

BMW of North America - New Cars

Plan ID #020992 -- Plan Type: Active Plan



Manufacturer & Manufacturer Brand Links

BMW of North America - New Cars

[Mfr Web Site](#)

[Dealer Locator](#)

[Mfr Ad Planner](#)

Manufacturer Contact Information

Manufacturer Address

BMW of North America - New Cars
300 Chestnut Ridge Rd.
P.O. Box 1227
Woodcliff Lake, NJ 07675-1227

Claim Address

BMW
BrandMaster
,

Manufacturer Contact

Mark Buche
Phone: (201) 307-4000
Fax: (201) 307-4099
800#:
E-mail: mark.buche@bmwusa.com

Co-op Administrator:

Phone: 620-302-0386
Fax:
E-mail: BMWCOOP@Brandmaster.com

Trade Promotion Structure

Qualifying Products	Accrual %	Accrual Comment	Participation %
New Automobiles		**	50%
Certified Pre-Owned		**	50%

Product Category: **Automobiles & Trucks**

Accrual Info

Accrual Period:

-

*Prior Year

Accrual \$s located by third party:

No

Authorization Paperwork: Standard Authorization
Required

Performance Info

Performance Period:

01/01 - 12/31

Availability:

Authorized Dealers

Claim Info

Claim Period:

W/I 90 days of ad date

Form of Reimbursement:

Credit Memo on dealer parts account

Plan Comments

**Budget allocations are established for all retailers at the beginning of each calendar year and are not modified during the course of the year. This program applies to both new and certified pre-owned vehicles. Annual budgets for the New vehicle retail co-op program are established based on each center's respective SPG's. Dealers will not receive any additional funds beyond those allocated unless offered as part of a special program or incentive offered at the sole discretion of BMW NA. All applicable BMW models are now eligible regardless of sales support levels. Prior approval is required for all advertising. Demo/factory/used cars (other than Certified Pre-Owned) do not qualify. Under no circumstances can new vehicle retail co-op funds be placed in the same account with CPO funds. A percentage of electronic claims will be audited & dealer will be required to send in the originals. Yellow Pages advertising does not qualify. Unused funds do not carry over to the following year. Follow all BMW Corporate Identity guidelines; The use of words "all-new" and "new" in advertising is only permitted for six months after product launch; 50% or more of content is required to highlight BMW products/features and current sales offers; BMW Trademarks must always be used in a manner that is consistent with BMW NA's trademark guidelines. The program provides reimbursement of a dealer's media purchases/advertising within their primary market area (PMA). Must meet all AVP Advertising Guidelines, Corporate Identity Guidelines, Dealer Agreements, PMA Requirements, and Retail Co-op Guidelines. A Center not meeting the Distressed Messaging, PMA or Advertising Pricing Standards will be subject to three (3) AVP Non-Compliance warnings or non-penalized infractions over a rolling 24-month period. AVP Penalties will be assessed on the third and each subsequent infraction. New vehicle advertising is required to promote a sales offer - the three options are: Feature of a lease payment, finance message or "starting at" MSRP. Promote that BMW has a special lease or finance offers available by your Center through BMW Financial Services. No specific lease payment or APR is mentioned. Dealers must use - "Special lease and finance offers available by Dealer XYZ through BMW Financial Services." For National Public Radio (NPR) and :15 or :30 length radio spots, you can use the following, abbreviated generic message: "Exceptional offers through BMW Financial Services." Certified Pre-Owned advertising is required to be structured using one

of the following tactical components - the four options available are: Feature a specific Certified Pre-Owned sales support monthly payment: lease, retail finance, Select or Owner's Choice. Feature a specific lease, retail finance, Select or Owner's Choice rate that is being offered by BMW Financial Services. Feature a generic sales support message, e.g., "Exceptional offers through BMW Financial Services." BMW National created Certified Pre-Owned brand message. To view your available co-op funds go to CenterNet>Marketing Portal>Retail Co-op Website.

Print

Radio

TV

Cable TV

Outdoor

Digital

All

Eligible Media (Print)

Media Approval Required

Direct mail; Daily/Sunday general circulation newspapers; Weekly paid circulation newspapers; Trade shows; Magazines;

Advertising Specs

Prior approval for all Print advertising; The use of words "all-new" and "new" in advertising are only permitted for six months after product launch; 50% or more of content is required to highlight BMW products/features and current sales offers; If using dealer's URL in an ad, it is required to link only to a BMW exclusive dealership website; New vehicle advertising is required to promote sales offers: two options available - 1) feature a lease payment, finance message or "starting at" MSRP, or 2) promote that BMW has special lease or finance offers available through BMW financial services. No special lease payment or APR is mentioned. Dealers must use - "Special lease and finance offers available by Dealer XYZ through BMW Financial Services."; Dealerships wishing to advertise multiple brands in print, BMW ad must have a border around it & be able to stand on its own; Prorate multiple ads; Ads that feature loyalty programs not eligible; Dealers may only advertise under it's BMW DBA name, including dealer logos; Reference affiliation with a specific dealer group only once in an ad; Clearly separate new from certified pre-owned; No distress language such as "clearance", "Blow-out", "Close out", "liquidation", "overstock", "inventory reduction" or any similar phrases or languages; No pay for production, agency fees; No competing products, including web addresses; If creating own ads, all new vehicle print materials are required to use photography on Marketing Central; No other make or franchise is eligible; Ads must include the center's internet web address or <http://www.bmwusa.com> for BMW NA; Star burst, flags, ribbons circled payments etc. may not be included in ad; All ads must use the BMW type font, including dealer tag lines but excluding BMW Center logos; Must use photography supplied by BMW NA or BMW AG; Using a payment or APR as the headline is prohibited; In general headlines & subhead lines are written in caps; For Direct Mail: All new vehicle materials are required to use photography on Dealer Marketing Portal; Direct mail recipients must be within the dealer's PMA or exist in the dealer's records as a prior customer. Trade Shows: Both BMW or Dealer Produced Events are eligible. For Trade Shows: Must have pre-approval of Regional Marketing Manager and 30 days prior to event must forward a checklist; Eligible expenses are food, supplies for event such as cups, plates, invites, postage.

Claim Requirements

Direct Mail - Detailed invoice with rate and date. Invoice needs to clearly identify printing and list of mailing zip codes; Sample of direct mail piece; Postage receipt reflecting quantity of pieces mailed, the mailing date and cost; Magazines/Newspapers - Itemized invoice with ad dates, size, rate and any discounts; Full page tearsheet bearing publication name and date. For Trade Shows: Detailed invoices and receipts; Copy of invitation; Photos; Signed Event Form.

05/12/2022