

**Turn the daily commute
into a daily reward.**



Corporate Fleet Program

BMW Group





BMW Group Corporate Fleet Program

At BMW Group, we believe that driving should be something to look forward to. And the ownership experience should be as rewarding as the drive. This is why we create dynamic BMW and MINI vehicles that are stylish, innovative and reliable, low in total cost of ownership, and high in driver appeal. Not to mention a total blast to drive.

The BMW Group Corporate Fleet Program was created to make it easier than ever for your company to enjoy the rewards of driving a BMW or MINI vehicle.

We invite you to contact the BMW Group Corporate Sales Team and explore all the exciting possibilities.

Phone: **1-855-273-4798**

Click on link below to provide us with some further information and a BMW sales representative will contact you soon. **Get Started.**



These are some of the many benefits of purchasing or financing a new BMW or MINI vehicle through the Corporate Fleet Program

- Advantageous pricing.
- A dedicated BMW or MINI National Corporate Sales Team.
- A 4-year/50,000-mile New Vehicle Limited Warranty, including Roadside Assistance.¹
- No-cost maintenance, including select wear-and-tear items – BMW: 4 years/50,000 miles.² MINI: 3 years/36,000 miles.³
- VIP treatment during scheduled service visits: enjoy complimentary use of a BMW or MINI loaner; when your vehicle is returned, it will be washed and vacuumed.
- Access with special rates to BMW Group-sponsored events.
- Access to a dedicated Executive Preference Program representative at your participating BMW or MINI center.

To help make the experience easier and more rewarding for fleet decision-makers, BMW Group adds these invaluable benefits:

- A dedicated Corporate Sales Team at BMW NA to answer all your questions, assist with any problems, and ensure a smooth ownership process.
- Invitations to specific BMW or MINI model launch events, where you will see the latest models and learn about all the features and technological innovations.
- Invitations to special events at BMW or MINI corporate locations, where you will be able to test-drive and closely examine models.

¹ See your authorized BMW or MINI dealer for details on these limited warranties.

² Whichever comes first. For complete details visit bmwusa.com/ultimateservice.

³ Whichever comes first. For complete details visit miniusa.com/service.



BMW Group and sustainability.

**We were “green” when others
thought that was just a paint color.**

For many years, BMW Group has been a strong proponent of the environment and social responsibility.

BMW launched the EfficientDynamics initiative in 2000: achieve greater power with increased efficiency and fewer emissions. At MINI, we call this MINI-MALISM. This philosophy has resulted in significant benefits to our customers, the climate and the environment.

Sustainability is firmly anchored in BMW Group’s entire production chain, from the development of fuel-saving and alternative vehicle concepts, through environmentally friendly production processes, to innovative recycling methods.

The only company in the automotive industry to be listed in the Dow Jones Sustainability Indexes every year since 1999, BMW Group has been named the Supersector leader for six consecutive years. For this reason, we believe BMW Group to be the world’s most sustainable automotive manufacturer.



Enjoy the award-winning performance of America's favorite brands: BMW and MINI.

For generations, driving enthusiasts have prized The Ultimate Driving Machine® for its race-bred performance.

Today, this level of enthusiasm is also generated by the family of MINI Cooper vehicles. All offer fuel-efficient technology, advanced safety systems and low cost of ownership. It's no coincidence that BMW has been America's top-selling luxury automotive brand for years, and MINI has been honored with virtually every major award possible – including enduring popularity.

Corporate customers are given high priority at BMW Group through the Corporate Fleet Program (CFP).

It's our way of ensuring your lasting enjoyment of the ownership experience.



Vehicles designed to help protect the driver, the environment and your bottom line.

Each BMW and MINI model offers more than pulse-raising performance and innovative features. Under the sheet metal there is innovation of a different sort:

technologies designed for optimal driving pleasure with minimal impact on the planet – and your budget.



EfficientDynamics: “greener” high performance means lower fuel costs.

For decades, the EfficientDynamics program has focused on decreasing fuel consumption while increasing driving exhilaration. This eye on the environment has resulted in today's fleet of fuel-efficient, low-emissions BMW and MINI vehicles.

One way to increase fuel efficiency is through lighter weight. Intelligent lightweight construction incorporates materials that are sturdy enough to withstand great pressure while saving weight. Lightweight steels, aluminum and aluminum alloys, for example, are used throughout.

Award-winning engines, both naturally aspirated and turbocharged, as well as gasoline- and diesel-powered, are tuned for optimal efficiency and low emissions.

BMW also leads today's performance-luxury class with the introduction of a clean, high-performance Advanced Diesel with BluePerformance engine. Achieving up to 36 mpg and 580 miles per tank,¹ this inline six-cylinder is as efficient as a four-cylinder, with the performance of a V-8. It's simply the cleanest, most powerful six-cylinder diesel in America.²

¹ Range based upon estimated 2011 EPA fuel economy.
² Claim based on 335d and X5 xDrive35d each achieving the best CARB emissions test results in more categories than the nearest competitor and published competitor horsepower ratings. Fewer emissions claim based on equally powered gasoline engine comparisons.



BMW Group customers deserve nothing less than premium care.

BMW Ultimate Service®: a premium benefit that reduces the cost of ownership. At many luxury-automobile companies, owners are expected to pay exorbitant maintenance costs, or abide by a mileage limit on their roadside assistance plan. At BMW, we think it's more important that our customers feel free to experience the thrilling performance that made them choose a BMW in the first place. That's why every new vehicle comes with BMW Ultimate Service,¹ which includes:

- No-cost BMW Maintenance Program for 4 years/50,000 miles.² This covers all factory-recommended maintenance, such as oil services and scheduled service inspections, as well as wear-and-tear items, such as wiper blade inserts, belts, engine air filters, brake pads and rotors.
- BMW Roadside Assistance 24/7, for 4 years/unlimited miles.
- New Vehicle/SAV Limited Warranty for 4 years/50,000 miles.²

For more information, visit
bmwusa.com/ultimateservice.



MINI MOTORING Service³: ensuring the fun continues down the road.

Nothing should stop the fun of simply getting behind the wheel of a MINI and taking off. That's why every new vehicle comes with MINI MOTORING Service, which includes:

- Boot to Bonnet No Cost Maintenance for 3 years/36,000 miles.² This covers all factory-recommended maintenance, such as oil services and scheduled service inspections, as well as wear-

and-tear items, including brake pads and rotors, brake fluid services, wiper blade inserts, engine drive belts, engine air filters, and cabin air micro-filters.

- 24-Hour Roadside Assistance for 4 years/unlimited miles.
- 4-year/50,000-mile MINI New Passenger Car Limited Warranty² and 12-year/unlimited-mileage warranty against rust perforation.

For more information, visit **miniusa.com/service**.

¹ For details on BMW Ultimate Service visit bmwusa.com/ultimateservice.

² Whichever comes first.

³ For more information on MINI MOTORING Service, visit miniusa.com/service.



BMW Assist™ Safety and Convenience Services: peace of mind, mile after mile.

When there's an emergency, it's good to know that help is just a push of a button away. That's the value of BMW Assist, which combines GPS location technology with hands-free wireless communication. The system can transmit a BMW's location to the BMW Assist response center while putting the driver in verbal contact with a trained response specialist.

In the event of a severe accident, a BMW equipped with BMW Assist automatically transmits its location and crash information to the BMW Assist

response center. A response specialist then speaks to the driver; if there is no answer, the BMW Assist team requests dispatch of appropriate emergency services to the location.

BMW Assist also includes Stolen Vehicle Recovery, Door Unlock, TeleService, MyInfo and Customer Relations. Optional BMW Assist Convenience Services build on these benefits, adding Concierge service, as well as Critical Calling, BMW Online, and Directions, Traffic and Weather.

For more information, visit
bmwassist.com



BMW Performance Center: the dynamic heart of BMW in America.

Spartanburg, South Carolina: the home of BMW Manufacturing. Here, near the beautiful Blue Ridge Mountains, BMW Sports Activity Vehicles® are built for worldwide distribution.

It is also home to the world-famous BMW Performance Driving School, which offers classes designed to help every driver, from newly licensed teens to seasoned road warriors, hone their skills. It all takes place on a versatile 1.7-mile driving course that can be configured with challenging water walls, slaloms, skid pads and more. Behind the wheel of a BMW, and under the guidance of professional driving instructors, students learn advanced car control techniques, including accident avoidance and other confidence-building skills, to become more responsible, confident drivers.

As a member of the Corporate Fleet Program, your company is entitled to a

significant reduction in the cost of one course for each vehicle purchased or financed. This is an invaluable opportunity to help your employees become better drivers.

The Performance Center also houses the Zentrum Museum, a boutique store, and a Corporate Center that holds team-building programs. After getting participants onto the driving course in high-performance BMW vehicles, certified driving instructors carry out exercises based on the company's goals.

Whether it's improving communications, fostering creativity, increasing confidence or boosting morale, the program does all this and more, while creating closer bonds between colleagues.

For more information, call
1-855-273-4798

BMW Group Corporate Fleet Program: the smartest way to manage your corporate fleet, lower your total cost of ownership, and enjoy special benefits.

BMW Group provides you with everything you need. As a fleet decision-maker, you will enjoy everything from advantageous pricing to continuing access to a dedicated National Corporate Sales Manager.

To take advantage of the BMW Group Corporate Fleet program and exclusive offers for members only, we invite you to contact us by:

Calling **1-855-273-4798** or visiting our site by **[clicking here.](#)**

We look forward to welcoming you to the BMW Corporate Fleet Program.