



This Service Information bulletin supersedes SI M01 06 03 **dated October 2015**.

## SUBJECT

**MINI “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 dealers
- **NEW** And for Tier 1 and Tier 2 dealers:
  - The Mileage limit was increased to 110,000 from 96,000 for Tier 1 and Tier 2 dealers.

The Dealer Self-Authorized Goodwill Program (DSA) provides your dealer with a tool to build and maintain customer confidence with the MINI 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 MINI USA. This gives your dealer 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 MINI dealer?
- Does the customer currently own multiple MINI vehicles, or has he or she owned a MINI vehicle previously?
- Would, or did, the customer endure an unusual hardship?
- Would investing in your customer keep him or her in the MINI 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 MINI vehicles:

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

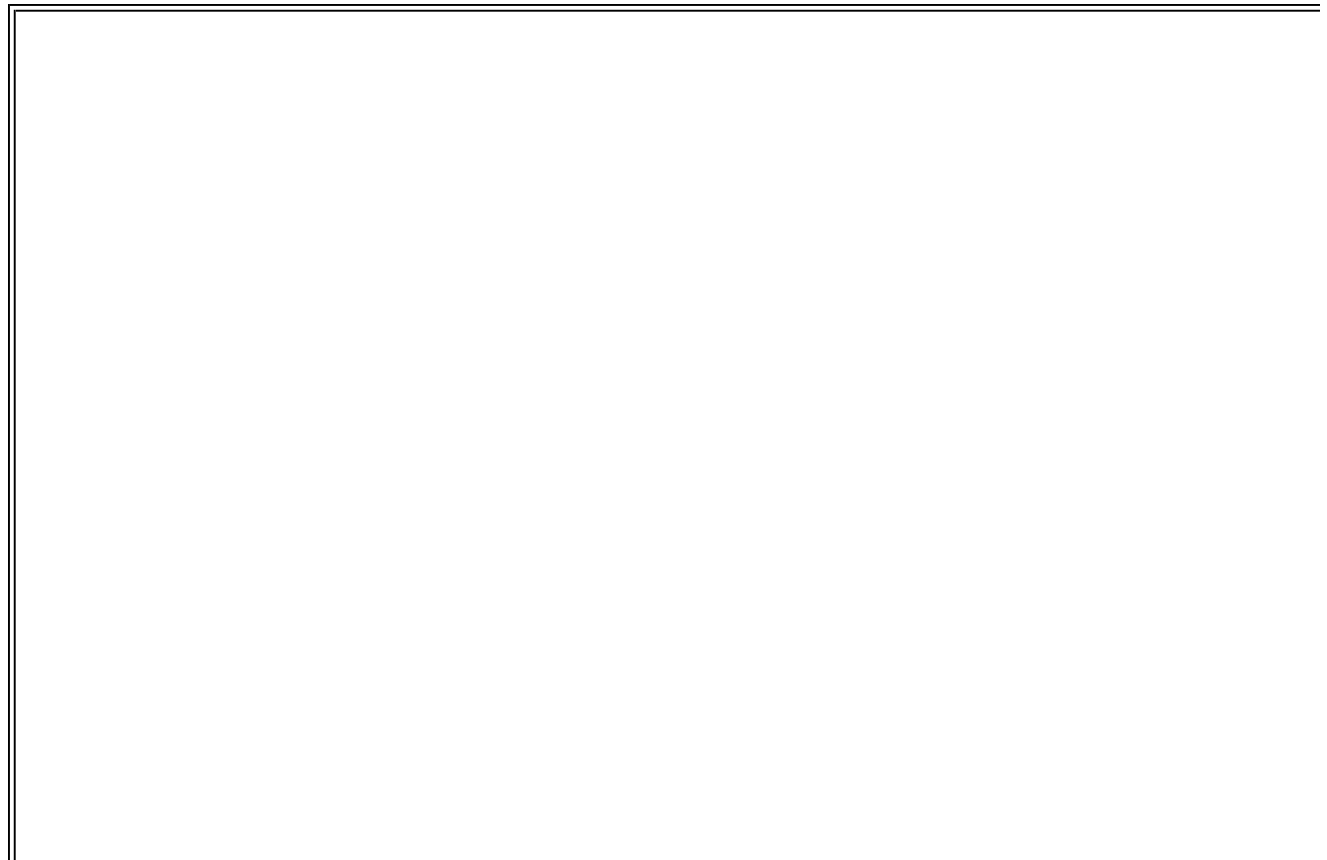
### **DSA TIME AND MILEAGE LIMITS**

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 TIER 2 DSA” CRITERIA, PROGRAM GUIDELINES AND EXCLUSIONS**



Enhanced Tier 1 DSA	Tier 2 Legacy DSA
<b>Criteria</b> <ul style="list-style-type: none"> <li>Dealers less than 110% of the Regional Average</li> <li>TA/BB – Regional Evaluation</li> <li>CSI greater than 94.8</li> </ul>	<b>Criteria</b> <ul style="list-style-type: none"> <li>Dealers 110 – 150 % of the Regional Average</li> </ul>
<b>Program Guidelines</b> <ul style="list-style-type: none"> <li>\$10,000 or less per repair line-item</li> <li>Six (6) DSA-funded repair line-items allowed per vehicle</li> <li>The defective part must not have any other warranty or program coverage</li> <li>Maintenance is allowable up to six (6) months after the expiration of the MINI Maintenance Program coverage</li> <li>Rental vehicles</li> <li>Towing</li> <li>Non-warranty repairs</li> </ul>	<b>Program Guidelines</b> <ul style="list-style-type: none"> <li>\$6,000 or less per repair line-item</li> <li>Three (3) DSA-funded repair line-items allowed per vehicle</li> <li>The defective part must not have any other warranty or program coverage</li> <li>Only repairs that would have been covered under the MINI New Passenger Car Limited Warranty</li> <li>Coaching to reach Tier 1 DSA through the use of Action Plans</li> </ul>
<b>Exclusions</b> <ul style="list-style-type: none"> <li>Add-on repairs</li> <li>Dealer-owned vehicles</li> <li>Comeback repairs</li> <li>Damage/Repairs covered by the vehicle owner's insurance company</li> <li>Non-Repair Goodwill Reimbursements</li> <li>Paint or body work</li> <li>Reimbursements for previous repairs or refused warranty claims</li> </ul>	<b>Exclusions</b> <ul style="list-style-type: none"> <li>Add-on repairs</li> <li>MINI Maintenance Program Services</li> <li>Dealer-owned vehicles</li> <li>Comeback repairs</li> <li>Damage/Repairs covered by the vehicle owner's insurance company</li> <li>Non-Repair Goodwill Reimbursements</li> <li>Paint or body work</li> <li>Reimbursements for previous repairs or refused warranty claims</li> <li>Rental vehicles</li> <li>Towing</li> </ul>

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## DSA GUIDELINE CLARIFICATIONS

### Tier 1 DSA – Repair cost

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

### Tier 2 DSA – Repair cost

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

### **NEW** MINI Maintenance Program

DSA is allowable up to six (6) months after the expiration of the “standard” 3/36 maintenance program that applies to the vehicle.

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:

- MINI New Passenger Car Limited Warranty
- Type 2 and Type 3 Parts Warranty claims
- Demo Extension Warranty
- Emission Warranties
- MINI NEXT Certified Pre-Owned Limited Warranty
- Extended Motorer Protection programs
- MINI 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. Dealers **less than 110%** of the Regional Average that have an YTD CSI score greater than 94.8 and a favorable TA/BB evaluation rating will be assigned to the **Tier 1**.
- B. Dealers **less than 110%** of the Regional Average that have an YTD CSI score of 94.8 and lower and/or an unfavorable TA/BB evaluation rating will be assigned to **Tier 2**.
- C. Dealers **greater than 110%** of the Regional Average will be assigned to **Tier 2**.
- D. Tier 3” (Dealers **greater than 150%** of the Regional Average) will be assigned to **Tier 2**

**Note: Dealers 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. Dealers **less than 110%** of the Regional Average that have an YTD CSI score greater than 94.8 and a favorable TA/BB evaluation rating will be assigned to the **Tier 1**.
- B. Dealers **less than 110%** of the Regional Average that have an YTD CSI score of 94.8 and lower and/or an unfavorable TA/BB evaluation rating will be assigned to **Tier 2**.
- C. Dealers **greater than 110%** of the Regional Average will be assigned to **Tier 2**.
- D. Dealers **greater than 150%** of the Regional Average will be assigned to **Tier 3**.

### **Tier 3 Dealers**

- **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: Dealers 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**

- Dealers **less than 110%** of the Regional Average that have an YTD CSI score greater than 94.8 and a favorable TA/BB evaluation rating will be assigned to the **Tier 1**.
- Dealers **less than 110%** of the Regional Average that have an YTD CSI score of 94.8 and lower and/or an unfavorable TA/BB evaluation rating will be assigned to **Tier 2**.
- Dealers **greater than 110%** of the Regional Average will be assigned to **Tier 2**.
- Dealers **greater than 150%** of the Regional Average will be assigned to **Tier 3**.

**Tier 3 Dealers**

- **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: Dealers 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)**

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<b>DSA Goodwill Program Reimbursement Matrix</b>						
<b>Number of Months from In-Service Date</b>						
<b>Mileage</b>		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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MINI USA'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 dealer's established warranty rates unless otherwise required by state law.

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

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

## Rental Cars

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

- A. MINI will reimburse **up to \$53.00 a day** plus taxes and insurance, excluding fuel, to provide the customer with a **MINI rental vehicle**.
- B. MINI will reimburse **up to \$33.00 a day** plus taxes and insurance, excluding fuel, to provide the customer with a **non MINI 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 dealers use DSA and FAS Goodwill in a consistent manner, especially relating to frequency.

It is strongly recommended that each dealer 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 MINI dealer’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.

<b>NEW Defect Code:</b>	<b>XX XX XX XX SA</b>	<b>DSA Self-Authorized Goodwill</b>
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All Dealer Self-Authorized (DCA) Goodwill claims must be submitted via the Dealer Communication System (DCSnet) utilizing the existing Self-Authorization system.

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 MINI USA can be appealed; however, they are not eligible for consideration under the Field Authorization System.

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