



SI B01 14 15
Warranties

July 2015
Warranties

This Service Information bulletin supersedes SI B01 14 15 **dated June 2015**.

NEW designates changes to this revision

SUBJECT

BMW EMPOWER: Non-Repair “Customer” Goodwill Initiative

MODEL

All new BMW vehicles

Delivered on or after March 1, 2015

INFORMATION

BMW strives to provide the Ultimate Service Experience to complement the Ultimate Driving Machine. Your efforts are sometimes challenged by situations that are beyond the center’s control. For example, an unexpected warranty-related service visit is necessary during the first 12 months of ownership, inconveniencing the customer.

When a customer is inconvenienced, it not only affects the BMW brand, it also affects your center. To assist you in handling these situations, BMW is extremely pleased to introduce BMW Empower!

BMW Empower is in addition to the set of tools provided by the BMW Group’s Customer First commitment. BMW Empower provides you with unique opportunities to truly impress your customers and create a significant moment in their BMW ownership experience.

During the first 12 months of ownership for eligible vehicles, please use the BMW Empower program to provide any of the following:

1. Dinner, flowers, a spa service, a “reunite” flat bed service, or anything necessary to show our customers how we appreciate them, and/or
2. BMW Lifestyles products, and/or
3. BMW approved vehicle accessories

The goal is to simply exceed our customers’ expectations and make them happy.

Aftersales Area Manager (AAM) “Field Authorization” (FAS) is not required.

Let’s show our customers just how much we care about their happiness and appreciate them for being part of the BMW family.

Keep in mind, BMW Empower is discretionary and not an obligation; the decision to participate requires good judgment by the Service Advisor and/or Service Manager, Sales Manager, and General Manager.

ELIGIBLE VEHICLES

Eligible vehicles are:

- “New” US-specification BMW vehicles distributed in the United States (including Puerto Rico) by BMW of North America, LLC (“BMW NA”), and

- “New” US-specification BMW vehicles that were sold through the BMW NA “European Delivery” or the BMW NA “Military Sales” programs and have returned to the United States or Puerto Rico, that were
- Delivered to their owners/customers on or after March 1, 2015.

PROCEDURE

Effective June 8, 2015: BMW NA is providing your center with an Empower program “quarterly” allowance from June 2015 to December 2015.

The 2015 Empower allowance calculation for each quarter is determined by your center’s:

- Annual SPG (Sales Planning Guide) x \$3.00

For example, if your center has an annual SPG of 500 cars, you will receive an allowance of \$1,500 per quarter.

Any unused allowance cannot be carried over from quarter to quarter, and all of the program’s allowances must be used no later than 12/31/2015.

EMPOWER PROGRAM GUIDELINES

For “Eligible Vehicles” delivered on or after March 1, 2015, the Empower program is available for your center to use during the first 12 months after delivery (as determined by the original in-service date).

The Empower program allows cumulative “non-repair goodwill” in an amount that cannot exceed a total of \$1,000 per VIN.

- Any goodwill offer exceeding this limit falls outside this program and may not be claimed. Consult with your Aftersales Area Manager for other goodwill consideration.
- Your claim comments must clearly explain or itemize “what” is being claimed and state the warranty-related problem with the vehicle; the “why” is what leads to the non-repair goodwill offer. This Empower allowance is not to be used to close new car sales deals. The goal is to build loyalty with those customers who are committed to the brand.
- BMW Lifestyles and/or BMW vehicle accessory items that are offered are to be claimed by entering corresponding part numbers and, if applicable, the flat rate labor operations. These items are paid at your center’s warranty claim reimbursement rates.

A repair order must be opened, and all relevant documents attached to substantiate the amount claimed under Empower.

For the “Empower” line item, no corresponding punch times or key read will be required to support the claim submission. However, if the repair order also contains vehicle repair work, all punch time and key read policies still apply to those line items.

If claims are submitted under this program, please do not submit any authorization requests for the same expense from your market team under the standard goodwill program.

The following vehicles and items are excluded:

- Pre-owned vehicles (including AMP, Shuttles or Sales Demos)
- Vehicles in BMW center inventory or the inventory of any other non BMW sales location
- New vehicles owned by other BMW centers
- Vehicle repairs (current or previously performed)

- Vehicle repairs covered by any service, maintenance program, or contract
- Vehicle damage or repairs which should be covered by the vehicle owner's insurance
- Reimbursements for previously processed repairs or refused warranty claims
- Comebacks/ineffective prior repairs
- Paint or body work
- Initial towing of a BMW vehicle into your center
- **NEW** Cash payments
- **NEW** Pre-Paid Debit / Credit Cash Cards (Gift cards for products or services, for example, restaurant, spa etc. are acceptable)
- **NEW** Lease payments (Please process lease payments through the ISG process, this is outside program)

Claims submitted under this program are subject to audit.

WARRANTY INFORMATION

Reimbursement for the BMW Empower program during the first 12 months after delivery, for vehicles delivered on or after March 1, 2015, will be via normal claim entry utilizing the following information:

Defect Code:	85 80 01 02 EP	BMW EMPOWER
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For dinner, flowers, spa service, or a “reunite” flat bed service, etc.

Sublet Code 4	Sublet amount	Up to the Empower program’s maximum allowance
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Invoice these items at their actual cost with no handling or markup. The sublet amount claimed must also include any discounts.

And/or:

BMW Lifestyles

Part Number	Description	Quantity
BMW Part Number(s)	BMW Lifestyles	As applicable

And/or:

BMW Vehicle Accessories

Labor Operation:	Labor Allowance:	Description:
Refer to KSD2	As applicable	Installation labor for accessories
Part Number	Description	Quantity
BMW Part Number(s)	BMW Vehicle Accessories	As applicable

Invoice the BMW Lifestyles and BMW vehicle accessory items at your center's warranty claim reimbursement rates.

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