



Media Information

January 3, 2017

BMW Group Canada delivers 5 Millionth Service Inclusive Package.

Delivering peace of mind with every vehicle.

Richmond Hill, ON. BMW Group Canada delivered the five millionth Service Inclusive maintenance package worldwide on Thursday, December 15, 2016. First-time BMW customer Lilibeth Achacoso purchased a 2016 BMW 3 Series from Town + Country BMW in Markham, Ontario and achieved the customer-focused milestone.

The Service Inclusive umbrella consists of three levels, each of which is designed to provide customers with worry-free maintenance for their vehicles. The first option is No-Charge Scheduled Maintenance, which is standard equipment for both BMW and MINI products in Canada. The next option is the Service Inclusive package, which enables customers to extend their scheduled maintenance coverage with additional coverage for specific periods appropriate to their needs. The third and final option is Service Inclusive Plus, which adds to the Service Inclusive package by covering additional wear-and-tear items such as front and rear brake pads and discs, clutch and windshield wiper blades.

“Delivering the five millionth Service Inclusive Package marks a significant achievement in BMW’s focus on customer care,” said Dirk Spaeth, Director, Aftersales, BMW Group Canada. “With Service Inclusive, BMW and MINI owners not only have more control over their vehicle’s maintenance costs, but they also experience peace of mind knowing their maintenance needs are taken care of. We are delighted to offer this industry-leading feature to our customers.”

Available since 2003 in 106 countries around the world, and since 2011 in Canada, Service Inclusive consists of maintenance work and services including oil, labour and all necessary Original BMW Parts related to engine oil changes, micro filter replacement, air and fuel filter replacement, the replacement of spark plugs and brake fluid, and a service vehicle check, which includes checking the tire tread depth and other vehicle maintenance elements. Service Inclusive Packages suit the needs of every customer due to the flexibility of their length and mileage coverage. They have become one of the basic pillars of the BMW Group Aftersales strategy and contribute to securing long-term customer loyalty and satisfaction.

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a BMW Group Company

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BMW Group in Canada

BMW Group Canada, based in Richmond Hill, Ontario, is a wholly-owned subsidiary of BMW AG and is responsible for the distribution of BMW luxury performance automobiles, Sports Activity Vehicles, Motorcycles, and MINI. BMW Group Financial Services Canada is a division of BMW Group Canada and offers retail financing and leasing programs and protection products on new and pre-owned BMW and MINI automobiles, as well as retail financing for new and pre-owned BMW Motorcycles. A total network of 48 BMW automobile retail centres, 20 BMW motorcycle retailers, and 30 MINI retailers represents the BMW Group across the country.

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