

BMW Canada Inc. 2014 Product Planning Bulletin



2014MY M5 & M6 Coupe Limited Production Models



We are pleased to announce the introduction of a very limited production run of unique M5's and M6 Coupe's which will feature the full suite of performance options and add unique INDIVIDUAL exterior design elements as well as the all-new M Performance Titanium Exhaust system.

These models will both be produced in two eye catching colours – Frozen Black and Santorini Blue II and will include dark chrome kidneys, side markers, door handles, and 20" M Forged Black Alloys.

On top of the aggressive demeanor of these vehicles, the new M Performance Titanium Exhaust features quad 3" Titanium Exhaust tips and provides a more robust exhaust note. Additionally, the light weight Titanium Exhaust System shaves an additional 27 pounds vs. the stock system.

These units have been priced very aggressively – effectively providing consumers with **\$16,000-\$21,000** in no charge options against a comparably equipped model.

If interested in obtaining a unit, please email david.co@bmwgroup.ca prior to end of business on Friday, September 13th 2013. Due to the limited availability of these units, we cannot guarantee all requests will be filled.

Please see below for detailed equipment profile on these models.

BMW Canada Inc.

2014 Product Planning Bulletin



Product Feature Profile:

2014 M5	101,500
Premium Package	10,500
Full Merino Leather	4,500
Bang & Olufsen Sound System	5,900
Competition Package	6,500
Carbon Ceramic Brakes	6,750
INDIVIDUAL Piano Black Interior	1,000
INDIVIDUAL Exterior Paint / Dark Chrome	4,000
20" M Black Alloy Wheels (Style 343)	-
Connected Drive Package	850
M Performance Titanium Exhaust *	9,920
TOTAL MSRP	151,420
DISCOUNT	16,420
FINAL MSRP	135,000

2014 M6 Coupe	124,900
Executive Package	9,500
Full Merino Leather	5,900
Bang & Olufsen Sound System	5,900
Competition Package	6,500
Carbon Ceramic Brakes	6,750
Carbon Fibre Interior Trim	N/C
INDIVIDUAL Exterior Paint / Dark Chrome	4,000
20" M Black Alloy Wheels (Style 343)	-
M Performance Titanium Exhaust *	9,920
TOTAL MSRP	173,370
DISCOUNT	21,370
FINAL MSRP	152,000

**Estimated MSRP*

Production Overview:

Below outlines production availability on these units.

M5:

November Production: 4 x Santorini Blue II with Black Interior
 December Production: 2 x Frozen Black with Black Interior
 2 x Frozen Black with Sakhir Orange Interior

M6 Coupe:

November Production: 4 x Santorini Blue II with Black Interior
 3 x Frozen Black with Black Interior
 2 x Frozen Black with Sakhir Orange Interior

We will be adding an additional production run in January-March period which will be extended to include the M6 Gran Coupe and M6 Cabriolet, as well as a limited number of additional M5 & M6 Coupes. Another memo detailing this next allocation will be sent in the upcoming weeks.

BMW Canada Inc. 2014 Product Planning Bulletin



Frozen Black M5



Santorini Blue II M6 Coupe