

Dealer Principal / General Manager / Center Operator		Sales General Sales Manager / New Vehicle Sales Manager		Service Service Manager / Assistant Service Manager / Service Advisors / Service Receptionist / MSOM		Field RAMS / Market Managers / Aftersales Market Managers / Field Service Engineers		Parts Parts and Service Director / Parts Manager		Corporate CSI Manager	
Date: Bulletin #	3/27/06 B060106			Source: Name: Title: Phone #:	Customer Relations and Services Nina Englert Manager (201) 263-8202						

CUSTOMER RELATIONS AND SERVICES BMW Dealer Bulletin

Attention: All BMW Centers and Field Personnel
Subject: BMW Factory Tours – 2006 Information

Please be advised of the following new information regarding BMW Factory Tour arrangements for our customers and other interested parties.

Tour requests should be made no earlier than three (3) months prior to the date of choice. Tours last approximately two (2) hours. Due to holidays and production scheduling, some dates may be unavailable.

All European Delivery customers may request a tour by calling BMW NA at (866) 868-7269 or faxing a request to (201) 930-8484.

BMW Plants in Germany

Munich Plant tours - Tours are conducted in English on Tuesdays and Thursdays at 6:00 PM and Fridays at 1:15 PM.

Requests, for individual guests and groups up to a maximum of six (6) persons, are submitted directly to Germany via the website at www.bmw-plant-munich.com, under "Guided Plant Tours." Responses to website requests will be addressed by personnel in Germany.

The BMW Museum – The Museum in Munich Germany is closed through 2007. At this time, visitors are invited to tour an exhibition in Munich Olympia Park. The exhibition is open from March 28th thru October 30th from 10 AM to 10 PM and from October 31st thru March 26th from 10 AM to 8 PM.

Leipzig Plant tours – Tours are scheduled on specified dates. Requests are submitted by customers directly via the website at www.bmw-plant-leipzig.com.

Dingolfing Plant tours – Tours are conducted on Fridays at 2:00 PM. Requests are submitted pending written approval from Germany. Customers may request a tour by calling BMW NA at (866) 868-7269 or faxing a request to (201) 930-8484.

Regensburg Plant tours – Tours are conducted on specified dates. The first tours scheduled for 2006 are 8/24/06 thru 9/13/06 and from 11/6/06 until year-end. Requests are submitted pending written approval from Germany. Customers may request a tour by calling BMW NA at (866) 868-7269 or faxing a request to (201) 930-8484.

BMW Plant in the USA:

Spartanburg, South Carolina (USA) Plant tours – Requests are scheduled by customers directly via phone at (888) 868-7269 (TOUR-BMW).

Regards,



Alan E. Harris
Vice President
Aftersales



Nina Englert
Manager
Customer Relations and Services



BMW

Memo

To: Edna Berger, Factory Tour Coordinator
Company: BMW of North America, LLC
Dept.: Customer Relations and Services
From:

Date:

Re: European Delivery Factory Tour Request Form - BMW Plants in Germany

European Delivery Customers Only or Groups of 6 or more, please submit the following information:

Complete Name & Address: _____

Daytime Telephone: _____

FAX number: _____

Email Address: _____

Requested Day/Date/Time: _____

Number in Party: _____

Plant: _____

Upon receipt of the above information, BMW NA will contact Germany and notify the customer within one week.

Company
BMW of North America, LLC

BMW Group Company

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