



February 15, 1985

SUBJECT: PROOF OF OWNERSHIP & CONSUMER WARRANTY
INFORMATION BOOKLETS

Dear BMW Motorcycle Dealer:

Last May we instructed you in Service Information 1/84 (2106) of our intentions to mail the valuable documents captioned above directly to your customers.

We are revising this procedure to comply with dealer demand. Commencing immediately, we will supply you with both of these booklets in advance, allowing you to present your customers with these booklets when they take delivery of their motorcycles. This will enable you to fill in all necessary documentation on the same day of purchase, allowing your customer to receive warranty repairs, etc., from 'day one'.

In order to supply you with the correct number of booklets, we request the following:

1. Please count all motorcycles in your inventory;
and
2. Please determine all motorcycles sold retail after February 1, 1985.

Please make your request for booklets in writing as follows:

- Provide us with the number of Proof of Ownership booklets you require for all models and model years; and
- Provide us with the number of Consumer Warranty Information booklets you require for each model year (i.e., 1984 or 1985).
[Note: Warranty booklets were mailed to you with each invoice prior to June, 1984, and should be in your hands.]

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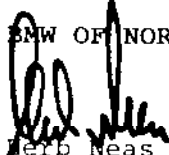
In the near future, both booklets will be supplied to you directly from our factory in each motorcycle. Until then, please request the number of booklets missing in future deliveries from us until the factory catches up with the demand.

The remaining instructions in the aforementioned S.I. 1/84 (2106) are still valid.

We hope that you agree that the foregoing change will further enhance customer satisfaction.

We thank you for your support.

Very truly yours,


BMW OF NORTH AMERICA, INC.

Herb Neas
National Service Manager
Motorcycle Group

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