



This Service Information bulletin supersedes SI B00 13 14 **dated January 2015.**

NEW designates changes to this revision

SUBJECT

N63 Customer Care Package Overview

SITUATION

BMW is providing a complimentary engine care package exclusively for N63-equipped vehicles (this is not a Recall). 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 performing all other applicable open Campaigns per the Warranty history displayed via DCS and Key Reader recommendations.

NEW BMW is giving you the opportunity to communicate this to your valued customers. To assist you, attached is the outbound service script and Frequently Asked Questions (FAQ) 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

NEW Below is a process summary to help you with efficient handling of your customers' vehicles.

NEW Kit Availability Drives the N63 Customer Care Package

NEW BMW North America wants to provide you with an update to the current N63 Customer Care Package (CCP). We recognize that the rollout of the Customer Care Package has been less than adequate for you and your customers. In order to resolve issues and concerns please review the following points.

NEW The N63 Customer Care Package is **NOT a Recall or a Normal Service Action**. It is a proactive package to update components on the N63 engine that will eliminate potential issues the customers may experience with their vehicle. **Please do not confuse this package with standard warranty repairs.**

NEW N63 customers coming into dealerships have varying degrees of needs; based upon the current condition of the vehicle. There are customers with drivability issues, customers that come in for a routine maintenance service and customers that are called in by you as part of the proactive CCP. Please take note of the following:

1. **NEW** **Drivability Issue (Priority 1):** If CCP kits are available in your stock then prioritize these customers as part of the CCP. **If you do not have kits available then complete the repair under standard warranty, as in the past, using the pre-CCP part numbers (For example; use P/N 13 53 8 616 079 for injector repairs).** These customers will need to be called back as part of the CCP; at a time that is best for you and your customer.

Note: Timing Chain replacement and/or Vehicle Order changes requires a TeileClearing (TC) case.

2. **NEW Normal Repairs/Maintenance:** If CCP kits are in stock at your dealership and there are not any vehicles at your dealership with drivability issues, you may complete the CCP. If you do not have kits available **do not hold** the vehicle while waiting on a kit; **complete all other** warranty or non-warranty related work and release the vehicle to the customer. The customer will need to be called back as part of the CCP; at a time that is best for you and your customer.
3. **NEW CCP Customer Notification: Your in-stock kit availability is required to initiate the CCP.** This should only be done when you have complete kits in stock, AMP availability and workshop capacity.
 - A list of VINs was provided by email to each Service Manager, showing individual customers' information by Primary Market Area for each Center to work from.
 - 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. Please ensure that you put the customer in touch with the Sales department when they come in to drop off their vehicle.
 - It is recommended to have your technicians complete the repairs from start to finish on the vehicle dispatched to them. This will minimize down time.
 - Have the technician perform a short test with ISTA/D. **(Make sure software version 3.47 is installed when you perform this test.)**
 - If there are any applicable open Campaigns per the Warranty history displayed via DCS or Key Reader, perform them at this time to determine if a longer repair time is needed. This should be communicated to the customer to manage his or her expectations of how long his or her vehicle will be at your center, in addition to the following procedures.
 - Terminate the diagnostic session to transmit FASTA data
 - **NEW** Perform a visual inspection of the vehicle's engine components per [B11 06 14](#). **Parts orders will no longer require TeileClearing (TC).**
 - **NEW Note: The Timing Chain and/or Vehicle Order Change will continue to require a TC case.**
 - **NEW** In order to replenish your CCP kits send an email to N63CCP@bmwna.com with the following information: VIN – **Noted in subject line**, Parts Requested, Dealer Name and Number, Dealer Contact Person and Phone Number and Dealer Ship to Address (additional details in Parts Information section).
 - 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.

NEW PARTS INFORMATION

Six kits were initially distributed to each dealer. These kits were to be used as a buffer inventory to keep your stock supply at a proper level. We will be distributing an additional two kits to each dealer this week.

There is currently limited parts availability on certain CCP kit components. Parts Logistics is releasing

several hundred kits daily and will increase the output as availability improves. We expect to have improved availability on all CCP kit components over the next six weeks.

Parts orders (With the exception of Timing Chains) will no longer require TeileClearing (TC), however it is critical that we monitor CCP kit component replenishment orders. In order to replenish your CCP kits send an email to N63CCP@bmwna.com with the following information:

VIN – Noted in subject line

Parts Requested

Dealer Name and Number

Dealer Contact Person and Phone Number

Dealer Ship to Address

Note: If you have a TC case already submitted, continue with that process until your parts are replenished. Sending an e-mail to the N63CCP e-mail box in addition to a pending TC case is not required.

Orders will be entered as VOR; this is the most efficient and effective way to ensure your receipt of the parts.

Please take note of the following points related to CCP kit processing:

- Remove all CCP related parts from Automatic Processing.
- Do not order CCP parts via the normal processes; all orders will be cancelled. **This point is specific to part numbers associated with the CCP and not the pre-CCP part numbers used for a standard warranty repair.**

All parts from these repairs are subject to 100% return and inspection at the WPRC in order to ensure appropriate usage of parts. The returned parts which do not meet the correct replacement criteria (part number/part index), as described in the [B11 06 14](#) Attachment Procedure, will be debited.

During the CCP repair process, send an email to the email address noted above to replenish the kit you have consumed. This will ensure that at the end of your repairs parts are ordered and the kit you have used will be replenished. Soon after the request is reviewed you should receive the parts to replenish your kit.

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-1-0115-05 titled “Loyalty Recognition Allowance” 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.

Defect Code	85 10 02 57 NA	Customer Care Package – Customer Support Program
Sublet Code 4	Up to \$50.00	Reimbursement for the N63 Customer Appreciation Program

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.](#)

View PDF attachment [B001314 FAQ.](#)

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