



**Memo**

To: BMW Retailer Principals; General Managers; General Sales Managers; Sales Managers  
From: Norm Wells  
Dept: BMW Motorrad Canada  
Date: August 25, 2015  
Re: **BMW Club of Canada – Special Discount Program**

BMW Motorrad Canada has developed a Special Discount Program for eligible members of the BMW Club of Canada. Eligible BMW Club of Canada members qualify for a special discount of 2%. The terms and conditions are as follows:

1. The amount of the special discount is calculated by applying the 2% to the total MSRP of the motorcycle purchased including all factory installed options. Special order options, dealer installed accessories, and surcharges are not eligible.

Essentially, all BMW motorcycles qualify for the discount based on vehicle availability with exception of Pre-owned vehicles and BMW Group Canada ex-demonstrator motorcycles.

2. Eligible members are asked to have the BMW Retailer contact the BMW Motorrad Canada and the BMW Club of Canada National Secretary immediately when they are visiting or thinking about visiting a BMW Retailer.

The National Secretary will then provide BMW Motorrad Canada with a completed special discount form, acknowledging they have been in good standing for at least 1 year. BMW Motorrad Canada will then provide the National Secretary and the Club member with the VIP letter via email.

3. On a monthly basis, the BMW Club of Canada National Secretary will provide the BMW Motorrad Canada a list of all members who have applied for the discount. BMW Motorrad Canada has the right to audit the list of members who have received the discount to ensure they are eligible.
4. Eligible members must agree not to sell the motorcycle for one year from date of delivery. Group sales are not eligible.
5. BMW Motorrad Canada reserves the right to terminate the program with 30 days notice.
6. Cases of abuse or inappropriate conduct will result in eligible members losing the right to the special discount.

Attached you will find the special discount form for this program.

If you have any questions, please do not hesitate to contact Tylor Donnelly via email at [tylor.donnelly@bmwgroup.ca](mailto:tylor.donnelly@bmwgroup.ca).

Regards,

Norm Wells  
Director  
BMW Motorrad

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compagnie du BMW  
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