

# BMW's FULL FREE MAINTENANCE PROGRAM 4 years or 50,000 miles

**\$0** Maintenance  
For the first 4 years  
or 50,000 miles

Brake pads  
Brake rotors  
Wiper blade inserts  
Scheduled inspections  
Oil changes  
Roadside assistance

design extraordinary cars. It only seems right to offer a service plan to match.

ly BMW offers a comprehensive suite of premium vehicle maintenance services for absolutely no cost. Buy a BMW now and pay no maintenance costs for 4 years or 50,000 miles, whichever comes first.

Featuring the following services, BMW Ultimate Service lives up to its name:

- **BMW Maintenance Program:** One of the most comprehensive maintenance programs in its class covering all factory-recommended maintenance, oil service and fluid service, as well as items that need replacement due to normal wear and tear - such as brake pads, brake rotors and wiper blade inserts.
- **Four years of the BMW Assist Safety Plan™:** Many 2007 and later models include a four-year, unlimited mileage subscription to the BMW Assist Safety Plan including TeleService, an exclusive BMW benefit which allows your vehicle to contact your BMW center directly when it needs service or maintenance.
- **Unlimited-Mileage Roadside Assistance:** Receive Roadside Assistance 24 hours a day, 365 days a year for the first four years of ownership, without any mileage limitation.
- **New Vehicle Limited Warranty:** Your warranty covers defects in materials or workmanship for the first four years or 50,000 miles, whichever comes first, so you can rest assured your BMW will perform as expected.

No other premium automaker provides such comprehensive benefits for absolutely no cost. So while other car owners will incur over one thousand dollars of maintenance or repair costs during the first 4 years they own their vehicles, you pay nothing for the first 4 years or 50,000 miles.

After all, an Ultimate Driving Machine® - and its driver - deserve nothing less than BMW Ultimate Service.

## IntelliChoice Data

BMW has compiled data pertaining to the average cost\* of maintaining other vehicles during the first four years of ownership. See how BMW's Ultimate Service plan compares:

Brand	Maintenance Costs
Acura	\$970.75
Audi	\$967.17
BMW	\$0
Cadillac	\$744.26
Infiniti	\$649.40
Jaguar	\$1112.53
Land Rover	\$233.52
Lexus	\$974.22
Lincoln	\$922.14
Mercedes-Benz	\$1086.60
Porsche	\$1032.14
Saab	\$385.29
Volvo	\$918.93

\*2007 IntelliChoice, [www.intellichoice.com](http://www.intellichoice.com). Maintenance figures shown based on 4 Years/50,000 Miles, excluding tire replacement costs.

Based on \$0 cost for the BMW Maintenance Program. Certain exclusions may apply. See an authorized BMW center or your Service and Warranty information booklet for more details. ©2007 BMW of North America, LLC. The BMW name, model names and logo are registered trademarks.

BMWs come with the BMW Maintenance Program and Warranty standard for 4 years or 50,000 miles, whichever occurs first. Roadside Assistance is standard for 4 years. BMW Assist Safety Plan comes standard for 4 years on every MY 2007 and later 5 Series, 6 Series, and 7 Series vehicle, and is available as an option or with the Premium Package on all other models. TeleService is available on all 2007 and later models with BMW Assist except for the Z4 and X