

BMW  
GROUP



# ELECTRIFY AMERICA ENROLLMENT GUIDE

C4-US-V-I

1

Overview of Changes

2

Step-by-step Guide

# THE MY BMW APP INTEGRATION



## **Starting December 13, Electrify America migrates into the My BMW app**

Existing Electrify America app users will be encouraged to migrate over to our app, and new retails should be set up in the My BMW app right away

The migration further enhances our customer experience by simplifying the complexity of using the complimentary program

# THE I7 COMPLIMENTARY PLAN – THE MOST PREMIUM OFFER SO FAR



**The i7 comes with three years of premium charging**

I7 customers are able to charge their vehicles without time constraints up to a **full SoC (100%)**

There are **no waiting periods between charges** and the complimentary program runs for **3 years** from the day of retail

# SIMILAR BUT DIFFERENT: A COMPARISON OF ALL PREMIUM OFFERS



Program Length

2 years

3 years



Session Length

30 minutes / session

no time restraints



Waiting Period

60 minutes between sessions

N/A

1

Overview of Changes

2

Step-by-step Guide

# STEP-BY-STEP GUIDE: OVERVIEW

Enrollment steps within the My BMW app depend on whether customers have already enrolled via the Electrify America app previously!

## New EA customers

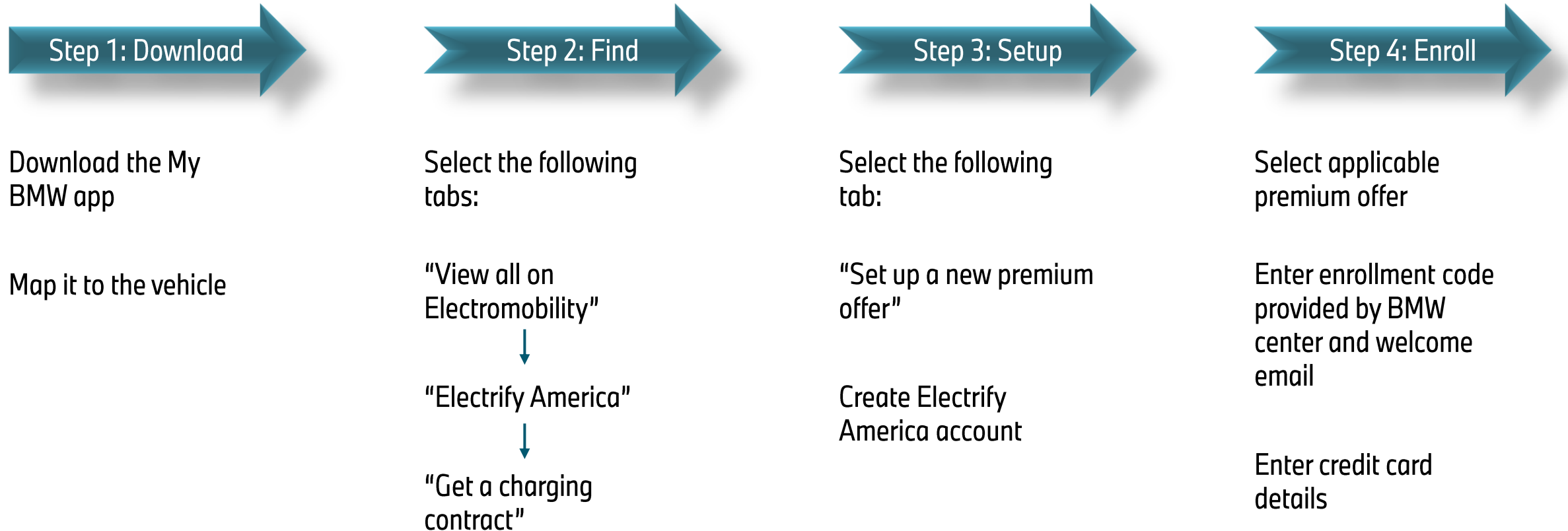
Customers who don't have an account with Electrify America yet have to click on "Set up a new Premium Offer"



## Existing EA customers

Customers who already have an account with Electrify America (setup in the EA app) need to click on "Sign in & transfer Premium Offer"

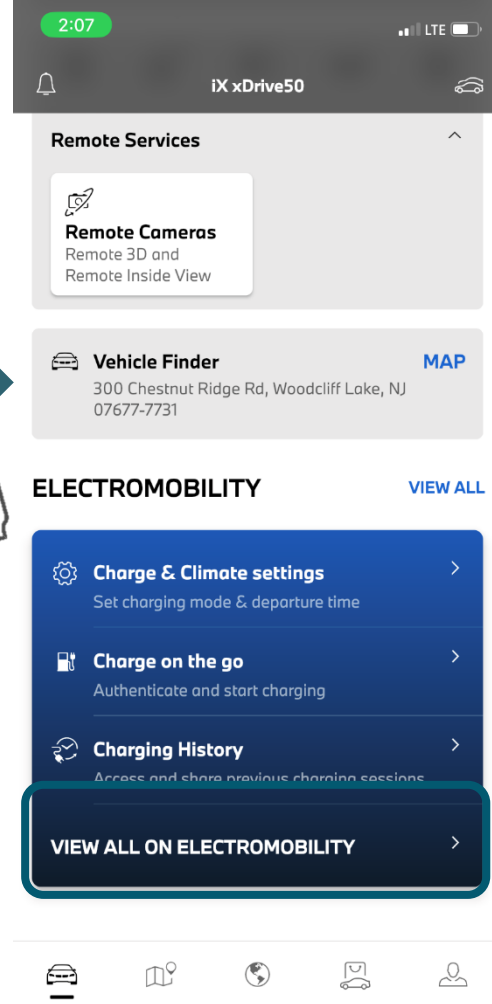
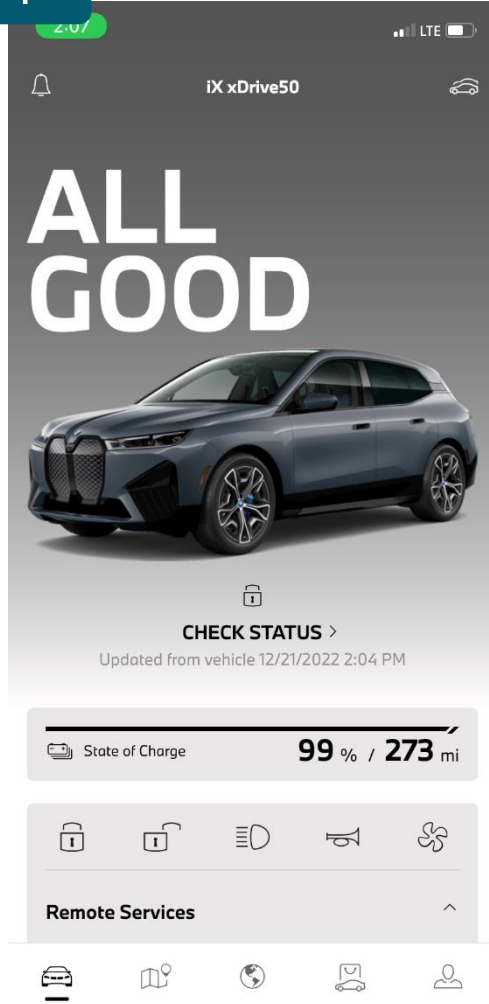
# NEW EA CUSTOMERS: ENROLLMENT STEPS - OVERVIEW



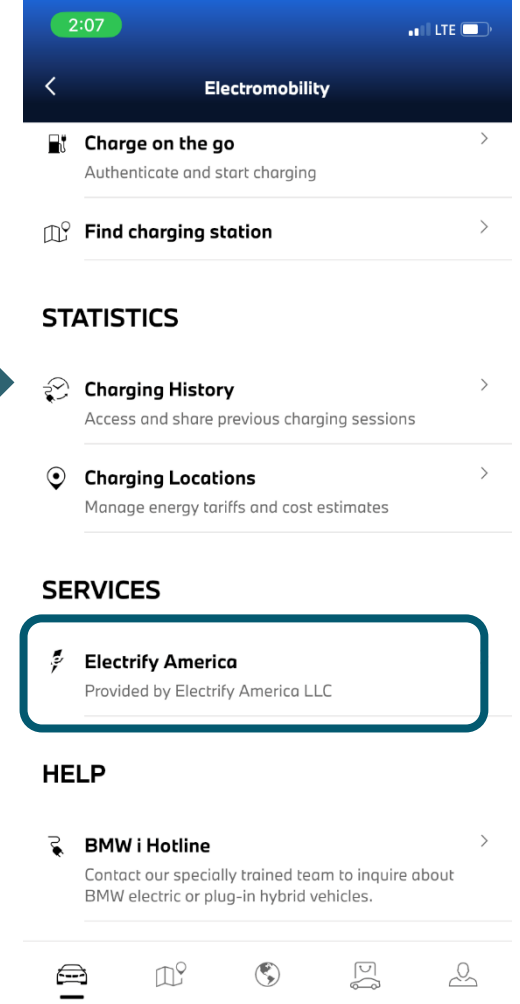
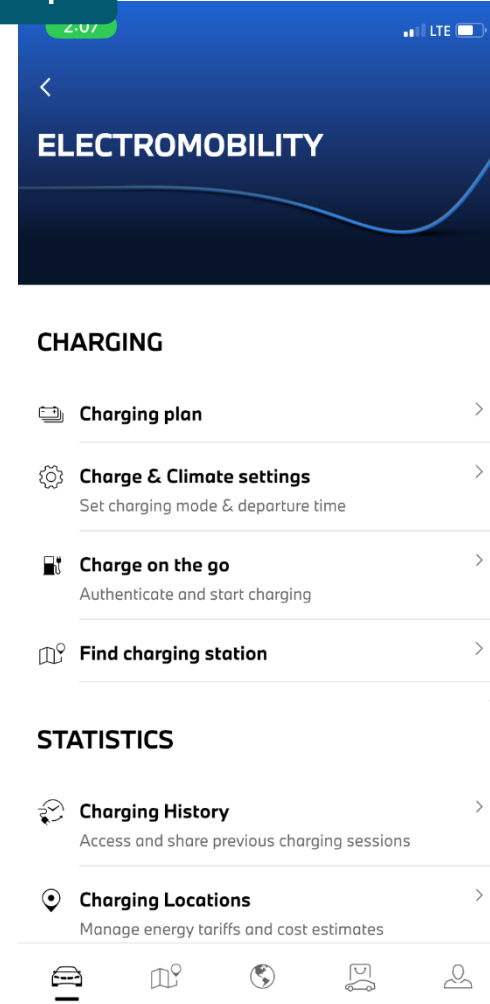


# NEW EA CUSTOMERS: ENROLLMENT STEPS – DEEP DIVE (1/4)

## Step 1



## Step 2



# NEW EA CUSTOMERS: ENROLLMENT STEPS – DEEP DIVE (2/4)

**Step 3**

**Electrify America account**

**Charge your BMW with Electrify America**

After creating an Electrify America account using the My BMW app or, if you have one already, migrating the existing account into the My BMW, you can do the following:

- Charge your BMW in the Electrify America network
- Authenticate at charging stations from the Electrify America network using Select & Charge, in your My BMW app.
- Check your payment methods, invoices, tariff and charging activities.
- Manage your charging plan and payments.

**GET A CHARGING CONTRACT**

**Step 4**

**Set up a new Premium Offer**

I have an enrollment code or want to explore other membership plans for my vehicle.

**Sign in & transfer Premium Offer**

I have an existing Electrify America account & would like to transfer my Premium Offer.

**Step 5**

**Terms of use**

Effective as of March 2, 2019

**Important**

THIS IS A LEGAL AGREEMENT BETWEEN EACH END USER (referenced herein as "YOU" or "USER" or with "YOUR") AND ELECTRIFY AMERICA LLC ("Company") THAT APPLIES EACH TIME YOU ACCESS OR USE THE ELECTRIFY AMERICA MOBILE APPLICATION (the "APP") AND/OR ITS WEBSITE ("SITE") (the Site)

**LIVE CHAT**

**YES, I ACCEPT THE TERMS OF USE AND PRIVACY POLICY**

# NEW EA CUSTOMERS: ENROLLMENT STEPS – DEEP DIVE (3/4)

**Step 6**

2:08

Done [ass.electrifyamerica.com](https://ass.electrifyamerica.com) AA ↻

**electrify america**

### 2022 BMW iX 30-minute Charging

**2022 BMW iX 30-minute Charging**  
30-min DC and 60-min Level 2

PLAN OVERVIEW

Qualify for 2022 BMW iX 30-minute Charging  
Enrolled 2022 BMW iX 30-minute Charging plan drivers enjoy complimentary 30-minute DC Fast (CCS) or 60-minute Level 2 charging per session over 2 years from vehicle purchase at Electrify America charging stations....  
[Show all details](#)

PLAN DETAILS

Charging 30 min of DC fast (CCS) or 60 min of Level 2 charging per session.

Idle fee \$0.00 per min applied after a 10 minute grace period

Connector CCS, L2

Plan Duration 2 years

Plan Expiration 12/21/2024

VIN WB523CF03NCJ75501

Pricing after benefit used Prevailing Electrify America Pass rate  
[Learn more](#)

All prices shown before any applicable tax, fees, or promotions.

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→

**Step 7**

2:11

Done [ass.electrifyamerica.com](https://ass.electrifyamerica.com) AA ↻

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### Verify eligibility

**2022 BMW iX 30-minute Charging**  
30-min DC and 60-min Level 2

Enter the enrollment code provided by your vehicle manufacturer or other provider to verify your eligibility for 2022 BMW iX 30-minute Charging.

Enrollment Code

VIN  
WB523CF03NCJ75501

**VERIFY**

**Step 8**

2:17

Done [ass.electrifyamerica.com](https://ass.electrifyamerica.com) AA ↻

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### Plan Disclosure

**2022 BMW iX 30-minute Charging**

#### Promotion Terms and Conditions

Effective as of February 2022

Electrify America is pleased to provide this promotional charging program to drivers of new model year 2022 BMW iX vehicles purchased from an authorized BMW dealer by clicking "Agree" below.

**YES, I ACCEPT THE PLAN DISCLOSURE**


# NEW EA CUSTOMERS: ENROLLMENT STEPS – DEEP DIVE (4/4)

**Step 9**

Done [ass.electrifyamerica.com](https://ass.electrifyamerica.com) AA ↻

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← Plan details

 2022 BMW iX 30-minute Charging  
30-min DC and 60-min Level 2

PLAN DETAILS

Charging	30 min of DC fast (CCS) or 60 min of Level 2 charging per session.
Idle fee	\$0.00 per min applied after a 10 minute grace period
Plan Duration	2 years
Plan Expiration	12/21/2024
Pricing after benefit used	Prevailing Electrify America Pass rate

All prices shown before any applicable tax, fees, or promotions.

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↑ ↓ Scroll down

CONFIRM SELECTION

← > ↗ ↻





**Step 10**

Done [ass.electrifyamerica.com](https://ass.electrifyamerica.com) AA ↻

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← Add a card

Visa, Mastercard, American Express and Discover credit cards accepted. Visa and Mastercard debit cards accepted.

Name:

Card Number:

Expiration Date:  CVV:

Zip:

ADD CARD

← > ↗ ↻


**Step 11**

Done [ass.electrifyamerica.com](https://ass.electrifyamerica.com) AA ↻

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← Review Plan

PLAN

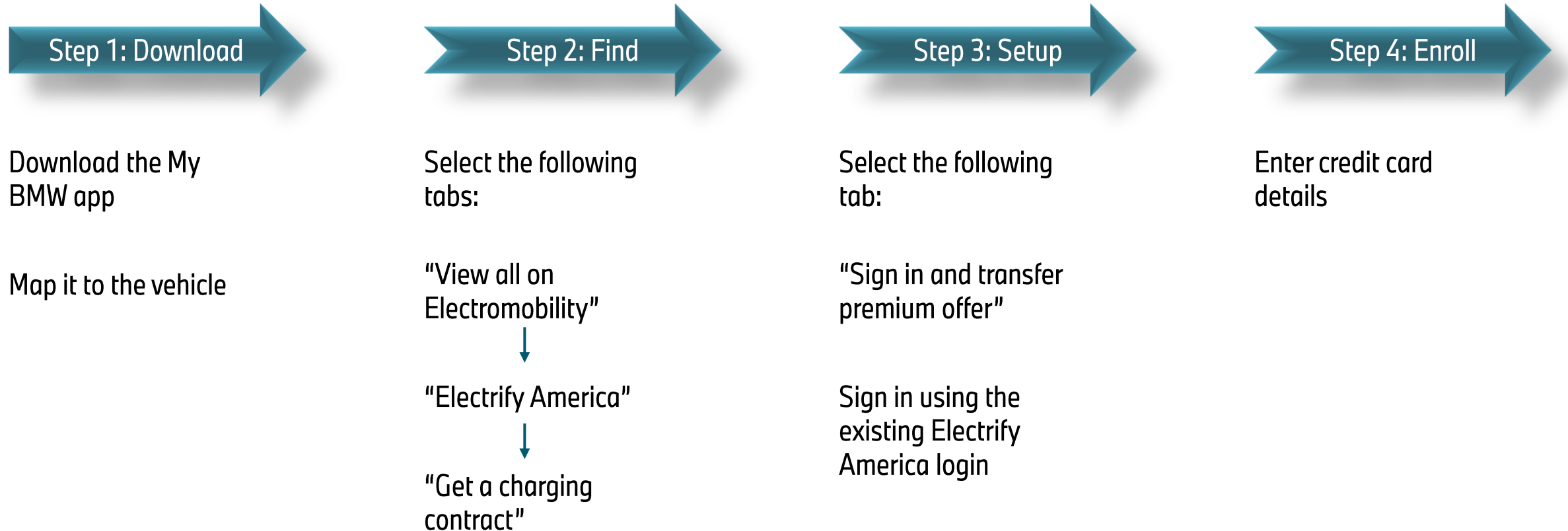
 2022 BMW iX 30-minute Charging 30-min DC and 60-min Level 2 <a href="#">Change Plan</a>	\$0.00 billed today
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**Total billed today \$0.00**

CONFIRM

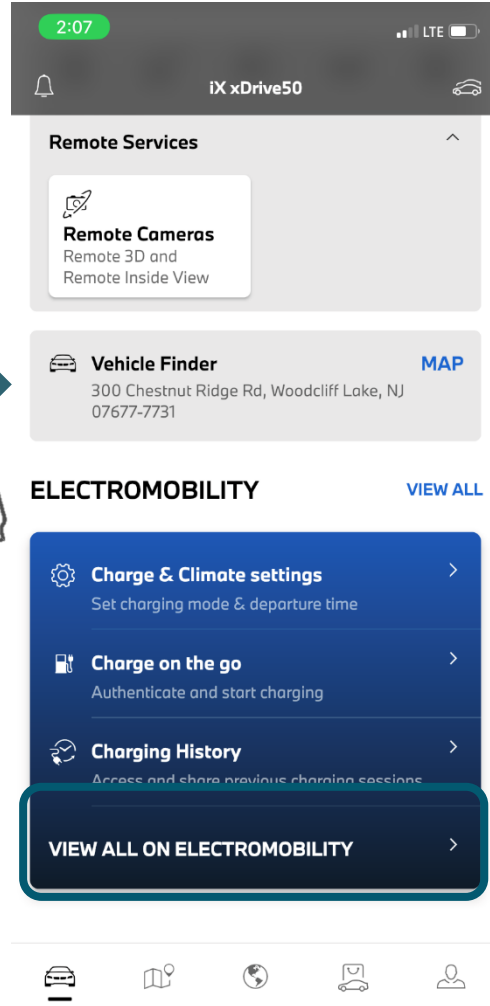
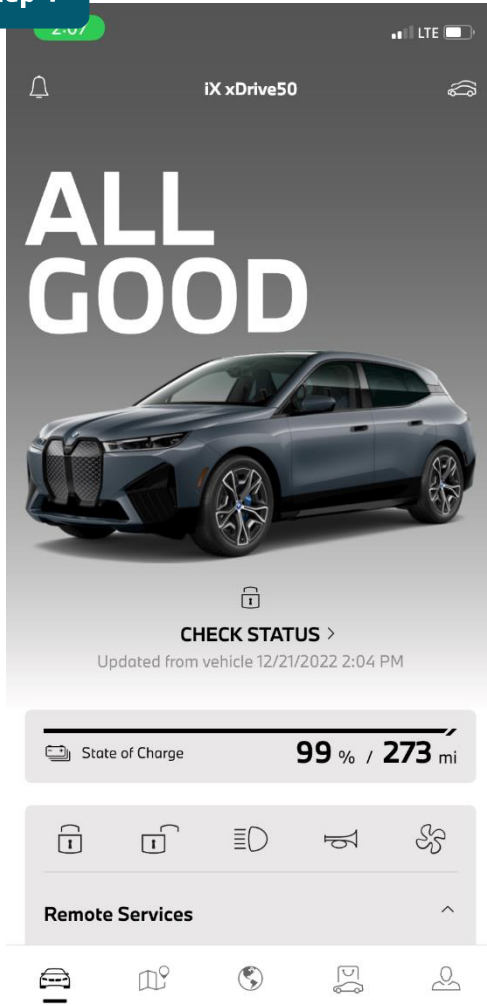
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# EXISTING EA CUSTOMERS: ENROLLMENT STEPS – OVERVIEW

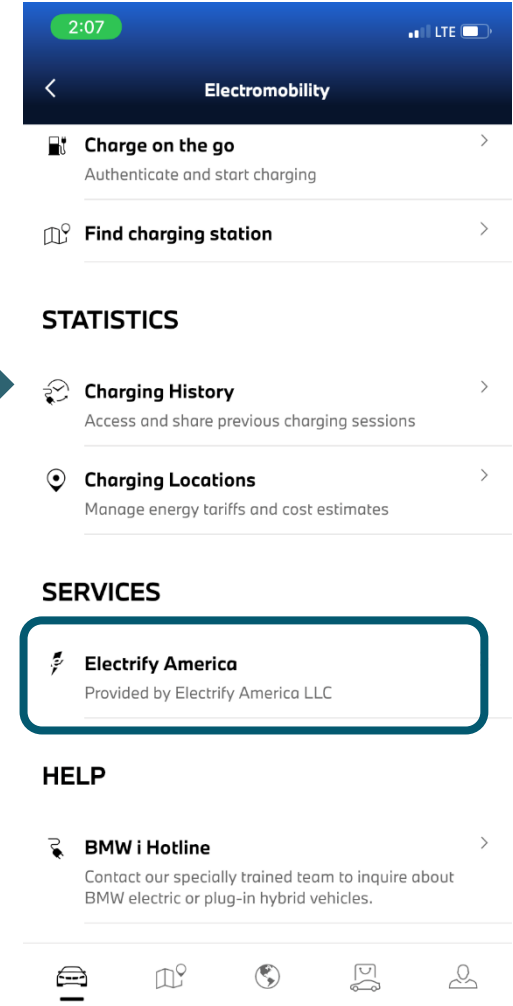
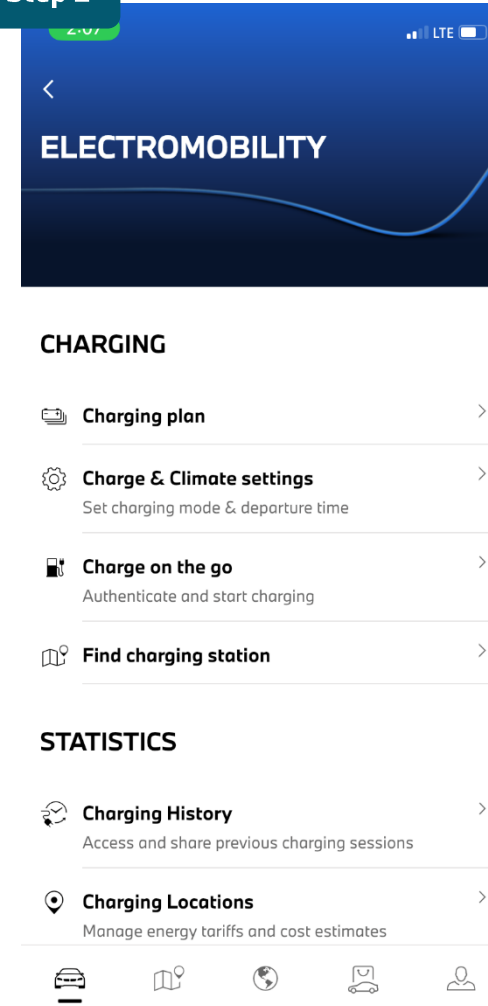


# EXISTING EA CUSTOMERS: ENROLLMENT STEPS – DEEP DIVE (1/3)

## Step 1



## Step 2



# EXISTING EA CUSTOMERS: ENROLLMENT STEPS – DEEP DIVE (2/3)

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**GET A CHARGING CONTRACT**

**Step 4**

**Set up a new Premium Offer**

I have an enrollment code or want to explore other membership plans for my vehicle.

**Sign in & transfer Premium Offer**

I have an existing Electrify America account & would like to transfer my Premium Offer.

**Step 5**

**Transfer Premium Offer**

Would you like to transfer your Premium Offer to your BMW account? **This action cannot be reversed.**

This will end your access to your Premium Offer in the Electrify America app.


**TRANSFER PREMIUM OFFER**

CANCEL & SIGN OUT

# NEW EA CUSTOMERS: ENROLLMENT STEPS – DEEP DIVE (4/4)

**Step 6**


Done [pass.electrifyamerica.com](https://pass.electrifyamerica.com)



← Transfer Premium Offer



Use your existing Electrify America account to transfer your Premium Offer to your BMW account.

Email

Password  


[Forgot password?](#)

**TRANSFER PREMIUM OFFER**

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**Step 7**

Done [pass.electrifyamerica.com](https://pass.electrifyamerica.com)




Add a card


Visa, Mastercard, American Express and Discover credit cards accepted. Visa and Mastercard debit cards accepted.

Name:



Card Number:



Expiration Date:  CVV:  

Zip:

✓ Your Premium Offer has been successfully transferred.

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# QUESTIONS?

Please reach out with any questions or concerns:

[bmwevservices@bmwna.com](mailto:bmwevservices@bmwna.com)