

Retail Operator / General Manager	Sales - New Car	Sales - Pre-Owned	Business Manager (F&I)	Service	Parts & Accessories	Administration
Date: February 22, 2016	Source: Pre-Owned Sales & Operations			Replaces: -		
Bulletin #: B8_0216_20	Title: Phone #:			Supersedes -		



Pre-Owned Sales Bulletin

Safety Recall 16V-071(Drivers Front Air Bag Module)

BMW 1 Series, 3 Series, X1 SAV, X3 SAV, X5 SAV and X6 SAC

Model Years – See below:

Model	Model Years	Production Dates	Model	Model Years	Production Dates
X5 SAV (incl. M)	2007-2013	Sep 2006 – Jun 2013	1 Series Convertible	2008-2013	Nov 2007 – Oct 2013
X5 SAV (diesel)	2009-2013	Mar 2008 – Jun 2013	3 Series Sedan (incl. M)	2006-2011	Feb 2005 – Dec 2011
3 Series Coupe (incl. M)	2007-2013	Apr 2006 – Jun 2013	3 Series Sedan (diesel)	2009-2011	Mar 2008 – Aug 2011
3 Series Convertible (incl. M)	2007-2013	Nov 2006 – Oct 2013	3 Series Sports Wagon	2006-2012	Jun 2005 – May 2012
X1 SAV	2013-2015	Feb 2012 – Sep 2014	X3 SAV	2007-2010	Aug 2006 – Aug 2010
X6 SAV (incl. M)	2008-2014	Jul 2007 – Jun 2014	X6 ActiveHybrid	2010-2011	Mar 2009 – Sep 2011
1 Series Coupe (incl. M)	2008-2013	Nov 2007 – Oct 2013			

Dealer Q&A - February 19, 2016

SALES	
Can dealers sell impacted vehicles to RETAIL customers?	No. All impacted vehicles/VINs are on stop sale and cannot be sold at this time. BMW NA will not indemnify dealers on any sales that violate the stop sale mandate.
Can dealers WHOLESALE impacted vehicles?	No. All impacted vehicles/VINs are on stop sale and cannot be sold at this time. BMW NA will not indemnify dealers on any sales that violate the stop sale mandate.
Are replacement parts available?	No. We are still trying to determine when replacement parts will be available. We will update you when more information is available.
Will the replacement modules contain ammonium nitrate?	No.
What should dealers do when a customer wants to trade in a BMW subject to the safety recall?	Dealers will have the <u>option</u> to continue to take in BMW vehicles on trade. Financial details will be announced next week.
What should dealers do when an off-lease customer wants to purchase his/her impacted lease vehicle?	These vehicles are currently subject to the stop sale. Additional information regarding how to process these vehicles will be available next week.
Will BMW NA offer any programs to impacted customers who don't feel comfortable driving their vehicles?	We are developing options for handling these customers. Details will follow once the owner notification letters go out during the month of March.
Will BMW NA provide any special CPO sales support for vehicles impacted by the stop sale once repaired?	

SALES	
Will dealer KPI targets for Balanced Scorecard, CPO Bonus, AVP, etc. be adjusted?	
Will there be any target adjustments to the 1Q2016 Purchase Incentive Program?	
How should we handle ASP vehicles at auction?	
If I don't have room to store impacted vehicles in inventory, will you take them and store them for me?	No.
Service Loaners/Rental Cars	Customer notification will commence in March. Until then, the existing policies remains the same.

Financial Assistance for Full Circle Dealers	
Will dealers receive any Full Circle purchase relief for off-lease required purchases on <u>impacted vehicles</u> ?	
What are the specifics of the BMW floorplan and depreciation assistance packages?	
Can I use the current Discretionary Pull Ahead program to get a customer out of their current car impacted by the recall?	

Contact information:

Technical questions:

Sales questions: