

BMW Canada Inc.

2016 Product Planning Bulletin



MODEL YEAR 2017 M3 & M4 PRICING AND ORDERING INFO.

BMW Canada is pleased to announce the following product changes, pricing and ordering information for the 2017 M3 and M4.

Now in their third year, the current generation of M3 and M4 continue to be very well received by the Canadian market. The addition of the Competition Package and M Performance Carbon package midway through 2016 model year provided an attractive impulse for consumers and overall, M3 and M4 customers are opting for very well equipped cars.

For 2017, we hope to continue strength in this increasingly competitive segment. One of the most exciting and significant changes is the addition of the Ultimate Package, which is covered in detail later in this document.

MY2017 Base Pricing Summary

M3 Sedan	M4 Coupe	M4 Cabriolet
\$75,500 (+\$500)	\$76,500 (+\$500)	\$86,000 (+\$500)

If you have any questions about the 2017 BMW M3 and M4, please contact

Patrick Clancy

Product Planner, 3, 4, 5, 6, 7 Series
BMW Canada
905.428.5093
Patrick.Clancy@bmwgroup.ca

Matthew Wilson

Manager, Product Planning
BMW Canada
905.428.5443
Matthew.Wilson@bmwgroup.ca

BMW Canada Inc.

2016 Product Planning Bulletin



Standard Profile Changes

The All-New iDrive 5.0 (Option Code 609)

The all-new iDrive 5.0 system that first launched with the MY2016 7 Series Sedan (G11/G12) will gradually be rolled out across the BMW lineup. The M3 and M4 receive iDrive 5.0 **(without touchscreen)** starting July production.

iDrive 5.0 System Highlights

- All-new menu layout with more intuitive operation and sub-menu previews.
- Enhanced graphics and increased display resolution (1440 x 540 pixels – approximate 25% improvement).
- iDrive controller with revised direct access buttons:
 - o COM (**NEW**) – Controls communication functions, including telephone. (TEL button deleted)
 - o MEDIA – Controls entertainment/media functions, including radio. (RADIO button deleted)
 - o MAP (**NEW**) – Provides direct access to the navigation map.
 - o NAV – Provides access to the destination input menu.
- Learning Navigation – Adaptive Routes:
 - o Adapts to, learns, and suggests the driver's frequently driven routes.
- Split Screen Enhancements – Arrow Display:
 - o Offers enhanced split screen (turn-by-turn previews, detailed 3D junction view).
- Shortcut to Last Functions:
 - o Double pressing the MENU button on the iDrive controller toggled a favourites bar showing last/recently used functions.



BMW Canada Inc.

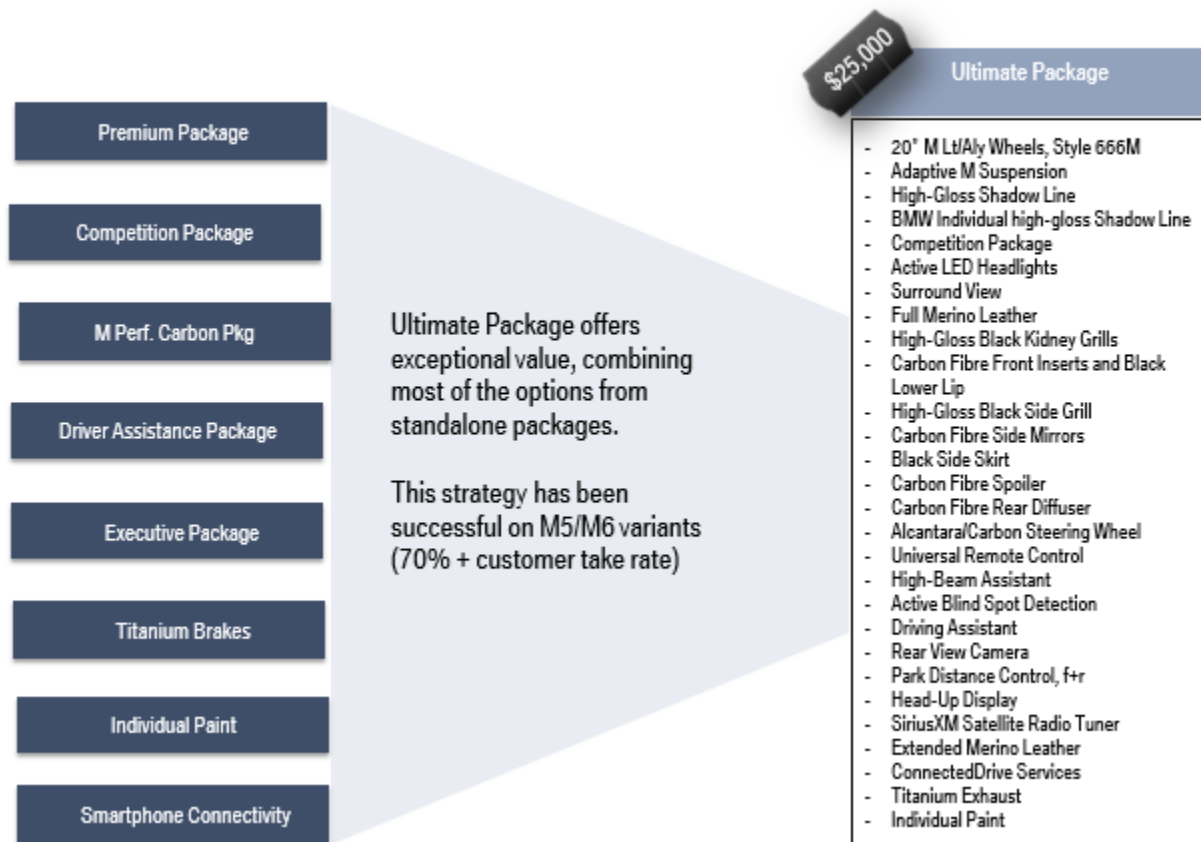
2016 Product Planning Bulletin



OPTION PACKAGE CHANGES

Ultimate Package

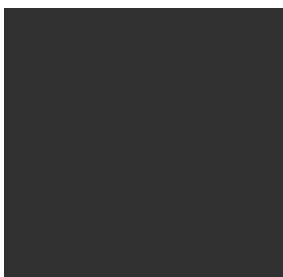
New for 2017, BMW Canada will be offering an all-encompassing “Ultimate Package.” This package provides tremendous customer value by combining the most popular options and equipment including creature comforts, performance upgrades and aesthetic upgrades. The same strategy has proven very popular and successful on the M5 and M6.



Overall, the Ultimate Package offers customers a discount of \$6,500 vs. ordering options individually. Furthermore, the following exclusive Individual paint choices are available at no added cost. Note, selection of these Individual paints may result in longer production timelines.

BMW Canada Inc.

2016 Product Planning Bulletin



Grey Black
(Non-metallic)



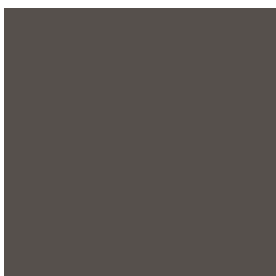
Imola Red
(Metallic)



Java Green
(Metallic)



Laguna Seca Blue
(Metallic)



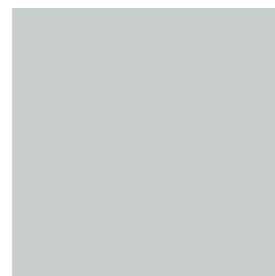
Lava Grey
(Metallic)



Speed Yellow
(Non-metallic)



British Racing
Green (Metallic)



Fashion Grey
(Non-metallic)



Santorini Blue
(Non-metallic)



San Marino Blue
(Metallic)

BMW Canada Inc.

2016 Product Planning Bulletin



M3 & M4 Package Structure

Packages have been re-aligned slightly to create consistency across the model lineup. The Technology package has been renamed “Driver Assistance Package” to better reflect package contents.

\$25,000 Ultimate Pkg - High-Gloss Black Kidney Grills - M Performance front splitter - High-Gloss Black Side Grill - Carbon Fibre Side Mirrors - Black Side Skirt (not on M3) - Carbon Fibre Spoiler (not on cab) - Carbon Fibre Rear Diffuser - Alcantara/Carbon Steering Wheel - Rear View Camera - Park Distance Control, f+r - Head-Up Display - SiriusXM Satellite Radio Tuner - Extended Merino Leather - ConnectedDrive Services - High-Beam Assistant - Active Blind Spot Detection - Driving Assistant - Speed limit info - 20" M Lt/Ally, Style 666M, Non-RFT - Adaptive M Suspension - High-Gloss Shadow Line - BMW Individual high-gloss Shadow Line with extended contents - Competition Package - Active LED Headlights - Surround View - Full Merino Leather - Universal Remote Control - Electric Rear Sunshade - Manual Side Sunshade (M3 only) - WIFI Hotspot - Apple Carplay - Extended Bluetooth w/ wireless charging	\$4,500 Premium Package - Rear View Camera - Park Distance Control, f+r - Head-Up Display - SiriusXM Satellite Radio Tuner - Extended Merino Leather - ConnectedDrive Services	\$6,500 Competition Package - 20" M Lt/Ally Wheels, Star-Spoke, Style 666M, Non-RFT - Adaptive M Suspension - High-Gloss Shadow Line - BMW Individual high-gloss Shadow Line with extended contents - Competition Package	M4 Coupe \$4,900 M Perform Carbon Pkg - High-Gloss Black Kidney Grills - Carbon Fibre Front Inserts and Black Lower Lip - High-Gloss Black Side Grill - Carbon Fibre Side Mirrors - Black Side Skirt (not on M3) - Carbon Fibre Spoiler (not on cab) - Carbon Fibre Rear Diffuser - Alcantara/Carbon Steering Wheel	M3/M4 Cab \$4,600 M Perform Carbon Pkg - High-Gloss Black Kidney Grills - Carbon Fibre Front Inserts and Black Lower Lip - High-Gloss Black Side Grill - Carbon Fibre Side Mirrors - Black Side Skirt (not on M3) - Carbon Fibre Spoiler (not on cab) - Carbon Fibre Rear Diffuser - Alcantara/Carbon Steering Wheel
	\$1,500 Driver Assistance Package - High-Beam Assistant - Active Blind Spot Detection - Driving Assistant - Speed limit info	M4 \$4,500 Executive Package - Active LED Headlights - Surround View - Full Merino Leather - Universal Remote Control - Electric Rear Sunshade - Manual Side Sunshade (M3 only)	M3 \$5,000 Smartphone Connectivity - WIFI Hotspot - Apple Carplay - Extended Bluetooth w/ wireless charging	\$750 Smartphone Connectivity - WIFI Hotspot - Apple Carplay - Extended Bluetooth w/ wireless charging

BMW Canada Inc.

2016 Product Planning Bulletin



Smartphone Connectivity Package

New for model year 2017 on 2, 3 & 4 Series models, this package is tailored to smartphone devices. The package includes enhanced Bluetooth with wireless charging capability, WiFi hotspot connectivity and Apple CarPlay integration.

Enhanced Bluetooth with Wireless Charging (Option code 6NW)

This feature unlocks additional integration with your mobile device, helping connect drivers to their digital lives.

Two phones can be paired simultaneously, with call making and receiving capability. Similarly, a second USB port is available for connecting / charging multiple devices. An additional microphone is installed above the front passenger seat to allow for better voice quality during telephone calls. Third party ConnectedDrive Apps are accessible via Bluetooth so drivers no longer need to connect their phone via USB.



Features

- Pair two phones simultaneously
- Access third party apps without wired USB connection
- Bluetooth or WIFI audio streaming
- Additional microphone located above front passenger
- Additional USB port
- Wireless charging sleeve in center console

WiFi Hotspot (Option code 6WD)

Featuring a separate sim card for connection directly to a cellular network, this option turns your vehicle into a rolling WiFi network. Up to 10 devices, including smartphones and tablets, can be paired to the network and have full access to the internet with 4G LTE data speeds. Purchase of a separate cellular data plan is required for WiFi internet connectivity.

Apple CarPlay (Option code 6CP)



CarPlay provides BMW drivers with a new way to interact with their iPhone by making popular applications and functions available via the iDrive system in Apples familiar user interface. Using the iDrive controller, or Siri hands-free personal assistant, drivers can access their messages, Apple Maps, online music streaming or their iPhones and a growing list of features.