BMW DEALER DIRECT

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



Update 5.26.16: Takata Airbag Recall

OMay 26, 2016

Updates to the Dealer Communication Toolkit related to the industry-wide Takata airbag recall.

Colleagues -

Please see the highlighted text within Bulletin 16-N-82 on page 12 of the Dealer Communication toolkit, which reflects updates from BMW Financial Services. Specifically:

- Dynamic Pricing adjustments that are effective June 1
- Clarification on end of lease options for vehicles for which parts are now available.

Please use this updated 05.26.16 toolkit, which supersedes all prior versions:

Click here to view and print the updated Dealer Communication Toolkit.

I wish you, your families, and your center teams a terrific Memorial Day weekend!