THE BMW X6 M AND THE BMW X5 M.

NO COMPROMISE.
MASTER EVERY ROAD.

THE BMW X5 M AND BMW X6 M: A COMMANDING COMBINATION OF BMW M GENES AND ALL-WHEEL-DRIVE BMW X MODELS.
The BMW X6 M and BMW X5 M

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Editorial

M + X: EQUATION FOR EXHILARATION.

M equals unparalleled performance. X equals optimum traction. Together they make for an exhilarating equation in the latest BMW X6 M and BMW X5 M.

BMW’s most potent performance ingredients are meticulously blended to deliver everything an M enthusiast could desire. In both vehicles, a roaring 555-hp M TwinPower Turbo eight-cylinder engine makes good on the M promise of thrilling propulsion. A dynamic, track-engineered suspension ensures that handling remains consistently inspiring, whether in the snow or down the straightaway. And all the while, BMW’s intelligent all-wheel-drive system, xDrive, adds an important trait to these amazing vehicles: optimized traction in virtually any road or weather conditions.

Exterior cues never before seen now add an exclusive, sporty look: blue-painted brake calipers that are visible at a glance, and available Full LED headlights that cut through the night toward the road ahead with daylight-like brilliance. The X6 M also now stands apart with its redesigned new powerdome hood, kidney grille and tailights.

The look of evolved refinement extends to the interior, with driver and front passenger cosseted in the unparalleled comfort and support of multi-function M seats, now available in striking Mugello Red Leather.

With the X5 M and X6 M vehicles, the DNA of M gets a new twist.

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For information on specifications, see page 35.

Equipment of model shown: BMW X6 M

Engine: M TwinPower Turbo V8
Output: 555 hp
Wheels: 20-inch Double Spoke (Style 643 M) M light alloy wheels
Exterior color: Melbourne Red Metallic
Upholstery: Black Full Merino Leather
Interior trim: Brushed Aluminum Shadow

For information on specifications, see page 35.

Equipment of model shown: BMW X5 M

Engine: M TwinPower Turbo V8
Output: 555 hp
Wheels: 20-inch V Spoke (Style 643 M) M light alloy wheels
Exterior color: Monte Carlo Blue Metallic
Upholstery: Silverstone Full Merino Leather
Interior trim: BMW Individual Piano Black

For information on specifications, see page 35.
MAXIMUM EVERYTHING.

The Sports Activity Coupé concept reaches its apex in the BMW X6 M, a high-performance all-wheel-drive dream machine that’s been enhanced with a host of updates. The vehicle’s visual allure is boosted, thanks to a new powerdome hood—the perfect complement to its muscular stance, aggressive front end and sleek coupe roofline. A new kidney grille and new taillights are paired with the distinctive M-specific details, including the signature M gills and quad chrome tailpipes, down to the handsome, standard 20-inch light alloy wheels. Full LED headlights with Adaptive turning lights and Automatic high beams can illuminate the night; inside, multi-function M seats, clad in Mugello Red Full Merino Leather upholstery, offer the support and inspiration to explore every avenue and every possibility.

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A NEW LOOK FOR A NEW GENERATION OF THRILLS.

You don’t need hairpin bends or circuits to experience the dominant racing genes of the BMW X6 M. It would, of course, handle such conditions with ease, but the same can be said of this high-performance vehicle whether it’s in the big city or a back road in the country. In fact, the X6 M is in a class of its own wherever it goes. That’s why it has its very own category: Sports Activity Coupe®. It’s a description encompassing everything that makes it so special. Its ultimate sportiness, its versatility and its self-assured elegance.
True mavericks on the road, the BMW X5 M and BMW X6 M are precision-tuned pages to M enthusiasts who yearn to break free from tradition. A 4.4-liter M-designed TwinPower Turbo V-8 engine with High Precision Direct Injection offers total command of 555 hp and 500 lb-ft of torque – more than enough to remind the driver that all M vehicles are born on the track. Compared to conventional, previous-generation turbocharged engines, this M TwinPower Turbo delivers greater acceleration response, faster and more evenly, across nearly the entire powerband: 1500 to 5650 rpm. Enhancing the driving experience is a 6-speed M Sport Automatic transmission featuring paddle shifters on the steering wheel. And special M-tuned driving systems – such as M Dynamic Mode and Dynamic Performance Control – operate together seamlessly, while allowing you customized control over road feel and responsiveness.

MARCH TO THE BEAT OF 5650 RPM.

Get the latest information on BMW standard and optional features, packages and technical specifications. Visit bmwusa.com, select the BMW model of your choice, and click on “Features & Specs.”
DRIVE WHEREVER INSPIRATION LEADS.

The intelligent traction of xDrive and the spacious luxury of BMW’s Sports Activity Vehicle® platform meets pure M Power in the BMW X6 M. Endowed with the same stunning V8 engine, customized suspension and intelligent all-wheel-drive capability as the BMW X6 M, the X5 M is designed with a slightly higher driving position, ample room to seat five comfortably, and a larger cargo area. And, like the X6 M, it features the sporty enhancements of blue-painted brake calipers and available Full LED head-lights, while inside, multi-function M seats and Mugello Red Full Merino Leather upholstery set the mood for high-performance pleasure.

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GOOSEBUMPS GUARANTEED. EVERY DAY.

Looking at the BMW X5 M, you know you will be treated to supreme comfort, with abundant stowage space, luxurious room for up to five people and outstanding flexibility. But get behind the wheel, and you’d swear you were piloting a sports car. In fact, just one look at the performance data of the X5 M and it’s abundantly clear: this vehicle delivers ultimate performance. Yet it also meets your highest standards for exclusivity and versatility, making the BMW X5 M absolutely ideal for weekdays and weekends, workdays and fun nights.
FROM HERE, EVERYTHING FEELS LIKE AN ADVENTURE UNDER YOUR COMMAND.

Those behind the wheel of the X5 M and X6 M are presented with nothing less than the latest and most luxurious M appointments. Grab hold of the latest-generation iDrive Controller, check your maps and set your coordinates. The M-specific Head-up Display flashes important driving data, like rpms and gear selection, in vibrant color and all at a quick, eye-level glance. An array of controls within the driver’s easy reach operate innovative driving technologies like M Drive and Electronic Damping Control (EDC).

The fully adjustable M Sport front seats, clad in supple Merino Leather upholstery, support you and your front passenger comfortably yet firmly during the most sporty driving maneuvers. The Brushed Aluminum Shadow trim and leather-covered dash add an inspiring elegance to the cockpit.

1 Included in Full Leather interior option.
FROM HERE, ALL JOURNEYS SEEM POSSIBLE.

What’s the best way to tackle tight curves and cruise through straightaways? In comfort and style, of course – and that’s where the BMW X5 M and BMW X6 M excel. An inspiring sportiness pervades the entire cabin, from the exquisite double stitching to the vibrant Mugello Red Full Merino Leather upholstery. Upgrade to the Enhanced Premium Sound Package and lose yourself in your favorite road trip soundtrack, delivered through 16 speakers. The Panoramic moonroof and four-zone climate control transport passengers in first-class style. And even with an emphasis on luxury and high performance, the X5 M delivers even more practicality: with the split-folding rear seats down, there’s more than 70 cubic feet of storage space, easily accessed via the large rear tailgate.

Get the latest information on BMW standard and optional features, packages and technical specifications. Visit bmwusa.com, select the BMW model of your choice, and click on “Features & Specs.”
THE M-DESIGNED TURBO V-8 ENGINE.
BEFORE IT EARS ITS LETTER, WE MAKE SURE IT CAN FLY.

The M designation is one we take seriously: it represents our fastest, strongest, most aggressive vehicles – especially when it comes to what’s under the hood. Case in point: BMW M’s 4.4-liter V-8 engine. The twin turbos of this 555-hp engine don’t merely add pavement-punishing torque; they do so in a completely revolutionary way. Each turbo is pulse-tuned to the engine, delivering boosts of power at precisely the optimal time, for consistent and reliable bursts of M acceleration throughout the power band. For the driver, that means there’s a track-inspired 500 lb-ft of torque on hand from 1500 to 5650 rpm – more than enough for any tarmac takeoff. An ideal high-performance companion, the M Sport Automatic transmission harnesses this power with uncommonly smooth 6-gear shifting, easily accessed via the paddle shifters on the steering wheel. M Drive adds another element of customizability: selecting either the Normal or Sport mode alters the responsiveness of various parameters, including throttle sensitivity, steering, suspension and more, to accommodate any driver’s mood. Either mode can be chosen via Drive, and then called up using the M Drive button located on the steering wheel.

Two highly efficient Twin Scroll turbochargers form the basis of an astonishingly rapid response. A BMW-patented cross-bank exhaust manifold combines the exhaust flows from each of the cylinder pairs. These are then routed into a channel in the snail-shell-like turbine housings (hence “scroll”), separate from the exhaust flows of the other cylinders, thus enabling them to reach the turbine wheel unimpeded and at high speed.
Heat, cold, sun, rain, snow – in the Energy and Environmental Test Center of the BMW Group, a vehicle can drive through all the world’s climate zones in just one day.

AROUND THE WORLD IN EIGHT HOURS.

A new BMW X6 M in a snowstorm. Minute snow-powder crystals rush past at well over 62 mph, sweeping over the windshield and whis- tling through the wheel arches. The vehicle’s wheels turn at a terrific speed and yet the new BMW X6 M doesn’t move a single foot forward. In the Energy and Environmental Test Center (EvZ) of the BMW Group, which opened in spring 2011, reality is turned upside down. It is not the vehicle that moves, but the environment. The X6 M is locked down to the test bed, its wheels driven by the rollers on which it stands. Whether it’s the climatic, thermal or environmental wind tunnel, or it’s the altitude or cold-testing chamber, in the EvZ the road is right there in the laboratory. Likewise no matter what weather or be it very hot, cold, sun, rain and snow are all available at the press of a but- ton. Enormous fans, meanwhile, can create a ferocious airstream of up to 174 mph.

The payoff. Many tests that originally involved engineers, mechanics, prototypes and equip- ment traveling to the world’s hot and cold regions, as well as areas of dry desert and tropical humidity, can now be done at the Research and Innovation Center (FIZ) of the BMW Group in Munich. This also happens to be right next to the six-story, 10,460-square-foot EvZ. This saves time and money, and protects the environment by eliminating many long-distance journeys. For the snowstorm test, the crew would have previously traveled to Scandinavia or Alaska. Today it can be done at home. This is when tests are carried out to see if fine snow crystals can penetrate the engine’s air intake system and block the air filter, thus leading to engine failure due to lack of air. Now it’s possible to create a blizzard even at the height of summer and reproduce it frequently and under precisely the same conditions.

More than 150 test drives are stored with every detail in the EvZ: from stop-and-go traffic in the city, to top speeds on the highway, to jour- neys at a height of 11,700 feet in the altitude chamber, and in all weathers and temperatures from 22 below to 131 degree Fahrenheit. But it’s not just the air intake system and engine of the BMW X6 M that need to be capable of coping with extremes. The same is true of everything from the engine control unit and the brakes to the air conditioning unit. Weeks, months and thousands of miles are no longer always required. Thanks to the five test beds in the unique Energy and Environmental Test Center, a vehicle can drive through all the climatic zones of the world in just eight hours.
THE GROUNDWORK FOR EVERY M THRILL TO COME: A PRECISION SUSPENSION.

From exhilarating cornering to rock-solid stability, when it comes to M high performance, it all starts at ground level. The customized suspensions of the X5 M and X6 M are specially designed to withstand the rigors of track-inspired handling, while serving as a platform for iDrive, BMW’s grip-enhancing all-wheel-drive system. The BMW X5 M and X6 M models are the first M vehicles to feature BMW’s intelligent all-wheel-drive system, yet are set up specifically for a rear-wheel bias in dynamic driving situations. The advanced traction system behind this seemingly impossible feat of engineering: Dynamic Performance Control. Designed to retain the sporty, rear-wheel drive feel of M vehicles, Dynamic Performance Control knows precisely when and where to deliver lateral power independently to all four wheels, for the most athletic driving response in any situation. Particularly during cornering, the X5 M and X6 M handle more like sports cars half their size. Another innovative addition is Adaptive Drive, which governs and adjusts, among other parameters, roll stabilization and Electronic Damping Control (EDC). Push the X5 M or X6 M to the limit, and the negative effects of g-forces associated with sharp turns, fast braking and other M-type driving actions are minimized. Each of these systems is designed to work together seamlessly, and many settings can also be adjusted individually – for example, you can control the degree of damping via the EDC button next to the gear lever. And when it’s time to really put these models through their paces, simply press the M Drive button on the steering wheel, and your preferred presets for suspension, steering, throttle sensitivity and more are instantly recalled. Discover a fully customizable driving experience that responds to your style – in fact, the control functions of Electronic Stability Control (EDC) will intervene only in hazardous situations.

The lightweight high-performance brake system is remarkable for its extremely short stopping distances and high stability. Braking power can be finely applied and the system responds to brake commands with total precision. Even during extremely dynamic driving, the deceleration values are impressive.

(right) M-specific spring-damper tuning underpins driving stability and contributes to outstandingly neutral self-steering properties. Depending on the desired tuning mode – for enhanced long-distance comfort or dynamic driving, for instance – you can choose between the two damper settings: Normal and Sport by pressing a button on the gear-selector lever.

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STAY TOTALLY IN TOUCH WHEREVER YOU GO – WITH BMW CONNECTED DRIVE.

When you select Plugins from the BMW Apps menu, the iPhone exports a typical iPod song, artist, album, or playlist to your BMW through the video connection. You can then search for your favorite music by playlist, artist, album, song, genre or composer, just as you would on your iPhone.

Please note: The BMW Connected App must be installed on your iPhone for the PlugIn to connect.

Part of BMW Apps, Pandora Radio is an innovative streaming audio service that delivers personalized music selections right to your BMW! Create new stations and tailor your listening experience by rating songs with either a thumbs-up or thumbs-down. Even while listening, you can stay in touch: your BMW can still receive calls through Bluetooth® without missing a beat.

Use the time you spend in your vehicle even more effectively with BMW’s Mobile Office feature. For example, text messages and emails can be transferred from your Bluetooth paired phone directly to the vehicle’s Drive Display and can be read back to you using Text-to-speech functionality and the vehicle’s audio system. Thanks to Bluetooth audio streaming, you can enjoy wireless playback of your music files; your personal audio library can even be accessed via the Drive Controller.

MyInfo allows you to send business locations and street addresses to your BMW from Google Maps™ Destinations and phone numbers can be accessed and exported to your Navigation system for immediate route guidance.

BMW Online allows online access to up-to-date fuel prices and gas station locations; the latest weather forecasts, advisories and warnings; Dow Jones, S&P 500 and NASDAQ indices; and the powerful reach of the Google Maps database – all delivered on the Control Display inside your vehicle. Access news headlines and have them read aloud via Text-to-speech technology. “Send to Map” pinpoints your current location and planned destination, and allows you to send the information to any smartphone or email account. Then it’s just a quick hyperlink to Google Maps for your friends and family to see where you are and where you’re going.

Enhanced functions for the iPod and USB adapter add to the ease and pleasure of using your iPod or iPhone. Don’t purchase additional cables – your iPod or iPhone’s original USB cable connects to your BMW’s USB port. Another rare feature: with BMW Assist and Bluetooth audio streaming, you can wirelessly play music through the BMW audio system from any Bluetooth compatible music player or mobile phone, from anywhere in your vehicle. In fact, the audio library appears on the Display screen, where you can use the Drive Controller knob to make your selection.

Enjoy the instant gratification of music on demand in your BMW, thanks to MOG® – another part of BMW Apps. Browse, search and play any of 11 million songs in the MOG music library. Subscribing to MOG’s Primo service allows you to take advantage of the seamless integration of MOG’s mobile app.

BMW Assist gives you peace of mind knowing that a friendly response specialist is there to help you 24/7, at the touch of a button. The Safety Plan includes Automatic Collision Notification, Emergency Request (OSG), TeleService, Enhanced Roadside Assistance, Door Unlock, Stolen Vehicle Recovery, Customer Relations and MyInfo. The Convenience Plan adds personalized Directions, Traffic and Weather reports, BMW Online and Concierge services for restaurant and hotel reservations, with the destination address and phone number sent to your BMW. Make up to four operator-assisted calls per year with Critical Calling if your mobile phone is not available or its battery is discharged.
Exterior colors.

- Alpine White Non-matallic
- Black Sapphire Metallic
- Carbon Black Metallic
- Melbourne Red Metallic
- Monte Carlo Blue Metallic
- Silverstone Metallic
- Space Gray Metallic

The following pages show available colors and materials for the BMW X5 M and BMW X6 M. Use these samples to compare paint, upholstery, trim colors and combinations. Please note that these samples are printed representations; they are not exact reproductions. To see the actual colors, visit your preferred BMW center. They will be happy to show you original samples and assist you with special requests. Please refer to the Combinations chart on page 31 for details on limitations and exclusivity when selecting X5 M and X6 M upholstery materials and colors.

Upholstery colors.

- Mugello Red Full Merino Leather
- Black Extended Merino Leather
- Black Extended Perforated Full Merino Leather
- Black Perforated Full Merino Leather
- Silverstone Extended Merino Leather
- Silverstone Extended Perforated Full Merino Leather
- Silverstone Extended Perforated Full Merino Leather
- Bamboo Beige Extended Merino Leather
- Bamboo Beige Extended Perforated Full Merino Leather

Leather upholstery includes all seating surfaces, headrests, door armrests and front center console armrest.

1 Includes Nappa Leather dashboard and center console.
2 Requires and must be ordered with Active Ventilated Seat Package.

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Recommended color combinations.

### Interior trim.
- 737 Brushed Aluminum Shadow
- 4MY Carbon Leather
- 4MU Red Brown Grained Wood
- 4ML Piano Black

### Recommended color combinations

<table>
<thead>
<tr>
<th>Upholstery material</th>
<th>BMW upholstery colors</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Extended Merino Leather</td>
</tr>
<tr>
<td>BMW interior colors</td>
<td></td>
</tr>
<tr>
<td>300 Alpine White Non-metallic</td>
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<tr>
<td>442 Bluestone Gray Metallic</td>
<td>x</td>
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<tr>
<td>475 Black Sapphire Metallic</td>
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<td>476 Silverstone Metallic</td>
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<td>477 Titanium Silver Metallic</td>
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<tr>
<td>595 Monte Carlo Blue Metallic</td>
<td>x</td>
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<td>415 Carbon Black Metallic</td>
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<tr>
<td>4MY Carbon Leather</td>
<td>x</td>
</tr>
<tr>
<td>4MU Red Brown Grained Wood</td>
<td>x</td>
</tr>
<tr>
<td>4ML Piano Black</td>
<td>x</td>
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</table>

- Recommended color combination
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Equipment features and options.

V Spoke (Style 299 M) 20 x 10.0 front, 20 x 11.0 rear M light alloy wheels with 275/40 front, 315/35 rear run-flat performance tires.¹

Double Spoke (Style 300 M) two-tone Aluminum/Slate Gray Metallic wheels 20 x 10.0 front, 20 x 11.0 rear, with 275/40 front, 315/35 rear run-flat performance tires.²

M instrument cluster with circular speedometer and rev counter (with variable red line), plus fuel and oil temperature gauges.

BMW Head-Up Display projects important travel information, such as current speed and Check Control data, directly into your line of vision in full color. It also, among other functions, shows the dynamic rev band, gear-selection indicator and the Shift Light function via an M-specific color display. Directional arrows from the Navigation system can also be displayed.

M door-sill finishers in brushed stainless steel.

Electronically gear-selector lever for M Sport Automatic transmission with M logo and illumination, iDrive Controller.

M side-view mirror with an aerodynamically optimized design. The mirror caps are in body color; the mirror base is black.

M rear apron with quad chrome-plated M tailpipes, X5 M split tailgate allows easy access to luggage space.

M side-view mirror with an aerodynamically optimized design. The mirror caps are in body color; the mirror base is black.

Miff elements with side indicator and M logo in the sidewall (BMW X6 M design).

¹ Run-flat tires do not come equipped with a spare tire and wheel.
² Driving over rough or damaged road surfaces, as well as debris, curbs and other obstacles, can cause serious damage to wheels, tires and suspension parts. This is more likely to occur with low-profile tires, which provide less cushioning between the wheel and the road. Be careful to avoid road hazards and reduce your speed, especially if your vehicle is equipped with low-profile tires. Performance tires are not recommended for driving in snow and ice.

Wheel and tire specifications are subject to change.

For the latest specifications, please visit bmwusa.com, select a BMW model, and check out Standard/Optional Equipment under “Features & Specs.”

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Mins
tri
cu	lu		r with circular speedometer and rev counter (with variable red line), plus fuel and oil temperature gauges.

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At BMW, we want you to create your own Ultimate Driving Machine®. That's why BMW offers one of the widest model ranges of any luxury automotive manufacturer. And each BMW model offers its own universe of personalizing possibilities.

It's easy to get the latest information on your favorite BMW model. Simply visit bmwusa.com and click on the BMW model of your choice. Select "Features & Specs" to see all the standard features and available options and packages, as well as technical specifications.

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**Weight**

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**Engine**

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<td>4.4-liter TwinPower Turbo V-8</td>
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**Transmission**

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**Performance**

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<td>Acceleration 0-60 mph</td>
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**Dimensions**

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<tr>
<td>Height</td>
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<td>inch</td>
</tr>
<tr>
<td>Shoulder width rear</td>
<td>inch</td>
<td>inch</td>
</tr>
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</table>

1 Top speed limited electronically.

2 BMW AG test results. Actual acceleration results may vary, depending on specification of vehicle, road and environmental conditions; testing procedures and driving style. These results should be used for comparison only and verification should not be attempted on public roads. BMW urges you to obey all posted speed laws and always wear safety belts.

3 EPA-estimated figures are for comparison purposes only. Your actual mileage will vary, depending on speed, driving habits, trip length and driving conditions; actual mileage may be lower.

4 Run-flat tires do not come equipped with a spare tire and wheel. Please note: Driving over rough or damaged road surfaces, as well as debris, curbs and other obstacles, can cause serious damage to wheels, tires and suspension parts. This is more likely to occur with low-profile tires, which provide less cushioning between the wheel and the road. Be careful to avoid road hazards and reduce your speed, especially if your vehicle is equipped with low-profile tires. Performance tires are not recommended for driving in inclement weather. Wheel and tire specifications are subject to change.
BMW M Performance Accessories.
The expression of concentrated power.

Pulse-pounding acceleration, sports-car agility and striking design: this is the BMW M philosophy. For those who want to experience the highest form of M performance in their X5 M or X6 M, BMW M Performance Accessories take the track-bred driving experience further. Manufactured to the highest quality standards, BMW M Performance Accessories fit perfectly and blend seamlessly with each vehicle’s design, enhancing its performance characteristics. Visit your BMW center to discuss the entire BMW M Performance Accessories range, or visit shopbmwusa.com.

M Performance rear spoiler in carbon not only enhances the sporty look of the BMW X6 M, it also reduces rear axle lift.

M Performance rear fins underscore the dynamic, powerful appearance of the BMW X6 M.

Double Spoke (Style 310 M) 21-inch M Performance light alloy wheels, M Performance side stripes, M Performance carbon front splitter, M Performance side skirts and front grille in black.

M Performance steering wheel in full Alcantara offers optimum hold even in extreme driving situations.

Taking it to the next level: BMW M School.

M School, located at the BMW Performance Center in Spartanburg, SC, teaches you what high-performance driving is all about. How to slalom. How to drift. How to push an Ultimate Driving Machine® to the limits. With confidence. You’ll learn under the expert guidance of professional driving instructors, while having the time of your life. Get your fill of aggressive handling techniques and advanced braking skills in your choice of One-Day or Two-Day M Schools. Once you graduate, treat yourself to two full days of Advanced M School. Our professional instructors will teach you things in BMWs that seem to defy physics. We’ll take you to Virginia International Raceway, where you’ll corner, brake, accelerate and then do it all again. In BMW M Cars. Learn highly technical driving techniques and how to control power. Expect lots of speed. It’s intense. It’s Advanced M — and it’s not for everyone.

For more information on M School and the BMW Performance Center, visit bmwusa.com/performancecenter or call 1-888-345-4BMW (4269).
GOING BEYOND ENGINEERING: THE HIGH-PERFORMANCE BMW OWNERSHIP EXPERIENCE.

BMW Maintenance Program is one of the most comprehensive programs in its class. We cover all factory-recommended maintenance during the New Vehicle/SAV Limited Warranty coverage period. This includes scheduled oil service and inspections. Also covered is the replacement of items that are subject to normal wear and tear, such as brake pads, wiper blade inserts and engine drive belts.

For more details on BMW Ultimate Service and the BMW Maintenance Program, visit your authorized BMW center or go to bmwusa.com/ultimate_service.

For the ultimate in coverage, add the optional BMW Assist Convenience Plan. You’ll enjoy unlimited access to personalized Directions, Traffic and Weather reports, as well as our Concierge feature, which can send a destination address and phone number, such as your hotel, to your BMW. You can make up to four operator-assisted calls per year with Critical Calling if your cell phone is not available, or it is entirely disconnected. BMW Online allows access to up-to-date fuel prices and the latest weather forecasts, as well as Bloomberg’s stock indices and the BMW Max database – delivered to the Drive Display right inside your vehicle.

BMW’s unique TalkService, included in the BMW Assist Security Plan, continually monitors specific parts that are subject to wear and tear – including the engine oil, micro-filter, spark plugs, brake lines and various fluids – as well as services that require attention at regular intervals, such as vehicle service inspections. This data is automatically transmitted to your authorized BMW center, which will then call you to schedule a service appointment.

BMW Assist Safety Plan is a four-year program that lets you enjoy peace of mind knowing that a friendly response specialist is there to help you, 24/7, at just the push of a button. The Safety Plan includes Automatic Collision Notification, Emergency Response, Enhanced Roadside Assistance, Door Unlock, Stolen Vehicle Recovery and Customer Relations. Included in the BMW Assist Safety Plan, iDrive lets you send business locations and street addresses with their associated phone numbers from the Google Maps™ website directly to your BMW. The destination can be sent to your Navigation system for turn-by-turn directions. With the BMW Navigation system and your mobile phone linked to your BMW via Bluetooth®, this information is transferred to the Drive Display screen and messages are also read aloud to you. A Calendar and To-Do List can also appear on your Display screen while on a road trip. Click on the phone number in the Calendar to call your appointed BMW Mobile Office for a free consultation.

For a list of tested mobile phones, visit bmwusa.com/bluetooth.

THE MOST EXCITING PLACE IN AMERICA TO DRIVE A BMW M VEHICLE.

The BMW Performance Center in Spartanburg, SC. Just beyond the foothills of the Carolinas’ Blue Ridge Mountains lies the 32,000-square-foot BMW Performance Center. This sprawling, modern complex is the ultimate destination for professional driving instructors, as well as the Zentrum Museum, BMW Boutique, BMW Delivery Center, BMW Performance Driving School, as well as the largest BMW M products and services showroom in the U.S., where models, such as the SAV® are built for export worldwide. It’s a unique place where BMW enthusiasts can spend days – or, in the surrounding area, an entire vacation.

BMW Ultimate Service starts with the New Vehicle/SAV Limited Warranty, providing you with coverage for the first four years or 50,000 miles, whichever comes first. Additionally, you have a 12-year, unlimited-mile warranty protection against corrosion and rust perforation.

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BMW Magazine. A fascinating view of the latest events and products in the world of BMW, including travel reviews, personal profiles, and the latest BMW technologies. Send new lessees and owners several times a year, you can also read articles from BMW Magazine on the BMW website at bmwusa.com under the “Media Gallery & Library” heading, found in the “Experience” section.

BMWWORLD: THE BMW World (“BMW Welt”) delivers brand-experience center in Munich is bold proof of BMW’s passion for design. When you take advantage of the BMW European Delivery Program, this is where you will meet your new BMW – in a personalized process that is highly dynamic and totally unforgettable. You might also realize substantial savings that just may pay for your trip! While you’re there, marvel at the historic BMWs in the Museum; learn about our engineers’ newest innovations in the Technology and Design Auditorium; and take a tour of the plant to experience firsthand the state-of-the-art methods used to create a BMW. Then comes the unique experience of driving your new BMW on the roads it was designed for. To learn more, visit bmwusa.com/europeandelivery.

BMW Performance School. Whether you’ve been driving for decades or just got your learner’s permit, we can help take your driving skills to the next level. Behind the world-class labs are BMW’s and the expert guidance of professional driving instructors, you’ll hone your driving skills on a versatile driving school that is located in a multitude of different ways. In one-and Two-Day Schools you can tackle the skid pad, slalom course and water walls. The BMW Performance Driving School is about control and pushing the BMW at its limits – and you.

To learn more about the BMW Performance Center, call 1-888-345-4269 or visit bmwusa.com/bmwperformancecenter.

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BMW and the environment.

BMW is a strong proponent of the environment and social responsibility. We launched BMW EfficientDynamics back in 2000 – the philosophy of providing greater power with increased efficiency and fewer emissions. This has resulted in significant benefits today – for our customers, the climate and the environment.

That year, ecological sustainability was also declared one of BMW’s core strategic principles; it is now firmly anchored in our entire production chain. It starts with the development of fuel-saving and alternative vehicle concepts, continues with environmentally friendly production processes, and ends with innovative recycling methods.

This effort has been recognized worldwide; in 1999, BMW AG – the parent company of BMW of North America and BMW Manufacturing Co. in Spartanburg, SC – was the first automotive company to be represented on the Dow Jones Sustainability Group Index. It has remained on the Index ever since; moreover, since 2005, BMW has been voted the world’s most sustainable automobile manufacturer. At BMW, we strive for and achieve high performance in all we do.