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BMW of North America Makes Premium Driving More Affordable with Enhanced Value Service Program for BMW And MINI Drivers in the United States.

- New Update Makes Owning and Servicing BMW and MINI Vehicles More Affordable.
- Value Service Program Supports Premium Customer Experience and Ensures Expert Care from Certified Technicians.

Woodcliff Lake, NJ – April 1, 2026... BMW of North America recently announced an update to its Value Service Program aimed at making BMW and MINI vehicles more accessible and affordable for consumers in the U.S. As of March 1st, 2026, BMW and MINI models are now eligible for Value Service pricing once they reach 37 months of age, regardless of model or chassis, which will lower maintenance costs for owners and ensure that their vehicles receive expert care from certified BMW-trained technicians.

By cross-referencing local competitive rates, the Value Service Program ensures that BMW and MINI owners receive preferential pricing for services—and that all maintenance is performed by certified BMW technicians using genuine BMW parts. With this, customers are ensured the highest standards of quality and reliability at competitive rates, backed by a 2-year warranty on parts. The extension of the Value Service Program is seamless, taking immediate effect following the conclusion of the initial three-year / 36,000-mile standard maintenance period.

“Creating a premium customer experience starts at the point of purchase and continues through all phases of ownership,” said Neal Guthrie, Vice President Customer Support and Aftersales, BMW of North America. “We know that long-term maintenance costs are an important consideration when shopping for a premium vehicle. With the extension of our Value Service Program, we are working with our dealers to ensure that

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every customer receives the level of quality and care they deserve, at a competitive price. This is just one more example of how we're putting our customers first."

Prior to this update, specific models became eligible for Value Service pricing at different times, which was based on the end date of a model's production cycle. Eligibility is now simplified and expanded, beginning at the end of every vehicle's standard maintenance plan.

For further information on how BMW and MINI are continuing to make premium service more affordable, please visit [BMW Maintenance](#) or [MINI Maintenance](#).

Key Highlights of the Updated Value Service Program.

- **Age-Based Eligibility:**

Vehicles now qualify for Value Service pricing once they reach 37 months of age, regardless of model or chassis. (ALPINA models not included).

- **Seamless Transition:**

This expanded eligibility takes effect immediately after the standard new vehicle maintenance period ends (36 months / 36,000 miles), eliminating any gap in service availability and ensuring continuous premium care for more BMW and MINI vehicles.

- **Comprehensive Service Offerings:**

Participating BMW and MINI dealerships offer up to 11 services, including oil changes, engine air filter, cabin microfilter replacements, front and rear brake pads and rotors, windshield wipers, and spark plugs.

- **Strong Dealer Participation:**

Over 90% of BMW and MINI dealerships are enrolled in the program, with 94% of BMW and 96% of MINI centers participating. More than 95% of these dealerships provide an extensive portfolio of Value Service offerings.

- **Competitive and Transparent Pricing:**

Customers can easily check pricing by finding their nearest participating dealership at [BMW Value Service](#) or [MINI Value Service](#) and entering their vehicle's VIN, or they can check directly on a



participating dealership's websites. The program offers premium, competitively priced maintenance options that are inclusive of parts and labor.

- **Integrated Customer Experience:**

The Value Service Program integrates with the MyBMW and MINI apps providing customers with proactive notifications when services are due. This includes tele-service alerts followed by Value Service offers, ensuring customers stay informed.

- **Eligibility Duration:**

Vehicles qualify for Value Service up to a maximum age of 20 years. (ALPINA models not included).

- **Expanded Customer Reach:**

The new Value Service offer will allow for 80% of vehicles on the road, extending service benefits to even more BMW and MINI owners.

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BMW Group in the United States

BMW Group began operations in the U.S. over 50 years ago. In addition to the sales, marketing, and distribution of BMW, MINI, Rolls-Royce, and BMW Motorrad vehicles, BMW Group's business in the U.S. spans 30 locations in 12 states including BMW Group Financial Services, BMW Manufacturing, Designworks, BMW Technology Office USA, and BMW i Ventures. The company's U.S. plant in South Carolina is the largest single BMW production facility in the world and the global center of competence for BMW Sports Activity Vehicles. The BMW Group sales organization is represented by a nationwide network of 356 BMW retailers, 147 BMW motorcycle retailers, 104 MINI passenger car dealers, and 37 Rolls-Royce Motor Car dealers. Taken together, BMW Group's business activities in the U.S. provide and support over 120,000 jobs and contribute more than \$43.3 billion to the U.S. economy annually. For more information about BMW Group's business and products in the U.S., please visit: [PressClub USA](#).

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