BMW DEALER DIRECT

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



Update 4.22.16: Takata Airbag Recall

OApril 22, 2016

Colleagues -

A few updates from Financial Services that are highlighted in the Dealer Communication toolkit:

- The Safety Recall Q&A (16-N-67) now includes important information on the Floorplan Curtailment Policy and new deadlines for Dynamic Price adjustments. These updates are highlighted within the FS Q&A on page 10.
- We've added an Appendix to the Toolkit for documents that were not in prior versions of the Toolkit. The Floorplan Curtailment Schedule, which relates to the above policy, is located in the Appendix.

Please use this updated 04.22.16 toolkit, which supersedes all prior versions:

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

Again, thank you to those who have shared feedback on the Toolkit. Your suggestions have helped us further enhance the content to better enable your business. I encourage you to continue to use Dealer Direct to post best practices and simple ways you are using the Toolkit at your center.