



Retail Operator / General Manager	Sales - New Car	Sales - Pre-Owned	Business Manager (F&I)	Service	Parts & Accessories	Administration
Date: 3/14/12		Source: Corporate & Special Sales				
Bulletin #: V-7-0312-SS-04		Name: Cindy Ryerson-Czock				
		Phone #: (201) 307-4121		(800) 932-0831		
		Email: cindy.czock@bmwna.com		bmwspecialsales@bmwna.com		

## Corporate & Special Sales Bulletin 2012 BMW Domestic Military Program

BMW of North America is proud to announce the launch of the BMW Domestic Military Program. This new program demonstrates the continued support and appreciation of our Military personnel and their families stationed in the United States. Effective **March 16, 2012**, the BMW Group will offer an exclusive incentive program to eligible members of the USAA (United Services Automobile Association). The USAA has a long established relationship of providing premium products and services to the Military community and their families.

The BMW Group is working with the USAA to offer this incentive program directly to a large membership of eligible military stationed in the U.S. and their families. **The BMW Domestic Military Program incentive can be redeemed at any authorized BMW Center.**

The introduction of the BMW Domestic Military Program is an additional commitment by the BMW Group to support our Military and compliments our long established U.S. Military Stateside Delivery Program that has been offered to our Military personnel stationed overseas.

The 2012 BMW Domestic Military Program will be effective through January 2, 2013.

### How Does It Work?

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The BMW Domestic Military Program is an incentive program that will be provided to all eligible USAA members that lease or purchase an eligible vehicle through an authorized BMW Center. **The BMW Domestic Military incentive can be redeemed at any authorized BMW Center.** In order for the USAA member to take advantage of this incentive, they must be P&C (Property and Casualty) eligible. P&C eligible membership is a privilege earned by those who have served honorably and can be passed down to their children.

In addition to the Domestic Military incentive, the USAA member is eligible for any incentives that are in place at the time of delivery unless otherwise stated. **Pricing is based off of MSRP and incentives are applied upon completion of the negotiated price between your Center and the USAA member.** Please reference the attached templates for the BMW Domestic Military Program incentives by model for vehicles financed through BMW FS or if the USAA member chooses to pay cash or use USAA/alternative financing.

Vehicles can either be delivered out of center stock or can be ordered depending upon availability. Pricing is based on a U.S. Delivery only. The BMW Domestic Military Program cannot be combined with the European Delivery Program or U.S. Military Stateside Delivery Program. Members are eligible for one vehicle per year per member insurance ID#.

## 2012 BMW Domestic Military Program

### Program Information

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To qualify, the eligible USAA member must provide your Center:

- USAA Insurance Policy ID card or on exception basis, a USAA Confirmation Letter
- Copy of Driver's License

See attached samples of the required documents for your reference.

If the member cannot provide your Center with the required USAA Insurance ID Card or if they are not sure if they are eligible under the BMW Domestic Military Program, the customer must contact their USAA Membership Services Representative at 855-787-6272. USAA will provide the customer with a confirmation letter.

**Please do not process an incentive until all required documents are received and verified.**

Members are eligible for one incentive per year per USAA member insurance ID#.

### Dealer Process

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- Domestic Military Program incentives apply only to eligible members that meet the above referenced criteria. All BMW incentives in place at the time of delivery must be offered to the customer.
- Pricing is based off of MSRP.
- Vehicle must be leased/sold and registered under the eligible USAA member. Incentives are not transferrable.
- Domestic Military Incentive must be disclosed on the buyer's order or lease/finance contract.
- **BMW Group Domestic Military Verification Form** must be completed by the Center and the USAA member. All required documents must be reviewed and verified by your Center. The verification form can be found on CenterNet – Special Sales.
- **Retails must be entered in DCSnet under a new retail type – USAA.**
- Upon vehicle delivery, please complete the dealer section of the form, including the Sales Manager's signature and scan the verification documents to the U.S. Military Sales Department at [USMilitarySales@bmwna.com](mailto:USMilitarySales@bmwna.com).

Required documents:

- USAA Insurance ID card or a USAA Confirmation Letter
- Copy of Driver's License
- BMW Group Domestic Military Verification Form
- Signed Buyer's Order or Lease/Finance contract noting Domestic Military Incentive

Upon receipt of the documents and verification of delivery, U.S. Military Sales Department will process the BMW Domestic Military Program incentive. Please provide a copy to the USAA member and retain a copy of these documents for your records.

**NOTE:** All transaction documents are subject to audit. Please note that if your Center does not complete the required verification process and does not submit and retain the required documentation, the Domestic Military Program incentive reimbursement will be rejected.

## 2012 BMW Domestic Military Program Terms and Conditions

**Program Dates:** March 16, 2012 thru January 2, 2013.

**Eligible Models:** All new and unreported 2012 and 2013 models excluding X1. See templates.

**Retail Delivery and Process dates through DCSnet:** March 16, 2012 thru January 2, 2013

**Retail Type:** Vehicles must be entered properly through DCSnet in the **new retail type - USAA**.

### Incentives:

- Incentive amounts vary based on the customers purchase/finance option. Please reference attached incentive templates for complete program details.

**FS Financing:** Vehicles may be leased or financed through BMW Financial Services and qualify for Sales Support Programs in place at the time of delivery. See attached incentives templates.

### Ineligible Models/Programs:

- Previously reported vehicles cannot be backed out for inclusion in the program
- BMW NA Company Vehicles, Sales Demos, retired AMP vehicles, European Delivery, U.S. Military Stateside Delivery Program, Corporate Fleet, BMW Group Associate & Family, Center Employee Lease (CEL) Diplomatic, U.S. Olympic Committee (USOC), BMW Championship, BMWCCA, BMW Group Vendor Program, BMW Group Contingent Work Force Program or Pre-Owned vehicles do not qualify.
- X1 models

### Eligible Recipients:

- All USAA members that are P&C (Property and Casualty) eligible.
- One incentive per USAA member policy number per year.

### To Receive Payment:

- USAA member must provide all required documents and complete the BMW Group Domestic Military Verification Form with your Center.
- BMW Center must review and verify all documents required under the BMW Domestic Military Program.
- To be eligible for payment the retail must be properly reported through DCSnet under the **new retail type - USAA**.
- Upon vehicle delivery, please complete the dealer information section of the form, including the Sales Manager's signature and scan the document to U.S. Military Sales at [USMilitarySales@bmwna.com](mailto:USMilitarySales@bmwna.com).
- Upon receipt of this document and verification of delivery, U.S. Military Sales will process the BMW Group Domestic Military incentive.
- Upon verification and approval, the BMW Domestic Military incentive will be applied to your monthly statement.
- All applications for payment must be made within 30 days of delivery to USAA member. Applications received after 30 days will not be processed.

### BMW of North America Mobility Program:

- As a reminder, on January 21, 2010 our Customer Relations and Services Department sent out Bulletin V2-US-A-5-2010-1 announcing a reimbursement up to \$2,500 for vehicle modifications for qualifying disabled customers. Please refer to this bulletin if you have a customer that requires any modifications to their vehicle.

BMW of North America (BMWNA) reserves the right to make changes to the Program and/or terminate the Program at any time without prior notice. All claims are subject to audit. In the event of improper reporting or other program-related improprieties, BMW Group reserves the right to recover payment. Payments will be processed through the retail incentive system. Only vehicles entered under the correct, designated retail type will be eligible.

## 2012 BMW Domestic Military Program Frequently Asked Questions

### What models are included in the 2012 BMW Domestic Military Program?

All new MY12 and MY13 BMW models with the exception of the X1 are eligible with the incentive as per the attached incentive templates.

BMW NA Company Vehicles, Sales Demos, retired AMP vehicles, European Delivery, U.S. Military Stateside Delivery Program, Corporate Fleet, BMW Group Associate & Family, Center Employee Lease (CEL) Diplomatic, U.S. Olympic Committee (USOC), BMW Championship, BMWCCA, BMW Group Vendor Program, BMW Group Contingent Work Force Program or Pre-Owned vehicles **do not qualify**.

### Can eligible USAA member vehicles be leased or financed through BMW Financial Services?

Yes. All vehicles contracted through BMW Financial Services are subject to normal application and credit guideline procedures and terms.

### Do vehicles delivered under the 2012 BMW Domestic Military Program qualify for Sales Support?

Domestic Military Program vehicles qualify for Sales Support Programs in place at the time of retail delivery to customer unless otherwise stated.

### Do vehicles delivered under BMW Domestic Military Program qualify for AVP?

BMW Domestic Military Program vehicles qualify for AVP. Center must meet all AVP criteria to receive AVP payment.

### Who is United Services Automobile Association (USAA)?

USAA's mission is to facilitate the financial security of its members, associates, and their families through provision of a full range of highly competitive financial products and services; in so doing, USAA seeks to be the provider of choice for the military community.

### Who can become a member of USAA?

USAA membership is a privilege earned by those in uniform – and it's a privilege that can be handed down to their children. Membership is open to:

- Active, retired and honorably separated officers and enlisted personnel of U.S. military
- Officer candidates in commissioning programs (Academy, ROTC, OCS/OTS)
- Adult children of USAA members who have or had a USAA auto or property insurance policy. Children must be 18 years or older to be eligible for USAA membership and purchase products in their own name. Children under the age of 18 can be listed as family members on their eligible parents' auto policies.
- Widows, widowers and former spouses of USAA members who have or had a USAA auto or property insurance policy.

### Who can take advantage of the USAA incentive?

USAA members who are eligible for USAA's auto insurance. They do not have to have auto insurance through USAA, but they must be eligible for it.

### What if they don't know if they are already a member or do not know if they are eligible for USAA's auto insurance?

USAA has a dedicated phone number for the BMW incentive for members to determine if they are already a member or if they are eligible for USAA's auto insurance. Have the individual call USAA at 855-787-6272.

### What will the member need to provide to prove they are eligible for USAA's auto insurance?

If the member has USAA auto insurance they can provide their Auto Insurance ID card (Example in Attachment 1). If the member does not have their auto insurance with USAA or does not have their Auto Insurance ID card with them have the member call USAA at 855-787-6272. The member can provide a USAA Confirmation Letter in lieu of an auto insurance ID card. **Please note that the USAA # 855-787-6272 is available for USAA member use only and not for dealership use.**

### If the member provides a Confirmation Letter does it need to look like?

Examples of the letters are included (Examples in Attachment 2).

**Questions?** – If you have questions regarding the **BMW Domestic Military Program** or the incentive reimbursement, please contact BMW Special Sales at 800-932-0831 or email [USMilitarySales@bmwna.com](mailto:USMilitarySales@bmwna.com).



**2012 DOMESTIC MILITARY INCENTIVE PROGRAM VERIFICATION FORM**

**To be eligible for the incentive, the purchaser must meet all the requirements below:**

- USAA P&C (Property & Casualty) Eligible Members

If you have questions regarding eligibility, please contact USAA on **1-855-787-6272**.

USAA Member, Last Name	
USAA Member, First Name and Middle Initial	
USAA Member ID#	
Address (including City and Zip Code)	
Phone Number	
Email	
Year/Model purchased	
17 Digit Vehicle Identification Number	
BMW/MINI Dealer Number	
BMW/MINI Dealer Name	
Client Advisor Name	
Phone number	
Email Address	

**Include legible scans/copies of the following with this verification form:**

1.  Bill of Sale (with the customer's signature and line-item listing with USAA incentive and dollar amount)
2.  USAA Insurance Auto Policy Card or  USAA Verification Letter
3.  Driver's License (Photo ID if available)

**All required documents must be submitted within 30 days of the date of delivery to be eligible for your incentive reimbursement. Retain proof of submission for your records – BMWNA is not responsible for failure of claim form or for contents not being received by BMWNA.**

Email copies of all required documents to [BMWSpecialSales@bmwna.com](mailto:BMWSpecialSales@bmwna.com) or fax to (201) 307-9320.

**All vehicles must be entered by the dealer and reported under the designated USAA retail type to be eligible for incentive reimbursement. Failure to do this or supply all documents within 30 days of the date of delivery, incentive payments will be rejected.**

BMW of North America (BMWNA) reserves the right to make changes to the Program and/or terminate the Program at any time without prior notice. All claims are subject to audit. In the event of improper reporting or other program-related improprieties, BMWNA reserves the right to recover payment. Payments will be processed through the retail incentive system. Only vehicles entered under the correct, designated retail type will be eligible.

**\* By signing below, you agree to the Terms & Conditions applicable to this Program and agree to comply fully with them.**

**\*Sales Manager Name:** \_\_\_\_\_

**\*Sales Manager Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

03/2012

## MY12 Domestic Military Program -USAA (FS Funded) - 3/16/12 - 1/2/13

MY12 Code	Model	Prgm #	Allow. FS Funded	Retail Date	Elig. Veh Type	Elig. Priority	Elig. Ret Type
121A/121B	128i Cp/128i Cp S	IN12106	\$1,000	3/16/12 - 1/2/13	▲	▲	▲
121C/121F	135i Cp/135i Cv	IN12106	\$1,000	3/16/12 - 1/2/13	▲	▲	▲
121D/121E	128i Cv/128i CV S	IN12106	\$1,000	3/16/12 - 1/2/13	▲	▲	▲
123A/123B	328i Cp/ 328i Cp S	IN12106	\$1,000	3/16/12 - 1/2/13	▲	▲	▲
123C/123D	328i xDrive Cp/ 328i xDrive Cp S	IN12106	\$1,000	3/16/12 - 1/2/13	▲	▲	▲
123E/123F/123G	335i Cp/335is Cp/335i xDrive Cp	IN12106	\$1,000	3/16/12 - 1/2/13	▲	▲	▲
123H/123M	M3 Coupe/M3 Cv	IN12106	\$1,000	3/16/12 - 1/2/13	▲	▲	▲
123I/123J	328i Cv/328i Cv S	IN12106	\$1,000	3/16/12 - 1/2/13	▲	▲	▲
123K/123L	335i Cv/335is Cv HP	IN12106	\$1,000	3/16/12 - 1/2/13	▲	▲	▲
123N	328i	IN12106	\$1,000	3/16/12 - 1/2/13	▲	▲	▲
123O	328i S	IN12106	\$1,000	3/16/12 - 1/2/13	▲	▲	▲
123P	328i SA	IN12106	\$1,000	3/16/12 - 1/2/13	▲	▲	▲
123Q	335i	IN12106	\$1,000	3/16/12 - 1/2/13	▲	▲	▲
123R/123S	328i SW/328xi SW	IN12106	\$1,000	3/16/12 - 1/2/13	▲	▲	▲
123T	335i SA	IN12106	\$1,000	3/16/12 - 1/2/13	▲	▲	▲
125A/125B	528i/528xi	IN12106	\$1,000	3/16/12 - 1/2/13	▲	1-Customer Sold	▲
125C/125D/125H	535i/535i xDrive/535i Hybrid	IN12106	\$1,000	3/16/12 - 1/2/13	▲	2-Center's Own	▲
125E/125F	550i Sdn/550xi	IN12106	\$1,000	3/16/12 - 1/2/13	S-Stock	3-Priority Stock	J-USAA
125I/125J	535i GT/535xi GT	IN12106	\$1,000	3/16/12 - 1/2/13	▲	4-Stock	▲
125K/125L	550i GT/550xi GT	IN12106	\$1,000	3/16/12 - 1/2/13	▲	5-Non Priority	▲
126A/126D	640i Cp/640i Cv	IN12106	\$1,000	3/16/12 - 1/2/13	▲	▲	▲
126B/126C	650i Cp/650xi Cp	IN12106	\$1,000	3/16/12 - 1/2/13	▲	▲	▲
126E/126F	650i Cv/650xi Cv	IN12106	\$1,000	3/16/12 - 1/2/13	▲	▲	▲
127A/127F	740i/740Li	IN12106	\$1,000	3/16/12 - 1/2/13	▲	▲	▲
127B/127G	750i/750Li	IN12106	\$1,000	3/16/12 - 1/2/13	▲	▲	▲
127C/127E	B7 SWB/B7 xDr SWB	IN12106	\$1,000	3/16/12 - 1/2/13	▲	▲	▲
127D/127I	750xi/750Lxi	IN12106	\$1,000	3/16/12 - 1/2/13	▲	▲	▲
127H/127J	B7 LWB/B7 xDr LWB	IN12106	\$1,000	3/16/12 - 1/2/13	▲	▲	▲
127K	760Li	IN12106	\$1,000	3/16/12 - 1/2/13	▲	▲	▲
127L/127M	750i Hybrid/ 750Li Hybrid	IN12106	\$1,000	3/16/12 - 1/2/13	▲	▲	▲
12XD/12XE	X3 xDr28i/X3 xDr35i	IN12106	\$1,000	3/16/12 - 1/2/13	▲	▲	▲
12XF/12XG/12XH/12XI	X5 xDr35i/X5 xDr35i Prem/X5 xDr35i SA/X5 xDr35d	IN12106	\$1,000	3/16/12 - 1/2/13	▲	▲	▲
12XJ/12XK	X5 xDrive50i/X5 M	IN12106	\$1,000	3/16/12 - 1/2/13	▲	▲	▲
12XL/12XM/12XN	X6 xDrive35i/X6 xDrive 50i/X6 M	IN12106	\$1,000	3/16/12 - 1/2/13	▲	▲	▲
12ZA/12ZB	Z4 sDrive 28i/Z4 sDrive 35i	IN12106	\$1,000	3/16/12 - 1/2/13	▲	▲	▲
12ZC	Z4 sDrive 35is	IN12106	\$1,000	3/16/12 - 1/2/13	▲	▲	▲

Payment will be settled via the dealer's monthly statement upon receipt of application and verification of delivery

**Program Eligibility:**

. All sales must be properly retailed **as retail type – USAA** through DCSnet **3/16/12 - 1/2/13** to qualify and must be leased/financed through BMW Financial Services.

**Ineligible Models/Programs:**

. X1 models  
. Previously reported vehicles do not qualify and cannot be backed out for inclusion.  
. BMWNA Company Vehicles, Sales Demos, retired AMP vehicles, European Delivery, U.S. Military Stateside Delivery Program, Corporate Fleet, BMW Group Associate & Family Lease/Purchase, Center Employee Lease (CEL), Diplomatic, U.S. Olympic Committee (USOC), BMW Championship, BMWCCA, BMW Group Vendor Program, BMW Group Contingent Worker Program or Pre-Owned vehicles do not qualify.

**To Receive Payment:**

. Vehicles must be properly reported through DCSnet **as retail type USAA** to qualify.  
. Upon vehicle delivery, submit completed program verification documents to Special Sales for program verification and payment.  
. All applications for payment must be received within 30 days of delivery.  
. Applications received after 30 days will not be processed.  
Program activity will be approved for payment 21 days after valid retail receipt and upon confirmation of program eligibility and will be settled on the dealer's monthly statement in accordance with BMWNA's settlement policy.  
. All requests for missing payments or appeals for rejected payments must be received by Special Sales within 120 days of the vehicle's retail process date. Any request/appeals received after the deadlines will not be processed.

Program subject to change without notice.

## MY 12 Domestic Military Program -USAA (Non-BMW FS Funded) - 3/16/12 - 1/2/13

MY12 Code	Model	Prgm #	Allow. Non-BMWFS	Retail Date	Elig. Veh Type	Elig. Priority	Elig. Ret Type
121A/121B	128i Cp/128i Cp S	IN12106	\$1,250	3/16/12 - 1/2/13	▲	▲	▲
121C/121F	135i Cp/135i Cv	IN12106	\$1,250	3/16/12 - 1/2/13			
121D/121E	128i Cv/128i CV S	IN12106	\$1,250	3/16/12 - 1/2/13			
123A/123B	328i Cp/ 328i Cp S	IN12106	\$2,000	3/16/12 - 1/2/13			
123C/123D	328i xDrive Cp/ 328i xDrive Cp S	IN12106	\$2,000	3/16/12 - 1/2/13			
123E/123F/123G	335i Cp/335is Cp/335i xDrive Cp	IN12106	\$3,000	3/16/12 - 1/2/13			
123H/123M	M3 Coupe/M3 Cv	IN12106	\$3,000	3/16/12 - 1/2/13			
123I/123J	328i Cv/328i Cv S	IN12106	\$2,000	3/16/12 - 1/2/13			
123K/123L	335i Cv/335is Cv HP	IN12106	\$3,000	3/16/12 - 1/2/13			
123N	328i	IN12106	\$1,500	3/16/12 - 1/2/13			
123O	328i S	IN12106	\$1,500	3/16/12 - 1/2/13			
123P	328i SA	IN12106	\$1,500	3/16/12 - 1/2/13			
123Q	335i	IN12106	\$1,500	3/16/12 - 1/2/13			
123R/123S	328i SW/328xi SW	IN12106	\$2,250	3/16/12 - 1/2/13		1-Customer Sold	
123T	335i SA	IN12106	\$1,500	3/16/12 - 1/2/13		2-Center's Own	
125A/125B	528i/528xi	IN12106	\$1,500	3/16/12 - 1/2/13	S-Stock	3-Priority Stock	J-USAA
125C/125D/125H	535i/535i xDrive/535i Hybrid	IN12106	\$1,500	3/16/12 - 1/2/13		4-Stock	
125E/125F	550i Sdn/550xi	IN12106	\$3,000	3/16/12 - 1/2/13		5-Non Priority	
125I/125J	535i GT/535xi GT	IN12106	\$4,000	3/16/12 - 1/2/13			
125K/125L	550i GT/550xi GT	IN12106	\$4,000	3/16/12 - 1/2/13			
126A/126D	640i Cp/640i Cv	IN12106	\$5,000	3/16/12 - 1/2/13			
126B/126C	650i Cp/650xi Cp	IN12106	\$6,000	3/16/12 - 1/2/13			
126E/126F	650i Cv/650xi Cv	IN12106	\$6,000	3/16/12 - 1/2/13			
127A/127F	740i/740Li	IN12106	\$5,000	3/16/12 - 1/2/13			
127B/127G	750i/750Li	IN12106	\$6,000	3/16/12 - 1/2/13			
127C/127E	B7 SWB/B7 xDr SWB	IN12106	\$6,000	3/16/12 - 1/2/13			
127D/127I	750xi/750Lxi	IN12106	\$6,000	3/16/12 - 1/2/13			
127H/127J	B7 LWB/B7 xDr LWB	IN12106	\$6,000	3/16/12 - 1/2/13			
127K	760Li	IN12106	\$6,000	3/16/12 - 1/2/13			
127L/127M	750i Hybrid/ 750Li Hybrid	IN12106	\$6,000	3/16/12 - 1/2/13			
12XD/12XE	X3 xDr28i/X3 xDr35i	IN12106	\$1,250	3/16/12 - 1/2/13			
12XF/12XG/12XH/12XI	X5 xDr35i/X5 xDr35i Prem/X5 xDr35i SA/X5 xDr35d	IN12106	\$2,500	3/16/12 - 1/2/13			
12XJ/12XK	X5 xDrive50i/X5 M	IN12106	\$3,750	3/16/12 - 1/2/13			
12XL/12XM/12XN	X6 xDrive35i/X6 xDrive 50i/X6 M	IN12106	\$3,750	3/16/12 - 1/2/13			
12ZA/12ZB	Z4 sDrive 28i/Z4 sDrive 35i	IN12106	\$4,000	3/16/12 - 1/2/13			
12ZC	Z4 sDrive 35is	IN12106	\$4,500	3/16/12 - 1/2/13			

Payment will be settled via the dealer's monthly statement upon receipt of application and verification of delivery

**Program Eligibility:**

. All sales must be properly retailed as retail type – USAA through DCSnet 3/16/12 -1/2/13 to qualify and must be leased/financed through BMW Financial Services.

**Ineligible Models/Programs:**

- . X1 models.
- . Previously reported vehicles do not qualify and cannot be backed out for inclusion.
- . BMWNA Company Vehicles, Sales Demos, retired AMP vehicles, European Delivery, U.S. Military Stateside Delivery Program, Corporate Fleet, BMW Group Associate & Family Lease/Purchase, Center Employee Lease (CEL), Diplomatic, U.S. Olympic Committee (USOC), BMW Championship, BMWCCA, BMW Group Vendor Program, BMW Group Contingent Worker Program or Pre-Owned vehicles do not qualify.
- . Vehicles contracted through BMW Financial Services

**To Receive Payment:**

- . Vehicles must be properly reported through DCSnet as retail type USAA to qualify.
- . Upon vehicle delivery, submit completed program verification documents to Special Sales for program verification and payment.
- . All applications for payment must be received within 30 days of delivery.
- . Applications received after 30 days will not be processed.
- . Program activity will be approved for payment 21 days after valid retail receipt and upon confirmation of program eligibility and will be settled on the dealer's monthly statement in accordance with BMWNA's settlement policy.
- . All requests for missing payments or appeals for rejected payments must be received by Special Sales within 120 days of the vehicle's retail process date. Any request/appeals received after the deadlines will not be processed.

Program subject to change without notice.

## MY13 Domestic Military Program -USAA (FS Funded) - 3/16/12 - 1/2/13

MY13 Code	Model	Prgm #	Allow. FS Funded	Retail Date	Elig. Veh Type	Elig. Priority	Elig. Ret Type
131A/131B	128i Cp/128i Cp S	IN12106	\$1,000	7/1/12 - 1/2/13	▲	▲	▲
131C/131H	135i Cp/135is Cp	IN12106	\$1,000	7/1/12 - 1/2/13			
131D/131E	128i Cv/128i CV S	IN12106	\$1,000	7/1/12 - 1/2/13			
131F/131G	135i Cv/135is Cv	IN12106	\$1,000	7/1/12 - 1/2/13			
133A/133B	328i Cp/328i Cp S	IN12106	\$1,000	7/1/12 - 1/2/13			
133C/133D	328i xDrive Cp/ 328i xDrive Cp S	IN12106	\$1,000	7/1/12 - 1/2/13			
133E/133F/133G	335i Cp/335is Cp/335i xDrive Cp	IN12106	\$1,000	7/1/12 - 1/2/13			
133H/133M	M3 Coupe/M3 Cv	IN12106	\$1,000	7/1/12 - 1/2/13			
133I/133J	328i Cv/328i Cv S	IN12106	\$1,000	7/1/12 - 1/2/13			
133K/133L	335i Cv/335is Cv	IN12106	\$1,000	7/1/12 - 1/2/13			
133N/133O	328i/328i S	IN12106	\$1,000	7/1/12 - 1/2/13			
133P/133Y	328i SA/328i SA S	IN12106	\$1,000	8/1/12 - 1/2/13			
133U/133W	328xi/328xi S	IN12106	\$1,000	7/1/12 - 1/2/13			
133V/133X	328xi SA/328xi SA S	IN12106	\$1,000	12/1/12-1/2/13			
133Q	335i	IN12106	\$1,000	7/1/12 - 1/2/13			
133T	335i SA	IN12106	\$1,000	8/1/12 - 1/2/13			
133Z	335xi	IN12106	\$1,000	7/1/12 - 1/2/13			
1333	335xi SA	IN12106	\$1,000	12/1/12-1/2/13			
135A/135B	528i/528xi	IN12106	\$1,000	7/1/12 - 1/2/13	S-Stock	2-Center's Own	
135C/135D/135H	535i/535i xDrive/535i Hybrid	IN12106	\$1,000	7/1/12 - 1/2/13		3-Priority Stock	J-USAA
135E/135F/135G	550i Sdn/550xi/M5	IN12106	\$1,000	7/1/12 - 1/2/13		4-Stock	
135I/135J	535i GT/535xi GT	IN12106	\$1,000	7/1/12 - 1/2/13		5-Non Priority	
135K/135L	550i GT/550xi GT	IN12106	\$1,000	7/1/12 - 1/2/13			
136A/136D	640i Cp/640i Cv	IN12106	\$1,000	7/1/12 - 1/2/13			
136B/136C/136K	650i Cp/650xi Cp/M6 Cp	IN12106	\$1,000	7/1/12 - 1/2/13			
136E/136F/136J	650i Cv/650xi Cv/M6 Cv	IN12106	\$1,000	7/1/12 - 1/2/13			
136G	640i Sedan (Gran Coupe)	IN12106	\$1,000	3/16/12 - 1/2/13			
136H/136I	650i Sedan/650xi Sedan (Gran Coupe)	IN12106	\$1,000	7/1/12 - 1/2/13			
137A/137F	740i/740Li	IN12106	\$1,000	7/1/12 - 1/2/13			
137B/137G	750i/750Li	IN12106	\$1,000	7/1/12 - 1/2/13			
137N/137L	740Lxi/740Li Hybrid	IN12106	\$1,000	7/1/12 - 1/2/13			
137C/137E	B7 SWB/B7 xDr SWB	IN12106	\$1,000	7/1/12 - 1/2/13			
137D/137I	750xi/750Lxi	IN12106	\$1,000	7/1/12 - 1/2/13			
137H/137J	B7 LWB/B7 xDr LWB	IN12106	\$1,000	7/1/12 - 1/2/13			
137K	760Li	IN12106	\$1,000	7/1/12 - 1/2/13			
13XD/13XE	X3 xDr28i/X3 xDr35i	IN12106	\$1,000	4/1/12 - 1/2/13			
13XF/13XG/13XH	X5 xDr35i/X5 xDr35i Prem/X5 xDr35i SA	IN12106	\$1,000	4/1/12 - 1/2/13			
13XI	X5 xDr35d	IN12106	\$1,000	12/1/12-1/2/13			
13XJ/13XK	X5 xDrive50i/X5 M	IN12106	\$1,000	4/1/12 - 1/2/13			
13XL/13XM/13XN	X6 xDrive35i/X6 xDrive 50i/X6 M	IN12106	\$1,000	4/1/12 - 1/2/13			
13ZA/13ZB	Z4 sDrive 28i/Z4 sDrive 35i	IN12106	\$1,000	7/1/12 - 1/2/13			
13ZC	Z4 sDrive 35is	IN12106	\$1,000	7/1/12 - 1/2/13			

Payment will be settled via the dealer's monthly statement upon receipt of application and verification of delivery

**Program Eligibility:**

. All sales must be properly retailed **as retail type – USAA** through DCSnet **3/16/12 - 1/2/13** to qualify and must be leased/financed through BMW Financial Services.

**Ineligible Models/Programs:**

- . X1 models
- . Previously reported vehicles do not qualify and cannot be backed out for inclusion.
- . BMWNA Company Vehicles, Sales Demos, retired AMP vehicles, European Delivery, U.S. Military Stateside Delivery Program, Corporate Fleet, BMW Group Associate & Family Lease/Purchase, Center Employee Lease (CEL), Diplomatic, U.S. Olympic Committee (USOC), BMW Championship, BMWCCA, BMW Group Vendor Program, BMW Group Contingent Worker Program or Pre-Owned vehicles do not qualify.

**To Receive Payment:**

- . Vehicles must be properly reported through DCSnet **as retail type USAA** to qualify.
- . Upon vehicle delivery, submit completed program verification documents to Special Sales for program verification and payment.
- . All applications for payment must be received within 30 days of delivery.
- . Applications received after 30 days will not be processed.
- . Program activity will be approved for payment 21 days after valid retail receipt and upon confirmation of program eligibility and will be settled on the dealer's monthly statement in accordance with BMWNA's settlement policy.
- . All requests for missing payments or appeals for rejected payments must be received by Special Sales within 120 days of the vehicle's retail process date. Any request/appeals received after the deadlines will not be processed.

Program subject to change without notice.



## MY13 Domestic Military Program -USAA (Non-BMW FS Funded) - 3/16/12 - 1/2/13

MY13 Code	Model	Prgm #	Allow. Non-BMWFS	Retail Date	Elig. Veh Type	Elig. Priority	Elig. Ret Type
131A/131B	128i Cp/128i Cp S	IN12106	\$1,250	7/1/12 - 1/2/13	▲	▲	▲
131C/131H	135i Cp/135is Cp	IN12106	\$1,250	7/1/12 - 1/2/13			
131D/131E	128i Cv/128i CV S	IN12106	\$1,250	7/1/12 - 1/2/13			
131F/131G	135i Cv/135is Cv	IN12106	\$1,250	7/1/12 - 1/2/13			
133A/133B	328i Cp/328i Cp S	IN12106	\$2,000	7/1/12 - 1/2/13			
133C/133D	328i xDrive Cp/ 328i xDrive Cp S	IN12106	\$2,000	7/1/12 - 1/2/13			
133E/133F/133G	335i Cp/335is Cp/335i xDrive Cp	IN12106	\$3,000	7/1/12 - 1/2/13			
133H/133M	M3 Coupe/M3 Cv	IN12106	\$3,000	7/1/12 - 1/2/13			
133I/133J	328i Cv/328i Cv S	IN12106	\$2,000	7/1/12 - 1/2/13			
133K/133L	335i Cv/335is Cv	IN12106	\$3,000	7/1/12 - 1/2/13			
133N/133O	328i/328i S	IN12106	\$1,500	7/1/12 - 1/2/13			
133P/133Y	328i SA/328i SA S	IN12106	\$1,500	8/1/12 - 1/2/13			
133U/133W	328xi/328xi S	IN12106	\$1,500	7/1/12 - 1/2/13			
133V/133X	328xi SA/328xi SA S	IN12106	\$1,500	12/1/12-1/2/13		1-Customer Sold	
133Q	335i	IN12106	\$1,500	7/1/12 - 1/2/13		2-Center's Own	
133T	335i SA	IN12106	\$1,500	8/1/12 - 1/2/13	S-Stock	3-Priority Stock	
133Z	335xi	IN12106	\$1,500	7/1/12 - 1/2/13		4-Stock	J-USAA
1333	335xi SA	IN12106	\$1,500	12/1/12-1/2/13		5-Non Priority	
135A/135B	528i/528xi	IN12106	\$1,500	7/1/12 - 1/2/13			
135C/135D/135H	535i/535i xDrive/535i Hybrid	IN12106	\$1,500	7/1/12 - 1/2/13			
135E/135F/135G	550i Sdn/550xi/M5	IN12106	\$3,000	7/1/12 - 1/2/13			
135I/135J	535i GT/535xi GT	IN12106	\$4,000	7/1/12 - 1/2/13			
135K/135L	550i GT/550xi GT	IN12106	\$4,000	7/1/12 - 1/2/13			
136A/136D	640i Cp/640i Cv	IN12106	\$5,000	7/1/12 - 1/2/13			
136B/136C/136K	650i Cp/650xi Cp/M6 Cp	IN12106	\$6,000	7/1/12 - 1/2/13			
136E/136F/136J	650i Cv/650xi Cv/M6 Cv	IN12106	\$6,000	7/1/12 - 1/2/13			
136G	640i Sedan (Gran Coupe)	IN12106	\$5,000	3/16/12 - 1/2/13			
136H/136I	650i Sedan/650xi Sedan (Gran Coupe)	IN12106	\$6,000	7/1/12 - 1/2/13			
137A/137F	740i/740Li	IN12106	\$5,000	7/1/12 - 1/2/13			
137B/137G	750i/750Li	IN12106	\$6,000	7/1/12 - 1/2/13			
137N/137L	740Lxi/740Li Hybrid	IN12106	\$5,000	7/1/12 - 1/2/13			
137C/137E	B7 SWB/B7 xDr SWB	IN12106	\$6,000	7/1/12 - 1/2/13			
137D/137I	750xi/750Lxi	IN12106	\$6,000	7/1/12 - 1/2/13			
137H/137J	B7 LWB/B7 xDr LWB	IN12106	\$6,000	7/1/12 - 1/2/13			
137K	760Li	IN12106	\$6,000	7/1/12 - 1/2/13			
13XD/13XE	X3 xDr28i/X3 xDr35i	IN12106	\$1,250	4/1/12 - 1/2/13			
13XF/13XG/13XH	X5 xDr35i/X5 xDr35i Prem/X5 xDr35i SA	IN12106	\$2,500	4/1/12 - 1/2/13			
13XI	X5 xDr35d	IN12106	\$2,500	4/1/12 - 1/2/13			
13XJ/13XK	X5 xDrive50i/X5 M	IN12106	\$3,750	4/1/12 - 1/2/13			
13XL/13XM/13XN	X6 xDrive35i/X6 xDrive 50i/X6 M	IN12106	\$3,750	4/1/12 - 1/2/13			
13ZA/13ZB	Z4 sDrive 28i/Z4 sDrive 35i	IN12106	\$4,000	4/1/12 - 1/2/13			
13ZC	Z4 sDrive 35is	IN12106	\$4,500	4/1/12 - 1/2/13			

Payment will be settled via the dealer's monthly statement upon receipt of application and verification of delivery

**Program Eligibility:**

. All sales must be properly retailed **as retail type – USAA** through DCSnet **3/16/12 -1/2/13** to qualify and must be leased/financed through BMW Financial Services.

**Ineligible Models/Programs:**

- . X1 models
- . Previously reported vehicles do not qualify and cannot be backed out for inclusion.
- . BMWNA Company Vehicles, Sales Demos, retired AMP vehicles, European Delivery, U.S. Military Stateside Delivery Program, Corporate Fleet, BMW Group Associate & Family Lease/Purchase, Center Employee Lease (CEL), Diplomatic, U.S. Olympic Committee (USOC), BMW Championship, BMWCCA, BMW Group Vendor Program, BMW Group Contingent Worker Program or Pre-Owned vehicles do not qualify.
- . Vehicles contracted through BMW Financial Services

**To Receive Payment:**

- . Vehicles must be properly reported through DCSnet **as retail type USAA** to qualify.
  - . Upon vehicle delivery, submit completed program verification documents to Special Sales for program verification and payment.
  - . All applications for payment must be received within 30 days of delivery.
  - . Applications received after 30 days will not be processed.
  - . Program activity will be approved for payment 21 days after valid retail receipt and upon confirmation of program eligibility and will be settled on the dealer's monthly statement in accordance with BMWNA's settlement policy.
  - . All requests for missing payments or appeals for rejected payments must be received by Special Sales within 120 days of the vehicle's retail process date. Any request/appeals received after the deadlines will not be processed.
- Program subject to change without notice

## Attachment 1

Example – Auto Insurance ID card. **Please note the member number will be the 1<sup>st</sup> nine digits of the “Policy Number” listed on the ID card. Also note that the “Insurance Company” may be listed as “Garrison Insurance Company” instead of “United Services Automobile Association”.** There also may be small differences on the card that are dependent on the state where issued.

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Name and Address of Insured			<p>This card or a copy of your insurance policy must be shown when you apply for or renew your:</p> <ul style="list-style-type: none"> <li>- motor vehicle registration</li> <li>- driver's license</li> <li>- motor vehicle safety inspection sticker.</li> </ul> <p>You also may be asked to show this card or your policy if you have an accident or if a peace officer asks to see it.</p> <p>All drivers in Texas must carry liability insurance on their vehicles or otherwise meet legal requirements for financial responsibility. Failure to do so could result in fines up to \$1,000, suspension of your driver's license and motor vehicle registration, and impoundment of your vehicle for up to 180 days (at a cost of \$15 per day).</p>
MEMBER NAME ADDRESS CITY, STATE, ZIP			
POLICY HOLDER 1 POLICY HOLDER 2			
Insurance Company UNITED SERVICES AUTOMOBILE ASSN			
Policy Number POLICY #	Effective Date 11/21/11	Expiration Date 05/21/12	
Vehicle Make/Model/Vehicle Identification Number		Year	
<p>This policy provides at least the minimum amounts of liability insurance required by the Texas Motor Vehicle Safety Responsibility Act for the specified vehicle and named insureds and may provide coverage for other persons and other vehicles as provided by the insurance policy.</p>			
POLICY SERVICE (800) 531-8111 CLAIMS (800) 531-8222			

We've issued two identification cards as evidence of liability insurance for your vehicle(s). These cards are valid only as long as liability insurance remains in force. **KEEP A COPY OF THE ID CARD IN YOUR VEHICLE AT ALL TIMES.**

You may be required to produce your identification card at vehicle registration or inspection, when applying for a driver's license, following an accident, or upon a law enforcement officer's request.

1

10/18/11

62882-0307

Name and Address of Insured			<p>This card or a copy of your insurance policy must be shown when you apply for or renew your:</p> <ul style="list-style-type: none"> <li>- motor vehicle registration</li> <li>- driver's license</li> <li>- motor vehicle safety inspection sticker.</li> </ul> <p>You also may be asked to show this card or your policy if you have an accident or if a peace officer asks to see it.</p> <p>All drivers in Texas must carry liability insurance on their vehicles or otherwise meet legal requirements for financial responsibility. Failure to do so could result in fines up to \$1,000, suspension of your driver's license and motor vehicle registration, and impoundment of your vehicle for up to 180 days (at a cost of \$15 per day).</p>
MEMBER NAME ADDRESS CITY, STATE, ZIP			
POLICY HOLDER 1 POLICY HOLDER 2			
Insurance Company UNITED SERVICES AUTOMOBILE ASSN			
Policy Number	Effective Date 11/21/11	Expiration Date 05/21/12	
Vehicle Make/Model/Vehicle Identification Number		Year	
<p>This policy provides at least the minimum amounts of liability insurance required by the Texas Motor Vehicle Safety Responsibility Act for the specified vehicle and named insureds and may provide coverage for other persons and other vehicles as provided by the insurance policy.</p>			
POLICY SERVICE (800) 531-8111 CLAIMS (800) 531-8222			

Attachment 2

Example – Confirmation Letter #1



USAA Federal Savings Bank  
10750 McDermott Freeway  
San Antonio, Texas 78288-0544

BRETT A OEST  
8361 WINDWAY DR  
SAN ANTONIO TX 78239-2438

February 29, 2012

Thank you for your interest in USAA's manufacturer discount program. When you're ready to buy your next vehicle that is eligible for the discount program, please provide this number to your dealer: 009999999. This is your USAA number and will also serve as your authorization number when you buy the vehicle.

**We're here to serve you**

Since 1922, USAA has been honored to serve the military community and their families. Whether it's banking, investments or insurance, helping members with their financial goals is USAA's No. 1 priority.

We invite you to log on to [usaa.com](http://usaa.com) or call us at 1-800-531-USAA (8722) to learn more about how USAA's products and services can serve all of your financial needs.

SAMPLE

009999999

126029-0112



**FDIC**  
INSURED

Attachment 2

Example – Confirmation Letter - #2



USAA Federal Savings Bank  
10750 McDermott Freeway  
San Antonio, Texas 78288-0544

BRETT A OEST  
8361 WINDWAY DR  
SAN ANTONIO TX 78239-2438

February 29, 2012

Reference: USAA's Manufacturer Discount Program

Dear Mr. Oest,

Thank you for your interest in USAA's manufacturer discount program. When you're ready to buy your next vehicle that is eligible for the discount program, please provide this number to your dealer: 009999999. This is your USAA number and will also serve as your authorization number when you buy the vehicle.

**We're here to serve you**

Since 1922, USAA has been honored to serve the military community and their families. Whether it's banking, investments or insurance, helping members with their financial goals is USAA's No. 1 priority.

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009999999 -

126029-0112



FDIC  
INSURED