



Original BMW Accessories BMW LED door sill cover strip 1 Series (F20), 2 Series (F45, F46) 3 Series (F30, F31, F34, F35), 4 Series (F36)

NEWS:

- Models added

Product description

White luminous lettering that is also visible during daylight is the eye-catching highlight of this high-quality, internally illuminated door sill cover strip. The lettering also discreetly illuminates the sill area and makes stepping into the car a miniature experience in its own right.

Sales features/benefits

- **Cable-free lighting:** the LED door sill cover strip is the first illuminate door sill cover strip from BMW to be operated without cables. Thanks to **battery power and a magnetic switch**, cabling and connection to the on-board electrical system are no longer required.
- The lettering is radiant in **bright white light**, giving the car's sill area a truly special appearance, especially in the dark.
- Makes the sill area shine: the surface around the lettering in metal is finished in a **brushed stainless steel** look.
- **Energy efficient and long-lasting:** modern **LED technology** is extremely economical in terms of power consumption. The battery lasts up to three years and changing the battery is very simple.
- **Exceptionally easy installation:** the two door sill cover strips can be installed in just 15 minutes by the customer.

Functionality

- The LED door sill cover strips serve as protection for the paintwork in the sill area.
- The energy and light-efficient LED technology with bright white light illuminates the sill area.
- An intelligent magnetic switch turns the light field on when the door is opened and turns it off again when the door is closed or after around 30 seconds.
- The two button cells have a service life of around 3 years.



BMW LED door sill cover strip



Showroom packaging

Content/relevance

Please note that this product information is intended solely as prior information regarding new products.

Before ordering, always check the specified part numbers in the EPC. Only the EPC provides the information that should be taken as valid and current.

Complete price package

For a detailed tender preparation, find the complete price package on the KSD DVD.

Please refer to your price system or the latest price publications for the latest prices.

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BMW LED door sill cover strip

1 Series (F20), 2 Series (F45, F46)

3 Series (F30, F31, F34, F35), 4 Series (F36)

Promotion/point of sale

- The presentation in cars on the sales floor allows customers to experience the effect of the lighting when they open the doors for themselves. The cable-free installation in just 15 minutes means that dealers can set up this presentation very easily.
- Even unpacking the product is an experience: when the showroom packaging is opened, the door sill cover strip starts to glow. This is an effect that will pique the customer's curiosity and increase the possibilities for sale.

Cross-selling

The product is ideal for cross-selling with:

- BMW LED interior lights package, set of 4 - 63 12 2 212 787
- BMW LED interior lights package, set of 10 - 63 12 2 212 788
- BMW LED luggage compartment lights - 63 31 2 348 803.

As an addition to these products, the door sill cover strip completes the LED light design of the vehicle's interior.

Supplied package

- 2 door sill cover strips including CR 2430 button cells
- 2 door magnets
- Self-adhesive covers for the magnets
- Spare batteries

Kit composition, see EPC

Technical information

- Length: 476 mm (identical to the standard strip)
- Weight of one door sill cover strip with magnet and batteries: 140 g
- Packaging dimensions: 540 x 155 x 55 mm
- Securing the door sill cover strip with four clips (same as the standard strip)
- Electrical power/rated power (power specification) will be submitted later



Note

The LED door sill cover strip can only be installed in the front door sill on models F20, F30 and F31. ◀



Safety note

Once the magnet has been positioned, it must be secured against slipping using the enclosed self-adhesive cover. ◀

Availability/EPC DVD

From 06/2013

Installation information

01 29 2 352 749

Installation time

approx. 15 minutes

Part number

BMW LED door sill cover strip

51 47 2 350 301