

BMW of North America – Automotive Sales BMW Ultimate Driving Allowance



The BMW Ultimate Driving Allowance is available for registered attendees of The BMW Ultimate Drive Event who take delivery of an eligible vehicle (New, MY14 (including MY14 i3) - (not valid on MY14 i8) & MY15 models (excluding BMW i) as a result of event attendance.

Program Eligibility

As our thanks for participating in the Ultimate Drive Event, we are offering customers a **\$1,000 Ultimate Drive Allowance** that can be used towards the purchase or lease of a **New, MY14 (including MY14 i3) - (not valid on MY14 i8) & MY15 models (excluding BMW i)**. The allowance is available for sales made as a result of event participation and can be redeemed based on the information reference below.

VERY IMPORTANT: The Ultimate Driving Allowance is only valid for 60 days from the date the customer has attended the UDE. If a customer chooses an ordered vehicle and it cannot be RDR'd within 60-day qualifying period, the Ultimate Drive Allowance will not be eligible for redemption.

Event Month	OL Program #	Eligible Retail Dates	Retail Process Date	OL# Redemption Dates
May	OL # 14175	Date of Event – 7/31/14	Date of Event – 7/31/14	9/30/14
June	OL # 14176	Date of Event – 9/2/14	Date of Event – 9/2/14	10/31/14
July	OL # 14177	Date of Event – 9/30/14	Date of Event – 9/30/14	12/2/14
August	OL # 14178	Date of Event – 10/31/14	Date of Event – 10/31/14	1/2/15
September	OL # 14179	Date of Event – 12/2/14	Date of Event – 12/2/14	2/2/15
October	OL # 14181	Date of Event – 1/2/15	Date of Event – 1/2/15	3/2/15
November	OL # 14185	Date of Event – 2/2/15	Date of Event – 2/2/15	3/31/15

- Offer not valid for customer purchases made prior to event attendance or customer orders placed prior to the event. Offer valid on eligible vehicles delivered and reported retailed through DCSNet. Eligible models include:
 - All, New MY 2014 Vehicles (including MY14 i3) - (excluding MY14 i8)
 - All, New MY 2015 Vehicles (excluding BMW i)
- Specialty, Sales, and Extended Demos qualify if delivered to an end consumer during the specified program dates. Retail record must be properly updated with customer information during the specified program period to qualify.
- BMW NA Company vehicles, Retired AMP vehicles, Center Employee Lease vehicles, European Delivery vehicles, Daily Rental, Limo and Hotel Shuttle, and BMW Corp Fleet/Executive Allowance (formerly EPP) vehicles do not qualify.
- Offer valid to recipient of "thank you" email or any family member residing within the same household.
- ~~Offer valid on final negotiated price and may be combined with other applicable BMW offers that are available at the time of purchase, subject to exclusions listed on this bulletin.~~
- The Ultimate Driving Allowance cannot be used in conjunction with the Golf Cup Offer, USAA Military Program or any Event related or closing / conquest cash offers or any other OL number incentive.

Offer Validation and Redemption

- Centers will be able to view a list of their registered event attendees and their unique ID numbers on Centernet shortly after the event takes place. Use the following menu path in Centernet to access your participant list and ID numbers: **BMW → Automotive Sales Portal → Programs and Incentives → Event Attendee Certificate List → Ultimate Driving Allowance.**
- If the prospect does not have their mailer, please use the following menu path in Centernet to access your prospect list and OL Numbers: **BMW → Automotive Sales Portal → Programs and Incentives → Event Attendee Certificate List → Ultimate Driving Allowance.** If the prospect name is not listed, then you can perform a search by entering both the last name and zip code of the prospect's mailing address. Please be sure to use the prospect information where the mailer was received. If you have any questions regarding the search functionality, please contact the Dealer Support Group at 1-800-825-7612, option 3.