



SUBJECT

Original Owner Protection Program (2OP)

MODEL

All models still covered by the original warranty

SITUATION

In support of BMW's ongoing efforts to develop stronger relationships with our customers, BMW of North America and BMW Financial Services have jointly developed the Original Owner Protection Program (2OP). The 2OP Program is an extended service contract product that offers extended protection exclusively to the original BMW retail purchaser or leasing customer. The Original Owner Protection Program is targeted at two groups; either new BMW retail purchasers or lessees who may decide to purchase their leased BMW at lease-end. To be eligible for this program, the vehicle must still be covered under the BMW New Vehicle Limited Warranty at the time of enrollment.

Consumer Benefits:

Customer benefits of the Original Owner Protection Program (2OP) include:

- | Program backing by BMW of North America
- | 2 year/50,000-mile peace of mind protection (takes affect at expiration of BMW New Vehicle Limited Warranty)
- | Scope of coverage like the Certified Pre-Owned BMW Vehicle Program
- | Includes BMW Roadside Assistance
- | Use of original BMW new or authorized remanufactured parts
- | No vehicle inspection required

The Original Owner Protection Program is tentatively scheduled to launch in late July across the country (except in Florida and Puerto Rico), pending the successful testing of supporting systems and final state approvals as required (still pending in WY). A separate bulletin will be issued in the next few weeks announcing the official launch date of the program and giving you more details about the launch and the Program content.

Benefits to BMW Centers:

- | This program has been developed to provide several important benefits to BMW centers:
- | Coverage is identical to the BMW NA Certified Pre-Owned Program.
- | Vehicle enrollment/Claims Administration/Center Billing will be administered on the same DCSnet platform as CPO.
- | Provides additional after-market profit opportunities from contract sales
- | Provides additional after-market profit opportunities for service from covered repairs

Pricing: Pricing for the Original Owner Protection Program has been developed to ensure that the Program is positioned competitively with other service contract programs.

	Category A	Category B	Category C	Category D
		5 Series (except	540/545,	
	3 Series (except	540/545),	6 Series,	
	AWD & M3),	3 Series	M Roadster,	7 Series,
	Z3,	(AWD),		
	Z4	X3	M Coupe, M3,	M5, Z8
			X5	
Dealer Cost*	\$1,499	\$1,999	\$2,499	\$2,999
Suggested MSRP*	\$2,249	\$2,749	\$3,249	\$3,749

* on lease & retail financing transactions, BMW FS will not advance above Suggested MSRP. Pricing is subject to change upon notice.

Original Owner Protection Program Availability: After it is launched, this program can be sold at all BMW centers that have signed a Center Participation Agreement for this program, except those in Florida and Puerto Rico (due to state legal requirements). 2OP Program availability in Florida and Puerto Rico will be announced later this year. However, authorized BMW centers in Florida and Puerto Rico will be able to honor coverage (covered repairs) under this program.

Please contact your Market Team or Financial Services Sales & Marketing Manager for complete Original Owner Protection (2OP Program details, center enrollment agreement and requirements).

Utilizing this program along with the BMW Maintenance Program Upgrade will ensure customer retention and build future sales.

Please contact your Market Team or Financial Services Sales & Marketing Manager for complete 2OP details, center enrollment agreement and requirements. Marketing and support material will be mailed separately.

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