

BMW OF NORTH AMERICA 1996 MODEL YEAR SUGGESTED RETAIL PRICES



U.S. Models	540iA Sport*	540i Sport*	740iL	750iL	840Ci	850Ci
Base Price USA Port of Entry ¹	\$49,000	\$49,900	\$62,490	\$90,300	\$74,400	\$93,300
Automatic Transmission	STD	N/A	STD	STD	STD	STD
Metallic Paint	No Charge	No Charge	No Charge	No Charge	No Charge	No Charge
Leather Upholstery	STD	STD	STD	STD	STD	STD
Sports Package	\$8,000	\$7,600	N/A	N/A	N/A	N/A
Cruise Control	STD	STD	STD	STD	STD	STD
Fog Lights	STD	STD	STD	STD	STD	STD
Heated Front Seats	\$400	\$400	STD	STD	STD	STD
On Board Computer	STD	STD	STD	STD	STD	STD
Fold Down Rear Seat	N/A	N/A	N/A	N/A	STD	STD
All Season Traction (AST)	\$1,500	\$1,500	STD	N/A	STD	N/A
Dynamic Stability Control w/AST	N/A	N/A	N/A	STD	N/A	STD
Electronic Damping Control (EDC)	N/A	N/A	N/A	STD	N/A	STD
Coded Driveway Protection	STD	STD	STD	STD	STD	STD
Cold Weather Package	N/A	N/A	\$1,000	STD	N/A	N/A
Self Leveling Suspension	STD	STD	\$1,100	STD	N/A	N/A
Forged Alloy Wheels	N/A	N/A	N/A	N/A	\$1,250	\$1,250
Power Sun Roof	STD	STD	N/A	N/A	STD	STD
Power Moon Roof	N/A	N/A	STD	STD	N/A	N/A
Premium Audio System #1	STD	STD	N/A	N/A	N/A	N/A
Premium Sound System	N/A	N/A	\$2,100	STD	N/A	N/A
Ski Sack	N/A	N/A	PKG	STD	STD	STD
Electric Rear Sun Shade	N/A	N/A	\$740	STD	N/A	N/A
Comfort Seats	N/A	N/A	\$1,200	STD	N/A	N/A
Destination & Handling	\$570	\$570	\$570	\$570	\$570	STD
Cellular Phone	D	D	D	STD	D	STD
Park Distance Control	N/A	N/A	\$900	STD	N/A	N/A
Gas Guzzler Tax	N/A	\$1,300	TBD	\$1,700	TBD	\$2,100
Limited Slip Differential	\$800	\$800	N/A	N/A	N/A	N/A

Effective November 15, 1995

All prices and specifications are subject to change without notice.

* Model year 1995

¹ The dealer's ultimate cost may vary due to incentives, allowances and other programs or payments.

STD - Standard Equipment

N/A - Not Available

PKG - Package

D - Dealer Installed Option

TBD - To Be Determined

BMW OPTION PACKAGE		
	540i	740iL
Cold Weather PKG.	NOT AVAILABLE	Heated Front Seats Headlamp Cleaning System Ski Sack
Sport Package	EDC III Adaptive Suspension, M5 Brakes, M5 Aerodynamics, 17" High Performance Wheels & Tires, Sports Seats, Wood Trim	NOT AVAILABLE