

BMW Canada Inc. 2014 Product Planning Bulletin



M5 and M6 Ultimate Packages + BMW Individual Paints

We are pleased to announce the introduction of the new **BMW M5 & M6 Ultimate Package**.

Due to the extremely positive response received to the limited production run of BMW Individual M5 and M6 models in recent months, we have opted to expand a similar offering on an on-going basis providing consumers with an exceptionally high value package, while adding **14 new BMW Individual** exterior colours for consumers to choose from. Some of BMW M's most iconic colours, such as Phoenix Yellow, Dakar Yellow II, or Laguna Seca Blue will be available for those opting for the **Ultimate Package at no-additional charge**.



Each and every **Ultimate Package** will also come with the new **BMW M Performance Titanium Exhaust** to further enhance the aesthetics, acoustics, and performance of these unique models.

In total the Ultimate Package represents a significant discount (**\$11,650 - M5 / \$14,600 - M6**) to a comparably equipped model – and provides your customers with some unique design options adding yet more exclusivity to these models.

Please read below for complete details on the Ultimate Package contents and ordering instructions.

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BMW M Performance Titanium Exhaust

Offering a combination of lower weight, increased performance and a unique sound, the BMW M Performance Exhaust System was jointly developed by BMW M GmbH and exhaust specialists Akrapovič and is made completely from titanium. The BMW M Performance Exhaust System further enhances the characteristic sound of the 575 hp high-revving M TwinPower Turbo V8 engine. Akrapovič, -also an official partner of BMW Motorsport- is one of the leading manufacturers of titanium exhaust systems. Thanks to the use of this material, the BMW M Performance Exhaust System is exceptionally heat-and corrosion-resistant and lightweight. The reduction in weight compared to the standard exhaust system amounts to more than 22 lbs.



BMW Individual

To further add to the exclusivity and uniqueness of the M5 and M6's equipped with the Ultimate Package, customers will have the opportunity to add one of **14 NEW BMW Individual exterior paints at No-Additional Charge**. These ultra-premium paints are available in a variety of non-metallic, metallic and frozen colours – and will most certainly allow for higher degree of customization for these models.



Frozen Dark Blue



Grey Black



Imola Red II



Fire Orange



Frozen Red



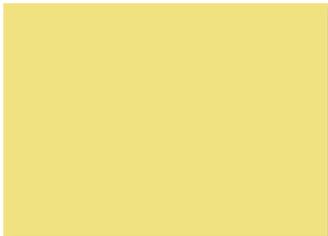
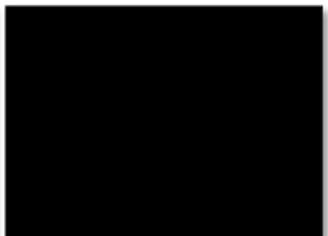
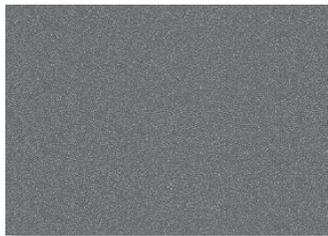
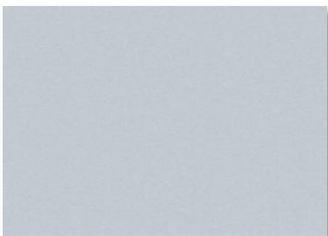
Sparkling Graphite

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Below are the BMW Individual colours available within M5 & M6 models equipped with the Ultimate Package. All current BMW M5 and M6 BMW Individual colours currently offered will also be available within the Ultimate Package at no additional charge.

			
Dakar Yellow II	Fire Orange	Frozen Black	Frozen Blue
			
Frozen Grey	Frozen Red	Frozen Dark Blue	Frozen White
			
Imola Red II	Laguna Seca Blue	Phoenix Yellow	Santorini Blue II
			
Valencia Orange	Sparkling Graphite		
			
Grey Black	Frozen Silver		

- Also Available:**
- Citrin Black Metallic
 - Azurite Black Metallic
 - Ruby Black Metallic
 - Champagne Quartz
 - Frozen Bronze
 - Tanzanite Blue

Please refer to updated order guides for complete exterior paint listing on M5 & M6.

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BMW M Double Spoke 343M Black Forged Wheel

Commencing with May production, the 20" BMW M Black Forged wheel will be available at an incremental cost of \$500 on all M5 and M6 models. Vehicles equipped with the Ultimate Package will not incur any additional charge.



The Ultimate Package Contents:

M5 Package Offering	
Premium Package	10,500
Full Merino Leather	4,500
Bang & Olufsen Sound System	4,900
Competition Package	6,500
Connected Drive Package	850
M Performance Titanium Exhaust	8,900
All Paints including BMW INDIVIDUAL	2,000
TOTAL	\$38,150
Discount	11,650
Net Package Price	26,500
TOTAL M5 Price	\$128,000

M6 Coupe Package Offering	
Executive Package	9,500
Full Merino Leather	5,900
Bang & Olufsen Sound System	4,900
Competition Package	6,500
M Performance Titanium Exhaust	8,900
All Paints including BMW INDIVIDUAL	2,000
TOTAL	\$37,700
Discount	14,600
Net Package Price	23,100
TOTAL M6 Coupe Price	\$148,000

M6 Cabriolet Package Offering	
Executive Package	9,500
Full Merino Leather	5,900
Bang & Olufsen Sound System	4,900
Competition Package	6,500
M Performance Titanium Exhaust	8,900
All Paints including BMW INDIVIDUAL	2,000
TOTAL	\$37,700
Discount	14,600
Net Package Price	23,100
TOTAL M6 Cabriolet Price	\$152,000

M6 Gran Coupe Package Offering	
Executive Package	9,500
Full Merino Leather	5,900
Bang & Olufsen Sound System	4,900
Competition Package	6,500
M Performance Titanium Exhaust	8,900
All Paints including BMW INDIVIDUAL	2,000
TOTAL	\$37,700
Discount	14,600
Net Package Price	23,100
TOTAL M6 Gran Coupe Price	\$151,000

To place an order for an Ultimate Package equipped M5 or M6 model, please email David.Co@bmwgroup.ca with your desired paint, upholstery, interior trim (BMW Individual wood at extra cost) and any other desired chargeable options, such as M Carbon Ceramic Brakes. Please allow for an additional 2-4 weeks lead time for models requiring BMW Individual paint.

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BMW M Performance Accessories

To further amplify the sporty nature of these unique M5 and M6 models, below are details on additional M Performance options available for order. Please order components accordingly with your vehicle orders to ensure timely delivery.

CARLINE	DESCRIPTION		PART NUMBER
M5	Black Kidney Grille	Right	2 352 808
		Left	2 352 807
	Carbon Fiber Rear Spoiler		2 163 505
	Carbon Fiber Interior Trim		2 348 506
M6	Black Kidney Grille	Right	2 352 810
		Left	2 352 809
	Carbon Fiber Rear Diffuser		2 347 848
	Carbon Fiber Rear Spoiler		2 327 610
M5 & M6	Alcantara Steering Wheel with Race Display		2 344 136
	Alcantara Steering Wheel W/O race Display		2 253 653
	Carbon Fiber Exhaust Tips (4 Required)		2 348 835
	Carbon Fiber Gear Shift Lever		2 343 709



Black Kidney Grille



Carbon Fiber Rear Diffuser



Carbon Fiber Spoiler (M6)



Alcantara Steering Wheel



Carbon Shift Knob