

2024 BMW MARKETING GUIDELINES.

BMW AUSTRALIA AND NEW ZEALAND.

CONTENTS

1. BMW BRAND. 3

1.1 BMW BRAND. 4
- 1.1.1 INTRODUCTION 4
- 1.1.2 HISTORY. 5
- 1.1.3 YOUR ROLE & RESPONSIBILITIES WITH BMW. 7
- 1.1.4 THE NEW BMW BRAND IDENTITY. 8

1.2 BRAND AND RETAIL CAMPAIGNS. 9
- 1.2.1 ABOVE THE LINE (ATL) AND BELOW THE LINE (BTL) ADVERTISING. 9
- 1.2.2 PRIMARY MARKETING AREA (PMA) GUIDELINES. 10
- 1.2.3 DEALER OF THE YEAR-AUSTRALIA. 11
- 1.2.4 BMW DEALER OF THE YEAR-AUSTRALIA. 12
- 1.2.5 FIVE-YEAR UNLIMITED KILOMETRE WARRANTY. 13
- 1.2.6 BMW LANGUAGE. 14
- 1.2.7 INTER-DEALERSHIP COMPARISONS. 16
- 1.2.8 LEGAL COMPLIANCE- AUSTRALIA. 17
- 1.2.9 NATIONAL CAMPAIGNS. 18
- 1.2.10 DEALER ACTIVATED RETAILS CAMPAIGN MUST: 18
- 1.2.11 APPROVAL PROCESS & SYSTEMS - BRANDFOLDER, JIRA. 19
- 1.2.12 BRANDFOLDER. 20

1.3 DEALER MARKETING FEES. 21
- 1.3.1 DEALER MARKETING FEES - AUSTRALIA. 21
- 1.3.2 DEALER MARKETING FEES - NEW ZEALAND. 22
- 1.3.3 DEALER OPPORTUNITY FUND – AUSTRALIA AND NEW ZEALAND. 23

1.4 MARKETING RETAIL STANDARDS CRITERIA. 24
- 1.4.1 RETAIL STANDARDS BONUS AND GUIDELINES. 24
- 1.4.2 QUALITATIVE MARKETING ACTIVITIES-AUSTRALIA. 25
- 1.4.3 QUALITATIVE MARKETING ACTIVITIES-NEW ZEALAND. 27
- 1.4.4 DEALER MARKETING GUIDELINES AND BREACHES. 28

1.5 NEW VEHICLES. 29
- 1.5.1 COMMUNICATION EMBARGOS. 29

2. GUIDELINES. 30

2.1 BRAND IDENTITY GUIDELINES. 31
- 2.1.1 BMW SYMBOLS. 32
- 2.1.2 ICONISATION. 39
- 2.1.3 TYPOGRAPHY. 44
- 2.1.4 PARTNERSHIP LOGO ON DEALER ASSETS. 48
- 2.1.5 DEALER BMW WORDMARK. 50
- 2.1.6 PRINT. 51
- 2.1.7 PLATE FRAMES 54
- 2.1.8 PRESS WITH CHINESE STAFF IMAGES. 55
- 2.1.9 DIGITAL. 56
- 2.1.10 SOCIAL MEDIA VISUAL STYLEGUIDE. 57
- 2.1.11 SOCIAL MEDIA VISUAL STYLEGUIDE. 58
- 2.1.12 DRIVE AWAY – SOCIAL TILES. 60
- 2.1.13 INSTAGRAM REQUIREMENTS. 61
- 2.1.14 INSTAGRAM REQUIREMENTS. 62
- 2.1.15 EDM. 63
- 2.1.16 EDM SIGNATURE HEADSHOT REQUIREMENTS. 64
- 2.1.17 OFFER BOX. 65
- 2.1.18 VIDEO. 66
- 2.1.19 DEALER SALE EVENT GUIDELINES. 67

2.2 STATIONERY. 69
- 2.2.1 LETTERHEAD. 69
- 2.2.2 ENVELOPES. 70
- 2.2.3 BUSINESS CARDS. 71

2.3 EVENTS AND ROADSHOWS 72

3. BMW PREMIUM CERTIFIED & PRE-OWNED VEHICLES. 73

3.1 BPC & PRE-OWNED VEHICLES. 74
- 3.1.1 VEHICLE DEFINITIONS. 74
- 3.1.2 ADVERTISING REGULATIONS. 75
- 3.1.3 ADVERTISING EMBARGOES-AUSTRALIA. 76
- 3.1.4 MANDATORY IMAGES IN ORDER. 77
- 3.1.5 ADVERTISING EMBARGOES-NEW ZEALAND. 79
- 3.1.6 VEHICLE LISTING REQUIREMENTS. 81

4. AFTERSALES. 83

4.1 AFTERSALES MARKETING 84
- 4.1.1 BMW AFTERSALES TERMINOLOGY. 84
- 4.1.2 BMW M PERFORMANCE PARTS. 85
- 4.1.3 BMW i & AFTERSALES COMMUNICATIONS. 91
- 4.1.4 RMSP EDM TEMPLATES. 92

5. CORPORATE SALES. 93

5.1 CORPORATE SALES MARKETING. 94
- 5.1.1 INTRODUCTION. 94
- 5.1.2 CREATIVE & CHANNEL RECOMMENDATIONS. 95

6. FINANCIAL SERVICES. 96

6.1 FINANCIAL SERVICES MARKETING. 97
- 6.1.1 INTRODUCTION. 97
- 6.1.2 APPROVAL PROCESS. 98
- 6.1.3 ADVERTISING FORMATS. 99
- 6.1.4 PRACTICAL GUIDANCE. 101

7. MARKETING TEAM CONTACT DETAILS. 103

7.1 CONTACT POINTS. 104
- 7.1.1 NSC AND SF KEY CONTACTS. 104

1. BMW BRAND.

1.1 BMW BRAND.

1.1.1 INTRODUCTION

This BMW Marketing Guideline will act as the central resource for information and guidelines on key marketing activities for the Australia and New Zealand Dealer Network from 1 January 2024.

This Marketing Guidelines forms part of the BMW Group Australia and New Zealand Standard, this is prepared by the Network Marketing Communications Team.

BMW is one of the world's most valuable brands.

It is imperative that the integrity of this brand be protected in all communications from both a BMW Australia & New Zealand and BMW Dealership level: ONE VOICE.

The aim of this guideline is to provide dealers with clear and current guidelines pertaining to what is acceptable in relation to the format and tonality of all retail marketing activities for BMW dealerships.

These guidelines have been created with local market context in mind and are based off the BMW AG guidelines.

If there are any questions pertaining to the guidelines /information contained throughout this document, please do not hesitate to contact the BMW Australia and New Zealand Marketing Communications Team or the Network Steering & Marketing Manager.

1.1 BMW BRAND.

1.1.2 HISTORY.

1916	BMW launched as a successful aero-engine manufacturer. Official date of establishment of BMW AG is 6 March 1916.
1917	Each of the company's products proudly displayed the BMW emblem, which incorporates the Bavarian state colours.
1928	BMW became an automobile manufacturer in 1928 by purchasing the company known as Fahrzeugfabrik Eisenach. The first BMW small car was built under licence from the Austin Motor Company in 1929, but was superseded by the company's own designs in 1932.
1933	The BMW 303 was produced and combined two features essential to BMW to this very day: the double kidney grille so typical of the marque and the straight-six power unit within the engine bay.
1955	The BMW Isetta, BMW 600 and BMW 700 met customer demand in the post-war years.
1961	BMW presented the 1500 model at the 1961 Frankfurt Motor Show, and successfully made its way out of the crisis with the sporting and compact midsize new class saloons. This was the model that re-established BMW as a successful, modern carmaker.
1972	BMW brought together all of its various motor racing activities within a new wholly-owned subsidiary – BMW Motorsport GmbH. The new BMW headquarters 'Four Cylinder' building completed construction in time to celebrate the 20th Olympic Games in Munich.
1975	The first ever BMW 3 Series (E21) rolled off the production line, founding the luxury sports sedan segment along the way.
1978	BMW M's first M vehicle, the M1 was introduced.
1983	BMW wins the Formula 1 world championship with driver Nelson Piquet and the Brabham-BMW F1 team.
1985	The iconic BMW M3 (E30) launched, becoming the most successful touring car ever in Motorsport.
1994	BMW Introduces the world's first in-car satellite navigation system.
1999	The birth of the sports activity vehicle; BMW X5. BMW's first ever SUV, the BMW X5 (E53) commences production.

1.1 BMW BRAND.

2000	MINI begins production officially under BMW ownership.
2001	First ever BMW iDrive system introduced in the BMW 7 Series (E65).
2003	BMW Group assumes full responsibility for the Rolls Royce brand.
2004	The BMW 1 Series was launched into the compact segment.
2008	BMW pioneers the first ever Sports Activity Coupé body style – the first ever BMW X6 (E71), redefining the SUV segment.
2011	The BMW i sub-brand founded.
2012	M Performance sub-brand launched.
2013	The BMW Group embarked on a new era of electric mobility. With the BMW i3, the new BMW i brand presented the first all-electric series-production model from the BMW Group.
2014	BMW launches its first ever BMW i electrified vehicles, the BMW i3 BEV and BMW i8 PHEV, in conjunction with BMW ConnectedDrive.
2015	BMW launches the 6th generation BMW 7 Series, featuring level 2 semi-autonomous driving for the very first time in a BMW.
2018	BMW 8 Series makes its return, this time in both Coupé and Convertible body styles.
2019	BMW reveals the BMW X7 luxury SUV for the very first time in Australia. This model completes the BMW lineup with a SUV in every segment: X1, X2, X3, X4, X5, X6, X7
2020	BMW launches the first ever BMW 2 Series Gran Coupé, bringing the four-door coupé concept that has already enjoyed great success in higher vehicle classes into the premium compact segment for the first time.
2021	BMW i is back. Launching the first ever fully electric iX3 and iX.
2023	BMW expands its electric range with a further 5 fully-electric models joining BMW's extensive portfolio.

1.1 BMW BRAND.

1.1.3 YOUR ROLE & RESPONSIBILITIES WITH BMW.

You are BMW - you are the face of our brand..... everyday.

You will be responsible for a range of topics in your retail marketing role:

- Communication of sales campaigns
- Local PMA events & sponsorships including:
  - Sponsorship & partnership
  - Vehicle launch events
  - Test drive events
- Local PMA Advertising using BMW Group AU & NZ provided materials.
- Owned platform, Social media marketing & Pre-Owned vehicle advertising
- 1:1 communication, to support National offers, events, invitations and customer services
- Lead management
- Customer service promotion
- Friends of the brand

1.1 BMW BRAND.

1.1.4 THE NEW BMW BRAND IDENTITY.



1.2 BRAND AND RETAIL CAMPAIGNS.

1.2.1 ABOVE THE LINE (ATL) AND BELOW THE LINE (BTL) ADVERTISING.

ATL advertising is used to reach the masses, any piece of marketing collateral that is sent out to the general public is considered to be ATL. Any marketing collateral that is sent to a restricted group of people, be it a database or a restricted event is considered BTL.

The table below shows some examples, dealers are not limited to the below list:

ABOVE THE LINE	BELOW THE LINE
Press assets	Deskart
Windows media	A1 Poster
Out of home print	eDM
Digital banners	Steel skin
Social media assets	SMS

1.2 BRAND AND RETAIL CAMPAIGNS.

1.2.2 PRIMARY MARKETING AREA (PMA) GUIDELINES.

- The BMW Standard Dealer Agreement outlines that dealers shall not advertise, seek customers or engage in promotional activities, outside their PMA.
- Dealers are reminded that these restrictions apply to all sales and promotional activities unless these guidelines specifically state otherwise.
- PMA advertising guidelines must be adhered to in all advertising channels, including digital advertising. Dealers should only purchase digital media whereby they can target their PMA specifically. Under these guidelines, dealers are not permitted to purchase national or state wide digital advertising, such as a carsales.com.au homepage buyout.
- The only exception is if the dealer uses an advertising medium which covers mainly the PMA but also extends beyond it. We recognise that local press distribution does not exactly follow PMA lines and that in some cases there will be some distribution into neighbouring PMAs. Where a local newspaper has substantial distribution into two or more neighbouring PMAs each dealer can advertise. A substantial distribution into a PMA would be 50% of the publication's circulation or where the publication reaches 50% of households within the PMA.
- Dealer events must be held in the dealer's PMA.
- Dealers may, however, request to host a private event outside of their PMA with the approval from their Area Manager.
- Dealers must seek another dealer's permission to advertise or activate an event in the other dealer's PMA.

1.2 BRAND AND RETAIL CAMPAIGNS.

1.2.3 DEALER OF THE YEAR-AUSTRALIA.

- Only current winners of the BMW Dealer of the Year awards are permitted to reference this in their communications (including email signatures) in the year of their win. This expires as soon as the next winner is announced.
- Dealer must specify which category they have been awarded as per the below:
  - BMW Major Metro Dealer of the Year
  - BMW Metro Dealer of the Year
  - BMW Provincial Dealer of the Year
  - BMW Rural Dealer of the Year
- Previous wins may only be referenced if they are consecutive and current e.g. BMW Dealer of the Year 2022-2023, or winner of a BMW Trophy 2022-2023.
- Making claims such as, 'Most awarded BMW dealer' is not permitted.
- Each winner has access to the appropriate logo after their win. The use of this logo is subject to BMW Group Australia and New Zealand approval.

*not applicable to New Zealand

1.2 BRAND AND RETAIL CAMPAIGNS.

1.2.4 BMW DEALER OF THE YEAR-AUSTRALIA.

Trophy Size:

- The trophy should be the same width as the roundel, placed within the image. If there is more than one cooperation logo, these appear at the bottom left of the layout in the white space.
- The trophy should line up with the right margin and bottom margin.

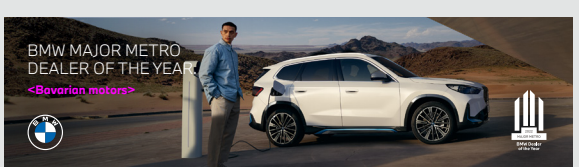
*not applicable to New Zealand



BMW Dealer of the Year:

(This Trophy can only be used by the specific category winner)

Application examples - eSignature:





1.2 BRAND AND RETAIL CAMPAIGNS.

1.2.5 FIVE-YEAR UNLIMITED KILOMETRE WARRANTY.

The following guardrails must be adhered to when communicating the five-year unlimited kilometre warranty:

- This offer may be communicated across Press, POS and Website placements only.
- Dealers must leverage the lockup provided here to communicate the offer.
- To ensure the offer can be easily perceived, the offer must be placed on a background that contrasts the lockup, must include a protection space that borders the design, and must not cover the vehicle placement.
- The lockup may not be altered and should be centred around the middle of the asset as well as proportionate to the image being used.
- Dealers may use the pre-approved dealer marketing assets provided by BMW AU, which can be found here.
- When communicating this offer, dealers must promote the pre-approved disclaimer featured below.

Disclaimer:
BMW New Vehicle Supplementary Warranty applies for 5 years from the date of first registration of the vehicle with unlimited km, and for New Vehicles used for hire or reward applies for 5 years from first registration or 200,000km (whichever occurs first). BMW New Vehicle Supplementary Warranty applies in addition to any statutory rights or remedies that may be available to a consumer, including under the Australian Consumer Law. BMW New Vehicle Supplementary Warranty does not exclude, restrict, limit or modify those rights or remedies, except to the extent that their application may be lawfully excluded, restricted, limited or modified. Terms & conditions apply. Please consult your local BMW dealership for further details.

*not applicable to New Zealand.



1.2 BRAND AND RETAIL CAMPAIGNS.

1.2.6 BMW LANGUAGE.

Language and tonality on external BMW applications are always **typical of the brand**. Each **sentence read** and **every audio visual element** evokes the **brand experience**. All contributions must be structured and implemented with care to honour the premium aspects and aspirations of BMW.

BMW language is precise:

> Contents are clearly structured and expressed with precision. No “communication firework displays”.

BMW language is credible:

> The credible handling of facts creates trust. No exaggerations.

BMW language is refined:

> Messages have substance and are high-end in orientation. No lowbrow humour.

BMW language is vivid:

> The language underscores the benefits for the customer. The focus is on the customer’s brand and product experience. No abstract descriptions.

BMW language reflects a sense of partnership:

> Communication occurs in dialogue and on an equal footing. Target groups are addressed respectfully. No lectures or false intimacy.

1.2 BRAND AND RETAIL CAMPAIGNS.

1.2.6 BMW LANGUAGE.

Language includes, but is not limited to:

NON-PERMITTED LANGUAGE	PERMITTED LANGUAGE
Deals	Offers
Sale	Sale Event
XX% off or $X,XXX off	Exceptional opportunity
Exceptional savings	Exceptional opportunity
Free	Complimentary
Must clear	Limited stock
Hurry	Must end
Hurry	Limited time only
Bonus	Contribution
Clearance	Run Out
Discounted/heavily discounted	exceptional opportunity

IMPORTANT: The only time bonus can be used is when referring to a trade in bonus.

1.2 BRAND AND RETAIL CAMPAIGNS.

1.2.7 INTER-DEALERSHIP COMPARISONS.

Dealers must not publish advertising that makes a comparison with another BMW dealer, i.e. “bigger”, “better”, “best”, “largest”.

For example:

- “Only Bavarian Motors do business the BMW way’
- “Only Bavarian Motors offers...” (this could relate to any offer, i.e. Complimentary service loan cars)
- “See Bavarian Motors for Munich‘s largest range of BMWs”
- “The Ultimate Service only at Bavarian Motors”
- “To experience the best of BMW, visit Bavarian Motors”
- “Visit Bavarian Motors for the most exceptional customer service”
- “Home of BMW”

1.2 BRAND AND RETAIL CAMPAIGNS.

1.2.8 LEGAL COMPLIANCE- AUSTRALIA.

- BMW Group Australia has a policy of strict compliance with all laws including the Competition and Consumer Act 2010 (Cth) (CCA), the National Consumer Credit Protection Act 2009 and the ASIC Act 2000.
- This incorporates a range of consumer protections, including misleading and deceptive conduct, unconscionable conduct, unfair contract terms, unfair practices, consumer guarantees and product safety.
- BMW Group Australia further requires strict compliance with privacy legislation, including the Privacy Act 1988 (Cth), the National Privacy Principles (superseded by the Australian Privacy Principles from 2014 onwards) and the Spam Act 2003 (Cth).
- Dealers are advised to seek their own legal advice to ensure compliance with all the relevant laws. Any review and approval by BMW Group Australia is limited to corporate identity and layout.

Please note, further regulatory guidelines apply to advertising containing any mention of BMW Finance or its products.

This includes, but is not limited to:

- Websites
- Social Media posts (Including Facebook, Instagram, LinkedIn, Twitter, WeChat)
- Advertisements (Including In-Dealership, Print, Digital, Web, Radio, Television, Outdoor)
- Point of Sale material
- eDMs/DMs
- Newsletters
- Shopping Centre Activations
- Vehicles with finance message displayed (excludes Snoop Dog templates)

Financial Services content ranges from any mention of BMW Finance, to price per week or month drive-away options.

Please refer to section 10 for details.

1.2 BRAND AND RETAIL CAMPAIGNS.

1.2.9 NATIONAL CAMPAIGNS.

- If a national campaign is live in the market, no additional dealer campaigns can run on the advertised models.
- Furthermore, during the National campaigns, no dealer is permitted to advertise additional savings or offerings during the campaign period.
- The dealer must promote messaging consistent with what is outlined in the National campaign.
- However, additional savings or offerings are permitted once the customer is in the dealership during negotiations.

1.2.10 DEALER ACTIVATED RETAIL CAMPAIGNS MUST:

- Clearly display offer.
- Disclaimer is displayed (where appropriate). Ensuring the accuracy of terms and seeking legal advice is the responsibility of the dealer.

1.2 BRAND AND RETAIL CAMPAIGNS.

1.2.11 APPROVAL PROCESS & SYSTEMS - BRANDFOLDER, JIRA.

All ATL and BTL marketing communications need to be approved by BMW Australia Marketing before going live. Dealer tagging of templated national brand and retail campaigns will be immediately approved, however please allow up to 24-48 hours for dealer specific campaigns to be reviewed and approved.

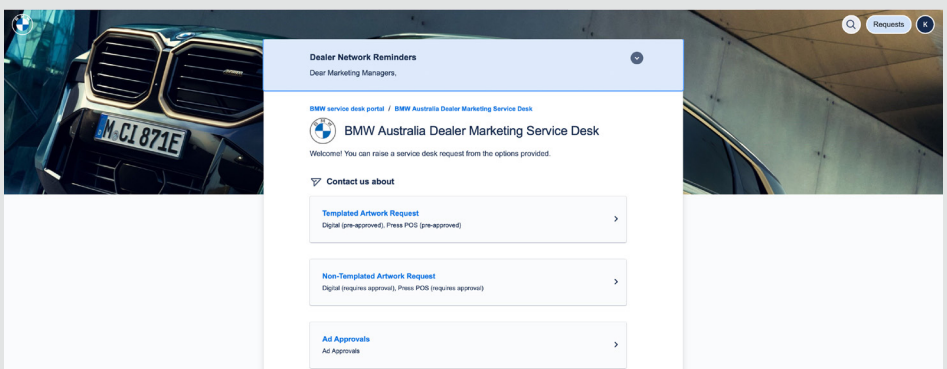
Dealers are required to send all dealer advertising creative for approval to the Dealer Marketing Service desk (Jira).
https://bmwdealermarketingsupport.atlassian.net/servicedesk/customer/portal/1

We also ask that only general marketing enquiries are sent to
dealermarketing@bmw.com.au

Please note, any advertising mentioning BMW Finance or one of its products will also require approval from BMW Financial Services.

Please refer to section 6.1 for details.

BMW Marketing Service Desk Portal

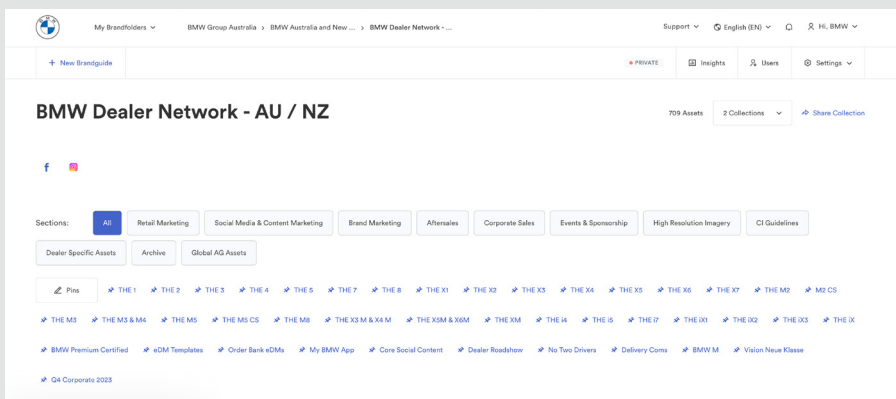


1.2 BRAND AND RETAIL CAMPAIGNS.

1.2.12 BRANDFOLDER.

Brandfolder is the BMW DAM - Digital Asset Management Platform. Just like any search engine, you can find whatever you are looking for by clicking through the sections and pins we have created. Brandfolder hosts high resolution images and assets that can be used for marketing activity.

Brandfolder BMW Dealer Network



1.3 DEALER MARKETING FEES.

1.3.1 DEALER MARKETING FEES - AUSTRALIA.

An $200 Marketing and Digital Services fee per car is based on Dealers' wholesales targets and invoiced on each BMW Australia vehicle invoice to the Dealer. The Marketing and Digital Services Fee collected by BMW Australia may be used for the following expenses and programmes:

MARKETING:

- Dealer SEM with monthly reporting
- Dealer studio resources
- Management of Dealer Websites, including CMS resources
- Marketing automation through form completion on websites
- Legitimate marketing and advertising expenses
- Administration and auditing of the marketing fund operated by BMW Australia

DIGITAL SERVICES:

- Licence costs for EPoS and content
- Dealer Apps – including Delivery App and EVE
- EVE ongoing development
- 24/7 support desk for Mobile Customiser, Delivery App, VPP/EVE and Digital POS screens

1.3 DEALER MARKETING FEES.

1.3.2 DEALER MARKETING FEES - NEW ZEALAND.

A $300 Marketing and Digital Services fee per car is based on Dealers' wholesales targets and invoiced on each BMW New Zealand vehicle invoice to the Dealer. The Marketing and Digital Services Fee collected by BMW New Zealand may be used for the following expenses and programmes:

MARKETING:

- Dealer SEM with monthly reporting
- Dealer studio resources
- Management of Dealer websites, including CMS resource
- Dealer Event Kit
- Marketing automation through form completion on websites
- Legitimate marketing and advertising expenses
- Administration and auditing of the marketing fund operated by BMW New Zealand

DIGITAL SERVICES:

- Licence costs for EPoS and content
- Dealer Apps – including Delivery App and EVE
- EVE ongoing development
- 24/7 support desk for Mobile Customiser, Delivery App, VPP/EVE and Digital POS screens

1.3 DEALER MARKETING FEES.

1.3.3 DEALER OPPORTUNITY FUND – AUSTRALIA AND NEW ZEALAND.

- Dealers can apply to receive financial support on marketing initiatives that fall outside of their day-to-day marketing activities – i.e. events, activations, sponsorships, partnerships.
- Applications must be submitted to the Network Steering Marketing Manager a month prior to the respective event. Please note that application submission does not guarantee approval. Make sure that required/ relevant information is provided in the application.
- To access these funds the Dealership Marketing Manager must complete and submit a DOF application form. Upon submitting the DOF, this must be approved by the Network Marketing Steering Manager before any activity is to take place.
- No funds will be paid after the event or without submission of these plans. The allocation of these funds is at the discretion of BMW Group Australia and New Zealand.
- The fund should not be used to subsidise launch events and/or Dealership 'one day' sale events but must be extension opportunities which will result in an increase in sales.
- When requesting support via these funds, clearly defined KPI's around leads/ sales are necessary. Failure to provide KPI measurement, will result in DOF being declined immediately.
- This fund will not carry over year on year and can only be spent across the course of the current calendar year.

1.4 MARKETING RETAIL STANDARDS CRITERIA.

1.4.1 RETAIL STANDARDS BONUS AND GUIDELINES.

To be eligible for the Retail Marketing Bonus (0.50% of list price for quarterly new retails achieved, excluding ex-fleet, government and direct sales), Dealers are required to meet the following three requirements listed below:

1. Semi-annual marketing plan. Submitted on time for review and if selected, discussed with the Network Marketing Steering Manager and Area Manager.
2. Marketing guidelines and advertising approval process compliance.
3. Achievement of the minimum required Qualitative Marketing Activities (QMA), related to the focus topics for the network.

Dealer cannot run a sale event within 6 weeks of another sale event. For further details around the terms and conditions of individual Dealer run sales events please refer to section 2.1.19 of this handbook.

1.4 MARKETING RETAIL STANDARDS CRITERIA.

1.4.2 QUALITATIVE MARKETING ACTIVITIES-AUSTRALIA.

Throughout 2024, there is a minimum number of qualitative marketing activities (QMA) that a dealership must activate. There are a number of mandatory QMAs.

DEALER TYPE	MINIMUM NUMBERS OF QMA (This includes the mandatory activities (8))
Major Metro	12
Metro	10
Provincial	8
Rural	5

Rural Dealers only need to complete 5 mandatory QMA.

Overview proposed QMA plan must be submitted in conjunction with the Marketing plan. For all QMA reports must be submitted via Jira through QMA Report submission ticket.

1.4 MARKETING RETAIL STANDARDS CRITERIA.

1.4.2 QUALITATIVE MARKETING ACTIVITIES-AUSTRALIA AND NEW ZEALAND.

In 2024, the QMA options for dealers to choose from are as follows:

NEW MODEL LAUNCHES:

This is a physical event, be it on site at the dealership or offsite, where the dealer invites customers to celebrate the launch of a specific vehicle.

DEALER BRAND ACTIVITY:

This is an event, campaign, partnership or other which promotes the dealership's brand. It is mandatory to activate two such QMAs.

BMW BRAND TOPIC ACTIVITY:

This is an event, campaign, partnership or other which promotes a particular BMW Australia topic of focus. New Model Launch campaigns will not count towards these.

CUSTOMER FOCUSED ACTIVITY:

This is an event, campaign, partnership or other which engages with a dealership's customer base. New Model Launch events will not count towards these. It is mandatory to activate three such QMAs.

1.4 MARKETING RETAIL STANDARDS CRITERIA.

1.4.3 QUALITATIVE MARKETING ACTIVITIES-NEW ZEALAND.

Throughout 2023, there is a minimum number of qualitative marketing activities (QMA) that a dealership must activate. There are a number of mandatory QMAs.

DEALER TYPE	MINIMUM NUMBERS OF QMA (This includes the mandatory activities (8))
Metro	10
Rural/Provincial	5

Any QMA must be submitted to the Network Marketing Steering Manager for review and approval, before it can count towards the minimum number. To assist, the Network Marketing Steering Manager will issue a QMA template for submission, with examples and guidance included. Any submission must allow for a 48 hour approval time period.

1.4 MARKETING RETAIL STANDARDS CRITERIA.

1.4.4 DEALER MARKETING GUIDELINES AND BREACHES.

All dates and guidelines stipulated in marketing bulletins, and new model communications, from BMW Australia are to be adhered to by all dealer representatives.

If breached, a first infringement it will result in a written warning in place for the remainder of the year. A second, or any other subsequent infringement, will result in the dealership becoming ineligible for the quarterly Marketing Retail Standards.

The BMW Retail Marketing Handbook does not seek to restrict discretion over retail prices sold or advertised and does not seek to restrict Dealers from engaging in any other promotion that complies with the BMW Retail Marketing Handbook.

1.5 NEW VEHICLES.

1.5.1 COMMUNICATION EMBARGOS.

- Dealers can communicate new model releases/changes through dealer newsletters only after BMW Group Australia and New Zealand has commenced communications to the general public.
- Only details from the press release may be used, i.e. where a release has been provided that does not include specifications, the dealer newsletter cannot include specifications, etc.
- Dealers may only start advertising a certain model according to advice from BMW Group Australia and New Zealand.
- New vehicles can be advertised as a model line, engine variant or series using BMW Group Australia and New Zealand imagery only.
- With the exception of BMW Special Vehicles, all new vehicles may be advertised both above and below the line directly after the official on-sale date, providing they meet the criteria to qualify them as a demonstrator.
- All new models are under embargo for a period of 6 months following the on-sale date (unless otherwise communicated). Price advertised must be displayed as POA. This date may be extended at the discretion of BMW Australia and New Zealand.
- All other models (LCI models & Full M variants) embargo period is 3 months following the on-sale date (as advised in the relevant product and launch bulletins. During this time, vehicles must be advertised as POA. After the embargo period, a drive away price may be included.

2. GUIDELINES.

2.1 BRAND IDENTITY GUIDELINES.

The BMW Brand Identity Guidelines relate to the communications for New, BMW Premium Certified, Demonstrators, Used Vehicles, Aftersales (Also referred to as Customer Support) and BMW Financial Services. These guidelines also pertain to dealer brand communication that promotes any aspect of the BMW dealer business.

All communications are subject to the guidelines and BMW Group Australia approval including, but not limited to:

- Television
- Radio
- Print Media
- Outdoor Advertising
- Mobile Advertising
- Direct Mail
- Corporate Brochures
- Corporate Reports
- Newsletters
- Internet
- Directories
- Sponsorships
- Events
- Charity Support
- Promotions
- Point of Sale material
- Email Campaigns
- Social Media
- SMS
- eDM
- Videos

IMPORTANT: Separate guidelines apply to MINI and BMW Motorrad Marketing.

2.1 BRAND IDENTITY GUIDELINES.

2.1.1 BMW SYMBOLS.

The symbols of BMW Subbrands.
To communicate subbrand offers, the BMW symbol is supplemented with the relevant symbol for BMW i and / or BMW M (“Pairing”)



2.1 BRAND IDENTITY GUIDELINES.

2.1.1 BMW SYMBOLS.

Proportions and protection space of symbols

The protection space describes the minimum area around a symbol,
within which no communicative elements may be positioned.1 unit = 1/12 logo.

A. Protection space around the BMW symbol = 6 units.
B. Protection space around the symbol combination = 6 units.
C. Protection space between the BMW and subbrand symbols = 4 units.

Symbols on white backgrounds

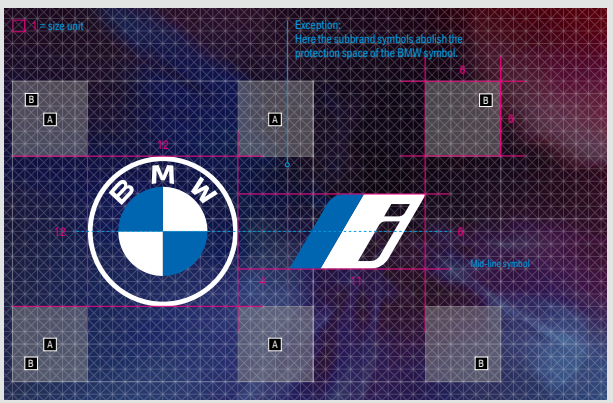
> In exceptional cases, it may be necessary to use the symbols on a white background. For these cases, the implementations illustrated here have been created.

> Apart from the white areas within the BMW symbol, the white elements of the symbols are replaced with grey.The grey values are defined in the "Colours"chapter.

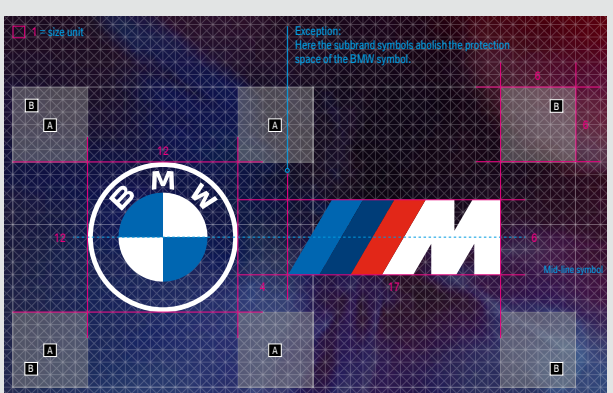
> The previously stated proportions and protection spaces also apply here.



Symbol combination BMW with BMW i ("pairing").



Symbol combination BMW with BMW M ("pairing").



2.1 BRAND IDENTITY GUIDELINES.

2.1.1 BMW SYMBOLS.

Correct use of the default and fallback symbols



The default symbol can be placed on the predefined gradient field. Make sure that there is sufficient colour and brightness contrast.



The default symbol is used on all photographic image backgrounds. Make sure that there is sufficient colour and brightness contrast.

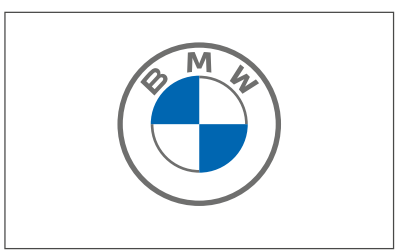


The default symbol can be placed on coloured backgrounds, as long as these have sufficient colour and brightness contrast.

Reference value for the optimum grey value:
CMYK: 0/0/0/45
RGB: 166/1566/166
HEX: #a6a6a6



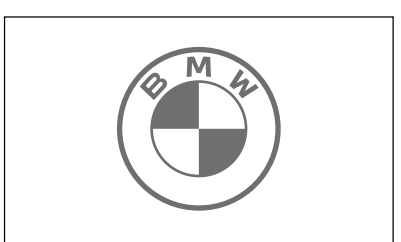
The default symbol can be placed on grey backgrounds, as long as these have sufficient colour and brightness contrast.



The fallback symbol is only used on a white background.



Use case – symbol in black and white context.

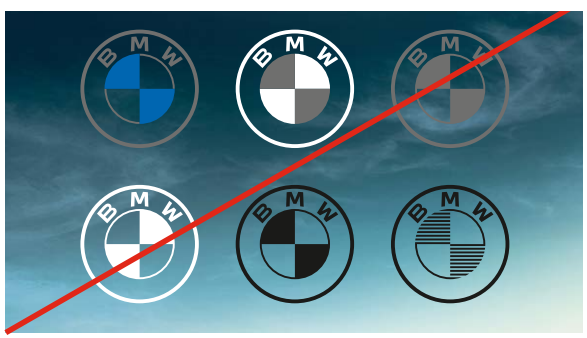


Use case – symbol on white background in black and white context.

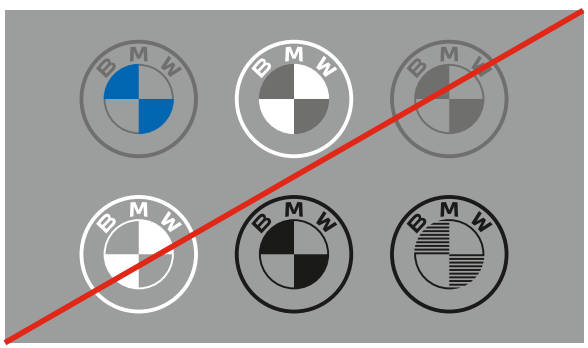
2.1 BRAND IDENTITY GUIDELINES.

2.1.1 BMW SYMBOLS.

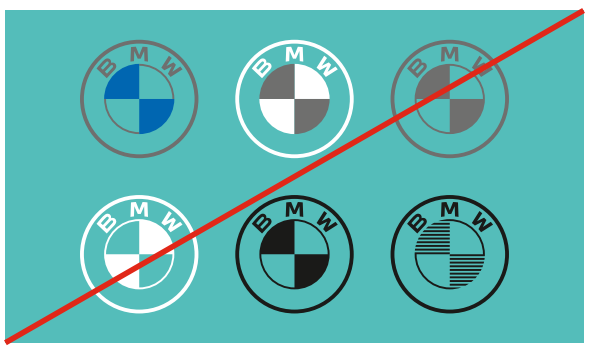
Don't



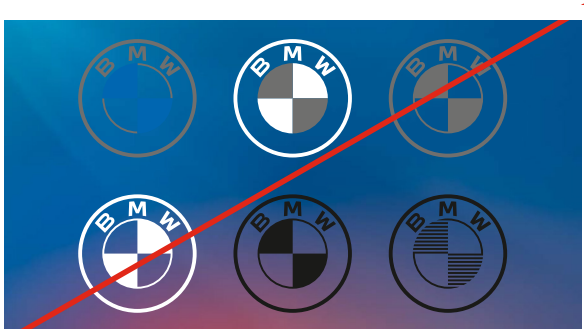
No application of these symbols on photographic material.



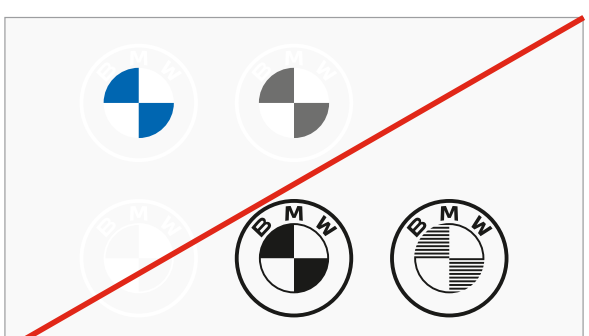
No application of these symbols on grey background.



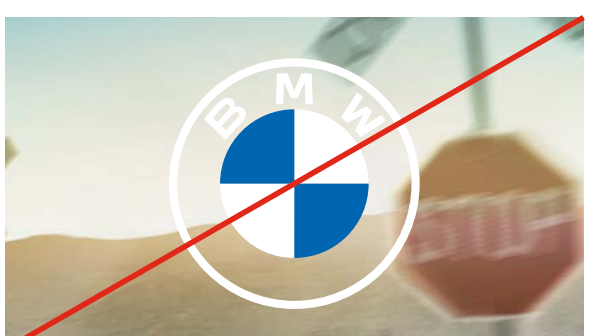
No application of these symbols on coloured background.



No application of these symbols on the gradient field.



No application of these symbols on white background.

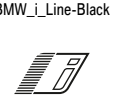


Insufficient contrast between symbol and background image.

2.1 BRAND IDENTITY GUIDELINES.

2.1.1 BMW SYMBOLS.

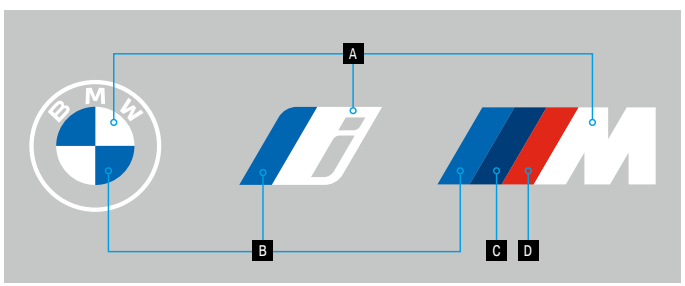
In addition to the described default and fallback symbols, further symbol conversions are available in the Identity Net, which were created for special applications. These are shown in the CI Standards "The symbol sample book for the reproduction of the BMW, BMW M and BMW i symbols". The overview shown here is an excerpt from this document and describes the symbols and their exclusively approved use cases.

BMW_White-Colour	BMW_Grey-Colour	BMW_White-Grey	BMW_Grey	BMW_White	BMW_Black	BMW_Line-Black	
							
BMW_i_White-Colour	**BMW_i_Grey-Colour**	**BMW_i_White-Grey**	**BMW_i_Grey**	**BMW_i_White**	**BMW_i_Black**	**BMW_i_Line-Black**	**BMW_i_Metal-Black**
							
BMW_M_White-Colour	**BMW_M_Grey-Colour**	**BMW_M_White-Grey**	**BMW_M_Grey**	**BMW_M_White**	**BMW_M_Black**	**BMW_M_Line-Black**	**BMW_M_Metal-Black**
							
Default variant. For all application cases in print and digital media.	Fallback variant exclusively for white backgrounds.	Variant exclusively for application of the default variant, in which no colours can be used.	Variant exclusively for applications on white, in which no colours can be used.	Variant exclusively for applications (e.g. for merchandising), in which the default variant cannot be used. Production template for embossing die.	Variant exclusively for applications on white (e.g. for merchandising), in which the fallback variant cannot be used. Production template for embossing die.	Variant exclusively for very large applications on white (e.g. for merchandising), in which the fallback variant cannot be used.	Variant exclusively for applications such as metal embossing, in which the templates White, Black and Line-Black cannot be used due to delicate parts of the design.

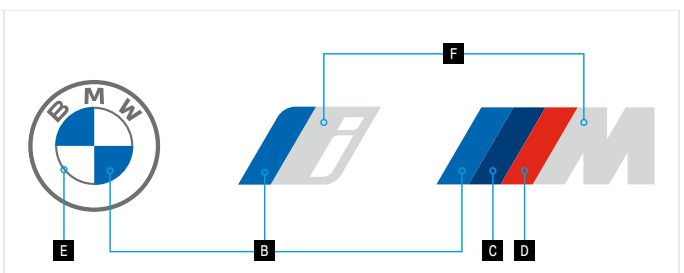
2.1 BRAND IDENTITY GUIDELINES.

2.1.1 BMW SYMBOLS.

Default application of BMW symbols



Special case/fallback white space implementation of the BMW symbols

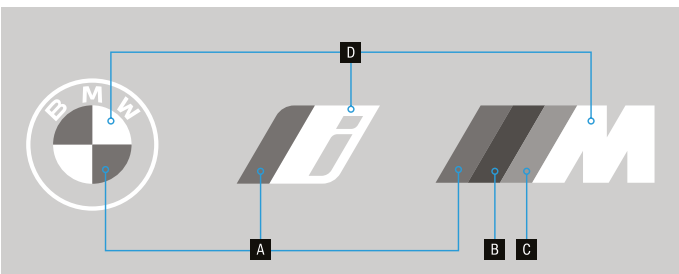


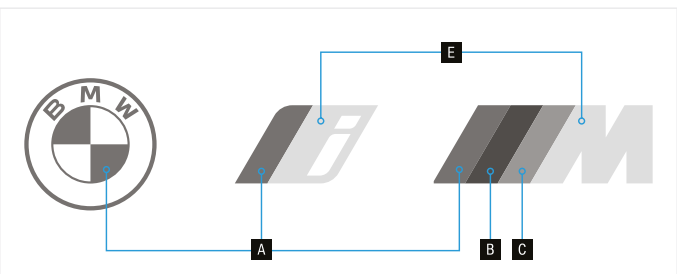
	A	B	C	D	E	F
Print media						
Pantone Coated	–	2144 C	294 C	7626 C	Cool Gray 9 C	427 C
Pantone Uncoated	–	300 U	541 U	7626 U	Cool Gray 8 U	427 U
CMYK	0 / 0 / 0 / 0	100 / 52 / 0 / 0	100 / 69 / 7 / 30	0 / 93 / 95 / 2	0 / 0 / 0 / 70	0 / 0 / 0 / 22
Online media						
sRGB	255 / 255 / 255	0 / 102 / 177	0 / 61 / 120	226 / 39 / 24	111 / 111 / 111	214 / 214 / 214
Hexadecimal	#ffffff	#0066B1	#003D78	#E22718	#6f6f6f	#d6d6d6
Spatial media						
RAL (default: D2 Design)	–	260 40 45	280 20 30	040 50 70	000 50 00	000 85 00
RAL (fallback: K5 Classic)	9016	5015	5013	3020	7005	7035

2.1 BRAND IDENTITY GUIDELINES.

2.1.1 BMW SYMBOLS.

Greyscale implementations of BMW symbols.





	A	B	C	D	E
Print					
Pantone Coated	Cool Gray 9 C	Cool Gray 11 C	Cool Gray 7 C	–	Cool Gray 2 C
Pantone Uncoated	Cool Gray 8 U	Cool Gray 11 U	Cool Gray 6 U	–	Cool Gray 2 U
CMYK	0 / 0 / 0 / 70	0 / 0 / 0 / 85	0 / 0 / 0 / 55	0 / 0 / 0 / 0	0 / 0 / 0 / 22
Screen					
sRGB	111 / 111 / 111	73 / 73 / 73	146 / 146 / 146	255 / 255 / 255	214 / 214 / 214
Hexadecimal	#6f6f6f	#494949	#929292	#ffffff	#d6d6d6

2.1 BRAND IDENTITY GUIDELINES.

2.1.2 ICONISATION.

Iconisation is a headline structure for vehicle communication

> Only model series or model families such as e. g. THE 1, THE 2, THE X RANGE, are iconised. Iconisation is to be fully implemented for the BMW core brand, the subbrands BMW M and BMW i (e.g. THE 1, THE X5 M, THE i8) and also the Luxury Class.

> The iconised headlines always comprise "THE XY". A national language translation is only provided if this is required by law. Fundamentally, the iconised headline is in capital letters without a full stop, body copy is not iconised.

> Concrete model designations such as e. g. M135i xDrive are not permitted.

> With the progressive layout, the headline can be freely designed with respect to size and positioning.

> This formatting cannot be used in conjuction with a retail offer.

> Concrete model designations such as
eg. M135i xDrive are not permitted.

> With the progressive layout, the headline can be freely designed with respect to size and positioning.

Iconisation in vehicle communication.

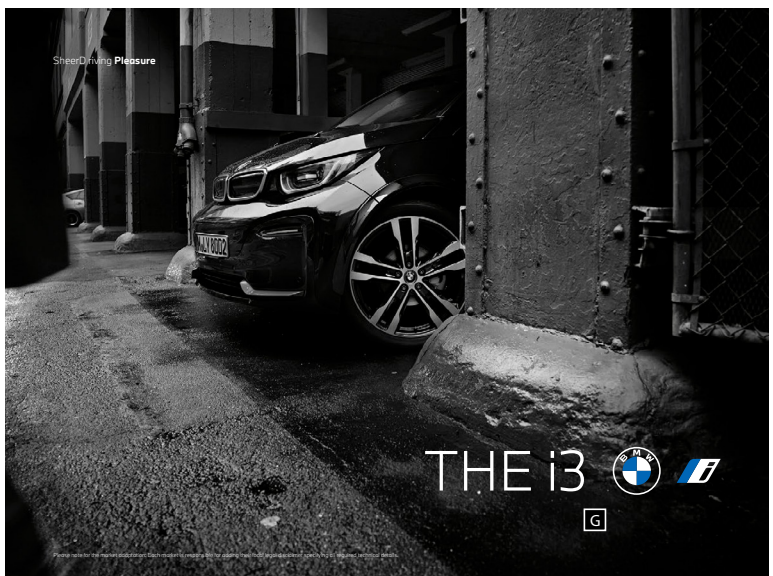


2.1 BRAND IDENTITY GUIDELINES.

2.1.2 ICONISATION.

A “hero moment”
in vehicle communication.





A. Headline iconisation only applies to vehicle communication.

B. Iconised headlines are exclusively in English. Exception: if a translation in a national language is required by law.

C. The brand typeface BMW Type Next Light is exclusively in all caps with a character spacing of 0.

D. A subheadline is not used. The following exceptions are permitted in the respective national language – if necessary:
   - » Model differentiation (convertible, touring, etc.)
   - » PHEV/BEV-relevant details
   - » Concrete model designations, for example M135i xDrive, are not permitted.

E. The maximum headline size is always used.

F. There is no full stop after the headline.

G. Headline and symbols are paired together in a defined ratio. Further information on the application principles of the new BMW Brand Design can be found in the CI Standards “The basics and principles of the BMW Brand Design”.

2.1 BRAND IDENTITY GUIDELINES.

2.1.2 ICONISATION.

A guide on M

'M Sport' is an accessory package that can be added to almost any BMW. An easy way to distinguish M Performance is by the badge on the trunk the M Performance, the badge on a BMW M340 will say 'M340i.' The BMW M models vehicles are the fastest and most-powerful available in the range and are badged as 'M3' and 'X6 M' and dont have trim designations.

Model



M2



M3



M4



M550d xDrive



M550i xDrive



Z4 M40i

BMW M Brand Design with headline iconisation





BMW Brand Design with headline iconisation *





* Exception: If a former MPA is used as a positioning model for the launch of an entire series model.

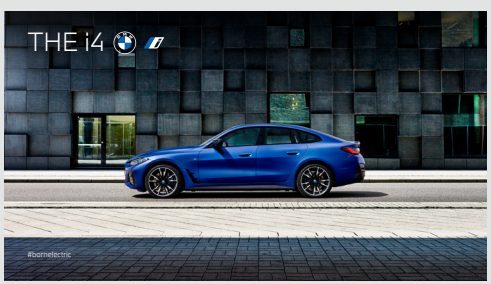
2.1 BRAND IDENTITY GUIDELINES.

2.1.2 ICONISATION.

Examples of applications of ATL communication.

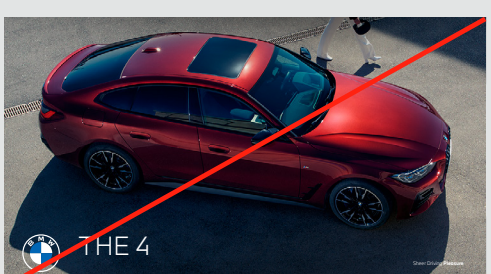
Do's



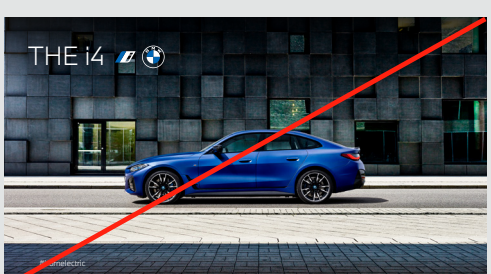




Don't



BMW symbol overlly large.



Incorrect order of symbol pairing.



Only subbrand symbol.

2.1 BRAND IDENTITY GUIDELINES.

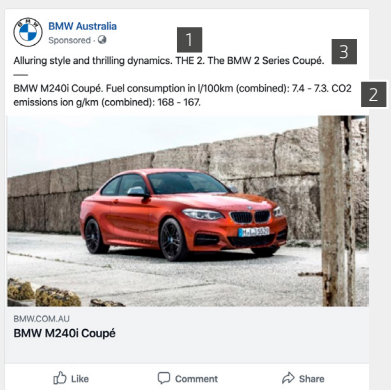
2.1.2 ICONISATION.

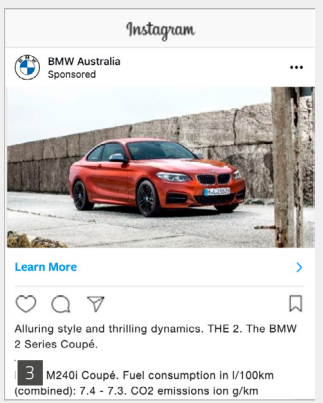
Social Facebook and Instagram

1. Iconisation in Facebook generally takes place in the copy.
2. No hashtag use in Facebook due to range losses in the organic presentation.
3. If a model series has several models (BMW 2 Series Convertible, BMW 2 Series Coupé, etc.) the model is additionally used in the copy (doubling).
4. If there is only one model in the series model, iconisation takes place in the copy.

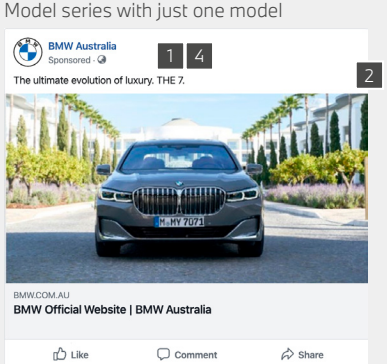
> The designation 'model' relates to the bodywork construction (Coupé / Convertible), not to the specific engine variant (240i xDrive).

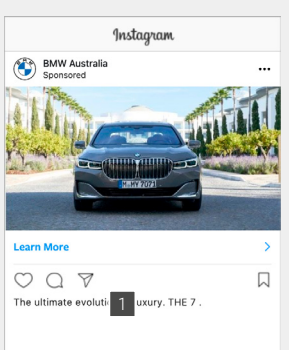
Model series with several models





Model series with just one model





2.1 BRAND IDENTITY GUIDELINES.

2.1.3 TYPOGRAPHY.

BMW Type Next. Scope and application principles.

- In principle, the typeface BMW Type Next Light is used in all marketing collateral. Headlines and subheadlines are set in uppercase, body copy is set in upper case and lower case.
- The BMW wordmark is set in “Bold” typeface when it appears as a sender. For communicative applications, the “Light” typeface is used.
- The line spacing between headline and subheadline always corresponds to the height of the subheadline.
- The line spacing within a two-line headline or subheadline always corresponds to 128% of the font size. In body copy, the line spacing corresponds to 128% of the font size.
- The character spacing is 0 in all cases and the kerning setting is set to metric.
- The line spacing between headline and subheadline always corresponds to the height of the subheadline. The line spacing within a two-line headline or subheadline always corresponds to 128% of the font size. In body copy, the line spacing corresponds to 128% of the font size. The character spacing is 0 in all cases and the kerning setting is set to metric.

Typefaces of BMW Type Next.

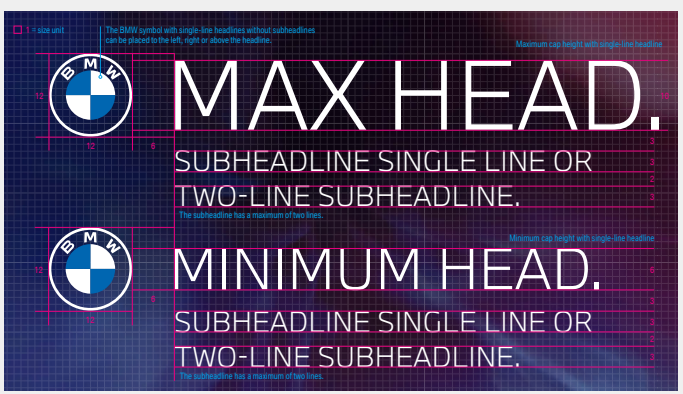


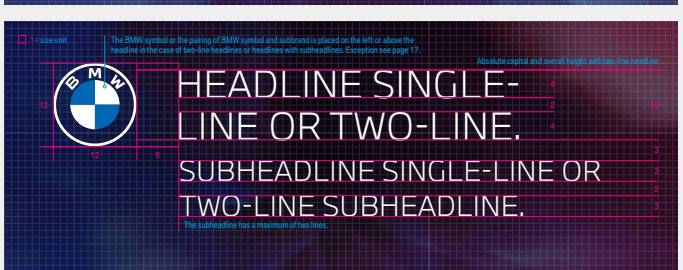
2.1 BRAND IDENTITY GUIDELINES.

2.1.3 TYPOGRAPHY.

Headline proportions.

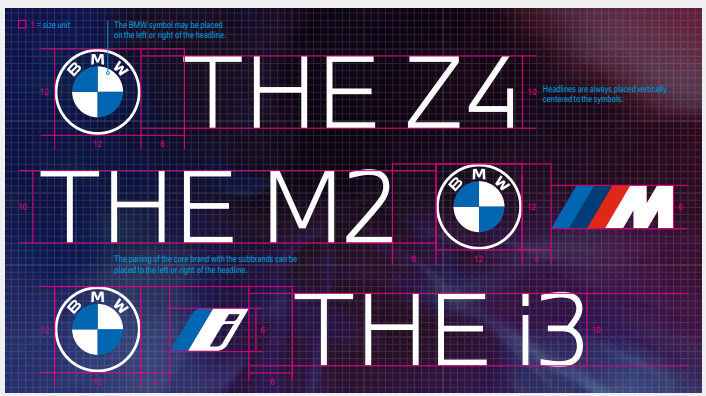
Headlines without headline iconisation are always followed by a full stop (headline scaling of 6, 7, 8, 9 and 10 size measures is possible).Maximum case for two-line headline with two-line subheadline





Headline proportions.

The symbols can also be placed above or below the headlines



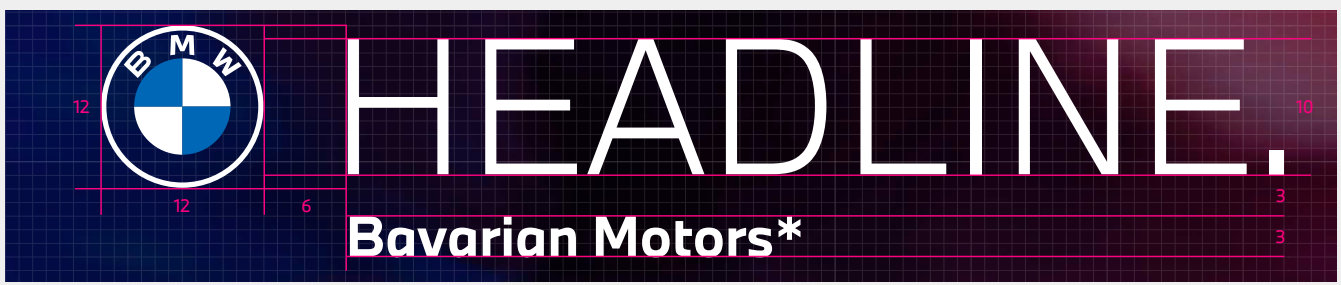


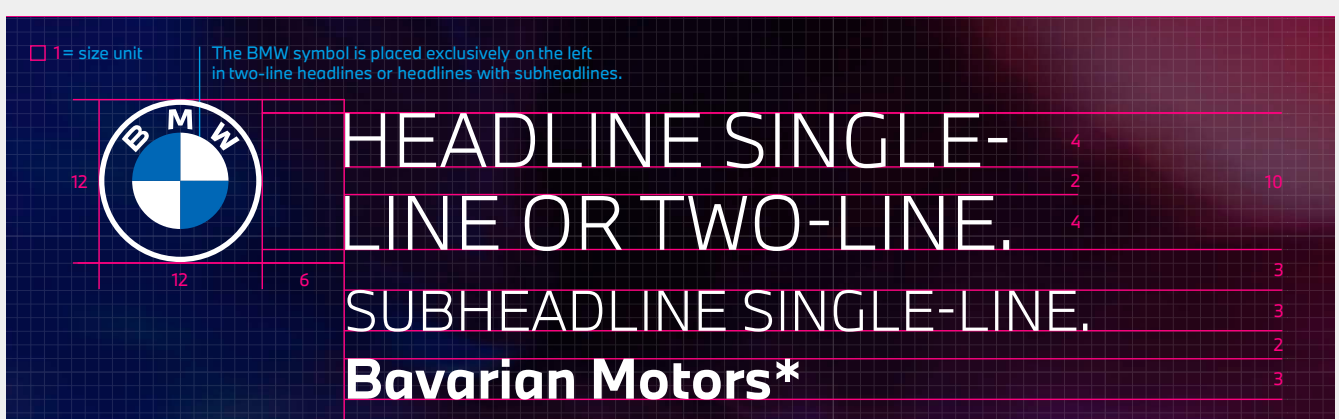
2.1 BRAND IDENTITY GUIDELINES.

2.1.3 TYPOGRAPHY.

Headlines with dealer / importer sender designation.

A maximum of three headline / subheadline lines is used with the sender designation. This means that two headline lines with one subheadline line or one headline line with two subheadline lines can be associated with the sender designation.





2.1 BRAND IDENTITY GUIDELINES.

2.1.3 TYPOGRAPHY.

Dealer advertisements. Sender designation.

> The same font size is used for both the sender designation and the body copy.

> The recipient address may not be in colour or be larger than the body copy.

Please see example attached.

1. **Bavarian Motors** 812–814 Anytown Road, Anytown. 0000 0000. bavarianmotors.bmw.com.au LMCT 8560
2. **Bavarian Motors**
   812–814 Anytown Road, Anytown. 0000 0000. bavarianmotors.bmw.com.au LMCT 8560
3. **Bavarian Motors** 812–814 Anytown Road, Anytown. 0000 0000.
   bavarianmotors.bmw.com.au LMCT 8560
4. **Bavarian Motors**
   812–814 Anytown Road, Anytown. 0000 0000.
   bavarianmotors.bmw.com.au LMCT 8560
5. **Bavarian Motors**
   812–814 Anytown Road,
   Anytown. 0000 0000.
   bavarianmotors.bmw.com.au LMCT 8560

Company Name: BMW Type Next Bold, upper and lower case 85 or 100% black

Sender information: BMW Type Next light, upper and lower case 85 or 100% black

2.1 BRAND IDENTITY GUIDELINES.

2.1.4 PARTNERSHIP LOGO ON DEALER ASSETS.

> Partnership logos are permitted in dealer print, POS and eDM assets only.

> Product-related commendations, such as awards, are placed in the visual, while all other elements, such as cooperation logos, must appear in the white space, or email footer, in dealer communications only.

> If there is more than one cooperation logo, these appear at the bottom left of the layout in the white space.

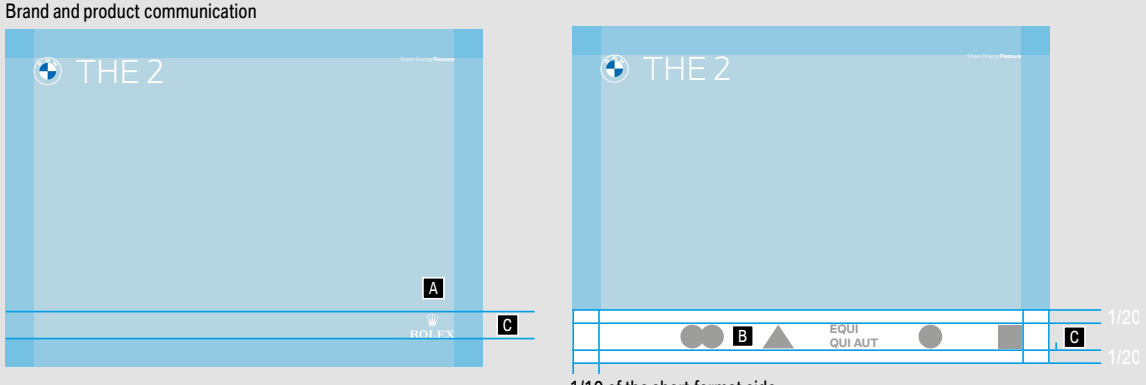
A. A single cooperation symbol, or product-related high-light, may be positioned in one of the two lower format corners of an image.

B. If there is more than one cooperation symbol, they should be placed at the bottom of the white space. They are positioned flush right or left, as shown in the illustrations on the right.

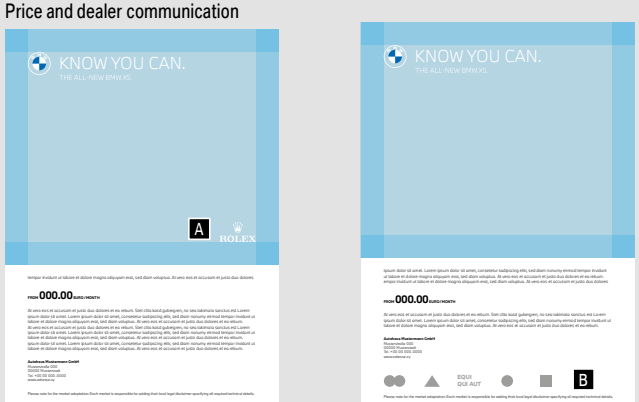
C. The height of the cooperation symbols may not exceed the height of the BMW symbol.

Application principles and proportions.

Brand and product communication



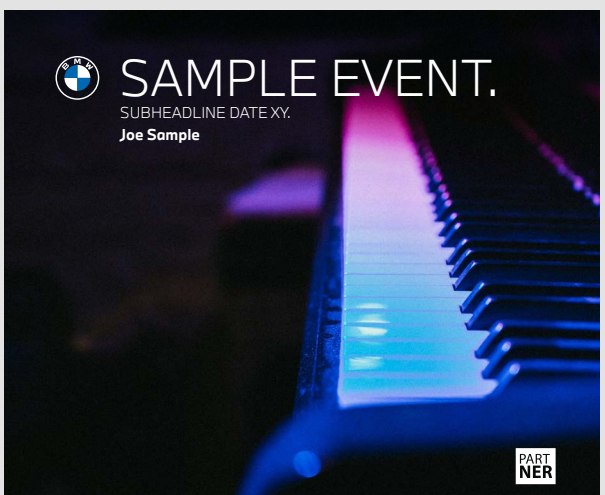
Price and dealer communication

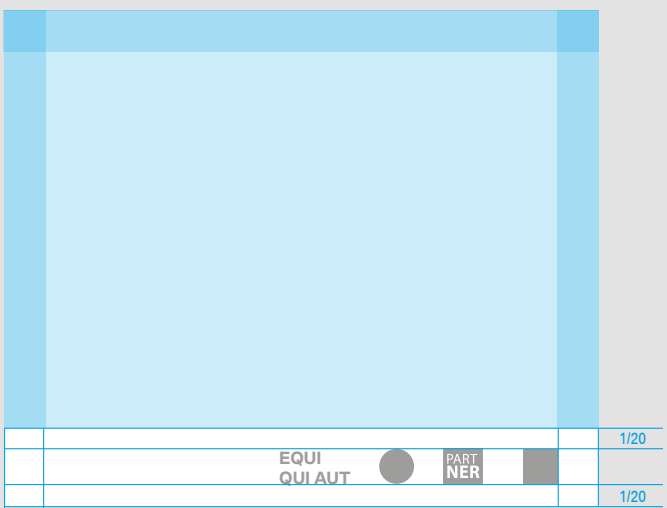


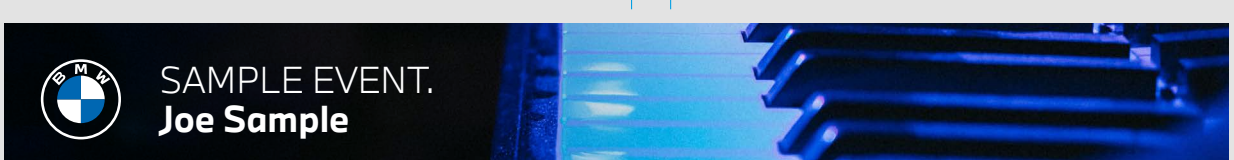
2.1 BRAND IDENTITY GUIDELINES.

2.1.4 PARTNERSHIP LOGO ON DEALER ASSETS.

Examples of applications.







2.1 BRAND IDENTITY GUIDELINES.

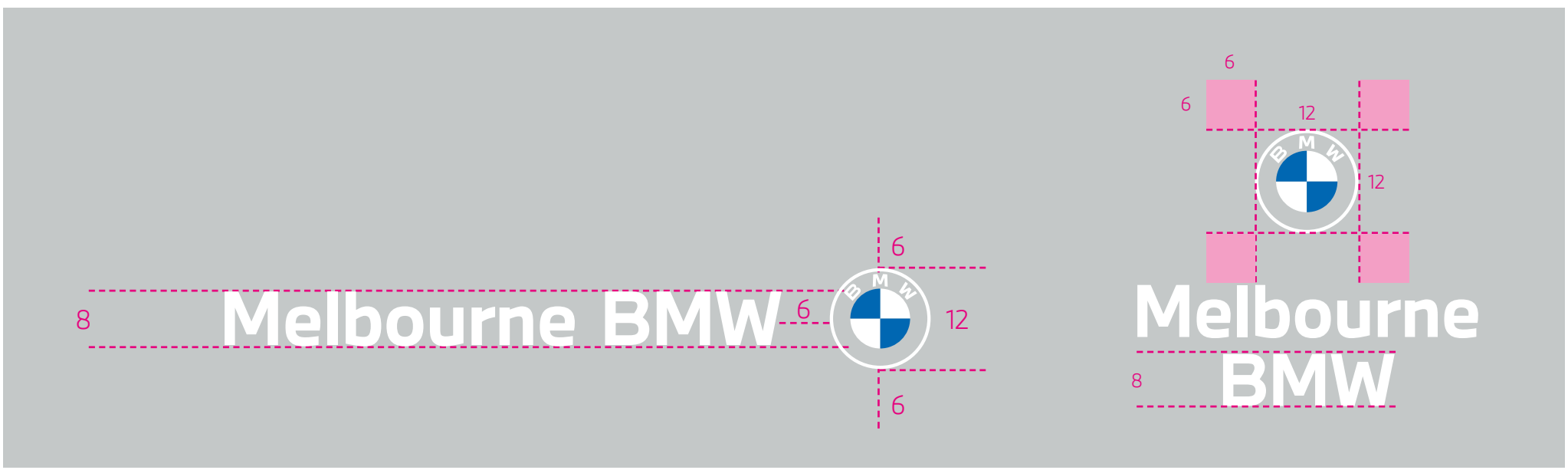
2.1.5 DEALER BMW WORDMARK.

> Please request your dealership wordmark from Dealer Marketing or the BMW Studio. This is the only version permitted to be used.
The dealer name can be in either white or grey dependant on the background colour.

> The use of the individual dealership wordmark is limited to events, sponsorships and recruitment purposes, with the approval of BMW Group Australia Marketing.

> The dealership wordmark should be discreet (as large as necessary, and as small as possible) and conform to the measurement criteria shown below.

> **In all instances, the minimum margin around the wordmark is equal to half the diameter of the roundel.**



2.1 BRAND IDENTITY GUIDELINES.

2.1.6 PRINT.

"Block formation" between the symbols and headlines.

The proportions between the symbols and the different headline options described in the chapter "Font and typography" must be observed.



2.1 BRAND IDENTITY GUIDELINES.

2.1.6 PRINT.

Multi-picture layout

A. The largest image can occupy between 60% and 80% of the total format.

B. Symbols, headline, brand claim (optional) and legal disclaimer are always positioned on the largest image.

C. Two to three smaller images can be added in a row. The presentation of more than three small images is not permitted.

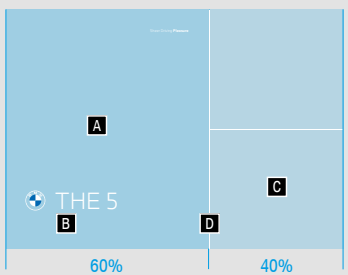
D. Dividing lines between images: White with 0.5 mm line width. For larger formats (above A3), the line widths are proportionally scaled.

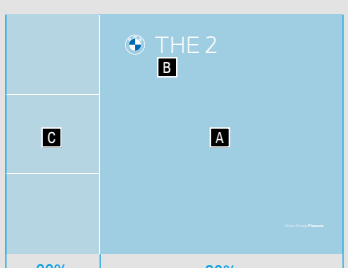
In **landscape format**, the largest image can be positioned on the left side as well as on the right.

In **portrait format**, the largest image may only be positioned in the upper area.

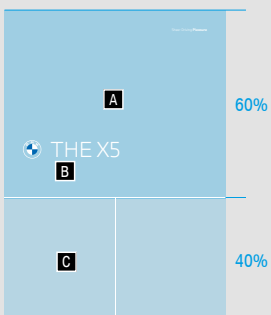
Application principles and proportions.

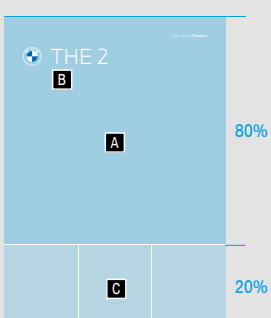
Landscape format





Portrait format



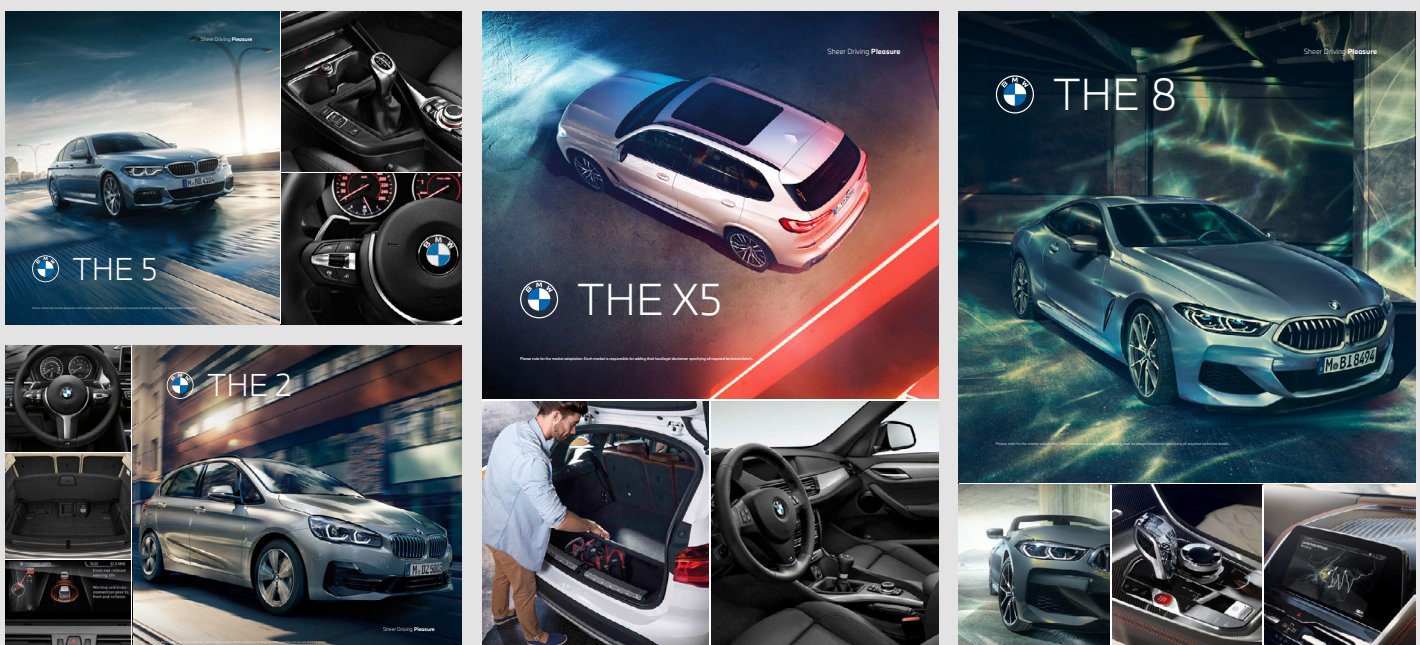


2.4 BRAND AND RETAIL CAMPAIGNS.

2.1.6 PRINT.

Multi-picture layout

Examples of applications.



2.1 BRAND IDENTITY GUIDELINES.

2.1.7 PLATE FRAMES

Specify plate frame requirements. Website should be dealership, not group, website.

> Plate frames, at a minimum, must include the dealership wordmark written in black with the default BMW roundel.

> If a website is to be included on the plate frame, this must be the dealership website (this cannot be the group or BMW AU website).

2.1 BRAND IDENTITY GUIDELINES.

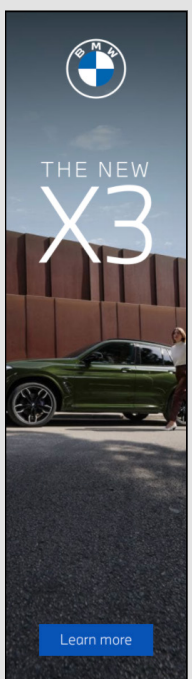
2.1.8 PRESS WITH CHINESE STAFF IMAGES.

Example of dealer press with Sales Consultant images.

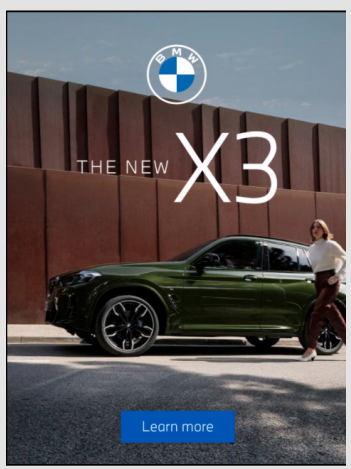


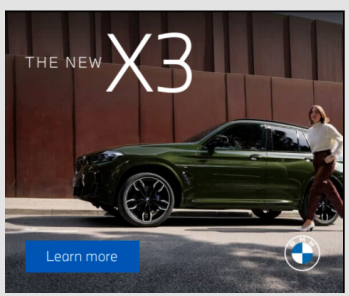
2.1 BRAND IDENTITY GUIDELINES.

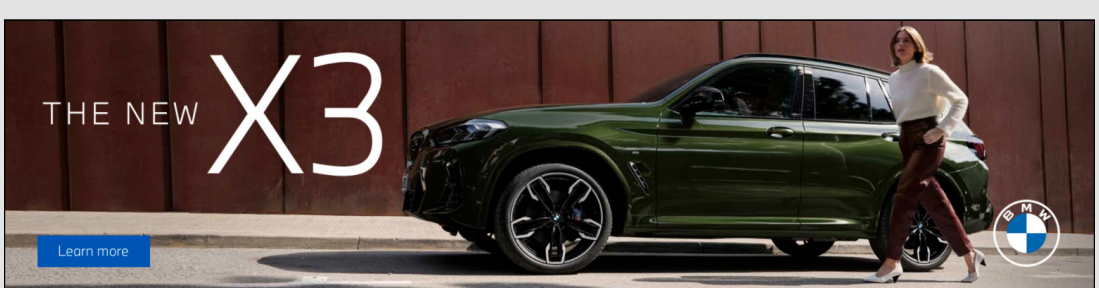
2.1.9 DIGITAL.











> Digital banners should contain either all uppercase or all lowercase text throughout, not a combination of both.

> If banner text exceeds more than two lines, lowercase text should be adopted.

2.1 BRAND IDENTITY GUIDELINES.

2.1.10 SOCIAL MEDIA VISUAL STYLEGUIDE.

Always:

> Lead with the joy of driving a BMW.

> Make the vehicle(s) the hero of the shot.

> Consider the colouring, lighting, shadows and contrast.

> Capture a variety of macro and detail shots.

> Ensure safe driving practices are followed.

> Use the environment to enhance the vehicle.

> Try to showcase the vehicle in noticeably Australian surroundings.
eg. The Great Ocean Road, Sydney Harbour, city scapes or iconic restaurants etc.

> Provide filtered and unfiltered versions.

Supply a range of content which can be edited to the following dimensions:
Instagram Story 9x16
Feed 1x1 and 4x5
Full length video (for IGTV & YouTube) 16x9
Highlight the individual characteristics of each model.
Sign off talent and styling with BMW prior to shooting.

> Social assets should have no more than 10% text coverage to ensure optimal performance in algorithm.

Never:

> Obstruct the vehicle or details of the vehicle.

> Shoot in dull light or extreme weather conditions.

> Force unrealistic scenarios when shooting.

> Park illegally, outside of lines or across roads/driveways.

> Show the vehicle driving or stationary on the wrong side of the road or driving in the middle of the road.

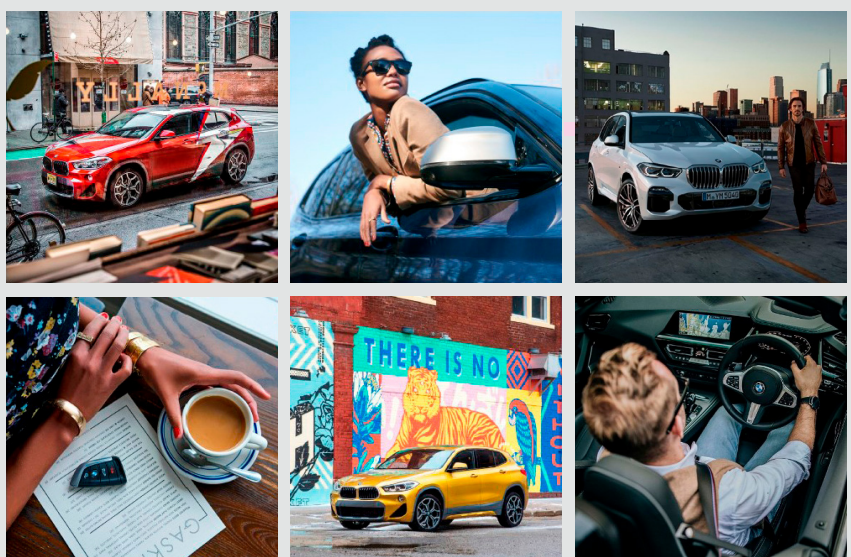
2.1 BRAND IDENTITY GUIDELINES.

2.1.11 SOCIAL MEDIA VISUAL STYLEGUIDE.

Do:

- Ensure the car looks proportionate and how you would see it in real life.
- Shoot from angles that highlight the best features of the vehicle.
- Ensure the environment always looks crisp and clean.
- Ensure shots in front of artwork or murals are tasteful.
- Ensure people interact with the vehicle and never appear to be distracted behind the wheel of the car.
- Ensure people appear purposeful, showcase the usability of the car.
- Ensure talent is wearing smart, stylish clothing and accessories appropriate for a luxury car brand as seen in above examples.

Examples:



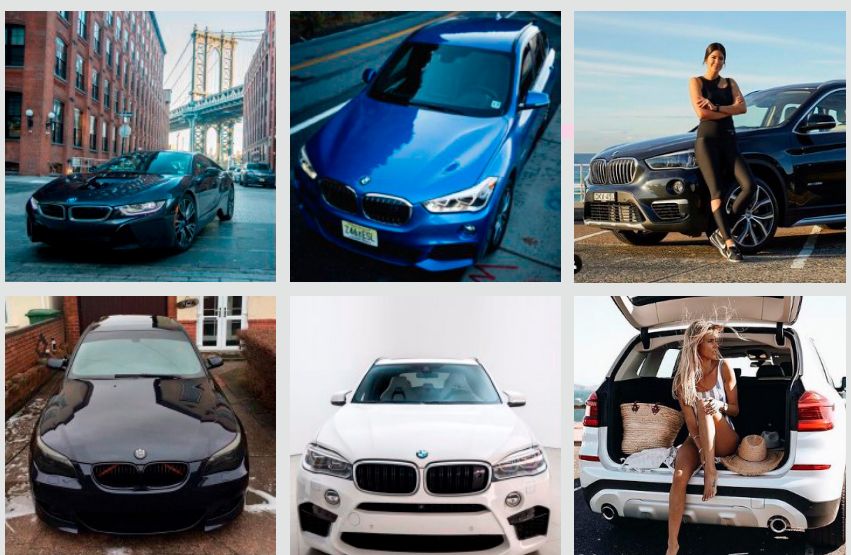
2.1 BRAND IDENTITY GUIDELINES.

2.1.11 SOCIAL MEDIA VISUAL STYLEGUIDE.

Don't:

- Shoot from a disproportionate viewpoint.
- Shoot too close, too low or too high.
- Shoot the car when it is dirty or unclean, the vehicle must always look immaculate unless the creative brief states otherwise.
- Shoot in a dirty environment.
- Shoot defects in an environment such as vandalism.
- Shoot people looking overly posed or inauthentic.
- Show unsustainable practices i.e. featuring single use coffee cups.
- Obstruct windscreen i.e ensure driver & passenger sun visors are folded up.
- Shoot images of the BMW roundel upside down; always ensure the steering wheel and wheels are straight especially when it is the main focal point in the image.
- Capture vehicles from other brands in frame.

Examples:



2.1 BRAND IDENTITY GUIDELINES.

2.1.12 DRIVE AWAY – SOCIAL TILES.

Guidelines to include:

- 'From' & asterisk after price
- 'T&Cs apply' – must have one click through to full T&Cs
- Offer end date.
- Vehicle in image must be exact specs of the vehicle being advertised.

**Advise dealers to refer to catalogue for templates

Examples:



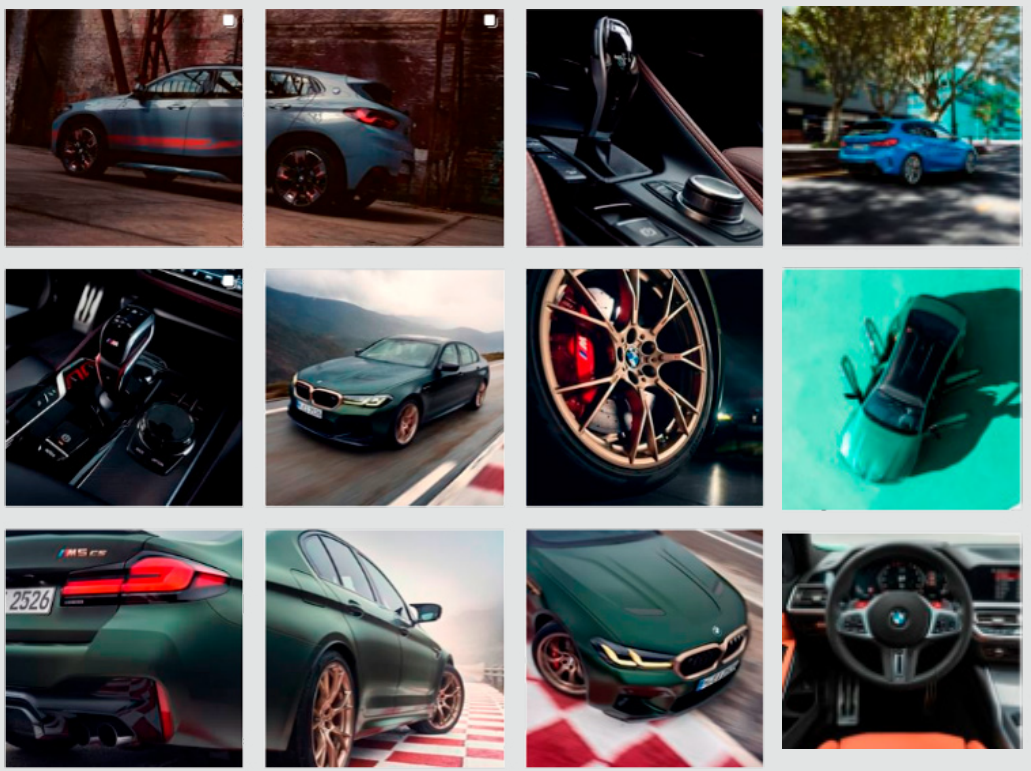


2.1 BRAND IDENTITY GUIDELINES.

2.1.13 INSTAGRAM REQUIREMENTS.

When creating content, it is important to keep the approach in mind. We advise shooting different angles of the vehicle in similar locations or settings to ensure that there will be 3 images that fulfil this requirement of 3 posts in a row.

Examples:



2.1 BRAND IDENTITY GUIDELINES.

2.1.14 INSTAGRAM REQUIREMENTS.

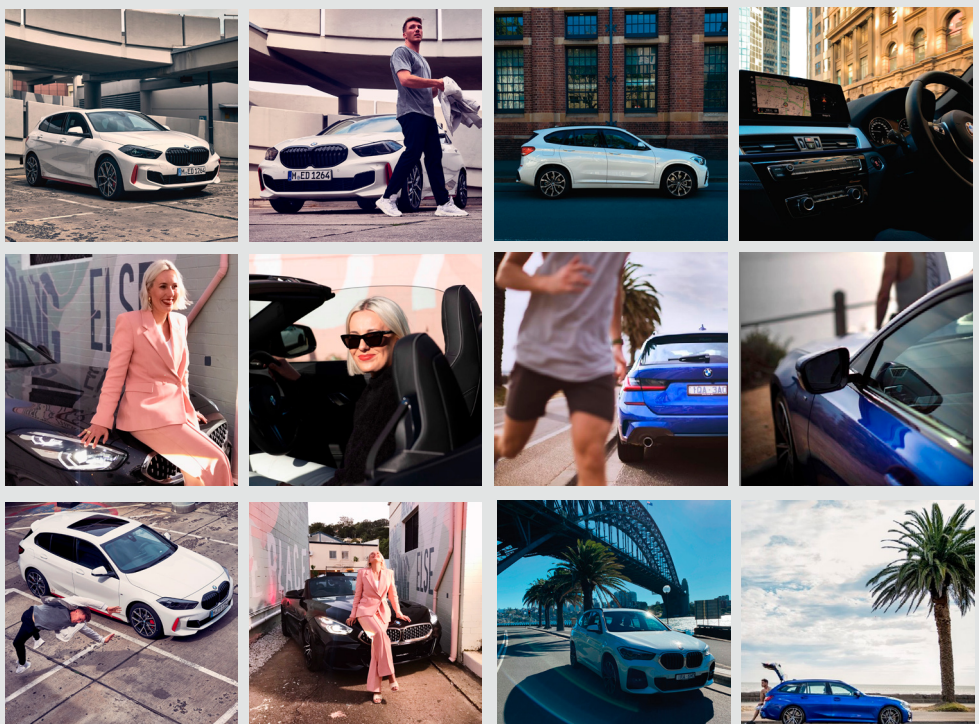
All content must meet the following requirements:

- Must showcase BMW's intuitive technology and features.
- Must represent BMW Brand values: Sustainability, Thrilling, Joy, Pioneering and Independent.
- Must show BMW branding in each image – this doesn't have to always be the vehicle; this can include the car keys or interior of vehicle.
- Must show sophisticated stylised content that demonstrates the use of BMW vehicles, see past influencer collaboration examples.

Instagram copy and caption requirements:

- All content must reference relevant social media handles, hashtags and URLs
  - @bmwau
  - www.bmw.com.au
- All social stories must include call to action/swipe up link to visit bmw.com.au

Examples:



2.1 BRAND IDENTITY GUIDELINES.

2.1.15 EDM.

BMW Australia have created a wide range of eDM templates for the network to choose from. An optional addition to the templates includes an area for dealerships to feature a headshot within the signature section of the eDM. For further guidelines on this please refer to section 2.1.16

Should you have any questions on which eDM template to use please reach out to the dealer marketing team. Please ensure that only the templated eDM's are used in your marketing communications.

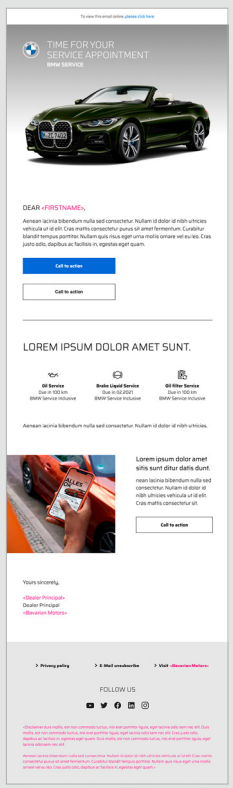
Approved templates can be located here.

Please contact the BMW Dealer Studio if you require assistance in creating an eDM. For guidance on the listing requirements and the presentation, please refer to section 4.1.4

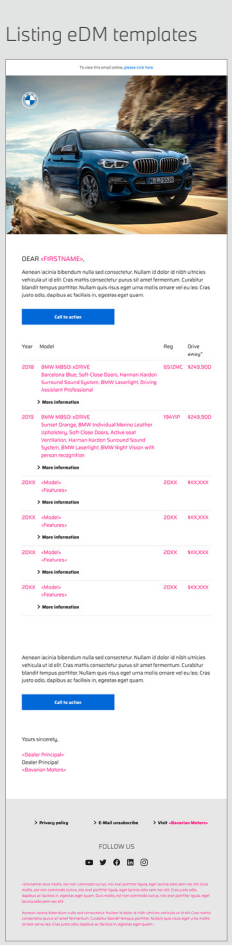
5 vehicles at a maximum can be featured in a listing eDM. A CTA can be included to click through to the dealership's website listing.

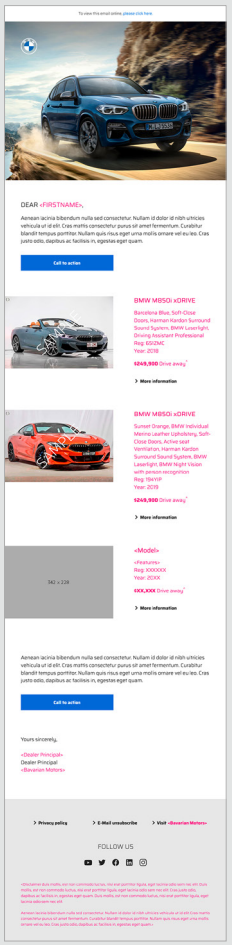
When listing vehicles to have a CTA to stock locator rather than test drive.

Service eDM template

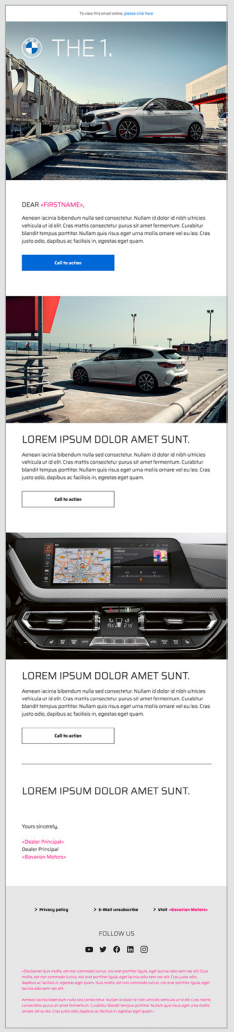


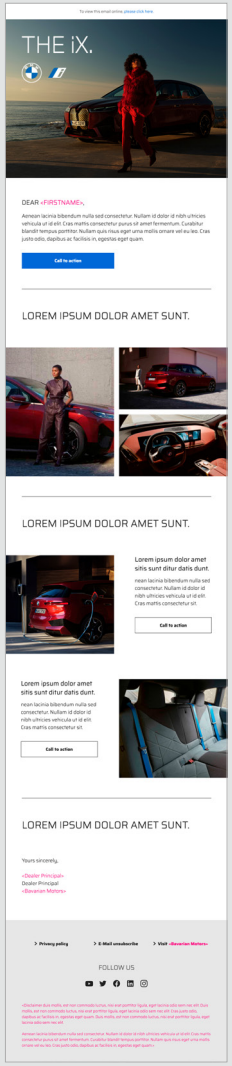
Listing eDM templates





General eDM templates





2.1 BRAND IDENTITY GUIDELINES.

2.1.16 EDM SIGNATURE HEADSHOT REQUIREMENTS.

To ensure the following criteria is met, it is highly recommended that only professional headshots are to be used. If you have any further enquiries on the below, please reach out to the BMW Marketing Service desk.

Headshots must be from an appropriate contact person within the dealership. The individual being featured must:

- Reflect the information featured in the eDM
- Must be the same as the details featured the sign off of the eDM

An example of this may include the dealerships DP being featured on a VIP event invitation or a BMW genius representative being featured on a model specific eDM.

Additional requirements include:

- The image should be a formal, corporate styled headshot that only feature the individual from the torso upwards.
- The background if any, should be a clean and plain. It should not feature any old CI or colours or items that do not reflect the brand in a premium manner
- The image should be clear and not pixelated
- The headshot should not exceed the size of the sign off details

Approved templates with the addition of headshots can be found here.

2.1 BRAND IDENTITY GUIDELINES.

2.1.17 OFFER BOX.

Allowed in press, landing page, and eDM only.
Offer box to be one full colour and not outlined. Approved colours are grey or white only (see examples below).
Copy within offer box is to be capitalised, BMW heading style only and is not to include subheads.

An offer box should be used to shorten and highlight your offer with the full description included in your body copy.

White background with grey box.

It's all about your drive. As an employee, we are proud to offer added benefits when purchasing a BMW, giving you the opportunity to experience the performance, style and dynamism of these exciting vehicles for yourself. You and your spouse will also have access to the BMW Corporate programme, with inclusions such as complimentary Service Inclusive - Basic for 3 years/60,000kms.*

In addition, when you purchase your new BMW before 30 June 2019, you'll also receive complimentary dealer delivery across the range. To find your new BMW, visit your local authorised dealer today.

COMPLIMENTARY
3 YEARS/60,000 KMS BMW
SERVICE INCLUSIVE - BASIC.*

+

RECEIVE COMPLIMENTARY
DEALER DELIVERY.

Black background with white box.

Visit <Bavarian Motors> to get a glimpse of the BMW 1 Series Shadow Edition from $39,900 drive away*.

For 2 days only, <Bavarian Motors> has exceptional offers on a number of vehicles during the <Bavarian Motors> Premium Selection Sale Event. Don't miss out on exclusive pricing and outstanding finance opportunities accross the BMW Premium Selection range*.

DATE: **FRIDAY 15 & SATURDAY 16 MARCH ONLY**
TIME: **8AM - 6PM (APPOINTMENTS AVAILABLE)**
VENUE: **<Bavarian Motors>**

Click "Book Now" to secure your appointment or "View Stock" to see our current BMW Premium Selection range.

2.1 BRAND IDENTITY GUIDELINES.

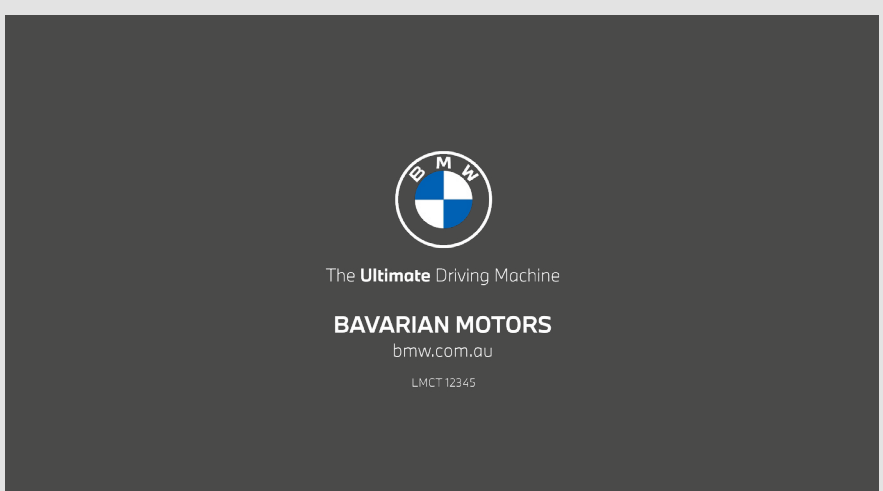
2.1.18 VIDEO.

TVC Ending

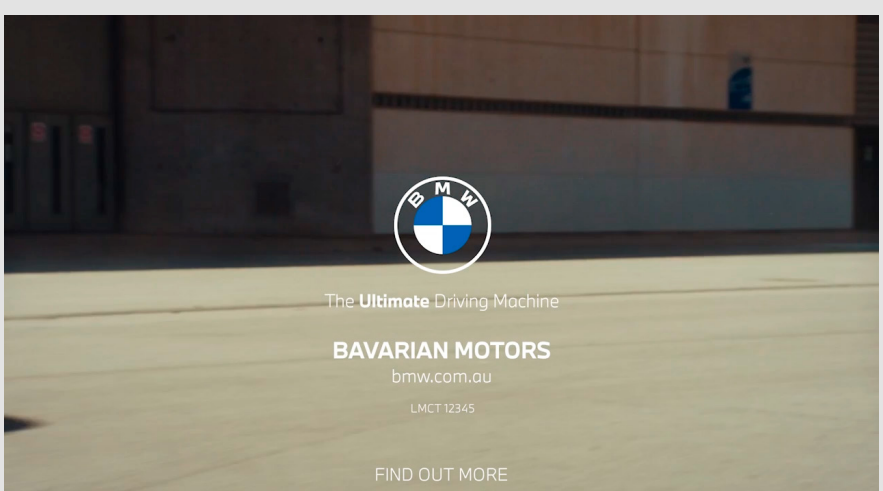
The BMW TVC ending is available as a film transition and as fade to black. It consists of the BMW symbol (plus subbrand symbol) and claim and is placed prominently in the centre over the video sequence.

Examples of applications.

Fade to black (preferred version)



Film transition (alternative)



2.1 BRAND IDENTITY GUIDELINES.

2.1.19 DEALER SALE EVENT GUIDELINES.

A Retail Event is an above the line sales activity involving opportunities that are available for a nominated period on a range (as opposed to individual models) of either new or demonstrator vehicles or a combination of both new and demonstrator vehicles.

Where BMW Group Australia coordinates a national or State/Territory-based Retail Event (BMW Retail Event) the principles outlined in the BMW Retail Marketing Handbook apply and in addition, as a condition of a Dealer opting into such a BMW Retail Event, the Dealer agrees as follows during the period of the BMW Retail Event:

- Dealers are not permitted to conduct a Retail Event on new or demonstrator vehicles that are covered by the BMW Retail Event which is different to the BMW Retail Event.
- Dealers are not permitted to extend the BMW Retail Event to vehicles, or models, not included within the BMW Retail Event, i.e. where the EOFY offer for the BMW Retail Event only covers new vehicles, a Dealer cannot promote the same offer on demonstrator vehicles.
- Dealers are permitted to promote offers on either new or demonstrator vehicles, if they are not covered by the BMW Retail Event or within the new model embargo period, provided that there is a clear delineation between the offers. When this occurs, it must be positioned with either/or messaging i.e. "Receive up to $5,000 deposit contribution on select new BMW vehicles. Receive complimentary 5 years/80,000km BMW Service Inclusive – Basic on BMW demonstrator vehicles."

2.1 BRAND IDENTITY GUIDELINES.

2.1.19 DEALER SALE EVENT GUIDELINES.

- Sale events must have a gap of 6 weeks between.
- A Sale Event is defined as a short burst of activity with offers limited to a one week period maximum, with the option to extend by another week maximum with approval from BMW Australia and New Zealand Dealer Marketing and the assigned Area Manager.
- A sale event can run while a longer term retail campaign is in market. However, the sale event offer must exclude any models that are included in current ATL National Retail campaigns.
- We encourage dealers to make use of any periods where there are no National campaigns in market to push models and messages that are most relevant within their PMA.
- Dealers can activate their own retail campaign as long as the offer does not compete with BMW Retail campaign.
- Dealer campaign offers must be submitted to Jira and approved before going LIVE.
- Dealer campaign offer message must be clear and does not have conflicting messages.
- It is the Dealer's responsibility to ensure that the terms and conditions of their campaign offer are correct. Dealers need to seek their own legal advice on the terms and conditions.

2.2 STATIONERY.

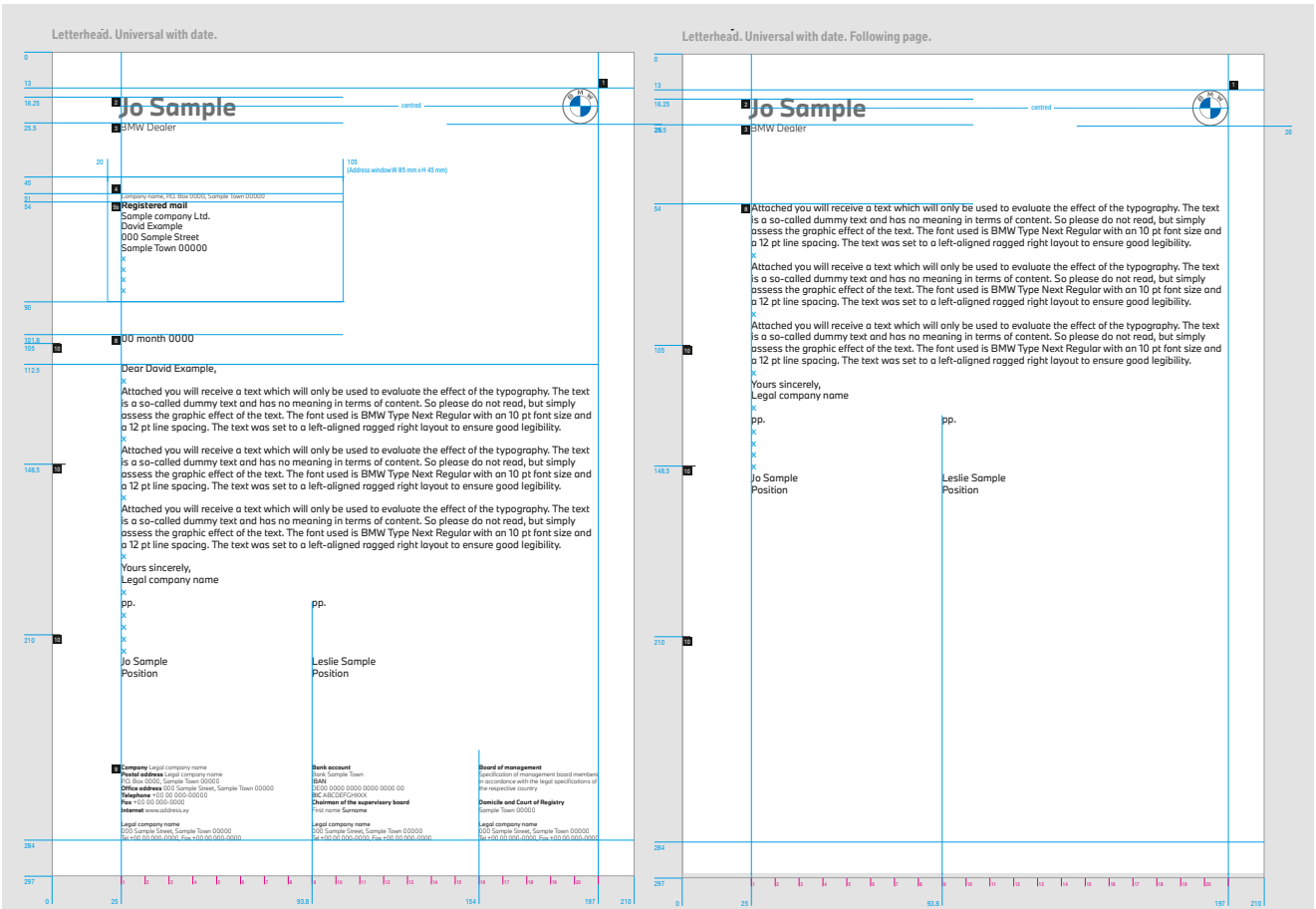
2.2.1 LETTERHEAD.

1. **Symbol**
   Size: H 13 mm
2. **Communication name**
   Type: BMW Type Next Bold
   Size: 24.5 pt
   Line spacing: 29.4 pt
   Colour: Black 70 %
3. **Definition**
   Type: BMW Type Next Light
   Size: 10 pt
   Line spacing: 12 pt
   Colour: Black
4. **Sender address**
   Type: BMW Type Next Light
   Size: 6 pt
   Line spacing: 7.2 pt
   Colour: Black
5. **Address**
   Type: BMW Type Next
   Regular and Bold (highlights)
   Size: 9 pt
   Line spacing: 10.8 pt
   Colour: Black
8. **Text**
   Type: BMW Type Next
   Regular
   and Bold (highlights)
   Size: 10 pt
   Line spacing: 12 pt
   Colour: Black
9. **Legal company name and sender information**
   Type: BMW Type Next Light,
   Regular and Bold (highlights)
   Size: 6 pt
   Line spacing: 7.2 pt
   Colour: Black

   The text block with the most lines touches the bottom of the type area. All text blocks start at the same height at the top. The contents should be distributed as evenly as possible among the text blocks. The number (min. 2 / max. 4) and division of the text blocks can be based on the amount of text.

   The use of blank lines is permitted to balance the text heights in the text blocks. Care should be taken to ensure a balanced division of text.

   If the postal and office addresses are identical, the address is mentioned only once.
10. **Fold and perforation marks**
    Length: 3 mm
    Line width: 0.25 pt
    Colour: Black

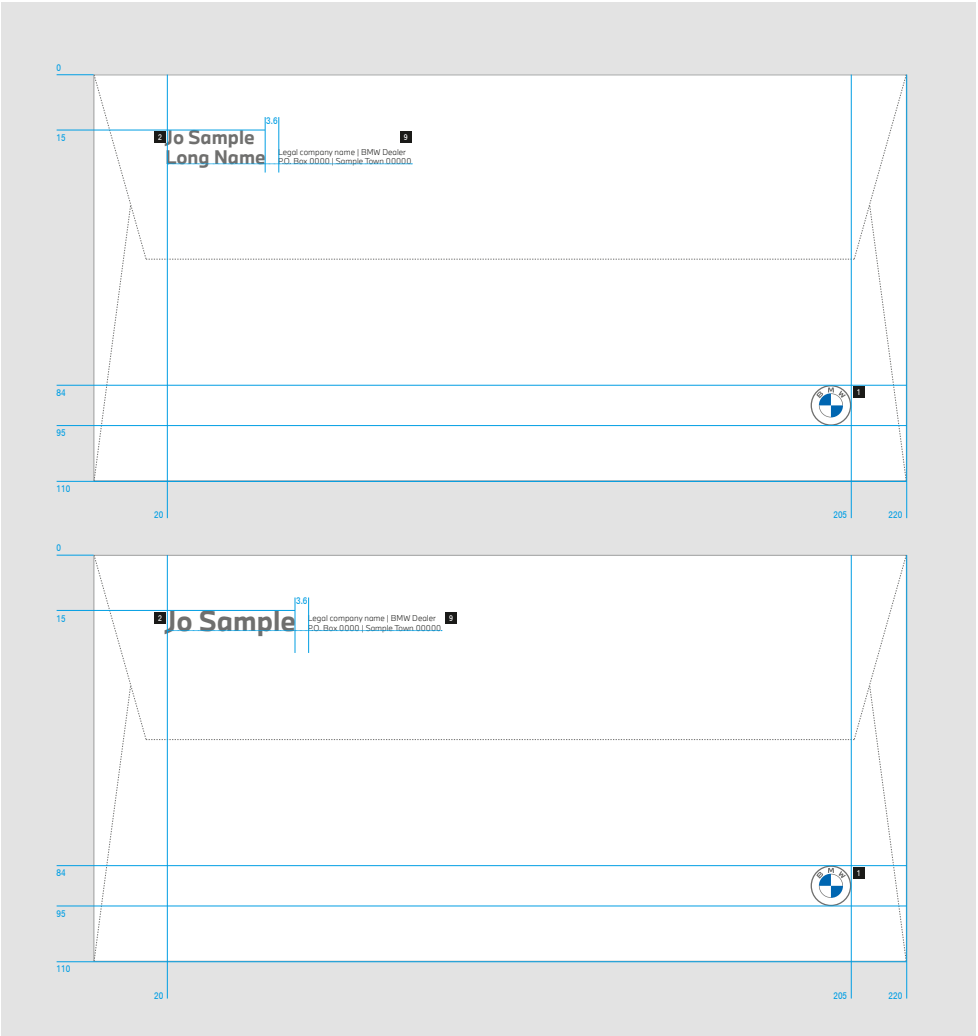


2.2 STATIONERY.

2.2.2 ENVELOPES.

1. **Symbol**
   Size: H 11 mm
2. **Communication name**
   Type: BMW Type Next Bold
   Size: 20.5 (or 14 pt for 2 lines)
   Line spacing: 15.5 pt
   Colour: Black 70 %
3. **Legal company name, sender information and definition**
   Type: BMW Type Next Light
   Size: 6 pt
   Line spacing: 7.2 pt
   Colour: Black

   Independently of the envelope type, the sender is always on the flap.

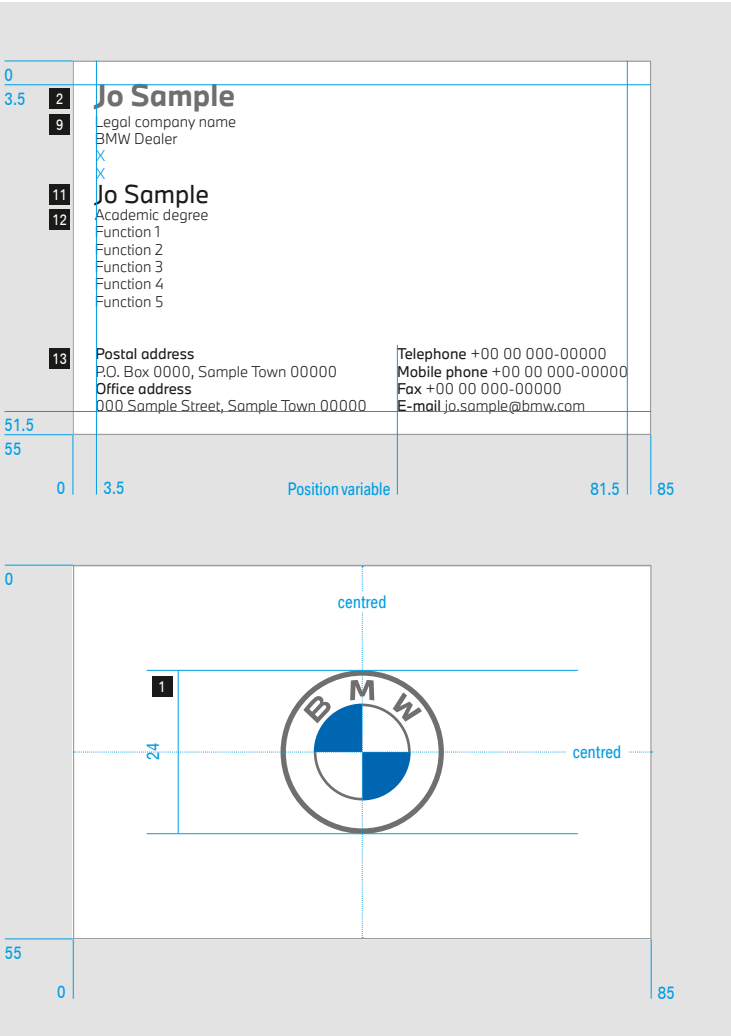


2.2 STATIONERY.

2.2.3 BUSINESS CARDS.

1. **Symbol**
   Size: H 24 mm
2. **Communication name**
   Type: BMW Type Next Bold
   Size: 12 pt
   Line spacing: 12 pt
   Spacing after this: 0.5 mm
   Colour: Black 70 %
9. **Legal company name and definition**
   Type: BMW Type Next Light
   Size: 6 pt
   Line spacing: 7.2 pt
   Colour: Black
11. **Name**
    Type: BMW Type Next Regular
    Size: 10 pt
    Line spacing: 10 pt
    Colour: Black
12. **Academic degree / function**
    Type: BMW Type Next Light
    Size: 6 pt
    Line spacing: 7.2 pt
    Colour: Black
13. **Sender information**
    Type: BMW Type Next Light and Regular (highlights)
    Size: 6 pt
    Line spacing: 7.2 pt
    Colour: Black

The text block with the most lines touches the bottom of the type area. All text blocks start at the same height at the top. The longest line in the right-hand block ends with the type area on the right side. The address is on the left, the rest of the contact details are on the right. E-mail addresses can be divided after the @. If the postal and office addresses are identical, the address is mentioned only once.



2.3 EVENTS AND ROADSHOWS

2.3.1 ROADSHOWS.

Dealers can promote post-event material 7 days after having the Roadshow vehicle.

Dealerships are currently able to promote their Roadshow event at the time of their event taking place and immediately post event.

Dealers must not invite customers to a Roadshow event via social media/ATL communications.

3. BMW PREMIUM CERTIFIED & PRE-OWNED VEHICLES.

3.1 BPC & PRE-OWNED VEHICLES.

3.1.1 VEHICLE DEFINITIONS.

BMW Premium Certified Vehicles:

- To be considered as part of the BMW Premium Certified (BPC) programme, a vehicle must meet the following criteria:
  - Under 6 years from date of first registration AND under 120,000kms
  - Must have a service history within BMW Dealer network.
  - Must have Genuine BMW Parts & Accessories
  - Must have a 100 plus point inspection by a BMW Dealer
  - Must be presented for sale to the standards expected from a BMW Dealer
  - Must be sold by an authorised BMW Dealer

Pre-Owned Vehicles:

- A used vehicle is defined as a vehicle whose age is greater than six months since the date of first registration by the dealer or the kilometres are greater than 6,000 or is a genuine trade-in that was first registered.

3.1 BPC & PRE-OWNED VEHICLES.

3.1.2 ADVERTISING REGULATIONS.

- Demonstrators/BPC/Used vehicles may be listed in the same ad, as long as the type of car is clearly indicated with headings.
- New and demonstrator vehicles may not be combined in the same advertising, with the exception of national campaigns from BMW Group Australia and New Zealand.
- Where multiple vehicles are listed, at least one of the cars listed must be of the same series as the model in the image shown. The statement "Image for illustration purposes only" must be included in multiple listing advertisements.

3.1 BPC & PRE-OWNED VEHICLES.

3.1.3 ADVERTISING EMBARGOES-AUSTRALIA.

	3RD PARTY SITES	BMW NATIONAL LOCATOR	BMW APPROVED DEALER LOCATOR
NEW	NO	NO	YES
DEMONSTRATOR	IF OVER 1,500KM'S & 2 MONTHS FROM THE DATE OF FIRST REGISTRATION	YES	YES
NEW LAUNCH VEHICLES*	NO	YES	YES
GENUINE PRE-OWNED NEW LAUNCH VEHICLES*	REQUIRE APPROVAL FROM BMW GROUP	YES	YES
EX-BMW COMPANY FLEET	IF OVER 3,500KM'S & 2 MONTHS FROM THE DATE OF FIRST REGISTRATION	YES	YES
PRE-OWNED (VEHICLES THAT HAVE BEEN PRIVATELY OWNED)	UNDER 3,500KM'S OR 2 MONTHS REQUIRE APPROVAL FROM BMW GROUP	YES	YES

*Communication on launch dates and dates 3rd party advertising can take place, will be communicated separately

3.1 BPC & PRE-OWNED VEHICLES.

3.1.4 MANDATORY IMAGES IN ORDER.

You must provide a minimum of 20 images, the first 16 of which are mandatory and should be displayed in the order shown. The last four images can be used to showcase the vehicle features of your choice.

1. Front three-quarters view driver's side



2. Rear three-quarters view passenger's side



3. Side view driver's side



4. Dashboard head on



5. Steering wheel / console



6. Front interior driver's side



7. Front interior passenger's side



8. Dashboard screen vents



9. Odometer



10. Gear shift view driver's side



3.1 BPC & PRE-OWNED VEHICLES.

3.1.4 MANDATORY IMAGES IN ORDER.

11. Front seats



12. Rear seats passenger side



13. Open boot



14. Alloy wheel



15. Rear head-on



16. Front head on



4 additional mandatory images (examples below)














Please refer to the full BPC / Used Car photography guidelines for further detail.

3.1 BPC & PRE-OWNED VEHICLES.

3.1.5 ADVERTISING EMBARGOES-NEW ZEALAND.

	3RD PARTY SITES	BMW NATIONAL LOCATOR	BMW APPROVED DEALER LOCATOR
NEW	NEW VEHICLES TO BE ADVERTISED ON http://trademe.co.nz.	NO	YES
DEMONSTRATOR	IF OVER 3,500KM'S & 2 MONTHS FROM THE DATE OF FIRST REGISTRATION	YES	YES
NEW LAUNCH VEHICLES*	NEW VEHICLES TO BE ADVERTISED ON http://trademe.co.nz.	YES	YES
GENUINE PRE-OWNED NEW LAUNCH VEHICLES*	REQUIRE APPROVAL FROM BMW GROUP	YES	YES
EX-BMW COMPANY FLEET	IF OVER 3,500KM'S & 2 MONTHS FROM THE DATE OF FIRST REGISTRATION	YES	YES
PRE-OWNED (VEHICLES THAT HAVE BEEN PRIVATELY OWNED)	UNDER 3,500KM'S OR 2 MONTHS REQUIRE APPROVAL FROM BMW GROUP	YES	YES

*Communication on launch dates and dates 3rd party advertising can take place, will be communicated separately

3.1 BPC & PRE-OWNED VEHICLES.

3.1.4 ADVERTISING EMBARGOES.

3rd party internet sites including but are not limited to the following	Social media sites including but are not limited to the following
carsales.com.au	Facebook
carsguide.com.au	Instagram
drive.com.au	LinkedIn
autotrader.com.au	YouTube
tradingpost.com.au	plusgoogle.com
gumtree.com.au	Twitter

3.1 BPC & PRE-OWNED VEHICLES.

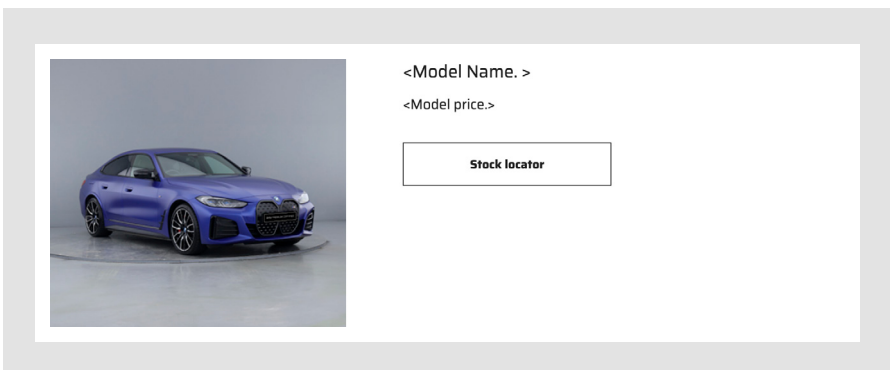
3.1.6 VEHICLE LISTING REQUIREMENTS.

- **For both above the line and below the line communications, the vehicle listings should include:**
  - Year of production
  - Name of Model, including engine variant and body style (with exception of X and Z models)*
  - Features
  - Registration Number
  - Drive away price
  - Dealer name, address and LMCT
- **Vehicle listing limits:**
  - 24 vehicles listed in a full page advertisement.
  - 12 vehicles listed in a half page advertisement.
  - 8 vehicles listed in a quarter page advertisement.In the instance where a brief includes a line list of Demonstrator, BMW Premium Selection or Used vehicles, two formats may be used.
- **Additionally, please look out for the following:**
  - Make sure the Coupé has the accent on the 'é' and is pointing the right way.
  - Make sure inch symbols (") are correct and not the quotation mark symbols (")
  - If you need space, you can change the years to abbreviated versions: eg: '12
  - Ensure all similar references are consistently applied across all listings (eg: 'Package' or 'Pack')

3.1 BPC & PRE-OWNED VEHICLES.

3.1.5 VEHICLE LISTING REQUIREMENTS.

- A list is no longer allowed.
- Add Recommendation for the CTA to go to the stock locator.
- Only BMW vehicles are allowed to be advertised and no mixed brand.



4. AFTERSALES.

4.1 AFTERSALES MARKETING

4.1.1 BMW AFTERSALES TERMINOLOGY.

BMW Aftersales departments and products are always referred to as proper nouns (i.e. in capital letters) as follows:

- Genuine BMW Parts
- Genuine BMW Service
- Genuine BMW Accessories
- BMW M Performance Parts
  (note: no longer referred to as BMW M Performance Accessories)
- BMW Accessories & Lifestyle (note the '&' is always the symbol)
- BMW Lifestyle (includes BMW M Collection, BMW Golfsport Collection etc)
- BMW Service Inclusive
  - Dealers must use the wording **BMW Service Inclusive** in all instances that are customer facing (POS, social, digital, ATL, etc)

For example:

- Visit Bavarian Motors to view our extensive BMW Accessories & Lifestyle range
- To discover the range of BMW M Performance Parts for your vehicle, visit bavarianmotors.com.au
- A Genuine BMW Service offers complete peace of mind

Discounts and savings (eg 10% off servicing) may only be promoted below the line.

4.1 AFTERSALES MARKETING

4.1.2 BMW M PERFORMANCE PARTS.

BMW M Performance Parts include a range of specially-designed parts for optimised performance and driving dynamics. BMW M Performance Parts are fitted locally by an Authorised BMW Dealer in Australia or New Zealand.

Examples of BMW M Performance Parts include:

- Carbon Fibre tailpipe trims, spoilers, mirror caps for improved aerodymanics
- M Performance alloy wheel sets
- Power and sound kits for improved performance

4.1 AFTERSALES MARKETING

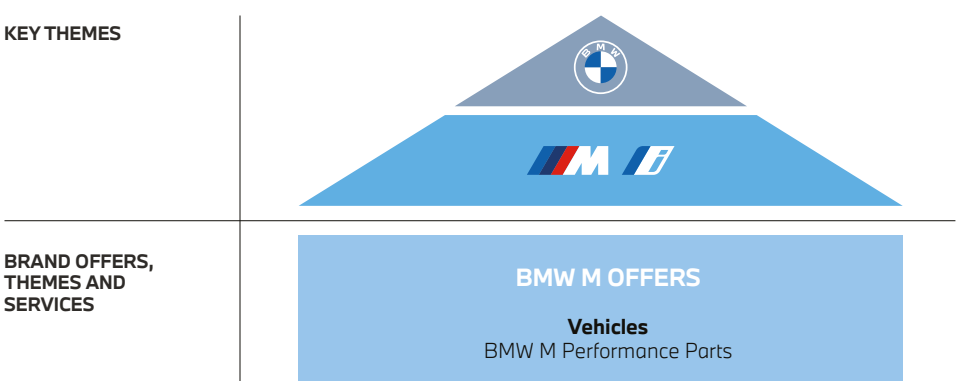
4.1.2 BMW M PERFORMANCE PARTS.

> From 2020 onwards, M Performance Parts will be offered under the **"BMW M"** subbrand.

> An offer not specifically for M automobiles, but for every BMW.

> From now on, this means:

» M Performance Parts will **always** be communicated in combination with "BMW & M" subbrand symbols ("pairing icon").



4.1 AFTERSALES MARKETING

4.1.2 BMW M PERFORMANCE PARTS.

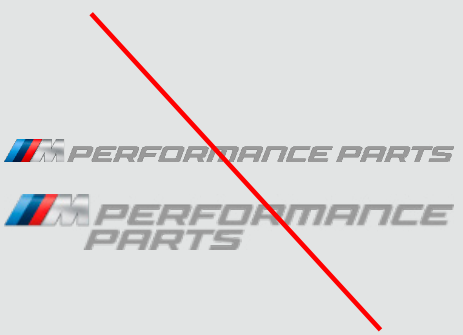
Default Layout

> "PERFORMANCE PARTS." acts as headline.

> Subline is optional and can transport your message if needed. SL can freely be placed according to Default Layout principles.

> Use BMW Type Next Thin font, CAPITAL LETTERS, ending with "." and always in combination with the "paring icon" (BMW & M). Protection space to be respected accordingly.

The M Performance Parts icon will no longer be used.



4.1 AFTERSALES MARKETING

4.1.2 BMW M PERFORMANCE PARTS.

Examples of applications - Default Layout.

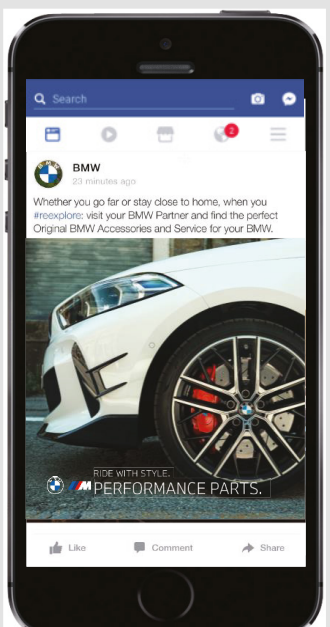












4.1 AFTERSALES MARKETING

4.1.2 BMW M PERFORMANCE PARTS.

Sender Identification Layout

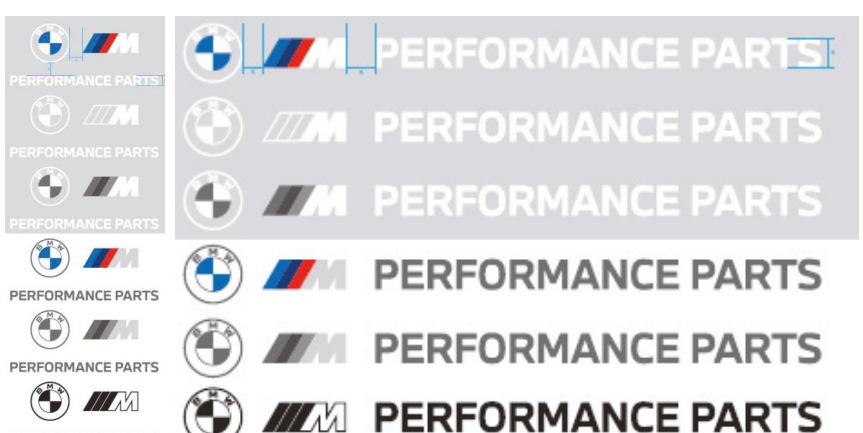
> Sender identification **only** to be used if **no communicative message** needed.

> Not acting as headline, no subline.

> "PERFORMANCE PARTS" written in BMW Type Next font, CAPITAL LETTERS, **bold**, not ending with "."







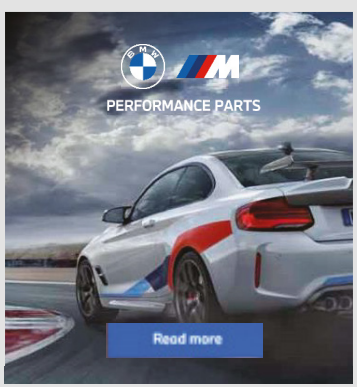
4.1 AFTERSALES MARKETING

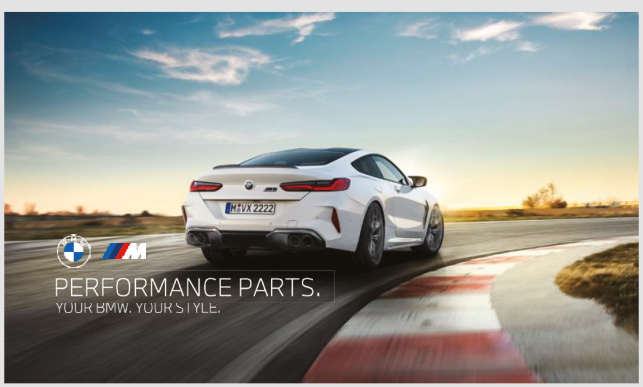
4.1.2 BMW M PERFORMANCE PARTS.

Examples of applications - Sender Identification Layout.







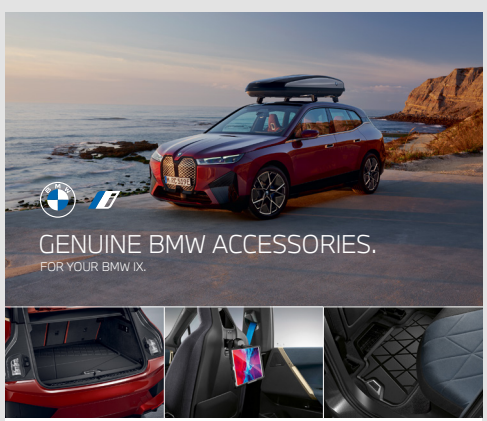




4.1 AFTERSALES MARKETING

4.1.3 BMW i & AFTERSALES COMMUNICATIONS.

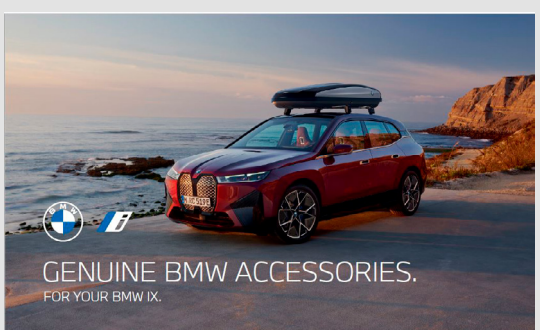
> Any aftersales communications that show or mention an electric vehicle need to include the BMW i logo as well as the BMW logo.

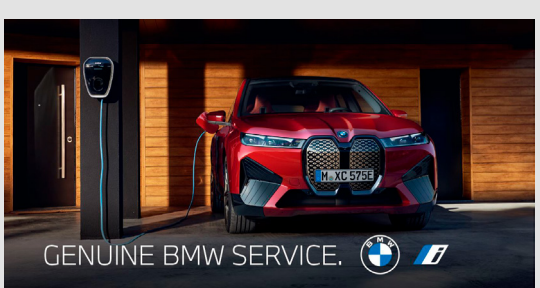


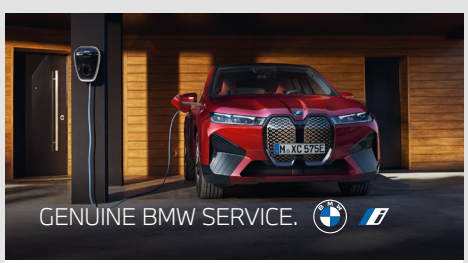
ACCESSORY	DESCRIPTION	PRICE*
Roof Rack	Easily and securely attached, the multi-function roof rack works with all BMW roof carrier systems. Vehicle requires BMW roof rails.	
Luggage Compartment Mat	The durable, anti-slip, water resistant fitted mat with raised borders on all sides and a shapely design protects the luggage compartment from dirt and moisture.	
All-weather Floor Mat Set	The perfectly fitted, durable all-weather floor mats with a raised border and elegant design protect the footwell against moisture and dirt. Set of four.	
Tablet Holder with safety case	With the use of the factory seat mount, tablets can be easily and securely attached for rear seat viewing. Combine with the separately available safety case to protect your tablet in transit.	
Floating Centre Hub Caps	The new fixed hub cap creates a special optical focal point on Genuine BMW Wheels. The BMW roundel no longer turns whilst the vehicle is in motion and remains stationary.	

To find out more about Genuine BMW Accessories please contact **on**

*Prices quoted include GST and fitment (where applicable) at . While we endeavour to ensure all illustrations, specifications and prices contained in this communication are accurate at the time publication, the information is general in nature only and may show overseas products, product features or specifications. Products, product features, specifications and prices are subject to change without notice.







As a BMW i owner, you join BMW's Electromobility movement, where the path towards the future is sustainable, diverse and individual. Because everyone has their own path into the future, BMW knows that clarity, transparency and precision are key factors in ensuring you can look forward to superb service and comprehensive customer care, with a network of dealerships Australia-wide ready to assist you at any time.

Just like any other BMW, your BMW i has the same intelligent BMW Condition Based Servicing (CBS) system which monitors the individual components of your vehicle's service requirements and notifies you in advance when a service due. In conjunction with BMW Teleservices, your vehicle then sends all relevant servicing data captured by CBS directly to your preferred BMW dealer.

Using the latest sophisticated BMW diagnostic tools, you can rest assured that your BMW will receive the highest level of attention from specialist BMW-trained technicians using only Genuine BMW Parts.

BMW SERVICE INCLUSIVE PACKAGES.

Your BMW service experience can also extend to a BMW Service Inclusive Package, which covers your scheduled servicing costs for a specified duration in a single, once-off advance payment.

Choose your level of cover

Service Inclusive Items	Basic	Plus
Service standard scope	•	•
Vehicle check	•	•
Renew Microfilter (Replace air conditioning microfilter / activated charcoal filter)	•	•
Renew brake fluid	•	•
Charging high voltage battery up to 75–80%	•	•
Renew front brake pads & discs*		•
Renew rear brake pads & discs*		•
Renew wiper blade rubbers*		•

Choose your Package

Terms
4 YEARS / Unlimited km
6 YEARS / Unlimited km

BMW Service Inclusive - Package pricing

		BMW i3	BMW i4	BMW iX3	BMW iX
4 YEARS / Unlimited km	**Basic**	$1,050	$1,240	$1,200	$1,520
	Plus	$3,645	$4,805	$4,605	$5,795
6 YEARS / Unlimited km	**Basic**	$1,450	$1,765	$1,650	$2,195
	Plus	$4,480	$5,520	$5,500	$6,235

With BMW Service Inclusive, you can enjoy every second of driving pleasure knowing that your BMW i is always getting the service it deserves. BMW Service Inclusive extensions and upgrades from Basic to Plus are also available, and all Packages are fully transferable to future owners.

For more information, speak to your BMW Sales Consultant or Service Advisor or visit bmw.com.au/serviceinclusive today.

BMW Service Inclusive Terms & Conditions apply and can be viewed online at bmw.com.au/serviceinclusive. Package term expiry is based on the time from date of first registration. Packages applicable to vehicles under 12 months from date of first registration and prior to first service. Scheduled servicing based on the vehicle's Condition Based Service monitoring system and normal wear and tear and other exclusions apply. Scheduled servicing must be conducted by an authorised BMW Dealer. *Rotor and disc items only eligible for Service Inclusive Plus. Packages if worn by normal use. Pricing applicable to current generation models only. Pricing for other BMW models available separately. Pricing includes GST.

BMI220397 | July 2021

4.1 AFTERSALES MARKETING

4.1.4 RMSP EDM TEMPLATES.

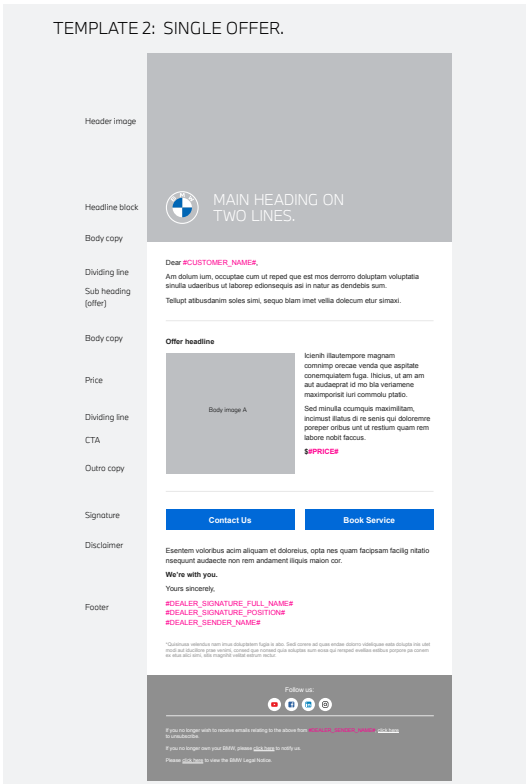
> RMSP is the dedicated eDM platform for all BMW Service, Parts, Accessories & Lifestyle content for dealers to utilise*.

> Various templates have been created for dealers to adapt and utilise for all of their Aftersales eDM campaigns.

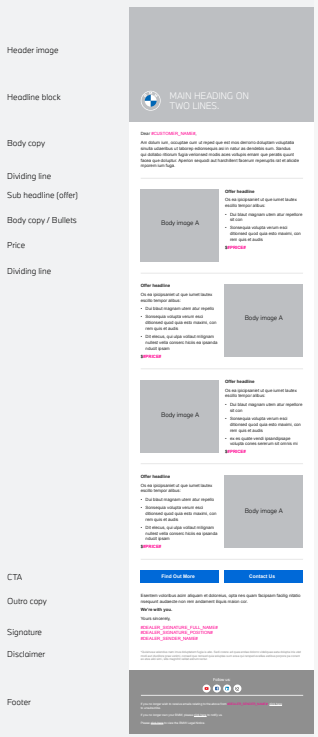
Full list of RMSP Marketing Templates are available here.

*Dependant on Dealership's RMSP subscription tier status. Please refer to your RMSP Representative for confirmation.

TEMPLATE 2: SINGLE OFFER.



TEMPLATE 3: MULTIPLE OFFER.



5. CORPORATE SALES.

5.1 CORPORATE SALES MARKETING.

5.1.1 INTRODUCTION.

A quarterly dealer Corporate Sales marketing plan is required prior to the commence of the new quarter. Refer to template on infonet and submit to corporate@bmw.com.au

We encourage dealers to promote Corporate Sales programmes and offers on the basis of:

- It is communicated to the correct audience and in appropriate channels.
- It is below the line only and for a limited time only.
- It is only promoted within the home state of the dealer.
- It has been approved by BMW Group Australia Corporate Sales.

To check our current offers, refer to Corporate Sales summary bulletin.

All materials need to comply with BMW Brand Identity and retail marketing guidelines.

There may be times when BMW Group Australia Corporate Sales initiate a programme which can only be communicated by BMW Group Australia. In this instance, the national programme would supersede any dealer programme and the dealers would be advised of all details via bulletin in advance of the programme starting.

Only BMW Group Australia can deliver a communication that will be distributed to a national employee base and would only reference BMW Group as a whole, not individual dealers.

5.1 CORPORATE SALES MARKETING.

5.1.2 CREATIVE & CHANNEL RECOMMENDATIONS.

CREATIVE	TYPE	HEAD OFFICE	DEALER
Copy: • Focus on offer • Mention target audience • Finish with strong CTA Imagery: • 5 Series (hero for corporate) • X3 (most popular) • X5 • 3 Series • Any PHEV	Sponsorship	Manage national sponsorships such as CPA Australia	Can approach state based entities
	Print advertising	Create template and upload to Brandfolder	Can adapt for dealer use
	Digital Banners		
	eDM		
	Social Media	Recommend LinkedIn for better targeting and link to Sales Navigator tool	Can create and publish on dealer account or dealer Corporate Sales Manager's account
	Paid Search	Manage national SEM	N/A
	Events	Manage national events and dealers are welcomed to participate	Can organise without approval
	Driving Experience		

6. FINANCIAL SERVICES.

6.1 FINANCIAL SERVICES MARKETING.

6.1.1 INTRODUCTION.

The purpose of these dealer advertising guidelines is to assist you to ensure all your advertisements that refer to BMW Group Financial Services or its sub-brands, products and/or services are compliant with the National Credit Code (NCC) and consumer protection requirements, including that they are not misleading or deceptive.

It is important to protect the BMW brand, which consumers view as aspirational and trustworthy. Following these guidelines will help you to strengthen and maintain this brand image, as well as to avoid the legal and reputational consequences of enforcement action for non-compliance.

You are responsible for your own compliance with laws as a stand-alone business, and share responsibility with us, as the custodians of the BMW Group Financial Services brand, to protect the brand image. To that end, we require that these guidelines are followed and all relevant advertising materials are approved by Finance Marketing. Such approval is not, however, a substitute for legal advice. You remain accountable for your own adherence to legal and regulatory obligations.

These guidelines will assist you with preparing advertising material containing BMW Financial Services content, but before it can be published or go live, the final draft must be sent to FinanceMarketing@bmwfinance.com.au and Ad_Approvals@bmw.com.au / Mini.AdApprovals@bmw.com.au for approval. Financial Services content ranges from any mention of BMW Finance or its products (such as BMW Full Circle), to price per week or month drive-away options. Every advertisement must be reviewed to ensure the message is not misleading or deceptive to the consumer. Consideration is given to the text, images, placement, prominence and overall design. Observing these guidelines will help you to obtain approval as quickly as possible.

This handbook includes practical guidance and annotated templates outlining key credit advertising requirements. Finance Marketing will also make templates for specific dealer finance offers available for download.

For further guidance, please refer to:
ASIC Regulatory Guide 234 : 'Advertising financial products and services (including credit): Good practice guidance.'

New Zealand: The Responsible Lending Code

6.1 FINANCIAL SERVICES MARKETING.

6.1.2 APPROVAL PROCESS.

1. Dealership marketing team develops advertisement, using the appropriate template/s as a guide. Any BMW branded assets must then be submitted to JIRA for Financial Services, Dealer Marketing and Aftersales (when applicable) approval.
2. When assets are developed to promote national campaigns, templates made available on BrandFolder must be used. If assets are being developed for individual dealer campaigns with finance values assets must be developed using existing templates as guides and must be shared with the Finance teams with the document below for approval:
3. BMW Financial Services Marketing team and Legal teams will review the material. Simultaneously, BMW Ad Approvals will liaise with you on any Corporate Identity (CI) requirements. If the finance offer is an independent offer for your dealership it is expected that you have the details of the offer be reviewed and offered by your legal team. The finance team will only comment on generic finance content in these instances.
4. Finance Marketing will revert with any required changes.
5. Final approval will be provided once Finance Marketing receives the final version of the document reflecting all required changes.

DOCUMENT	DESCRIPTION
Advertising Content Checklist	Checklist to be completed to ensure all offer requirements are included in your advertisement.
Finance Rate Pricing Calculator (if including PPW or PPM)	Finance Rate pricing calculator to be filled in where there is any finance offer including, interest rate, price per week, dealer origination fee (where applicable), Full Circle kilometre allowance (where applicable).
Dealership Compliance Checklist	Checklist to provide Finance Marketing team preliminary information to assist in the review of your advertising content.
DealerPoint+ quote (if including Full Circle offer)	DealerPoint+ quote to be provided if including a Full Circle offer to verify the GFV used.

Please note the turnaround time for all dealer advertisements developed using exiting campaign templates currently remains at a **minimum of 3 business days** depending on the level of complexity of the offer. If your dealership would like to conduct an insurance offer, Allianz review and approval is needed and requires a **minimum of 10 business days** in addition to BMW Financial Services to turn around your request.

When any provided dealer advertising templates are strictly followed, a turn around time of **1 business day** may be accommodated.

6.1 FINANCIAL SERVICES MARKETING.

6.1.3 ADVERTISING FORMATS.

Special considerations apply to some advertising formats.

Radio advertisements.

Radio is not an appropriate format for advertising repayment amounts, annual percentage rates or comparison rates. This is because it is difficult to provide clear and balanced financial information in spoken form and in limited time. A radio advertisement that indicates only that finance is available and does not refer to product-specific financial information may be appropriate, however, the script must allow sufficient time for any required disclosures or disclaimers to be read clearly at a speed it is easy for the average listener to understand.

Internet banner advertisements.

Consider the overall impression created by the banner when viewed by itself for the first time. The message displayed must be clear, simple and accurate. It should not have many qualifications and any disclaimers or warnings must be able to be printed or saved for a consumer's records. A single click through facility in the banner should be used to communicate any disclaimer or qualification.

Point of Sale.

In-store posters, windscreen banners, mirror hangers, vehicle sign-writing and other point-of-sale materials are subject to the same approval requirements as any other marketing materials.

Point of sale materials should take into account the conditions under which they will be viewed (including time and distance) when considering the overall impression of the advertisement and ensuring it is not misleading and deceptive.

6.1 FINANCIAL SERVICES MARKETING.

6.1.3 ADVERTISING FORMATS.

Social Media:

- Dealerships are obligated to monitor all their social media platforms and remove any comments that are inappropriate, false, misleading or deceptive that are made on the finance post/advertisement. If a customer inquiries about a finance product via a social media post, it is recommended that dealerships do not respond to customer requests / queries about the offer on the post and direct customers to visit the website or make contact with the dealership for further details.
- If a customer makes a complaint on their finance contract through Social Media dealerships must record and respond to these complaints as per the RG271.
- The advertisement must always comply with all of the social media platform's advertising requirements / protocol.
- Please ensure all hyperlinks are tested and found to direct to the correct landing pages.
- It is absolutely vital that the full offer details and terms and conditions for the offer are no more than one click away. A call for action (CTA) should be included as 'Learn More'/ <hyperlink> for details"
- All provided finance offer information and disclaimers must be included when promoting finance offers.
- Please note, caution should be exercised when responding to negative reviews left in the comment thread. If the comment is not inappropriate, false, misleading or deceptive in terms of the offer, it may not be appropriate for you to delete it. You are responsible for acting in accordance with the relevant requirements.

Direct Mail/ eDMs:

- Dealership must adhere to the anti-spam and privacy requirements relating to direct marketing. Specifically, dealerships cannot market to any consumer who has not opted in to receive such communication.
- There must be an easy to access option to unsubscribe. This can be achieved by including the relevant phone number in direct mail and a hyperlink in eDMs.
- eDMs must contain a hyperlink to the dealership's privacy policy.
- Please ensure all hyperlinks are tested and found to direct to the correct landing pages. All finance offers advertised via Direct mail and eDMs must include all of the required disclaimers.

6.1 FINANCIAL SERVICES MARKETING.

6.1.4 PRACTICAL GUIDANCE.

Headlines.

> The message given by a headline must be consistent with any qualifications and disclaimers and the overall impression of the advertisement.

Comparison rates.

> A comparison rate must be quoted when a headline APR is quoted or implied (for example when PPW amounts are advertised). A comparison rate is a tool used to help consumers understand the true cost of a loan to be able to compare it against the cost of other loans. It is a rate which contains both the interest rate (calculated in a standard way) and fees and charges relating to a loan, reduced to a percentage. The comparison rate is calculated on the amount and term which most closely represents the consumer credit product being advertised. The NCCP regulations prescribe that for an amount of $30,000 a term of 5 years is used to calculate the comparison rate.

Fees and costs.

> If fees or other costs apply to an offer this must be mentioned. Avoid specifying particular costs unless they are representative. Where a fee or cost is referred to in an advertisement, it should provide a realistic impression of the overall level of fees and costs a consumer is likely to pay, including any indirect fees or costs.

Warnings, disclaimers, qualifications and fine print.

> Warnings, disclaimers and qualifications should explain and expand on the headline message, correct any impression that may otherwise be misleading and should have sufficient prominence to effectively convey key information upon first glance of the advertisement. Consumers should not be directed elsewhere to correct a misleading impression. If a qualification is required (i.e. offer only available on specific models), it must be published at the same time as the original message.

Imagery.

> Images used should not contradict any headlines, warnings, disclaimers or qualifications. Any advertisements promoting a price or repayment must contain an accurate image of the model that this cost applies to. For example, if a weekly price is advertised as starting from a specific amount across the X3 range, the image used must show the specific variant that is available for that advertised price. Please see annotated template 1.4 in the appendix for further guidance.

6.1 FINANCIAL SERVICES MARKETING.

6.1.4 PRACTICAL GUIDANCE.

Revised or re-worked advertisements.

In the case where a previously approved advertisement has been modified (even slightly), this must be submitted for review and approval by Finance Marketing and BMW Ad Approvals/ MINI Ad Approvals.

Commercial finance offerings.

Commercial finance offerings must prominently reference in the body of the advertisement that the offer is limited to commercial applicants. An example may read "for approved commercial applicants only."

Use of equivocal or ambiguous words/terms.

Words indicating BMW Group Financial Services will provide a certain standard or quality of service that is untrue or considered misleading or deceptive cannot be used in advertising. This is particularly relevant to the use of superlatives and absolutes. Some examples of words that fall into this category include, but are not limited to:

instant / immediate / quickest	the 'best' loan
cheap / cheapest	award winning
easy / fastest / simple	free
guaranteed / guaranteed finance	lowest rate / lowest repayment
trusted / pre-approved	risk-free / hassle-free
same day finance	no application refused

7. MARKETING TEAM CONTACT DETAILS.

7.1 CONTACT POINTS.

7.1.1 NSC AND SF KEY CONTACTS.

Alex Mclean
General Manager – Marketing
alex.mclean@bmw.com.au

Linda Hii
Network Marketing & Steering Manager
linda.hii@bmw.com.au
0406 036 479

Olivia Morris
Network Marketing Communications Coordinator
Olivia.Morris@partner.bmw.com.au

Events Enquiries
bmw_events@bmw.com.au

General Enquiries
dealermarketing@bmw.com.au

Alex Clark
National Brand Experience Manager
alexandra.clark@bmw.com.au

Indu Munasinghe
Financial Services Retail Marketing Specialist
indu.munasinghe@bmwfinance.com.au
03 9264 4411

Karen West
Aftersales Marketing Manager, Customer Support
karen.west@bmw.com.au
03 9264 4000

Corporate Sales
corporate@bmw.com.au