



## SUBJECT

### N63 Customer Care Package Overview

## SITUATION

BMW is providing a complimentary engine care package exclusively for N63-equipped vehicles. This Service Information addresses notifying your customers; procedures to perform when the vehicles are in your workshop; and what you can offer your customers when they pick up their vehicles after service.

This Service Information complements the technical inspection and repair procedure in Service Information [B11 06 14](#) as well as in [B11 16 14](#).

BMW is giving you the opportunity to communicate this to your valued customers. To assist you, attached is the outbound service script to be used when first contacting the customer.

When customers come to pick up their vehicles after the inspection, and any necessary related service work has been performed, you also have the option to provide your customer with a gift.

Details are in the N63 Customer Appreciation Program section of this bulletin.

## PROCEDURE

Below is a process summary to help you with efficient handling of your customers' vehicles. It is referenced in the January 2015 edition of the Aftersales Roundtable.

- Notify the customer (a list of VINs is being provided by email to each Service Manager, showing individual customers' information by Primary Market Area for each Center).
- Schedule your customers according to their convenience and your capacity. This will allow you to manage your existing BMW loaner vehicles.
- Have the technician perform a short test with ISTA/D (**Make sure software version 3.47 is installed when you perform this test**).
- Perform the engine timing chain test plan per [B11 16 14](#) (this will determine if a longer repair time is needed).
- Terminate the diagnostic session to transmit FASTA data (mandatory for parts release).
- Perform a visual inspection of the vehicle's engine components per [B11 06 14](#).
- Submit a PuMA TC Engine Case with "N63 CCP" in the subject line. Include the list of parts needed (vehicle-specific) from the Parts tables in the [B11 06 14](#) attachment.
- TeileClearing will provide you with an acknowledgement of case processing and send a special parts request to the Parts Technical Group on your Center's behalf. You do not need to order parts in the normal way.
- After the repairs are performed, reprogram the vehicle; during this reprogramming the Condition Based Service engine oil interval will be reduced from the 15,000-mile base calculation to a 10,000-mile base calculation; additionally an annual oil change indication will now appear in the CID if the vehicle has not received an engine oil change in a one year period). **This interval change must be noted on the repair order and requires the customer's signature.**
- Perform an engine oil service.

- Road test the vehicle (for up to 30 minutes).
- Clean the vehicle
- Provide the Customer with an explanation of the work performed, and provide him/her with a \$50 gift to “surprise and delight” them as described in the paragraph below: Customer Appreciation Program.

#### **PARTS INFORMATION**

There are sufficient parts in stock at BMW to begin this Technical Campaign. An initial set of parts (1 set of every part you may need for this campaign) is being pushed out to each center around December 29th, 2014. To replenish parts you use from your starter set, you will need approval from TeileClearing to replace specific parts on an individual VIN basis. Once they authorize the replacement of parts you list in your PuMA case, TeileClearing will email the Parts Technical Group with the authorized parts list. The parts will then ship automatically to the center (every evening before the close of business).

Please do not order parts in the normal way for this campaign, as the parts supply is blocked.

#### **N63 CUSTOMER LOYALTY OFFER**

The Loyalty Offer gives the owners of vehicles affected by this Campaign the choice to exchange their current BMW for a new one should they wish to do so, under favorable conditions. Please ensure that you put the customer in touch with the Sales Department when they come in to drop their vehicle.

Refer to Sales bulletin V-1-1214-56 and the January 2015 edition of the Sales Roundtable for more details.

**Should an owner decide to replace his/her vehicle, it is important to still go ahead and perform this campaign on the vehicle they turn in, before it is resold by your Center.**

#### **N63 CUSTOMER APPRECIATION PROGRAM**

BMW of North America, LLC remains committed to providing exceptional service and delivering an Ultimate Customer Experience.

As part of our focus on improving customer satisfaction and giving our customers options that can help tailor the service experience to their liking, your Center can claim up to a maximum of \$50.00 as a goodwill gesture.

Recommended options for this goodwill gesture are:

- Top off the vehicle’s fuel tank or provide a gas card.
- Use the \$50 to swap the loaner car and the customer’s car at a location of his or her choice (home, office, etc.).
- Provide a free gift bag containing BMW Lifestyle products.
- Detail the customer’s vehicle.

Please extend this goodwill to your customers when the “Customer Care Package” is being performed at your center.

#### **WARRANTY INFORMATION**

The claim submission information for the goodwill gift is provided below.

<b>Defect Code</b>	<b>85 10 02 57 NA</b>	<b>Customer Care Package – Customer Support Program</b>
Sublet Code 4	Up to \$50.00	Reimbursement for “Surprise & Delight”

Please explain the type of goodwill provided and itemize the amount on the repair order and in the claim comment section. Retain and file the corresponding invoices.

Note: Aftersales Area Manager (AAM) "Field Authorization" (FAS) is not required.

**ATTACHMENTS**

View PDF attachment [B001314 N63 CCP Outbound Script.](#)

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