

 Sales & Aftersales

## A Communications Update

 March 10, 2016

As BMW of North America, the Dealer Forum, and multiple subcommittees address the challenges related to the industry-wide Takata airbag recall, shares this update:

Colleagues, we remain laser-focused on the recall situation, and as promised, I will keep the communication lines open and ongoing. Within the next few days, BMW NA will provide you with new tools and communications to support you and your teams. This information is part of an overall communications strategy designed to give you timely, relevant, and clear information that will help you, your employees, and of course, our customers manage through this situation in the best way possible.

What's forthcoming:

- Sample dealer scripts to address customer questions
- Updated Sales and Technical Q&As
- A decision tree document to help you determine the best way to assist customers
- Customer notification letters that will go out in three waves beginning March 16<sup>th</sup>
- Simplified vehicle recall information that you can find on DCSnet

We know that you and your teams are eager for this information, and we will provide it to you as quickly as possible.

As I said in my last post, we should also view this as an opportunity to deepen brand loyalty by delivering ultimate customer experiences one customer at a time, which will drive positive outcomes for all of us.

Expect ongoing updates here on BMW Dealer Direct, and as always, thank you for your continued engagement, collaboration and flexibility.