



This Service Information bulletin supersedes SI B01 07 03 **dated October 2015**.

NEW designates changes to this revision

SUBJECT

BMW “Enhanced” Dealer Self-Authorized (DSA) Goodwill Program

MODEL

All

INFORMATION

NEW With repair orders/claims dated on or after July 1, 2015, the Enhanced” Dealer Self-Authorized (DSA) Goodwill Program:

- **NEW** Provides the top level (Tier 1) expanded benefits for qualifying centers

NEW And for Tier 1 and Tier 2 centers:

- The mileage limit was increased to 110,000 from 96,000

The Dealer Self-Authorized Goodwill Program (DSA) provides your center with a tool to build and maintain customer confidence with the BMW brand during difficult situations. The objective is to exceed your customers’ expectations, increase their satisfaction, and maintain product loyalty, leading to repeat sales.

This program does not replace the existing Regional Field Authorization (FAS) Goodwill process. Instead, it offers you an opportunity to make a customer goodwill decision “on-the-spot” without the need to obtain prior approval from BMW NA. This gives your center a greater opportunity to deliver on the program’s objective.

DSA Goodwill Considerations

When determining whether to offer goodwill assistance to your customer, the following factors are to be considered:

- Cost of the repair
- Condition of the vehicle
- Has the vehicle been properly maintained at a BMW center?
- Does the customer currently own multiple BMW vehicles or has he or she owned a BMW vehicle previously?
- Would, or did, the customer endure an unusual hardship?

- Would investing in your customer keep him or her in the BMW brand?
- What is the elapsed time and/or mileage since the applicable vehicle coverage expired?

Customer assistance through “DSA Goodwill” is discretionary and not an obligation; the decision to provide assistance requires careful evaluation of the customer’s situation and circumstance.

ELIGIBLE VEHICLES

US-specification BMW vehicles:

- Distributed in the United States (including Puerto Rico) by BMW of North America, LLC (“BMW NA”), or those
- Sold through the BMW NA “European Delivery,” or “Military Sales” programs, that are now
- Registered and currently being operated in the United States or Puerto Rico

DSA TIME AND MILEAGE LIMITS

As determined by the vehicle’s original in-service date:

- Up to 8 years; and/or
- Up to 110,000 miles, whichever occurs first

Vehicles with a Demo Extension receive no additional coverage beyond Dealer Self-Authorized (DSA) Program time and mileage limits.

“TIER 1 AND 2 DSA” CRITERIA, PROGRAM GUIDELINES AND EXCLUSIONS

Enhanced Tier 1 DSA	Tier 2 Legacy DSA
Criteria - Centers less than 110% of the Regional Average - TA/BB – Regional Evaluation - CSI greater than 95.8	Criteria Centers 110 – 150 % of the Regional Average
Program Guidelines \$10,000 or less per repair line-item - Six (6) DSA-funded repair line-items allowed per vehicle - The defective part must not have any other warranty or program coverage - Maintenance is allowable up to six (6) months after the expiration of the BMW Maintenance Program coverage - Rental vehicles - Towing - Non-warranty repairs	Program Guidelines \$6,000 or less per repair line-item - Three (3) DSA-funded repair line-items allowed per vehicle - The defective part must not have any other warranty or program coverage - Only repairs that would have been covered under the BMW New Vehicle Limited Warranty for Passenger Cars and Light Trucks - Coaching to reach Tier 1 DSA through the use of Action Plans
Exclusions - Add-on repairs - Center-owned vehicles - Comeback repairs - Damage/Repairs covered by the vehicle owner's insurance company - Non-Repair Goodwill Reimbursements - Paint or body work - Reimbursements for previous repairs or refused warranty claims	Exclusions - Add-on repairs - BMW Maintenance Program Services - Center-owned vehicles - Comeback repairs - Damage/Repairs covered by the vehicle owner's insurance company - Non-Repair Goodwill Reimbursements - Paint or body work - Reimbursements for previous repairs or refused warranty claims - Rental vehicles - Towing

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NEW DSA GUIDELINE CLARIFICATIONS

Tier 1 DSA – Repair cost

\$10,000 or less per repair line item is prior to any participation (DSA GW/Center/Customer).

Tier 2 DSA – Repair cost

\$6,000 or less per repair line item is prior to any participation (DSA GW/Center/Customer).

BMW Maintenance Program

DSA is allowable up to six (6) months after the expiration of the “standard” maintenance program coverage that applies to vehicle, either the:

- 4/50 (Up to and including model year 2016); or the
- 3/36 (Model year 2017 and newer).

DSA cannot be used to extend the MPU coverage.

OTHER DSA REQUIREMENTS

Additionally, the vehicle cannot have any active warranty or other program coverage that applies to the repair or item being claimed, for example:

- BMW New Vehicle Limited Warranty for Passenger Cars and Light Trucks
- Type 2 and Type 3 Parts Warranty claims
- Demo Extension Warranty
- Emission Warranties
- BMW Certified Pre-Owned Programs
- Extended Vehicle Protection programs
- BMW Roadside Assistance Program coverage including towing

Note: Any Self-Authorized claim submissions with repair dates prior to July 1, 2015 do not count against your eligible submission allowance under the “Enhanced” DSA Program.

NEW DSA TIER EVALUATION AND ASSIGNMENT

January 1, 2016: First and Second Quarter Tier Evaluation and Assignments

- a. Centers **less than 110%** of the Regional Average that have an YTD CSI score greater than 95.8 and a favorable TA/BB evaluation rating will be assigned to the **Tier 1**.
- b. Centers **less than 110%** of the Regional Average that have an YTD CSI score of 95.8 and lower and/or an unfavorable TA/BB evaluation rating will be assigned to **Tier 2**.
- c. Centers **greater than 110%** of the Regional Average will be assigned to **Tier 2**.
- d. Tier 3” (Centers **greater than 150%** of the Regional Average) will be assigned to **Tier 2**.

Note: Centers percentage is based off September 2015 – November 2015 Average Goodwill Cost (Combined Cost FAS / DSA per unique VIN) from the Goodwill Measurement Tool compared to the Regional Average.

July 18, 2016: Third and Fourth Quarter Tier Evaluation and Assignments

- a. Centers **less than 110%** of the Regional Average that have an YTD CSI score greater than 95.8 and a favorable TA/BB evaluation rating will be assigned to the **Tier 1**.
- b. Centers **less than 110%** of the Regional Average that have an YTD CSI score of 95.8 and lower and/or an unfavorable TA/BB evaluation rating will be assigned to **Tier 2**.
- c. Centers **greater than 110%** of the Regional Average will be assigned to **Tier 2**.
- d. Centers **greater than 150%** of the Regional Average will be assigned to **Tier 3**.

Tier 3 Centers

- **Suspension from DSA Program**

- All goodwill requests are to be “FAS” authorizations
- Coaching to reach Tier 1 or 2 DSA through the use of Action Plans

Important Note: Centers percentage is based off December 2015 – May 2016 Average Goodwill Cost (Combined Cost FAS / DSA per unique VIN) from the Goodwill Measurement Tool compared to the Regional Average.

January 16, 2017: Bi-yearly Tier Evaluation and Assignments

- Centers **less than 110%** of the Regional Average that have an YTD CSI score greater than 95.8 and a favorable TA/BB evaluation rating will be assigned to the **Tier 1**.
- Centers **less than 110%** of the Regional Average that have an YTD CSI score of 95.8 and lower and/or an unfavorable TA/BB evaluation rating will be assigned to **Tier 2**.
- Centers **greater than 110%** of the Regional Average will be assigned to **Tier 2**.
- Centers **greater than 150%** of the Regional Average will be assigned to **Tier 3**.

Tier 3 Centers

- **Suspension from DSA Program**
- All goodwill requests are to be “FAS” authorizations
- Coaching to reach Tier 1 or 2 DSA through the use of Action Plans

Important Note: Centers percentage is based off June 2016 – November 2016 Average Goodwill Cost (Combined Cost FAS / DSA per unique VIN) from the Goodwill Measurement Tool compared to the Regional Average.

DSA Goodwill Participation Matrix (Vehicle Age and Mileage)

DSA Goodwill Program Reimbursement Matrix

		Number of Months from In-Service Date				
Mileage		0 to 49	50 to 60	61 to 72	73 to 84	85 to 96
	0 to 60,000	100	95	85	70	50
	60,001 to 65,000	90	85	75	60	40
	65,001 to 70,000	80	75	65	50	30
	70,001 to 75,000	65	60	50	35	15
	75,001 to 80,000	50	45	35	20	10
	80,001 to 90,000	40	35	25	15	10
	90,001 to 100,000	35	30	20	15	10
	100,001 to 110,000	30	25	15	10	10

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BMW NA's goodwill participation (coverage percentage) is determined by the sliding scale above, by applying the vehicle's current age (months) and mileage (this is also provided as an attachment).

Goodwill participation can be offered up to and including a vehicle's "covered percentage" for labor, parts, and sublet (together equally or individually varying).

The goodwill participation must be noted on the repair order and the claim comments.

Repair Order Invoicing

Reimbursement for Dealer Self-Authorized (DSA) Goodwill repairs is at your center's established warranty rates unless otherwise required by state law.

The "entire" repair is to be invoiced at the "applicable rates" when BMW NA is paying for any portion of a repair.

Note: Any remaining "customer portion" of the repair must also be charged at "applicable rates."

Rentals Cars

If no AMP vehicles are available, you may provide your customer with a rental vehicle from the preferred BMW providers, Enterprise Rent-A-Car and Hertz, as available.

A. BMW will reimburse **up to \$64.00 a day** plus taxes and insurance, excluding fuel, to provide the customer with a **BMW rental vehicle**.

B. BMW will reimburse **up to \$44.00 a day** plus taxes and insurance, excluding fuel, to provide the customer with a **non BMW rental vehicle**.

In order to be properly reimbursed, you must include the following:

- Explain the reason and itemize the rental invoice in the claim comments: number of days, amount per day, taxes, and insurance.

Sublet Reimbursement Items

Claim the sublet item(s) at “100 percent” and then select and apply the applicable “Matrix Percentage” in DCSnet for claim submission.

GOODWILL USAGE, SELF-MONITORING AND MANAGEMENT

It is important that all centers use DSA and FAS Goodwill in a consistent manner, especially relating to frequency.

It is strongly recommended that each center regularly monitor their goodwill usage against their area and region by utilizing the “Goodwill Measurement Tool” report that is located in the DCSnet “WHAT.”

CLAIM SUBMISSION

The repair line item on the repair order and the customer invoice must state: “Customer goodwill provided by (your BMW center’s name).” Please also include a detailed explanation and the reason why the goodwill was provided to the customer.

Reimbursement for a DSA claim will be via normal claim entry, utilizing the following information:

Select and enter the applicable defect code’s first eight numbers. The process is completed by entering “SA” in the 9th and 10th position of the defect code as the vendor code.

NEW Defect Code:	XX XX XX XX SA	DSA Self-Authorized Goodwill
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After selecting the Self-Authorization button, the page will expand to allow for entry of the Participation Amounts. An Authorization Number will be obtained automatically upon “Save.”

These claims do not require the involvement of your Aftersales Area Manager or the use of the Field Authorization System.

Claims denied by BMW NA can be appealed; however, they are not eligible for consideration under the Field Authorization System.

ATTACHMENTS

View PDF attachment [**B010703 BMW DSA TENT Card.**](#)

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