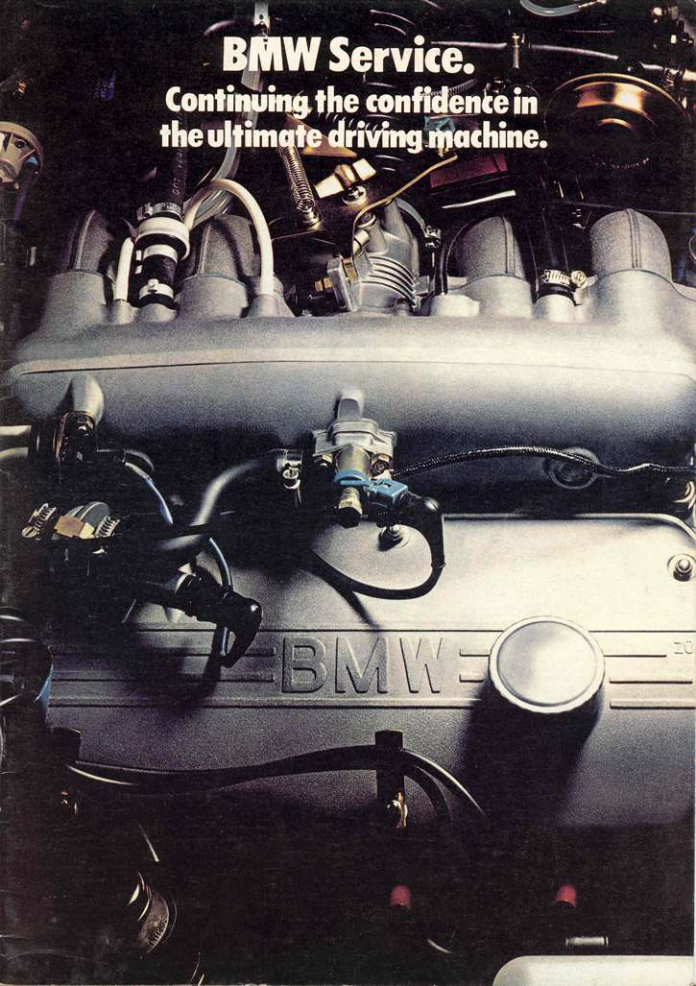


BMW Service.
Continuing the confidence in
the ultimate driving machine.





BMW. A singular commitment to performance.

There is, we believe, only one thing that makes an expensive car worth the money. That is extraordinary performance.

As a result, there is nothing on or in the BMW that does not contribute meaningfully to the function of the automobile.

This is the conviction of those of the Bavarian Motor Works who build the car. And the absolute expectation of the person who owns one.

A singular commitment. The reason why our cars are engineered rather than styled. Why we adhere, without compromise, to the philosophy that form follows function.

It is the motivation, too, for our total involvement in auto racing, where, beyond accumulating trophies, prizes and glory, we can prove our competence to ourselves and others. Where engineering questions can be answered in the most absolute terms, and under the most trying conditions.

But, most important, our commitment to performance is one

we count as a debt to those special individuals who have chosen to own a BMW. For, by their choice, they dictate the best driving machine it is physically and technically possible to build. Inspired transportation.



But if this commitment of the factory engineers is to live beyond the walls of the manufacturing plant, if the level of expectation of the customer is to be maintained, then there must be a devotion to excellence in BMW service as well.





Precision service for precision cars.

This is precisely the philosophy of the BMW Service organization, a continuation of the unyielding ideal of building the ultimate driving machine.

It is why a dealer cannot sell a new BMW car model until his service technicians have been

in the latest tools and electronic equipment.

And, lastly, as you'll witness in the pages that follow, why BMW Service Training is dedicated to developing the skills of its service technicians to such a level that its service is as efficient and precise as the car itself.

Precision service. A pledge.



thoroughly grounded in servicing that car.

Why BMW sets a standard in the industry by meeting dealer requirements from a comprehensive parts inventory.

Why a dealer must honor the factory's commitment to excellence with continuing investment

The service training principle.

There is a competitive spirit alive at BMW—which, doubtless, springs from the character of the car itself—a pursuit of excellence that ultimately pervades all that is undertaken.

As it has with the Service Training Program. The principles of the program, designed to enrich the talents of dealer service personnel, are inalterable.

Training facilities must command a desire to excel. They must be centrally located, close to the dealerships, close to the needs of the dealer community.

So there are three training centers at this time, one for the East Coast, at Montvale, New Jersey, headquarters of BMW of North America; another for the Midwest, accessibly located in St. Louis, Missouri; and yet another

at the hub of western business in Los Angeles, California.

And further reflecting our commitment, we will increase the number of training centers to meet future demand.

By plan, the centers are identical, for unified communications. They are staffed with the most qualified instructors, seasoned technicians themselves, with engineering backgrounds—many with manufacturing expertise—and all handpicked for their personal leadership qualities.

But, more than all this, BMW philosophy dictates the training centers must chart new educational ground with bold new teaching concepts, made possible by state-of-the-art technology.

Facilities. People. Training technique. The challenge of excellence prevails.





The performance trust.

There is an obsolescence built into most cars — even the most expensive — that has nothing to do with the way they're built.

It's called boredom. And it has to do with the way they drive.

Most cars simply are not built to perform in such a way that driving becomes an end — not merely a means of getting somewhere.

The BMW, on the other hand, is.

Preserving that performance commitment is the charge of the BMW service technician.

Through BMW training, through continuing refinement of his craft, he earns this trust.

It is a special responsibility.

