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Product Planning & Strategy Bulletin

The All-New 2013 BMW M5 Sedan

Finally, after two long years of waiting, the fifth-generation “supersedan” from BMW M GmbH is arriving, and it’s been worth the wait. Enthusiastic customers are already lining up to put hands on the all-new BMW M5, which shares a place at the core of the BMW M brand along with the equally-legendary M3. In the new M5, more than five years of development and testing have created an unrivaled balance between ultra-high performance, daily versatility, and efficiency.

The new M5 Sedan will launch in the US as a 2013 model with a base MSRP of \$89,900. This represents a 5% base price increase over the previous-generation M5 which ended production with the 2010 model year. Marketing product flyers will be available from early April. The M5 Order Bank will open during the week of April 23rd. Production starts in July, and the M5 will go on sale in August as inventory becomes available. European Delivery appointments at the BMW Welt are planned to become available starting September 1st.



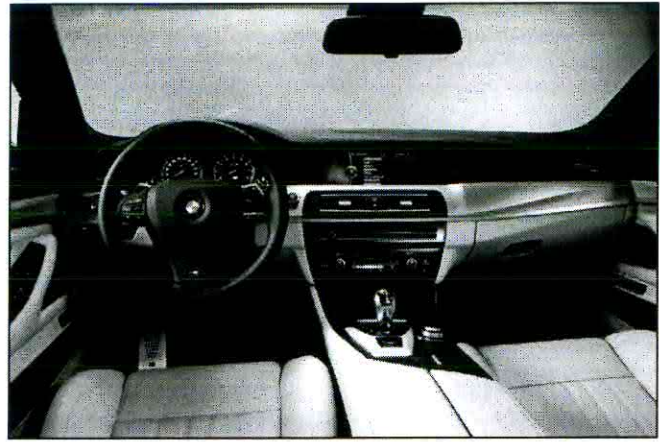
In order to achieve the lofty performance goals set by M engineers, the new BMW M5 Sedan features the most powerful engine ever fitted into a series-produced model from BMW M GmbH, mated to a high-torque 7-speed M-Double Clutch Transmission (M-DCT) or optional 6-speed manual transmission¹. The innovative Active M Differential limits differential rear axle speeds via electronic control. This drivetrain, combined with the M5’s most radical chassis and suspension development in five generations, ensure the M5’s 560hp and 500 lb-ft of torque are consistently and predictably transferred to the pavement. The optional new M Carbon Ceramic Brake System provides better wet and dry stopping performance while shaving an incredible 42.6 lbs of unsprung weight from the vehicle.

Standard Equipment

The new BMW M5 Sedan will feature the same high level of standard equipment as the 550i Sedan, with M enhancements throughout. Signature to the M5 are a new M instrument cluster, Aluminum Trace interior trim, separate M Driving Dynamics settings for engine, steering, and suspension, the M Drive System (now with two M Buttons), 19” forged M wheels, Merino Leather Upholstery, and M multi-contour seats.

(continued)

¹ No-cost option, code 2MA.



Optional Equipment

Two core packages (Executive Package and Driver Assistance Package) will be available on the all-new M5 Sedan. BMW Individual exterior paints, leather upholsteries, and trim finishers will also be available for Priority 1 orders. The exciting new Sakhir Orange Metallic exterior paint (as shown on the all-new M6 Coupe) and M Carbon Ceramic Brakes will also be available from on the M5 Sedan.

Stand Alone Optionsⁱ

- Manual Transmission
- Full Merino Leather
- M Carbon Ceramic Brake System
- M Head-up Display
- 20" Forged M Wheels
- B&O sound system
- Night Vision with Pedestrian Detection
- Rear-seat Entertainment System
- BMW Apps

Ordering

The M5 Order Bank is planned to open during the week of April 23rd. As was the case with the popular 1 Series M Coupe in 2011, the M5 Order and Price Guide will be released in advance of the Order Bank opening. M5 production starts in July, and the M5 is planned to go on sale in late August. European Delivery appointments at the BMW Welt are planned to become available starting September 1st.

ⁱ Preliminary listing. Consult the M5 Order & Pricing Guide for complete details.