

Retail Operator / General Manager	Sales – New Car	Sales - Pre-Owned	Business Manager (F&I)	Service	Parts & Accessories	Administration
Date: July 31, 2013	Source: Aftersales Business Development & Marketing		Name: Andreas Kiss		Replaces:	
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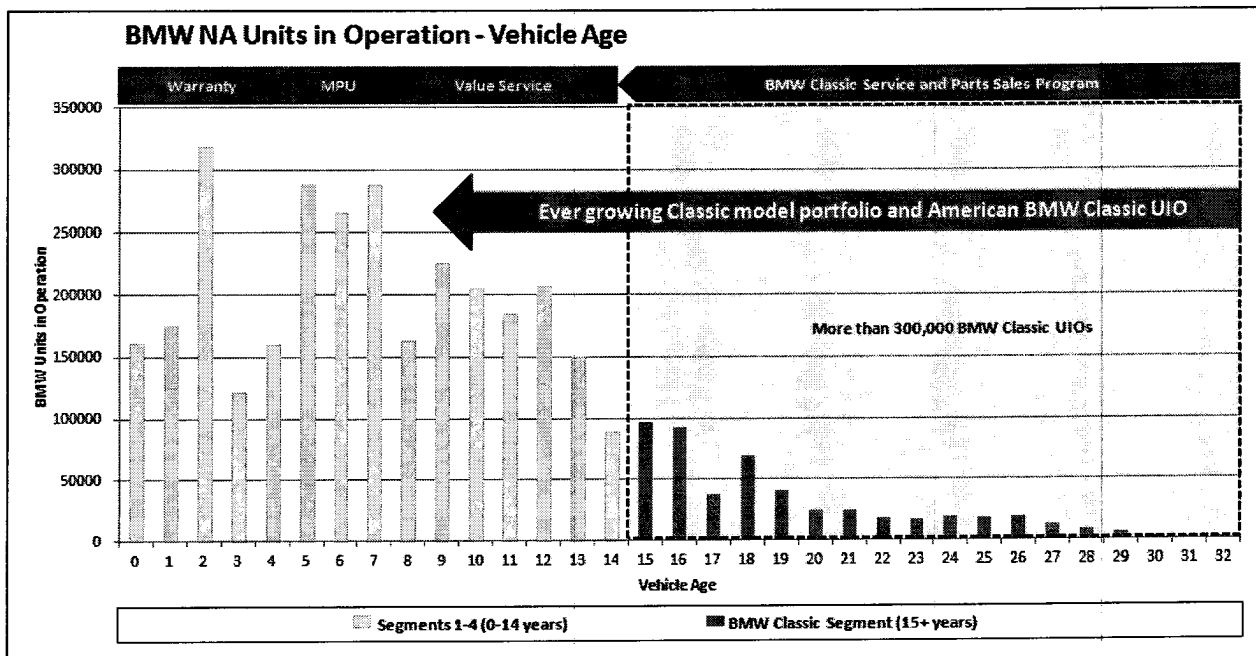
BMW Aftersales Business Development & Marketing. BMW Classic Service and Parts Sales Program.

BMW of North America, LLC, is pleased to announce the launch of the BMW Classic Service and Parts Sales Program.

The BMW Classic model portfolio spans from the early BMW Isetta to the more recent BMW 8 Series (E31). The current BMW Classic Units in Operation (UIO) includes over 300,000 vehicles nationwide, 88,000 of which are E30s. With the addition of the E36 (3 Series) to the BMW Classic model portfolio in 2015, the Classic UIO will increase to 590,000! With the ever growing BMW Classic UIO, BMW Classic parts sales have substantial potential for growth. The objective of the BMW Classic Service and Parts Sales Program is to help your BMW Center capture the untapped potential within your respective market.

BMW Center benefits

1. Increased revenue in Aftersales.
2. Increased customer and service retention.
3. Increased Customer Satisfaction Index (CSI).
4. BMW Center promoted in various automotive publications.
5. BMW Center listed on BMWUSA.COM under BMW Classic.
6. BMW Classic Car events at select participating BMW Centers.
7. Generates leads for potential new car sales.
8. Minimal initial investment required from the BMW Center.
9. Training will be provided by BMW NA, free of charge.



Program Background

BMW of North America would like to offer its support through the BMW Classic Service and Parts Sales Program, in order for your BMW Center to better service BMW Classic customers. To do this BMW of North America has developed an extensive program to support your BMW Center in numerous areas including BMW Classic parts, service, training and marketing.

The focus of this program is to increase knowledge and awareness of BMW Classic to help improve the overall customer experience for Classic parts and Service and to increase revenue in Aftersales.

BMW of North America Program Contributions

BMW Classic Parts:

BMW of North America has compiled an extensive BMW Classic parts catalog. This includes 38,000 part numbers and covers models from the 1960's to 1999, which offers 80% BMW Classic coverage. All parts information is available through the Classic section of the Electronic Parts Catalog (EPC). The ordering process for BMW Classic parts is no different than ordering regular BMW parts. Additional BMW Classic parts information and support will be available through PuMA.

BMW Classic Service:

To help service BMW Classic vehicles, a broad archive of technical repair instructions are available online through BMW Centernet. If additional assistance is required when servicing a BMW Classic customer, parts and technical support will be available through PuMA.

BMW Classic Training:

Participating BMW Centers will be provided with a BMW Classic welcome package. This package can be used as a great sales tool and quick reference guide for BMW Classic for all BMW Center employees. BMW Classic parts EPC training will be made available through the BMW Interactive Career Pathway (ICP).

BMW Classic Marketing:

BMW of North America is dedicated to ensure participating BMW Centers receive the necessary marketing exposure to help them build their BMW Classic business. BMW of North America has developed the following marketing strategy to help Certified BMW Classic Service and Parts Centers:

Medium	Description
Marketing Events	<ul style="list-style-type: none"> - Annual Classic Car Service Clinic at each Certified BMW Classic Center (Partially funded by BMW of North America). - Presence at BMW Car Club of America and BMW Classic enthusiast events (local to your certified BMW Center).
Online Advertising	<ul style="list-style-type: none"> - Online presence on various BMW enthusiast blogs and websites. - Dedicated Classic Parts page on BMWUSA.com
Print Advertising	<ul style="list-style-type: none"> - Advertising campaign(s) in Roundel Magazine and other various classic car publications. - BMW Classic brochure to serve as a program overview for the customer. - Service Reminder and initiation program with Customer Relations Management (CRM) to target Classic Car Owners.

Example BMW Classic Marketing Material



NO BMW WAS EVER BUILT FOR A MUSEUM.

What does this car have to do with being obsolete? At least, a bit, because it's not just any old classic. It's a young BMW Classic. Technically, it's already about 100 years old. But it's not old because it's a BMW. It's as much fun to drive today as it was on its very first day. At the BMW Classic Center, we make sure it stays that way. For you, we'll respect. Original BMW Parts for young classics are available from your BMW Classic Center and owners who pride themselves on the best care. So you see, a young BMW Classic car is a very sensible choice, but it's even more about joy. Discover the game we have to offer at www.bmwusa.com.

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TOO COOL FOR SCHOOL – EVEN BACK IN 1976.

What does this car have to do with being obsolete? Actually, a lot, because it's not just any old classic. It's a young BMW Classic. Technically, it's already about 100 years old. But it's not old because it's a BMW. It's as much fun to drive today as it was on its very first day. At the BMW Classic Center, we make sure it stays that way. For you, we'll respect. Original BMW Parts for young classics are available from your BMW Classic Center and owners who pride themselves on the best care. So you see, a young BMW Classic car is a very sensible choice, but it's even more about joy. Discover the game we have to offer at www.bmwusa.com.

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