



SIB 01 07 03

2020-01-09

BMW ENHANCED DEALER SELF-AUTHORIZED (DSA) GOODWILL PROGRAM

This Service Information bulletin supersedes SI B01 07 03 **dated December 2018**

What's New:

- Mandatory BMW Empower Training Class must be completed by all centers to be eligible for Tier 1
- 2020 Tier Assignment Dates

MODEL

All

INFORMATION

The Enhanced Dealer Self-Authorized (DSA) Goodwill Program:

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

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 customers 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

PROCEDURE

DSA Time and Mileage Limits

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

- Up to 8 years (96 months); 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.

BMW Enhanced Tier 1 DSA	BMW Tier 2 DSA
Criteria	Criteria
<ul style="list-style-type: none"> Centers at or less than 110% of the Regional Average Mandatory - Training class is completed 	<ul style="list-style-type: none"> Centers within 111% – 150% of the Regional Average
Program Guidelines	Program Guidelines
<ul style="list-style-type: none"> \$10,000 or less per repair line-item Six (6) DSA funded repair line-items allowed per vehicle The defective part must have any other warranty or program coverage Maintenance is allowable up to six (6) months after the expiration of the standard BMW Maintenance Program coverage Rental vehicles Towing Non-warranty repairs 	<ul style="list-style-type: none"> \$6,000 or less per repair line-item Three (3) DSA funded repair line-items allowed per vehicle The defective part must 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	Exclusions
<ul style="list-style-type: none"> Add-on repairs BMW Center-owned and Independent Repair/Service Facility vehicles Comeback repairs Damage/repairs covered by the vehicle owner's insurance company Non-Repair Goodwill reimbursements Paint and body work Reimbursements for previous repairs or refused warranty claims 	<ul style="list-style-type: none"> Add-on repairs BMW Maintenance Program Service repairs BMW Center-owned and Independent Repair/Service Facility vehicles Comeback repairs Damage/repairs covered by the vehicle owner's insurance company Non-Repair Goodwill reimbursements Paint and body work Reimbursements for previous repairs or refused warranty claims Rental vehicles Towing Non-warranty repairs

*See the 2020 DSA Tier Evaluation and Assignment Information listed below.

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 1 DSA – BMW Maintenance Program

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

- 3 years (36 months)/36,000 miles (Model year 2017 and newer); or
- 4 years (48 months)/50,000 (Up to and including model year 2016)

DSA cannot be used to extend the MPU coverage.

Tier 1 DSA – BMW Empower Program

Tier 1 centers are eligible to use the Empower Program if mandatory Empower training (TMSi Course Code OL5612) for Service Managers, Warranty Administrators, Service Advisors and General Manager is completed. Refer to SI B01 08 19 for program guidelines.

All required personnel must take the training class to remain eligible for Tier 1.

Tier 2 DSA – Repair cost only

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

For Tier 2 and 3 dealers, it is recommended that the Empower training (TMSi Course Code OL5612) for Service Managers, Warranty Administrators, Service Advisors and General Manager be completed, this along with meeting the other criteria will assist your center in transitioning to Tier 1.

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

2020 DSA Tier Evaluation and Assignment

A. Centers at or less than 110% of the Regional will be assigned to Tier 1.

- **Center personnel, General Manager, Service Manager, Service Advisors and Warranty Administrators must complete mandatory Empower training course (TMSi Course Code OL5612).**

B. Centers greater than 110% of the Regional Average will be assigned to Tier 2.

C. Centers greater than 150% of the Regional Average will be assigned to Tier 3.

Tier 3 Centers

- **Suspension from the 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 Average Goodwill Cost (Combined Cost FAS / DSA per unique VIN) from Goodwill Measurement Tool compared to the Regional Average.

2020 DSA Tier Assignment Schedule

1st Tier Assignment: February 10, 2020: Tier Evaluation and Assignments from the January 2020 Goodwill Measurement Report.

2nd Tier Assignment: June 15, 2020: Tier Evaluation and Assignments from the May 2020 Goodwill Measurement Report

3rd Tier Assignment: October 12, 2020: Tier Evaluation and Assignments from the September 2020 Goodwill Measurement Report

DSA Goodwill Participation Matrix (Vehicle Age and Mileage)

DSA Goodwill Program Reimbursement Matrix						
Mileage	Number of Months from In-Service Date					
		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
						GRUSB0115-13

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).

Attention: The vehicle's **current age is now calculated and displayed** for you in the DCSnet Warranty Vehicle Inquiry in the Warranty/Maintenance Programs/Contract Services (Administered by BMW NA) section under the column heading Current Age (Mth).

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.

Rental Car (Only eligible for Tier 1 Centers)

If alternate transportation is needed, please provide the customer with a vehicle through one of our preferred third-party rental car providers (Hertz or Enterprise).

Note: Only eligible if other alternate transportation options are not available.

Invoice the allowable rental car expenses (Excluding fuel) as a separate line item on the repair order as outlined below.

BMW will reimburse the following for a:

- **BMW rental vehicle: Up to \$64.00 a day;** plus the
 - Market surcharge (if applicable); plus the
 - CDW* (Collision Damage Waiver) protection - when the rental vehicle agreement signee accepts this optional coverage; plus the
 - Taxes

Or, for a:

- **Non-BMW rental vehicle: Up to \$44.00 a day;** plus the
 - Market surcharge (if applicable); plus the
 - CDW* (Collision Damage Waiver) protection - when the rental vehicle agreement signee accepts this optional coverage; plus the
 - Taxes

Rental Vehicle Invoice - Required Information for Claim Submission

In order to be reimbursed your center for the above, you must itemize the rental car invoice in the claim comments, please ensure that you include the following information:

Rental Vehicle Invoice - Line items	Required Information to provide
Brand of rental vehicle in use	BMW or Non-BMW Vehicle - Model description
Rental period	Total number of days
Market surcharge (If applicable)	Cost per day and the total amount
CDW* (Collision Damage Waiver)	Cost per day and the total amount
Taxes	Total amount

Attention: This means BMW will only reimburse the cost of the applicable Collision Damage Waiver (CDW)* protection the rental vehicle agreement signee accepted.

***Note:** The Collision Damage Waiver (CDW), this may also be referred to as the Loss Damage Waiver (LDW) or the Physical Damage Waiver (PDW).

Other Optional Protection/Insurance Coverage

If your customer wants to obtain other optional protection or insurance coverage, for example:

- SLP/SLI/LIS (Supplemental Liability Protection or Insurance/Liability Insurance Supplement); and/or
- PAI (Personal Accident Insurance); and/or
- PEC (Personal Effects Coverage);

The cost of this optional coverage would be at his or her expense.

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 INFORMATION

The DSA repair line item(s) on the repair order and the customer invoice **must** state: Customer goodwill provided by (your BMW center's name).

It's recommended to 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.

Defect Code:	MG SG ## ## 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.

*Corresponding Defect Code: Main Group (MG) number, Sub Group (SG) number, SA (Self-Authorization).

Please be sure to clearly state the **what** and the **why** in claim comment section.

Please Note:

- The guidelines for this program are being monitored and reviewed on a regular basis.
- BMW NA reserves the right to suspend a Center from this program if it is used excessively or inappropriately.
- BMW NA reserves the right to change or cancel this program without prior notice.

CLAIMS SUBMITTED UNDER THIS PROGRAM ARE SUBJECT TO REVIEW AND/OR DEBIT.
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Supporting Materials

[picture as pdf B010703_BMW_DSA_TENT Card 1_20.pdf](#)

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

*Goodwill contribution amount can be up to and including eligible vehicle amount listed in the matrix