



**Recall Campaign 16V-071**

**Communication Toolkit for Dealers**

**April 22, 2016**

Center Operator / Operation Manager	Sales - New	Sales - Pre-Owned	Business Manager (F&I)	Service	Parts & Accessories	Administration
Date:	04/22/2016	Source:	BMW Financial Services NA, LLC			
Effective:	03/25-06/30/2016	Name:	Stephen Seward			
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# BMW Financial Services

## Safety Recall (Driver's Front Air Bag)

Affected Vehicles: BMW 1 Series, 3 Series, X1 SAV, X3 SAV, X5 SAV and X6 SAC (Model Year 2006-15)

### Dealer Q&A – Updated as of April 22, 2016

<p>Is there any new information on the BMW monthly financial assistance package for Affected Vehicles?</p>	
<p>Will BMW FS adjust the floorplan curtailment policy for Takata recall cars?</p>	

Full Circle Retail Program	
<p>Has there been any change to Full Circle rules regarding off-lease required purchases on <u>Affected Vehicles</u>?</p>	

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**Full Circle Retail Program (cont.)**

<p>If I have already purchased an Affected Vehicle from the auction, can I return the vehicle?</p>	
<p>Will there be any Dynamic Price (DP) adjustment or other incentives for any Affected Vehicles that I choose to buy?</p>	
<p>Are we able to offer an end of lease extension or Re-Lease to customers with an Affected Vehicle?</p>	

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**Full Circle Retail Program (cont.)**

If a customer with an Affected Vehicle wants to purchase their car off-lease, what options are available?	
What should dealers do when a customer wants to purchase his/her Affected Vehicle at lease end?	
How will BMW FS handle ASP (Auction Services Program) vehicles at auction?	
Are cars purchased on BMWGroupDirect.com that are affected by the recall able to be sold to customers?	