

Bulletin #: C4-US-V-10-1122-01		<input checked="" type="checkbox"/> Take Note	<input type="checkbox"/> Take Action
<input checked="" type="checkbox"/> Retail Operator	<input type="checkbox"/> Sales Pre-Owned	<input checked="" type="checkbox"/> Business Manager	<input type="checkbox"/> Parts & Accessories
<input checked="" type="checkbox"/> General Manager	<input checked="" type="checkbox"/> Sales New Car	<input type="checkbox"/> Service	<input checked="" type="checkbox"/> Administration
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Title: Production and Sales Planning Manger		Source: Automotive Sales	
Date: November 28 th , 2022		Supersedes:	



MY23 PRODUCT AND PRICE MEASURES

TAKE NOTE:

The current economic and political volatility coupled with the continued supply shortage has led to a significant increase in pricing for raw materials and components required to manufacture our vehicles.

After careful consideration, BMW NA have determined that it is necessary to reflect the current economic situation in our new vehicle pricing, with increased base MSRPs for a series of new BMW models in 2023.

The information below includes the amended base MSRPs effective **Production starting January 1st, 2023**.

Please note, this effectively reflects a mid-MY changeover for some these models and variants.

These new prices will be reflected in all subsequent pricing systems, once January allocation is available.

2023 Pricing Updates

Model Year	Model Code	Model	Current Price	Price Measure	New Price	Valid As of:	Price Change (%)
23	232V	228i GC	\$36,600	\$1,200	\$37,800	01/23	3.3%
23	232T	228i xDrive GC	\$38,600	\$1,200	\$39,800	01/23	3.1%
23	232U	M235i GC	\$46,400	\$1,200	\$47,600	01/23	2.6%
23	232B	230i Cp	\$37,400	\$800	\$38,200	01/23	2.1%
23	232J	230i xDrive Cp	\$39,400	\$800	\$40,200	01/23	2.0%
23	232C	M240i Cp	\$47,900	\$1,000	\$48,900	01/23	2.1%
23	232K	M240i xDrive Cp	\$49,900	\$1,000	\$50,900	01/23	2.0%
23	23XB	X1 xDrive28i (U11)	\$38,600	\$500	\$39,100	03/23	1.3%
23	23XQ	X3 sDrive30i	\$45,400	\$800	\$46,200	01/23	1.8%
23	23ST	X3 sDrive30i SA	\$45,400	\$800	\$46,200	01/23	1.8%
23	23XD	X3 xDrive30i	\$47,400	\$800	\$48,200	01/23	1.7%
23	23SU	X3 xDrive30i SA	\$47,400	\$800	\$48,200	01/23	1.7%
23	23XE	X3 M40i	\$59,950	\$1,050	\$61,000	01/23	1.8%
23	23XR	X4 xDrive30i	\$53,400	\$800	\$54,200	01/23	1.5%
23	23XV	X4 M40i	\$64,650	\$750	\$65,400	01/23	1.2%
23	23SO	X3 M	\$72,900	\$1,500	\$74,400	01/23	2.1%
23	23SP	X4 M	\$76,400	\$1,500	\$77,900	01/23	2.0%
23	233D	330e sDrive	\$43,300	\$1,600	\$44,900	01/23	3.7%
23	233E	330e xDrive	\$45,300	\$1,600	\$46,900	01/23	3.5%
23	233Y	330i	\$42,300	\$1,500	\$43,800	01/23	3.5%
23	233X	330i xDrive	\$44,300	\$1,500	\$45,800	01/23	3.4%
23	233A	M340i xDrive	\$56,850	\$1,550	\$58,400	01/23	2.7%
23	233T	M340i	\$54,850	\$1,550	\$56,400	01/23	2.8%
23	23TN	M3	\$72,800	\$1,500	\$74,300	01/23	2.1%

23	23TP	M3 Comp	\$76,700	\$1,900	\$78,600	01/23	2.5%
23	23TQ	M3 Comp xDrive	\$80,800	\$1,800	\$82,600	01/23	2.2%
23	235G	M5	\$107,900	\$2,000	\$109,900	01/23	1.9%
23	2350	530e	\$56,400	\$1,200	\$57,600	01/23	2.1%
23	235P	530e xDrive	\$58,700	\$1,200	\$59,900	01/23	2.0%
23	235A	530i	\$54,800	\$1,200	\$56,000	01/23	2.2%
23	235B	530i xDrive	\$57,100	\$1,200	\$58,300	01/23	2.1%
23	235C	540i	\$61,600	\$1,300	\$62,900	01/23	2.1%
23	235D	540i xDrive	\$63,900	\$1,300	\$65,200	01/23	2.0%
23	235Q	M550i xDrive	\$79,900	\$1,600	\$81,500	01/23	2.0%
23	23DD	i4 eDrive35	\$51,400	\$600	\$52,000	03/23	1.2%
23	23DA	i4 eDrive40	\$55,900	\$1,200	\$57,100	03/23	2.1%
23	23DB	i4 M50	\$67,300	\$1,400	\$68,700	03/23	2.1%
23	237F	740i (G70)	\$93,300	\$2,400	\$95,700	03/23	2.6%
23	237I	760i xDrive (G70)	\$113,600	\$2,800	\$116,400	03/23	2.5%

The revised ordering and pricing guides for these models will be released shortly before January allocation is run, to reflect the new pricing.

Simultaneously, all updates will be reflected on bmwusa.com and the BYO accordingly.

MORE QUESTIONS?

If you have any questions, please contact your Area Manager.