

Service-Information Motorcycle



BMW NA
Service Department

Group: 1
Service
Promotion

August 1991
XL/91
(2482)

For USA Only

BMW Motorcycle Roadside Assistance Plan* (For Retail Purchase)

The BMW Motorcycle Roadside Assistance Plan (BMW MRAP) has been available, at no extra cost, for all new 1989 or later BMW motorcycles. This program runs concurrently with the warranty period of three years.

This program has been so successful with new purchasers that it presented a new opportunity ... how can a motorcyclist that did not purchase a new BMW join the program? To address that opportunity as well as the future need of purchasers to renew after their 3-year membership has expired, we have created a program that can be purchased in one-year increments. The cost for this one-year membership is \$35.00. This allows motorcyclists to purchase the exact same program coverage for a period of 12 months, regardless of the make or model motorcycle they operate.

What benefit do you derive? By promoting the BMW MRAP with your used motorcycle prospects, current owners of older BMW's, as well as those who ride with them, you will reinforce the image of customer satisfaction and support that is closely identified with BMW motorcycles. In addition, the name and address of every member of the BMW MRAP will be made available to the local dealer for future prospecting/promotion.

An attractive information pamphlet is available to promote the BMW Motorcycle Roadside Assistance Plan in your dealership and will also be promoted in the BMW Display Truck at major motorcycle events. A supply of 50 pamphlets is enclosed. Please read the pamphlet carefully to ensure that you are familiar with the program benefits. Additional supplies can be ordered from ADH Sales Support in Edison, New Jersey by calling (908) 225-2800 or by Fax (908) 225-1022. Specify Pamphlet number 98 00 9 000 178 (50 to a package). Remember to specify your BMW dealer number when contacting ADH Sales Support.

Please initial and route to the following before filling				
Service	Parts	Sales	Warranty	Technicians

The BMW Motorcycle Roadside Assistance Plan is not a dealer profit opportunity and cannot be sold by your dealership because the sale of Motor Club memberships is strictly regulated in many states. However, any motorcyclist can call the toll-free number (800) 225-1575 and enroll over the telephone, making payment directly to Cross Country Motor Club with an approved credit card.

The 12-month BMW MRAP is not available for retail purchase in California at this time.

*Services provided through Cross Country Motor Club, Inc., Boston, MA 02155, except in California, where services are provided through Cross Country Motor Club of California, Inc., Boston, MA 02155.

Very truly yours,

BMW of North America, Inc.



Frank Stevens
National Service Manager
Motorcycle Group



Richard Dampf
National Technical Manager

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MORE OF THE BENEFITS YOU'RE ENTITLED TO:

Included with the BMW Motorcycle Roadside Assistance Plan*.

- National Toll-Free Assistance Number
- Computerized Lost Key Retrieval System
- Fender Emblem
- \$5,000 Theft Reward Decal
- Emergency Towing/Wrecker/Pickup Service
- Emergency Road Service
- VISA OR MASTERCARD FOR QUALIFIED MEMBERS
- Personal-Size National Road Map
- National Highway I.D. Chart
- Personal Membership Benefit Guide
- Personal I.D. Card
- "CROSS ROADS"...Custom Computerized Trip Routing and Map Services
- Auto/Truck/RV Rental Discounts
- Hotel/Motel Discounts
- Additional Miscellaneous Discounts, such as.
 - Film Processing
 - Campgrounds and Trailer Parks
 - Movie Theater Tickets
 - Travel/Cruises/Travel-Related Merchandise
- Checkpoints for Electrical Problems
- Pre-Trip Checklist
- Membership Kit
- National Travel Information Directory
- Gas Saving Ideas
- Emergency Cash Advance Service
- Reimbursement for Emergency Traveling Expenses
- Reimbursement for Bail Bond Premium
- Legal Defense Reimbursement

**BMW Motorcycle Roadside Assistance Plan* Headquarters
4040 Mystic Valley Parkway
Boston, MA 02155**

*Services provided through Cross Country Motor Club, Inc., Boston, MA 02155 except in California, where services are provided through Cross Country Motor Club of California, Inc., Boston, MA 02155.

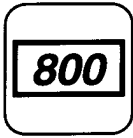
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BMW Motorcycle Roadside Assistance Plan*



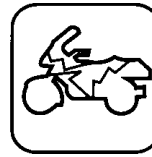
*Making the open road
more friendly*

Here's your opportunity to ride with the security of the BMW Motorcycle Roadside Assistance Plan* behind you every mile of the way.



24 Hour Toll-Free Telephone Assistance*

24 hours a day, 365 days a year, help is only a toll-free phone call away for BMW Motorcycle Roadside Assistance Plan members. If you need help on the road, BMW Motorcycle Roadside Assistance Plan Representatives are on call every hour of every day. Whenever you require assistance, trip routing, or general information, simply call BMW Motorcycle Roadside Assistance Plan toll-free.



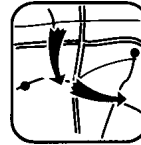
24 Hour Emergency Trip Protection*

If your motorcycle is disabled and you are over 100 miles from home, BMW Motorcycle Roadside Assistance Plan will reimburse you for your expenses, up to a maximum of \$500. Whether for supplemental transportation, local lodging, or car rental, as a BMW Motorcycle Roadside Assistance Plan member you're covered.



24 Hour Emergency Sign and Drive Pickup Service*

If your bike is ever disabled, a simple call to our toll-free BMW Motorcycle Roadside Assistance Plan number will have help on the way immediately via our National Dispatch Network. We have thousands of affiliated 24 hour tow facilities across all fifty states. All you need to do is show your membership card and sign for up to \$100 of service. If you decide to obtain service on your own, BMW Motorcycle Roadside Assistance Plan will reimburse you up to \$100 per disablement.



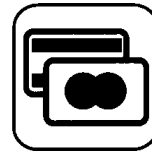
Personalized Trip Routing

One of the most popular member services, provides detailed, easy to read computerized trip itineraries and companion maps, to meet all your travel requirements. By using the latest computer technology, BMW Motorcycle Roadside Assistance Plan provides our members with a "state-of-the-art" trip routing which contains information on over 160,000 cities, towns and destination points. Yours to use as often as you wish at no cost.



24 Hour Emergency Roadside Assistance*

From dead batteries to flat tires, minor repairs or simple hose reconnections, BMW Motorcycle Roadside Assistance Plan will be there. Our customer service representatives are on call every hour of the day.



Members Only VISA or MasterCard

As a BMW Motorcycle Roadside Assistance Plan member, you'll have the opportunity to carry either a VISA or MasterCard with a no annual fee feature! That's a potential savings of up to \$50 or more a year. You'll also have a high personal credit line of up to \$5,000 or more and numerous other special cardholder benefits. (Card issuance is subject to approval of issuing bank.) Your BMW Motorcycle Roadside Assistance Plan membership kit will have full details and an application.

Here's your opportunity to ride with the security of the BMW Motorcycle Roadside Assistance Plan* behind you every mile of the way.



Lost Key Retrieval Service

Included in your BMW Motorcycle Roadside Assistance Plan membership kit you will find a specially encoded personal key ring and card. By attaching your keys to the key ring and returning the card to BMW Motorcycle Roadside Assistance Plan you'll be protected in the event your keys become lost. If someone finds your keys, they can simply drop them in the mail box. When they arrive at BMW Motorcycle Roadside Assistance Plan headquarters we'll promptly forward them on to you. BMW Motorcycle Roadside Assistance Plan~ pays the postage both ways.



Emergency Cash Advance Via Western Union

Have you ever been traveling and lost your cash or traveler's checks, or worse, have they ever been stolen? If so, then you know what a hassle it can be. As a BMW Motorcycle Roadside Assistance Plan member we'll put you in touch with Western Union, and you'll have immediate access to up to a \$200.00 cash advance against your valid VISA or MasterCard. The cash can be in your hands within minutes.



Discounts and More

Your Membership will contain valuable information, discount coupons and forms necessary to obtain the many other valuable benefits of the BMW Motorcycle Roadside Assistance Plan. You'll receive discounts up to 30% on Auto/Truck/Motor Home Rentals, Movie Theater Discounts at over 700 movie theaters all across the United States, discounts at over 5,000 hotels/motels plus

other well-known, nationally-accepted companies that you'll enjoy doing business with. And when you do, you'll enjoy more than \$1,000 in possible savings.

From 24 Hour Emergency Roadside Assistance to Computerized Trip-Routing and Lost Key Retrieval Service, as a BMW Motorcycle Roadside Assistance Plan member you can always count on courteous, professional and attentive service, whatever your riding needs. Take a moment to complete and return the attached membership application, or if you prefer, call us toll-free at 1-800-225-1575. Join BMW Motorcycle Roadside Assistance Plan today and start riding with the security and comfort that we're with you every mile of the way.

Available to owners of all motorcycle makes.

*Specific benefits underwritten by Minnehoma Insurance Company, Tulsa, Oklahoma under Policy #GAL-672-825-1280.

Consult your Membership Benefit Guide for schedule of benefits, terms and conditions as they may vary to conform to state laws. Some benefits not available in all states.

NON-TRANSFERABLE • THIS IS NOT A CREDIT CARD

Your BMW Motorcycle Roadside Assistance Plan* membership number is shown on the reverse side of this card. Please refer to this number when calling the Plan for assistance.

LLAR **AVIS** **National Car Rental** **Alamo** **Hertz**
CAR Rent A Car Rent A Car
www: "CROSS"
IATA# 00000250 A A 722200 Recap #6100122 Plan BY 93425 CDP-ID#85026
1-800-800-4000 1-800-331-1212 1-800-328-4567 1-800-732-3232 1-800-654-3131

To receive your member discount, present the approved I.D. Number as listed above with the proper credit information at the car rental counter. *This is not a credit card.*

National Toll-Free Assistance Number
1-800-225-1575

4040 Mystic Valley Parkway, Boston, MA 02155

*Services provided through Cross Country Motor Club, Inc., Boston, MA 02155 except in California, where services are provided by Cross Country Motor Club of California, Inc., Boston, MA 02155.

**Call Now Toll Free
1-800-225-1575**

If paying by credit card, your coverage will start immediately

YES, I want to join the BMW Motorcycle Roadside Assistance Plan*. I understand that my \$35 annual membership fee covers me and my spouse.

Name _____

Address _____

City _____

State _____ Zip _____

Phone () _____

Motorcycle Serial # _____

I prefer to pay by

___ Check (Payable to the BMW Motorcycle Roadside Assistance Plan)

___ Automatic Renewal Option - I prefer the convenience of having membership dues billed to my credit card automatically each year hereafter. I am free to cancel at any time.

___ VISA ___ MasterCard

___ American Express ___ Discover

Card Number _____

Credit Card Expiration Date _____

Signature _____

Please allow 2-4 weeks for delivery of your complete membership materials.

With the BMW Motorcycle Roadside Assistance Plan, you always travel with a friend.*

No matter what road you travel, with the BMW Motorcycle Roadside Assistance Plan you'll always ride with the security that assistance is just a phone call away- 24 hours a day, 365 days a year.

Of course, Emergency Roadside Assistance is just one of the extensive benefits offered by the BMW Motorcycle Roadside Assistance Plan to motorcycle owners. Please read on to discover 'the wide variety of benefits that are yours when you purchase this valuable service...

**BMW
Motorcycle
Roadside
Assistance
Plan***

**24 HOUR NATIONAL TOLL-FREE ASSISTANCE NUMBER
1-800-225-1575**

Temporary
Membership Number
45BMTM 100 **Temporary Identification Card**

Effective as of date of purchase.
This card valid for 60 days. *please see reverse side*