

BMW Assist

Safety and
Convenience
Services



The Ultimate
Driving Machine®

BMW Assist™

Safety & Convenience Services



Introducing Directions, Traffic and Weather.

Now, in addition to your BMW Assist Safety and Convenience services, simply press your SOS button to request a navigation specialist for directions, traffic and weather information — all for just \$4.95 per call. Take advantage of this valuable new service to enhance your driving experience.

- **Directions:** Guidance to your destination or a point of interest.
- **Traffic:** Receive traffic reports around your BMW or along your route.
- **Weather:** Access to weather forecasts locally or at your destination.

To introduce this optional service your first call is free, once we have your credit card on file. Future requests will be billed at just \$4.95 per call. Contact BMW Assist Customer Care toll-free at (888) 333-6118 to ensure your request will be handled without delay.

Enjoy Your Ultimate Driving Experience with BMW Assist.*

BMW Assist is designed to enhance your driving experience with our Safety and Convenience services. With a simple push of a button, BMW Assist provides access to Emergency and Roadside Assistance — 24 hours a day, 7 days a week. A toll-free call to (800) 233-8896 from any phone, any time connects you to a BMW Assist Concierge to help with your business or personal arrangements. Enjoy all of the benefits of this service today. Simply press your SOS button to become acquainted.

Safety Services:

- Automatic Collision Notification
- Emergency Request
- Enhanced Roadside Assistance

Concierge Services:

- Arrange dining or hotel reservations
- Plan a vacation or weekend getaway
- Get tickets to the game or concert

* BMW pays for the first year of BMW Assist Safety and Convenience services, effective from your BMW's in-service date. Your subscriber agreement must be on file at the BMW Assist Response Center. GPS and underlying wireless services must be available and functioning; your vehicle's ignition must be turned on, your battery charged and connected and your vehicle's electrical system operational. Services may be limited to certain geographic areas. Call toll free (888) 333-6118 or visit your local BMW center for additional information. Services are subject to the terms and conditions of your subscriber agreement.

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BMW Assist™

Safety & Convenience Services

What is BMW Assist?

BMW Assist is standard in the 5, 6 and 7 Series and optional on all other models. It is an invaluable suite of services that help ensure your travel safety, security and convenience. With BMW Assist, you have 24-hour-a-day access to Emergency or Roadside Assistance at just the push of a button or even automatically in the event of a serious accident. Our Convenience Services will help you get things done, in and out of your BMW.

Safety Services

Automatic Collision Notification BMW Assist automatically transmits your location and vehicle information to the response center after an airbag deploys. A response specialist speaks with you through BMW Assist's hands-free communication system. Based on your response, or even if you cannot respond, the specialist coordinates emergency dispatch to your location.

Emergency Request Push the "SOS" or "Emergency" button (dependent upon model) to initiate the same process as above. You can even ask for emergency directions, such as how to get to the nearest hospital or police station or to notify your emergency contacts.

Enhanced Roadside Assistance If you get a flat tire, run out of gas, or have any other malfunction, just push the "Roadside Assistance", "Assist" or "Wrench" button (dependent upon model) to transmit your location and vehicle information. Then, the response specialist links you to BMW Roadside Assistance for an accurate dispatch.

Convenience Services

Concierge Need help buying concert tickets, making dinner reservations, or finding the perfect gift? Your personal assistant can solve these and many other challenges, just by dialing 800-233-8896 toll-free from any phone, any time.

Owners' Circle When you register for BMW Assist, you also become a member in BMW's award-winning customer web site with access to your Owner's Manual, maintenance history, BMW Financial Services, and much more.

Customer Relations and your BMW center

Contact these critical resources at the touch of the iDrive controller in the 5, 6 and 7 Series to get answers to your questions or to conveniently schedule a service appointment.

Upgrade to Hands-free Personal Calling

BMW Assist is designed to accept the CPT9000 BMW Integrated Telephone (standard in 7 Series), allowing hands-free operation, with steering wheel controls and phone number display. Ask your sales person about this center-installed enhancement.

**Life is full.
Let BMW Assist.**





How does BMW Assist work?

BMW Assist uses advanced technology to bring the focused attention of a response specialist to the BMW driver's aid when it is needed most. Combining an embedded wireless device for communication and a Global Positioning System (GPS) satellite receiver to determine the vehicle's location, the BMW Assist system conveniently helps to deliver both occupant security and piece of mind to enhance the BMW driving experience at an affordable price.

What you need to do if your new BMW is equipped with BMW Assist.

To receive BMW Assist services*, you must complete, sign and submit a subscriber agreement with your sales person. BMW pays for the first year. You can extend service for the duration of your intended ownership period during enrollment. Make an acquaintance call by pushing the SOS button to become familiar with the system.

To decline BMW Assist services, you must complete, sign and submit a waiver document. The system in your vehicle will be remotely deactivated.

If neither action is taken, the BMW Assist system and service will be deactivated 45 days after you take delivery of your new vehicle.

Life is full. Let BMW Assist.

*GPS and underlying wireless services must be available and functioning; vehicle ignition must be turned on, battery charged and connected and vehicle's electrical system operational; services may be limited to certain geographic areas. Up to two emergency direction events allowed per year. Call toll free (888) 333-6118 or visit your local BMW center for additional program details. Services are subject to the terms and conditions of your subscriber agreement.

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BMW Assist

bmwusa.com
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