

Media Information
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Relax. We Care. BMW Group India launches aftersales service campaign.

Best-in-class ownership experience with seamless services.

Value for money and complete peace of mind with fixed and pre-defined cost and transparency in service.

Latest technologies and processes – ConnectedDrive, Smart Videos, Joy Rewards, Service Inclusive, BMW Engine Oil and Online Appointment Scheduling.

#WhateverHappens #BMW #SheerDrivingPleasure #MINI #BIGLOVE

Gurugram. BMW Group India launches 'Relax We Care' – a comprehensive aftersales service campaign for its customers across the country. The campaign highlights BMW Groups paramount focus on customer satisfaction and aims to raise awareness and update customers on the enhancements and benefits of using genuine BMW Service.

BMW presents a world class experience to its customers when it's time for their vehicle to visit the workshop. Relax. We Care. reflects the sweet spot that define BMW Service. It is proactive, highly innovative service focused on complete peace of mind. It is a service promise that assures convenience, transparency and quality during vehicle service so that customers can focus on what matters the most – Sheer Driving Pleasure.

Mr. Vikram Pawah, President, BMW Group India said, "The joy of owning a BMW comes with complete peace of mind. Our latest initiative, the 'Relax. We Care' #WhateverHappens campaign, focuses on our extensive customer support services. 'Relax. We Care' is a promise that signifies our unwavering commitment to ensure uninterrupted 'Sheer Driving Pleasure'. It's a promise that no matter what happens with their BMW, we are always by their side. We do not leave our customers alone but solve the problems that can occur around or with their BMW."

Online Appointment Scheduling

Online Appointment Scheduling helps to easily schedule BMW service from anywhere, at any time, and at any authorised BMW dealership. Enjoy the complete freedom of choosing the date and time, desired service and even preferred staff member. It also allows the option to modify the appointment later and booking an online appointment without registering.

Joy Rewards

The new Joy Rewards program ensures that customers experience Sheer Driving Pleasure, uninterrupted. With regular savings on service and maintenance, this loyalty programme rewards customers with every passing year of ownership. Not only do you save up to 30% on service of models older than five years, but also get better rewards and discounts as your car ages.

Smart Video

Transparency meets personalization with the Smart Video. As a first in the Indian luxury car segment, this exclusive app-based smart video and image solution where customers can give real-time approvals for service and repairs. To simplify the technical aspects of the service, a video that explains the service or repair requirements is sent straight to customer for review and give approvals online from anywhere.

ConnectedDrive

ConnectedDrive uses an array of sensors to proactively detect the condition of your BMW in real-time – malfunctions, impending issues or service requirement. It then sends the relevant information to you via the My BMW App, in-car notification or email. So that you never have to worry about your BMW, and simply enjoy life.

Service Inclusive

Service Inclusive and Service Inclusive Plus are optionally available for all BMW and MINI cars to provide complete peace of mind and further reduce cost of ownership. Customers can choose from a variety of service plans according to duration and mileage. The packages cover Condition Based Service (CBS) and maintenance work. The package starts from 3 yrs / 40,000 kms, with extension available up to 10 yrs / 2,00,000 kms. 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. Service Inclusive Plus additionally covers replacement of brake pads, brake discs and wiper blades.

Original BMW Engine Oil

Unleash the full potential of your BMW by protecting it with the Original BMW Engine Oils that are optimised to perfectly suit the engine of your BMW. They contribute to full power delivery with high efficiency as they help to protect the engine against wear and corrosion. This helps to keep the engine clean and to increase its service life.



If you have any queries, please contact:

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