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Dear Lawrence,

Congratulations on being one of 100 individuals to purchase a limited-edition luxury version of the BMW Z3 roadster, James Bond's new car in the upcoming movie, GoldenEye. We acknowledge receipt of your \$5,250 deposit on this purchase and the payment balance will be handled at the time of purchase directly with the qualifying BMW dealer of your choice. If you do not have a specific dealer, we will be assigning one to you.

Your BMW Z3 roadster will come equipped with some very special equipment including a commemorative "007" dash plaque, cellular phone, hi-fi system with sub-woofer and CD player, high-tech beige leather seats, special alloy wheels, a luggage rack with complimentary luggage and a wind deflector. You will have the opportunity to choose your transmission type, manual or automatic, prior to the production of your car.

The following describes the next steps in connection with your purchase:

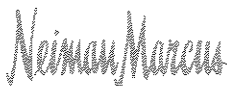
- By November 10th, you will be assigned to a qualifying BMW dealer handling your delivery (unless you have specified a preferred dealer) who will keep you informed of your Z3 roadster's expected delivery date and will explain your options for payment of the balance. Additional charges for destination & handling, tax, title, license and transfer of title fees will be handled accordingly by your local BMW dealer.
- The anticipated production date for your car is Spring of 1996 at our new assembly plant located in Spartanburg, South Carolina. If you are interested, BMW will be organizing a VIP tour of the facility so you can have an insider's view of the production process.
- BMW of North America, Inc. has established a special line for you to call if you have any questions prior to receiving your local BMW dealer name. This number is 1-800-526-0818, ext. 4110

Neiman Marcus is delighted to bring this exciting offer to our customers and we know that you will be very pleased with your purchase. You will be receiving future correspondence directly from BMW of North America, Inc. on the progress of your Z3 roadster leading up to the final delivery.

Very truly yours,



Jo Marie Lilly
Vice President





Dear Customer,

Thank you for your recent inquiry on the BMW James Bond Edition Z3 Roadster from our NM 1995 Christmas Book. The Limited-Edition BMW Z3 Roadster equipment package includes:

Custom Features:

- ◆ Commemorative medallion dash plaque
- ◆ 007 serial number
- ◆ Cellular telephone
- ◆ Hi-fi system with sub-woofer and CD player
- ◆ High-tech beige leather sport seats
- ◆ Custom embroidered floor mats
- ◆ Custom exhaust pieces
- ◆ Wind deflector
- ◆ Chrome rear luggage system with interlocking luggage piece
- ◆ Cockpit trimmed with a custom wood package: wood shift knob, console, and steering wheel.

Exterior Features:

- ◆ Bond-Ontario Blue exterior paint
- ◆ Special alloy wheels and wider tires
- ◆ Choice of automatic or 5-speed manual transmission
- ◆ Air conditioning and heating
- ◆ Utilizes unleaded gasoline
- ◆ Meets USA emission control standards
- ◆ Manual beige convertible top (A hard top should be available as an additional option in approximately one year. You'll need to contact a BMW dealer at that time).

Engine and Dimensions:

- ◆ 4-cylinders *4 valves/cyl. - 1.9L. 5qt oil runs on #89 octane.*
- ◆ 138-horsepower engine
- ◆ Weighs 2,600 lbs.
- ◆ Measures 158.5" long, 66.6" wide, and 50.6" high.

Vehicle Warranties:

- ◆ 4-year/50,000 mile bumper-to-bumper new vehicle warranty*
- ◆ 6-year/unlimited mileage warranty for rust and corrosion perforation coverage*
- ◆ BMW's Roadside Assistance Program (See attached information sheet)

(more)



January 9, 1996

I hope that you have enjoyed a happy holiday season. We have received confirmation from Neiman Marcus that you are a purchaser of the James Bond Z3 roadster which was offered exclusively through the 1995 Christmas Book. This letter will assist you in understanding the next steps to complete the purchase and delivery of your new Z3 roadster.

Delivery and final payment of \$29,750, excluding taxes, title and registrations fees, will be arranged directly through an authorized BMW dealer close to your home. We have selected the following authorized BMW dealer who will make all final arrangements for you:

Mr. Robert Day
BMW Concord
1945 Market Street
Concord CA 94520
(510)682-3577

Your assigned dealer will explain financing options and the warranties applicable to the car and will deliver your Z3 roadster. Your James Bond Edition Z3 roadster is a limited-edition car and comes with special equipment not otherwise offered to Z3 owners (see attached list of equipment). You will have an opportunity to choose between standard or automatic transmission, at no additional charge. Please work with your assigned dealer to make these arrangements.

As you may know, the Z3 roadster will be built exclusively in Spartanburg, South Carolina in BMW's latest production plant. You and your family will have an opportunity to visit the plant this spring and see Z3 roadsters being built first hand. BMW is building a visitors' center – to be known as the Zentrum – which will include a "behind the scenes" look at BMW design and engineering activities as well as future product concepts.

The most anticipated event for you, I'm sure, is the final delivery of your car. Your James Bond Z3 roadster will be delivered to you before June 21, 1996. Your assigned dealer will notify you of your exact delivery date as we get closer to the production of these vehicles.

I have enclosed a video entitled *GO: An American Road Story*, featuring the Z3 roadster, to enjoy while your car is being produced. We are happy that you have taken advantage of this very exclusive offer brought to you by BMW and Neiman Marcus. If you have any further questions, please call the James Bond Z3 Hotline at 1-800-526-0818, ext. 4110.

Sincerely,

James L. McDowell
Vice President, Marketing

Headquarters
300 Chestnut Ridge Road
Woodcliff Lake, NJ 07675

Mailing Address
PO Box 1227
Westwood, NJ
07675-1227

Telephone
(201) 307-4000

Facsimile
(201) 307-4095





BMW James Bond Edition Z3 Roadster Equipment List

Color

Atlanta blue exterior, beige leather interior, beige convertible top

Standard Equipment*

Chrome-Line (A-Pillar and Door Handles)
Chrome Exhaust Tip
Chrome Luggage Carrier
Special Luggage (for Carrier)
Special Plaque With 007 Designation
Hi-Fi System With Sub-Woofer
CD Player
Telephone
Special Wheels, Style #30
Wood Steering Wheel
Wood Shift Knob
Wood Middle Console
Sports Seats
Wind Deflector
Automatic or Manual Transmission (no extra charge)

* Equipment subject to change based on production



June 7, 1996

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We are extremely pleased to report your roadster is due to arrive shortly! Your vehicle identification number is LE00713. You can contact your BMW retailer for further details.

To further express our appreciation for becoming a member of the BMW family, we've enclosed an exclusive BMW key fob, shaped like the signature gills of your exciting new Z3 roadster. Bring it to your retailer when you claim your roadster. When you slip your keys onto the ring it will be the beginning of a fun-filled driving experience unlike any other.

As a proud sponsor of the 1996 Olympic Games in Atlanta, we'd like to invite you to take advantage of an exclusive opportunity available only to our Special Edition Z3 Bond roadster owners. We have set aside a limited number of Olympic Trip Packages which we are pleased to offer to you...at our cost. The 1996 BMW Olympic Trip Package is the perfect way to see the Olympics while enjoying a World Class vacation. The package includes first class accommodations at the Stouffer Pineisle Resort in Lake Lanier, Georgia, complimentary tickets to a variety of Olympic Games events, transportation to and from the Olympic Games...and much, much more. Enclosed you will find further details and cost information about the BMW Olympic Trip Package. Should you have any further inquiries about the Package, please feel free to contact Mrs. Michelle Jacobus at (201) 307-4132.

Once again, thank you...for becoming a special member of the BMW family.

Sincerely,

James L. McDowell
Vice President, Marketing

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cc: BMW Concord

