

CSC-10056106-4420

Sample Customer Letter

Certain Model Year 2005-2013 BMW Motorcycles Warranty Coverage Extension / Repair Expense Reimbursement

Dear BMW Owner:

At BMW, we are committed to maintaining a level of motorcycle and service excellence that exceeds your expectations now and in the future. Consistent with this philosophy, we want to help you avoid problems and minimize your inconvenience.

This letter addresses an issue involving the fuel level indicator on certain Model Year 2005 – 2013 BMW motorcycles. The issue could cause an inaccurate “high” or “low” fuel gauge reading. To address this issue, we are extending our warranty on the relevant part for 12 years and unlimited mileage, as specified below.

We recommend that you reset your trip odometer each time you refuel, so that you can also use ridden miles as a secondary indicator of the appropriate distance to refuel, based upon your riding experience. The extended warranty coverage described below is available to you, if the fuel level indicator has demonstrated repeated inaccuracies in recent trips.

Warranty Coverage Extension

BMW is extending the warranty coverage for the fuel measurement device (called a fuel strip) associated with your fuel level indicator on your motorcycle. **This extended warranty coverage is valid for up to 12 years and unlimited mileage, starting from the date of first retail sale or the date your motorcycle was first placed in service as a demonstrator or company motorcycle, whichever is earlier.** Under the terms of this extended warranty coverage, BMW will cover all necessary repair costs related to this issue. This warranty extension is transferable to any subsequent owner. Warranty coverage for other parts is not affected; the corresponding Warranty terms and conditions can be found in your Service and Warranty information booklet.

We sincerely apologize for any inconvenience, but we hope that this extended warranty coverage reassures you that we stand behind our products.

Repair Expense Reimbursement

If you previously had the fuel strip replaced at an authorized BMW motorcycle dealer within the term of the extended warranty period, BMW will provide reimbursement for all out-of-pocket expenses you incurred for parts and labor. If you replaced the fuel strip at an independent repair facility within the term of the extended warranty period, BMW will provide reimbursement for your eligible out-of-pocket expenses for the parts, excluding labor charges.

Please contact your authorized BMW motorcycle dealer for reimbursement. Your authorized dealer will request a copy of your previously paid invoice, and then inspect the motorcycle prior to submitting a claim on your behalf to BMW of North America, LLC for reimbursement. Your authorized BMW motorcycle dealer will be able to answer any questions that you may have regarding your qualifications for reimbursement. If you qualify for such a reimbursement, they will also be able to advise you of the manner in which you will receive reimbursement.

Your authorized BMW motorcycle dealer should be your primary contact on this issue; however, our Customer Relations and Services Department may be contacted at 1-800-831-1117 or via email at CustomerRelations@bmwusa.com for any special assistance that you may require. Should you need BMW Motorcycle Roadside Assistance during operation of your motorcycle, they may be reached at 1-877-680-2176.

Please keep this letter with your motorcycle documentation for ease of reference in the future.

We appreciate your confidence in our product, and we are pleased to take this action in support of you, our valued BMW customer.

Sincerely,

BMW OF NORTH AMERICA, LLC