



Press and Corporate Affairs

Media Information

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‘Be in Good Hands’ with the BMW aftersales promise.

Best-in-class ownership experience with seamless services.

Transparency and faster turnaround time with latest technologies and processes.

Fixed and predefined cost of ownership for peace of mind.

Higher resale value with Original BMW Parts and service by Certified Technicians.

Value for money with BMW Condition Based Service.

Pune. ‘Be in Good Hands’ – BMW India’s comprehensive aftersales service campaign has further strengthened BMW’s connect with its customers across the country. BMW’s paramount focus on customer satisfaction is reflected not only through its premium products but also its premium services.

‘Be in Good Hands’ aftersales campaign has been designed keeping the customer’s requirements at the core – Convenience, Cost, Time and Quality. BMW presents a world class experience to its customers when it’s time for their vehicle to visit the workshop. Numerous benefits combined with dedicated, personalized service make it a delight for the customers.

Mr. Frank Schloeder, President (act.), BMW Group India said, “Customers are at the heart of everything that BMW does. Purchase is only the beginning of a relationship that is nurtured at each step. With BMW, ownership is a rewarding experience throughout the vehicle’s lifecycle. ‘Be in Good Hands’ is a promise that completes the circle of ‘Sheer Driving Pleasure’. Flexible packages, full cost control, quick turn-around time and first-class service together provide complete peace of mind to our customers at all times. With BMW service

offerings, our customers are always ready to take their BMW wherever they want, whenever they want!"

Time is precious and at BMW, the customer's time is valued the most. **Mobility Offer** includes a complimentary pick-up and drop of the vehicle without disturbing the customer's schedule. This facility is offered by all 35 BMW service outlets across the country.

BMW Fast Lane Service makes sure that the vehicle gets back on the road as soon as possible after a standard vehicle service. The vehicle is serviced within a few hours so that the customer is always mobile and has the freedom to make spontaneous travel plans without worrying about vehicle servicing.

Once the vehicle is at the dealership, latest technology enables the system to extract vehicle data through the smart key reader. The vehicle is received at the Service Consultation Bay where, with the help of advanced **BMW Integrated Service Processes Application (ISPA)** on an iPad, the service advisor gets instant access to vehicle information and its entire service history. ISPA readily assesses the present status of the vehicle and analyses it to highlights areas that require work. In addition, the service advisor checks the car thoroughly for visible or technical repairs with the help of diagnostics. Within a few minutes, ISPA produces a complete service advice automatically applying the benefits of any service package associated with the vehicle. Supported with the relevant images, the estimate is presented to the customer for his/her approval. The customer is able to check the service advice and take quick, informed decisions. ISPA thus significantly contributes in creating absolute transparency and saving time for the customer.

BMW Service Inclusive, BMW Service Inclusive Plus and BMW Repair Inclusive are a range of transparent service packages that cover maintenance, inspection and wear-and-tear. Customers have the flexibility to select a package of their choice at a highly attractive pre-fixed rate. The package can also be upgraded or extended as per the customer's wish. All service work is carried out using original BMW parts and packages are transferrable to the next owner, thereby enhancing resale value.

BMW Service Inclusive covers all regular maintenance work such as vehicle check and standard scopes, engine oil service, engine oil top-ups along with service / replacement of air filter, fuel filter, micro filter, spark plugs and brake fluid. Based on individual needs, customers can choose from a variety of plans based on duration / mileages ranging from 3 years / 40,000 kilometres to 10 years / 200,000 kilometres.

BMW Service Inclusive Plus goes a step further and covers replacement of brake pads, brake discs, wiper blades and clutch in addition to the above.

With **BMW Repair Inclusive**, the standard warranty on a vehicle can be extended even after the initial period of 24 months for unlimited mileage upto a period of 6 years. The cost for all necessary repairs is covered within the agreed mileage / duration.

Thanks to BMW's intelligent on-board diagnosis system, every BMW is able to monitor all important electrical and electronic systems itself, logging possible faults before a problem occurs. **Condition Based Service (CBS)**, the intelligent BMW maintenance system, continuously monitors oil levels and the degree of wear and tear on individual components using sensors, algorithms and parameters such as mileage and driving style. The next recommended service date is displayed each time the vehicle is started which means that servicing is only carried out when it is necessary and not before. This indication automatically begins four weeks' earlier so service can be planned well in advance.

Periodic service campaigns are conducted across the country to ensure that a BMW is always ready. **Fixed Price Offer** enables the customers to get select models serviced with selected work packages at any authorised BMW dealership. This option is especially beneficial for maintenance of older vehicles at an attractive price proposal. **End of Warranty** is a proactive check conducted to initiate repairs covered under warranty before it expires. During **Seasonal checks** (summer and pre-monsoon), certified service experts inspect critical areas such as brakes, lights, tyres and fan belts, using innovative technologies and original parts to ensure year round vehicle readiness.

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