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2021-11-12

PROCESS FOR NOTIFYING BMW NA OF SAFETY-RELATED COMPLAINTS

MODEL

All

SITUATION

BMW NA relies on BMW center service personnel and their market teams for timely notification of safety-related complaints and claims. If the BMW center receives a complaint or claim that an alleged defect in a BMW Group vehicle caused personal injury, property damage, or a safety-concern, please escalate the matter to BMW NA via the following protocol:

PROCEDURE

The Service Manager, Service Advisor, or Shop Foreman collects basic information about the incident from the customer, including:

- Customer name, address, and vehicle information including selling and servicing center(s)
- Description of the incident
- Date, time and location of incident
- Severity of vehicle damage (if any)
- Severity of injuries (if any)
- Vehicle location

Once the above information is collected, the matter is reviewed with the AAM or TSE. The AAM or TSE will prepare a Customer Information Sheet (CIS), if appropriate, and submit it to BMW NA Customer Relations within 24 hours of notification of the complaint.

Under no circumstances should a customer be asked to complete and/or submit a CIS.

Until BMW NA Customer Relations contacts your center, please do not:

- Perform a diagnosis
- Attempt a repair
- Promise an inspection or resolution
- Offer opinions, explanations or admissions

Upon receipt of the CIS, BMW NA will assign a Customer Relations Representative to review the alleged safety complaint for a possible investigation. Once the review is concluded, BMW center service personnel and the applicable BMW NA field team member(s) will receive an email with the name and contact information of the assigned BMW NA Representative.

For the duration of the investigation **the BMW NA Customer Relations Representative is the sole point of contact for ALL matters related to the complaint or claim**, and all questions regarding the status of the investigation should be directed to the representative.

Alternate Transportation: BMW NA may offer a rental while an investigation is ongoing, please contact the Customer Relations Representative for approval. (If the rental is approved and the inspection is completed, the rental charges should be added as a separate line item to the repair invoice and submitted to the CR Representative for processing.)

Note: At the discretion of the BMW center, an AMP vehicle may be provided to the customer in lieu of a rental.

ATTACHMENT

Customer Information Sheet.docx

Supporting Materials

[picture as pdf B000819 Attachment 1 Customer Information Sheet.pdf](#)

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