



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.

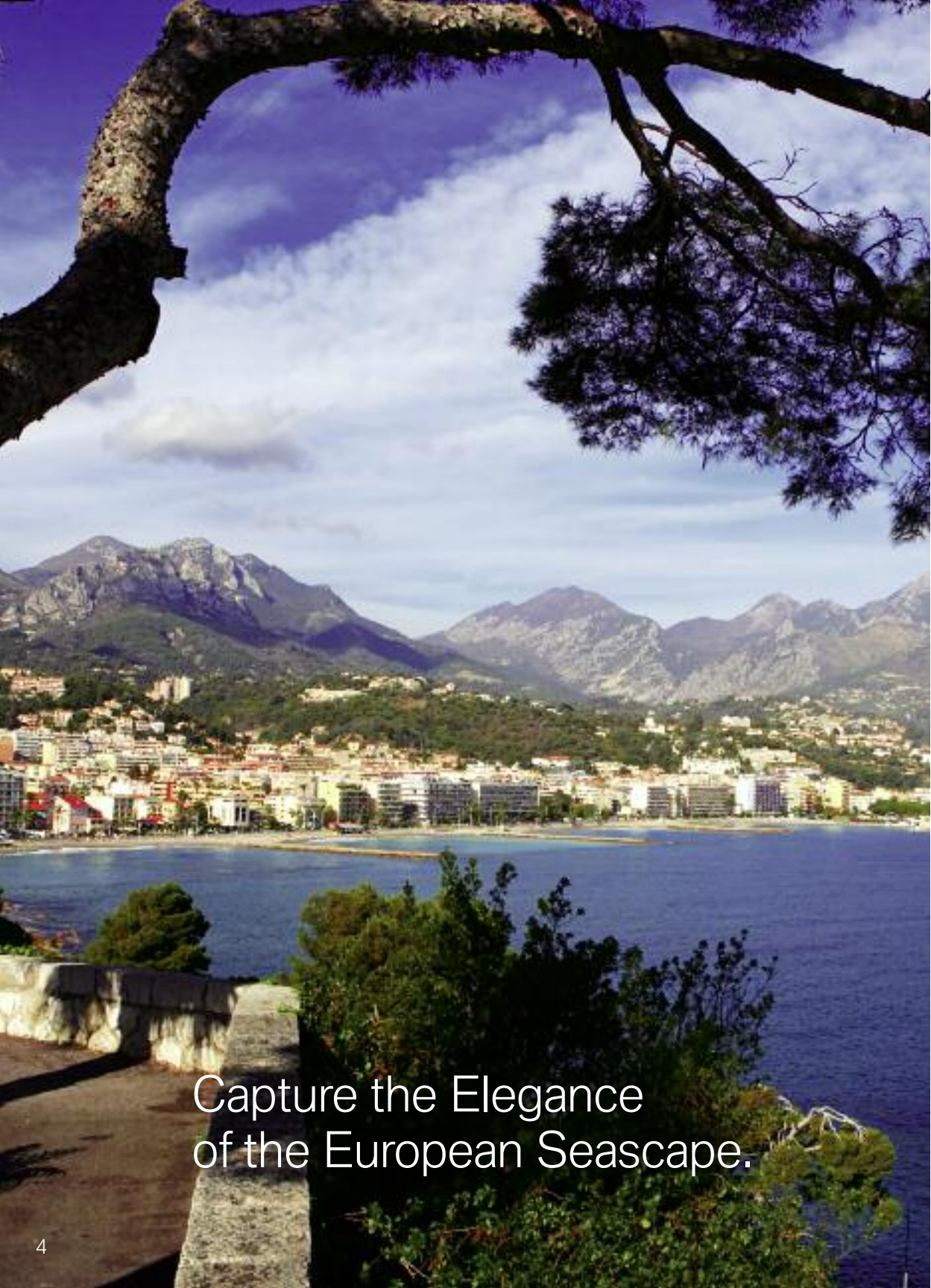
Many BMW European Delivery customers use the trip to Munich as a starting point for a European driving vacation. And, the lower purchase price might even pay for the entire vacation! With multiple approved drop-off locations throughout Europe, you can enjoy great flexibility.

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.



Capture the Elegance
of the European Seascape.

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 or as soon as your VIN is available. 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 7:30 am for check-in and is open until 8:00 pm, Monday through Saturday. Delivery appointments are made 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 tour if you choose. It is not necessary to make your tour appointment in advance because tours are scheduled upon arrival at the Welt, Monday through Friday. Factory tours are not available on weekends, holidays and production breaks.

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 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

The BMW on-board navigation system* can enhance and 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 "GPS-Navigation" from the on-board monitor menu and input an address. Using a Global Positioning System satellite, a map of your area appears on the dash monitor, showing – and telling – the direction. This invaluable feature also helps locate historic sites, airports, petrol stations and that hidden-away five-star restaurant.

When You've Reached Your Destination

E.H. Harms is the designated freight forwarding company for all BMWs being returned to the United States under the European Delivery Program. You can choose one of many convenient drop-off locations. You simply deliver the car to the local office of E.H. Harms or to its designated shipping agent. The shipping agent will arrange for the car's transportation to closest European port. Note that some locations now require reservations in advance. Phone numbers and email address are conveniently located on our website under each drop-off location. BMW includes the cost of transportation,** customs clearance and 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.



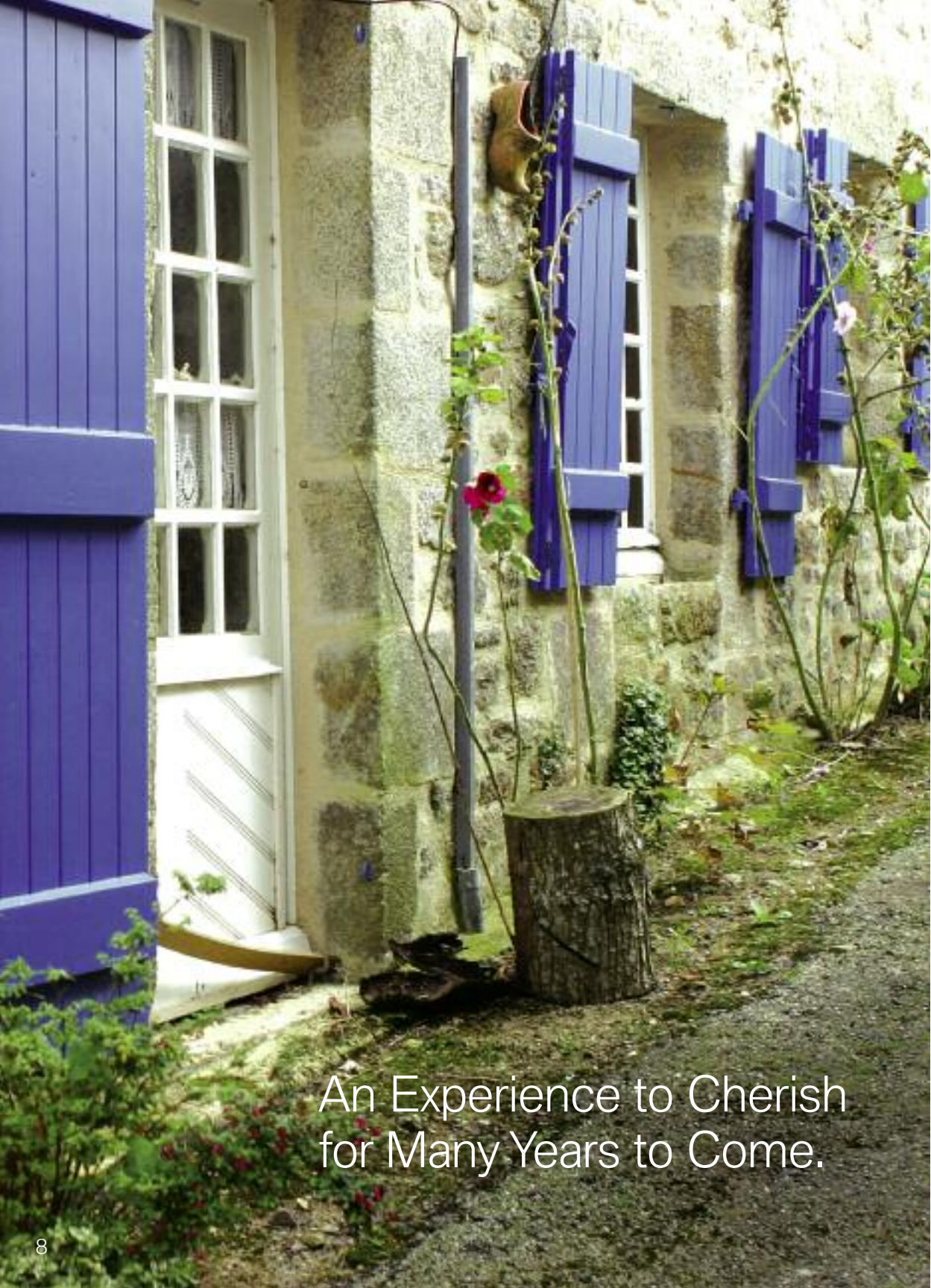
“Last fall, we made arrangements to purchase a BMW through the European Delivery Program and selected the Alpine Getaway. From our arrival in Munich, where we were greeted by our driver, to our final drop-off of the car in Frankfurt, our experience was exceptional. We have traveled extensively and have never been treated so well. All of the accommodations were first class. Our BMW 530xi was a real pleasure to drive and, with an all-Europe DVD for our Navigation System, we were easily directed to each destination. We would highly recommend the BMW European Delivery program and we would love to repeat the adventure ourselves sometime in the future.”

– Nancy and Robert Quirk, European Delivery Customers

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.

* Standard on all 6 Series and 7 Series models; available as a factory-installed option in other models. Consult your BMW center for information.

** Shipping from Italian cities must be arranged with the E. H. Harms office in Munich a minimum of 5 days before the intended drop-off. Cars are driven to Munich for truck transfer to point of loading. Car registration and insurance must be valid for at least 5 days after the date of drop off in Italy. Please visit www.bmwusa.com/europeandelivery for special details regarding Italian drop-offs. Additional costs may be incurred.



An Experience to Cherish
for Many Years to Come.

BMW travel package.



Optional driving packages let you tour Europe in your new BMW, stay at the world's best hotels and return home with the ultimate souvenir.

BMW's European Delivery Program is designed to let you enjoy your brand new BMW on the very roads for which it was created. 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.

Enjoy an exclusive, once-in-a-lifetime driving adventure developed for BMW. Take advantage of Lufthansa's two-for-one offer to Munich and customize your vacation. The world is at your fingertips – you decide where your new BMW will take you.

The BMW Travel Packages include three different ways to travel:

- 1. Ultimate Luxury:** Tour programs incorporating some of the most luxurious 5-star hotels in Europe that are custom-designed into 3 unique programs and range from five to seven days;
- 2. Sampler Serenade:** Tour programs designed for those who only have three or four days to travel;
- 3. "As You Like It":** Custom-tailored itineraries to best encompass your travel needs. We recognize that the BMW customer is special and will work with you to design your perfect vacation because no two itineraries are alike. You set the pace and our travel group will make it happen. We offer a wide variety of plans from the most cost effective to the skies the limit — we'll make sure your individuality is recognized and your dream vacation is fulfilled.

Full details on the various tour packages are listed for your convenience on pages 10-15.



Experience the
Culture of Old Europe.

Ultimate luxury tour packages.

Your tour begins at Munich's Franz Josef Strauss Airport where you'll be met and driven to the BMW Welt or the Bayerischer Hof, a family-owned historic hotel. Then choose from three custom-designed, five and seven-day itineraries that will take you and your BMW on some of Europe's most scenic and dramatic roads. Each day will culminate with a stay at some of Europe's most luxurious 5-star hotels.

Choose from these Magnificent Itineraries:

Lakeside Luxury: Munich to Milan, via Lucerne and Lake Como

- 1 night Munich – Bayerischer Hof
- 1 night Lucerne – Palace Luzern
- 2 nights Lake Como – Villa D'Este
- 1 night – Milan – Acanto

Castles and Mozart: Munich to Vienna, via Salzburg and Prague

- 1 night Munich – Bayerischer Hof
- 1 night Salzburg – Hotel Goldener Hirsch
- 2 nights Prague – Four Seasons Prague
- 1 night – Vienna – Hotel Imperial

Spa, Sport and Drive: Munich to Evian, via Bregenz and Interlaken

- 1 night Munich – Bayerischer Hof
- 1 night Bregenz – Hotel Mercure
- 2 nights Interlaken – Victoria Jungfrau
- 2 nights Evian – Evian Royal Resort

Detailed itineraries and pricing are available on the European Delivery website.





Relish in the Vast
Landscapes of Europe.

Sampler Serenade tour packages.

Your tour begins at Munich's Franz Josef Strauss Airport where you'll be met and driven to the BMW Welt or you will be taken to the Bayerischer Hof Hotel in the heart of Munich. Then choose from two different four-day European discovery programs as you sample the highlights of Europe.

Choose from these Sampler Serenade Itineraries:

Highways & Byways of the Black Forest

Munich to Wiesbaden, via Baden Baden and Heidelberg

1 night Munich - Bayerischer Hof

1 night Konstanz – Steigenberger Insel Hotel

2 nights Baden Baden - Brenners Park

1 night Wiesbaden – Hotel Nassauer Hof

The Castle Road

Munich to Frankfurt, via Strasbourg and Heidelberg

1 night Munich - Bayerischer Hof

2 nights Strasbourg – Strasbourg Sofitel Hotel

1 night Kronberg – Kronberg Schloss Hotel

Detailed itineraries and pricing are available on the European Delivery website.



“From Munich to Milan, we set out on an adventure experiencing the finest hotels and restaurants, not to mention the most extraordinary scenery, as we cruised the terrain in our own “Ultimate Driving Machine.”

– Sue and Stan Nadel, European Delivery customers

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

“As You Like It” travel itineraries.



You have carefully selected the perfect BMW for you...now it is time to design the ultimate travel experience to go with it!

Your tour begins at Munich's Franz Josef Strauss Airport where you'll be met and driven to the BMW Welt or you will be taken to either the Bayerischer Hof, a family-owned hotel or the Koenigs Hof Hotel in the heart of Munich. Then you will begin the trip of a lifetime created especially for you. With the help of your travel professional, you will visit the places you want to see, stay at the

hotels of choice, dine when and where you like, and make it as short or as long as you prefer. Remember, it is “As You Like It.”

Not sure where to go...here are two possible itineraries to consider:

Alpine Getaway: Munich to Lausanne, via Zurich and Interlaken

- 1 night Munich – Bayerischer Hof
- 1 night Zurich – Baur au Lac
- 2 nights Interlaken – Victoria Jungfrau
- 1 night Lausanne – Beau-Rivage Palace

City Life Experience: Munich to Vienna, via Berlin and Prague

- 1 night Munich – Bayerischer Hof
- 2 nights Berlin – The Westin Grand Hotel
- 1 night Prague – Le Palais Hotel
- 1 night Vienna – Le Meridien Vienna

We have many more itinerary options to customize your travel desires. Tell us where you've always dreamed of going and we'll take you there.

Detailed itineraries and pricing are available on the European Delivery website.



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 free 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.

"We arrived at the Munich Airport to be picked up by a chauffeured 7 Series BMW and the journey had only just begun. We were taken to the BMW delivery center where our new 650 BMW was waiting under the lights. Our trip, with our European navigator guiding us to each new destination, was the experience one only dreams about. Each new hotel, each new road, was more grand than we had ever imagined. Seeing the country side, riding in a machine that the 650 brings to the road, was so much more than we thought possible."

– Karen Riss, European Delivery customer

Special travel offer.

Your Companion Flies Free with Lufthansa's Special 2-for-1 Offer.

Enjoy attentive, award-winning in-flight service en route to Munich with Lufthansa. With this exclusive 2-for-1 offer available only to BMW European Delivery Travel Program clients, you and your traveling companion will arrive relaxed, on time and ready to pick up the keys to your very own BMW. With 75 years of experience, 16 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 for travel validity dates on the 2-for-1 offer, please visit www.lufthansa-usa.com/241BMW. Subject to change without notice.

Further Information on BMW European Delivery Program

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

Further Information on the Travel Programs

Call Courtyard Travel, LTD. at 1-866-977-4BMW (4269)
or email bmw@courtyardtl.com



The program offers three unique options: Ultimate Luxury, Sampler Serenade, and "As You Like It". A wide range of price options are available to suit your budget. Detailed pricing on the Sampler Serenade and Ultimate Luxury are listed on our website, prices are not predetermined for the "As You Like It" program because they are customized to you. Costs for tours are per person based on double occupancy and do not include airfare. Prices do not include the lease or purchase of the vehicle. The programs are priced for deluxe accommodations, acclaimed cuisine and activities individually tailored to each participant's travel philosophy and style. Upgrades to suite accommodations and/or changes to hotel selection are available at a supplemental charge. The hotels and accommodations listed on the itineraries are subject to availability. Price of the tours includes: Hotel accommodations as indicated in the itinerary or the equivalent, private sedan transfer upon arrival, meals as noted in the itinerary, hotel and restaurant service charges and taxes. Price does not include: international air transportation, airport departure taxes, excess baggage charges, items of a personal nature, travel insurance, communications charges, meals not specified in the itineraries, cost of obtaining passports and visas, or any additional optional extras arranged by Valerie Wilson Travel. All prices are subject to change. For program effective dates please visit www.bmwusa.com/europeandelivery.

Registration: A deposit of \$500 per person is required at the time of booking. Payment in full is due 60 days prior to departure. Preferred payment method is personal checks made payable to Valerie Wilson Travel, Inc. If you wish to pay by credit card, a service fee of at least 3% of the entire charge will apply. "As You Like It" program or customized travel arrangements to one of the pre-packaged tours are also available should you wish to create your own personalized European Driving Experience. A non-refundable planning fee of at least \$200 applies.

Cancellation: The following charges apply to land costs only. Cancellations received up to 60 days prior to departure, \$100 per person cancellation fee per tour; 59-45 days, 10% of the tour price; 44-30 days, 20% of the tour price; 29 days or less, 100% of the tour price. Trip Cancellation/Interruption insurance is strongly recommended. Policy guidelines apply to all itineraries.

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
- A detailed daily itinerary of the BMW Travel Programs
- 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
Delivery Program**

Visit our website
www.bmwusa.com



**The Ultimate
Driving Machine®**

Visit our Internet web site at <http://www.bmwusa.com>
The BMW name and logo are registered trademarks.
© 2009 BMW of North America, LLC
300 Chestnut Ridge Road, Woodcliff Lake, NJ 07677