



SI M01 09 14
Warranties

March 2017
Warranties

MINI Motorer Obsession: Non-Repair “Motorer” Goodwill Initiative

New information provided by this revision is preceded by this symbol .

This Service Information bulletin supersedes SI M01 09 14 **dated December 2015**.

What's new:

- The program and the related procedures have been updated, please read this bulletin in its entirety.

MODEL

All

INFORMATION

MINI USA continues to provide you with the opportunity to use non-repair goodwill to help build loyalty to your dealer and to the MINI brand.

To assist you in handling these situations, the MINI Motorer Obsession program offers you unique opportunities to truly impress your customers and create a significant moment in their MINI ownership experience.

During the first 36 months of ownership, for eligible new MINI vehicles, please use the Motorer Obsession program to provide any of the following:

1. Dinner, flowers, vehicle detailing service, a vehicle pick-up and/or delivery service, or anything necessary to show our customers how we appreciate them; and/or
2. MINI Motoring Gear; and/or
3. Accessories for Motorers
4. Lease Payment (ISG process is not required)

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



Note: Offer does not need to be tied to a warranty related service visit.

Area Manager (AM) “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 MINI Motorer family.

Keep in mind, MINI Motorer Obsession 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 MINI vehicles distributed in the United States (including Puerto Rico) by MINI USA, a division of BMW of North America, LLC (“MINI USA”), and
- “New” US-specification MINI vehicles that were sold through the “Military Sales” programs that have now returned to the United States or Puerto Rico.

PROCEDURE

MINI Motorer Obsession Program Guidelines

For "Eligible MINI Vehicles," the Motorer Obsession program is available for your dealer to use during the first 36 months after a new vehicle delivery (as determined by the original in-service date).

The MINI Motorer Obsession 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 Area Manager for other goodwill consideration.
- Your claim comments must clearly explain or itemize "what" is being claimed and "why" the non-repair goodwill was offered. This Motorer Obsession 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.
- MINI Motoring Gear and/or Accessories for Motorers 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 dealer's warranty claim reimbursement rates.

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

For the "Motorer Obsession" 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 to 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 MINI dealer inventory or the inventory of any other non-MINI sales location
- New vehicles owned by other MINI dealers
- 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 MINI vehicle into your dealer
- Cash payments
- Pre-Paid Debit / Credit Cash Cards (Gift cards for products or services, for example, restaurant, spa etc. are acceptable)

Claims submitted under this program are subject to audit.



WARRANTY INFORMATION

Reimbursement for the MINI Motorer Obsession, as outlined above, will be via normal claim entry utilizing the following information:

Defect Code:	85100253NA	MINI Motorer Obsession
---------------------	-------------------	-------------------------------

For lease payments, dinner, flowers, vehicle detailing service, or a vehicle pick-up and/or delivery service, etc.

Sublet Code 4	Sublet amount	Up to the MINI Motorer Obsession program's maximum allowance
---------------	---------------	--

Invoice these items at their actual cost with no handling or markup. The sublet amount claimed must also include any discounts.

And/or:

MINI Motoring Gear

Part Number	Description	Quantity
MINI Part Number(s)	MINI Motoring Gear	As applicable

And/or:

Accessories for Motorers

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

Invoice the MINI Motoring Gear and Accessories for Motorers items at dealer's warranty claim reimbursement rates.



Please Note: MINI USA reserves the right to change this program without prior notice.

[Copyright ©2017 BMW of North America, Inc.]