



Retail Operator / General Manager	Sales – New Car	Sales - Pre-Owned	Business Manager (F&I)	Service	Parts & Accessories	Administration
Date: February 26, 2016		Source: Automotive Sales			RSC Contacts:	
Bulletin #: B2-US-V-1-0216-20		Name:			[Redacted]	[Redacted]
		Title:				
		Phone #:				
		Email:				

Automotive Sales Bulletin

Safety Recall AMP Ramp Up

Actions have been taken to ensure that dealers will have sufficient loaner fleets to satisfy customers' demand.

Safety Recall AMP Fleet Planning

Placing incremental loaner vehicles should be based on need. Your Area Teams will work with you to assess and plan where there are priorities and shortages. Please note that this effort is designed to be temporary. The purpose is to cover vehicles affected by the Recall until affected vehicles can be repaired. After that period, the fleet increase will be reset and the vehicles retired. Details regarding each dealer's available fleet increase will be communicated shortly.

BMW NA will offer loaner fleet increase opportunities for both new and off-lease vehicles, to meet the needs of the many customers impacted by the Recall.

More details, including information on off-lease loaners, will be announced next week.

Safety Recall AMP Support