

Reprinted from the Warranty Policy and Procedures Manual - New Vehicle / SAV
Section 5 – Supplemental Information

Goodwill – Center Self-Authorized Goodwill

The Self-Authorized Goodwill Program allows for a goodwill decision to be made on the spot while servicing the customer without the need to contact BMW of North America, LLC (“BMW NA”) for authorization.

Goodwill customer assistance is discretionary and not an obligation. The decision to provide such assistance requires careful evaluation of each case by the Service Advisor and by the center manager.

When determining whether to provide goodwill assistance to the customer, the following factors should be considered:

- Cost of the repair?
- Condition of the vehicle?
- Has the vehicle been properly maintained at a BMW center?
- Does the customer own multiple BMW vehicles?
- Would, or did, the customer endure an unusual hardship?
- Has the customer owned a BMW vehicle previously?
- Would investing in the customer keep him/her in the BMW brand?
- Elapsed time since the applicable warranty or program expired?

The vehicle must be a U.S.-specification vehicle imported by BMW NA, sold through the BMW NA European Delivery Program or the BMW Military Sales Program.

The Self-Authorized Goodwill Program may be used for BMW vehicles that are up to 12 months and/or up to 10,000 miles beyond the New Vehicle/SAV Limited Warranty.

- This means the program applies to customers' BMW vehicles that are “one day” to 60 months old, or have “one mile” to 60,000 miles, whichever occurs first.

Goodwill requests past this limit must be authorized by your Aftersales Area Manager (AAM).

Vehicles with a Demo Extension receive no additional coverage beyond Self-Authorized Goodwill program time and mileage limits.

Reprinted from the Warranty Policy and Procedures Manual - New Vehicle / SAV
Section 5 – Supplemental Information

The following table summarizes the three different types of Self-Authorized Goodwill available under this program and the applicable contributions.

Goodwill type	BMW NA's Contribution	Center's Contribution	Customer's Contribution
Repair Related	Match center's contribution up to 50 percent	0 to 50 percent	Determined by center
Non-Repair Related	Match center's contribution up to \$500	Determined by center	Determined by center
Rental Car	Up to \$22 per day, for a maximum of five (5) days	Determined by center	Determined by center

The participation of a BMW center in the Self-Authorized Goodwill Program is subject to the approval of the AAM.

Goodwill is intended for customer assistance only and is not to be used as an internal financial recovery mechanism for technical misdiagnosis or process deficiencies.

BMW NA periodically reviews the goodwill decisions made. BMW NA reserves the right to remove a center from the Center Self-Authorized Goodwill Program.

The following items are **excluded** from the BMW Self-Authorization Goodwill Program:

- New and/or pre-owned vehicles owned by your center or other centers
- Repairs or Services covered by the BMW Maintenance Program
- Type 2 and Type 3 Parts Warranty claims.
- Damage or repairs which should be covered by the vehicle owner's insurance
- Reimbursements for previously processed repairs or refused warranty claims
- Add-on repairs (even when properly approved by center management)
- Comebacks (ineffective prior repairs)
- Paint or Body work (including Rust Perforation)
- Towing

See "[Self-Authorized Goodwill \(Repair, Non-Repair and Rental Car\)](#)" in Section 7 of the WPPM for claim coding information.

Reprinted from the Warranty Policy and Procedures Manual - New Vehicle / SAV
Section 5 – Supplemental Information

Self-Authorized Goodwill: Repair-Related

BMW NA will match a center's contribution for any eligible repair up to 50 percent of the applicable total repair cost.

While a center may elect to charge a customer retail rates for his or her portion of the self authorized goodwill, the BMW portion will be reimbursed at the center's established warranty rate.

Self-Authorized Goodwill: Non-Repair Related

BMW will match the center's contribution up to \$500 for any applicable non-repair related goodwill.

BMW Original Accessories and BMW Lifestyle items that may be offered to the customer are considered nonrepair related goodwill. These items are to be claimed by entering the part numbers and when applicable, the flat rate labor operations. The BMW portion of this goodwill claim will be paid at warranty rates.

The "BMW Experience" may be offered under the Non-repair Related Goodwill with a sublet amount of up to \$500.00.

Note: The Performance Center will take care of submitting for the remaining expense of the package. If you have any questions concerning The BMW 101 Experience, contact 864-968-3034 or see CRS bulletin # 00-03 07 for more details on this alternative.

A repair order must be opened and all relevant documents attached to substantiate the amount of goodwill. For example, documentation may include a copy of a lease payment, RO invoice, customer receipt, or proof of payment to the customer (such as the copy of a canceled check).

Non-repair related goodwill may be used to assist the customer's purchase of a Maintenance Program Upgrade contract during the extended enrollment period. BMW NA will match the center's contribution towards the purchase of the MPU contract up to \$500.

Reprinted from the Warranty Policy and Procedures Manual - New Vehicle / SAV
Section 5 – Supplemental Information

Self-Authorized Goodwill: Rental Car

BMW will match the center's contribution up to \$22 a day (up to a maximum of five (5) days) towards rental goodwill of an actual invoiced rental from an independent rental car agency under the following conditions:

- The repair is a Type 1 claim (not a Type 2 or Type 3 Parts Warranty claim).
- The customer's vehicle must not be in the workshop for maintenance work only.
- Center must be "fully participating" in the BMW Aftersales Mobility Program (AMP) as outlined in the Aftersales Mobility Program Center Operations Manual.
- The center's entire AMP fleet availability must be exhausted.
- Centers must maintain adequate tracking of their fleets with Alternate Transportation Management
- Software (ATMS), provided by TSD Inc.
- Every possible effort has been made to provide the customer with a BMW Mobility Vehicle.

Our preferred rental car providers are Enterprise Rent-A-Car and Hertz. They should be utilized only when all AMP vehicles are in customer use. Enterprise or Hertz will provide you with a full-sized vehicle for \$44.00 (plus taxes) per day. (Insurance is not included.)

BMW has not established a rental agreement with any other independent rental car agencies, so rental rates may be different than those stated above.