

Retailer Principal	Sales Manager New Cars	Service Manager Parts Manager	Service Personnel	Parts and Accessories	Administration
Bulletin No. 1 Series-2008-04	Issued 12/20/07 For use within the BMW organization only		R. Filipovic Tel.: 905-428-5941 Fax: 905-428-5071		

BMW Canada Inc.

2008 Product Planning Bulletin



Subject: MY2008 1 Series Coupé

BMW Canada Inc. is pleased to provide you with preliminary product ordering information for the new BMW 1 Series Coupé. Please note, complete product ordering information and pricing for the entire 1 Series model range will be made available closer to market launch.

STANDARD EQUIPMENT

128i Coupé

- Engine: 3.0L in-line six-cylinder engine with Valvetronic technology
- Transmission: 6-speed Manual Gearbox
- Wheels: 17" Star Spoke – Style 256
- Select Features:
 - Rain sensor with automatic headlights
 - Heated seats
 - Dual zone automatic climate control
 - Multi-function sport steering wheel
 - Through-load
 - HiFi sound system with 10 speakers, including 2 subwoofers

135i Coupé

- Engine: Twin Turbo 3.0L in-line six-cylinder engine with High Precision Injection
- Transmission: 6-speed Manual Gearbox
- Wheels: 18" Star Spoke – Style 264, with mixed width performance run-flat tires
- Select Features, in addition to those indicated for the 128i Coupé:
 - Sport suspension
 - M aerodynamic kit
 - High performance brake system, with front 6-piston fixed calipers and rear 2-piston fixed calipers
 - Xenon headlights
 - Adaptive headlights
 - Headlamp washers
 - Lights package

OPTIONAL EQUIPMENT

To assist your facility in ordering your initial allocation of vehicles (02/08 production), the following are some details regarding specific features in the optional equipment program, which supplement those provided for the 128i Cabriolet.

Navigation Package

- Due to new technical requirements Voice Control will now also be included in the Navigation Package for 1 Series
- This change is also applicable to the Navigation Package already announced for 128i Cabriolet

M Sport Package (135i Coupé only)

- 18" M Double Spoke alloy wheels – Style 261M, with mixed width performance run-flat tires
- Anthracite roof liner
- M Sport steering wheel
- M entry sill, driver foot rest and gearshift knob (with manual transmission)
- High-gloss shadow line
- Available with complete Paint, Upholstery & Trim or additionally with exclusive M equipment:

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- o LeMans Blue metallic paint
- o Aluminum Glacier Silver interior trim

17" Star Spoke alloy wheels – Style 142

- All-season run-flat tires for drivers desiring winter usability

PAINT

- The following additional paint colours are available for the 1 Series Coupé:
 - o Crimson Red
 - o Jet Black
 - o Monaco Blue metallic
 - o Sparkling Graphite metallic
- Availability of these paints on the 1 Series Cabriolet will begin later in 2008

UPHOLSTERY

Boston Leather

- Does not include SunReflective Technology on 1 Series Coupé
- Availability of Savanna Beige on 1 Series Coupé will begin later in 2008

TRIM

- Light Walnut Wood (135i only) – reddish-brown wood with straight horizontal grain; shown in rendering
- Aluminum Glacier Silver (135i M Sport Package only) – textured finish with small square design



The following components of the Product Ordering Guide are attached:

- Wheel Program
- Paint, Upholstery and Trim chart
- Optional Equipment listing; including new listing for 128i Cabriolet

Please advise all concerned personnel.

BMW Canada Inc. Product Guide 2008 Copy for Retailer Sales Personnel



1 Series Coupé

128i
135i



**The Ultimate
Driving Experience.®**

2008 - 1 Series Coupé

Wheels & Tires

	Standard	Sport Package	M Sport Package	Optional
128i	 <p>Star Spoke - Style 256 7.0J x 17 205/50 R 17 All Season Run-Flat Tires</p>	 <p>W Spoke - Style 263 7.5J x 18 front / 8.5J x 18 rear 215/40 R 18 front / 245/35 R 18 rear Performance Run-Flat Tires Not recommended for Winter use</p>		
135i	 <p>Star Spoke - Style 264 7.5J x 18 front / 8.5J x 18 rear 215/40 R 18 front / 245/35 R 18 rear Performance Run-Flat Tires Not recommended for Winter use</p>		 <p>M Double Spoke - Style 261M 7.5J x 18 front / 8.5J x 18 rear 215/40 R 18 front / 245/35 R 18 rear Performance Run-Flat Tires Not recommended for Winter use</p>	 <p>Star Spoke - Style 142 7.0J x 17 205/50 R 17 All Season Run-Flat Tires</p>

2008 - 1 Series Coupé

Paint, Upholstery & Trims

Model	Upholstery	Colour	Standard Seat	Sport Seat	Key Number	Metallic Paint										Non-Metallic Paint			Interior Trim				
						Titanium Silver	Le Mans Blue (4)	Black Sapphire	Sparkling Graphite	Monaco Blue	Montego Blue	Cashmere Silver	Tahiti Green	Sedona Red	Alpine White	Jet Black	Crimson Red	Black High-Gloss (1)	Poplar Grey Wood (2)	Light Walnut Wood (3)	Cashmere Silver (1)	Aluminum Glacier Silver (4)	
						354	381	475	A22	A35	A51	A72	A78	A79	300	668	A61	-	4AS	4A3	4B1	4MG	
All	Leatherette	Black	■	■	KASW	■	■	■	■	■	■	■	■	■	■	■	■	S	O	O	O	O	
		Taupe	■	■	KAA5	■		■	■	■		■		■	■	■	■	■	S	O	O	O	O
	Boston Leather	Black	■	■	LWSW	■	■	■	■	■	■	■	■	■	■	■	■	■	S	O	O	O	O
		Coral Red	■	■	LWD1	■		■	■	■		■		■	■	■	■	■	S	O	O	O	O
		Lemon	■	■	LWB7	■		■	■	■		■	■	■	■	■	■	■	S	O	O	O	O
		Taupe	■	■	LWA5	■		■	■	■		■		■	■	■	■	■	S	O	O	O	O

■ = Recommended

(1) Only available on 128i

(2) Standard on 135i

(3) Only available on 135i

(4) Only available on 135i with M Sport Package

S = Standard

O = Optional

BMW Canada Inc.
Marketing

2008 1 Series
128i Coupé

Product Planning
Edition 12.07

Optional Equipment
Manufacturer's Suggested Retail Pricing
Manufacturer's Suggested Tourist Pricing
Manufacturer's Suggested Diplomat Pricing

Model Code	Car Model	Restrictions
UP73	128i Coupé with 6 Speed Manual Transmission	Start Date 12/07
UP73	128i Coupé with 6 Speed Manual Transmission	Suggested Tourist Pricing
UP73	128i Coupé with 6 Speed Manual Transmission	Suggested Diplomat Pricing

Option Code	Packages / Editions	Restrictions
ZAE	Navigation Package	
609	BMW On-Board Navigation	Includes Programmable Memory Keys
620	Voice Control	
ZN8	Canada / US Navigation DVD	
ZAF	Premium Package	
403	Glass Sunroof	Includes 1 Yr. of Safety & Security Package
522	Xenon Headlights	
563	Lights Package	
639	BMW Assist with Bluetooth Wireless Technology	
ZAG	Comfort Package	
322	Comfort Access	Includes Power Folding Mirrors
430	Auto Dimming Mirror, Ext.	
431	Auto Dimming Mirror, Int.	
459	Electric Seats with Driver Memory	
ZAH	Premium Sound Package	
677	HiFi Sound System with DSP	
6FL	USB Audio Integration	
ZAI	Sport Package	
2WA	18" W Spoke Alloy Wheels - Style 263	Includes Electrically Adjustable Seat Width
	Performance Run-Flat Tires: 215/40 R 18 & 245/35 R 18	
481	Sport Seats	
704	Sport Suspension	

Option Code	Optional Equipment	Restrictions
CODE	Metallic Paint	Order by Colour Code
CODE	Leatherette Upholstery	Order by Colour Code
CODE	Boston Leather	Order by Colour Code, Only with 4AB or 4AS
205	6 Speed Automatic Transmission with Steptronic	Not with Sport Package
ZAJ	6 Speed Automatic Transmission with Steptronic Paddles	Only with Sport Package
322	Comfort Access	
403	Glass Sunroof	
468	Ski Bag	
4AS	Poplar Anthracite Wood Trim	
4B1	Cashmere Silver Trim	
507	Park Distance Control	Rear sensors only
524	Adaptive Headlights	Only with Premium Package
639	BMW Assist with Bluetooth Wireless Technology	Includes 1 Yr. of Safety & Security Package
6FL	USB Audio Integration	
ZSP	Special Orders	

Administrative fee for ordering special colours, interiors or equipment.
Prices for special orders will be quoted at wholesale prices only.

PRICES AND SPECIFICATIONS ARE SUBJECT TO CHANGE WITHOUT NOTICE
PRICES AT DATE OF DELIVERY WILL APPLY
LOCAL FREIGHT AND RETAILER PREPARATION ARE NOT INCLUDED
RETAILERS MAY SELL FOR LESS

BMW Canada Inc.
Marketing

2008 1 Series
135i Coupé

Product Planning
Edition 12.07

Optional Equipment
Manufacturer's Suggested Retail Pricing
Manufacturer's Suggested Tourist Pricing
Manufacturer's Suggested Diplomat Pricing

Model Code	Car Model	Restrictions
UC73	135i Coupé with 6 Speed Manual Transmission	Start Date 12/07
UC73	135i Coupé with 6 Speed Manual Transmission	Suggested Tourist Pricing
UC73	135i Coupé with 6 Speed Manual Transmission	Suggested Diplomat Pricing

Option Code	Packages / Editions	Restrictions
ZAE	Navigation Package	Includes Programmable Memory Keys
609	BMW On-Board Navigation	
620	Voice Control	
ZN8	Canada / US Navigation DVD	
ZAK	Premium Package	Includes 1 Yr. of Safety & Security Package
403	Glass Sunroof	
639	BMW Assist with Bluetooth Wireless Technology	
CODE	Boston Leather	
ZAL	Comfort Package	Includes Power Folding Mirrors
319	Universal Garage Door Opener	
322	Comfort Access	
430	Auto Dimming Mirror, Ext.	
431	Auto Dimming Mirror, Int.	
459	Electric Seats with Driver Memory	
488	Lumbar Support	
4NA	Compass Mirror	
ZAH	Premium Sound Package	
677	HiFi Sound System with DSP	
6FL	USB Audio Integration	
ZAM	M Sport Package	Includes Electrically Adjustable Seat Width
337	M Sport Package	
	18" M Double Spoke Alloy Wheels - Style 261M	
	Performance Run-Flat Tires: 215/40 R 18 & 245/35 R 18	
	Sport Seats; M Sport steering wheel and shift lever; Anthrax roof liner; High-gloss shadow line	

Option Code	Optional Equipment	Restrictions
CODE	Metallic Paint	Order by Colour Code
CODE	Leatherette Upholstery	Order by Colour Code
CODE	Boston Leather	Order by Colour Code
ZAJ	6 Speed Automatic Transmission with Steptronic Shift Paddles	Not with M Sport Package
ZAN	6 Speed Automatic Transmission with Steptronic M Shift Paddles	Only with M Sport Package
217	Active Steering	
2CH	17" Star Spoke Alloy Wheels - Style 142	Not with M Sport Package
	All-season Run-Flat Tires: 205/50 R 17	
322	Comfort Access	
403	Glass Sunroof	
468	Ski Bag	
481	Sport Seats	
4A3	Walnut Light Wood Trim	
4MG	Aluminum Glacier Silver Trim	Only with M Sport Package
507	Park Distance Control	Rear sensors only
639	BMW Assist with Bluetooth Wireless Technology	Includes 1 Yr. of Safety & Security Package
6FL	USB Audio Integration	
ZSP	Special Orders	
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Marketing

2008 1 Series
128i Cabriolet

Product Planning
Edition 12.07

Optional Equipment
Manufacturer's Suggested Retail Pricing
Manufacturer's Suggested Tourist Pricing
Manufacturer's Suggested Diplomat Pricing

Model Code	Car Model	Restrictions
UL73	128i Cabriolet with 6 Speed Manual Transmission	Start Date 12/07
UL73	128i Cabriolet with 6 Speed Manual Transmission	Suggested Tourist Pricing
UL73	128i Cabriolet with 6 Speed Manual Transmission	Suggested Diplomat Pricing

Option Code	Packages / Editions	Restrictions
ZAE	Navigation Package	Includes Programmable Memory Keys
609	BMW On-Board Navigation	
620	Voice Control	
ZN8	Canada / US Navigation DVD	
ZAO	Premium Package	Includes Power Folding Mirrors
322	Comfort Access	
430	Auto Dimming Mirror, Ext.	
431	Auto Dimming Mirror, Int.	
563	Lights Package	
639	BMW Assist with Bluetooth Wireless Technology	Includes 1 Yr. of Safety & Security Package
CODE	Boston Leather	
ZAH	Premium Sound Package	
677	HiFi Sound System with DSP	
6FL	USB Audio Integration	
ZAI	Sport Package	
2WA	18" W Spoke Alloy Wheels - Style 263	
	Performance Run-Flat Tires: 215/40 R 18 & 245/35 R 18	
481	Sport Seats	Includes Electrically Adjustable Seat Width
704	Sport Suspension	

Option Code	Optional Equipment	Restrictions
CODE	Metallic Paint	Order by Colour Code
CODE	Leatherette Upholstery	Order by Colour Code
CODE	Boston Leather	Order by Colour Code
205	6 Speed Automatic Transmission with Steptronic	Not with Sport Package
ZAJ	6 Speed Automatic Transmission with Steptronic Paddles	Only with Sport Package
322	Comfort Access	
394	Taupe Soft Top	
3YA	Moonlight Black Soft Top	
459	Electric Seats with Driver Memory	
4AS	Poplar Anthracite Wood Trim	
4B1	Cashmere Silver Trim	
507	Park Distance Control	Rear sensors only
524	Adaptive Headlights	
639	BMW Assist with Bluetooth Wireless Technology	Includes 1 Yr. of Safety & Security Package
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