative positions of junctions enables drivers to orient and inform themselves.

Intelligent ergonomics for a more relaxed driving experience – BMW has made a considerable contribution to increasing road safety with the introduction of the Head-up Display (optional). For the new BMW 6 Series Convertible, this technology was further refined. While previous versions only displayed the colours red, orange, yellow, and green, the new system can display the entire colour spectrum. The full-colour display makes information more realistic and pleasing to the eyes as well as easier to read. Now even more alerts and information can optionally be projected into the driver’s immediate field of vision. The virtual image, which is about 18 x 10 cm in size, appears to hover at a distance of about 2 metres above the end of the bonnet and is easily legible in all lighting conditions. The Head-up Display can be individually adjusted to the height of the driver.



Speed Limit Info (optional). Speed Limit Info automatically records data from speed limit signs plus additional information such as “when wet” or “10 PM to 6 AM”, and even dynamic indications from variable-message signs used in dynamic route guidance systems. All data are cross-checked against environmental parameters such as, “Is it raining?” “What time is it?” This ensures the driver will always be shown the currently applicable speed limit.



Lane Departure Warning (optional). The Lane Departure Warning system is activated whenever the driver inadvertently leaves the car’s current lane, i. e. when doing so without indicating. The system is operational at speeds of over 70 km/h. In addition to displaying a symbol in the optional Head-up Display and the instrument cluster, it alerts the driver by making the steering wheel vibrate.



BMW Night Vision (optional). The BMW Night Vision thermal imaging camera doesn’t just detect people – it also identifies their position and the direction they are moving in. Based on the vehicle speed and current steering angle, the BMW Night Vision thermal imaging camera determines the potential risk of a collision, and, depending on the situation, triggers a warning which is either shown in the Head-up Display (optional) or the instrument cluster. As a result, the driver can react in good time.



Lane Change Warning (optional). The Lane Change Warning system helps avoid dangerous situations during lane change manoeuvres. At speeds above 50 km/h, radar sensors monitor the traffic behind the car and trigger the appearance of a symbol on the exterior mirror casing whenever any vehicle moves into a potentially dangerous position. If the driver signals his or her intention to overtake by using the indicator, this symbol will start blinking. It also triggers a vibration in the steering wheel to alert the driver. The system detects vehicles located in the driver’s blind spot as well as those that are approaching at high speed.



High-beam assistant (optional). The high-beam assistant recognises other traffic participants early on and automatically switches to low beam if required. A camera sensor detects the headlight beams of oncoming vehicles from as far as 1,000 metres, and the light emitted from the taillights of cars in front from about 400 metres. The system ensures that the driver cannot forget to turn on the high beam, or switch to low beam in case of oncoming traffic. It also reacts to environmental lighting conditions such as bright street lighting.



Advanced eCall by BMW Assist (optional). Should an accident occur, the Advanced eCall system will immediately and automatically establish a telephone connection with the BMW call centre, and transmit the vehicle’s exact position, registration number and paintwork colour. In addition, data collected by the vehicle’s sensors will be analysed. Thus, the emergency services alerted by the BMW call centre will not only know within seconds where the accident took place and which vehicle was involved in it, but also how many people were in the car at the time of the accident and how likely they are to have suffered injuries.

INNOVATIVE HELPERS FOR EVERY SITUATION.

Immediate vehicle environment, destination, or the location of the nearest service partner: the Convenience features of BMW ConnectedDrive mean that drivers have everything within their sight – all the time. And if required, the optional Park Assistant will even park the vehicle for them.

1. Scanning the parking space.

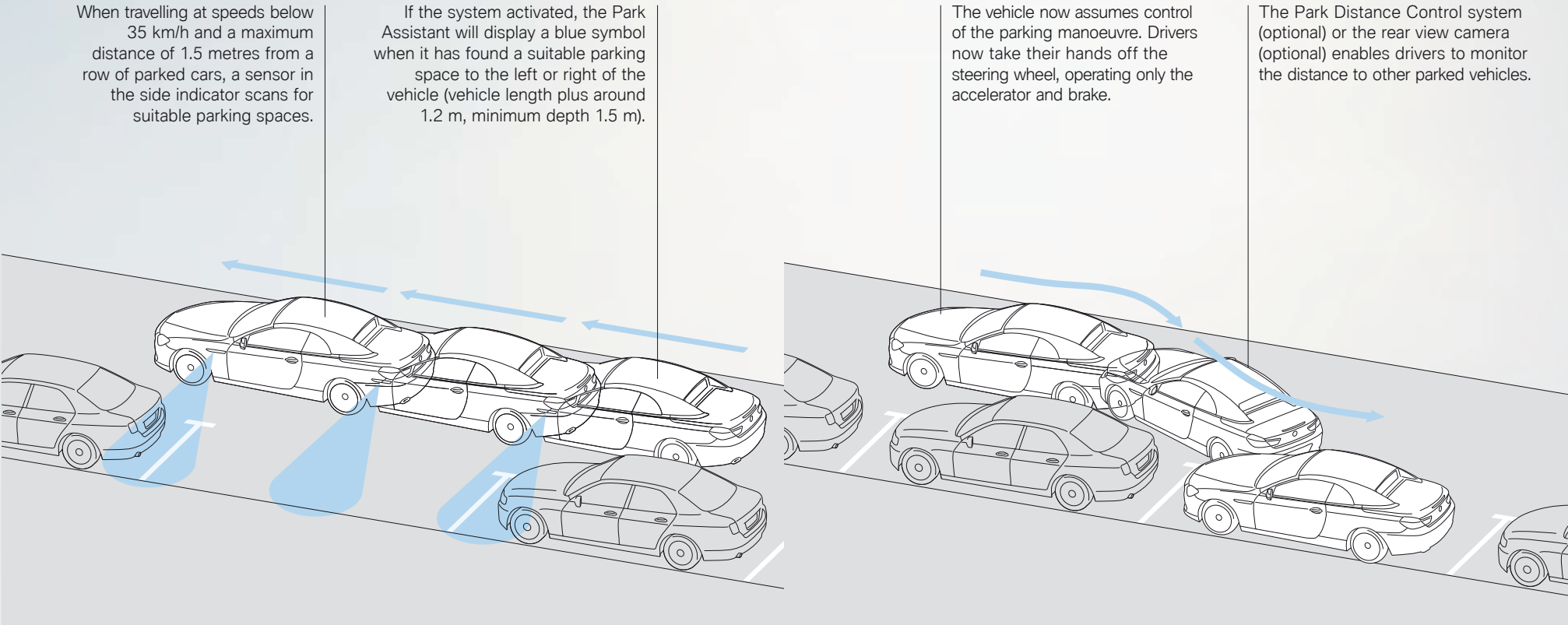


The Park Assistant is activated and has found a suitable parking space. The driver is prompted, via the Control Display, to stop the vehicle in order to start the parking manoeuvre.

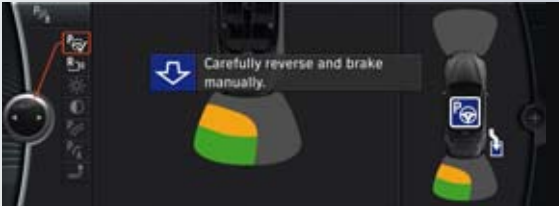
2. Initiating the parking manoeuvre.



The Park Assistant steers the vehicle automatically, with the driver observing the process. The manoeuvre is aborted if the driver intervenes.



3. Parking.



The driver has to operate the accelerator and brake. Park Distance Control provides support by gauging distances. The driver retains responsibility and control during the entire parking manoeuvre.

4. Parking completed.



A message in the Control Display informs the driver once the parking manoeuvre has been completed.



Networked navigation – Google services. The Google Send to Car function, optionally available with BMW Assist, allows drivers to quickly transfer addresses and routes they have identified in Google Maps to their vehicle. These can then be imported into the navigation system at the touch of a button. In addition, drivers can use Google Local Search (Google Maps), as part of BMW Online, to look for special destinations from within the vehicle. With the navigation system activated, drivers are shown current online images of their destination, enabling them to prepare for arrival at unfamiliar locations and access further information if required.



BMW Routes by BMW Online (optional). BMW Routes provides the most beautiful route recommendations to BMW Online customers at www.bmw.com/routes, featuring scenic, culinary and regional highlights. BMW is the first car manufacturer to enable drivers to configure individual routes which include nearly unlimited stops along the way. Each route can be easily transferred from the PC to the BMW navigation system from within the vehicle, via BMW Online or the USB interface.



Rear view camera with Surround View (optional). Two cameras in the exterior mirrors and one camera in the boot lid show a bird's-eye view of the area to the car's side and rear in the display. Thus, the rear view camera with Surround View system provides optimum support to the driver when parking and manoeuvring in tight spaces. Rear view camera with Surround View includes the Side View and Top View systems.



The BMW Assist Information Service (optional). A touch of a button is all it takes to be connected to a friendly BMW call centre agent – through an in-car telephone unit working independently of the customer's mobile phone. All queries will be answered during a one-on-one conversation, whether drivers are looking for a restaurant, pharmacy, cash machine, or flight information. BMW Assist is the only information service to send address data straight to the navigation system – up to ten different coordinates, including the associated telephone numbers.



BMW TeleServices (optional). BMW TeleServices automatically transmit service-relevant data to the BMW Service Partner, who then schedules an appointment with the customer. With the vehicle having transmitted important vehicle data beforehand, the service partner already knows what work needs to be done, and, having reserved staff time and ordered parts in advance, can reduce the duration of repair stops to a minimum. In certain cases, problems can be remotely analysed and even corrected without having to take the car to the workshop.



BMW Assist Remote Services (optional). If the key is left in the car or has been mislaid, BMW call centre employees are able to open and lock the customer's vehicle remotely – wherever they are in the world. It goes without saying that this service requires prior identification.

THE LARGEST DISPLAY IN THE SEGMENT FOR THE BEST INFOTAINMENT.

For perfect infotainment, think big. The 10.2-inch display provides optimum access to the comprehensive infotainment range by BMW ConnectedDrive.



Display shown in original size.



In-car Internet access (optional). BMW ConnectedDrive offers drivers and passengers the opportunity to surf the Internet while travelling. The iDrive Controller turns into a fully-functional mouse, the high-resolution display doubles as a monitor. Add to this speedy data transmission based on EDGE technology (Enhanced Data Rates for GSM Evolution) which, in contrast to UMTS, offers country-wide coverage (currently only available in Germany). And thanks to the optimised display, even websites with high data volumes are no longer a challenge.



BMW Online (optional). BMW Online provides drivers with a multitude of information on the chosen route and/or destination. In addition to weather reports for the vehicle's current location, destination, or any place in Europe, customers can now access graphics with up-to-date precipitation data for any location in Germany. BMW Online also includes various mobile office functions such as e-mail, address book, information on car parks and Google Local Search. Personalised news on politics, business, sports, and entertainment are directly accessible from within the vehicle.



USB/audio interface with extended functions (optional). The USB audio interface provides numerous ways of integrating external devices into the new BMW 6 Series Convertible, including, for example, having the vehicle display show the album cover of a track currently being played on an external device, provided it is stored on this device. In addition, the iPod, the world's most popular audio player, can be connected via the original iPod USB cable.



Bluetooth Office and Audio Streaming (optional). The optional Bluetooth interface enables the intelligent integration of selected business mobile phones. Customers can use the Bluetooth connection to conveniently show office functions such as e-mails, appointments, tasks or SMS messages on the Control Display, or have them read out aloud via the audio system, using the text-to-speech function. In addition, music from audio players or mobile phones situated anywhere inside the vehicle can easily be transmitted to and accessed from the HiFi system. The www.bmw.com/bluetooth site has a list of all compatible external devices.



... A TEST DRIVE.

The feeling of driving the new BMW 6 Series Convertible is so fascinating that it simply has to be experienced. When experienced on the road, the BMW innovations and state-of-the-art technologies can be summed up in two words: sheer joy.

The first thing that becomes apparent is this car's incredible directional stability. It handles like it's running on rails. It takes a chassis like this one to be able to enjoy the engines' plentiful torque to the full.



The Integral Active Steering system really comes into its own when driving in urban areas. The rear wheels turn the opposite way to the front wheels, enabling a smaller turning circle. In bends, the BMW 6 Series Convertible feels light and agile, like a much smaller vehicle.



Long bends and overtaking manoeuvres are further opportunities for the Integral Active Steering system to show what it's made of. The rear wheels now turn the same way as the front wheels. The vehicle glides along smoothly and with perfect stability.



The twisting coastal road invites sporty driving. The Driving Dynamics Control is set to SPORT+, the accelerator pedal responds to the lightest touch, and the engine is allowed to unfold its full potential before the 8-speed automatic transmission shifts up. In tight bends, the vehicle electronics allow slight drifting before bringing the vehicle safely under control again.



A completely new driving experience, at the push of a button. COMFORT mode enables relaxed enjoyment of landscapes. The gear changes are so gentle as to be almost imperceptible, and the suspension absorbs any bumps in the road.



On the last kilometre of the drive through town, the road surface is poor. The damper system takes it all in its stride. The bumps can hardly be felt in the interior.



Chassis and drivetrain.

The new BMW 6 Series Convertible scores top marks for precise handling and perfect directional stability. This is ensured by the perfect 50:50 axle load distribution and rear-wheel drive. With the rear-wheel drive translating the engine's power into dynamic performance, the steering is completely unaffected by torque steer. The double-wishbone front suspension and integral V rear axle enable sporty driving as well as excellent ride comfort, rounding off a superior overall package.



The Integral Active Steering (optional).

At low speeds:
At speeds up to around 60 km/h, the rear wheels turn the opposite way to the front wheels. This creates a degree of manoeuvrability that is completely unexpected from a vehicle in this category. This advantage becomes particularly apparent on narrow lanes, twisting roads, when turning into side streets or during parking manoeuvres.

The front wheels determine the direction of travel.



The rear wheels turn up to 3° in the opposite direction.

At higher speeds:
At speeds above around 80 km/h, the rear wheels turn the same way as the front wheels. This ensures considerably enhanced driving stability, since lateral forces are noticeably reduced. Rear passengers in particular will notice enhanced comfort, while to the driver it feels like their car is running on rails.

The front wheels determine the direction of travel.



The rear wheels turn up to 3° in the direction of travel.

Driving Dynamics Control.

A switch on the centre console next to the gear selector lever allows the driver to select either "COMFORT", "NORMAL", "SPORT" or "SPORT+" mode. In this way, they can select an individual vehicle set-up that corresponds to their present mood.



COMFORT
For an exceedingly comfortable driving experience, the 8-speed automatic transmission shifts gears gently, while steering and accelerator react precisely to every command. Bumps caused by uneven terrain are absorbed with consummate aplomb (this mode is only available with optional Adaptive Drive).

NORMAL
Trademark well-balanced BMW settings with maximum driving stability. Ideal for all those who want to switch from sporty driving to comfortable cruising, depending on the situation.

SPORT
Sporty suspension setting with maximum driving stability. The accelerator pedal responds with great immediacy, the steering reacts more directly, and the 8-speed automatic transmission lets the engine rev higher before changing gear (individual configuration possible via iDrive). For all those who enjoy making quick progress towards their destination.

SPORT+
The ultimate sporty suspension setting with delayed stabilisation interventions. DTC is activated and enables slight drifting in bends. The accelerator pedal responds very promptly, and the 8-speed automatic transmission revs the gears to their limits. For very sporty and active driving.

Adaptive Drive (optional).

Adaptive Drive is the combination of Dynamic Damper Control and the Dynamic Drive active roll stabilisation system. During both the compression and rebound stages, the dampers adapt independently of each other both to the road surface and to the style of driving in order to prevent undesired vehicle movement. This enables a stiff suspension set-up combined with a comfortable ride on uneven road surfaces. The damper settings can be adjusted via Driving Dynamics Control. Drivers can choose between a comfortable, normal or sporty mode.



Top selling point.
Unlimited driving pleasure with Integral Active Steering, Driving Dynamics Control and Adaptive Drive.

UNLIMITED DRIVING
PLEASURE, THANKS TO
INNOVATIVE TECHNOLOGY.

BMW EFFICIENT DYNAMICS



HIGH PULSE RATE,
LOW FUEL CONSUMPTION.

BMW EfficientDynamics adds another dimension to driving pleasure. Thanks to the pioneering BMW EfficientDynamics package, the powerful engines and exceptional dynamic performance of the new BMW 6 Series Convertible do not come at an excessive cost to natural resources.



Top selling point.
BMW EfficientDynamics with powerful engines and a comprehensive technology package to reduce fuel consumption.



Auto Start/Stop function (BMW 640i).
When the vehicle comes to a stop, through braking or the Automatic Hold function, the engine is switched off to save fuel. When the accelerator pedal is pressed, the engine automatically starts up again.



Air vent control (BMW 640i).
Actively controlled flaps in front of the radiator (immediately behind the kidney grille) regulate the amount of air taken in to cool the engine in line with requirements. Closing the flaps optimises the car's aerodynamics and reduces fuel consumption, especially at higher speeds.



Brake Energy Regeneration.
As soon as the driver takes his or her foot off the accelerator, the car's redundant kinetic energy is transformed into storable electric energy. The battery is thus recharged "for free". The result: less engine power is needed to feed the battery, which saves fuel.



Electric Power Steering.
The electromechanical steering only operates during the actual steering process. When driving straight ahead, or at a constant steering angle, the electric motor does not consume any energy.



BMW TwinPower Turbo technology.
This innovative turbocharging process very efficiently recycles exhaust gas energy by directing the gas flow through two turbochargers (BMW 650i) or through a TwinScroll turbocharger (BMW 640i).

THE HEART OF DYNAMIC PERFORMANCE.



The BMW 650i Convertible.

The BMW TwinPower Turbo V8 engine delivers 300 kW of power, accelerating the most powerful BMW 6 Series Convertible from 0 to 100 km/h in 5.0 seconds, with a fuel consumption of 10.7 l/100 km. Its tremendous 600 Nm of torque are available from just 1,750 rpm, putting it almost on a par with state-of-the-art twelve-cylinder engines. Two parallel turbochargers ensure impressive pulling power at all times, for prompt and smooth acceleration.

The BMW 650i Convertible compared.

		BMW 650i Convertible	Porsche 911 Carrera Cabriolet	Mercedes-Benz SL 500
Engine		V8	Six-cyl. boxer	V8
Fuel consumption	l/100 km	10.7	9.9	11.6
CO ₂ emissions	g/km	249 (EU 5)	233 (EU 5)	272 (EU 5)
Max. output	kW/hp	300/407	254/345	285/388
0-100 km/h	sec	5.0	4.9	5.4

The BMW 640i Convertible.

Its 235 kW accelerate the BMW 640i Convertible from 0 to 100 km/h in just 5.7 seconds, with a fuel consumption of 7.9 l/100 km. What makes this possible is the innovative combination of turbocharging, VALVETRONIC and direct petrol injection. The BMW TwinPower Turbo features a turbocharger driven by two separate exhaust gas streams (TwinScroll technology), for prompt engine response without turbo lag. Together with fully variable VALVETRONIC valve lift control and direct petrol injection, this makes for tremendous pulling power.

The BMW 640i Convertible compared.

		BMW 640i Convertible	Porsche No equivalent	Mercedes-Benz SL 350
Engine		In-line 6		V6
Fuel consumption	l/100 km	7.9		9.7
CO ₂ emissions	g/km	185 (EU 5)		226 (EU 5)
Max. output	kW/hp	235/320		232/316
0-100 km/h	sec	5.7		6.2

FUNCTIONALITY

ROOM FOR AN EXCLUSIVE LIFESTYLE.



The fin roof folds down to very compact dimensions when stored, making the new BMW 6 Series Convertible the perfect vehicle for longer journeys or leisure sports activities. The boot easily accommodates two golf bags even with the roof down, so there is no need to forego the pleasures of open-top driving. With the roof up, luggage capacity increases from 300 litres to 350 litres.



The convertible key can be used to open the vehicle, including the storage compartment in the centre console, as well as the fin roof (only in conjunction with optional comfort access).



A generous storage compartment with integrated 12 V socket and USB interface (optional) is located in the centre console. The compartment is lockable and integrated into the central locking system.



The large through-loading opening (optional) makes it possible to transport longer items, such as skis.



The boot of the BMW 6 Series Convertible has a capacity of 300 litres with the roof down, offering plenty of space for luggage. With the roof closed, capacity increases to 350 litres.

FURTHER INFORMATION ABOUT THE NEW BMW 6 SERIES CONVERTIBLE.



Automatic air conditioning.
The BMW 6 Series Convertible comes with 2-zone automatic air conditioning as standard. Temperature, air volume and air distribution can be separately controlled for the driver and front passenger.



When the top is down, a special convertible mode ensures correct ventilation. With the top up, the BMW 6 Series Convertible offers particularly convenient ventilation. The glass rear window can be raised and lowered independently.



A brilliant listening experience.
The new BMW 6 Series Convertible comes with a 7-channel HiFi amplifier as standard. A total output of 205 W and nine loudspeakers ensure perfect stereo sound on all four seats.

The HiFi System Professional, offering an output of 500 W and a 9-channel amplifier, is available as an option.

The Dolby Pro Logic II system turns stereo sources into a brilliant surround sound experience for all occupants. 12 loudspeakers and digital filters for frequency and phase correction generate a crystal-clear sound. The graphic 7-band equalizer enables individual sound quality adjustment.



Personal Profile.
The settings of numerous vehicle functions such as seat and mirror adjustment, driver assistance systems, the air conditioning system or radio sound can be saved in personal profiles. When the car is unlocked, the remote control is recognised and the appropriate profile accessed. This works even if the car has in the meantime been driven by other people who have their own remote control units.



Adaptive Headlights (optional).
The Adaptive Headlights with variable light distribution, including cornering lights and LED accent lights, feature movable headlights that are directed into the bend as soon as the vehicle starts cornering. The integrated cornering lights illuminate the area to the side of the vehicle when the vehicle is stationary or when the indicator is activated.



Voice control (optional).
Most of the menu items shown on the Control Display can also be accessed via spoken commands, using voice control. The voice control system is activated by simply pressing a button on the steering wheel. This allows the driver to remain focused on the road, minimising distraction.



20" rims (optional).
20" rims are available for the first time for the BMW 6 Series Convertible. The very large, elegant wheels visually emphasise the vehicle's powerful connection to the road.



Runflat tyres.
Runflat tyres feature reinforced side walls which allow them to maintain their shape and rim position even after suffering a complete loss of pressure. Drivers can continue driving at speeds of up to 80 km/h for up to another 150 km, or even more when the vehicle is lightly loaded. In addition, tyres with reduced rolling resistance and BMW runflat technology also set standards in terms of dynamic performance, enabling improved handling and shortened stopping distances.



Integrated Owner's Manual.
The new BMW 6 Series Convertible offers the customer an information source that is part of the on-board electronics system and provides operating instructions in text, sound and image formats. This integrated owner's manual is specifically tailored to each vehicle, taking into account the installed options. Different access paths such as quick instructions and image, keyword and context search ensure fast access to the desired information.



BMW Service Inclusive (optional).
BMW Service Inclusive enables customers to have all services included in the package performed free of charge by any participating BMW dealer or any BMW Service-authorized repair workshop. In addition to the basic package, the customer can select various extensions, in increments of 1 year/20,000 km. The BMW Service Inclusive packages ensure professional vehicle maintenance and the use of original BMW parts.

COMPETITORS



BMW 6 Series Convertible

The new BMW 6 Series Convertible's breathtaking aesthetics alone set standards for exclusive open-top driving. It also offers superlative dynamic performance and perfect networking with the environment thanks to BMW ConnectedDrive. It is the only car in the segment that allows four adults to travel in comfort and style, boasting an interior that impresses with select materials, innovative design and a plethora of well-thought-out details.

Exterior

- Breathtaking aesthetics with sleek, elegant silhouette
- Dynamic proportions with long wheelbase and short front overhang
- Elegant fin roof, opens in 19 seconds at speeds up to 40 km/h
- Flat rear with distinctive LED taillights
- Functional elements integrated harmoniously into the design

Interior

- Contemporary cockpit with typical BMW driver orientation and lots of sumptuous leather (SunReflective Technology)
- Individual controls with ceramic trim (optional)
- Elegant free-standing 10.2" display, biggest in the segment (optional)
- Only real four-seater in the segment, large boot with capacity of up to 350 l
- Active seats with seat ventilation (optional)

Engines and drivetrain

- Powerful BMW engines with comprehensive BMW EfficientDynamics measures for all models
- 8-speed sports automatic transmission Steptronic with shift paddles on the steering wheel
- BMW TwinPower Turbo technology for perfect response without turbo lag

Driving dynamics

- Perfectly tuned suspension with dynamic rear-wheel drive and optimum 50 : 50 front-rear weight distribution
- Individual suspension tuning using Driving Dynamics Control, from comfortable to extremely sporty
- Integral Active Steering (optional), unique worldwide, for enhanced comfort and manoeuvrability
- Innovative Adaptive Drive damper system (optional)
- Precise steering and perfect directional stability

Equipment

- Numerous pioneering BMW ConnectedDrive features
- Full-colour Head-up Display (optional)
- In-car Internet access (optional)
- Innovative safety features such as Lane Change Warning (optional), Lane Departure Warning (optional), Speed Limit Info (optional)
- Self-steering Park Assistant (optional), unique in the segment
- Rear view camera with Surround View (optional)
- 10.2" display, largest in the segment (optional)

- **Breathtaking aesthetics**
- **Elegant driver orientation**
- **Innovative BMW ConnectedDrive features**
- **Best driving experience in the segment**
- **BMW EfficientDynamics**



Porsche 911 Carrera Cabriolet

The current Porsche 911 Carrera Cabriolet (type 997) has been on the market since the second half of 2004. In autumn 2008 it received a small facelift (visual touch-ups and engines with direct injection and more power). A successor model, with the wheelbase increased by about 10 cm and a lower body, is expected in mid-2012. The Porsche 911 is an evergreen fully committed to sportiness, at the cost of space and everyday comfort. Auto Bild in its 05/2008 issue for example put it this way: "The Porsche cultivates the concentrated style of a high-performance athlete."

- Classic rear-engined sports car silhouette
- High brand recognition value
- Rather high bump behind the rear seats with the top down
- Retractable rear wing
- Soft top opens in 20 seconds; can be opened at speeds up to 50 km/h
- Traditional round headlights and LED taillights

- Matter-of-fact cockpit design
- Limited space
- Small, relatively low TFT navigation system monitor, 6.5" diagonal
- Front seats with many options (adaptive sports seats; seat ventilation; sports bucket seats)
- No real four-seater
- Rear seats offer very little space, with steep, separately folding backrests; only suitable for children
- Very small front luggage compartment, capacity just 135 l or 105 l (all-wheel drive)

- No comprehensive features package to lower fuel consumption and emissions
- Relatively low fuel consumption due to low weight
- Choice of three six-cylinder boxer engines (254 kW/345 hp, 283 kW/385 hp or 300 kW/408 hp)
- Additional turbo engines with a power output of 368 kW/500 hp or 390 kW/530 hp
- 6-speed manual gearbox or 7-speed double clutch transmission (optional) with not very ergonomic shift paddles on the steering wheel

- Relatively stiff suspension set-up, in keeping with the Porsche's sporting character
- Limited ride comfort, but good agility and good, direct handling
- Optional electronically controlled PASM Porsche Active Suspension Management; chassis additionally lowered by 10 or 20 mm; mechanical locking differential (optional)
- All-wheel drive biased to the rear, optional for "Carrera 4" engine variants (55 kg weight increase)
- Precise steering

- No truly innovative features, not as technologically advanced
- Difficult operation with lots of scattered buttons
- Large range of optional equipment, though this comprises mostly visual enhancements
- PCM hard disk-based navigation system; small 6.5" touchscreen colour display; universal audio interface; TV reception; voice control (optional)
- No in-car Internet access

- **One-sided focus on sportiness**
- **Little room in the interior, small boot**
- **Only six-cylinder engines available**
- **Uncomfortable suspension set-up**
- **Few technology features; no in-car Internet access**

Mercedes-Benz SL



The Mercedes SL, introduced in 2001, has been a long-running model in the Mercedes range. The interim facelift in April 2008 did not enhance its looks. Auto Bild in its 05/2008 issue for example wrote: "Is it beautiful, the face of the SL?"; "Understated elegance and flowing lines? That was yesterday. Today, the SL's headlights, extending far around the front corners, meet the world with a wide-eyed, aggressive gaze." The redesigned successor is expected in spring 2012.

- Typical roadster proportions with long bonnet and relatively short rear
- Quite a large vehicle for a two-seater
- Folding multi-section steel or (optional) glass roof, unique in the segment
- Opens in 16 seconds, vehicle has to be stationary
- After the facelift now with angular headlights, less harmonious design
- Only limited dynamic appeal overall

- Relatively generous amount of space for driver and front passenger
- Comfortable seats with integrated seatbelts, seat ventilation (optional), massage function (optional) and neck-level heating (optional)
- Conservative cockpit design with little sporting flair
- 339 l boot capacity with roof up, 235 l with roof down
- Good functionality, but small 6.5" monitor for navigation system
- Only car in the segment that is a pure two-seater

- Mercedes BlueEfficiency technology is not available for the SL, no direct injection, no start/stop system
- Four engines plus two AMG powerplants make for biggest choice in the segment
- Only competitor to offer V12 engines, but with very high fuel consumption
- Engines are not really fuel-efficient, compounded by the high vehicle weight
- 7-speed automatic transmission for V6 and V8 engines; 5-speed automatic transmission for V12 engines

- Comfortable suspension set-up
- Active suspension (ABC Active Body Control with roll compensation) optional for V6 (SL 350), otherwise standard
- Somewhat stiff suspension without active chassis
- Sluggish, not very dynamic handling
- Rear-wheel drive; not available with all-wheel drive
- Optional direct steering with variable steering ratio

- Good technology level, with important technology features available (many optional)
- Comand multimedia system with hard disk navigation system (optional), 4 GB music register (optional), Linguatronic voice control (optional) and media interface; small 6.5" display
- Intelligent Light System (optional)
- Intelligent "Distronic" cruise control (optional) with distance control across the whole range of road speeds
- No in-car Internet access
- Bluetooth interface (optional), TV tuner (optional)

- **Bulky vehicle dimensions, but only a two-seater**
- **Small boot with the roof down**
- **Clinical, not very sporty ambience**
- **Poor agility and driving dynamics**
- **No BlueEfficiency features available**

Jaguar XK



The Jaguar XK Convertible was launched in March 2006 and represented a complete break with the design of the predecessor model. The new Jaguar design philosophy reflects a more purist sporting approach. Although the Jaguar has significantly improved in terms of technology and workmanship, it still exhibits weaknesses. Auto Zeitung wrote in its 19/2009 issue: "No, the Jaguar Convertible isn't perfect. When it comes to the details, there are quite a few weaknesses, both in terms of workmanship and ergonomics." The most recent facelift in April 2009 gently refreshed the XK Convertible's looks and interior, and introduced significantly more powerful direct-injection engines.

- Gran Turismo looks
- Elongated bonnet and flat rear
- Sporty, tightly dimensioned canvas top
- Somewhat sober, unemotive design
- Only car in the segment to come with an aluminium body
- Soft top opens in 18 seconds; can be opened at speeds up to 50 km/h

- Pleasing cockpit design with straight lines and pulsating retractable transmission selector
- 2+2-seater, with rear seats only suitable for children
- Comfortable front seats with cooling function (optional)
- Inferior ergonomics
- Operating the low-positioned 7" touchscreen is cumbersome
- Small boot, capacity ranging from 200 l (open top) to 313 l (top closed)

- No technology package to lower fuel consumption
- Only two 5.0 l V8 engines with an output of 283 kW/385 hp or 375 kW/510 hp (supercharged)
- Both engines with direct injection
- Comparatively low body weight makes for adequate fuel consumption
- Comfortable 6-speed automatic transmission; abrupt gear changes in sports mode

- Average vehicle dynamics
- Active chassis control (Adaptive Dynamics System) as standard
- Rear-wheel drive; not available with all-wheel drive
- Comfortable ride overall, consistent with the car's personality
- Large rims (up to 20") make for limited comfort at slow speeds
- Precise steering

- Average technology level
- DVD navigation system, 7", as standard; audio interface; DAB radio (optional)
- Cumbersome operation of many functions via touchscreen display
- Adaptive cruise control (optional)
- No in-car Internet access

- **Limited brand recognition value due to not very distinctive front design**
- **Patchy material quality in the interior**
- **Small boot**
- **Not very sporty handling**
- **Cumbersome operation using touchscreen display**

THE DREAM CAR IN THE CONVERTIBLE SEGMENT.

TRUMP CARD.

Top selling points.



The new BMW 6 Series Convertible. Here's how you score in sales talks.

- 01

Breathtaking styling with sporting proportions, elegant lines and aesthetic design language.
- 02

Exclusive interior with clear driver orientation, select materials and room for four adults.
- 03

BMW ConnectedDrive with full-colour BMW Head-up Display, self-steering Park Assistant and in-car Internet access.
- 04

Unlimited driving pleasure with Integral Active Steering, Driving Dynamics Control and Adaptive Drive.
- 05

BMW EfficientDynamics with powerful engines and a comprehensive technology package to reduce fuel consumption.

= the new benchmark in the convertible segment.



Technical data for the BMW 6 Series Convertible and its competitors.

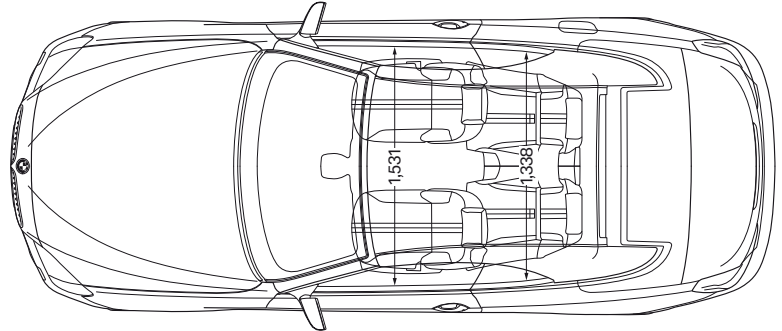
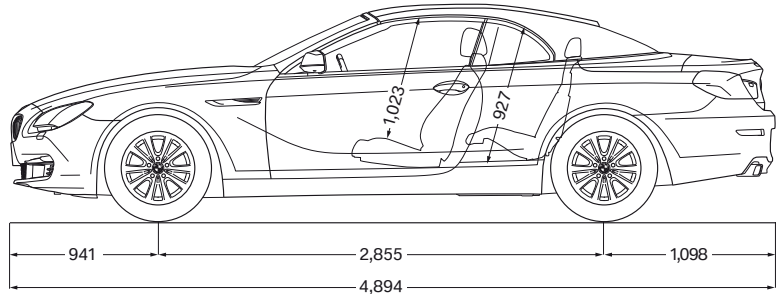
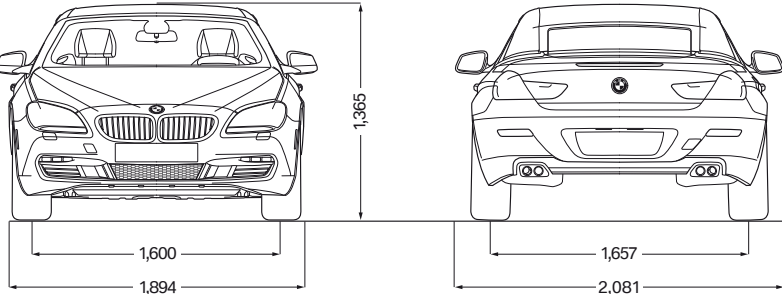
Engine and transmission	640i Convertible	650i Convertible	Porsche 911 Carrera Cabriolet	Mercedes SL 350	Mercedes SL 500		Jaguar XK Convertible	Jaguar XKR Convertible
Layout/cylinders/valves	In-line/6/4	V/8/4	Boxer/6/4	V/6/4	V/8/4		V/8/4	V/8/4
Capacity	cc	2,979	4,395	3,614	3,498	5,461	5,000	5,000
Bore/stroke	mm	84.0 x 89.6	89.0 x 88.3	97.0 x 81.5	92.9 x 86.0	98.0 x 90.5	92.5 x 93.0	92.5 x 93.0
Compression ratio/fuel type	:1	10.2/RON 95	10.0/RON 95	12.5/RON 98	11.7/RON 95	10.5/RON 95	11.5/RON 95	9.5/RON 95
Transmission	8-speed automatic	8-speed automatic	7-speed DCT	7-speed automatic	7-speed automatic		6-speed automatic	6-speed automatic
Drive type	Rear-wheel drive	Rear-wheel drive	Rear-wheel drive	Rear-wheel drive	Rear-wheel drive		Rear-wheel drive	Rear-wheel drive
Max. output	kW (hp) / rpm	235 (320) / 6,000	300 (407) / 6,400	254 (345) / 6,500	232 (316) / 6,500	285 (388) / 6,000	283 (385) / 6,500	375 (510) / 6,500
Max. torque	Nm / rpm	450 / 1,300–4,500	600 / 1,750–4,500	390 / 4,400	360 / 4,900	530 / 2,800–4,800	515 / 3,500	625 / 2,500–5,500
Specific output	kW/l	78.9	68.3	70.3	66.3	52.2	56.6	75.0

Performance	640i Convertible	650i Convertible	Porsche 911 Carrera Cabriolet	Mercedes SL 350	Mercedes SL 500		Jaguar XK Convertible	Jaguar XKR Convertible
Acceleration 0–100 km/h	s	5.7	5.0	4.9	6.2	5.4	5.6	4.8
Top speed (limited)	km/h	250	250	287	250	250	250	250

Fuel consumption and emissions	640i Convertible	650i Convertible	Porsche 911 Carrera Cabriolet	Mercedes SL 350	Mercedes SL 500		Jaguar XK Convertible	Jaguar XKR Convertible
Fuel consumption EU urban	l/100 km	10.9	15.5	14.9	13.8	17.3	17.1	18.9
Fuel consumption EU extra-urban	l/100 km	6.2	7.9	7.0	7.2	8.4	8.0	8.6
Fuel consumption EU combined	l/100 km	7.9	10.7	9.9	9.7	11.6	11.2	12.3
CO ₂ emissions	g/km	185	249	233	226	272	264	292
Emissions standard	EU 5	EU 5	EU 5	EU 5	EU 5		EU 5	EU 5

Wheels	640i Convertible	650i Convertible	Porsche 911 Carrera Cabriolet	Mercedes SL 350	Mercedes SL 500		Jaguar XK Convertible	Jaguar XKR Convertible
Tyres (front and rear)	225/55 R17	245/45 R18	235/40 265/40 R18	255/45 R17	255/40 255/40 R18		245/45 275/40 R18	245/40 275/35 R19
Rims (front and rear)	8 x 17	8 x 18	8.0 x 18 / 10.5 x 18	8.5 x 17	8.5 x 18 / 8.5 x 18		8.5 x 18 / 9.5 x 18	8.5 x 19 / 9.5 x 19

Dimensions and weights	640i Convertible	650i Convertible	Porsche 911 Carrera Cabriolet	Mercedes SL 350	Mercedes SL 500		Jaguar XK Convertible	Jaguar XKR Convertible
Length/width/height	mm	4,894/1,894/1,365	4,894/1,894/1,365	4,435/1,808/1,310	4,562/1,820/1,317	4,562/1,820/1,317	4,794/1,892/1,329	4,794/1,892/1,329
Wheelbase	mm	2,855	2,855	2,350	2,560	2,560	2,752	2,752
Track (front and rear)	mm	1,600/1,657	1,600/1,657	1,486/1,534	1,559/1,547	1,559/1,547	1,560/1,596	1,560/1,596
Kerb weight (EU)	kg	1,915	2,015	1,605	1,825	1,910	1,696	1,800
Permitted load (DIN)	kg	450	450	305	295	295	424	385
Drag coefficient (Cd)		0.31	0.32	0.30	0.30	0.30	0.35	0.35
Tank capacity (approx.)	l	70	70	64	80	80	71	71
Luggage capacity (DIN 70020)	l	300–350	300–350	135	235–339	235–339	200–313	200–313



These are provisional values, status as of 11/2010. Based on: ECE data.

BMW 6 Series
Convertible



**Sheer
Driving Pleasure**

www.bmw.com



Contact

International Product Argumentation, VB-23

Melanie Lipp
Tel. +49 89 382-52408
melanie.lipp@bmw.de

This is an international version of the Product Selling Points.
Equipment features and specifications may vary in some countries.

For internal use only.
Article number 85 1096 630 3

© BMW AG

Printed in Germany 11/2010