

Dealer Operator / General Manager	Sales - New Car	Sales - Used Car	Business Manager (F&I)	Service	Parts & Accessories	Administration
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# Product Planning and Strategy BMW Dealer Bulletin

## HD Radio: Expanded Availability & Joint Marketing Campaign

Continuing BMW's history of groundbreaking premium audio offerings, BMW NA is proud to announce that BMW will be the first automotive manufacturer to offer **factory-installed HD Radio receivers across all 2007 models**.

**Beginning with March 2007 production** (April 2007 for the Z4 and X5) all BMW models will offer **HD Radio with Multicasting**. Of the more than 1,100 stations across the country broadcasting with HD Radio technology, more than 500 FM stations are offering a second (HD2) and, in many cases, a third (HD3) multicast channel. For example, WAMU in Washington, DC, offers three channels: 88.5-1, a simulcast of its news/talk analog channel; 88.5-2, a simulcast of an innovative Baltimore music station not available in DC; and 88.5-3, bluegrass music. These channels are free but can only be found on HD Radio receivers.

To help promote this offering, BMW NA and the HD Digital Radio Alliance will launch a major radio marketing campaign highlighting BMW's HD Radio offerings, which can be heard in the top 85 U.S. markets. The campaign will feature a mix of :15 and :30 second radio spots highlighting the consumer benefits of HD digital radio available – more programming and rich, digital quality sound – all with no monthly subscription, all while promoting BMW vehicles. This campaign will drive customer interest in both HD Radio and BMW vehicles, which should translate to more customers coming to your Center.

Also beginning with March 2007 production **HD Radio can be ordered with Real Time Traffic Information (RTTI)**.

Pricing for HD Radio is \$500 on every model.

The ordering guides and price sheets have been updated on CenterNet to include HD Radio on every model; bmwusa.com will be update in the coming days.

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