



BMW Approved
Used Cars

November 2013



The Ultimate
Driving Machine

SALESPERSON'S GUIDE.

BMW APPROVED USED CARS.
NOVEMBER 2013.



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INTRODUCTION.

Comprehensive and reliable, the BMW Approved Used Car (AUC) programme is one of the best in the industry. With other manufacturers running similar programmes, it's vital to differentiate ourselves from the competition.

We can do this by providing excellent customer service. Our used car customers should be made to feel as important and valued as our new car customers. Delivering the absolute best customer service will also give us a major advantage over private sellers and independents whose only perceived benefit is a lower price point. We know that only BMW Approved Used Cars are prepared to exact standards and can therefore command a premium price.

As the BMW specialists, we can provide greater choice and specification and help our customers find a BMW Approved Used Car that meets their exact requirements.

A stylized, handwritten signature in white ink, appearing to read 'MBR' followed by a large, sweeping loop.

Matt Bristow
Used Car General Manager

And with the benefits of the programme, our customers can simply relax and enjoy owning and driving their BMW while we take care of everything else.

Two of our unique selling points are BMW EfficientDynamics and BMW ConnectedDrive. Many other marques don't have the breadth of equivalent technology in their used car stock so we need to highlight increased efficiencies and innovative technologies at every opportunity.

Whether you are an experienced BMW Approved Used Car salesperson, or new to the business or brand, this Guide will provide you with an overview of the programme, examples of best practice and a useful reminder as to why you should be confident when selling the BMW Approved Used Car product.

A stylized, handwritten signature in white ink, appearing to read 'M Buckley' in a cursive script.

Martin Buckley
Used Car Programme Manager



THE BMW APPROVED USED CAR PROGRAMME. KEY SELLING POINTS.



BMW Commitment.

"We are completely confident in the quality of BMW Approved Used Cars. So much so, that in the unlikely event that a demonstrable fault occurs within the first 30 days or 1,000 miles of ownership (whichever is sooner) and can't be resolved, the customer will be entitled to an exchange or refund if an appropriate replacement can't be found."

1 Minimum 12 month unlimited mileage BMW AUC warranty equivalent to new cars.

Every BMW Approved Used Car has a minimum 12 months unlimited mileage warranty with the same level of mechanical cover as a new car.

- Covers everything except routine service items* and even extends to the battery and exhaust system, as well as providing MOT cover
- Funded and managed by BMW so absolute focus on customer satisfaction and no quibbling over what's included
- Many young used cars may have more than 12 months new car warranty included within the screen price
- Customers can extend cover (providing their car is maintained in accordance with BMW servicing schedule) and tailor options by purchasing an Insured Warranty Product – see the Dealer infoNet for more details

*The items not covered by the BMW Approved Used Car Warranty are brake and clutch facings, discs and drums, bulbs (except Xenon), fuses, channels and guides, weather strips and seals, handles, hinges and check straps, trim, upholstery and cosmetic finishes, wheels and tyres, wiper blades and arms, glass, auxiliary drive belts, coolant and fuel hoses, the cleaning and adjustment of any component and all service items or items that will require periodic replacement. Also, the warranty does not cover corrosion.

BMW BENEFITS

2

Minimum 12 month Roadside Assistance.

BMW Emergency Service provides 24 hour assistance for motoring emergencies in the UK, Republic of Ireland and Continental Europe.

- Customers feel confident knowing that BMW Emergency Service will look after them, their passengers and their vehicle
- Includes roadside assistance, vehicle recovery, redelivery, car hire and onward travel, where appropriate

4

Full 12 month MOT if needed.

All BMW Approved Used Cars should be sold with a minimum of 6 months MOT. The customer should also be provided with an MOT voucher to redeem, when appropriate. Any resulting work will be completed free of charge, providing the customer with at least 12 months MOT cover and peace of mind during their initial ownership period.

3

BMW MOT Protect.

In the unlikely event that a BMW Approved Used Car fails its first MOT, BMW MOT Protect, which is included within the New and Approved Used Car warranty, covers the cost of repair, replacement and labour on a long list of key items from electrical and lighting equipment to steering and suspension.



120+

5 Over 120 point pre-sales check.

Before taking a car onto the BMW Approved Used Car programme, a KeyReader (if applicable to model) is used to ensure servicing is up to date and no safety recalls are outstanding. All AUC cars are fully checked by qualified BMW technicians before they are offered for sale. Inspection checks are documented using the BMW AUC Check Sheet, detailing the technical and optical results for the vehicle.

- Full road test with any mechanical faults rectified using Genuine BMW Parts
- All factory fitted equipment in full working order and every tyre has a minimum tread depth of 3mm
- Paintwork and trim restored to a standard appropriate to the vehicle's age and mileage and full valet prior to delivery
- All preparation costs available for the customer to see
- Appropriate service carried out prior to delivery, if due within 6,000 miles
- If the car is covered by Service Inclusive and service is due within 6,000 miles, the service should be carried out and the cost claimed using the Service Inclusive programme
- Many dealers will use the BMW AUC Check Sheet as evidence of refurbishment costs in order to reduce customer expectations of cash discount or trade-in over-allowance



6

Vehicle Provenance Checks.

All BMW Approved Used Cars undergo independent checks to verify mileage, service history and outstanding finance agreements.

- Vehicle Accident History, Service History and Finance Checks carried out (either HPI or Experian)
- Checks certified and presented to the customer at point of sale



7

Service Inclusive.

Service Inclusive is attached to a vehicle, not the owner, which means that if a BMW Approved Used Car is covered by an existing package, the new owner can benefit.

If Service Inclusive is attached, explain the benefits to the customer and show the potential cost savings for the remaining period of use.

Where Service Inclusive isn't attached, depending on the age of the car, there might be an opportunity to offer additional value while providing the customer with additional peace of mind.

- BMW service costs are covered by an inflation-proof, single, one-off, advance payment ensuring driving pleasure and peace of mind in one
- Choice of cover level available to suit individual requirements
- Designed to inspire confidence, whichever model the customer chooses



8

BMW EfficientDynamics.

Available on BMW models from March 2007 onwards, BMW EfficientDynamics improves performance and fuel economy while lowering CO₂ emissions. See page 20 for full details.

9

BMW Complimentary 7 Day Insurance Cover.

Every new AUC customer has the option to take advantage of the free seven day vehicle insurance cover (subject to status). Speed up road fund licence processing and customer delivery by offering this no obligation service to the customer.

10

BMW Key Insurance.

BMW Key Insurance provides the customer with added security and reduced inconvenience if they lose their keys. Offer it as an option to your Approved Used Car customer as an additional benefit of the programme.

11

BMW Tyre Insurance.

BMW Tyre Insurance can help towards the unexpected cost of repair or replacement, regardless of annual mileage. Explain that even the most careful driver can sustain damage to their tyres from unexpected road defects, cuts and tears caused by sharp objects or even malicious acts. With BMW Tyre Insurance they can avoid an unexpected and expensive repair bill and additional inconvenience.

12

BMW Valeting Standards.

As part of the programme, every BMW Approved Used Car undergoes the BMW Valet Process to meet the highest presentation and valeting standards.

- Thorough, long-lasting and professional processes enhance the presentation of a BMW Approved Used Car
- Gives the car that showroom-fresh look and smell for longer
- Helps protect paintwork, trim and upholstery
- Uses specially-formulated Genuine BMW Car Care Products to gently remove dirt and grime before sealing in a long-lasting shine

■ What makes a used BMW, Approved Used?

This is best summed up as the 4Ps.

Preparation.

The vehicle is prepared to the correct standards in the agreed time frame within estimated costs.

Profit.

Use the strength of the BMW Approved Used Car Programme, excellent Customer Service and the quality of the vehicle to defend your price position and deliver above budget return on investment.

Presentation.

The vehicle is fully valeted with the trip meter re-set and the fuel tank ready for test drives. Internet presentation images must conform to programme standards as per the visuals contained in this guide (page 24) and the detailed Image Standards Guide (available from the Dealer infoNet).

Provenance.

The history and mileage checks are completed before the vehicle is advertised for sale.





COMMON MISCONCEPTIONS.



■ This car is too old to be sold as a BMW Approved Used Car.

Incorrect. As long as a vehicle has a full service history and the services were performed at the correct intervals it can be sold under the terms of the programme at any age and mileage.

■ Cars over 4 years old are too expensive to prepare to BMW Approved Used Car standards.

Incorrect. Involve your workshop when buying an older car. Providing the condition is evaluated correctly and accurately you can then identify the optimum purchase and selling price.

■ BMW Approved Used Car standards are too high.

Incorrect. AUC requirements ensure that mechanical preparation standards are rigorous and assure the customer of our adherence to safety standards. Visual preparation is based on the BMW and dealer perception of what is acceptable for the age and mileage of the car.

■ Vehicles without full BMW Dealer service history cannot qualify for BMW Approved Used Car status.

Incorrect. As long as the vehicle's service history shows that it has been serviced in line with manufacturer guidelines it can be sold under the terms of the programme at any age and mileage. The service agent need not be an authorised repairer, but must have used BMW recommended parts, oils and fluids.

■ All tyres must be replaced.

Incorrect. Tyres must simply have a minimum of 3mm tread to be sold as a BMW Approved Used Car.

■ **Tyres must be BMW Approved.**

Incorrect. Non-approved tyres should be noted on the AUC check sheet by the technician but if they are the correct size and speed rating for the wheel and the car they needn't be replaced. Always remember that tyres on the same axle must be matching.

■ **Bonnets must always be re-sprayed.**

Incorrect. Only bonnets of vehicles less than two years old must be re-sprayed if they are damaged so that they look as good as new. Bonnets on cars older than two years need to reflect age and mileage so a full bonnet re-spray is not necessarily required.

■ **Alloy wheels must be refurbished.**

Incorrect. A car less than two years old or 20,000 miles should have undamaged wheels. On other cars a small amount of damage is acceptable, provided it doesn't compromise tyre safety.

■ **All non-BMW fitted options should be removed.**

Incorrect. Any non-BMW fitments can be left on the car but must be noted on the AUC check sheet.

■ **A BMW that is up to 3 years old and has not been serviced cannot be sold as a BMW Approved Used Car.**

Incorrect. Some drivers do very low mileage and condition based servicing results in the car notifying the driver when it requires a service. If the vehicle is up to 3 years old and not due a service on mileage, then it can be sold as an Approved Used Car provided a service is carried out at the AUC Check stage. (Excludes all M Models except M135i)

■ **Runflat tyres must be put back on the car if it is part of the original specification.**

Incorrect. If a vehicle that was fitted with runflat tyres when new is traded in with non-runflat tyres, these do not need to be replaced with runflats if they are an approved make and of the correct size and speed rating. However, you must provide a mobility kit, note the tyre issue on the AUC Check sheet and inform the customer prior to agreeing the sale.



**HOW DOES THE BMW APPROVED USED CAR PROGRAMME
COMPARE WITH OTHER MANUFACTURER PROGRAMMES?**



| Manufacturer | Service History | History & mileage check | Car Check | Warranty | MOT | Exchange | Roadside | Additional benefits |
|---|-----------------|-------------------------|-----------|----------|-----|----------|----------|---|
|  | ★ | ★ | ★ | ★ | ★ | ★ | ★ | * 7 day free insurance |
|  | ★ | ★ | ★ | ★ | | ★ | ★ | |
|  | | ★ | ★ | ★ | ★ | | | * Servicing costs included if required during 1st 3 mths/ 1,000 miles * 7 day free insurance |
|  | ★ | ★ | ★ | ★ | | | | |
|  | ★ | ★ | ★ | ★ | ★ | | ★ | |
|  | ★ | ★ | ★ | ★ | ★ | ★ | ★ | |

Independent Dealers and Private Sellers.

As well as the manufacturer comparison on the left, independent dealers and private sales are our key competitors. Once a buyer has decided upon a used BMW and identified their budget, they will explore the different buying avenues available to them. Although independents and private sellers might be able to offer a lower initial price, the advantages of the BMW AUC Programme more than outweigh what at first might seem like an attractive deal. Only the very best used BMWs would pass the stringent 120 point pre-sales check by BMW Trained Technicians, which provides peace of mind to the buyer. Further reassurances come as standard featuring a minimum 12 month unlimited mileage warranty along with the best support in the unlikely event something goes wrong. These benefits ensure that the buyer is getting the best and the safest used car package available on the market.

When you are talking to prospects, the benefits of our AUC programme against other manufacturers, independent dealers and private sellers could be the deciding factor in successfully closing a sale.



BMW FINANCIAL SERVICES.

Online Finance Calculator.

The online finance calculator has been improved on the new AUC website enabling customers to easily see which car has the calculator set live. It has also been made more accessible and prominent on the vehicle listing page having been moved from its own tab, to sit alongside the vehicle.

These small enhancements have a big impact, making it more visible and easier for customers to tailor a personal quote for the vehicle they are viewing online. A surprisingly low number of customers are aware that finance is available on BMW Approved Used Cars, and therefore they frequently arrange their finance via a third party before visiting the dealership. Chances are they will have done a lot of research online, therefore this is a perfect opportunity for dealers to raise awareness about financing BMW Approved Used Cars using our flexible and competitive finance products.

BMW 520d m Sport
Finished in Solid Alpine white with Black Dakota Leather interior
£31,840
Lloyd Colne
27 miles from your location
01282 720738

Apr 2013
BGA
Automatic
Diesel
MPG combined 57.99

COMING SOON

Fitted Equipment

Compare View Car

Back to Results My Wishlist

Standard Equipment

- Convenience
 - Automatic starter motor
 - Power windows
 - Extended interior light package
- Miscellaneous
 - 80 Road package
 - Storage package
- Safety
- Seats
- Steering
- Ventilation
- Wheels

BMW Approved Used Car Benefits.
Infinite Driving Pleasure.

- 100,000 miles unlimited mileage warranty
- 10 Month BMW Roadside Assistance
- 10 Month MOT Cover
- Over 1.00 vehicle checks

Finance this Car. Example finance quote.

Finance Option: BMW Select

36 Monthly Payments: £128.49

Term of agreement: 36

Annual mileage: 10000

Total Deposit: £127.00

On the Road Cash Price: £16,699.00

Total Amount of Credit: £16,322.00

Optional Final Payment: £8,611.78

Rate of Interest (fixed): 5.51%

Cash Arrangement Fee: £214.00

Option to Purchase Fee: £16.00

Total Amount Payable: £19,999.28

Representative APR: 10.81%

Excess Mileage Charge: 4.00 pence per mile

Terms & Conditions

Generate this Quote Apply Update

Compare vehicles View Comparison

Keyword search, find it fast

01/12/12



BMW CONNECTED DRIVE.

Approved Used Cars fitted with BMW ConnectedDrive technologies provide you with another major sales opportunity.

BMW ConnectedDrive is the collective name for the range of technologies that connect the driver and the car to the outside world. They fall into two main categories; ConnectedDrive Services which includes all in-car services functioning via the BMW SIM card and Driver Assistance Systems which includes features such as Head-up display.

From an AUC perspective, an AUC salesman will encounter vehicles with both the old and the new ConnectedDrive Service offer for ConnectedDrive Services.

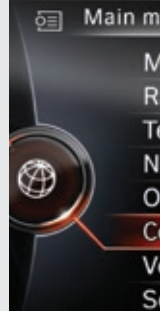
Old offer:

The old ConnectedDrive offer was applicable from 2007 and the two key options in the vehicle that provided ConnectedDrive Services (telematic, SIM-based) were 612 and 616 (known as BMW Assist and BMW Assist Online). Any vehicle with these two options would have benefited from a complimentary subscription of these services for three years. However, many customers may have never subscribed to them and since the services are free from point of activation, there is a high chance that an AUC customer can either benefit from the services for the full three years or for the time remaining on the initial three year subscription.

Therefore it's important that an AUC salesperson checks if the car has these options specified and can find out if a ConnectedDrive account is active by checking the vehicle details in the ConnectedDrive Service Cockpit; which is available in the After Sales Assistance Portal (ASAP) or by calling our ConnectedDrive Customer Information team on 0800 561 0555.

New offer:

From March 2013, a new and improved ConnectedDrive offer was introduced across the range. This involved the introduction of a new range of option codes for each ConnectedDrive Service and also extended service durations. For example, BMW Emergency Call was previously available for three years with 612/616 but with the new option 6AC, it is for lifetime. The table, illustrated on page 18, provides a summary of the improved service durations included in the new offer. Clearly, these too have benefits for AUC customers.



CONNECTED



CONNECTED DRIVE SERVICES.

| | Option code | 1 year | 2 year | 3 year | Life-time |
|---------------------------|-------------|--------|--------|--------|-----------|
| BMW Emergency Call | 6AC | | | | |
| BMW Teleservices | 6AE | | | | |
| BMW Online | 6AK | | | | |
| Remote Services | 6AP | | | | |
| Information Plus | 6AN | | | | |
| RTTI | 6AM | | | | |
| BMW Apps | 6NR | | | | |
| Internet | 6AR | | | | |

If an Approved Used Car is fitted with any of the following BMW ConnectedDrive technologies, you should highlight, and where possible, demonstrate the benefits to the potential customer.



Remote Services – you can use the My BMW Remote app to lock and unlock the car remotely using a Smartphone



Send to Car – (as part of BMW Online) send addresses straight to the BMW Navigation system using Google Maps



BMW Emergency Call – an automatic 999 call in an emergency, giving the customer total peace of mind



Head-up Display – digitally projects important driving information directly into the driver's field of vision



Information Plus – personal information service available 24-hours a day to handle enquiries and send information straight to the car



BMW Online – keeps the driver informed with daily news, sport and weather headlines while on the move

How to apply:

The application process for the customer to set up their ConnectedDrive account depends on whether the vehicle has the old or new offer structure. If a vehicle is equipped with the new Media package – Business (option ZMB), then no application process is required. If the vehicle is equipped with the old options 612 and 616 or either the new Media package – Business Plus or Professional, then the customer follows the simple process outlined below:



Visit BMW UK website:

- www.bmw.co.uk
- BMW Owners area
- Select Connected Drive services
- Select Connected Drive applications

Complete online application form:

- Complete the 3 easy steps

Receive login details:

- Unique username, password and link to ConnectedDrive Portal sent by SMS message to customer

Login to the portal to tailor services:

Use user credentials to login in to the ConnectedDrive Portal and manage vehicle settings and services

ConnectedDrive Service Cockpit.

The new ConnectedDrive Service Cockpit is a valuable tool for checking the availability and status of the ConnectedDrive Services in a vehicle. It can be accessed within the After Sales Assistance Portal (ASAP).



BMW EFFICIENT DYNAMICS AND TECHNOLOGIES EXPLAINED.

BMW EfficientDynamics is a major selling point and you should be talking about its features and benefits at every opportunity. The package of innovative technologies, designed to reduce fuel consumption and emissions while improving performance, is now standard across all new BMW models. Since its introduction in March 2007, over two million cars have been equipped with EfficientDynamics technologies so they feature in many of our BMW Approved Used Cars.

At BMW, we aim to future-proof our cars to ensure competitiveness throughout their life. When discussing a particular Approved Used Car with a customer, why not visit the EfficientDynamics section of the **bmw.co.uk** website and show how that model weighs up against the competition? Take the 'Futureproof Challenge' by visiting **www.bmw.co.uk/efficientdynamics**



High-precision direct injection.

An enhanced direct fuel injection system offering a precise mix of fuel and air. The fuel is injected at high pressure and in accurate quantities, resulting in better performance and reduced fuel consumption.



Auto Start-Stop.

The engine stops automatically whenever the car comes to rest and is taken out of gear, such as at traffic lights, and restarts as soon as the clutch pedal is depressed, saving fuel and reducing emissions.



Electric Power Steering.

By using an electric motor to assist the steering, the system is not only lighter in weight than conventional hydraulic power steering, but it is not drawing valuable engine power and using fuel.



Lightweight Engineering.

The use of advanced lightweight materials such as thermoplastics, aluminium and magnesium alloy, reduce the overall weight of the vehicle, enhancing driving dynamics and improving fuel economy.



Low-friction Fluids.

Reducing fluid friction in an engine helps to minimise wasted energy, and consequently, fuel consumption and emissions. BMW uses low-friction transmission fluid, engine oil and final drive fluid to help the vehicle run more smoothly and efficiently.



Active Aerodynamics.

Actively controlled air flaps regulate air flow to the engine and braking systems. By opening and closing these flaps, the engine is able to reach its operating temperature quicker, while vehicle drag is also reduced resulting in reduced fuel consumption and emissions.



Brake Energy Regeneration.

Intelligent Alternator Control monitors battery charge level and condition, engaging the alternator only when the battery requires recharging. This lessens demand on the engine, reducing fuel consumption and emissions. In addition, when the car is braking or coasting, this system automatically engages the alternator to charge the battery, recycling energy that would otherwise be wasted.



Optimum Shift Indicator.

A small visual display on the car's instrument cluster shows the optimum gear for fuel efficiency in any driving situation. This gives the driver the opportunity to adopt a more efficient driving style.



Reduced Rolling Resistance Tyres.

When a vehicle is being driven, the tyres are constantly flexing, a process which uses both fuel and energy. Special heat-resistant, anti-distortion materials are used in the sidewalls and tread of the tyres to reduce this tyre flexing lowering emissions and improve fuel economy.



Reduced Running Costs.

All this adds up to reduced emissions, lower road fund licence expense, improved fuel consumption and an overall more favourable cost of ownership.





BMW APPROVED USED CAR STANDARDS.



Not every BMW can become a BMW Approved Used Car. To protect our reputation, quality standards have to be high. By maintaining consistent standards of quality, customers will never be lost through dissatisfaction, and the image of BMW and BMW Dealers will be protected from association with defective cars. Successful used car marketing is everyone's responsibility, not just the salesperson's. The entire dealership – sales staff, technicians, reconditioning staff and managers – must be committed to reaching and maintaining the required standard.

Do you have the maintenance staff, routines and controls in place to ensure your displayed vehicles are always in optimum condition for the prospective customer to view?

In-car Point of Sale.

Used car displays must be consistent. Minimum requirements are highlighted below:

- Price Hangers should be displayed on the passenger side of the vehicle, hanging from the sun visor. There are two versions, EfficientDynamics and generic, so use as appropriate.
- Pricing inserts are available from the AUC Portal. Print onto plain paper.
- At least one number plate cover must be displayed.
- Environmental labels can be printed from either HPI or Experian and placed on the reverse side of the Price Hanger. However, only HPI currently offer a landscape print format when you search the vehicle record via the BMW Approved Check.

Standards check.

The BMW Used Car standards check is an important tool in driving improvement in used car standards across the network. The three main areas are Dealership standards, Vehicle presentation standards and Vehicle documentation. Full details can be found on the Dealer infoNet.

Point of Sale material.

Point of Sale material must be approved by BMW in order to comply with BMW Approved Used Car standards. If you have any queries, please contact the BMW Used Car Programme Manager.

Showroom Point of Sale.

Your stock board should be fully stocked, regularly updated and printed onto standard BMW stationery.

BMW AUC Certificate.

Issued for every qualifying vehicle, the certificate provides a customer with documented evidence that the vehicle has met the preparation and history check standards required by BMW.

To help you to showcase your AUC stock prominently and professionally, there are a number of additional Point of Sale materials available to order under part numbers and on EDMK*. Full details can be found on Dealer infoNet.



PHOTOGRAPHY STANDARDS.

With 80% of BMW Approved Used Car purchases starting via the internet, it is vital to photograph and display your used car stock at its best.

BMW Approved Used Stock photography should:

- Feature cars that are clean, dry and damage free
- Have no visible stickers, prices or sale signs
- Have no clamps, roof signs or flags
- Be taken in a light environment with plenty of space in front and behind the car
- For convertibles, have photos with the roof up and down
- Not feature dealership signage, nor have floor markings such as car parking lines



BMW requires six shots of each BMW Approved Used Car – front three-quarter, rear three-quarter, side profile, interior front from driver's door, interior front from passenger's door and alloy wheel detail. Good examples of each angle are shown opposite.

Full guidelines can be found on the Dealer infoNet.

If you require vehicle photography, contact Manheim Retail Services on 01625 856100 or bmw-support@manheim.co.uk

Front three-quarter



Rear three-quarter



Side profile



Interior front from driver's door



Interior front from passenger's door



Alloy wheel detail



SPOT CHECKS AND AUDITS.

Each year BMW UK sends independent auditors to your dealership to ensure your used car operational areas are performing to required standards.

All of the customer-facing areas are examined to check that the programme promises are kept and that all documents are accurately completed and retained for future reference.

Displayed vehicles may be reviewed for presentation standards, vehicle provenance checks and BMW AUC inspections.





AWARDS AND PRESS COVERAGE.

BMW's reputation isn't determined by what we say about ourselves, but by how we are viewed by others. Both new and used car customers are influenced by third party opinion, so industry awards and positive press coverage prove to be incredibly valuable in transforming a hand-raiser into a customer.



For many years, we've been fortunate to receive a wealth of accolades from the motoring press and industry bodies. In more recent years, the strength of our EfficientDynamics technologies has been acknowledged

industry-wide with an impressive collection of awards. One of our most praised achievements has been receiving the What Car? Car of the Year 'Best Executive Car' award for the BMW 3 Series for the last eight consecutive years.

To find out more on the award-winning BMW Approved Used Car programme and BMW EfficientDynamics, log on to BMW Group USP (News>BMW awards gallery). Do tell your customers and prospects – this information may help to close a sale.





HOW CAN I BOOST SALES.

Online advertising.

With 80% of all used car research beginning online, your online presence has never been more important. As well as maintaining your own website, direct feeds from the AUC Portal to approved websites are provided so you can be sure that stock advertised is current and branding has been approved. In addition, trackable enquiries via phone and e-mail mean that this activity is measurable. You might also want to run local and targeted banner advertising on used car stock websites or local lifestyle websites.

Google Pay Per Click Service.

Search engines are involved in over 70% of used car purchases in the UK and a PPC Campaign is a measurable and local online marketing channel that can be tailored to unique AUC Dealer requirements. PPC Campaigns are managed via the EMO Digital Service.

For more information please contact
bmwdoinnsupport@emo.uk.com

Marketing Materials.

EDMK* features materials to help you promote AUC stock as well as any local event you might be planning. You can personalise your AUC stock and add any local incentives.

The image shows two versions of a BMW advertisement. The left version is titled "INFINITE DRIVING PLEASURE." and the right version is titled "INFINITE DRIVING PLEASURE WITH BAYERISCHE ANYTOWN." Both versions feature a BMW car and include text about the BMW Approved Used Car program. The right version also includes a section for "Bayerische Any Town Anywhere" with contact information for a local dealer.

INFINITE DRIVING PLEASURE.

We believe that every minute spent driving a BMW should be associated with sheer joy to no exception. To ensure the sheer driving pleasure associated with Driving Machine remains intact, every BMW Approved Used Car benefits from a BMW Warranty and Roadside Assistance. And from only £9,999, it's the inspired choice for the most prudent of drivers.

To find out more about BMW Approved Used Cars or to view our all phone visit www.bayertochelms.co.uk. Alternatively search on our BMW Approved Used Car app.

THE ULTIMATE DRIVING MACHINE, GUARANTEED.

BMW APPROVED USED CARS.
Bayerische Any Town Anywhere. Your local BMW Dealer.

Bayerische Any Town Anywhere
101 - 101 Upper Long Street West, Long Town Business Park
Veringsgreen Lane, Y12 9ST
01254 567 8901
www.bayertochelms.co.uk

INFINITE DRIVING PLEASURE WITH BAYERISCHE ANYTOWN.

We believe that every minute spent driving a BMW should be associated with sheer joy to no exception. To ensure the sheer driving pleasure associated with the Ultimate Driving Machine remains intact, every BMW Approved Used Car benefits from over 120 checks, a BMW Warranty and Roadside Assistance. And from only £9,999, it's the inspired choice for the most prudent of drivers.

To find out more about BMW Approved Used Cars or to view our stock list, please visit www.bayertochelms.co.uk. Alternatively search on the move with our BMW Approved Used Car app.

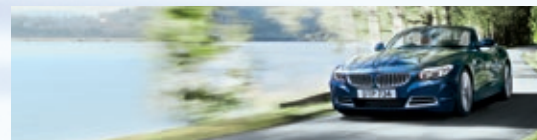
THE ULTIMATE DRIVING MACHINE, GUARANTEED.

BMW APPROVED USED CARS.
Bayerische Any Town Anywhere. Your local approved Dealer.

Bayerische Any Town Anywhere
101 - 101 Upper Long Street West, Long Town Business Park
Veringsgreen Lane, Y12 9ST
01254 567 8901
www.bayertochelms.co.uk

Contact us **Visit our website**

Now there is a new way of looking at it.

[illegible]

Direct mail material is available to order from EDMK* and, coupled with cold prospect data that can be accessed via the CRM Portal (Data on Demand), you can target cold prospects that have been profiled based on existing customers, likely to purchase a car less than two years old or, alternatively, a vehicle that is older than two years. Visit page 33 to find out how the MIS Sales Tool can benefit you.

For dealers subscribing to the BMW E-mail Marketing System, BMW Approved Used Car and BMW Select e-mail templates are available. You can upload a sample of your current AUC stock and promote to your existing e-mail database, as well as promoting the benefits of the AUC and BMW Select programmes. You can target your communications to used car prospects and customers who might be near change, as well as targeting by model series and body style. If you have a live subscription to the BMW E-mail Marketing System, all standard e-mail campaigns can be created and delivered free of charge. For more information please contact the BMW Dealer Marketing Service.



Field marketing – we want your BMW.

Target existing BMW drivers who are not currently customers of your dealership with this refreshing piece of communication. The response generated allows you to promote your used car stock, potentially acquire a good candidate for a BMW Approved Used Car and retain an existing BMW driver. The BMW Dealer Marketing Service can advise you on this campaign.

CitNow.

This new technology allows your Sales Executive to make a video presenting a vehicle a customer has enquired about, showing the cars key attributes and selling points. The system allows you to e-mail the video to the prospective customer, giving them more detail and information on the car, as presented by a member of the sales team. Being able to communicate to the customer in their own environment at a time that is convenient for them enhances the customer's experience whilst ensuring they obtain the best information on the vehicle.

Digital brochure.

A digital brochure, featuring selected stock tailored to individual customers, is an effective way of targeting people who you know are in the market for changing their car. This brochure can be created via the AUC Portal free of charge. When e-mailing the brochure to the customer, check the 'read receipt' to monitor its arrival. Personalise the brochure to a particular customer and use it to progress the enquiry through to a sale.

Mobile Phone App.

The BMW Approved Used Car app allows customers to search for their perfect BMW on the move. App users are able to search based on model, specification, location and it also allows users to calculate a finance package which suits them. If a user's search returns with no results, they can then set up a notification which will alert them when a car which matches their specification becomes available. Previously available only to iPhone® users, the app is now fully supported on iPad® as well as being available to download from the Google Play™ Store.

Live Advisor.

This facility provides customers with an informal and convenient way to communicate with a dealer using a 'Live Chat' online messaging service. Live Advisor provides customers with instant and informative answers to their questions whilst demonstrating that we are real, accessible and approachable via our website. Available to all customers and prospects viewing BMW Approved Used Cars, this platform allows you to communicate with customers outside of dealership opening hours and make the most out of the web traffic peaks between 6pm and 9pm. You also benefit from valuable SEO information as every customer conversation is transcribed and available to download.

BMW are currently the only prestige manufacturer to offer this facility on a National Stock Locator.

**For more information contact Manheim Retail Services
on 01625 856100 or bmw-support@manheim.co.uk**





WHAT TOOLS ARE AVAILABLE TO HELP ME PROMOTE AUC?

BMW Dealer Marketing Service.

The BMW Dealer Marketing Service provides pre-prepared BMW Approved Used Car materials, including press advertising, e-mails and direct mail. This material can be accessed via EDMK+.

Contact on 01628 894759 or enquiries@bmwdms.co.uk

BMW Approved Used Car Portal.

The Used Car Portal is a website that works in conjunction with IVS. It enables you to carry out a range of tasks, such as add cars to your and third party websites, create point of sale material and e-mail stock lists to prospects.

You can use the portal 7 days a week, 24 hours a day, but IVS is operational during working hours only.

Full instructions on using the portal are available in the User Guide, available from the login page of the BMW AUC Portal.

The Used Car Portal can be used to:

- Add or remove cars from your DOLN website and **www.bmw.co.uk**
- Edit vehicle details such as standard and additional equipment
- Create point of sale material such as the stock list, digital brochure and in-car price hanger
- Generate reports on internet activity and stock profile
- Review trade cars held by other dealers
- Send e-mails featuring a current stock list to prospects and customers (providing that you subscribe to BMW E-mail Marketing System)
- Manage and exchange stock with third parties
- View your enquiries

If you require any assistance, contact Manheim Retail Services on 01625 856100 or bmw-support@manheim.co.uk

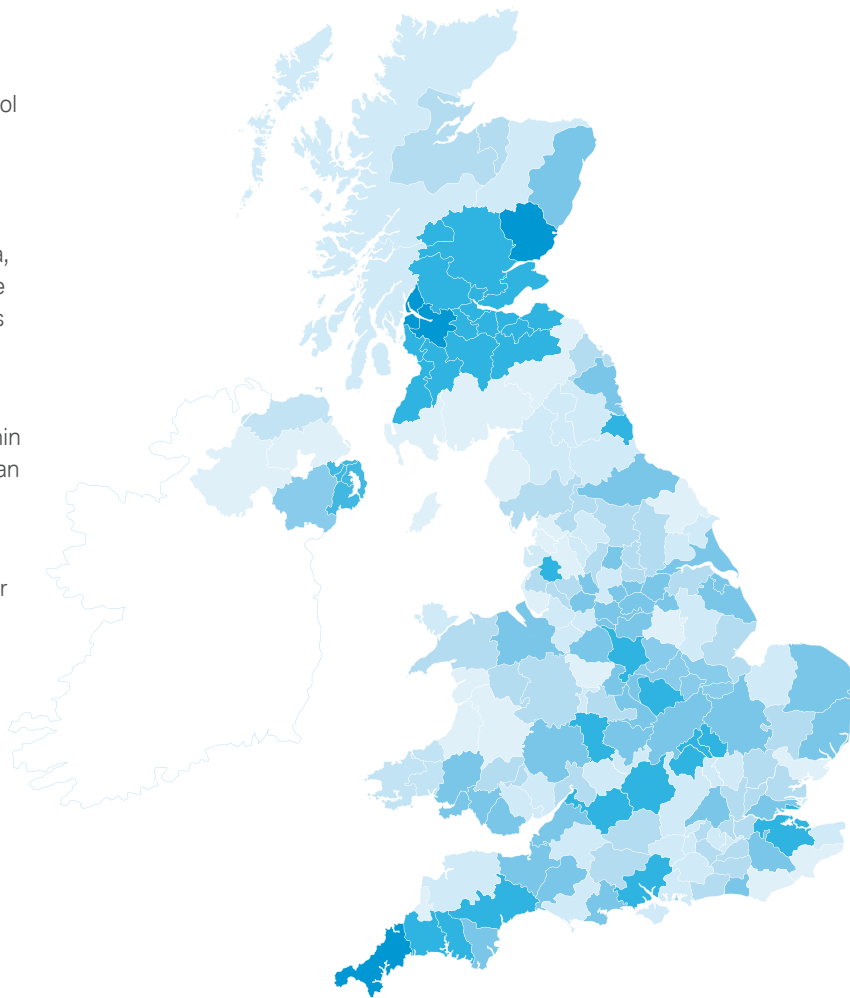
MIS Sales Tool.

Accessible via BMW S-Gate Dealer Portal, the MIS Tool provides sales data direct from the DVLA, for your Area of Influence (AOI).

There is a wealth of information available; you can evaluate sales by marque, model, grade, business area, or location. This is key when considering activity inside your allocated postcodes. There are numerous reports already set up by the BMW sales analysis team, or you can create your own.

AOI reports help you to identify potential hotspots within your local area, based on your particular criteria. You can then target your marketing activities to the post code sectors likely to offer a greater prospect opportunity.

The two categories of data include what a BMW dealer has sold, and what has been sold elsewhere in Parc. Data is updated every quarter.





TOP TIPS.

1 **Sell the BMW Approved Used Car Programme.**

When selling a BMW Approved Used Car to a potential customer, don't forget to sell the programme benefits. These are often overlooked yet they add huge value to the purchase in terms of warranty, Emergency Service, vehicle provenance checks and preparation standards.

2 **Purchasing.**

The success of a used car operation is 80% influenced by the effectiveness of the vehicle purchasing process. Ensure potential vehicles are accurately appraised, priced, if necessary, inspected by the workshop to establish reconditioning costs.

3 **Preparation.**

Speed of preparation is essential as slow reconditioning processes lead to lost stock display days and extended stock turn. Aim to complete the preparation process within 5 days.

4 **Photo Standards.**

The quality of your photos could be the first impression your potential customers have of your vehicles as they search for used cars. Make sure that first impression is a positive one!

5 **Stocking Management.**

Analysis of your stock profile and what you have sold in the last six months will help you understand what to purchase and for how much. The MIS Tool can assist with this research.

6 **Contact for BCA Workshops.**

If your sales team requires coaching and training with vehicle appraisal techniques, BCA offer free training workshops to the BMW Network. See the 'Events and training' section of the Dealer infoNet for further information.

7 **Enquiry Management.**

Monitor your showroom traffic with reception logs reconciled with your Kerridge U01 report to ensure every enquiry is recorded. Encourage the sales team to record an accurate source of enquiry to establish effective marketing channels.

8 **Initial Customer Telephone Enquiries.**

When potential customers make their initial enquiry by telephone, impeccable management of the enquiry should result in an appointment for the customer to see the car. Customers are far more likely to buy a vehicle if they've had a viewing at the dealership.

9 Customer Qualification.

An additional 5 minutes spent understanding the customer's needs, requirements and budget parameters at the initial meeting will save time at the negotiation stage, not to mention improve profitability. Try not to be put off when the customer tries to shortcut the process by asking "What's your best price on this car?"

10 Know your stock.

How well does your sales team know your stock? For example, do they know which cars are the oldest, newest, have unusual features? Familiarise the team with the stock with a weekly walk around the display. Highlight the key selling points of each vehicle and point out those that might need additional focus.



QUESTIONS? WHO SHOULD I CALL?

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**BMW Approved
Used Cars**

November 2013



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Less emissions. More driving pleasure.