

Retail Operator / General Manager	Sales - New Car	Sales - Pre-Owned	Business Manager (F&I)	Service	Parts & Accessories	Administration
Date: July 20th, 2010		Source: Aftersales Business Development & Marketing			Replaces: -	
Bulletin #: V-13-0710-3604		Name: Dan Cordes			Supersedes: -	
		Title: Accessory Product Manager - Wheels & Tires			:	
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Aftersales Business Development & Marketing BMW Winter Wheels & Tires for the new F10 5 Series



We would like to provide you with the accessory part numbers on the winter wheel and tires designed specifically for the new F10 (528i & 535i) 5 Series vehicles. For customers purchasing a new vehicle without the xDrive option that also have to drive in areas where they may experience winter conditions, BMW Winter Wheels and Tires offer a great alternative for providing the necessary winter driving performance. This BMW winter wheel and tire offers the perfect balance between form, fit & function, while offering a beautiful style rim with an excellent performing winter tread design.

Product Highlights / Benefits:

BMW Winter Tires offer customers a more aggressive tread pattern to maximize contact with the road surface thus helping to increase traction.

- This winter wheel has a great looking alloy rim and is offered at a very, very reasonable price point (\$495.00 MSRP x 4 = \$1,980.00).
- BMW approved tire star marking.
- The mountain/snowflake mark indicates the tire meets specific snow traction performance requirements for severe winter conditions.
- Special rubber compounds enable the tread to remain soft and flexible at low temperatures.
- Sophisticated tread design with interlinking ribs offers improved grip on ice and snow.
- Both mounted and un-mounted 17" winter tires are offered.
- Wheel and Tire is already mounted and high speed balanced.

Tips for promoting this accessory:

As you know it's all how you present it to the customer.

- Winter wheels and tires offer customers similar winter driving performance when compared to an xDrive vehicle equipped with all season tires.
- This price of 4 F10 winter wheels and tires is less than the additional cost for the E60 528 xDrive (\$2,115 Dealer Net or \$2,300 MSRP).
- Make sure all client advisors read, study and have a copy of the winter tire information on page#9 of the BMW Approved Tire Reference Guide (PD1-TC02).
- Order (through Dealer Tire) additional copies of this brochure and make sure all client advisors have a supply as a hand out to customers interested in purchasing a new vehicle.
- The use of winter tires on all four wheels is recommended.
- Also utilize and have extra copies of the BMW Approved Winter Tire Brochure (PD1-TC05) for hand outs to customers.

Residual Information: N/A.

Parts Information:

Description	Models	Part Number	MSRP
Winter <u>Wheel and Tire</u> (Style#327) Run Flat Dunlop SP Wintersport 3D*RSC 225/55-17" 97 H	F10 - 528i & 535i up to 9/2010 production	36 11 2 208 367 *	\$495.00 Each
Winter <u>Wheel and Tire</u> (Style#327) Run Flat Dunlop SP Wintersport 3D*RSC 225/55-17" 97 H	F10 - 528i & 535i from 9/2010 production onward	36 11 2 208 368 *	\$495.00 Each
17" Winter Run Flat <u>Tire</u> - SP Wintersport 3D DSST 225/55 R17 Dunlop 97 H	F10 - 528i & 535i	36 11 0 440 570 *	TBD

(*will also fit the F10 535xi)

Winter tires can be ordered via the BMW Tire Center website, thru DCS or by calling the BMW Tire Center at 1 866 426-9847. Dealer Tire will accumulate orders and they will be released once inventory is available (estimated availability is the end of August). Due to the seasonal nature of this wheel/tire combination these part numbers are marked non-returnable.

Please note: Dealer Net and MSRP is processing at this time in the system. Please hold off placing any orders until the pricing has updated in the system on Monday 7/26.

Additional information will be sent out in the near future on the F10 550i models.



For recommended installation times please reference the R & R instructions.

Contact Information:

Product related questions	Dan Cordes	Dan.Cordes@bmwna.com
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