

The all-new 2012
BMW 6 Series
Convertible

650i



The Ultimate
Driving Machine®



THE ALL-NEW BMW 6 SERIES CONVERTIBLE.

UNLEASH YOUR DRIVING DESIRES.

BMW EfficientDynamics
Less emissions. More driving pleasure.



IF YOU GET CARRIED AWAY, WE UNDERSTAND.

This is, after all, the all-new 2012 BMW 6 Series Convertible – with breakthrough style and performance to ignite an unbridled passion for driving. Its flowing lines and muscular, athletic stance express a bold, new realization of the classic design for which the 6 Series is famous. A 4.4-liter TwinPower Turbo V-8 pours 400 horsepower through a choice of transmissions. Keeping you firmly in command of this extraordinary power is an innovative, fully integrated system of driver aids and chassis dynamics. If this intrigues you, we suggest you carry yourself to your local, authorized BMW center. After which you'll find yourself firmly in command.



The all-new BMW 6 Series Convertible

DESIGNED FOR EXCELLENCE.

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Exclusive offers for BMW customers.

[bmwusa.com](#)



Want the inside scoop on BMW?
You can find us on Facebook® at
[facebook.com/bmwusa](#).

Equipment of model shown: BMW 650i Convertible

Engine: 32-valve BMW TwinPower Turbo 4.4-liter V-8
Power output: 400 hp @ 5500-6400 rpm
Wheels: Star Spoke 19-inch (Style 367) light alloy
Exterior color: Orion Silver Metallic
Upholstery: Cinnamon Brown Nappa Leather
Interior trim: Gray Poplar Wood

Please see pages 58-159 for information on specifications.

Editorial

EVERYTHING ABOUT IT SAYS: “DRIVE.”

All BMWs are designed and engineered for driving. That's in our DNA. But here is an all-new BMW model that is uncompromising in making the bold statement: “Drive me – now.”

The all-new, next-generation BMW 6 Series Convertible expresses the spirit of the driving enthusiast. It starts with a recasting of the now-classic 6 Series look. There's a wider, more aggressive stance, a long hood, crisp new accent lines and flared wheel wells – all of which play in concert to exude calm, yet unchallenged, command of the road.

This 6 Series' flowing beauty not only looks the part of a dynamic driver's 2+2, it delivers performance to match the promise of its fluidly muscular body. A 400-horsepower engine pours out heart-pounding acceleration. This is deftly choreographed with a lightweight chassis bristling with innovative, intelligent systems that inspire confidence at every turn.

Inside this brochure you will find tens of thousands of words describing this remarkable new BMW. Yet none are as powerful as the one you feel when you see the all-new 6 Series Convertible: Drive.



THE POWERFUL ALLURE
OF THE ENGINE START BUTTON.



The all-new 6 Series Convertible begs to be driven. So if you must get out every now and then to eat, sleep or merely stretch your legs, don't be surprised to find yourself looking back at the all-new 6 Series. Its powerfully sculpted lines and surfaces attract the eye – but its engine start button is irresistible to the driver.



The all-new BMW 6 Series Convertible evokes soul-stirring modern art in which every line and shape contributes to the beautiful effect.

ESCAPE THE BONDS
OF DRIVING BOREDOM.



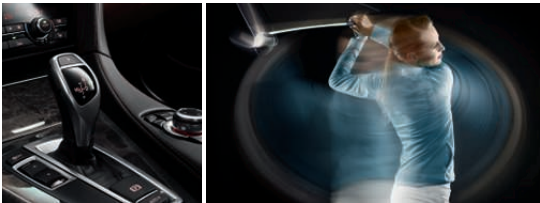
Breaking away demands no small amount of horsepower. The 400-hp response of the 650i Convertible's 4.4-liter V-8 engine is nearly instantaneous. This is achieved through TwinPower Turbo boost, High Precision Direct Injection, and four overhead camshafts controlling 32 valves with exacting Double-VANOS steplessly variable valve timing. A slick-shifting 6-speed manual or 8-speed Sport Automatic transmission intelligently harnesses all this might to maximum effect.

Sprint to freedom: included with the 8-speed Sport Automatic transmission, steering wheel-mounted paddle shifters transform every drive into a sporting experience.



For details on the availability of standard and optional features, please refer to the **Equipment charts** at the back of this brochure.

**RIDE AND HANDLING THAT MOVE YOU
IN MORE WAYS THAN ONE.**



Drive with precision, thanks to an array of innovative, intelligent chassis systems and driver aids.

For details on the availability of standard and optional features, please refer to the **Equipment charts** at the back of this brochure.

Experience a unique combination of sporting performance and comfort. Achieving confidence-inspiring handling without a harsh ride is a BMW engineering mandate. Expect nothing less in the all-new 6 Series Convertible. Dynamic Damping Control delivers the precise amount of ride control to match your unique driving style and road conditions. Electro-hydraulic brakes instantly activate a range of technologies to help keep you in control, wet or dry. Integral Active Steering adapts steering effort to you, not the other way around, and enhances cornering geometry by adding rear-wheel steering. Dynamic Stability Control anticipates slides before you feel them and corrects them in a flash. Dynamic Traction Control minimizes wheelslip on slick surfaces. Sound intriguing? These are merely a few of the countless intelligent chassis control systems that go into The Ultimate Driving Machine.®

ON THIS STAGE, THE CAR
SUPPORTS THE STAR – YOU.



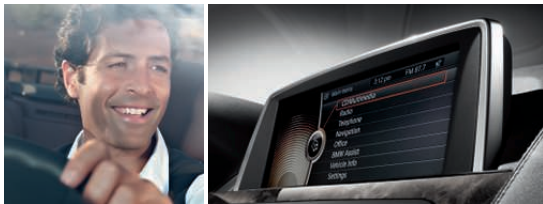
BMW ConnectedDrive makes everyday driving easier. In the all-new BMW 6 Series Convertible, innovative assist systems are focused on you, the driver. A full-color Head-up Display streams relevant data, such as road speed and Navigation system instructions, directly onto the windshield, helping you keep your eyes on the road. When you arrive, not only can the Parking Assistant feature tell whether you'll fit into a parking spot – it can even do the parking for you.

Enjoy the road ahead with the full-color Head-up Display that projects vital driving data into clear view.



For details on the availability of standard and optional features, please refer to the Equipment charts at the back of this brochure.

ADVANCED INFORMATION TECHNOLOGY
NOW COMES IN A SMART PACKAGE.



Interface with your world through a large easy-access, free-standing Control Display.

Your 6 Series keeps you totally informed. In the all-new BMW 6 Series Convertible, an advanced network of systems provides up-to-the-second vital information. BMW ConnectedDrive systems can be controlled through a large free-standing, 10.2-inch flatscreen display. This includes Google Maps™-assisted navigation with Real Time Traffic Information, BMW Assist™, infrared BMW Night Vision with Pedestrian Detection, Rear-view Camera and much more. No matter where you are, we're with you all the way.

For details on the availability of standard and optional features, please refer to the Equipment charts at the back of this brochure.

INDULGE YOUR PASSION
WHILE PRESERVING THE ENVIRONMENT.



BMW EfficientDynamics: solutions to sustainability challenges. BMW owners love driving – and the environment in which they drive. The aerodynamic all-new 6 Series Convertible satisfies these demands by combining high performance with low fuel consumption and emissions. The entire drivetrain, from engine to transmission, bristles with high-efficiency technologies – electronically controlled engine cooling is just one innovative example. Another is the 8-speed Sport Automatic transmission that makes the most of the engine's power in all gears. The drivetrain even enhances efficiency every time you take your foot off the accelerator: kinetic energy lost when coasting or braking is converted into electrical power via Brake Energy Regeneration.



Sustainability and precision is achieved through an advanced array of innovative technologies.



DESIRABLE BY DESIGN.



327 sports coupe – 1938. Elegance and aerodynamic efficiency were embodied in this streamlined model that represented the more progressive designs of the 1930s.

507 roadster – 1955.

The vehicle of choice for numerous celebrities, this sports car is also one of the most beautiful automobiles of its time.



3200 CS – 1962.

The successor to the BMW 503, this fast touring coupe was designed by Nuccio Bertone. It reached a top speed of 125 mph.



503 cabriolet – 1956. Count Albrecht von Goertz, a student of legendary industrial designer Raymond Loewy, created this elegant design.



3.0 CSI – 1971. Powered by a 200-hp engine, this handsome coupe remains a style icon to this day.



BMW 6 Series – 1976.

Dynamic performance, luxurious comfort and advanced safety features were the strengths of the first BMW 6 Series. The 286-hp M635 CSI was the top model in the series.



BMW 8 Series – 1989. This luxurious coupe, powered by a 12-cylinder engine and pioneering technology, was also a design icon. It combined sports car dynamics and sedan comfort.



BMW 6 Series – 2003. The exquisitely styled second-generation BMW 6 Series Coupe and Convertible epitomize Gran Turismo luxury for a new age.

Style has a long history at BMW. For more than 70 years, successive generations of convertibles and coupes have redefined timeless elegance.

Standards of beauty and success usually change over time. But there are some designs that seem impervious to change, becoming timeless classics instead. A case in point: BMW convertibles and coupes. For more than 70 years, they have combined dynamic performance, elegance and luxury. It's a tradition that began in the 1930s. The BMW 327 sports convertible and sports coupe had

style and presence. Even at that time, there were faster sports versions – the equivalents of today's BMW M models – powered by the six-cylinder engine of the Mille Miglia-winning 328, the original ancestor of all subsequent BMW sports engines. The large convertibles of the 1950s, on the other hand, impressed with their elegant design and light weight. Their elongated silhouettes, long wheelbases, set-back greenhouses, angled windows and characteristic kidney grilles became a part of BMW brand identity, and the defining style elements of today's large BMW Coupes and Convertibles. The timeless beauty of Count

Albrecht von Goertz's designs, such as the 507 roadster, found many famous admirers, from rock stars to rulers. In 1962, another unmistakable BMW design feature made its premiere in the 3200 CS: the "dog-leg" shape of the C-pillar, named the "Hofmeister kink" after its inventor, Wilhelm Hofmeister. In early models, up until the time of the first 6 Series, the widened base of the C-pillar was adorned with the BMW roundel. The 3200 CS owes the harmony of its proportions to another designer, however: Italy's Nuccio Bertone. There even is a single 3200 CS convertible, presented by the BMW Board of Directors as

a gift to the main shareholder, Herbert Quandt. In 1968, another luxury coupe was introduced: the 3.0 CSI, which is still considered a brand icon today. The 3.0 CSL, painted in 1975 as the first BMW Art Car Collection model, traded a degree of luxury and comfort for exceptional, sporty performance. Its low weight made it a pioneer of intelligent lightweight design. The 6 Series entered production in 1976. Designed by Paul Bracq, it marked BMW's increasing focus on comfort and safety features. Featuring many technical innovations, the 6 Series became a trendsetter. It was built for 13 years, longer than any other BMW model series. Its

most lauded model was the M635 CSI, introduced in 1984. It was powered by a 3.5-liter inline 6-cylinder engine with four valves per cylinder, two overhead camshafts and six individual throttle butterflies. Producing 286 horsepower at 6500 rpm, the basic design was derived from the legendary M1. At the 1989 Frankfurt Motor Show, BMW showcased a car featuring a futuristic design and leading-edge technology. Within a short period of time, the twelve-cylinder 8 Series coupe had found 5,000 buyers. It combined the shape of a sports car with the sumptuous appointments of a luxury sedan, and its innovative

technologies and safety features set new benchmarks. 2003 saw the arrival of the second-generation BMW 6 Series. Like its predecessor, it was an elegant, luxurious automobile featuring pioneering technology. Its bold and dynamic appearance marked it as a milestone in BMW design. In addition to the Coupe, there was now also a Convertible. In Europe, the BMW 635d marked the entry of the first diesel engine in this segment.

WELCOME
HOME.



From the first time you enter, it feels like it was custom-built just for you. Inside the all-new 6 Series Convertible, everything feels perfectly natural. This is not by chance. BMW designers and engineers pay particular attention to even the most minor details. From the interior's indirect ambient lighting, to the perfectly arrayed and angled instrumentation, to the carefully selected materials that delight to the touch, this is a cabin designed to make you feel comfortably in control.

Yes, those are golf bags – two of them – being stored in the trunk with the Convertible top down.



For details on the availability of standard and optional features, please refer to the Equipment charts at the back of this brochure.

HERE, DRIVER AND PASSENGERS
BECOME HOST AND GUESTS.



Even after parking with the top down in the sun, the interior is the ultimate in comfort, thanks to leather seats with Sun-Reflective Technology and the ventilated front seats' cooling airflow.



This is one 2+2 in which everyone enjoys the ride. A welcoming environment is one in which extraordinary care is lavished on craftsmanship and detail. In the all-new 6 Series Convertible, natural wood trim surrounds 20-way power Multi-contour front seats available with ventilation. With the top down, even the darkest-colored Nappa Leather seats stay cooler thanks to Sun-Reflective Technology. Further enhancing your comfort is a climate control system that adapts to the individual needs of driver and passengers.

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THE ART OF KEEPING YOUR EYES WHERE THEY BELONG.



In addition to vehicle speed and Check Control data, the new full-color Head-up Display can show Navigation system prompts, as well as warning messages from the Lane Departure Warning system and Night Vision with Pedestrian Detection system.



In 2003, BMW was the first European automotive manufacturer to offer a Head-up Display.

The concept of Head-up Display technology is to project essential information onto the windshield in the driver's field of vision. The projected image appears at an ergonomically ideal distance, seeming to hover above the front edge of the hood. The name of this technology speaks for itself: you can literally keep your head up. The system allows you to keep an eye on key driving information while staying focused on the traffic ahead – so looking at the instrument panel is rarely necessary. Understanding data projected by the Head-up Display takes only half as long as reading them off the instrument panel. This minimizes the risk of missing the brake-lights of a vehicle ahead, as well as potential hazards in the roadway.

The all-new 6 Series Convertible is the first BMW model to feature a full-color Head-up Display.

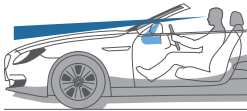
The new full-color Head-up Display projects all important information in the driver's direct field of vision. This lets you keep track of what's happening on the road ahead.

The term "eyes-off-the-road time" means the amount of time it takes you to read information displayed in a vehicle's instrument panel, such as current vehicle speed and Navigation system instructions. Depending on the complexity of the data, eyes-off-the-road time can last between one and three seconds. However, in just two seconds, a car driven at 62 mph will have traveled a distance of 182 feet with the driver unable to pay full attention to what's happening on the road.

The display is based on an optical effect.

The Head-up Display projector is positioned behind the instrument panel. The image is projected onto the windshield, and reflected by it. To you, the driver, it does not appear on the windshield itself – instead it seems to hover outside the vehicle, at a distance of around two and a half feet. This virtual lengthening of the viewing distance makes reading data off the Head-up Display much easier than consulting the instrument panel. Your eyes do not have to adjust from near to far, or adapt from the well-lit road to the darker displays in the cockpit. This increases comfort and reduces eye strain.

While previous versions of the Head-up Display showed only red, orange, yellow and green, the new system can display the entire color range. In addition to vehicle speed and Navigation instructions, the Head-up Display can show warning messages from driver assistance systems, such as the Lane Departure Warning and the infrared BMW Night Vision with Pedestrian Detection. The Head-up Display greatly reduces eyes-off-the-road time, providing an important contribution to active safety. You can access the Head-up Display features and adjust brightness and image position via the iDrive Controller. As a result, you can react faster in extreme situations – and you'll be less prone to fatigue.

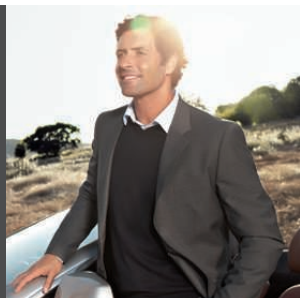


From the driver's point of view, the Head-up Display seems to hover above the front edge of the vehicle's hood.

For details on the availability of standard and optional features, please refer to the **Equipment charts** at the back of this brochure.

“ENJOY TODAY. THINK OF TOMORROW.”

“I live a busy life. I travel a lot. Of course I think about the future, our environment, and the depletion of natural resources. And it looks like BMW shares my concerns. Over the past few years, the company has managed to lower the emissions of its vehicle fleet dramatically. And their vehicles deliver even more power and driving enjoyment from less and less fuel.”



BMW EFFICIENT DYNAMICS – TAKES LITTLE AND GIVES A LOT.

BMW is passionate about researching and developing systems that ensure advanced and efficient mobility. Which is why the all-new BMW 6 Series Convertible, like every BMW, comes with comprehensive, multi-award-winning BMW EfficientDynamics technology. BMW EfficientDynamics innovations reduce fuel consumption and CO₂ emissions while maximizing engine output and dynamic performance. Less fuel, more driving pleasure – a contradiction that BMW has resolved once and for all.



BMW EfficientDynamics Less emissions. More driving pleasure.

BMW Vision EfficientDynamics.

Imagine fuel-efficient vehicles that accelerate from 0-62 mph in a mere 4.8 seconds. Fuel-efficient vehicles that are extremely aerodynamic. Fuel-efficient vehicles that cause excitement even when parked. Sports cars that use only one gallon of diesel fuel per 62 miles. Sports cars that are fueled from a wall socket.

Fuel-efficient vehicles and sports cars like the **BMW Vision EfficientDynamics Concept car** make the impossible possible and demonstrate that a combination of highly efficient transportation and pure emotion can soon become a reality.

bmwusa.com/EfficientDynamics

BMW TwinPower Turbo technology.

This innovative turbocharging technology efficiently reclaims the energy contained in exhaust gases, using two turbochargers in the BMW 650i, or a TwinScroll charger with a double-flow exhaust system.

High Precision direct fuel injection.

In this latest-generation direct fuel injection system, the piezo injectors are positioned very close to the spark plugs. They inject fuel at high pressure, with extreme precision, for very efficient combustion.

Double-VANOS valve timing.

BMW's VANOS valve timing system “steplessly” varies the points in the combustion cycle when valves open and close. Double-VANOS refers to the fact that it operates on both the intake and exhaust camshafts. Electronically controlled in response to engine speed, temperature and load, it reduces emissions, and enhances low- to medium-speed torque, as well as fuel efficiency.

8-speed Sport Automatic transmission.

The close spacing of gear ratios in this 8-speed Sport Automatic transmission makes maximum use of the optimum rev range, reducing fuel consumption and allowing smoother shifts.

Electric Power Steering.

Unlike conventional, hydraulic steering systems, Electric Power Steering draws power only during actual steering movements. When the steering wheel position is constant, the electric motor is inactive.

Optimized fuel efficiency.

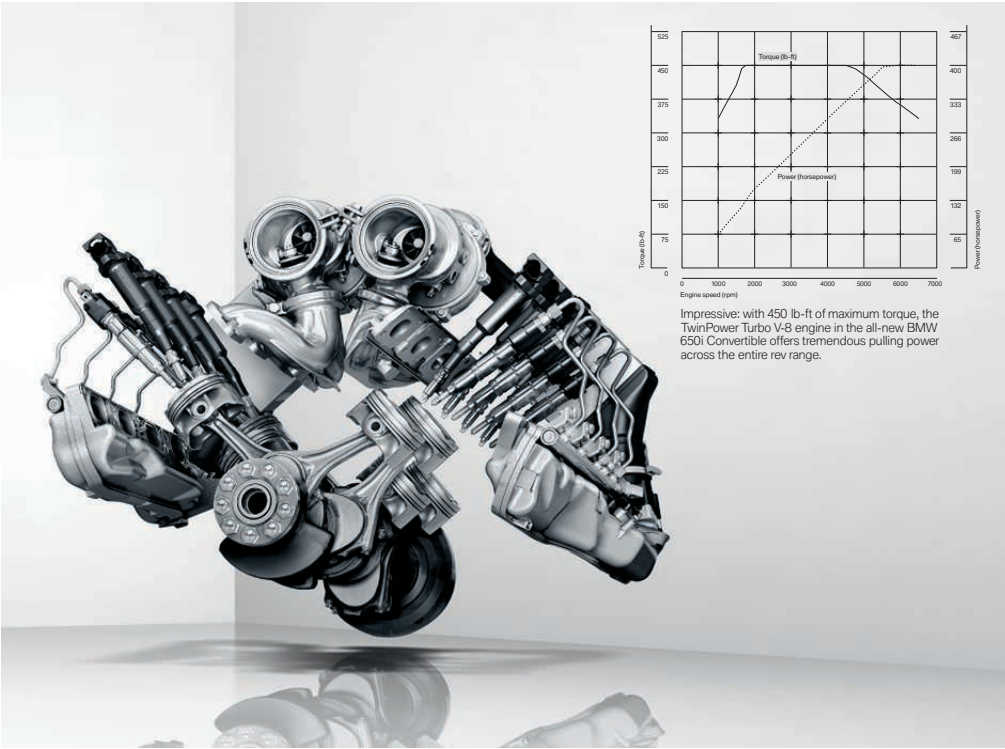
BMW EfficientDynamics enables every BMW engine to provide maximum power while using a minimum of fuel. In the BMW TwinPower Turbo V-8 engine, two parallel turbochargers are positioned between the cylinder banks. This compact design with shorter intake paths provides power and performance at a previously unattainable level.

Brake Energy Regeneration.

In vehicles with Brake Energy Regeneration, the alternator generates electricity only when the driver takes his or her foot off the accelerator. Kinetic energy that was previously unharnessed is transformed into electrical energy, which is then fed into the battery. In this way, electricity is generated without consuming fuel.

IT ALL REVOLVES AROUND YOU. SEVERAL THOUSAND TIMES PER MINUTE.

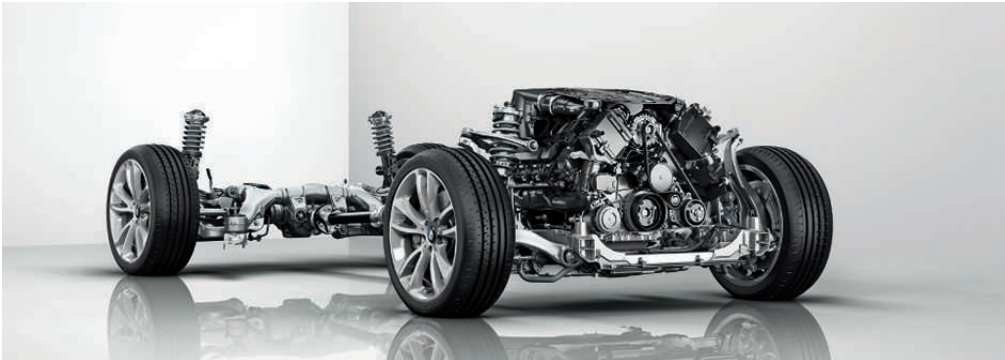
Engines that power innovation. Year after year, BMW engines have garnered accolades for their output, refinement and high-revving ability. Beneath the long hood of the all-new 6 Series Convertible is one of the world's most sophisticated engines. It is designed to deliver on BMW's EfficientDynamics philosophy: increased power with decreased fuel consumption and emissions. You'll enjoy the thrill of BMW performance while helping to protect the environment every day.



BMW 650i. BMW's 4.4-liter TwinPower Turbo V-8 is the essence of an iron fist in a velvet glove. Calling on two parallel turbochargers, its robust 400 hp accelerates the 650i Convertible smoothly from 0 to 60 mph in 4.9 seconds,¹ while the boost from 450 lb-ft of peak torque is sustained from 1750 all the way to 4500 rpm. Thanks to High Precision injection, this V-8 is also extremely fuel efficient.

THE BEST FOUNDATION FOR DYNAMIC PERFORMANCE: A SUPERIOR CHASSIS.

The all-new BMW 6 Series Convertible can be equipped with a whole host of innovative technologies to help you get the most out of each drive. Many of these systems are intelligently networked with each other, maximizing your active safety quotient – and your driving pleasure.



Integral Active Steering. At speeds of up to 30 mph, with Integral Active Steering, a small turn of the steering wheel yields a greater turn of the front wheels for more direct response. This feature also steers the rear wheels up to 2.5 degrees in the opposite direction, giving the effect of a shortened wheelbase for enhanced maneuverability. When changing lanes at speeds over 50 mph, both front and rear wheels turn in the same direction, giving the feel of an extended wheelbase. While you experience greater responsiveness and directional stability, your passengers enjoy greater ride comfort from reduced body roll.

8-speed Sport Automatic transmission. This transmission adjusts to your style – from comfortable cruising to very dynamic driving. To change gears, you can use the selector lever or steering wheel-mounted gear shift paddles. In Sport mode, modified clutch settings allow very quick adjustments in engine speed, for minimal shift times. The close spacing of the eight gears optimizes acceleration, while also maximizing efficiency and comfortable shifting.

Driving Dynamics Control. In vehicles equipped with the 8-speed Sport Automatic transmission, you can adjust the driving characteristics by simply pressing a button. Choose from four settings, COMFORT, NORMAL, SPORT and SPORT+, to adjust engine-throttle response, transmission shift characteristics, and power-steering assist. In addition, the traction control feature can be disengaged when driving on sand, gravel, or deep or packed snow.

Dynamic Damping Control. Ride-enhancing Dynamic Damping Control instantly adjusts shock absorbers from the softest to the firmest settings. The result is exceptional ride comfort and fluid handling at all times – during changes in vehicle speed, load, or road and driving conditions.

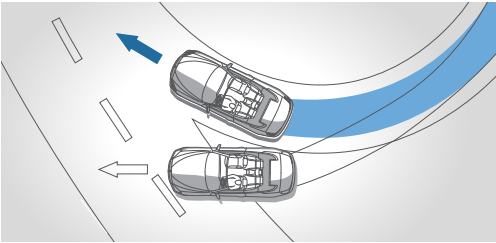
Active Roll Stabilization. A vehicle's body tends to roll in corners, affecting handling. Performance-elevating Active Roll Stabilization (ARS) twists special two-piece anti-roll bars to generate stronger resistance to body roll, keeping the vehicle more level and providing maximum stability and agility.

For details on the availability of standard and optional features, please refer to the **Equipment charts** at the back of this brochure.

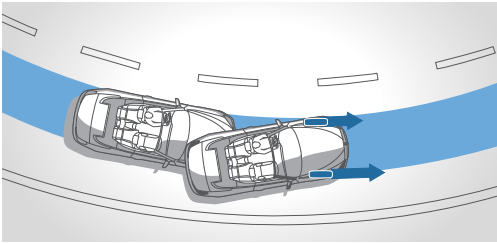
¹ BMW AG test results. BMW urges you to obey all posted speed laws and always wear safety belts.

HIGH-TECH BODYGUARDS: ACTIVE AND PASSIVE SAFETY.

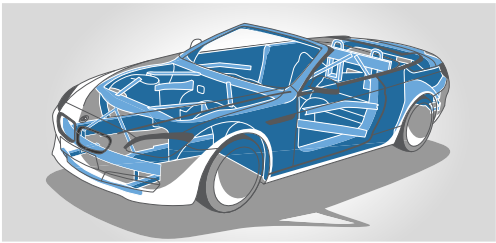
The all-new 6 Series Convertible is designed with BMW's full range of standard state-of-the-art active and passive safety technologies. Active safety features, such as Xenon Adaptive Headlights, a powerful engine and large brakes, help you see and respond to potentially dangerous situations. Should an accident prove unavoidable, passive safety features, such as airbags and Rollover Protection, are designed to help protect you and your passengers. After a severe impact, a host of features spring into action: the doors automatically unlock, and headlights and taillights flash; the starter cable is disconnected from the battery and the fuel supply is cut off. Should any airbags deploy, BMW Assist™ response specialists are automatically alerted and notified of your location.



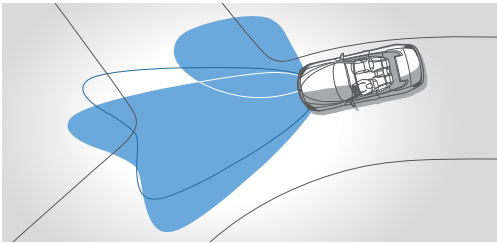
■ **Dynamic Stability Control (DSC).** This system provides remarkable tenacity on slippery road surfaces. If it senses over- or understeer, it modulates engine power and can apply brakes individually to help keep the vehicle under control and going in the intended direction. Start-off Assistant, a feature of DSC, prevents the vehicle from rolling backward on a hill for 1.5 seconds after taking your foot off the brake. The system also includes Brake Fade Compensation, which lets you use the same amount of pedal force, even when the brakes are heated; Brake Stand-by, which pre-tenses the brakes for quicker action if you suddenly remove your foot from the accelerator pedal; and Brake Drying, which, when it rains, periodically brings the brake pads into contact with the rotors to eliminate accumulated moisture.



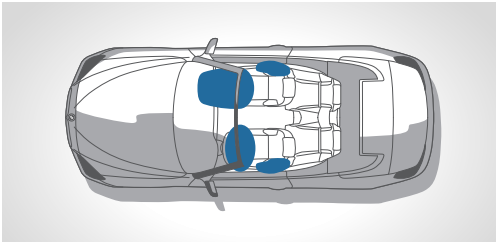
■ **Dynamic Traction Control (DTC).** This sub-function of Dynamic Stability Control raises the threshold for engine and braking intervention. Activated by simply pushing a button, this traction mode allows increased yet controlled wheelslip, helping to improve propulsion in deep snow or sand. When activated, it also allows the driver to enjoy an even sportier driving style.



■ **Body stiffness.** The intelligent use of high-strength multi-phase steel and aluminum provides a high degree of body stiffness and crash resistance. Components, such as the A-pillars and windshield frame, include special reinforcements to provide optimum occupant protection.

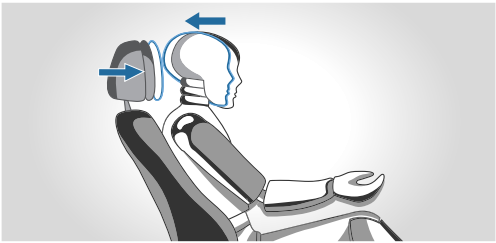


■ **Xenon Adaptive Headlights** for low- and high-beams enhance illumination of the road ahead at night or in poor visibility. Four LED Corona headlight-surrounds, which can be used as Daytime Running Lights, also serve as parking lights. Adaptive Headlights provide optimum illumination of the road ahead when the car enters a turn. Light distribution is automatically adapted to the road speed and steering angle. Cornering Lights, positioned in the two inner headlights, are automatically activated by using the turn indicator or changing the steering wheel angle, even when the vehicle is at rest.

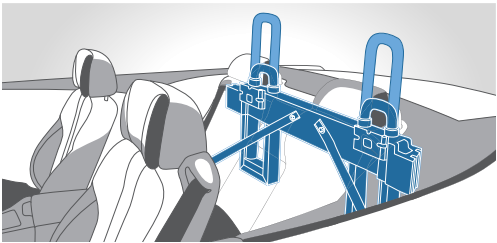


■ **Airbags.** In the event of a collision, BMW's supplemental restraint system (SRS) determines which airbag(s) to deploy for optimal protection. When a safety belt is used, airbags deploy only at a higher crash severity; the force of the deployment depends upon the severity of the impact. Four airbags offer specific protection: front airbags with advanced technology for driver and front passenger, and front-seat-mounted side-impact airbags.

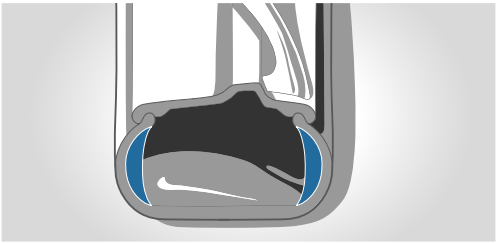
Note: These pictures of airbags are for illustrative purposes only. Depending upon the type of accident, none, some or all airbags may deploy.



■ **Active Head Restraints** in the front seats reduce the risk of whiplash or neck/head/spine injury. When sensors detect a rear-end collision, the headrests rapidly and automatically pivot forward, supporting the driver's and front-seat occupant's heads.



■ **Rollover Protection System,** together with the reinforced A-pillars and windshield frame, is designed to create an occupant "safety cell." Highly accurate sensors continually monitor vehicle angle, longitudinal and lateral acceleration, and amount of ground contact. When data indicate a rollover is imminent, rollover bars integrated behind the rear-seat headrests are deployed. Within fractions of a second they spring up and lock into place, helping to withstand rollover forces.



■ **Run-flat tires.** Thanks to reinforced sidewalls, run-flat tires maintain their shape and rim position even after suffering a complete loss of pressure. In fact, you can drive up to 150 miles at reduced speeds, so you don't have to stop in an unsafe area to change a tire or wait for Roadside Assistance. The Tire Pressure Monitor alerts you when there is a drop in tire pressure; if the loss is severe, an acoustic warning is triggered.

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

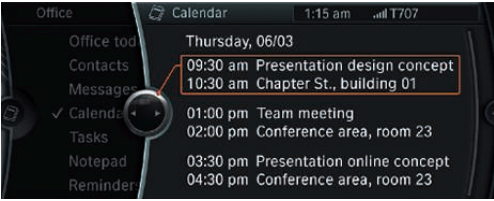


Whether you're far from home or just in the next town, BMW Assist™ offers convenience and peace of mind. There are new ConnectedDrive features that extend BMW's leadership in wireless communications. Marvel at an extensive array of new Mobile Office functions. Get a visual image of your callers. With BMW Assist, you enjoy all this – and more.

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 (SOS), 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 recommendations, 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.



Use the time you spend in your vehicle even more effectively with BMW's **Mobile Office** feature. For example, when your vehicle is paired with a selected Bluetooth® interface, text messages and emails are transferred to your iDrive Display screen – and our system even reads them aloud to you. Thanks to Bluetooth audio streaming, you can enjoy wireless playback of your music files; your personal audio library can even be accessed via the iDrive Controller.



What's on today's agenda? Bring up the **Calendar** and **To-do List** on your Display screen while en route, to help you stay on schedule. Need to call your 11 o'clock appointment? Use the iDrive Controller knob to **click on the phone number** in the Calendar – and it's ringing. Meeting with several people? Conduct conference calls; the Display screen keeps you informed of the status of incoming calls. Who's calling you? If you've uploaded photos to your on-board phonebook, you'll see the caller's picture. Even missed calls are listed on the Display screen. It's never been easier to stay in touch while in transit.



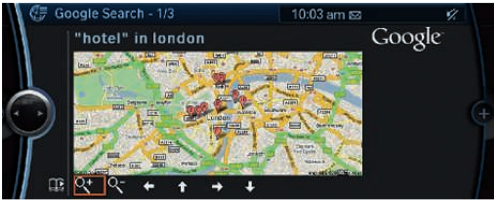
Enhanced functions for the iPod® and USB adapter add to the ease and pleasure of using your iPod or iPhone®. Want to know which CD that song comes from? The album cover is shown on your Display screen. Don't purchase additional cables – your iPod or iPhone's original USB cable connects to your BMW's 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 iDrive Controller knob to make your selection.



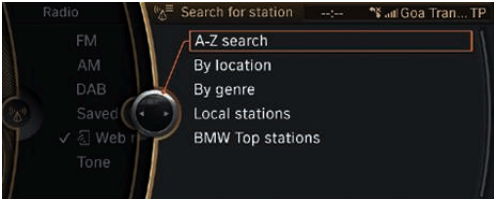
MyInfo allows you to send business locations and street addresses to your BMW from Google Maps™. Destinations and phone numbers can be accessed and exported to your Navigation system for immediate route guidance, while you can call the destination with your Bluetooth linked phone.



"Whenever I'm far from home, I have peace of mind knowing that BMW Assist is right there, ready to help me should I need it."

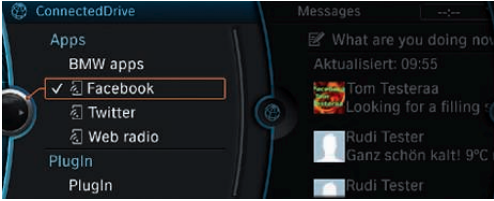


BMW Online allows online access to up-to-date fuel prices and gas station locations; the latest weather forecasts, advisories and warnings; Dow Jones, S&P 500 and NASDAQ indices; and the powerful reach of the Google Maps database – all delivered on the Control Display inside your vehicle. Access news headlines and have them read aloud via Text-to-speech technology. "Send to Mail" 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.



BMW Apps lets you access Social Networks, music PlugIn and Video Playback through your iPhone, and see them on the Display screen.¹ Tune in to **Web radio** and search for stations from around the globe by name, location or genre. You can also store your favorite stations, find similar stations, display station information, and change the quality of the audio. Your favorite entries are stored on your iPhone, so you can take them with you from one vehicle to another.

Please note:
• Available in models manufactured as of April 2011.
• Not all features available while vehicle is in motion; see dealer for details.
• Web radio audio quality depends on the bit rate of the station, and data reception depends on your cell service. Data transfer comes over the iPhone.



Access content from your **Twitter™** and **Facebook®** accounts to stay on top of what's happening with friends and family.¹ The system can even read posts aloud, so you can keep your focus on the road. You can quickly post prewritten tweets that are further personalized by your BMW to let everyone know where you are and that you're enjoying the drive.



When you select **PlugIn** from the BMW Apps menu, the iPhone exports a typical iPod look and control to your BMW through the video connection.¹ 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 App must be installed on your iPhone for the PlugIn to connect.

¹ Requires BMW Apps option and an iPhone.

For details on the availability of standard and optional features, please refer to the **Equipment charts** at the back of this brochure.

TOP-DOWN SOPHISTICATION IN JUST 19 SECONDS.

The all-new BMW 6 Series Convertible comes with an exclusive, elegantly designed softtop. Its advanced design ensures quick, silent operation – and unique benefits.

The sky above, the road ahead: this is the freedom and romance of a convertible, made even more delightful when the convertible in question is the all-new BMW 6 Series.

Top-down, the long, shapely silhouette radiates pure elegance. Raise the softtop, and the Convertible's unique "fin" roof creates a silhouette that is nearly indistinguishable from that of a BMW Coupe, preserving the hallmark BMW proportions and typical window design in every detail.

The unique softtop design, with its two fins resting on top of the storage compartment, allows for another special feature: a vertical glass rear

window that can be raised and lowered independently of the softtop at the push of a button. This rear window can be electrically heated, for optimum visibility at all times. With the top down and the rear window up, you enjoy reduced wind buffeting and a quieter cabin. When the sun is uncomfortably strong, raise the softtop and lower all five windows for a pleasant open-air feeling; BMW engineers have dubbed this the "California" mode. With all windows closed, the softtop's three layers of fabric ensure a quiet and comfortable ride.

A fully automatic – and nearly silent – mechanism lowers the roof in 19 seconds and raises it in 24 seconds. But whether the softtop is up or down, you always enjoy the best of nature and BMW engineering, in luxurious comfort.



The shape of the fin roof allows for an upright, electrically heated glass rear window that can be raised and lowered independently of the softtop.

1.

A side profile view of a silver BMW 6 Series Convertible with the softtop down. The car is shown from the side, highlighting its sleek, elongated silhouette.

OPEN TO STYLE.

The top-down elegance, with its elongated silhouette, is visually striking. The power rear window is an innovative feature: it can be raised or lowered independently of the softtop, to minimize road noise and breeze when the softtop is down, and enhance ventilation when the softtop is up.

2.

A side profile view of a silver BMW 6 Series Convertible with the softtop up. The trunk is open, showing the storage compartment for the softtop.

SPACE-SAVING STORAGE.

The softtop takes up very little space when stored in its compartment behind the two rear seats. Even with the top down, the trunk can accommodate two golf bags. When the top is up, the softtop's storage compartment can be compressed for even greater trunk space.

3.

A side profile view of a silver BMW 6 Series Convertible with the softtop up. The trunk is open, showing the storage compartment for the softtop.

AUTOMATICALLY QUIETER.

Raising and lowering the softtop is a quick operation, silently and reliably executed by one hydraulic pump, two electric motors and six hydraulic cylinders working together in harmony.

4.

A side profile view of a silver BMW 6 Series Convertible with the softtop up. The trunk is open, showing the storage compartment for the softtop.

THREE LAYERS OF SILENCE.

The softtop consists of three layers of fabric. Between the weatherproof outer layer and the luxurious headliner, a foam layer dims noise to a pleasant, low level, while keeping conditioned air in. This design provides even better thermal insulation than the steel roof of a coupe.

5.

A side profile view of a silver BMW 6 Series Convertible with the softtop up. The trunk is open, showing the storage compartment for the softtop.

RAPID DEPLOYMENT.

It takes just 19 seconds to open the softtop and 24 seconds to close it. Both operations are possible at road speeds up to 25 mph.

6.

A side profile view of a silver BMW 6 Series Convertible with the softtop up. The trunk is open, showing the storage compartment for the softtop.

FLOWING ELEGANCE.

A unique fin roof ensures that the silhouette is nearly the same as that of a coupe. The design even preserves the characteristic BMW look of the side windows.

Dynamic character.



Your exciting first experience associated with the all-new 6 Series Convertible: selecting the exterior and interior colors and trim. Express your powerful passion by combining Black Sapphire Metallic paint and Black softtop with the fiery richness of Vermilion Red Nappa Leather upholstery.

The Aluminum interior trim boldly anchors the vibrant colors, generating a look that's both dynamic and sophisticated. The addition of massive 20-inch V Spoke (Style 356) light alloy wheels with low-profile performance tires¹ rounds out the confident stance.



Strong presence.



A composition of pure style starts with rich Mojave Metallic exterior paint, complemented by the warmth of supple Ivory White Nappa Leather and Fine Line Oak Wood interior trim. Add the supreme comfort of Active, ventilated, Multi-contour front seats to make every drive a pleasurable event.

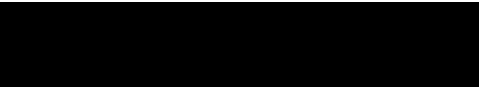
The sleek exterior is enhanced by the gleam of 19-inch Star Spoke (Style 367) light alloy wheels. The all-new 6 Series Convertible attracts many admiring glances, whether the classic Beige softtop is up, creating a coupe-like silhouette, or neatly folded inside the trunk.

bmwusa.com/byo

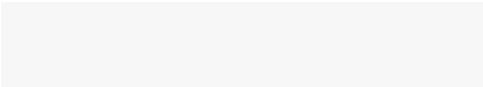


¹ Please note: Driving over rough or damaged road surfaces, as well as debris, curbs and other obstacles, can cause serious damage to wheels, tires and suspension parts. This is more likely to occur with low-profile tires, which provide less cushioning between the wheel and the road. Be careful to avoid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

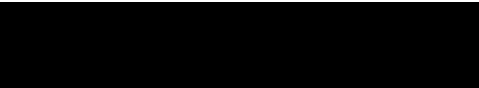
Exterior colors.



■ **668** Jet Black (Non-metallic)



■ **300** Alpine White (Non-metallic)



■ **475** Black Sapphire Metallic



■ **354** Titanium Silver Metallic



■ **A52** Space Gray Metallic



■ **A92** Orion Silver Metallic



■ **A82** Vermilion Red Metallic



■ **A76** Deep Sea Blue Metallic

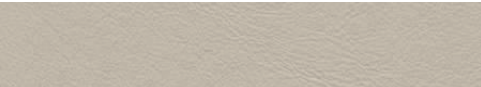


■ **A17** Mojave Metallic

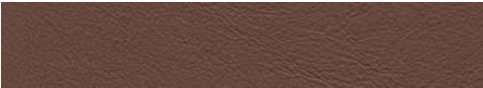
Upholstery colors.



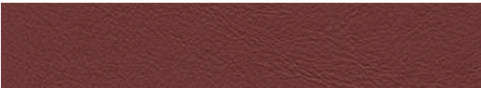
■ **NASW** Black Nappa Leather¹



■ **NAEX** Ivory White Nappa Leather¹



■ **NAEZ** Cinnamon Brown Nappa Leather¹



■ **NABY** Vermilion Red Nappa Leather¹

Contrast stitching.



☐ Vermilion Red contrast stitching²



☐ Ivory White contrast stitching²



☐ Cinnamon Brown contrast stitching²



☐ Gray contrast stitching² (requires Black Nappa Leather upholstery)

¹ Nappa Leather with Sun-Reflective Technology includes seat and backrest panels of front and rear seats, headrests, seat and backrest sides, door trims, door armrests and rear side trims with armrests.
² Included with leather-covered instrument panel option. Contrast stitching matches seat color, except for Gray contrast stitching with Black Nappa Leather upholstery.

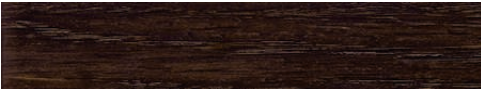
The pages in this section of the brochure show available colors and materials for the BMW 650i Convertible. Use these samples to compare paint, upholstery, trim colors and combinations. Please note that these samples are representations; they are not exact reproductions. To see the actual colors, visit your authorized BMW center. They will be happy to show you original samples.

Please refer to the Recommended color combinations chart on page 43 for details on limitations and exclusivity when selecting 650i Convertible exterior paint colors and upholstery colors.

Interior trims.



□ 4AS Gray Poplar Wood



■ 4CV Fine Line Oak Wood



□ 4B9 Aluminum

Softtop colors.



■ 388 Black



□ 3YE Beige

Recommended color combinations.

Interior colors	Nappa Leather ¹			
	Black	Ivory White	Cinnamon Brown	Vermilion Red
Upholstery colors				
Exterior colors				
668 Black (Non-metallic)	● ★ ◆	● ★ ◆	● ★ ◆	● ★ ◆
300 Alpine White (Non-metallic)	● ★ ◆	● ★ ◆	● ★ ◆	● ★ ◆
475 Black Sapphire Metallic	● ★ ◆	● ★ ◆	● ★ ◆	● ★ ◆
354 Titanium Silver Metallic	● ★	● ★	● ★	● ★
A52 Space Gray Metallic	● ★	● ★	● ★	● ★
A92 Orion Silver Metallic	● ★	● ★	● ★	● ★
A82 Vermilion Red Metallic	● ★ ◆	● ★ ◆	★ ◆	● ★ ◆
A76 Deep Sea Blue Metallic	● ★ ◆	● ★ ◆	● ★ ◆	● ★ ◆
A17 Mojave Metallic	● ★ ◆	● ★ ◆	● ★ ◆	★ ◆
Interior trims				
4AS Gray Poplar Wood	●	●	●	●
4CV Fine Line Oak Wood	●	●	●	●
4B9 Aluminum	●	●	●	●
Instrument panel				
4ND, 4KS Black Nappa Leather-covered instrument panel ² with contrast stitching ³	●	●	●	●
● Recommended upholstery color or trim combination. Softtop colors ★ Black ◆ Beige ¹ Nappa Leather with Sun-Reflective Technology includes seat and backrest panels of front and rear seats, headrests, seat and backrest sides, door trims, door armrests and rear side trims with armrests. ² Optional; also includes Black Nappa Leather on door and side trims, and center console. ³ Contrast stitching matches seat color, except for Gray contrast stitching with Black Nappa Leather upholstery.  bmwusa.com/byo				

Standard/Optional equipment.



■ **Xenon Adaptive Headlights** optimize road illumination when entering a turn or corner, helping to enhance visibility when driving at night. Sensors continuously monitor the angle of the steering wheel to determine the direction in which your vehicle is heading. The outer headlights swivel accordingly, up to 15 degrees left or right.

Xenon low- and high-beam headlights illuminate the road ahead and to the side with brilliant clarity. An auto-leveling feature adjusts for varying passenger and cargo loads. **LED Corona headlight-surrounds** that frame the perimeter of both headlights and high beams also act separately as Daytime Running Lights and parking lights.



■ **Rhombus-shaped chrome-surround exhaust tips** are integrated into each side of the rear fascia of the 650i Convertible.



■ **Side turn-signal indicator lights**, integrated in the side gills, use LED technology and add individual style.



■ **BMW signature front kidney-shaped grille** is redesigned with angled vertical slats in the all-new 6 Series Convertible. Highlighted by a chrome surround, the fronts of the slats are finished in chrome; the sides are finished in matte black.



■ **Taillight cluster** with taillight, brakelight and turn-signal indicators incorporate LED technology for greater visibility.

■ **Adaptive Brakelights** warn following vehicles by increasing in brightness when the intensity of your braking action is increased.



■ **Star Spoke (Style 367)** 19 x 8.5 light alloy wheels with 245/40 **run-flat¹ all-season tires.**



□ **V Spoke (Style 356)** 20 x 8.5 front, 20 x 9.0 rear light alloy wheels with 245/35 front and 275/30 rear **run-flat¹ performance tires.²**

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.

For details on the availability of standard and optional features, please refer to the **Equipment charts** in the following section of this brochure.



■ **Three-spoke leather-wrapped multi-function sport steering wheel**, featuring power tilt/telescoping adjustments, lets you keep both hands on the steering wheel while adjusting the audio as well as your BMW-tested, Bluetooth® enabled mobile phone.³ The left-hand buttons operate all Cruise Control functions, while those on the right control audio functions, such as the radio and your mobile phone and Voice command.



■ **Driving Dynamics Control** allows the driver to adjust the 650i Convertible's driving characteristics by pressing a button and selecting one of four settings. Choosing COMFORT, NORMAL, SPORT or SPORT+ mode adjusts the engine-throttle response, transmission shift characteristics and power-steering assist. An additional button allows the traction control feature to be disengaged when driving on sand, gravel, or deep or packed snow.



■ **Instrument cluster** displays speedometer, tachometer, fuel gauge and engine oil temperature. Below the four dials is a high-resolution Info Display that shows data such as current fuel consumption, range, on-board computer functions, mileage and trip information. **Black Panel Display** technology shows the instrument cluster as a matte black surface when the ignition is switched off, with only the chrome rings of the circular instruments visible in 3-D. When the ignition is switched on, the chrome rings turn into full circles, and the dials and displays appear. Turning on the ignition also activates the Check Control messages.



■ **Ambiance lighting** adds the drama of a warm reddish light that runs from front to rear beneath the inner door ledge. Ambiance lighting also includes a soft on/off automatic interior light system; reading lights above the rear-view mirror; vanity mirror lighting; illumination in the front footwells, trunk, and storage compartments in the center console and doors; and illuminated door trims and entry sills with metal inserts. Exterior vicinity lighting is integrated into the exterior door handles – lights radiate downward for approximately 20 seconds when doors are unlocked, allowing safe vehicle access in the dark.



□ **8-speed Sport Automatic transmission** with Adaptive Transmission Control (ATC) provides extremely fast synchronized shifting in either the Sport or Manual shift mode. Includes racing-inspired steering wheel-mounted paddle shifters.



□ **Heated steering wheel** is a feature that, like heated seats, becomes a "must-have" once it's experienced. The heating switch is conveniently located on the multi-function steering wheel.

¹ Run-flat tires do not come equipped with a spare tire and wheel.
² Performance tires not recommended for driving in ice and snow conditions.
³ Check for a list of tested mobile phones at your authorized BMW center or bmwusa.com/bluetooth.

Standard/Optional equipment.



❑ **Ceramic controls** present a deep black glazed finish to various controls, such as the iDrive Controller bezel, front and rear ventilation controls, and audio controls. The black ceramic provides a rich, custom look and unusually unique feel to the interior.



❑ **Black Nappa Leather with contrast stitching** covers the 6 Series Convertible's instrument panel, upper door, side trims and center console, extending the rich look and feel of the interior. The contrast stitching matches the Nappa Leather seat upholstery color; Black Nappa Leather seats come with Gray contrast stitching.



■ **Control Display** shows the functions supported by the iDrive Controller, vehicle settings and radio, as well as the Navigation system. The free-standing, high-resolution flatscreen 10.2-inch color monitor is glare-free, and positioned at an ideal viewing height and distance.



■ **Navigation system** uses GPS satellites in conjunction with data stored on a 12 GB internal hard drive. Includes 3-D daytime and nighttime maps, zoom, travel planner and an Assistance Window. The system provides Real Time Traffic Information on potential traffic problems and solutions.



❑ **Lane Departure Warning feature¹** uses a camera to recognize when your vehicle is crossing over roadway lane markings or is changing lanes without signaling, and warns you by sending a mild vibration through the steering wheel. The system can be turned on and off via a button by the steering wheel.



❑ **Active Blind Spot Detection** warns you if a vehicle is in your blind spot, or if a vehicle is approaching at high speed in the passing lane, by displaying a visual signal in the exterior mirror casing. The system also warns you by making the steering wheel vibrate should you then use the turn-signal indicator before executing a lane change.



❑ **Side-view Cameras** positioned in the front bumpers show, on the Control Display, video images of traffic approaching the front of the vehicle from the sides, such as when exiting a garage or parking space. The **Top-view Camera** provides video images of the road alongside the doors, taken by cameras positioned in the exterior mirrors.



■ **Rear-view Camera** shows, on the Control Display, the area behind your vehicle. Working with Park Distance Control, interactive guidelines indicate if a parking space can accommodate your vehicle, and display parking trajectories and turn angles. Located behind the BMW badge on the trunk lid, the feature is activated by engaging either the reverse gear or the iDrive system.

■ **Park Distance Control (PDC)** uses sensors located in the front and rear bumpers to facilitate parking and steering in tight spaces. During parking maneuvers, a warning beep sounds faster as your bumper approaches an object, turning into a constant tone when the distance is less than 12 inches away. It is also shown in the Control Display, indicating the distance to stationary objects.



❑ **BMW Night Vision with Pedestrian Detection** can scan up to 900 feet ahead using an infrared camera in the front bumper.² It can detect people and animals, as well as the direction of their movement, up to approximately 300 feet away, and displays their presence on the iDrive screen and Head-up Display (if so equipped). The system gives a visual warning as soon as pedestrians or animals move toward the road, alerting you to potential dangers significantly earlier, so you can react more quickly.



❑ **Head-up Display** projects important travel information, such as vehicle speed and Check Control warnings, onto the windshield directly in your field of vision. For the first time, all Head-up Display data is shown in full color, making information even more precise and easier to process. Additional information including Navigation directional arrows and instructions, Lane Departure Warning messages and warnings from the BMW Night Vision with Pedestrian Detection system can also be displayed.



❑ **Contrast stitching** is included with the extended Black Nappa Leather instrument panel, door and side trims, and center console. Two distinctively stitched flat-felled seams of the same color as the Nappa Leather upholstery add a custom effect to the instrument panel to embellish the 650i Convertible's interior. Contrast stitching for Black Nappa Leather upholstery is Gray. (See page 41 for visual details.)

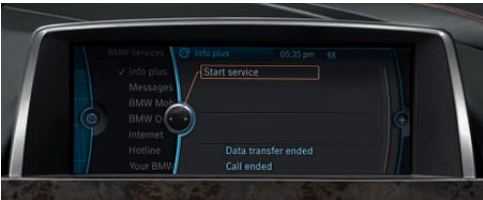
For details on the availability of standard and optional features, please refer to the **Equipment charts** in the following section of this brochure.

¹ Requires clearly definable lane markings that are not obscured by rain, snow, etc. The feature is not a substitute for the driver's own responsibility in maintaining safe control of the vehicle.
² Under optimal road conditions. Night Vision performance is also limited by rain, fog, humidity and other weather conditions.

Standard/Optional equipment.



□ **Parking Assistant** makes parking a breeze by searching for suitable parking spots and then steering your vehicle into them. Simply press the “Park Assistant” button, then drive along potential parking spaces on the left or right side of the road, staying below 22 mph and no more than five feet away. Using ultrasonic sensors integrated into the side indicators, the system searches for and measures parking spaces. When a space at least four feet longer than your vehicle is spotted, it is shown on your Control Display. Shift into reverse and Parking Assistant takes control of steering your vehicle into the selected space; you operate the accelerator and brake pedals. The acoustic and visual warnings of Park Distance Control (PDC) provide assistance.



■ **BMW Assist™** and Bluetooth® system offers hands-free calling through your BMW-tested Bluetooth phone. The BMW Assist Safety Plan is included for four years, providing Automatic Collision Notification, Emergency Request, Enhanced Roadside Assistance, Door Unlock, Stolen Vehicle Recovery, TeleService and more. The optional Convenience Plan offers Directions, Traffic, Weather, Critical Calling and Concierge services, as well as BMW Online, which allows access to current fuel prices, weather forecasts, Bloomberg's stock indices and the powerful reach of the Google Maps™ database. (See page 60 for details on standard and optional services available with BMW Assist.)



■ **Mobile Office** integrates with your on-board Navigation system and Bluetooth mobile phone. Call your appointment by using the iDrive Controller to click on a phone number on your Calendar or To-do List. Transfer text messages and emails to your iDrive Display screen and listen to them read aloud via the audio system. Conduct conference calls – the Display screen keeps you informed of the status of incoming calls. If you've uploaded photos to your on-board phonebook, it even shows who is on the line.

For details on the availability of standard and optional features, please refer to the **Equipment charts** in the following section of this brochure.



■ **Integrated Owner's Manual** provides immediate access to all vehicle-specific information. This digital version of the traditional printed manual that is included with your BMW can be accessed via the iDrive and is shown on the Control Display. The system's user-friendly features includes multi-media elements such as animations and dynamic illustrations.



■ **BMW anti-theft AM/FM stereo CD/MP3 audio system** offers Radio Data System (RDS), Auto-Store, and 3-channel FM diversity antenna system. Includes a 9-speaker, multi-channel hi-fidelity sound system incorporating a digital amplifier with 205-watt output power and vehicle-specific equalizing. The system includes 2 tweeters and 2 midrange speakers in the front door trims, 2 midrange speakers in the rear side trims, 1 midrange speaker in the center of the instrument panel and 2 bass speakers underneath the front seats.



■ **Hard disc drive**, included as part of the Navigation system, provides 12 GB of storage space. Store and quickly access media files or up to 2,000 songs, transferred from a CD, MP3 player or USB stick.



□ **iPod® and USB adapter** supplies connection capabilities for a USB stick as well as other compatible audio sources, and also includes the ability to display album covers from suitable USB devices.



□ **Sirius Satellite Radio** delivers over 130 channels of the most innovative satellite radio music, news, sports, talk, comedy and entertainment. All music channels are commercial-free – and it's delivered coast-to-coast in crystal-clear digital sound, 24 hours a day. Add “The Best of XM” to enjoy additional premium programs, like Oprah Radio, XM Public Radio, The Virus, and top-notch sports action, plus 10 channels of XM Play-by-Play sports. If your BMW is equipped with iDrive, you can also select Sirius XM channels through your vehicle's iDrive system or Voice command, and enter them into the programmable memory buttons.



□ **Premium anti-theft AM/FM stereo CD/MP3 audio system** with Radio Data System (RDS), Auto-Store, and 3-channel FM diversity antenna. Includes 12 speakers with DIRAC signal processing and Surround mode, discrete 5.1 multi-channel sound, 7-band equalizer incorporating an analog amplifier with 500-watt output power and vehicle-specific equalizing. The system includes 5 tweeters, 5 midrange speakers and 2 bass speakers.



■ **2-zone automatic climate control** allows driver and front passenger to select individual temperatures and choice of fan speeds, as well as choose automatic or manual airflow and recirculation. The automatic recirculation control activates whenever certain air pollutants are detected. The system also offers a mist-up sensor, solar sensor and residual heat use.

Standard/Optional equipment.



■ **20-way power Multi-contour front seats** conform to your body to provide optimum support and exceptional comfort over long distances. In addition to horizontal, vertical and angled adjustments, Multi-contour seats include an articulated upper backrest, comfort headrest (two-way power, two-way manual “relax headrest”), and four-way power-adjustable lumbar support. Both driver’s and front-passenger’s seats include memory function.

□ **Active front seats** (not shown) imperceptibly raise and lower the left and right halves of the seating surface. This movement keeps the spine in motion, exercising various support muscles to help reduce fatigue on longer trips.

□ **Ventilated front seats** (not shown) gently blow warm or cool air through the micro-perforations in the leather to keep driver and front passenger comfortably dry in hot weather, and warm in colder weather.



■ **Integrated safety-belt system** provides optimal protection and ergonomic comfort for the driver and front-seat passenger. The seat-integrated design also helps make entering and exiting the rear cabin easier.



□ **Heated front seats** are a welcome feature for driver and front passenger in cooler weather. By pressing the icon button, seat surface and backrest are heated and quickly radiate comfortable warmth in your choice of settings.



■ **Front armrest** with integrated storage compartment opens up to allow access to the optional iPod® and USB adapter, and Smartphone Integration adapter.



■ **Rear seating** consists of two individual seats covered with supple Nappa Leather. Both include an ergonomic belt system with integrated belt catches, two three-point safety belts and headrests. A LATCH child-seat fastening system is also included.



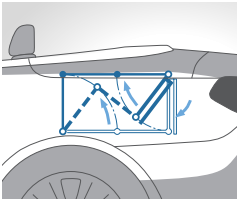
■ **Heated glass rear window** in the 650i Convertible can be raised independently of the softtop to reduce air turbulence and create a quieter cabin when driving at higher speeds. When driving in slower traffic, or when the softtop is raised, the window can also be lowered out of sight.



■ **Convertible softtop**, with its streamlined aerodynamic shape, is triple-lined and fully automatic. A middle lining helps reduce wind noise and enhances insulation. To complement your selection of exterior paint color, the softtop is available in either Black or Beige.



■ **Fully automatic softtop** can be raised or lowered at speeds of up to 25 mph by simply pressing a button at the front of the center console. The top automatically unlatches from the header and folds down neatly. The heated glass rear window can be raised or lowered independently of the softtop. The softtop can also be raised or lowered conveniently via a remote control feature of the Comfort Access keyless entry fob.



■ **Variable softtop compartment** can be opened and closed effortlessly with one hand, using the collapsible handle. Thanks to its special folding mechanism, the box folds away flat, using a minimum of trunk space. When pulled out, it provides storage space for the softtop when it’s in the down position.

Standard/Optional equipment.



■ **Door entry sills** include metal inserts finished in high-gloss chrome with a fine-brushed aluminum surround for durability. When the doors are opened, the BMW logo and adjacent strips in each door sill illuminate – a practical and elegant design feature.



□ **Ski bag** accommodates up to two pairs of skis or other long objects for practical transport inside the vehicle even when rear seats are occupied. The bag protects transported items as well as the vehicle interior from damage, and can be tucked away out of sight in the backrest when not in use.



■ **Comfort entry** to the rear seats is facilitated by enabling the seatbacks to be released easily with one hand to move the seat back and seat base forward.



■ **Luggage compartment** (shown with the softtop compartment raised) is designed for easy access. Offering more than 12 cubic feet of luggage space, it fits two golf bags. The power trunk lid can be opened automatically via the Comfort Access remote control.

Original BMW Accessories.



Leave a sporty impression with **Carbon Fiber exterior mirror caps** and **20-inch Multi Spoke (Style 410) bi-color/black, burnished light alloy wheels**.



Snap-in Adapter with USB interface plays stored music through your vehicle speakers, charges the phone and accesses the car antenna for better reception.



BMW's selection of **trunk mats with collapsible box** helps keep your trunk protected, clean and looking new.



BMW Performance **Carbon Fiber exterior mirror caps** provide strength and styling.

Driving a BMW is always a special experience, which can be heightened even further with Original BMW Accessories. Benefit from innovative solutions combining unique ideas, stunning design and supreme functionality. Discover the wide range of Original BMW Accessories available to you, complementing such vehicle aspects as the exterior, interior, technology, transporters, protection and details to customize your vehicle. For additional information on Original BMW Accessories, please visit your authorized BMW center or

bmwusa.com/accessories

Some details or items shown in photos may not be available in the United States.

Performance and efficiency	650i Convertible
4.4-liter, 32-valve 400-hp V-8 engine with TwinPower Turbo technology, High Precision Direct Injection, 4 overhead camshafts, and Double-VANOS steplessly variable valve timing	●
Electronically controlled engine cooling (map cooling)	●
6-speed manual transmission with Driving Dynamics Control	●
8-speed Sport Automatic transmission with Driving Dynamics Control, automatic Sport and Manual shift modes and steering wheel-mounted paddle shifters	○
Brake Energy Regeneration to convert kinetic energy into usable electrical power	●

Handling, ride and braking	
Vehicle-speed-sensitive variable-assist (Servotronic), variable-ratio power steering	●
Aluminum front and rear subframes	●
Twin-tube gas-pressure shock absorbers	●
Dynamic Damping Control	●
4-wheel ventilated anti-lock disc brakes (ABS) with Dynamic Brake Control (DBC)	●
Integral Active Steering with variable steering ratio	○
Electro-hydraulic brakes	●
Sport suspension	●
Active Roll Stabilization	○
Dynamic Stability Control (DSC), including Brake Fade Compensation, Start-off Assistant, Brake Drying, and Brake Stand-by features; with Dynamic Traction Control (DTC)	●

Exterior	
Star Spoke (Style 367) 19 x 8.5 light alloy wheels, and 245/40 run-flat ¹ all-season tires	●
V Spoke (Style 356) 20 x 8.5 front, 20 x 9.0 rear light alloy wheels, and 245/35 front, 275/30 rear run-flat ¹ performance tires ² ; includes increased top-speed limiter	○
Rain-sensing windshield wipers with adjustable speed	●
Xenon Adaptive Headlights with dynamic auto-leveling, Corona headlight-surrounds and Cornering Lights	●
LED foglights	●
Retractable, high-intensity headlight washers	●
Aluminum hood and doors	●
Power-adjustable, heated, body-color, power-folding side-view mirrors with automatic-dimming function	●
Thermoplastic front side fenders and sheet molding compound trunk lid	●
Choice of standard or metallic paints	●
Black softtop	●
Beige softtop	○

Interior seating and trim	
20-way power front Multi-contour seats including 4-way lumbar support, articulated upper backrest, adjustable backrest width, adjustable thigh support, passenger's-seat memory, Active Head Restraints with adjustable side support	●
Memory system for driver's and front passenger's seats, steering wheel, and power-folding outside mirrors (2 positions)	●
Ventilated front seats	△
Active front seats	△
Nappa Leather upholstery, center console and door trim ³	●
Instrument panel with extended features and center console with Nappa Leather; includes contrast stitching to match Nappa Leather upholstery	○
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.	

Interior seating and trim (Continued)	650i Convertible
Fine Line Oak Wood interior trim	●
Gray Poplar Wood interior trim	○
Aluminum interior trim	○
Ceramic controls with deep black glazed finish	○

Instrumentation and controls	
3-spoke leather-wrapped multi-function sport steering wheel with controls for audio system, Cruise Control, and Bluetooth® wireless communication for hands-free mobile phone ⁴	●
Instrument cluster with additional integrated LED display	●
Expanded Check Control vehicle monitor system	●
iDrive system with on-board computer and Controller, and 8 programmable memory buttons	●
Head-up Display (HUD) with additional colors, and refined graphics	■
Rear-view Camera	●
Side- and Top-view Cameras (provide video of area alongside doors as well as traffic approaching vehicle from the side; images are displayed on the Control Display)	■
Exterior temperature display with alarm for freezing temperatures	●
Dynamic Cruise Control ⁵	●
Active Cruise Control (ACC) with Stop & Go (requires Sport Automatic transmission) ⁵	○
Night Vision with Pedestrian Detection (Night Vision performance is limited by rain, fog, humidity and other weather conditions)	○
Navigation system with 10.2-inch Display, voice feedback, Voice command system, and Real Time Traffic Information	●
BMW Apps with Smartphone Integration (requires Premium Sound Package)	○
Engine Start/Stop button	●
Tire Pressure Monitor	●
Vehicle & Key Memory	●

Audio system	
Anti-theft AM/FM stereo CD/MP3 audio system with Radio Data System (RDS), Auto-Store, and 3-channel FM diversity antenna. Includes a 9-speaker, multi-channel hi-fidelity sound system incorporating a digital amplifier with 205-watt output power and vehicle-specific equalizing. The system includes 2 tweeters, 5 midrange speakers and 2 bass speakers	●
Anti-theft AM/FM stereo CD/MP3 audio system with Radio Data System (RDS), Auto-Store, and 3-channel FM diversity antenna. Includes 12-speakers with DIRAC signal processing and Surround mode, discrete 5.1 multi-channel sound, 7-band equalizer incorporating an analog amplifier with 500-watt output power and vehicle-specific equalizing. The system includes 5 tweeters, 5 midrange speakers and 2 bass speakers.	◆
Pre-wired for satellite radio and CD/DVD changer installation	●
Sirius Satellite Radio with one-year subscription ⁶	◆
HD Radio™ with "multicast" FM station reception	●
iPod® and USB adapter (includes cable connector)	◆
Auxiliary audio input for portable music players	●

¹ Run-flat tires do not come equipped with a spare wheel and tire.

² Performance tires are not recommended for driving in ice and snow.

³ Leather includes seat surfaces, armrests in center console and doors, headrests for front seats and outer rear seats, and gear shift lever boot, and incorporates Sun-Reflective Technology.

⁴ Check for a list of tested mobile phones at your authorized BMW center or bmwusa.com/bluetooth.

⁵ Cruise Control is not a substitute for the driver's own responsibility in adjusting speed and otherwise controlling the vehicle. After evaluating the road, traffic and visibility conditions, the driver must decide whether and how the system is used.

⁶ Please visit your authorized BMW center for details on equipment and service requirements.

- Standard
- Optional
- Included in Driver Assistance Package
- △ Included in Luxury Seating Package
- ◆ Included in Premium Sound Package

Comfort and convenience	650i Convertible
Automatic climate control with separate left/right temperature and air distribution controls, with automatic air recirculation	●
Micro-filter ventilation system with replaceable active-charcoal filters	●
Fully lined power softtop with heated glass rear window that can be raised and lowered independently of softtop	●
Automatic-dimming inside and outside rear-view mirrors	●
Power tilt and telescopic steering wheel with automatic tilt-up	●
Power windows with key-off and "one-touch" up and down operation both front and rear, anti-trapping feature, opening from remote, and closing from exterior lock	●
Park Distance Control, front and rear, with graphic display	●
Parking Assistant	■
Electric Park brake with automatic hold	●
Adaptive light control for Automatic headlight on/off control	●
Automatic high beams	■
Ambiance interior lighting	●
Dual front sun visors with illuminated mirrors	●
Cupholders for front seats	●
Heated driver's door lock and rear-window defroster	●
3-stage heated front seats	○/★
Heated steering wheel	★
Ski bag	★
Fully finished trunk with interior trunk release	●
Integrated 3-button Universal garage-door opener	●
Comfort Access keyless entry with multi-function remote control	●

Safety and security	
Driver's and passenger's front airbag supplemental restraint system (SRS) with advanced technology: dual-threshold, dual-stage deployment; and front-passenger seat sensors designed to prevent unnecessary airbag deployment	●
BMW's Advanced Safety System for integrated deployment of passive and active safety features	●
Active Head Restraints in front seats	●
Active Knee Protection	●
Front-seat side-impact airbags	●
Front safety belts with automatic pretensioners	●
LATCH attachment for child-restraint safety installation	●
Automatic-locking retractors (ALR) on all passenger-seat safety belts (for installation of child-restraint seats)	●
Interlocking door anchoring system to help protect against door intrusion in side impacts	●
Rollover Protection System	●
Adaptive Brakelights	●
Lane Departure Warning feature that alerts the driver of an improper lane-change maneuver ⁷	■
Active Blind Spot Detection	■
Impact sensor that activates Battery Safety Terminal disconnect of alternator, fuel pump and starter from battery; and turns on hazard lights, interior lights and unlocks doors	●
Coded Driveway Protection (prevents engine start when your key fob with constantly changing electronic code is not used)	●
Remote keyless entry security alarm system with selective unlocking and double-lock feature (programmed at authorized BMW center), remote trunk opening, interior motion detector, and panic feature	●
Anti-theft alarm system with keyhead remote operation and interior motion detector	●
BMW Assist™ Safety Plan with Bluetooth® wireless technology: includes four years of Automatic Collision Notification, Emergency Request, Enhanced Roadside Assistance, Door Unlock, Stolen Vehicle Recovery, Customer Relations, TeleService, Mobile Office features; MyInfo lets you send business locations and street addresses directly to your BMW and Navigation system (for complete details, visit bmwassist.com)	●

BMW Services	
BMW Ultimate Service ^{®8}	●

Driver Assistance Package	650i Convertible
Head-up Display (HUD) with additional colors, and refined graphics	■
Side- and Top-view Cameras (provide video of area alongside doors as well as traffic approaching vehicle from the side; images are displayed on the Control Display)	■
Parking Assistant	■
Automatic high beams	■
Lane Departure Warning feature that alerts the driver of an improper lane-change maneuver ⁷	■
Active Blind Spot Detection	■

Cold Weather Package	
3-stage heated front seats	○/★
Heated steering wheel	★
Ski bag	★

Luxury Seating Package	
Ventilated front seats	△
Active front seats	△

Premium Sound Package	
Anti-theft AM/FM stereo CD/MP3 audio system with Radio Data System (RDS), Auto-Store, and 3-channel FM diversity antenna. Includes 12-speakers with DIRAC signal processing and Surround mode, discrete 5.1 multi-channel sound, 7-band equalizer incorporating an analog amplifier with 500-watt output power and vehicle-specific equalizing. The system includes 5 tweeters, 5 midrange speakers and 2 bass speakers.	◆
Sirius Satellite Radio with one-year subscription ⁹	◆
iPod® and USB adapter (includes cable connector)	◆

- Standard
- Optional
- ★ Included in Cold Weather Package
- Included in Driver Assistance Package
- △ Included in Luxury Seating Package
- ◆ Included in Premium Sound Package

⁷ Requires clearly definable lane markings that are not obscured by rain, snow, etc. Lane Departure Warning feature is not a substitute for the driver's own responsibility in maintaining safe control of the vehicle.

⁸ For full details on BMW Ultimate Service, including exclusions and limitations, visit bmwassist.com.

⁹ Please visit your authorized BMW center for details on equipment and service requirements.

Weight		650i Convertible
Unladen weight		
Manual transmission	lbs	4531
Automatic transmission	lbs	4531
Weight distribution, front/rear		
Manual transmission	%	50.4/49.6
Automatic transmission	%	50.4/49.6

Engine		
Type/valves per cylinders		TwinPower Turbo V-8/4
Displacement	cu cm	4395
Bore/Stroke	inch	3.50/3.48
Nominal output @ rpm	hp	400 @ 5500–6400
Maximum torque @ rpm	lb ft	450 @ 1750–4500
Compression ratio	:1	10.0

Transmission			
Manual gear ratios	I/II/III:1	4.06/2.40/1.58	
	IV/V/VI:1	1.19/1.00/0.87	
Reverse gear ratio	:1	3.68	
Final drive ratio	:1	3.46	
Automatic gear ratios	I/II/III/IV:1	4.71/3.14/2.11/1.67	
	V/VI/VII/VIII:1	1.29/1.00/0.84/0.67	
Reverse gear ratio	:1	3.32	
Final drive ratio	:1	3.08	

Performance			
Top speed ¹	mph	130 [155]/(130 [155])	
Acceleration 0–60 ²	sec	4.9 (4.9)	

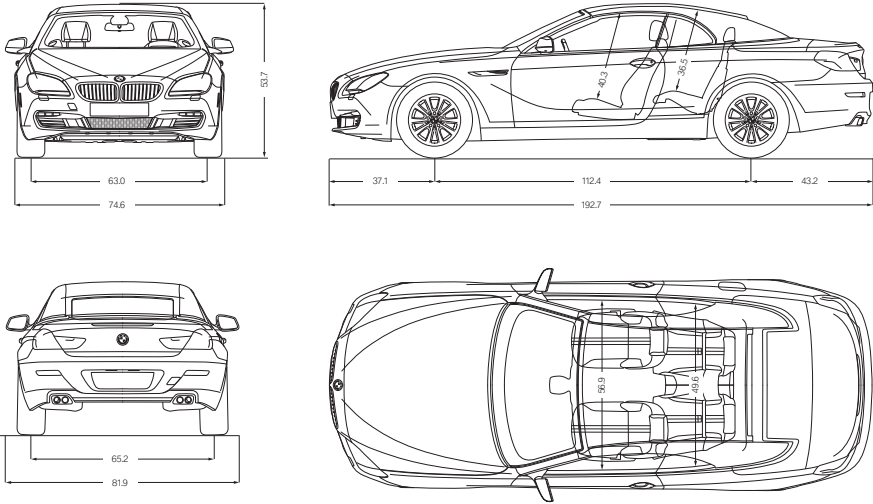
Fuel consumption ³		
Manual transmission		
City/highway	mpg	15/22
Automatic transmission		
City/highway	mpg	16/24
Fuel tank capacity, approx.	gal	18.5

Figures in () apply to vehicles with 8-speed Sport Automatic transmission.
Figures in [] apply to vehicles with performance tires and increased top-speed limiter.

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 Preliminary consumption figures shown. Please go to bmwusa.com for latest available information. Your actual mileage will vary, depending on speed, driving habits, trip length and driving conditions; actual mileage may be lower.

Wheels		650i Convertible	
Tire dimensions		245/40	
Wheel dimensions		19 x 8.5	
Material		light alloy	

Electrical system			
Battery capacity		Ah	105
Alternator output		A	210
		W	2940



All dimensions in the technical drawings are given in inches.

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We believe that a premium ownership experience should feature performance and luxury, as well as safety and convenience. We believe you should be able to drive a BMW to its potential, while enjoying peace of mind and reduced cost of ownership. That's the idea behind **BMW Ultimate Service**[®]: a suite of comprehensive programs and services that are included in every new BMW vehicle.

GOING BEYOND ENGINEERING: THE HIGH-PERFORMANCE BMW OWNERSHIP EXPERIENCE.

BMW Maintenance Program is one of the most comprehensive maintenance programs in its class. We cover all factory-recommended maintenance during the New Vehicle/ SAV Limited Warranty coverage period. This includes scheduled oil services 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.² And, thanks to BMW's advanced engineering, most owners enjoy a well-balanced maintenance schedule, with flexible routine service intervals that can save you time. When your vehicle requires attention, your authorized BMW center ensures that it receives only genuine BMW parts – your assurance of exacting quality standards.

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

BMW Assist Safety Plan³ 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 Request, Enhanced Roadside Assistance, Door Unlock, Stolen Vehicle Recovery and Customer Relations. Included in the BMW Assist Safety Plan, MyInfo allows you to 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® technology, BMW's Mobile Office feature transfers text messages and emails to your iDrive Display screen and reads them aloud to you. A Calendar and To-do List can also appear on your Display screen while en route. Running late? Click on the phone number in the Calendar to call your appointment. For a list of tested mobile phones, visit bmwusa.com/bluetooth.

BMW Ultimate Service starts with the **New Vehicle/SAV Limited Warranty¹**, providing you with coverage for the first four years or 50,000 miles, whichever comes first. Additionally, you have 12-year, unlimited-mileage warranty protection against corrosion and rust perforation.¹ The **BMW Maintenance Program²** and **BMW AssistTM**,³ as well as **BMW Roadside Assistance** come standard.

For the ultimate in coverage, add the optional **BMW Assist Convenience Plan⁴**. 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 a restaurant or hotel, right 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 if its battery is discharged. BMW Online allows access to up-to-date fuel prices and the latest weather forecasts, as well as Bloomberg's stock indices and the powerful reach of the Google Maps database – delivered to the iDrive Display right inside your vehicle.

BMW's unique **TeleService**, included in the BMW Assist Safety Plan, continually monitors specific parts that are subject to wear and tear – including the engine oil, micro-filter, spark plugs, brake linings 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. You don't have to keep track of when your vehicle requires routine maintenance. An added benefit: any needed maintenance service parts will already be on hand, so your BMW is serviced and returned to you as quickly as possible. And because they use only Original BMW Parts, you can rely on expert fit and long-lasting BMW quality. For more details on TeleService, visit bmwassist.com.

BMW Roadside Assistance is provided free of charge for the first four years – with no mileage limit. Call **1-800-332-4BMW (4269)** for friendly on-the-road help, 24/7, anywhere in the United States, Canada and Puerto Rico. This includes everything from flat-tire changes, emergency gasoline and lock-out service, to towing, alternative transportation and even trip-interruption benefits. This service also provides valuable trip-routing advice.



BMW Financial Services. Arranging to buy or lease a BMW is easier than you may think. Your authorized BMW center offers leasing and financing to suit your personal needs through BMW Financial Services.⁵ Start the process at our website, where you can build your "dream vehicle," get an estimate on a monthly lease or financing payment, submit a credit application to BMW Financial Services – and get approval – all online!⁵ To find out how BMW Financial Services can help put you behind the wheel of your favorite BMW model, log on to bmwusa.com/fs or call, toll-free, **1-800-578-5000**.

BMW Virtual Center. If you get the sudden urge to shop for a BMW but your authorized BMW center is closed, there's good news – the BMW Virtual Center is open 24 hours a day! Log on to bmwusa.com/byo, and choose the model that interests you. Configure the BMW of your dreams, and see

what the monthly payments would be. You can even send the specifications to your authorized BMW center, apply for financing, or request a test drive – all online!

BMW Magazine. A fascinating view of the latest events and products in the world of BMW, including travel reviews, personality profiles, and the latest BMW technologies. Sent to new owners and lessees 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.

BMW Performance Driving School. Take your driving skills to the next level. Behind the wheel of our new BMWs and under the expert guidance of professional driving instructors, you'll hone your driving skills on a versatile driving course – 1.7 miles of asphalt that can be configured in a multitude of 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 a BMW to its limits – and yours.

Performance Center Delivery. You'll always remember the fun of taking delivery of your new BMW – especially with BMW Performance Center Delivery in Spartanburg, SC. After enjoying dinner and an overnight stay at a first-class hotel, we'll take you and your companion to the Performance Center where a Product Specialist will give you an in-depth introduction to your new BMW. Then at the Performance Driving School, you'll get tips from a professional driving instructor as you explore the dynamic capabilities of a similar model. It's exciting, it's enlightening – and it's all compliments of BMW with your new vehicle. To learn more about the BMW Performance Center, call **1-888-345-4269** or visit bmwusa.com/performancecenter.

BMW Welt: joy has a home. The **BMW Welt** ("BMW World") delivery and brand-experience center in Munich is bold proof of BMW's passion for design. When you take advantage of the BMW European Delivery Program⁶ this is where you will meet your new BMW – in a personalized process that is highly dramatic 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 Atelier; 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.

¹ See your authorized BMW center for details on these limited warranties.
² The BMW Maintenance Program covers factory-recommended maintenance services as determined by the Service Interval Indicator for all new eligible MY 2004 and later BMW vehicles. Specific additional items that need replacement due to normal wear and tear are also covered. The maintenance coverage period is for the first 4 years or 50,000 miles, whichever comes first. Exclusions from coverage include: gasoline, gasoline additives, windshield washer fluid and additives, battery, tires, wheels, wheel alignment and tire balancing. All work must be performed by an authorized BMW center. See the Service and Warranty Information booklet for specific terms, conditions and limitations. Further information can also be obtained from your authorized BMW center.
³ The BMW Assist and Bluetooth Hands-free Calling system with 4 years of Safety Plan services is standard. In order to receive BMW Assist services, a subscriber agreement must be completed and transferred to the BMW Assist Response Center. GPS and underlying wireless services must be available and functioning; vehicle ignition must be turned on (except for Door Unlock and Stolen Vehicle Recovery), battery charged and connected and vehicle's electrical system operational; services may be limited to certain geographic areas. Call toll-free **1-888-333-6118**, go to bmwassist.com, or visit your authorized BMW center for additional program details. Services are subject to the terms and conditions of your subscriber agreement.
⁴ Requires BMW Assist Safety Plan subscription. Services are subject to the terms and conditions of your subscriber agreement. Please go to bmwassist.com for additional details on the optional Convenience Plan.
⁵ Subject to credit approval and other terms and conditions.
⁶ Not all models available for BMW European Delivery Program. Please go to bmwusa.com or visit your authorized BMW center for details.



BMW love stories.
There are people all over the world who have two things in common: a very special relationship to BMW vehicles, and a zest for life. One of them is Murray Fowler (photo), born in 1929, from Costa Mesa,

California. His best friend has four wheels and boasts 413,575 miles on the odometer. It's a BMW 2800 CS, also known as Blue Max. "This car has a soul," Murray says. A film team has visited people like Murray Fowler all over the globe. The result is a collection of unique miniature portraits: authentic, original and full of joy. BMW UNSCRIPTED is the name of this fascinating internet film series, exclusively available on BMW TV.



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The Ultimate
Driving Machine®



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, for the last six years, BMW has been voted the world's most sustainable automobile manufacturer. At BMW, we strive for and achieve high performance in all we do.

BMW recommends Castrol