

BMW TECHNICIAN RECOGNITION 2024 BMW DRIVE THE BRAND PURCHASE PROGRAM



What: BMW Financial Services in conjunction with BMW of North America is pleased to announce an enhanced Drive the Brand Technician Purchase Program which allows BMW Technicians and Shop Foremen to purchase a Pre-Owned BMW with a special rate and price allowance. This program will be available through January 2, 2025, or until program capacity is reached. *Benefits are dependent on years of service.

New! Technicians looking to purchase any new vehicle can combine the Technician Price Allowance with the Center Employee Program and current Sales Support Rates. See Bulletin # C4-US-V-1-0124-03 for further details outlining the Center Employee Program and see instructions below on how to combine.

How to access: Refer to Bulletin #24-N-10

Years of Service	3-4 yrs	5-9 yrs	10-14 yrs	15-24 yrs	25+ yrs
Price Allowance	\$1,000	\$2,000	\$3,000	\$4,000	\$5,000
Master Elite Adder	+\$1,500				
Rate	See Attached Rate Sheet				

BMW TECHNICIAN RECOGNITION 2024 MASTER ELITE DRIVE THE BRAND

What: Master Elite Level Technicians will have access to the Drive the Brand incentives program. Each eligible individual will receive an additional price allowance of \$1500 towards their purchase.

How it works: Drive the Brand Technician purchase program allows BMW Master Elite Technicians to purchase a pre owned BMW with a special rate and price allowance.

To learn more: Refer to the TMSi community/Voice of Technician/Topics/Technician Recognition/BMW Drive the Brand Program or Bulletin #23-N-50.

