

BMW X5
Sports Activity
Vehicle®



The Ultimate
Driving Machine®



THE BMW X5.

PERFORMANCE HEAVEN FOR SEVEN.

BMW EfficientDynamics

Less emissions. More driving pleasure.



Driving conditions are never the same. From the weather to the road surface, they can change at a moment's notice. But in the BMW X5, whatever situation you face behind the wheel – potholes, rain, gravel or anything else – you can rest assured that you will be able to conquer them all with confidence, style and the peace of mind that comes with having capabilities undreamed of in many other vehicles. Add BMW EfficientDynamics technology, and every drive offers efficient power along with legendary BMW agility and performance.

**EVERY ROAD IS
A CHANCE FOR DISCOVERY.**



The BMW X5

THE POWER OF BMW DESIGN.

- 06 Exterior**
The pioneer for an entire class of vehicles.
- 14 Design**
The BMW X5 colors and what they mean.
- 16 Interior**
Everything you need for world-class travel.
- 20 Quality**
Craftsmanship that sets standards.

Technology

GENERATING GREATER EXHILARATION PER MILE.

- 22 Performance**
The engine concept of the BMW X5.
- 24 BMW EfficientDynamics**
A technology package for reduced consumption and emissions.
- 26 Engines**
Latest generation gasoline and Advanced Diesel engines.
- 30 Chassis/Safety**
Innovations for added enjoyment.
- 32 BMW ConnectedDrive**
An intelligent network for greater comfort and driving confidence.
- 34 Research and development**
An endurance test at the North Cape.

Equipment

TURN YOUR VISION INTO REALITY.

- 36 Selection examples**
- 38 Exterior colors**
- 39 Upholstery colors and materials**
- 40 Interior trims**
- 41 Recommended color combinations**
- 42 Equipment features and options**
- 54 M Sport Package**
- 56 Original BMW Accessories**
- 57 Build Your Own**

bmwusa.com/byo

Overviews

SPECIFICATIONS AND SERVICES.

- 58 Technical data**
- 60 BMW Services**
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: X5 xDrive35i Sport Activity

Engine: 24-valve BMW TwinPower Turbo
3.0-liter inline six-cylinder
Nominal output: 300 hp @ 5800 rpm
Wheels: Y Spoke (Style 214) light alloy
Exterior color: Sparkling Bronze Metallic
Upholstery: Oyster Nevada Leather
Interior trim: Dark Bamboo Wood

For technical specifications please see pages 58-59.

Editorial

A MODERN DECATHLETE.

Award-winning performance, practicality, luxury, space and efficiency.

When BMW created the first X5 in 2000, it also introduced an all-new category of vehicle: the world's first Sports Activity Vehicle® – a unique blend of utility and refinement, power and performance, dynamic styling and premium luxury. Today's BMW X5 is the ultimate in comfort and control, making every journey a rewarding experience. Its appearance is even more noteworthy, from the contoured hood and muscular front grille to flared wheel arches and body-color aprons. A wide variety of models and responsive powertrains address the driver's individual preferences for sport-oriented performance or pure comfort. Thanks to BMW EfficientDynamics, the X5 optimizes fuel efficiency and reduces emissions; this is especially true in the BMW X5 xDrive35d featuring BMW's Advanced Diesel technology. The X5: a presence impossible to ignore. A driving experience impossible to resist.

BMW EfficientDynamics
Less emissions. More driving pleasure.



Every road offers an opportunity for discovery. And no vehicle excels at discovering these pleasurable moments quite like the BMW X5. Brimming with the latest technologies, armed with precision handling, powered by a thrilling, highly refined engine, the X5 driving experience is inspiring, vigorous, and altogether breathtaking. It's also supremely controllable, thanks to exceptional directional stability from a chassis and double wishbone front suspension built for performance as well as practicality. BMW EfficientDynamics technologies give it an impressive power-to-efficiency ratio. The result is a vehicle of unsurpassed capabilities that offers best-in-class performance and efficiency – especially the BMW Advanced Diesel-powered X5 xDrive35d. The BMW X5. Discovery awaits at every turn.



**THERE ARE MANY ROADS. IN THE X5,
EACH ONE LEADS TO ADVENTURE.**

**ITS LOOKS ARE NOT DECEIVING.
THEY ARE INSPIRING.**



In some vehicles, looks can be misleading – powerdomes, air intakes and more added merely to give the appearance of high performance. Not the BMW X5. Every curve, every feature is there for a reason – and styled to delight the eye. From its sleek lines to its sporty, athletic stance, this is a vehicle that demands attention. The X5's aggressive air intakes direct more air to the high-performance engines for increased power, while centrally positioned foglights and Xenon Adaptive Headlights with LED Daytime Running Lights further distinguish the vehicle's distinctive front section. A matte aluminum finish, and front and rear dark underside protective cladding, allow the X5 to navigate unpaved roads as easily as tarmac. The front apron is painted entirely in the vehicle's body color to bring it visually closer to the road. Eye-catching exterior colors, light alloy wheel designs and larger exhaust pipes complete the picture. Creating a vehicle that not only pleases the eye. But stirs the performance-loving soul.

Get the latest information on BMW standard and optional features, packages and technical specifications. Visit bmwusa.com, select the BMW model of your choice, and click on "Features & Specs."



Take a moment to savor the BMW X5's dynamic profile. The long wheelbase and short overhangs at the front and rear. The muscular hood and square-shape, flared wheel arches. The contoured flanks and L-shape rear taillights featuring glowing LED technology that emits horizontal light bars, a BMW signature design. Concave and convex surfaces create an interplay of light and shadow, while wedge-shape rocker panels suggest continual motion. But this sleekness isn't just for aesthetics: the X5's streamlined design also creates a low coefficient of drag for further efficiency. Confident, bold, yet still highly refined, this is a design of elegant composure and supreme function. From all angles, the BMW X5 is a perfectly proportioned work of art.



**CHARISMA:
IN THE BMW X5,
IT COMES
NATURALLY.**



The BMW X5 has an instinctive feel for the road. Tarmac, gravel, dirt – it handles them all with ease, thanks in part to a double joint spring strut front axle that delivers unsurpassed agility and superior wheel control. The X5 includes many performance-enhancing features, such as Hill Descent Control, which holds it to a slow set speed without having to touch the brakes down steep hills. BMW's Dynamic Stability Control (DSC), combined with xDrive intelligent all-wheel drive, results in optimum traction. During hard braking, Brake Fade Compensation keeps brake pedal action consistent, even when brakes heat up from heavy or repeated use, such as on long downhill grades; during wet conditions, Brake Drying brings brake pads into contact with rotors to dry them. An array of available features take the X5 to outstanding heights of control, handling and stability. Active Steering, for example, makes parking, cornering and highway-speed steering easier by changing the amount of steering input needed, based on vehicle speed. Whatever terrain, surface or traffic you encounter, the BMW X5's confidence in hugging the road is matched by your confidence behind the wheel.

Get the latest information on BMW standard and optional features, packages and technical specifications. Visit bmwusa.com, select the BMW model of your choice, and click on "Features & Specs."

**INSTINCTIVE HANDLING.
DISTINCTIVE CHARACTER.**

COLORS WITH DEPTH.

Red vehicles seem the fastest, while white cars are thought of as sparkling clean. Which colors best reflect the spirit of the times – and the BMW X5? BMW color designers have all the answers.

Long ago, BMW color designers predicted that white would come back into style. In many cultures, white is considered a pure, healing shade, and this association perfectly suits the mood of the moment. BMW color designers also believe the current predilection for white is no flash in the pan, either. Unlike furniture, fashion and architecture, trends in the automotive sector tend to be longer lasting.

The public's growing appreciation of the natural and the sustainable has also influenced BMW designers' color selections for the X5. They believe this Sports Activity Vehicle® is best complemented by muted, natural colors. The metallic colors Sparkling Bronze, Platinum Gray and Deep Sea Blue are part of this approach. BMW designers also recommend a strong light-dark contrast between the exterior paint finish and the interior. Those who like to stay at the forefront of design trends will opt for a combination like Sparkling Bronze Metallic paint with Oyster Nevada Leather upholstery and Dark Bamboo Wood trim.

Get the latest information on BMW standard and optional features, packages and technical specifications. Visit bmwusa.com, select the BMW model of your choice, and click on "Features & Specs."



ON THE CONCAVE AND CONVEX CONTOURS OF THE BMW X5, METALLIC COLORS SHIMMER LIKE LIQUID.

THE COLOR BRONZE RADIATES THE SUSTAINING POWER OF NATURE. THE EFFECT IS INCREASED WHEN COMBINED WITH OYSTER NEVADA LEATHER UPHOLSTERY AND DARK BAMBOO WOOD TRIM.

Sparkling Bronze Metallic

Platinum Gray Metallic

DARK BLUE CONNOTES UNDERSTATED ELEGANCE. COMBINED WITH THE LIGHT-DARK CONTRAST OF AN OYSTER NEVADA LEATHER INTERIOR, THE BMW X5 TAKES ON AN EXTRAORDINARILY ATHLETIC LOOK.

Deep Sea Blue Metallic

**HANDLES OCCUPANTS
AS SUPERBLY AS IT
HANDLES ROADS.**



The BMW X5 hugs the road with a firm, confident grasp. The sport seats, shown above, hug the driver just as intimately. An elevated seating position offers a commanding view of the road. And with the addition of sumptuous interior materials, the X5 truly becomes a sanctuary of unrivaled comfort and taste. Personalize your BMW X5 with upholstery available in a wide range of colors, including Oyster or Cinnamon Brown Nevada Leather, as well as fine wood interior trims. Elegance is met with equally impressive functionality, like the intelligently positioned storage compartments and an instrument panel arranged for optimized ergonomics. Long trips are a breeze with 20-way Multi-contour seats with warming or cooling ventilation. For even more convenience, the innovative iDrive in-dash monitor offers a central viewing area where vehicle controls and navigational information can be monitored. This is command central and it's yours – no matter where you're headed.


Get the latest information on BMW standard and optional features, packages and technical specifications. Visit bmwusa.com, select the BMW model of your choice, and click on "Features & Specs."



The BMW X5 is as masterful in providing relaxing moments as it is rewarding to drive. The interior's generous dimensions and luxurious appointments create a supremely comfortable ambiance. Put down the split-folding rear seats to create up to 75 cu. ft. of usable cargo space – or, when equipped with third-row seats for two, the driver can share the journey with up to six passengers. Four-zone automatic air conditioning, including individual adjustable climate zones front and rear, adds to the enjoyment. All on board will appreciate the sliding Panoramic glass moonroof, which opens the interior to fresh air and sunshine, and every breathtaking view of mountains or clouds. And if the scenery outside isn't enough to keep those in the rear seats entertained, they can view films on a DVD drive with a fold-away 8-inch color screen.

Get the latest information on BMW standard and optional features, packages and technical specifications. Visit bmwusa.com, select the BMW model of your choice, and click on "Features & Specs."

**THE FEELING OF ENDLESS SPACE –
FOR JOURNEYS YOU'LL NEVER WANT TO END.**



FITS LIKE A GLOVE.

Exclusive, sporty and perfect down to the last detail: the interior of the BMW X5 combines the style of an elegant luxury sedan with the athleticism of a Sports Activity Vehicle[®] while offering the highest levels of comfort.

Our sense of touch is the most intimate of our five senses. And the most precise. With more than 100 receptors in each of our fingertips, we can detect superficial irregularities just 0.0004-inch wide that are invisible to the naked eye. Touch triggers emotional responses; it can determine the difference between aversion and attraction. This is why at BMW we have an entire team of experts on hand to ensure that the interior design of every BMW is a sensory delight.

The controls of the BMW X5, rendered in Pearl Gloss chrome, look as magnificent as they are exquisite to the touch. The fine grain and coated surfaces of the high-quality, high-tech materials used in the interior are designed to caress your tactile sensors. And the specially selected leather is treated with such lavish care that its soft, supple texture is extraordinarily long-lasting. BMW designers take particular care to ensure that all seams are even and harmonize with the interior design. The driver's and passengers' other senses will be equally pampered. Enjoy heated front seats and the comfort of ventilated seats by means of circulating air through perforations in the leather.

Four-zone automatic air conditioning is available, creating a pleasant climate for all occupants. An elegant leather color, Oyster – a subtle off-white shade – conveys the sense of a generous, open area, like a contemporary living room. This feeling of freedom and space is enhanced by the exceptionally large Panoramic glass moonroof. In short: the interior of the BMW X5 is a uniquely pleasurable experience for all the senses.

Get the latest information on BMW standard and optional features, packages and technical specifications. Visit bmwusa.com, select the BMW model of your choice, and click on "Features & Specs."



WITH GREAT POWER COMES GREAT EFFICIENCY.



Performance: a word synonymous with the BMW name. Many factors contribute to and enhance a BMW's performance. The Sport Activity and M Sport Packages are teeming with features that enhance the X5's sporting looks and performance. But first and foremost are legendary BMW engines: models of power and torque, yet offering impeccable efficiency. The X5 offers three TwinPower Turbo engines to suit your exact driving preferences. Each benefits from BMW EfficientDynamics technology, which significantly reduces fuel consumption and emissions for class-leading, earth-friendly efficiency – and road-conquering agility.

Get the latest information on BMW standard and optional features, packages and technical specifications. Visit bmwusa.com, select the BMW model of your choice, and click on "Features & Specs."

BMW EFFICIENT DYNAMICS: VEHICLES THAT REQUIRE LITTLE AND GIVE A LOT.

BMW was one of the first automotive manufacturers to pursue efficient driving technologies – one part of our award-winning sustainability strategy. Our commitment to EfficientDynamics means we are continuously developing innovative systems that bring us closer to our long-term goal of emissions-free mobility. However, we remain equally committed to driving pleasure, which is being pursued in different ways. First, there is the continuing optimization of conventional diesel- and gasoline-powered models. Second, BMW hybrid vehicles are already on the road. Third, the first 100% electrically powered BMW – the BMW ActiveE – is being distributed in a field trial to customers. And fourth, the fleet of BMW Hydrogen 7 vehicles impressively demonstrated the potential for combining hydrogen drive with a combustion engine.

Since 1995 BMW has been able to reduce the CO₂ emissions of its entire fleet by approximately 30 percent. BMW has rolled out more than two million vehicles equipped with EfficientDynamics: 31 models already produce less than 225g of CO₂ per mile, and BMW intends to achieve a further 25 percent reduction by 2020. BMW EfficientDynamics represents the most comprehensive package of innovative technologies currently in production, for reducing fuel consumption and emissions while simultaneously creating The Ultimate Driving Machine.®

Different paths to the same destination: unmistakable BMW driving pleasure.

In early 2010 BMW launched its first production models with hybrid drive: the BMW ActiveHybrid 7 and ActiveHybrid X6. Both models offer an unparalleled combination of increased fuel efficiency, reduced emissions and thrilling performance. The BMW ActiveE, with its innovative 100% electric drive system, will introduce a whole new form of dynamic performance, paving the way for the future of emissions-free mobility. Finally, a completely new vehicle concept targeted at meeting the need for sustainable mobility in fast-growing metropolitan areas will soon become reality: the BMW i3.



BMW Vision EfficientDynamics: Vision becomes reality.

In 2014 BMW plans to debut the BMW Vision EfficientDynamics test model – a 2+2 sports car featuring groundbreaking plug-in hybrid technology that combines sports-car performance with compact-class consumption. Powered by the latest-generation, full-hybrid system, the vehicle – in concept form – generates a total of 328 hp through a 161-hp, three-cylinder turbo diesel engine with 214 lb-ft of torque, as well as a hybrid synchronous engine on the front axle and fully hybrid drive system on the rear axle. With a range of up to 435 miles, its ratio of performance to fuel consumption is without equal, positioning BMW as the world's leading manufacturer of exceptionally efficient, sporty vehicles.

➔ bmwusa.com/efficientdynamics

THE BMW X5 SAV'S EFFICIENT DYNAMICS INITIATIVE AT A GLANCE.



High Precision Direct 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.

Valvetronic.

BMW's Valvetronic valve control system improves engine response and refinement, while also helping to reduce fuel consumption. The system helps the engine "breathe" better by providing fully variable lift adjustment of the inlet valves.

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, then fed into the battery. In this way, electricity is generated without consuming fuel.

BMW Advanced Diesel with BluePerformance Technology.

Cleaner, quicker and far more efficient than previous generation diesel, BMW Advanced Diesel with BluePerformance Technology vehicles achieve up to 36 mpg, for a range of 580 miles per tank. They emit 20 percent less CO₂ than conventional vehicles, while posting powerful 0-60 mph numbers. It's diesel reinvented.

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.

8-speed Automatic transmission.

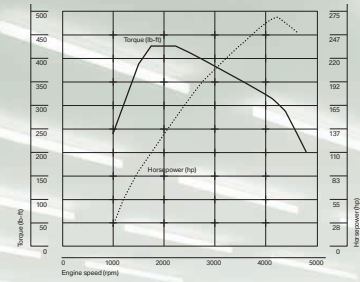
This transmission provides extremely fast shifting in both automatic and STEPTRONIC shift modes. By increasing the number of gears to eight, the transmission provides a more efficient shifting sequence and improved fuel economy.

Not all BMW EfficientDynamics features are available on all models. Please see your authorized BMW enter for details.

BMW EfficientDynamics
Less emissions. More driving pleasure.

BMW Advanced Diesel with BluePerformance Technology.

BMW's breed of diesel power is quiet and smooth-running. Environmentally friendly, too, thanks to its use of ultra-low sulfur diesel (ULSD) fuel and BMW's BluePerformance Technology. Using Diesel Exhaust Fluid and a diesel particulate filter, it turns the nitric oxides in the exhaust gas into environmentally compatible nitrogen and water vapor. As a result, this engine meets the emissions standards in all 50 states.



High performance, low emissions – the efficient engine of the BMW X5 xDrive35d.



BMW X5 xDrive35d.

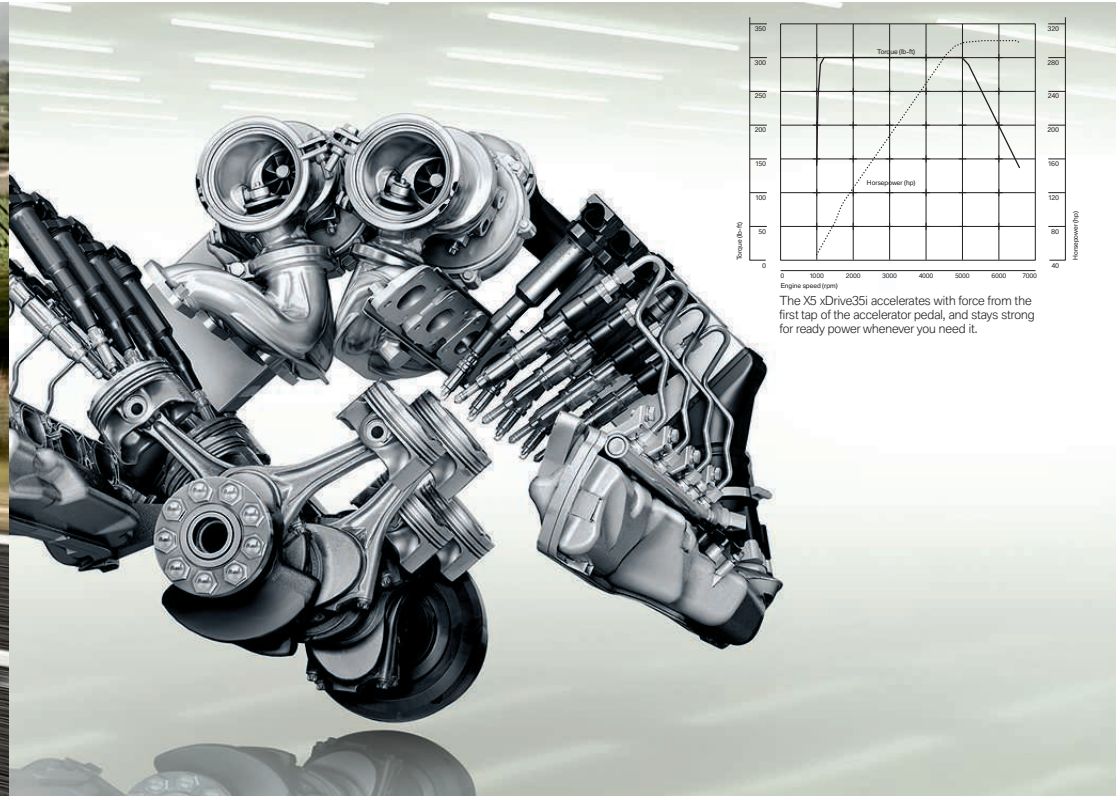
This dynamic 265-hp, 3.0-liter inline six-cylinder Advanced Diesel engine takes full advantage of BMW's TwinPower Turbocharging. Generating 425 lb-ft of torque at just 1750 rpm, it's quick off the mark, accelerating from 0-60 mph in just 6.9 seconds.¹ Thanks to BMW's High Precision Direct Injection technology, it delivers the performance of a V-8 with the efficiency of a 4-cylinder engine. Rated 19 mpg city/26 hwy;² the X5 xDrive35d has a range of 580 miles between fill-ups.

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

² EPA-estimated figures are for comparison purposes only. Your actual mileage will vary, depending on speed, driving habits, trip length and driving conditions; actual mileage may be lower.

**LOW CONSUMPTION.
HIGH PERFORMANCE.**

SATISFYING POWER SERVED UP IN THREE EXCITING FLAVORS.



Engines that power innovation. Year after year, numerous BMW engines have garnered accolades for their output, refinement and high-revving ability. All are designed to deliver on BMW's EfficientDynamics philosophy: increased power with decreased fuel consumption and emissions. Choose between two gasoline-powered TwinPower Turbocharged engines, or opt for BMW's Advanced Diesel with BluePerformance Technology. Whichever you select, you'll enjoy the thrill of BMW performance while helping to protect the environment every day.

BMW X5 xDrive35i.

This inline six-cylinder engine combines twin-scroll TwinPower Turbocharging, High Precision Direct Injection, and – in a first for turbocharged engines – BMW's Valvetronic variable intake technology that helps the engine “breathe” better. As a result, turbo lag is virtually eliminated, while this X5 posts one of the most fuel-efficient ratings in its class. Maximum output of 300 hp comes at the 5800-6250 rpm range; peak torque of 300 lb-ft kicks in almost

immediately at 1300 rpm. It continues to push you back in your seat all the way to 5000 rpm. In just 6.4 seconds you're easily passing 60 mph¹ – and just as easily surpassing all expectations.

BMW X5 xDrive50i.

Yielding 400 hp at 5500 rpm, BMW's TwinPower Turbocharged V-8 smoothly accelerates from stop to 60 mph in a mere 5.3 seconds.¹ You feel the boost from the massive 450 lb-ft of peak torque, sustained from 1750 all the way to 4500 rpm. This power is delivered via High Precision Direct Injection, which delivers precise amounts of fuel into the combustion chamber at very high pressure, enhancing efficiency and unleashing even greater power.

Power to the pavement.

Both gasoline-powered engines come with a smooth-shifting 8-speed STEPTRONIC automatic transmission as standard. Close ratios in the lower gears result in quick acceleration; the two additional “tall” gears contribute to relaxed, fuel-efficient cruising.

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



The BMW X5 offers a host of innovative performance-enhancing technologies, as well as active and passive safety features that help you get the most pleasure out of every drive.

IF THE BMW X5 IS BEAUTIFUL TO LOOK AT, WHAT'S INSIDE IS POSITIVELY STUNNING.

Active Steering.

The Active Steering system adjusts both steering ratio and steering force in relation to driving speed. At low to medium speeds, a small turn of the steering wheel translates into a big turn of the front wheels. You enjoy more agility in city driving, quicker turns on twisting roads, and easier parking maneuvers. At higher speeds, a larger turn of the steering wheel is needed to turn the front wheels, resulting in greater straight-line stability.

xDrive all-wheel drive.

BMW's xDrive intelligent all-wheel-drive system takes all-road traction to new heights. On smooth, dry roads, the BMW X5 has a rear-wheel-drive feel. But hit a wet uphill curve, for instance, or wet leaves, water or snow, and even before wheelspin can occur, the system immediately recognizes any need for a change in power distribution. It can send more torque to the front axle to achieve stability. And should one wheel on an axle spin faster than the other, the brakes automatically engage, as needed, to bring all wheels back in sync. With xDrive, you enjoy optimum traction at all times.

Hill Descent Control (HDC).

When driving down steep hills, Hill Descent Control automatically keeps the BMW X5 to a low speed without having to "ride the brakes," so you can concentrate on steering. At the same time, the brakelights are automatically activated to warn other drivers to slow down. HDC is especially useful when driving downhill on slippery surfaces, such as gravel, snow or grass.

Adaptive Drive.

This feature combines Active Roll Stabilization (ARS) and Dynamic Damping Control (DDC) – two active suspension control systems that combine sporty handling with enhanced ride comfort. When cornering, ARS generates a strong resistance to body roll, helping to keep the vehicle level. This adds to passenger comfort – and, for the driver, maximum stability and exciting agility. DDC instantly and continuously adjusts the shock absorbers from the softest to firmest settings during changes in vehicle speed, load, or road and driving conditions. The result is a sporty ride that is always solid and controlled – never harsh.

Dynamic Stability Control (DSC).

Working with xDrive, Dynamic Stability Control monitors vehicle speed, steering wheel angle, body rotation and more to determine where you want the X5 to go – and where it is actually headed. If DSC senses over- or understeer, it helps stabilize the X5 in just milliseconds by modulating engine power; it can also apply brakes individually to each wheel.

DSC enhanced brake features.

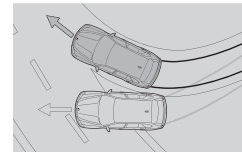
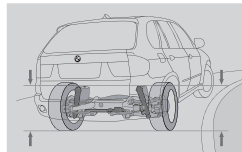
The value of Dynamic Stability Control is further enhanced with the integration of four braking features. **Brake Stand-by** pre-tenses the brake calipers when you suddenly remove your foot from the accelerator pedal. **Brake Drying** lightly dries the brakes when rain sensors detect moisture. **Start-off Assistant** helps prevent the X5 from rolling backward when stopped on a hill. And **Brake Fade Compensation** lets you use the same amount of brake pressure, even when brakes heat up from repeated or heavy use, such as on long downhill grades.

Dynamic Traction Control (DTC).

For sportier driving or in deep snow, Dynamic Traction Control allows increased wheelslip. Specially tailored to the X5, DTC is activated at the push of a button, improving initial acceleration on loose snow or sand. When activated, it delays the intervention of DSC.

Occupant cell.

An extremely rigid steel "safety cage" surrounds the occupant compartment, with deformable crush tubes front and rear. In a severe crash, impact energy is routed around the passenger cabin and absorbed by the safety cage. In a severe side impact, a reinforcing bar hooks the door to the body, locking them together to make a more rigid passenger cell. When the pressure is released, the system is designed to snap back so that the doors can open.



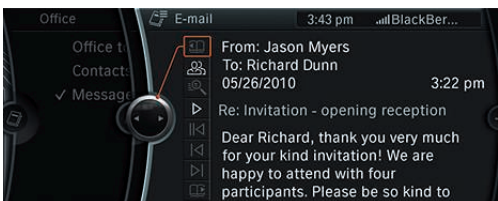


STAY TOTALLY IN TOUCH WHEREVER YOU GO – WITH BMW CONNECTED DRIVE.

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.

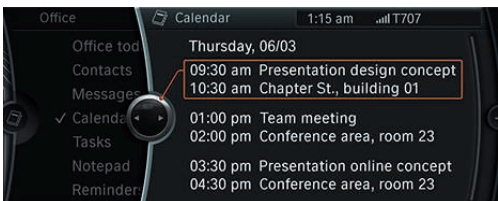


BMW Assist gives you peace of mind knowing that a friendly response specialist is there to help you 24/7, at the touch of a button. The **Safety Plan** includes Automatic Collision Notification, Emergency Request (SOS), TeleService, Enhanced Roadside Assistance, Door Unlock, Stolen Vehicle Recovery, 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.¹ 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.

¹ Not all mobile phones are compatible with Mobile Office, and some compatible phones support a limited number of Mobile Office functions. For the complete list of compatible mobile phones and the details regarding which Mobile Office functions are supported by each phone, please visit bmwusa.com/bluetooth.



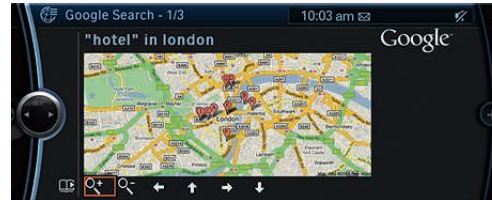
What's on today's agenda? Bring up the **Calendar** and **To-do List** on your Display screen while en route, to help you stay on schedule. Need to call your 11 o'clock appointment? Use the iDrive Controller knob to **click on the phone number** in the Calendar – and it's ringing. Meeting with several 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.



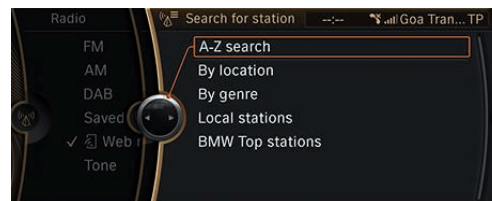
Enhanced functions for the iPod® and USB adapter add to the ease and pleasure of using your iPod or iPhone.® Want to know which CD that song comes from? The album cover is shown on your Display screen. Don't purchase additional cables – your iPod or iPhone's original USB cable connects to your BMW's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

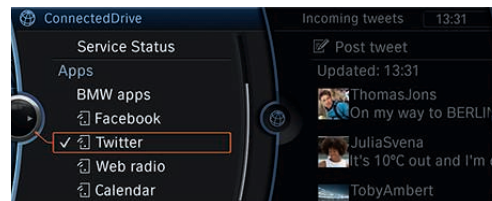


BMW Online allows online access to up-to-date fuel prices and gas station locations; the latest weather forecasts, advisories and warnings; Dow Jones, S&P 500 and NASDAQ indices; and the powerful reach of the Google Maps database – all delivered on the Control Display inside your vehicle. Access news 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.² 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.² 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.² 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.

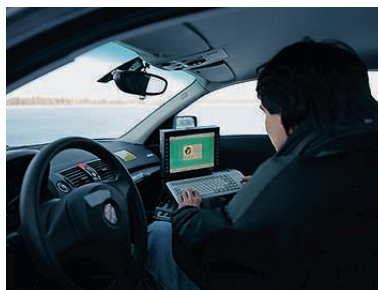
² Requires BMW Apps option and an iPhone.

Get the latest information on BMW standard and optional features, packages and technical specifications. Visit bmwusa.com, select the BMW model of your choice, and click on "Features & Specs."



A TEST DRIVE IN EUROPE'S FROZEN NORTH

Before each BMW model goes onto the production line, it is tested under extreme conditions in Sweden.



The workshops at the BMW Test Center in Arjeplog employ more than 100 people throughout the winter months.



A HOST OF MANUFACTURERS DO THEIR TESTING IN ARJEPLOG. THE PARKING LOT AT THE SUPERMARKET IS OFTEN A SHOWCASE OF INNOVATIONS AND PROTOTYPES.

Right up against the edge of the Arctic Circle – 65 degrees 46 minutes north, 18 degrees 31 minutes east – winter temperatures hover well below 0°F. Only late in the morning does the sun heave into view, and it's not long before it disappears again under the gray horizon.

A pretty desolate region. But suddenly, the dry powder explodes into the frosty air as a BMW X5 sweeps around the bend. The speed is breathtaking on the icy-smooth surface, a road whose contours can only be guessed at beneath the enveloping white. These are the winter tests in Lapland, in northern Sweden – the frozen extremity of Europe – where each BMW is sent to prove that it can function perfectly, even under extreme conditions. You can watch as the vehicles are put through their paces on the frozen expanses of Lake Hornavan. The X5 hurtles over the mirror-like surface, brakelights glowing; it fishtails briefly and is still. Then it executes a series of circles, slowing gradually to come to a final stop at the farther edge of the ice.

For Heinz Krusche, this kind of drama is all in a day's work. An engineer by training, for the last 30 years he has been commuting 1,500 miles from BMW headquarters in Munich to the white deserts around Arjeplog, itself a small town of only 3,277 souls. This secluded outpost, though, does boast a modern airfield nearby, where large airliners come and go daily, and where December sees an influx of test drivers from all over the world. Their colleagues, meanwhile, have trekked north in trucks loaded with sophisticated electronic equipment, as the supermarket parking lot gradually fills with a whole auto show's-worth of high-end vehicles. Models that have not yet made their debut on the market are discreetly veiled in black tape.

As Krusche, the chief tester, observes, "Only places like this give us the scope to try out all possible driving situations under the same climatic conditions." His team's task is to test out and optimize every vehicle feature, from the mechanics of the sliding glass roof and the engine temperature management, right down to the tires themselves. Each test vehicle is equipped with the very latest in sensory technology; some are turned into veritable laboratories on wheels. Krusche and his expert crew are working on an advanced version of the systems that regulate driving dynamics in conjunction with BMW xDrive, the intelligent four-wheel-drive system. They are focusing in particular on braking, starting up and accelerating in situations the average driver may never encounter. The engineers are aiming to find ways to ensure optimum stability and safety.



The low frictional coefficients on the frozen lakes are perfect for repeatable test drives at the limits of adhesion.

The crucial factor here is the frictional coefficient, which on ice and snow is so low that tires lose their grip and the vehicle cannot be properly steered or stopped.

On a frozen lake the frictional coefficient is practically zero. In this icy terrain, there is plenty of opportunity to put the electronic driver assistance systems to the test. It seems almost impossible how serenely and under control the BMW X5 cruises over the slick, polished surface. The vehicle's electronic control centers are hooked up to laptops to download the latest software for the Dynamic Stability Control, which can stop a skid in its tracks. "We often rack up hundreds of miles out here," says Krusche. All this driving, measuring and analysis is centered on meeting the needs of the customer. "The great numbers we can get on the test runs are important to us, but not that crucial in the end. The main thing is to improve the numbers in those areas that are going to make a difference to the customer's everyday driving experience." Krusche further explains, "We investigate everything, measure everything and aim to modify a lot that we find. The key objective is to bring out maximum performance while retaining the key characteristics of a BMW."

These long hours behind the wheel are more than just a joyride. Perilous conditions can and do arise, and more than once Krusche or one of his team has found himself stuck in a fairly severe blizzard. "That is another situation where you're glad you're in a BMW," he says.

Timeless attraction.



The timeless allure of the BMW X5 is enhanced by an exterior painted in Deep Sea Blue Metallic, which catches the sun and shade as they wash across its sculpted surfaces. The beautiful hue of this SAV® is set off by the sparkle of

20-inch Y Spoke (Style 214) light alloy wheels. Sand Beige Nevada Leather upholstery conveys the feeling of light and warmth, enhanced by the subtle contrast of Dark Bamboo Wood interior trim.

A feast for the eyes.

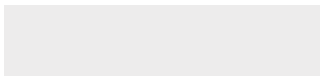


Open the door of the X5 to reveal expanses of delicious Cinnamon Brown Nevada Leather, set off by the elegant whorls of genuine Dark Burl Walnut Wood trim. This tasteful color scheme is wrapped in darkly glittering Black

Sapphire Metallic paint, set off by the gleam of practical running boards and handsome 20-inch Y Spoke (Style 336) light alloy wheels. Prepare to whet your driving appetite.



Exterior colors.



300 Alpine White (Non-metallic)



668 Jet Black (Non-metallic)



354 Titanium Silver Metallic



475 Black Sapphire Metallic



A76 Deep Sea Blue Metallic



B06 Sparkling Bronze Metallic



A68 Platinum Gray Metallic



A52 Space Gray Metallic



A53 Platinum Bronze Metallic



A82 Vermilion Red Metallic



416 Carbon Black Metallic

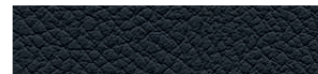
Upholstery colors and materials.



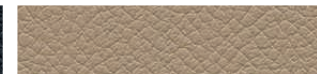
KCB4 Beige Leatherette



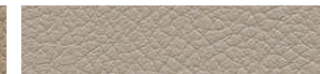
KCSW Black Leatherette



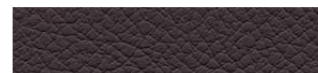
LUSW Black Nevada Leather



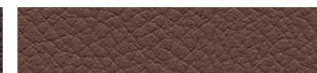
LUB4 Sand Beige Nevada Leather



LUCX Oyster Nevada Leather



LUF1 Tobacco Nevada Leather



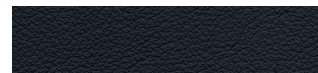
LUEZ Cinnamon Brown Nevada Leather



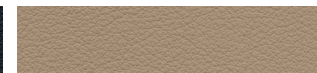
LVB4 Sand Beige Perforated Nevada Leather



LVSW Black Perforated Nevada Leather



NASW Black Nappa Leather



NAB4 Sand Beige Nappa Leather

Leather upholstery includes all seating surfaces, headrests, door armrests and front center console armrest. Nappa Leather adds Leather-wrapped dashboard and center console.

The pages in this section of the brochure show available colors and materials for the X5. 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 41 for details on limitations and exclusivity when selecting X5 exterior paint colors and upholstery colors.

Interior trims.



4AB Dark Burl Walnut Wood



4BP Light Poplar Wood



4AZ Dark Bamboo Wood



4AD Brushed Aluminum



4CG Satin Silver Matte

Please refer to the **Recommended color combinations** chart on facing page for details on limitations and exclusivity when selecting X5 interior trims.

Recommended color combinations.

Upholstery materials	Leatherette ¹		Nevada Leather ²					Perforated Nevada Leather ³		Nappa Leather ⁴	
	Beige	Black	Black	Sand Beige	Oyster	Tobacco	Cinnamon Brown	Sand Beige	Black	Black	Sand Beige
Upholstery colors											
BMW exterior colors											
300 Alpine White (Non-metallic)	•	•	•	•	•	•	•	•	•	•	•
668 Jet Black (Non-metallic) ⁵	•	•	•	•	•	•	•	•	•	•	•
354 Titanium Silver Metallic	•	•	•	•	•	•	•	•	•	•	•
475 Black Sapphire Metallic	•	•	•	•	•	•	•	•	•	•	•
A76 Deep Sea Blue Metallic	•	•	•	•	•	•	•	•	•	•	•
B06 Sparkling Bronze Metallic ⁵	•	•	•	•	•	•	•	•	•	•	•
A68 Platinum Gray Metallic ⁵	•	•	•	•	•	•	•	•	•	•	•
A52 Space Gray Metallic	•	•	•	•	•	•	•	•	•	•	•
A53 Platinum Bronze Metallic ⁵	•	•	•	•	•	•	•	•	•	•	•
A82 Vermilion Red Metallic ⁵	•	•	•	•	•	•	•	•	•	•	•
416 Carbon Black Metallic ⁶	•	•	•	•	•	•	•	•	•	•	•
BMW interior trims											
4AB Dark Burl Walnut Wood ²	•	•	•	•	•	•	•	•	•	•	•
4BP Light Poplar Wood	•	•	•	•	•	•	•	•	•	•	•
4AZ Dark Bamboo Wood	•	•	•	•	•	•	•	•	•	•	•
4AD Brushed Aluminum ⁷	•	•	•	•	•	•	•	•	•	•	•
4CG Satin Silver Matte ¹	•	•	•	•	•	•	•	•	•	•	•

¹ Standard and only available in X5 xDrive35i.

² Optional in X5 xDrive35i; standard in all other models.

³ Included in Active Ventilated Seat Package; not available in X5 xDrive35i.

⁴ Optional; includes Nappa Leather dashboard and center console; not available in X5 xDrive35i.

⁵ Not available with M Sport Package.

⁶ Optional; only available with M Sport Package.

⁷ Not available in X5 xDrive35i and X5 xDrive35i Premium.

Equipment features and options.



Xenon Adaptive Headlights optimize road illumination when the BMW X5 enters a curve or bend, helping to enhance visibility when driving at night. Sensors continuously monitor the angle of the steering wheel to determine the direction in which the BMW X5 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. The **LED Corona headlight-rings** that circle both headlights and high beams also act separately as Daytime Running Lights and parking lights.

Automatic high beams help the driver at night by automatically switching between high and low beams, according to the oncoming traffic, vehicles driving ahead, and the quality of road lighting.



Halogen free-form foglights are cleanly integrated into the front air dam, illuminating the road ahead in bad weather and poor visibility. They also include **LED Cornering Lights**. When the system senses you are making a turn, a reflector mechanism in the housing casts additional lighting up to 90 degrees in the direction of the turn.



High-intensity, retractable headlight washers help keep lights clean of ice, mud, road salt and other coatings, for maximum road lighting and enhanced driving visibility.



Courtesy lights include rear reading and footwell lights, indirectly lit door pockets, exit lights, and proximity illumination in the outside door handles. This ensures that the area around the door is evenly lit when the door is unlocked.



Adaptive Brakelights increase vehicle visibility and signal the intensity of your braking action.



Rain sensor measures the amount of rain. In "intermittent" windshield wiper mode, it automatically adjusts the wiping interval as needed. It includes **Automatic headlight control** (not shown), which activates headlights by means of a sensor that responds to darkness. The rain sensor is also integrated into the braking system as part of the Brake Drying feature.



Heated, power-adjustable exterior mirrors feature a body-color upper section, black bottom. **Automatic-dimming exterior mirrors** cut headlight glare from any following vehicles, and include power-folding function.



BMW X5 xDrive50i twin-kidney grille with Titanium slats and chrome surround distinguishes the X5 xDrive50i from other X5 models.



Twin-kidney grille on X5 xDrive35i models and the X5 xDrive35d features black slats and chrome surround.



Matte black roof rails, cleanly integrated with the X5's design, provide the foundation for BMW's (accessory) modular roof rack system, which allows the convenient and secure transporting of luggage, bicycles, surfboards, etc.



Aluminum roof rails are exclusive to X5 models equipped with the M Sport Package, adding a subtle gleam.



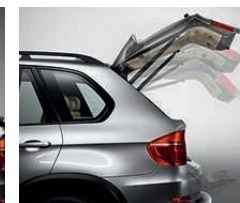
Aluminum running boards are designed to add to the X5's overall visual appeal, while making it easier for passengers to enter and exit. Rubber inserts add a sporty touch to the 4-inch-wide running boards.



Shadowline trim replaces the front and rear side-window chrome frames and door-sill trim strips with the more rugged, sporting look of a black high-gloss finish.



Privacy glass in the rear and rear side windows enhances passenger privacy, while it reduces sun glare and interior heat.



Tailgate opens in two sections. Lower the bottom section to create a platform that holds up to 550 lbs. The top section can be raised separately for quick removal of small items.

Automatic tailgate opens and closes at a touch of a button. Opening height can be adjusted through the iDrive Controller.



Two-tone roof spoiler features an upper section finished in body color and a lower section in black. Containing the center brakelight, it gives the BMW X5 SAV® a particularly muscular look while enhancing aerodynamics.



BMW X5 xDrive50i dual tailpipes are made of high-quality stainless steel, ending with two oval chrome exhaust tips.



Dual tailpipes in the X5 xDrive35i and X5 xDrive35d models come with two single, round tailpipes. The exhaust system is made of high-quality stainless steel; the tips are trimmed with a chrome frame.

Equipment features and options.



Star Spoke (Style 209) 18 x 8.5 light alloy wheels with 255/55 **run-flat**¹ all-season tires.



Star Spoke (Style 334) 19 x 9.0 light alloy wheels with 255/50 **run-flat**¹ all-season tires.



Star Spoke (Style 210) 18 x 8.5 light alloy wheels with 255/55 **run-flat**¹ all-season tires.



Y Spoke (Style 335) 19 x 9.0 light alloy wheels with 255/50 **run-flat**¹ all-season tires.



Y Spoke (Style 336) 20 x 10.0 front, 20 x 11.0 rear light alloy wheels with 275/40 front and 315/35 rear **run-flat**¹ **performance tires**.²



Y Spoke (Style 214) 20 x 10.0 front, 20 x 11.0 rear light alloy wheels with 275/40 front and 315/35 rear **run-flat**¹ **performance tires**.²

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

² 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.

³ 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.

Get the latest information on BMW standard and optional features, packages and technical specifications. Visit bmwusa.com, select the BMW model of your choice, and click on "Features & Specs."



Three-spoke leather-wrapped multi-function steering wheel provides buttons on the left for operating the cruise control functions and buttons on the right for adjusting all audio-related functions, including a BMW-approved, Bluetooth® enabled mobile phone, if so equipped.



Engine Start/Stop button and remote key control the engine. First, insert the remote key into the starter switch slot. After the electronic identification system confirms that it is the correct remote key, you can start (or later, turn off) the engine by pressing the Start/Stop button. (Foot must be on brake in order to start.)



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 both the audio and a BMW-approved, Bluetooth enabled mobile phone, if so equipped. The right-hand buttons are used to operate all cruise control functions, while those on the left serve the audio functions, such as the radio, telephone and Voice command, if so equipped.



Voice command lets you verbally control numerous Navigation system functions and dial phone numbers hands-free. The Voice command button must be pressed before each use, so conversations won't accidentally activate the phone or other systems. (Voice command is part of the Navigation system.)



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.



Active Cruise Control (ACC) with Stop & Go³ allows the driver to preset both a desired speed and distance. When ACC recognizes slower vehicles ahead, it reduces your speed to maintain the preset distance. Stop & Go can bring you to a complete stop if traffic calls for it. When you press the accelerator, ACC resumes your speed according to your presets.



8-speed Automatic transmission with Sport and STEPTRONIC shift modes includes Adaptive Transmission Control (ATC), providing extremely fast synchronized shifting.

Equipment features and options.



Head-up Display projects important travel information, such as current speed and Check Control data, on the windshield directly in the driver's line of vision. Directional arrows from the Navigation system (if so equipped) can also be displayed.



BMW Apps, an optional feature of the BMW ConnectedDrive interface, allows an iPhone® iOS 4.x to play apps specially modified for BMW and BMW approved third-party apps. Imagine listening to Web radio while you drive – or accessing your Twitter™ or Facebook® account on the Display monitor. Use the iPod® Out function with your smartphone to select music tracks, compile playlists and use Genius (if enabled) to find similar sounds. **Smartphone Integration**, which provides connectivity for iPhone and similar devices, is included with BMW Apps. This allows access to stored music, can improve signal reception, and recharges the battery. (See your authorized BMW center for phone models compatible with this feature.)



Electromechanical parking brake with Automatic Hold keeps the vehicle stationary whenever the vehicle comes to a stop, then releases the brake when the driver steps on the accelerator pedal.



Front cupholders integrated into the center console are located within convenient reach of the driver and front passenger.



Storage space abounds throughout the cabin – in the front center console, in door storage pockets and in the rear cabin.

Auxiliary input port, located in the front center console, lets you connect an external audio source, such as an iPod or MP3 player.

Get the latest information on BMW standard and optional features, packages and technical specifications. Visit bmwusa.com, select the BMW model of your choice, and click on "Features & Specs."



Navigation system features a high-resolution, glare-free monitor, and uses GPS satellites in conjunction with data stored on an 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. The hard drive offers 12 GB of space that can hold up to 2,000 of your favorite songs.



Glare-free Control Display screen, linked with the iDrive and Navigation system, renders clear images and text. The surface of this Display is equipped with transreflective technology, ensuring legibility by automatically making adjustments to the brightness or background lighting in bright or low-light conditions.



Six programmable memory buttons offer convenient storage of your most frequently accessed iDrive settings, such as favorite radio stations, Navigation system addresses, phone numbers (when equipped with a BMW-tested Bluetooth® enabled mobile device¹), and more.



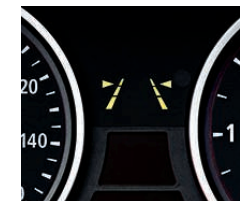
Park Distance Control uses eight sensors – four in the front, four in the rear – to help you judge how close you are to other vehicles and unseen objects when parking. The warning beeps come faster as the bumper approaches the object, turning into a constant tone when the distance is less than 12 inches.



Rear-view Camera with Top View is activated automatically by shifting into reverse gear, or manually by pressing the parking-assist button. The color display shows a real camera image that may include "static" and "track" lines to help you when backing up or parallel parking.



iDrive Controller, conveniently located on the center console, is the central command element for the iDrive system and can be rotated, pushed and tilted to operate various functions via the Control Display. Additionally, four frequently selected menus – CD, radio, Navigation system and telephone – can be called up using direct menu-control buttons.



Lane Departure Warning feature² identifies when the vehicle crosses over roadway lane markings or is changing lanes without signaling, and warns the driver by sending a mild vibration through the steering wheel. The system can be turned on and off via a button by the steering wheel.

¹ Check for a list of BMW-tested mobile devices at your authorized BMW center or bmwusa.com/bluetooth.

² 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.

Equipment features and options.



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.



4-zone automatic air conditioning builds on the 2-zone system with air vents in the B-pillar and at the rear of the center console, to ensure virtually draftless ventilation for rear-seat passengers. Additionally, the temperature in both left and right rear cabin can be tailored via two control dials with displays.



Heated front seats are a welcome feature in cooler weather. With the touch of a button, driver and front passenger can individually select from three heat settings.



Front seat ventilation ensures increased comfort while traveling in summer. Air is gently blown through the micro-perforations in the leather seats and backrests to keep front-seat passengers comfortably dry in warm weather. This provides a noticeably more comfortable ride.

Active driver's seat helps decrease stiffness or fatigue on long trips. When activated, the driver's seat surface is continuously and imperceptibly raised and lowered from side to side, keeping your spine in motion and exercising various support muscles.



BMW anti-theft AM/FM stereo CD/MP3 player audio system with Radio Data System (RDS) includes **high-fidelity sound system** featuring 10 speakers with 2 subwoofers under the front seats, and a digital 7-channel amplifier with 205 watts of power.

Auxiliary input port (not shown) lets you connect an external audio source, such as an iPod® or MP3 player.

iPod and USB adapter (not shown) lets you scroll through and select the music you want by using the vehicle's radio controls, the multi-function steering wheel buttons, or iDrive Controller. Music titles are displayed on the radio or Navigation screen.



Sirius Satellite Radio delivers over 130 channels of the most innovative satellite radio music, news, sports, talk, comedy and entertainment. All 69 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 talk, 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 high-fidelity system is a 16-speaker, multi-channel system that outputs reproduction of the surround information contained in the stereo signal in a nine-channel format (seven mid- and high-range channels and two central bass channels) as well as 5.1 surround-sound from a DVD source. Includes a 600-watt digital amplifier with nine channels. The system compensates for driving noise in smooth steps with speed-dependent equalizing. All speakers are fitted with very strong, yet compact neodymium drives.

Equipment features and options.



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, backrest width, 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.



10-way power front sports seats with driver's-seat memory system make the X5 driving experience more enjoyable. Seat height, seat angle, backrest angle and lumbar support are electrically adjustable; two-way thigh support is manually adjustable. Contoured side bolsters cradle you comfortably over long distances, while holding you firmly in place during sporty driving maneuvers.



10-way power-adjustable driver's and front passenger's seats with memory system for driver's seat, steering wheel and outside mirrors.



Power seat adjustment for driver and front passenger, with memory function for driver's seat, steering column and power-folding exterior mirrors.



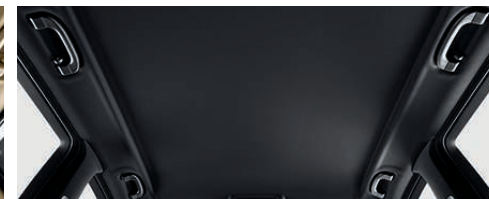
BMW Assist™ Convenience Plan adds personalized Directions, Traffic and Weather reports; BMW Online, Bloomberg stock indices, gasoline stations and prices; a Concierge service that recommends restaurants and hotels, and can also send the addresses and phone numbers right to your BMW; Critical Calling and more.



Automatic-dimming interior and exterior mirrors sense the bright headlights of vehicles behind you, and automatically darken. Includes fold-in function for exterior mirrors. **Alarm system** emits an acoustic signal and immediately switches on the hazard warning lights in the event of an attempted break-in or tampering.



Panoramic moonroof is designed with generous dimensions to offer a stunning view, day or night. Easy-to-use features include a power slide and lift control, a comfort opening/closing function, a speed-sensitive wind deflector, and a power sunshade to shield passengers from excessive glare and heat. Both glass panels tilt up electronically at the touch of a button; the front panel also features a sliding function.



Anthracite headliner adds a more distinctive and sporty look to the X5 interior. The A, B, C and D pillars, as well as the sunshades and roof handles, are also finished in a refined black.

Get the latest information on BMW standard and optional features, packages and technical specifications. Visit bmwusa.com, select the BMW model of your choice, and click on "Features & Specs."

Equipment features and options.



Rear seat backrests can be folded individually in a 60/40 split to optimize the number of passengers and amount of cargo.



Storage package adds a storage box under the front center console; safety-belt pretensioners for left and right rear seats (not included with optional third-row seating); in the cargo area, two lashing rails with four lashing points.



12V power outlets are located in the front storage area, in the rear center console and in the cargo area.



Cup holders are integrated into the rear center armrest, when folded down.



Heated rear seats are a welcome feature for left and right rear-seat occupants in cooler weather. With the touch of a button, passengers can individually select their preferred level of warmth.



Rear side sunshades keep the sun's heat and glare away from the rear cabin while maintaining your privacy. When not in use, these manually adjustable sunshades conveniently disappear into the side doors.



Third-row seating lets the X5 accommodate up to seven occupants. These two additional seats can also be folded down separately to maximize seating and storage possibilities. Includes self-leveling air suspension and third-row seat climate control. (Not available with space-saver spare. X5 xDrive35i requires Leather interior. With Nappa Leather interiors, third-row seats are upholstered in Nappa Leather; with Nevada Leather interiors, upholstered in Leatherette.)



Rear-seat entertainment features an independently controllable DVD drive with a fold-down 8-inch screen. The system can be operated by wireless remote control, has sockets for two headphones and an external video source, and is compatible with infrared headphones.



Comfort Access system offers an even greater degree of convenience: keyless access to your vehicle. Simply carrying the remote key in a pocket or purse allows you to unlock the doors by touching the door handle. You can also turn the engine on or off by pressing the Start/Stop button without the remote key. (Note: foot must be on brake to start.) **Central locking** for the doors and fuel cap, including Coded Driveaway Protection and remote control with automatically recharging battery in the key.

ADD HIGH-PERFORMANCE POLISH:

THE M SPORT PACKAGE.



M sport steering wheel



10-way power-adjustable front sport seats



V Spoke (Style 223M) 19-inch light alloy wheels



M door-sill finisher

Make a powerful impression with the M Sport Package. Outside, wide wheel arches, sports-bred M exterior parts, sporty shadowline trim and the choice of Carbon Black Metallic paint emphasize the X5's dynamic appearance; Aluminum roof rails add a handsome touch. The X5 xDrive50i's athleticism is underscored by 19-inch V Spoke (Style 223M) light alloy wheels with performance tires.¹ It can also be fitted with optional 20-inch Double Spoke (Style 333M) light alloy wheels

with performance tires¹ (shown above). With a self-leveling air suspension, the X5 begs for sporty driving maneuvers; grip the padded M sport steering wheel and give in to its wishes. That's when you'll appreciate the bolstered power front sport seats that hold you firmly in place, especially in tight turns. From the Anthracite headliner to the M door-sill finishers, you are always aware that this is a vehicle where performance reigns.

¹ 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.

Original BMW Accessories.



Surfboard and Windsurfer Carrier; 21-inch Double Spoke (Style 215) cast alloy wheels in Ferric Gray.



Burr Walnut decorative trim accentuates the gear lever knob.



Wireless stereo headphones have been specially designed for BMW's factory-installed BMW rear-seat entertainment system.



Snap-in Adapter with USB interface for making calls and listening to music.



Cargo area reversible mat can be used either way up, and is non-slip.

Driving a BMW is always a special experience – and it can be further enhanced with Original BMW Accessories. Benefit from innovative solutions that combine striking design and inspired functionality. Original BMW Accessories are available in many categories: exterior, interior, mobile communications, transportation and storage. For more information, see your authorized BMW center or visit

shopbmwusa.com

CRAFT YOUR OWN BMW – AT BMWUSA.COM/BYO.



At BMW, we want you to create your own Ultimate Driving Machine®. That's why BMW offers one of the widest model ranges of any luxury automotive manufacturer. And each BMW model offers its own universe of personalizing possibilities.

It's easy to get the latest information on your favorite BMW model. Simply visit bmwusa.com and click on the BMW model of your choice. Select "**Features & Specs**" to see all the standard features and available options and packages, as well as technical specifications.

Then create the exact BMW model that fulfills your needs by clicking on "**Build Your Own**" – or just visit bmwusa.com/byo. Here you'll be able to select from among the many interior and exterior colors and trims, personalizing options and value-added packages. Build a BMW model that reflects your style, then view it in 360° detail. At the press of a button, see payment and financing options, get a same-day quote, download a product brochure and even schedule a test drive. BMW makes it easier than ever to make your ultimate driving dreams come true, at bmwusa.com.

Weight		X5 xDrive35i	X5 xDrive35i Premium	X5 xDrive35i Sport Activity	X5 xDrive35d	X5 xDrive50i
Unladen	lbs	4960	4960	4960	5192	5379
Weight distribution, front/rear	%	47.3/52.7	47.3/52.7	47.3/52.7	49.0/51.0	48.8/51.2

Engine						
Liter/type/valves per cylinder		TwinTurbo Power 3.0/inline 6/4	TwinTurbo Power 3.0/inline 6/4	TwinTurbo Power 3.0/inline 6/4	TwinTurbo Power 3.0/inline 6/4	TwinTurbo Power 4.4/V-8/4
Bore/stroke	inch	3.31/3.53	3.31/3.53	3.31/3.53	3.31/3.54	3.50/3.48
Nominal output/rpm	hp	300/5800-6250	300/5800-6250	300/5800-6250	265/4200	400/5500-6400
Maximum torque/rpm	lb-ft	300/1300-5000	300/1300-5000	300/1300-5000	425/1750-2250	450/1750-4500
Compression ratio	:1	10.2	10.2	10.2	17.0	10.0
Fuel grade		unleaded premium gasoline	unleaded premium gasoline	unleaded premium gasoline	diesel	unleaded premium gasoline

Transmissions						
Automatic gear ratios – (6-speed)						
I/II/III	:1	—	—	—	4.17/2.34/1.52	—
IV/V/VI	:1	—	—	—	1.14/0.87/0.69	—
Automatic gear ratios – (8-speed Automatic)						
I/II/III/IV	:1	4.71/3.14/2.11/1.67	4.71/3.14/2.11/1.67	4.71/3.14/2.11/1.67	—	4.71/3.14/2.11/1.67
V/VI/VII/VIII	:1	1.29/1.00/0.84/0.67	1.29/1.00/0.84/0.67	1.29/1.00/0.84/0.67	—	1.29/1.00/0.84/0.67
Reverse gear ratio	:1	3.30	3.30	3.30	3.40	3.32
Final drive ratio	:1	3.15	3.15	3.15	3.64	3.15

Performance						
Drag coefficient	C _d	0.34	0.34	0.34	0.35	0.36
Top speed (limited electronically)	mph	130	130	[150]	130 [150]	130 [150]
Acceleration 0-60 mph ¹	sec	6.4	6.4	6.4	6.9	5.3

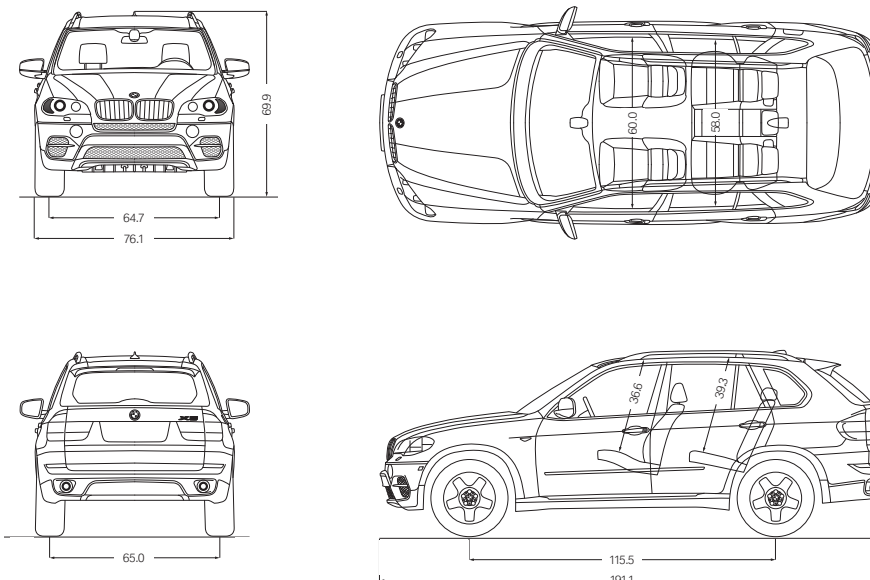
Fuel consumption ²						
City/highway	mpg	16/23	16/23	16/23	19/26	14/20
Approximate tank capacity	gal	22.5	22.5	22.5	22.5	22.5

Tires and wheels						
Tire dimensions		255/55	255/50	275/40 front 315/35 rear	255/55	255/55
Wheel dimensions		18 x 8.5	19 x 9.0	20 x 10.0 front 20 x 11.0 rear	18 x 8.5	18 x 8.5
Material		light alloy	light alloy	light alloy	light alloy	light alloy

Figures in [] apply to vehicles with increased top-speed limiter.

¹ 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.

² EPA-estimated figures are for comparison purposes only. Your actual mileage will vary, depending on speed, driving habits, trip length and driving conditions; actual mileage may be lower.



All dimensions in the technical drawings are given in inches.
Trunk volume: 75.2 cu. ft.

U.S. Distributor: BMW of North America, LLC, Woodcliff Lake, NJ 07677. All illustrations and specifications contained in this brochure are based on the latest product information available at the time of printing. BMW reserves the right to make changes at any time, without notice, in colors, materials, equipment, specifications and models. BMW may, subject to legal requirements, determine the Model Year designation of its vehicles. The Model Year designation on any particular model may be longer or shorter than 12 months. Some vehicles pictured may contain non-U.S. equipment. Some models may be shown with optional equipment. While BMW NA makes all reasonable efforts to provide accurate information in this brochure, there is no guarantee or warranty of accuracy. Furthermore, we do not assume any liability for the accuracy or completeness of information presented. This brochure shall not be used or relied upon as a substitute for information that is available from your BMW center. Further information can be obtained from your authorized BMW center or bmwusa.com.

©2011 BMW of North America, LLC. Not to be reproduced wholly or in part without written permission of BMW NA. The BMW name, logo, model names, SAV and Sports Activity Vehicle are registered trademarks.

The Bluetooth word mark and logos are owned by the Bluetooth SIG, Inc. and any use of such marks by BMW is under license. iPhone and iPod are registered trademarks of Apple Inc. Other trademarks and trade names are the property of their respective owners.

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.

BMW Ultimate Service starts with the **New Vehicle/SAV Limited Warranty**,¹ 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 Program**² and **BMW Assist**,^{TM3} as well as **BMW Roadside Assistance** come standard.

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 MapsTM 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 feature⁴ 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.

For the ultimate in coverage, add the optional **BMW Assist Convenience Plan**.³ 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.

THE MOST EXCITING PLACE IN AMERICA TO DRIVE THE BMW X5.

The BMW Performance Center in Spartanburg, SC.

Just beyond the foothills of the Carolinas' Blue Ridge Mountains lies the \$12 million BMW Performance Center. This sprawling, modern complex houses the world-famous BMW Performance Driving School, as well as the Zentrum Museum, BMW Boutique, BMW Delivery Center, and a Corporate Conference Center. Nearby is BMW's only manufacturing facility in the U.S., where models, such as the SAV,[®] are built for export worldwide. It's a unique place where BMW enthusiasts can spend days – or, in the surrounding area, an entire vacation.



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 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!⁶ 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 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 Welt: 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 Program,⁷ 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 BMW Assist 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 Not all mobile phones are compatible with Mobile Office, and some compatible phones support a limited number of Mobile Office functions. For the complete list of compatible mobile phones and the details regarding which Mobile Office functions are supported by each phone, please visit bmwusa.com/bluetooth.

⁵ 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.

⁶ Subject to credit approval and other terms and conditions.

⁷ Not all models available for BMW European Delivery Program. Please go to bmwusa.com or visit your authorized BMW center for details.

BMW Performance Driving School.

Whether you've been driving for decades or just got your learner's permit, we can help 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.

BMW Performance Center Delivery.

You'll always remember the fun of taking delivery of your new BMW – with BMW Performance Center Delivery. 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.

More about BMW



bmwusa.com
1-800-334-4BMW

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, since 2005, 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  **EDGE**

