



This Service Information bulletin supersedes SI B01 03 07 **dated February 2009**.

NEW designates changes to this revision

SUBJECT

NEW **The Optional BMW Maintenance Program Upgrade (MPU): New Pricing Plan, Program Details and Updates (2004 to 2010 MY Vehicles)**

MODEL

All models, except the (E65) ALPINA B7 Sedan.

NEW SITUATION

The BMW Group performs regular reviews of all programs with respect to vehicle production changes, current market conditions, future market expectations and center feedback. Based on our latest review of our industry leading Maintenance Program, the Warranties department announces the following changes and enhancements to the Maintenance Program Upgrade (MPU).

Effective July 01, 2009:

- New Pricing Plans (Standard 4/50 and Extended Enrollment)
- Inclusive Roadside Assistance Program Upgrade

Effective July 20, 2009 (Tentative):

- DCSnet Vehicle Contracts Key Reader Integration

INFORMATION

BMW continues to lead the automotive industry by providing Ultimate Service™ on all new BMW vehicles. One of the main components of Ultimate Service™ is the BMW Maintenance Program one of the most comprehensive in its class. No other automobile manufacturer offers such a comprehensive Aftersales program to help you retain your customers with new and pre-owned BMW vehicles.

The standard BMW Maintenance Program period applies to the first 4 years or 50,000 miles, whichever occurs first. The BMW Maintenance Program period begins on the date of the first retail sale or on the date that the vehicle is first placed in service either as a demonstrator, company or Aftersales Mobility (Loaner) vehicle, whichever is earlier.

This U.S.-specific program applies to all 2003 model year and later U.S.-specification BMW vehicles distributed by BMW of North America, LLC (BMW NA), sold through the BMW NA European Delivery program, or the BMW NA Military Purchase program. The Maintenance Program is valid only on these eligible U.S.-specification BMW vehicles when the covered maintenance services are performed by an authorized BMW center that is located in the United States or Puerto Rico.

Certain other U.S.-specification BMW vehicles may also receive Maintenance Program coverage once they are properly validated and registered in the BMW warranty system (see Service Information B 01 12 04 for additional information).

MAINTENANCE PROGRAM UPGRADE (MPU)

Additionally, BMW owners may have the ability to purchase an optional Maintenance Program Upgrade (MPU). The MPU agreement, for eligible BMW vehicles, extends the original standard Maintenance Program

period up to a total of 6 years/100,000 miles, whichever occurs first.

MPU-ELIGIBLE VEHICLES

Current eligible vehicles are 2004 to 2010 MY U.S.-specification BMW vehicles with the original standard 4 year/50,000 miles Maintenance Program Period and have either an:

- Active standard **4 year/50,000 mile** Maintenance Program period, or an
- Expired standard 4 year/50,000 mile Maintenance Program period that has not exceeded 5 years/60,000 miles.

MPU-EXCLUDED MODEL

The (E65) ALPINA B7 Sedan is currently excluded from the optional Maintenance Program Upgrade.

NEW MPU-NEW PRICING PLAN (STANDARD 4/50 AND EXTENDED ENROLLMENT)

Effective July 01, 2009 the MPU Dealer Net price, depending on the model, will increase either by \$200 or \$300. The BMW Manufacturer's Suggested Retail (MSRP), depending on the model, will also increase either by \$500 or \$600.

The new pricing plan increases your center's profit per MPU agreement sold to \$500.

The MPU MSRP Pricing listed under "Accessories/Vehicle Programs" in the Build Your Own section of the BMWUSA.com website is now updated and displaying the new pricing plan.

The MPU Extended Enrollment period pricing will remain as an additional \$200 surcharge to both the 4/50 Enrollment Dealer Net and MSRP pricing.

NEW MPU-INCLUSIVE BMW ROADSIDE ASSISTANCE PROGRAM UPGRADE

New to the MPU, also effective on July 01, 2009, an MPU purchase now includes a 2 year/unlimited mileage upgrade of the vehicle's Roadside Assistance Program benefits. This enhancement gives your customers Roadside Assistance benefits for the first 6 years/unlimited miles from the original in-service date.

This upgrade does not apply to vehicles that already have extended BMW Roadside Assistance Program benefits, for example, BMW Pre-owned or Original Owner Protection program vehicles.

NEW NEW MPU PRICING PLAN-4/50 ENROLLMENT PERIOD (EFFECTIVE 7/01/2009)

The 4/50 Enrollment period pricing plan below applies to MPU agreements entered on BMW vehicles still within the standard 4 years/50,000 miles Maintenance Program period.

Models (2004 to 2010)	Series	4/50 Enrollment Dealer Net	4/50 Enrollment MSRP
M5, M6 X5 M, X6 M	E60, E63, E64 E70, E71	\$2,995	\$3,495
M3 (2008 to 2010 MY)	E90, E92, E93	\$2,795	\$3,295

335d (Diesel)	E90		
5 Series (GT)	F07		
7 Series	E65, E66, F01, F02	\$1,995	\$2,495
M3 (2004 to 2006 MY)	E46		
M Roadster/Coupe (Z4)	E85, E86		
X5 xDrive35d (Diesel)	E70		

5 Series	E60, E61		
6 Series	E63, E64	\$1,795	\$2,295
X5/X5 xDrive (Gasoline)	E53, E70		
X6 xDrive	E71		

1 Series	E82, E88		
3 Series	E90, E91, E92, E93	\$1,595	\$2,095
Z4 (2009 to 2010 MY)	E89		

3 Series	E46		
Z4 Roadster/Coupe	E85, E86	\$1,395	\$1,895
X3/X3 xDrive	E83		

Note: A DCSnet Warranty Vehicle Inquiry and current updated Key Data printout (Key Reader) matching the date of enrollment is required. This documentation will also help your center confirm which BMW MPU enrollment period applies.

MPU-EXTENDED ENROLLMENT PERIOD WITH A PRICING SURCHARGE

An MPU Extended Enrollment period is also available, offering your center additional opportunities to attract and retain owners of pre-owned, older or high-mileage BMW vehicles. The MPU Extended Enrollment period allows your center to sell MPU agreements on eligible BMW vehicles with an expired standard 4/50 Maintenance Program period that has not exceeded 5 years/60,000 miles. The MPU Extended Enrollment period is offered at an additional \$200 surcharge.

NEW MPU PRICING PLAN-EXTENDED ENROLLMENT PERIOD (EFFECTIVE 7/1/2009)

The Extended Enrollment period pricing plan below applies to MPU agreements entered on BMW vehicles with an expired standard 4 years/50,000 miles Maintenance Program period that have not exceeded 5 years/60,000 miles.

Extended

Extended

Models (2004 to 2010)	Series	Enrollment Dealer Net	Enrollment MSRP
M5, M6 X5 M, X6 M	E60, E63, E64 E70, E71	\$3,195	\$3,695
M3 (2008 to 2010 MY)	E90, E92, E93	\$2,995	\$3,495
335d (Diesel)	E90		
5 Series (GT)	F07		
7 Series	E65, E66, F01, F02	\$2,195	\$2,695
M3 (2004 to 2006)	E46		
M Roadster/Coupe (Z4)	E85, E86		
X5 xDrive35d (Diesel)	E70		
5 Series	E60, E61		
6 Series	E63, E64	\$1,995	\$2,495
X5/X5 xDrive (Gasoline)	E53, E70		
X6 xDrive	E71		
1 Series	E82, E88		
3 Series	E90, E91, E92, E93	\$1,795	\$2,295
Z4 (2009 to 2010 MY)	E89		
3 Series	E46		
Z4 Coupe/Roadster	E85, E86	\$1,595	\$2,095
X3/X3 xDrive	E83		

Note: A DCSnet Warranty Vehicle Inquiry and current updated Key Data printout (Key Reader) matching the date of enrollment is required. This documentation will also help your center confirm

which BMW MPU enrollment period applies.

MPU PURCHASER'S UNENROLLMENT PERIOD

BMW also allows the purchaser of an MPU up to five calendar days from the date that the vehicle is first enrolled into the program to unenroll, if your customers reevaluate their MPU purchase decision.

Unenrollment Process

Since June 18, 2007, all MPU agreements have been and are automatically assigned a "pending" status for five calendar days. Centers will be permitted to submit maintenance claims on the vehicle during the "pending" period with certain limitations. If the MPU is not unenrolled after five calendar days, the MPU agreement automatically becomes "active" and binding.

The following qualifiers apply:

- BMW vehicles within the standard MPU enrollment period of 4 years/50,000 miles: The MPU agreement automatically becomes active after five calendar days.
- BMW vehicles within the extended MPU enrollment period of 4 years/50,000 miles to 5 years/60,000 miles: The MPU agreement also automatically becomes "active" after five calendar days.

However, during the extended MPU enrollment period, if any maintenance claims are submitted to BMW NA on a vehicle during the "pending" period, the purchaser waives the unenrollment period, and the MPU agreement becomes "active" and binding immediately.

MPU EXTENDED ENROLLMENT VEHICLES REQUIRING MAINTENANCE SERVICES

Customers' MPU purchases during the extended enrollment period often occur when their vehicles has the immediate need to have a required maintenance service performed. It is permitted, after successfully entering an extended enrollment MPU, for your center to perform the required maintenance services.

DCSnet Claim Check

Due to current system configurations and rule limitations, maintenance claims submitted on Extended Enrollment vehicles during the "pending" period may result in a claim refusal. If this occurs, please email your appeal accordingly as outlined in the Warranty Policy and Procedures Manual (WPPM). A solution to correct this situation is under investigation.

MPU AGREEMENT EXCEPTION REQUESTS

The MPU enhancements outlined here were developed to provide your center with an integrated and automated MPU agreement exception and unenrollment process.

BMW will no longer consider center requests for exceptions beyond the time periods, mileage limitations or guidelines outlined in this bulletin.

Centers will be responsible for all MPU agreement errors, omissions or payment collection issues beyond the unenrollment period.

NEW MPU-VEHICLE CONTRACTS KEY READER INTEGRATION

The DCSnet Vehicle Contracts/Maintenance Program Upgrade enroll screen currently allows your center to enter one vehicle at a time. This function is accessed through the Sales Menu>Vehicle Contracts>Maintenance Program Upgrade.

Effective July 20, 2009, to help expedite your MPU enrollment process; the BMW Group Key Reader tool will interface with the Maintenance Program Upgrade function. This integration allows the vehicle (VIN) information and stored mileage from the customer's key to be pre-populated in to the Maintenance Program

Enroll screen.

MPUs can still be entered manually without the key; a key read is not necessary when you are performing an eligible MPU unenrollment (Removal).

NEW MPU-VEHICLE CONTRACT SYSTEM (VCS) INVOICING

Effective May 18, 2009, a new function became available in DCSnet to view your center's billings generated by VCS MPU enrollments.

This new function is accessed in DCSnet under the Corporate menu by selecting: Billings>VCS Billing Invoices. When selected, a screen opens, allowing you to search "VCS Billing by Invoice" or "VCS Billing by Chassis."

The VCS invoices are grouped by line make (1 – BMW Cars, 2 – BMW SAV) and program type (MP – Maintenance Program). All VCS MP invoices generated since May 11, 2009 are 9-digit numbers that begin with the number "3," for example "300000010."

MPU billings were previously accessed through the Corporate menu under Miscellaneous Billing Invoices. All MPU billing invoices prior to May 11, 2009 can also be accessed through the new VCS Billing Invoices function.

When these VCS MP invoices appear on your Accounts Receivable (AR) statement, it will show as 3-component/15-digit number, for example: "005 – 651 – 300000010." The 15-digit AR statement number breakdowns as follows:

005 = Warranty Invoicing

651 = 65 is "SAP - Warranty" and 1 is the Line Make (1 = BMW Cars)

300000010 = the 9-digit VCS MP Invoice Number

MPU-PROGRAM COMPLIANCE

It is essential to print and have your customers sign their MPU Agreements and retain their copies as their confirmation of program coverages, terms and conditions.

The following situations are unacceptable from an audit or legal perspective and could negatively affect the customer, your center or the BMW brand: Any MPU signatures indicating "on file"; MPU Agreements missing signatures; or not providing the customer with a DCSnet-generated and completed MPU Agreement.

BMW Maintenance Program claims and sales of the Maintenance Program Upgrade are subject to periodic audit review by the BMW Group. All corresponding records (repair orders, signed agreements and Key Data printouts, etc.) must be made available for a scheduled review process as outlined in the "Maintenance of Claim Records for Audit Purposes" section in the Warranty Policy and Procedures Manual (WPPM). The WPPM is available on line in the CenterNet Aftersales Portal under the Warranty Operations section.

MARKETING MATERIALS AND SUPPLIES

BMW Maintenance Program marketing brochures are available and can be ordered directly by logging on to CenterNet: Select Menu>BMW>Aftersales Portal>Marketing Materials>Enter your center's name or code, click the Search button>Click on your "center's name">Marketing Materials/ Aftersales>Service/Parts.

MPU INQUIRIES

Any inquiries about the information contained in this SIB may be emailed to MPUenrollments@bmwna.com.

ATTACHMENTS

view PDF attachment [MPU Pricing 7 1 2009 A](#).

view PDF attachment [MPU Pricing 7 1 2009 B.](#)

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