

BMW Assist™

Safety & Convenience Services

8:30 a.m.
Witnessed accident,
requested emergency
help sent to scene

10:12 a.m.
Traffic congestion
avoided

11:22 a.m.
BMW center called
to schedule service
appointment

12:10 p.m.
Felt like having
pasta, googled
great Italian
restaurant

2:25 p.m.
Concert confirmed,
destination received

5:03 p.m.
Flight arrival gate
and time confirmed

6:00 p.m.
Checked weather
for the weekend

BMW Assist™
Safety and
Convenience
Services

bmwassist.com



The Ultimate
Driving Machine®

Life in motion.



BMW Assist™

Safety & Convenience Services

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BMW Assist.™

Because life is in motion.

BMW Assist provides you with a suite of services that add confidence and convenience to your driving experience. When you combine the BMW Assist Safety Plan with the optional Convenience Plan, you enjoy peace of mind whenever you're behind the wheel. As part of BMW ConnectedDrive, BMW Assist intelligently integrates the driver, the vehicle and the environment. BMW Assist combines GPS location technology with hands-free wireless communication.

We're there for you whenever you want us.
Need roadside or emergency assistance and don't know where you are? At the push of a button,

the system transmits your vehicle's position to our response center and puts you in verbal contact with a trained response specialist who is ready to help. If your BMW is ever stolen, we can help the police locate and recover it. TeleService automatically notifies your BMW center when your vehicle needs service.

BMW Ultimate Service™

BMW Assist and TeleService are included in the BMW Ultimate Service program. This unique and comprehensive driver enhancement program offers unmatched value in all 2007 and later BMWs. Learn more on page 15.

TeleService is not available on all models.



BMW Assist Safety Plan.



We're there for you whenever you need us.

The BMW Assist Safety Plan is included for four years in all model year 2007 and later BMWs equipped with the BMW Assist and Bluetooth® system – a value that's unmatched in the automotive industry. The system is standard on every X5 M, X6 M, M5, M6, 5, 6 and 7 Series, and is included with the popular Premium Package or available as an option on all other BMW models.

Automatic Collision Notification

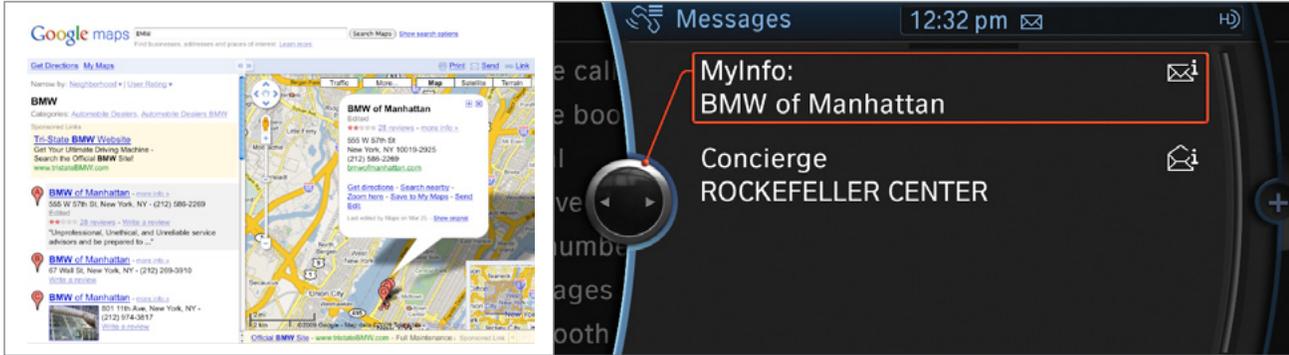
In the event of a severe accident, your BMW Assist system will automatically transmit your vehicle's location and crash information to a response specialist, who will then speak to you to determine if you need help. A second response specialist will request dispatch of emergency services to your location.

Emergency Request (SOS)

In an emergency, just push the SOS button to transmit your location and vehicle information. A response specialist will speak with you to determine your needs. For example, you can request police, fire or medical assistance, or get directions to the nearest police station or hospital.

Enhanced Roadside Assistance

Need a tow? Out of gas? A touch of the "Roadside Assistance" menu option or Wrench button connects you with our response center. Your BMW also transmits your location, so we can quickly and accurately dispatch help.



Connect your drive. BMW Assist links to the internet.

MyInfo
MyInfo allows you to send business listings and street addresses with associated phone numbers from the comfort of your home or office directly to your BMW. To use MyInfo, just search for a business or street address at Google Maps™; add a personal note, if desired, and click “Send.” The destination will then appear in your BMW under the “Messages” menu and can be directly transferred to your Navigation system (if so equipped) for immediate route guidance, while you can call the destination via your Bluetooth® linked phone.

MyInfo is available on 2008 and later X6 produced 4/08 and later, and on all other 2009 and later BMW models, except 2010 and earlier X3.



Help outside your BMW.

Stolen Vehicle Recovery

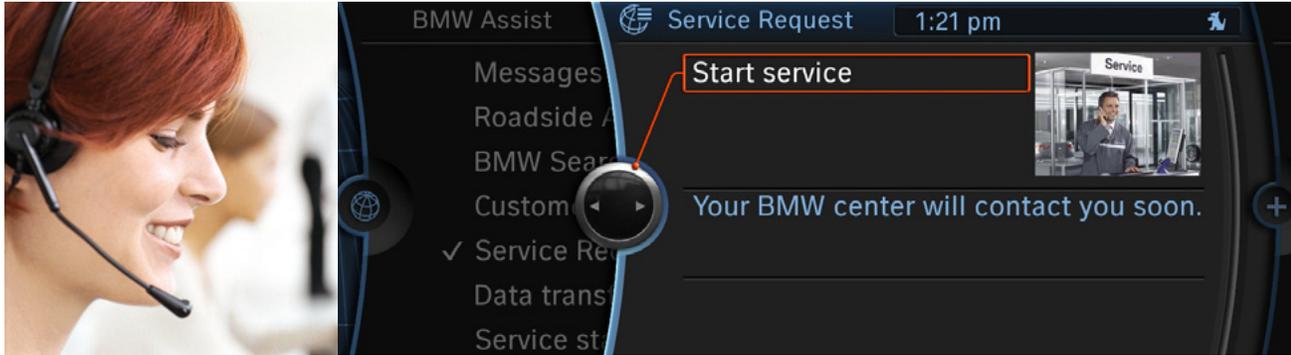
If your BMW is ever stolen, call BMW Assist toll-free at 1-888-333-6118 immediately after filing your police report. We then help the police locate your vehicle. Your insurance provider may discount your premium due to this service.

Available on all 2006 and later 7 Series effective as of 9/05 production, and all other BMW models produced 10/04 and later. Valid Stolen Vehicle Police Report and BMW Assist password required.

Door Unlock

This helpful feature allows you to gain access to your BMW if you're ever locked out. Simply call BMW Assist toll-free at 1-888-333-6118, provide your name and password, and a response specialist will send a signal to your vehicle to unlock the driver's door.

Available on all 2008 and later X3 and Z4, and all other 2007 and later models produced 9/06 and later.



Help from BMW and your BMW center.

Customer Relations

Have a question or concern? Your system can put you in contact with our helpful Customer Relations staff at the touch of the SOS button or the “Customer Relations” menu option.

TeleService

With TeleService, your vehicle’s operating status and upcoming service needs are transmitted to your BMW center automatically, or manually with a push of the “Service Request” menu option in your radio or iDrive display. A BMW service advisor then calls you to schedule a convenient service appointment. This feature allows your Service department to have needed parts ready, saving you time. It also reduces the chance of a breakdown later – adding to your peace of mind.

TeleService is available on all 2004 and later 5 and 6 Series; 2006 and later 7 Series and BMW Assist-equipped 3 Series Sedans and Sports Wagons; 2007 and later BMW Assist-equipped X5 and 3 Series; 2008 and later X6 and 1 Series; 2009 and later Z4; and all 2010 and later X5 M and X6 M. TeleService is not available on 2010 and earlier X3.



BMW Assist.
Your life.
Your way.

Safety Plan

Standard on the X5 M, X6 M, M5, M6, 5, 6 and 7 Series; included with the Premium Package or available as an option on all other models.

2007 and later models: No charge for 4 years/ unlimited miles, then \$199 per year.

2006 and earlier models: No charge for the first year, then \$199 per year.

Subscribe at your BMW center.

One year or less BMW-paid term remaining: Credit card info required to enroll. Two months or less BMW-paid term remaining: Customer must purchase one year minimum term at \$199/year to enroll. Reactivation charge may be required if service lapses.

BMW Assist Convenience Plan.



Your travel companion.

Trust BMW Assist to help you with your busy life through the optional Convenience Plan, available to all Safety Plan subscribers. When you're on the road, our Convenience Plan services provide valuable information, offering a helping hand 24/7, whenever you need it.

Critical Calling

Perhaps you forgot your mobile phone, or its battery is discharged – and you urgently need to speak to a family member or colleague. Don't worry. Critical Calling allows you to make up to four operator-assisted calls per year. Simply push your SOS button to speak with a BMW Assist response specialist, who will then connect you to your requested party for up to five minutes per call.

Concierge

Want to know the best gas price in your area? A flight arrival gate or time? The best French restaurant, or perhaps a four-star hotel? Select "Concierge" on your radio or iDrive menu option and talk to a friendly representative who can even send the address and phone number of your desired destination to your Navigation system, if so equipped, and Bluetooth linked phone.

Please contact your authorized BMW center for a listing of BMW-approved Bluetooth enabled phones. See footnote on page 14 for additional information.

Bloomberg and Google™ on board.

BMW Search

BMW Search allows online access to the latest weather forecasts, and delivers DOW, NASDAQ and S&P 500 stock indices from Bloomberg to the iDrive display right inside your vehicle. Access news headlines covering the USA, world, sports, business and BMW topics with the text-to-speech conversion on 2010 and later models. Send to Mail pinpoints the vehicle's current location and destination, and allows you to send it to a smartphone or email account. Then it's just a quick hyperlink to Google Maps for friends and family to see where you are and where you're going.

Bloomberg Mobile



Locate businesses while on the go.

BMW Search

Enjoy online access to up-to-date fuel prices at nearby gas stations or your destination as well as the powerful reach of Google Maps business search. These services transfer your BMW's current location and destination automatically and then display the search results with the name, address, phone number and distance to your destination. The information is continuously updated, hence never outdated. When you find the desired gas station or any other point of interest, you can immediately start route guidance or place a hands-free call with a Bluetooth linked phone at just a push of a button.

BMW Search is available exclusively to Convenience Plan subscribers on all BMW Assist and BMW Navigation system equipped 2009 and later Z4, 1, 3 and 7 Series, and 2010 and later X5, X6, 5 and 6 Series.

Google maps



Directions

If you want to know the shortest route from Point A to Point B... need directions to the nearest gas station, ATM or any street address... want recommendations for a good restaurant, hotel or interesting site: just select "Concierge" from the menu, and a friendly response specialist will assist you. You can also have the destination and phone number sent to your BMW Navigation system and your Bluetooth linked phone when you select "Concierge" using your iDrive Controller.

Traffic Information

Streamline your trip with up-to-date traffic reports along your route. Just select the menu option "Concierge" to be in the know.

Weather Information

Be prepared by selecting the menu option "Concierge" for the latest weather forecast – locally or at your destination.

Destination and phone number transfer available with optional BMW Assist Convenience Plan. Available on 2009 and later Z4, and all other 2007 and later BMW Assist-equipped models produced 9/06 and later, except the X3 SAV[®] and 2007-2008 Z4.



Upgrade to the Convenience Plan

\$199 per year.

To enroll, subscribe at your BMW center, push your SOS button, or call toll-free 1-888-333-6118.

(Safety Plan subscription required.)

BMW Ultimate Service.

BMW Ultimate Service is a package of premium features offered at no cost, available for all 2007 and later BMWs. This program sets the benchmark in customer support – and confidence. BMW Ultimate Service, which leads the automotive industry in providing drivers with incredible value and peace of mind, includes:

BMW Assist Safety Plan¹ with TeleService²

A valuable and unparalleled array of services that add confidence and convenience to your driving experience.



The BMW Maintenance Program

This automotive maintenance program offers no-cost coverage for 4 years/50,000 miles from the original in-service date of the vehicle. Thanks to advanced BMW technology, you might need to bring your BMW in for routine inspections only about once a year, saving you precious time, as well.

BMW Roadside Assistance

BMW offers one of the automotive industry's most comprehensive roadside assistance plans today: 4 years/unlimited miles from the vehicle's original in-service date. This on-the-road help, available 24/7, includes: flat tire changes, emergency gasoline, towing, alternative transportation and trip-interruption benefits, as well as other valuable services.³

New Vehicle Limited Warranty

Every new BMW is covered for 4 years/50,000 miles, whichever comes first, including limited coverage for defects in materials or workmanship. And only Original BMW Parts are used – your assurance that your BMW will continue to perform like a BMW.

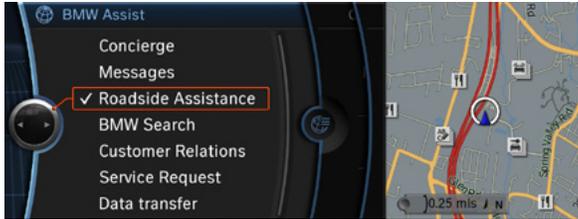
All BMWs come with the BMW Maintenance Program and Warranty standard for 4 years or 50,000 miles, whichever occurs first. Roadside Assistance comes standard for 4 years.

¹ BMW Assist Safety Plan comes standard for 4 years on every 2007 and later M5, M6, 5, 6 and 7 Series, and 2010 and later X5 M and X6 M, and is included with the Premium Package or available as an option on all other BMW models.

² TeleService is available on all 2004 and later 5 and 6 Series, and 2006 and later 7 Series. In models equipped with BMW Assist, TeleService is available on 2006 and later 3 Series Sedans and Sports Wagons, 2007 and later X5 and 3 Series, 2008 and later X6 and 1 Series, 2009 and later Z4, and all 2010 and later X5 M and X6 M. TeleService is not available on 2010 and earlier X3.

³ Subject to certain limitations; visit www.bmwusa.com/roadside for further details.

Give it a try. Make your selection!



For more information
on BMW Assist,
visit www.bmwassist.com or
call toll-free 1-888-333-6118.

Monday to Friday: 7 a.m. to 10 p.m., Central Time
Saturday: 8 a.m. to 9 p.m., Central Time

In order to receive BMW Assist services, a subscriber agreement must be completed at your local BMW center 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, or visit www.bmwassist.com or your BMW center for additional program details. Services are subject to the terms and conditions of your subscriber agreement.

BMW Ultimate Service coverage applies only to U.S.-specification BMWs imported and distributed by BMW of North America and sold or leased to U.S. or P.R. residents through authorized BMW centers or its European Delivery program. Vehicles purchased or leased from BMW centers in any other country do not qualify for BMW Ultimate Service.

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More about BMW

bmwusa.com
1-800-334-4BMW



The Ultimate
Driving Machine®