



TAKATA OUTREACH PROGRAM: IRF RECALL REWARDS PROGRAM

OVERVIEW

In an effort to improve the completion rate on Takata air bag recall affected vehicles, BMW NA has expanded the BMW Ultimate Rewards platform to include a new Recall Support page. This page will allow IRFs to check their customers' VINs for open Takata recalls, and get rewarded for helping us with completing repairs.

HOW IT WORKS

IRFs will check BMW VINs via our new lookup tool on the Recall Support page. They will inform affected customers of their open recall and must then work with their local BMW dealer to complete the repair, either by Mobile Service or scheduling an appointment at the dealership. Please see the chart below outlining Mobile Service eligible recalls. If the repair is completed within 30 days of VIN submission, the IRF will receive 5,000 Ultimate Rewards points.

IRFs already enrolled in Ultimate Rewards will automatically have access to the Recall Support page. IRFs not enrolled in Ultimate Rewards can now select an updated "Enroll" button on BMWUltimateRewards.com. Upon completing the enrollment form, the "hand raiser" IRF will immediately gain access to the VIN Lookup tool and can begin submitting VINs. They cannot, however, redeem their points until their local BMW dealer completes their enrollment

Recall No.	Model	Model Year Range	Mobile Repair?
13V-172	3 series (Passenger)	2000-2006	Yes
14V-428	3 series (Passenger)	2000-2006	Yes
15V-318	3 series, 5 series, X5 (Driver)	2002-2006	Yes
17V-047	3 series, 5 series, X5 (Driver)	2000-2003	Yes
16V-071	1 series, 3 series, X5, X6, X3, X1 (Driver)	2007-2013	Yes
16V-364	X5, X6 (Passenger)	2007-2011	No
17V-020	X5, X6 (Passenger)	2007-2012	No
18V-030	X5, X6 (Passenger)	2007-2013	No
19V-XXX*	X1 (Driver)	2015	Yes
19V-XXX*	X5, X6 (Passenger)	2007-2014	No
19V-XXX*	5 Series, X5 (Driver)	2000-2004	Yes

TAKEAWAYS

- Parts are readily available for all air bag part numbers.

- Due to the repair time for the X5 and X6 passenger air bag the repair cannot be completed via Mobile Service.
- The success of this effort depends on developing the relationships between yourself and the Independent Repair Facilities in your area.

PROGRAM TIMELINE

January 7th – IRFs already enrolled in BMW Ultimate Rewards received direct mail postcards alerting them of the program.

January 15th – Advertisement in the January edition of Ratchet+Wrench magazine.

January 24th – The program is LIVE!

End of February/ Early March – Monthly follow-up emails to IRF's that have and have not taken action yet.

March – Follow up postcard in-home for IRFs enrolled in BMW Ultimate Rewards program.

QUESTIONS?

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