



BMW European Delivery Program



Discover the timeless grace.



BMW's European Delivery Program combines the excitement of exploring Europe with the thrill of driving one of the world's premier performance automobiles. Say good-bye to the timetables of trains and tour buses. The distance between destinations that you once endured now becomes an exciting adventure never to be forgotten.

As you browse the pages of this brochure, imagine yourself in the midst of the magnificent beauty of Europe while driving your new BMW. What was once a dream can now become a reality.

We Invite You to Enjoy
an Incredible Journey.

Benefits you can't ignore.



Savings.

By taking European Delivery, you can realize substantial savings on the purchase price of your new BMW.

Vacation opportunity.

Many BMW European Delivery customers use the trip to Munich as a starting point for a European driving vacation. And, the lower purchase price might even pay for the entire vacation! With multiple approved drop-off locations throughout Europe, you can enjoy great flexibility.

Travel convenience.

Driving your own BMW means traveling on your own terms. Simply go where you please, when you please, and at your own pace.

A memorable BMW driving experience.

BMW is practically synonymous with the autobahn. You can experience the world's most famous roads in the world's most revered performance luxury automobile.

"I've been a vendor for the BMW Marketing and Communications Departments for over 10 years and although I always hear about "taking European Delivery", I only recognized what an opportunity it is a year ago when I went to the Welt to drive away in my Crimson X3. It is the best secret that everybody already knows about, but doesn't take the time to do it for themselves. It's a MUST do and then do again!"

- Pamela Ehrlich, New York, NY



Capture the Elegance of Europe.

Logistics.

Payment and Leasing

After your order is received by BMW of North America, confirmation of your delivery date and specifications will be mailed to you and your center. Full payment is required a minimum of 14 days before delivery. Ask your authorized BMW center about lease or finance options which are available through BMW Financial Services. Note: Cars financed or leased through BMW Financial Services are limited to 90 days maximum stay.

Eligibility and Documents Required

To be eligible, you must be a legal resident of the United States, 18 years of age or older, with a valid driver's license. You may stay in Europe for up to five months from the day you pick up your vehicle. Should you extend your stay beyond 14 days, there is an additional charge for insurance coverage (please see www.bmwusa.com/europeandelivery for further details). BMW will handle all the paperwork necessary for the insurance and registration of the car.

BMW Welt

The BMW Welt is open from 9:00 am - 6:00 pm daily. Delivery appointments are available from Monday through Saturday between the hours of 7:30 am and 4:00 pm (last check-in appointment). Your delivery time will be scheduled once your delivery date has been established.

Factory Tours

Upon arrival at the BMW Welt, your specialist will design your day for you, including a factory and museum visit if you choose. It is not necessary to make your tour appointment in advance because tours are scheduled upon arrival at the Welt. Factory tours are available Monday – Friday; however, they are influenced by production schedules. The factory can close for multiple reasons and on those days factory tours may not be offered.

Drop-off locations.

Germany

Austria

France

Switzerland

Netherlands

Italy*



Insurance

The insurance plan offered by BMW as part of the European Delivery Program is underwritten by one of Germany's largest carriers. The plan provides full coverage in Europe without a deductible except in the case of theft, where a 10% deductible applies. BMW provides 14 days of free coverage, however, should customers require additional coverage, it can be purchased in monthly increments. For example, for 45 days of insurance coverage, you would order two months of coverage, which is the actual coverage provided, not one month plus 14 days. Additional details and information on the insurance costs and coverage can be found on www.bmwusa.com/europeandelivery. This coverage must extend to your drop off date and must be confirmed prior to arrival in Germany. It cannot be extended once the vehicle is registered (usually 10 business days prior to delivery). The package also includes Emergency Road Assistance in most European countries at no extra cost.

Navigation System

If your BMW is equipped with on-board navigation, this will assist you on your European journey. Forget unwieldy maps and stopping to ask directions. BMW's optional on-board navigation system is your personal guide to virtually any metropolitan destination. Simply select "Navigation" from the on-board monitor menu and input an address. When using the navigation system, a map of your area appears on the on-board monitor, showing – and telling – the direction. This invaluable feature also helps locate historic sites, airports, fuel stations and that hidden-away five-star restaurant.

Shipping Your Vehicle Home

When your European experience comes to an end, it is now time to ship your vehicle to the United States via a designated freight forwarding company. As part of the European Delivery Program, you can choose one of many convenient drop-off locations. You simply deliver your car to the designated shipping agent. The shipping agent will arrange for the car's transportation to Bremerhaven. Please note that some locations now require reservations in advance. Phone numbers and email address are conveniently located on our website, www.bmwusa.com/europeandelivery under each drop-off location.

BMW includes the cost of transportation,* customs clearance, duty, and marine insurance in the purchase price of all BMWs sold under the European Delivery Program. Allow approximately 6-8 weeks for shipment to the east coast and 8-10 weeks to the west coast from the drop-off date for your vehicle to arrive at your BMW center for final customer re-delivery.



"The European Delivery experience was such an experience that I can't imagine picking a car up in the traditional manner ever again. My family and I will always use the Welt experience as the measuring stick for future car delivery."

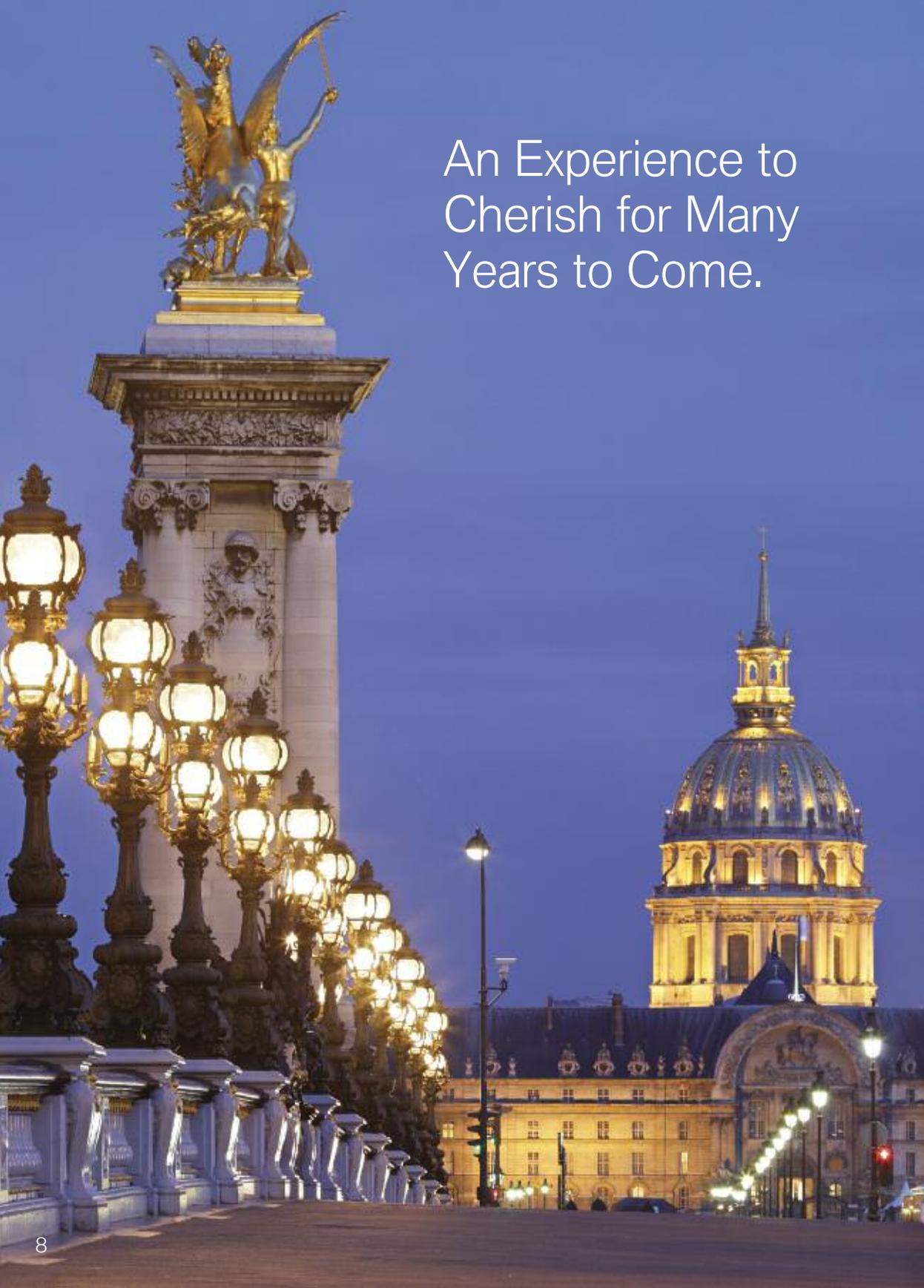
– David Moulton, Vero Beach, FL

"What an awesome experience. Absolutely fantastic. Completely worth the time and travel to be treated so wonderfully. Besides, the car is beautiful. What a fun trip. Great way to pick up a car!"

– Masood A. Haque, Houston, TX

* Shipping from Italian cities is possible for an additional fee, which is not included in the cost of your European Delivery purchase. Shipment from Italian cities must be arranged with the shipping office in Munich one week before your intended drop off. Cars are driven to Munich for truck transfer to point of loading. Car registration and insurance must be valid to allow for inland transportation.

Please visit www.bmwusa.com/europeandelivery for details.



An Experience to
Cherish for Many
Years to Come.

BMW travel packages.



Make your BMW's first drive as memorable as it deserves to be. BMW's were made for the mountain-winding, Autobahn-racing, village-skirting of modern and historic Europe. So it's only natural you and your new BMW should enjoy your first drives here.

Now that you have carefully selected the perfect BMW for you, it is time to design the ultimate travel experience to go with it.

These optional driving adventures are designed to let you experience the very best European hospitality along the way, providing unparalleled access and VIP treatment at some of the most luxurious hotels in the world.

Choose from these magnificent itineraries or “Build Your Own” driving adventure.

1. Ultimate Luxury – Tour programs incorporate some of the most luxurious 5-star hotels in Europe that are custom-designed into 3 unique programs and range from five to six days:

- Lakeside Luxury
- Castles and Mozart
- Spa, Sport, & Drive

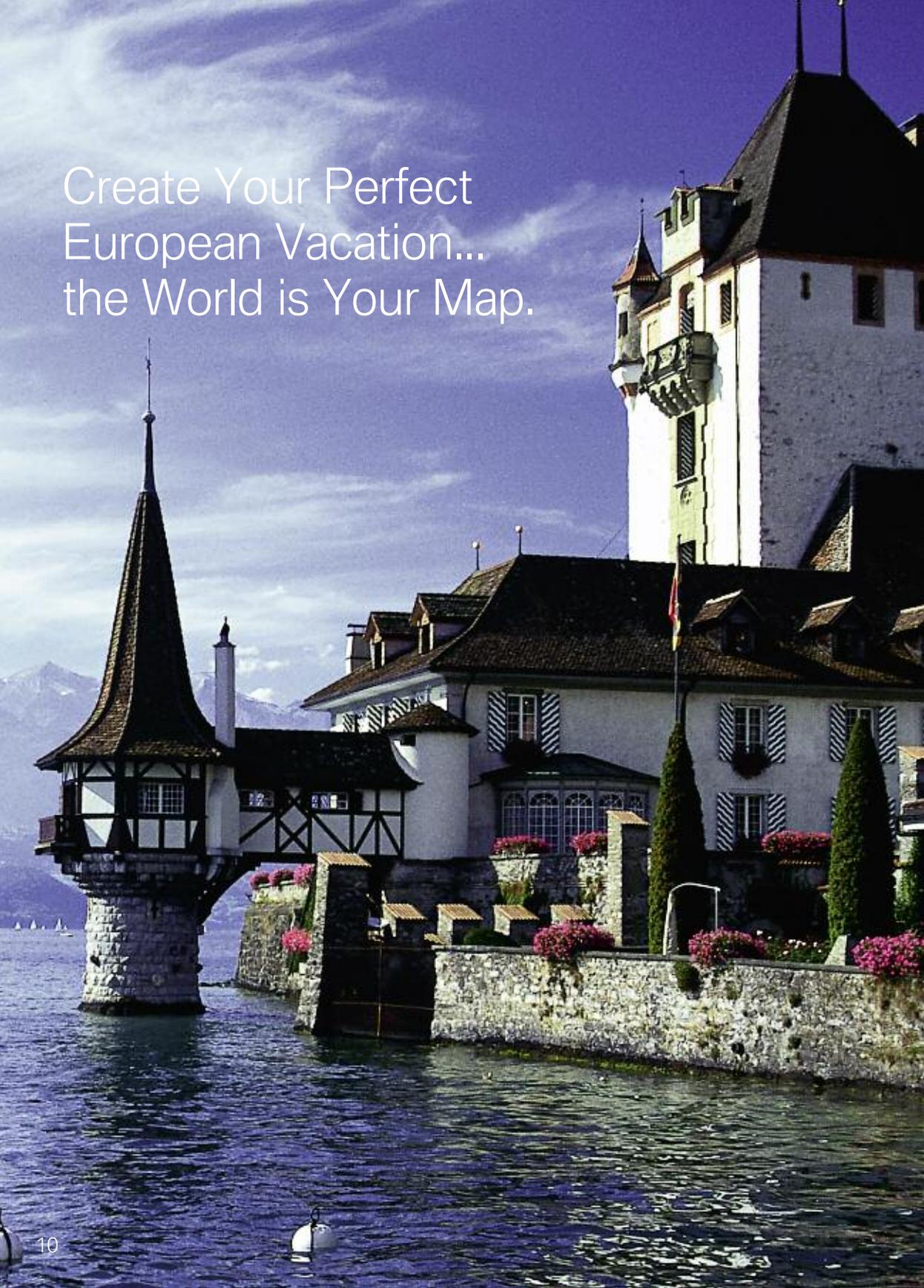
2. Sampler Serenade – Tour programs designed for those who have three or four days to travel:

- The Black Forest
- The Castle Road

3. “Build Your Own” – Custom-tailored itineraries to best encompass your individual travel needs and ensure your dream vacation is fulfilled.

For the latest information regarding travel and driving experiences in Europe, please visit our web site www.bmwusa.com/europeandelivery – “Drive through Europe”.

Create Your Perfect European Vacation...
the World is Your Map.



Build your own European dream vacation.

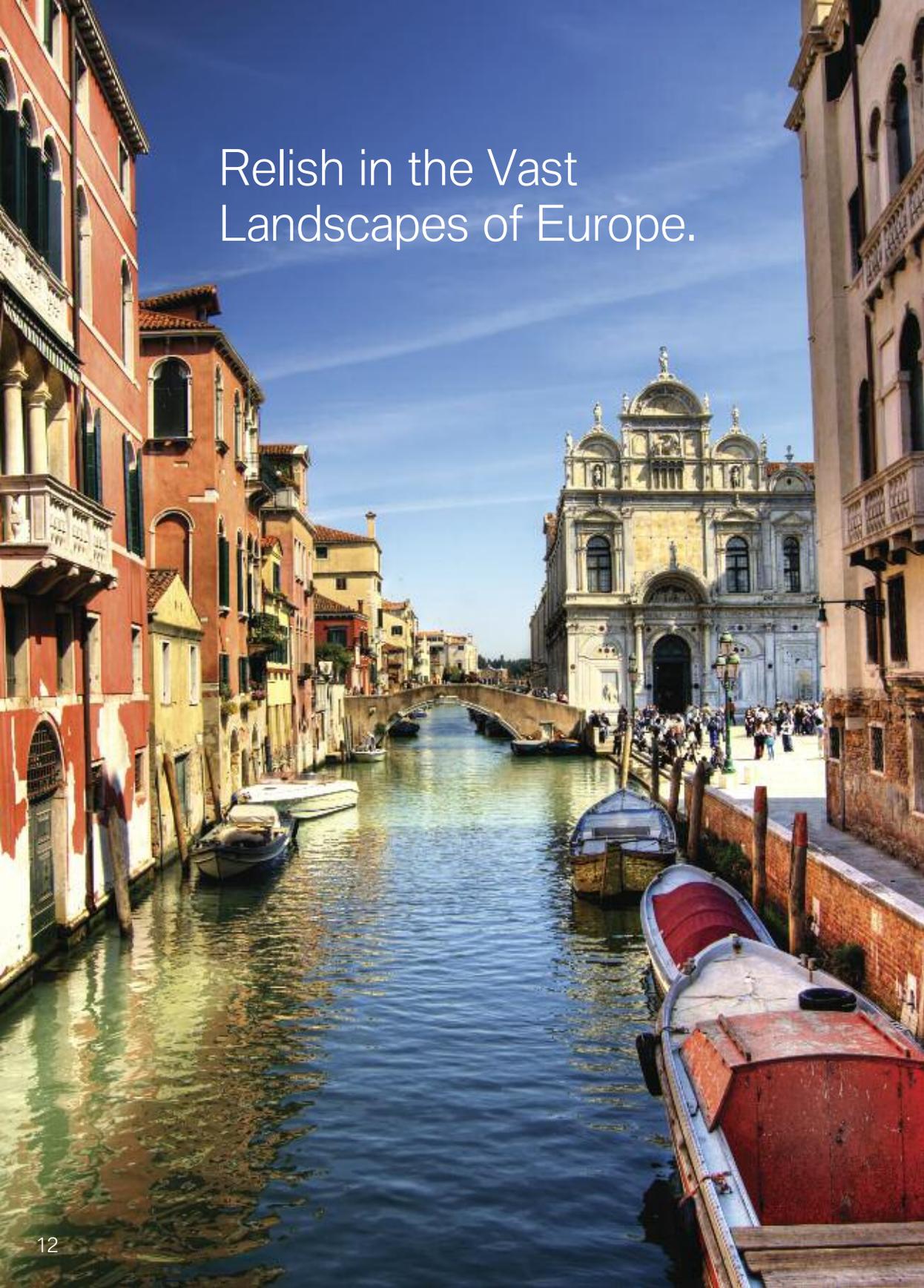


You have carefully selected the perfect BMW for you... now it is time to design the ultimate travel experience to go with it! "Build Your Own" itinerary or choose from magnificent itineraries to experience Europe.

BMW's European Delivery Program is designed to let you enjoy your brand new BMW on the very roads for which it was created. You can design optional driving adventures to let you experience the very best of European hospitality along the way. Choose to stay in a luxurious hotel or a charming bed and breakfast. Share with us where you've always dreamed of going and we will take you there.

Take advantage of Lufthansa's special offer to Munich and customize your vacation. Enjoy an exclusive, once-in-a-lifetime driving adventure. Whether it is a drive to Lake Lucerne or a trip through the Black Forest, Europe is at your fingertips-you decide where your new BMW will take you.

For the latest information regarding travel and driving experiences in Europe, please visit our web site www.bmwusa.com/europeandelivery – "Drive through Europe".



Relish in the Vast
Landscapes of Europe.

BMW's European delivery offer.

BMW now makes delivery in Europe easier than ever. Included in the base price of the model are:

- 14 days of premium road insurance
- Tourist registration
- Factory preparation
- Inland European transportation from your drop-off point to the port of export
- Marine insurance
- Customs duty and clearance
- U.S. port processing and accessory installation
- Wharfage and handling fees
- Return shipment to U.S.

New Vehicle Limited Warranty

BMW's commitment to building quality automobiles extends to providing quality services throughout the world. Your new BMW U.S. model purchased under the European Delivery Plan receives the same warranty privileges as those purchased and delivered in the U.S. Every U.S. model BMW is backed by a new vehicle limited warranty of 4 years/50,000 miles, whichever comes first from the date of sale. See www.bmwusa.com for full warranty details.

While traveling, authorized BMW centers in Europe will honor the U.S. model warranty coverage up to six months without mileage limitations. Should your car require servicing, a BMW trained professional is never far away — another advantage to owning the car that Europeans consider a stalwart friend rather than a luxury. So relax and enjoy the ride.

“The very first thing we did in Europe was to take delivery of our brand new BMW 328i. What a lifetime experience! Since the moment you walked in the impressive, state-of-the-art modern building, you feel your dreams come true. This is like walking on the red carpet before a gala show. You are a VIP!”

– Frank Quan, Pleasant Hill, CA

Enjoy Your Travels.

Special travel offer from Lufthansa.

Enjoy attentive, award-winning in-flight service en route to Munich with Lufthansa. Please visit “Plan Your Trip” on our website www.bmwusa.com/europeandelivery for the latest special travel offers for the BMW European Delivery Program. With over 75 years of experience, multiple U.S. gateways, the best on-time performance at their hubs in Frankfurt and Munich and this very special offer, Lufthansa is your ticket to the ultimate BMW European adventure.



Offer is valid on Economy Class – published Q class fares. Offer is not valid with any other promotion or discount. Taxes, fees, surcharges and passenger facility charges are the responsibility of the user. Both passengers must travel together on the same flights, in the same cabin of service and on the same days. Free companion ticket does not accrue frequent flyer mileage and is not eligible for upgrade. Tickets are non-refundable. All other rules apply as per the eligible fare. Seats are limited and may not be available on all flights/days. Other restrictions apply. For full Terms & Conditions relating to travel specials, please visit www.bmwusa.com/europeandelivery. Subject to change without notice.

Further Information on BMW European Delivery Program

Call 1-800-831-1117 or email BMWEuropeanDelivery@bmwusa.com

Further Information on the Travel Programs

www.bmwusa.com/europeandelivery

Disclaimer: All information contained in this document is based on the latest information available at the time of printing. BMW reserves the right to make changes, without notice, to any information contained herein. Please visit www.bmwusa.com/europeandelivery for the most up-to-date information.

Your Dream Can Now Become a Reality.

More information.

Please visit our website www.bmwusa.com/europeandelivery
or visit your authorized BMW center.

- Current model year pricing
- Addresses and email addresses of the drop-off locations throughout Europe
- BMW Welt hours of operation and list of holidays
- Special travel offers which may be available

**BMW European
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Visit our website
www.bmwusa.com



**The Ultimate
Driving Machine®**

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