

# BMW TECHNICIAN RECOGNITION

## 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 or purchase a New BMW vehicle with a special price allowance (leased vehicles are not eligible). This program will be available through January 4, 2026, or until program capacity is reached. Benefits are dependent on years of service.

**How to access:** Refer to Bulletin #: 24-N-120

**Detail:** 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-1-0125-05 for further details outlining the Center Employee Program and see instructions below on how to combine.

<b>Years of Service</b>	0-4 yrs	5-9 yrs	10-14 yrs	15-24 yrs	25+ yrs
<b>Price Allowance</b>	\$1,000	\$2,000	\$3,000	\$4,000	\$5,000
<b>Master Elite Adder</b>	+\$1,500				
<b>Rate</b>	See Attached Rate Sheet				

# BMW TECHNICIAN RECOGNITION MASTER ELITE & ELITE FOREMAN DRIVE THE BRAND

**What:** Master Elite Level & Elite Foreman 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 & Elite Foreman Level 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 #24-N-120.

