



MODEL

All

SITUATION

BMW of North America, LLC ("BMW NA") is pleased to introduce the Aftersales Mobility Program (AMP) Customer Care Fleet Increase. The "AMP-up" program is designed to support (on a temporary basis) your alternate transportation needs, even in challenging times.

When a significant "service initiative" (Recall, Service Action or other program) is identified by BMW NA and this "AMP-up" bulletin is referenced under the "Alternate Transportation" heading, it will allow you to temporarily "AMP-up" your fleet so you can focus on the important things, like customer care.

We anticipate an increased AMP car demand, in volume and duration, in association with the release of a service initiative. Your Area Manager (AM) has a procedure to assist you in calculating and determining if a temporary fleet increase is needed at your center.

This option is not available if your center already has an approved and active temporary fleet increase in place.

Example communication within a service initiative or critical customer care notifications:

AMP Customer Care Fleet Increase for this Action:	Name of Initiative
Total Duration:	5 months (+ 30 day ramp down)
Request Submission Period:	January 1 to January 15
Increase Period:	January 1 to May 31
Fleet Level Restoration:	June 30

Please refer to AMP Bulletin 01 16 14 for process details.

In the communication example above, the following would be required:

- All requests must be submitted no later than the **Submission Period** specified above.
- An additional number of vehicles may be added to your existing fleet immediately upon approval and fully utilized for the duration of the pre-determined **Increase Period**.
- Your fleet must be restored to pre-Customer Care approved limits by the **Fleet Level Restoration Deadline** date, without exception.

PROCEDURE

1. Contact your Area Manager: He or she has a procedure to assist you in calculating and determining if a temporary fleet increase is needed at your center. (This option is not available if your center already has an approved and active temporary fleet increase in place.)
2. Fill out a Fleet Increase Request Form. (The Customer Care section at the bottom of the increase request form MUST also be completed.) The Request Form is located on CenterNet: Warranties Documentation => Aftersales Mobility Program => Forms / Agreements
3. Centers that only floor plan their AMP vehicles with BMW FS need to submit year-end and most recent month financials along with the increase request.
4. The request must be submitted within two (2) weeks from the date the service initiative was identified by BMW and communicated to your center.

5. Submit request via email to: BMWAMP@bmwna.com
6. Once you receive approval from BMW, properly report (RDR) the approved number of vehicles to your fleet.
7. Enroll units in FS DAS (Dealer Access System).
8. Use ATMS to track your fleet.
9. At the conclusion of the designated Customer Care period (term dates will be noted on the service initiative), your approved fleet limit will revert to its prior level. AMP fleet (vehicles) must be restored to your pre-program approved limit by the Restoration Deadline date.
10. Please be sure to remove or pay off units that are beyond the approved limit. BMW will reduce your approved fleet limit back to the pre-customer care limit, so any units that remain beyond the Fleet Level Restoration Deadline and were receiving subsidy will no longer be eligible for subsidy.

Notes:

- Additional temporary fleet increase requests will not be accepted while a Customer Care Fleet Increase is in effect.
- Standard fleet increase requests may still be submitted for review while a Customer Care Fleet Increase is in effect.
- Only properly retailed units enrolled with BMW FS and tracked in ATMS are eligible for subsidy.

All AMP vehicles, processes and files are subject to audit by BMW NA.