BMW DEALER DIRECT

Future Retail Customer Orientation Sales & Aftersales Marketing & Product Forum & Committee

Takata

Update 3.25.16: Takata Airbag Recall

OMarch 25, 2016

Please read this important update on the industry-wide Takata airbag recall. You'll find helpful information from BMW Financial Services, plus key contact information for questions you have. Please share with your center team.

Colleagues -

Since our most recent post of the Dealer Communication toolkit, on Wednesday, 3.23.16, we have added the following information:

- A Safety Recall Q&A from BMW Financial Services
- An updated Lease Termination Benefit Program bulletin
- A Vehicle Storage Agreement, for customers who self-store affected vehicles
- A more detailed contact list to help you on a wider range of inquiries

Please use this updated 3.25.16 toolkit, which supersedes all prior versions.

Click here to view and print the updated Dealer Communication Toolkit

We thank you for your ongoing collaboration.