BMW ADVERTISING GUIDELINES

AUGUST 2017

BMW ADVERTISING GUIDELINES CONTENTS

The Ultimate
Driving Machine®

BMW MARKETING GUIDELINES
ADVERTISING GUIDELINES

JULY 2017

All dealers are required to adhere to BMW Advertising Guidelines for all marketing to be eligible for Added Value Program and Retail Co-Op reimbursement. Up to three warning letters will be issued within any 24 month rolling timeline from the date of the first infraction for advertising that does not meet the Advertising Guidelines

Advertising Guidelines are one of several components within Brand Standards and address consolidated advertising, website and trademark standards. They include the following sections:
- General Requirements
- New Vehicle Requirements
- Certified Pre-Owned Requirements
- Medium-Specific Requirements

To learn more about the Added Value Program please visit - CenterNet - Center Development Portal – Added Value Program.

To learn more about the Retail Co-Op Program and claim submission requirements please see the Retail Co-Op Submission Guidelines and Medium-Specific Requirements section on pages 9-14.

GENERAL REQUIREMENTS

All materials needed to create advertising are available on BMW Marketing Central.

All advertising must use the BMW font. Dealers must use black or gray font on a white background. M Brand can use white text on black backgrounds. Headlines or subheads may appear on BMW photography, white text on a dark colored image and black text on a light colored image. Headlines and subheads must be capitalized.

- Non-BMW font exceptions will be made if a dealer's logo contains a non-BMW font. Dealer taglines are required to be in BMW font.

The BMW Roundel must be used in the three-dimensional format with "The Ultimate Driving Machine®" tagline as used in the corporate identity standards.

No other franchise or make is allowed in any eligible advertising, including website addresses.

- If using a dealer's URL in the ad, it is required to link only to a BMW exclusive dealer website that follows all BMW web standards (e.g., URL is dealer DBA name, no reference to other franchises, etc.).

In mediums where dealer-developed creative is eligible, 50% or more of the content is required to highlight BMW products/features and current sales offers.

Centers must advertise under their DBA name in both copy and logos . They may reference affiliation with a specific dealer group only once in an ad; it must be in BMW font if in copy. They cannot use a group logo in advertisements.
- A lease price, APR or MSRP may not be used in the headline. The only exception to this is on banner ads.
- No ancillary graphics or images may be used – excluding a dealer logo, vehicle photography, map, or Ultimate Service® graphic.

BMW NA has assigned to each Center in writing a geographic area consisting of a collection of zip code areas or census tracts, which shall be the Center's PMA. The Center's PMA is the area in which a Center will primarily promote and sell BMW Vehicles. Any medium that can be purchased at a PMA level must be purchased at a PMA level rather than DMA. If you are unsure of your PMA, please contact your Area Manager.

New facility (grand opening or Center relocation), Center of Excellence and M certification may be incorporated into advertising, but may only be used as support to the overarching sales message. Centers may advertise the Center of Excellence award during the year awarded and until the next year's awards are announced. All Center of Excellence advertising must include the year the award was granted (e.g., 2017 Center of Excellence winner, etc.). Advertising must include the current Center of Excellence logo if mentioned. If advertising the number of years the Dealer has earned the Center of Excellence award, only the number of consecutive years won (including the current year) can be advertised.

Advertising developed by BMW is only eligible if ad date occurs within usage dates. The use of the word "all-new" in advertising is only permitted for six months after product launch. After that date, new creative will become available omitting this reference. Check Marketing Central on a regular basis because creative is renewed and discontinued often. (Note: An LCI is not considered a product launch.)

Co-op activities that meet the program guidelines will qualify for the following reimbursement of the costs:

- All advertising will be reimbursed at 50% unless otherwise specified within this document
- For program trials, reference instructions provided within the individual programs
- Only actual advertising media costs will be reimbursed. Agency commissions, agency fees, taxes, production charges, talent fees, discounts, set-up fees, or non-working media charges will not be reimbursed
- After all the necessary documentation has been received by ACB, claims will be processed and paid via a credit to your parts account each month

Up to three warning letters will be issued within any 24 month rolling timeline from the date of the first infraction for advertising that does not meet the Advertising Guidelines. After the third warning letter within any 24 month rolling period, any subsequent ads will not be reimbursed and AVP eligibility will be reviewed. The following infractions will not receive warning letters and will be denied:

- Ads that contain Advertising Guidelines violations are never eligible for reimbursement. See the section of this document for more details. This includes the use of:
  - The flat-one dimensional Roundel
  - Advertising with other manufacturers
  - Using distressful messaging
  - Ads containing three or more infractions will only receive one warning letter

Requests for reimbursement must be submitted to ACB within 90 days following the ad date. Any claim received after that period will not be reimbursed. If an incomplete claim is submitted it is put on "Denied" status, and the dealer will have 30 days to resubmit missing documentation. The 30 days will begin upon notification of the incomplete claim from ACB. Submissions received after the 30 days will be denied.

Any type of rebate or discount from the media outlet used for the advertisement submitted cannot be combined with reimbursement and must be included in the final negotiated and billed rates. Should any type of rebate or discount be given after final invoices have been submitted, this must be communicated and proportionally shared with the Retail Co-op Program.

Failure to adhere to this may result in suspension from the Retail Co-op Program.

Legal Requirements: In rendering ad templates, BMW NA is not providing legal advice. It is the sole responsibility of the retailer to ensure that ads conform to all federal, state and local legal requirements.

ACB is the Program Administrator and can be contacted at bmwcoop@acbcoop.com or by calling 844-617-5499.

- Claims must be submitted online via BMW's Retail Co-op website (CenterNet > Marketing Portal > Retail Co-op Website). Online claim entry allows users to complete the claim form online and attach all required documentation.
- Advertising may be submitted to ACB via the online portal for review prior to placement to ensure the content is compliant with the guidelines.

Any advertisement deemed inappropriate by the Regional Vice President will be considered a violation of these Advertising Guidelines and thus ineligible for Retail Co-op reimbursement. These could include but are not limited to, poor digital graphic elements, audio quality, or use of animation.

TRADEMARKS

The BMW Roundel and all other registered BMW trademarks are protected worldwide and may be used only by BMW AG, BMW NA, BMW FS, BMW Motorrad, other BMW Group companies, and BMW Centers. Authorized BMW Centers can use the BMW Roundel only pursuant to the licenses in applicable dealer agreements and only in connection with authorized vehicle lines.

BMW trademarks must always be used in a manner that is consistent with BMW NA's trademark guidelines. (Rule of thumb: Never find yourself recreating the roundel outside of advertising. i.e. welcome mats, staff shirts, etc.)

BMW TRADEMARKS

The BMW trademarks include, but are not limited to, the following:

- Figurative marks (L=logos). For example: The BMW Roundel logo, M logo, i logo, and Certified Pre-Owned logo.

- Word and letter marks. For example: BMW, Steptronic, M Power, iDrive, and Sports Activity Vehicle®.
- Numbers (also in combination with letters). For example: 750, 3 Series, M3, and X5.
- Advertising Slogans. For example: The Ultimate Driving Machine®.
- Color Combinations. For example: The BMW Motorsport colors.
- Special Distinguishing features. For example: the kidney-shaped grilles.

DISTRESSED MESSAGING

A lease price, APR or MSRP may not be used in the headline. The only exception to this is on banner ads.

As consumers have access to invoice pricing on new vehicles, advertisements or messaging that contain prices that are markedly below dealer invoice on such new vehicles hurts our brand image and also constitutes distressed messaging.

NOTE: The Advertising Guidelines concern only advertising practices and eligibility for AVP bonus funds. They do not concern the pricing for vehicle sales, which are matters to be determined between dealers and individual consumers.

If a dealer was to engage in distressed messaging as defined in this communication, the procedure for notification of noncompliance that is set forth in the Advertising Guidelines will be utilized with the third and subsequent notifications resulting in the dealer being ineligible for the Brand Standards portion of advertising bonus funds (currently 20%) for a three-month period.

Distressed messaging also includes use of third-party lead sources that utilize heavily-discounted/below-invoice messaging.

OTHER FRANCHISES OR MAKES IN DEALER ADVERTISING (NEW VEHICLE AND CERTIFIED PRE-OWNED)

No other franchise or make is permitted, including website addresses.

If using a dealer's URL in the ad, it is required to link only to a BMW exclusive dealer website that follows all BMW web standards (e.g., URL is dealer DBA name, no reference to other franchises, etc.).

Exceptions: The BMW logo and wordmark may appear with the logos and wordmarks of other manufacturers for billboards, parts-supply trucks, print, and automotive group websites with the following conditions:

- Clear separation is required between logos.
- Only DBA-specific information is permitted for BMW and other manufacturers. May reference BMW affiliation with a specific dealer group only once in an ad.
- In mediums where dealer-developed creative is eligible for Retail Co-Op, 50% or more of the content is required to highlight BMW products/features and current sales offers.

PMA

BMW NA has assigned to each Center, in writing, a geographic area consisting of a collection of zip code areas or census tracts, which shall be the Center's PMA. The Center's PMA is the area in which a Center will primarily promote and sell BMW Vehicles. If you are unsure of your PMA, please contact your Area Manager.

VIOLATIONS

Any advertisement deemed inappropriate by the Regional Vice President may be considered a violation of these Advertising Guidelines and place AVP and Retail Co-op reimbursement at risk. These reasons could include, but are not limited to, poor digital graphic elements, audio quality, or use of animation.

Warning letters will be issued in each case there is an infraction for advertising that does not meet the Advertising Guidelines.

Up to three warning letters will be issued within any 24 month rolling timeline from the date of the first infraction. After the third warning letter within any 24 month rolling period, any subsequent ads will not be reimbursed and AVP eligibility will be reviewed.

The following infractions will not receive warning letters and will be denied. Ads that contain these Advertising Guidelines violations are never eligible for reimbursement. This includes the use of:

- The flat-one dimensional Roundel
- Advertising with other manufacturers
- Using distressful messaging
- Ads containing three or more infractions will count as one infraction.

CENTER DBA, CERTIFICATION AND COE AWARD USAGE

Centers must advertise under their DBA name, including dealer logos. They may reference affiliation with a specific dealer group only once in an ad; it must be in BMW font.

No ancillary graphics or images may be used – excluding a dealer logo, vehicle photography, map, or Ultimate Service®graphic.

New facility (grand opening or Center relocation), Center of Excellence and M certification may be incorporated into advertising, but may only be used as support to the overarching sales message.

Centers may advertise the Center of Excellence award during the year awarded and until the next year's awards are announced. All Center of Excellence advertising must include the year the award was granted (e.g., 2017 Center of Excellence winner, etc.).

Advertising must include the current Center of Excellence logo if mentioned. If advertising the number of years the Dealer has earned the Center of Excellence award, only the number of consecutive years won (including the current year) can be advertised.

ADVERTISING GUIDELINES NEW VEHICLE REQUIREMENTS

New vehicle advertising is required to promote a sales offer.

Three options are available:

1. Feature of a lease payment, finance message or "starting at" MSRP.
2. Promote that BMW has special lease or finance offers available by your Center through BMW Financial Services. No specific lease payment or APR is mentioned. Dealers must use – "Special lease and finance offers available by Dealer XYX through BMW Financial Services."
3. For National Public Radio (NPR) and :15 and :30 length radio spots, you can use the following abbreviated generic message: "Exceptional offers through BMW Financial Services."

The New Vehicle Requirements will be applied to all vehicles with less than 5,000 miles by registration data.

BMW created ads from BMW Marketing Central that do not include an offer must be tagged with an offer or include the generic finance message.

REQUIREMENTS FOR NEW VEHICLE LEASE PAYMENTS:

Customer cash down payment may never exceed 10% of MSRP.

Ads may not require a combined customer cash down payment and dealer contribution that exceeds 15% of MSRP.

Dealers are able to use the BMW advertised program or may create their own advertising as long as it falls within the published guidelines and the 15% limit (excluding any applicable allowances).

BMW NA may, on an ad hoc basis, issue special programs exceeding the 15% combined contribution. Those percentages will be published on the monthly Advertised Price Calculation Worksheets. This will be the maximum allowable contribution percentage used to determine approval for Co-op reimbursement.

A lease calculation worksheet must be completed for all non-BMW program lease payment ads with a specific message (CenterNet - Marketing Portal – Retail Co-op Advertising Online – Pricing Worksheet).

- **Equation used:**
  - MSRP – Selling Price + Actual Down Payment (less any BMW credits) cannot exceed 15% of MSRP
  - The Actual Down Payment cannot exceed 10% of MSRP
  - Multiple security deposits may be used where allowed by law, but only as a substitute for the customer cash down payment. An advertised payment may not include a customer cash down payment, as well as a multiple security deposits.

DEMOS

Demos are eligible for New Vehicle Co-op funds, but must meet these requirements:

- If the combined customer cash down payment and dealer contribution exceeds 15% of MSRP, the ad must state that the offer is dealer contribution.
- The ad must also include the VIN number or stock number of the vehicle.
- The New Vehicle Requirements will be applied to all vehicles with less than 5,000 miles by registration data.
- Lease terms may not exceed 42 months.

CERTIFIED PRE-OWNED ELITE ADVERTISING

The current Certified Pre-Owned Elite logo must be used in order to be eligible for Co-op

reimbursement. Details include:

- Certified Pre-Owned Elite claims must be submitted under the New Vehicle Program and will utilize your New Vehicle Co-op budget
- Clearly identify on your claim that it is "Certified Pre-Owned Elite" in the notes section
- You may utilize a maximum of 15% of your total New Vehicle budget per year towards Certified Pre-Owned Elite advertising
- Once the 15% cap has been met, claims submitted for Certified Pre-Owned Elite Advertising will be denied.

All Certified Pre-Owned Elite vehicle advertising will be reimbursed under the New Vehicle Program (see New Vehicle Requirements section).

CERTIFIED PRE-OWNED REQUIREMENTS

Certified Pre-Owned advertising is required to be structured using one of the following tactical components. Four options are available:

1. Feature a specific Certified Pre-Owned sales support monthly payment: lease, retail finance, Select or Owner's Choice
2. Feature a specific lease, retail finance, Select or Owner's Choice rate that is being offered by BMW Financial Services
3. Feature a generic sales support message, e.g., "Exceptional offers through BMW Financial Services"
4. BMW National created Certified Pre-Owned brand message

BMW created ads from BMW Marketing Central that do not include an offer must be tagged with an offer or include the generic finance message.

All eligible ads featuring pre-owned vehicles are required to contain at least 70% BMW Certified Pre-Owned vehicles. The remaining 30% can include non-Certified Pre-Owned/used BMW's.

When promoting Certified Pre-Owned vehicles, all advertising is required to show the BMW Certified Pre-Owned logo. The logo cannot be modified. The stacked Certified Pre-Owned logo version can be used for newspaper one-column ads only.

If Certified Pre-Owned vehicles are advertised with new vehicles, they are required to be clearly separated from the new vehicle section so the budget can be properly prorated.

For Certified Pre-Owned advertising, ads are required to promote properly enrolled and inspected Certified Pre-Owned BMWs only.

All ads are required to include either the dealer's Internet web address (URL) or BMW NA's website (bmwusa.com/certified or bmwusa.com). The dealer's URL must link only to a BMW exclusive dealer website that follows all BMW web standards (e.g., URL is dealer DBA name, no reference to other franchises, etc.). Each authorized BMW Center must have only one URL.

If a specific Certified Pre-Owned vehicle is advertised with a specific price or payment quote, the last seven digits of the VIN are required to be included in the ad.

When using Certified Pre-Owned vehicle images, do not show damaged vehicles.

ADVERTISING GUIDELINES MEDIUM-SPECIFIC REQUIREMENTS

All advertising is expected to adhere to the general requirements and new vehicle and/or CPO requirements listed within the previous pages. The below items are in addition to these other items

TELEVISION

Dealers are able to tag all creative to promote their dealership and the sales call to action. BMW creative that does not contain a finance message must include a finance message in the dealer tag area.

Due to the nature of this medium it is anticipated advertising will spill into the PMA of surrounding dealers. This is acceptable as long as the medium's primary coverage area is in the dealer's PMA requesting reimbursement.

For television creative, you may use only the logo module (CI Box) with the tagline.

ON-SCREEN CINEMA

On-screen cinema should appear within your PMA only.

RADIO

Due to the nature of this medium it is anticipated advertising will spill into the PMA of surrounding dealers. This is acceptable as long as the medium's primary coverage area is in the dealer's PMA requesting reimbursement.

NEWSPAPER (PRINT)

BMW's Marketing Central can assist dealers in the creation of Co-op reimbursable advertising.

Dealers may also create their own newspaper advertising. All new vehicle print materials are required to use photography on Marketing Central.

Due to the nature of this medium, it is anticipated advertising will spill into the PMA of surrounding dealers. This is acceptable as long as the medium's primary coverage area is in the dealer's PMA requesting reimbursement.

MAGAZINES, THEATER PROGRAMS

All materials needed to create Co-op eligible advertising are available on BMW Marketing Central.

Dealers may also create their own magazine advertising. All new vehicle print materials are required to use photography on Marketing Central.

Due to the nature of this medium, it is anticipated advertising will spill into the PMA of surrounding dealers. This is acceptable as long as the medium's primary coverage area is in the dealer's PMA requesting reimbursement.

OUT-OF-HOME (OOH OR BILLBOARDS) – INCLUDING MOBILE BILLBOARDS

Dealers can utilize creative from Marketing Central or they may also create their own out-of-home advertising; however, dealers are required to use photography on Marketing

Central. **BMW Centers / Facilities should never be used for OOH advertising. Showroom Windows and Exterior Facility walls shall remain clean and clear of Advertising unless approved and provided by BMWNA for such use.**

Due to the nature of this medium, it is not required to include a sales offer.

For OOH creative, you may use only the logo module (CI Box) with or without the tagline.

VEHICLE DISPLAY

Vehicle displays include vehicle placements at malls, hotels, country clubs, museums, etc.

Vehicle Display must be within PMA unless receiving prior approval from Region and Dealer who owns PMA where the display is located.

Must receive prior approval from Region to ensure you have selected premium location within PMA.

SERVICE DRIVE BANNER/ADVERTISING

Compliant ads hung/placed in the service drive.

ONLINE BANNERS

Online banner ads are required to direct users to a dealer's website URL listed on the bmwusa. com dealer locator.

All new online banners are required to use photography on Marketing Central.

Online banner advertising, including behavioral retargeting, is eligible for Retail Co-op reimbursement within a dealer's DMA.

CTA buttons are required to be on your ad. (i.e. "View Inventory" or "Learn More," etc).

ELECTRONIC NEWSLETTERS

Preferred provider: I Make News (IMN), Minacs

Dealers are not required to use IMN or Minacs for this medium to be eligible for Retail Co-op; however, corporate identity guidelines are required to be followed.

DIRECT MAIL

All new vehicle print materials are required to use photography on Marketing Central. Direct mail recipients must be within the dealer's PMA or exist in the dealer's records as a prior customer. Dealers are not required to use BMW-provided assets for this medium to be eligible for Retail Co-op. Direct mail templates and new vehicle photography are available to you on Marketing Central. It is required to use photography on Marketing Central.

EMAIL

Dealers are required to use BMW photography available on Marketing Central.

CONQUEST LISTS

Preferred Provider: List Giant

Conquest lists can only be purchased for your PMA zip-codes.

TRILOGY THIRD-PARTY LEAD PROGRAM

Exclusive Provider: Trilogy SmartLeads

Trilogy leads can only be purchased for your PMA zip-codes

EVENTS

Events and sponsorships require regional prior review, unless the are BMW-supported events conducted by BMW NA's National Experiential Agency Partner (e.g., BMW National Summer Drive Event, conducted by Octagon), or if they are on-site.

Prior Approval Process

1. Thirty days prior to an event, a completed "event pre-approval" form and "checklist" are required to be submitted to your Area Manager and Field Marketing Operations Manager (FMOM).
2. If approved, the Area Manager and FMOM will sign the form and return to the dealer.

If an event provider is used, it is the responsibility of the dealer to ensure corporate identity is followed for all event materials. The exception to this is if BMW NA is executing the event using the National Experiential Agency Partner (e.g. National Summer Drive Event, conducted with Octagon).

Events must be within PMA unless receiving prior approval from Region and Dealer who owns PMA where the event will be held.

DEALER WEBSITES - BMW NA CERTIFIED DEALER WEBSITE PROGRAM

Program Manager: Shift Digital

Dealer websites must be compliant with BMW Web Guidelines within this document on page 55.

Dealer websites are required to have the OSAT rating per the Advertising Guidelines and referenced bulletin.

It is Highly recommended to have a link to BMW Financial Services Credit Application on sites.

CERTIFIED DEALER CHAT PROGRAM

Program Manager: Shift Digital

BMW Chat Functions must be compliant with BMW Web Guidelines within this document.

ONLINE INVENTORY LISTING ENHANCEMENT

Exclusive provider: Max Systems – Max Ads & Max Digital

SEARCH ENGINE MARKETING (Paid or Sponsored Listings or SEM)

Key-Takeaways:

1. Centers are encouraged to purchase their DBA name and location as a keyword search term across the entire DMA.
2. Centers must focus on keywords related to the Centers' DBA names as "Phrase" and [Exact] match types. Keywords related to the Centers' DBA names are not allowed to be purchased based on Standard Broad match types.
3. Centers may not purchase keywords of town names, locations or zip codes outside of their PMA.
4. Centers may not purchase other Centers' DBA names as keyword search terms. DBA names within the same DMA must be added as negative keywords using phrase match type.
5. Centers may not purchase misspellings of other Center's town names, locations or other names as keyword search terms.
6. Centers must share full keyword list upon request.

Bidding On Generic Key Words:

1. Standard Broad match keywords may not be used. Dealers must focus keyword match types to the use of "Phrase", [Exact], and +Broad +Match + Modified only.
2. Keyword "BMW" is a priority of Tier 1 & MACO SEM efforts. Any inclusion of the keyword "BMW" must be on exact match only with bidding rules set to position 2.
3. The keyword [BMW] must be added as a negative to all campaigns using exact match type.
4. Centers may not bid to position 1 on semi branded that are a direct of focus of BMW Tier 1 and MACO SEM efforts. Semi branded terms may be purchased by Centers throughout an entire DMA within the bidding criteria of bidding to ad rank position less than or equal to position 2. (e.g., 3 Series, BMW Lease)
5. Keywords that include 'dealer' and / or the Dealer's Store name may be purchased to position 1 (e.g., BMW dealer, Dealer's Store name, 3 Series + Dealer's Store name, BMW Lease + Dealer's Store name)

6. Location targeting of each dealer should be in line with their dealer agreement and PMA. Dealers must only use the geo-targeting setting of "People in my targeted location" within campaign settings. All campaigns are thus targeted to the dealers' specific PMA

7. Exception: Location-specific terms are allowed to be purchased throughout an entire DMA of which the dealers' PMA is part of. Location specific tem include: cities, boroughs & neighborhoods in your DMA
   i. e.g.: Keywords such as BMW Dealer Lake Forest, 3 Series Lake Forest, BMW Lease Lake Forest can be targeted throughout the entire Chicago DMA
   ii. e.g.: Keywords such as BMW Dealer, BMW Dealer, 3 Series, BMW Lease, should be targeted to the dealers' specific PMA

8. Each dealer must have other dealer names within the same DMA as negative keywords: (e.g.: Dealer A must have Dealer B, C, D, etc. names as negative keywords on "phrase" match within Dealer A's account).

9. Centers can only drive SEM traffic to their official BMW website. Running simultaneous SEM campaigns to multiple URLs or landing pages is prohibited.

10. Centers may purchase search terms or keywords of competitive auto brands.

Centers can only drive SEM traffic to their official BMW website. Running simultaneous SEM Through a competitive monitor (e.g. the Search Monitor), the search landscape is monitored by BMW to assure alignment between the tiers.

It is important for BMW Centers to respect the PMA's of others; therefore, the following policy has been developed for any Center that does not adhere to the SEM Guidelines.
- 1st violation: Warning letter
- 2nd violation: SEM spend is not eligible for Retail Co-op for a three-month period
- 3rd violation: Dealer's original Retail Co-op budget is reduced by 25%.†

† If the dealer has used greater than 75% of their Retail Co-op budget for the year, the following year's budget will be reduced. **Example:** Dealer's Retail Co-op budget is $100,000. The dealer has used $85,000 of their budget. They receive a 3rd violation for their SEM tactics. The dealer will lose the remaining $15,000 budget for the year and $10,000 from the following year's budget.

LIST OF DEFINITIONS

Term	Definition
•Branded keyword	• Keyword which includes the brand. e.g. "bmw"
•Semi Branded keyword	• Keyword that includes the brand and ageneric term, e.g. "bmw lease", "bmw 5 series"
•Generic keyword	• Keyword that does not include the brand bmw, e.g. "5 series"
•Maket C-op Name (MACO)	• Name of a group of dealer, e.g. "BMW Tri-State"
•DMA	• Designaqted Market Area. e.g. Tir-State, Denver etc.
•PMA	• The dealership's Primary Marketing Area
•DBA	• The "dealerships name" or the "Doing Business AS" name

KEYWORD & LOCATION CHART

Segmant	Bucket	Keyword	Dealers -T3	Location targating	Example
•Brand	Brand	bmw	X	Not allowed	
•Semi Brand	Models	X5, 3 Series, i8	P *	PMA	Boston City
•Semi Brand	KPI intent	bmw test drive, bmw finance	X	Not allowed	
•Semi Brand	Geo (DMA/city)	bmw tri-state, bmw boston	X	Not allowed	
•Semi Brand	Geo (PMA)	bmw brooklyn, bmw malden	P	DMA	Boston DMA
•Semi Brand	Local intent	bmw near me	P	PMA	Boston City
•Semi Brand	Dealer intent	bmw dealer	P	PMA	Boston City
•Semi Brand	Dealer shop name	bmw of manhattan	P	DMA	Boston DMA

* SEM Guidelines: bid towards position 2

MATCH TYPES CHART

Match type category	Special symbol	Example keyword	Ads may show on searches the	Examples searches
•Broad match	none	BMW cars	include misspelling, synonyms, related searches, and other relevant variations	Not allowed
•Broad match modifier	+keyword	+BMW+lease	contain the modified term (or close variations, but not synonyms), in any order	Where to lease a BMW
•Phrase match	"keyword"	"BMW dealer"	are a phrase, and close variations of the phrase	BMW dealer in New York City
•Exact match	[keyword]	[BMW 3 Series]	are anexact term and close variations of the exact term	BMW 3 Series

SOCIAL CROPS AND SIZING INFORMATION

FACEBOOK	Photo Post	Optimized Size 2000 x 2498, Square If Needed 1200 x 1200
	Multi Photo Post	Optimized Size 960 x 1200 (same as Photo Post)
	Cover Photo	Size 851 x 315, Avatar 800 x 800
	Video Specs	Size 1280 x 720 (or 16:9 ratio for HD)
		Thumbnail Image – same ratio as video
	Like Ads	Size 1200 x 444
	Link Post Ads	Size 1200 x 628
	Carousel Ads	Size 1000 x 1000 (or larger as long as kept at 1:1 ratio)

TWITTER	Photo Post	Recommended Size 1200 x 675
	Avatar	800 x 800 TIF
	Cover Photo	Recommended Size 3000 x 1000 PNG
	Lead Gen Cards (Ads)	Size 800 x 320
	Videos	Size 1200 x 1200

INSTAGRAM	Photos	Recommended Portrait Size 2000 x 2498
		Square Size 2000 x 2000
		Landscape 2000 x 1048 (not advised)
	Videos	Aspect Ratio 9:16 or 1:1
	Instagram Ads	Recommended Size 2000 x 4298
	Carousel Ads	2000 x 2000

GOOGLE+	Cover Photo	Largest 2120 x 1192, Optimized Size 1080 x 608, Smallest 480 x 270
	Avatar Photo	800 x 800 (smallest 250 x 250)
	Post	Suggested Size 800 x 600

SNAPCHAT	Geofilter	Size 1080 x 1920

PINTEREST	Photo Pin	Suggested Size 864 x 1128 (This size performs best)
	Long Photo Pin	Suggested Size 864 x 2000 (length can be longer depending on post)

YOUTUBE	Channel Photo Cover	Size 2560 x 1440
	Avatar	800 x 800

SOCIAL MEDIA DO'S AND DON'TS

CREATE AND MANAGE CONTENT FOR DEALER PAGES

Your local Facebook, Instagram and Twitter handle provide you with the chance to promote your dealership to local fans.

DO:

- Promote BMW.
- Think — engagement and interest first, rather than — offers, offers, offers.
- Engaging positively on their dealer page to create a sense of community with customers.
- Promote local events: Local charity ties, sponsorships, civic ties, employee accolades, etc.
- Promote local offers: Sales, arrival of models onto your lot, incentives.
- Give users seasonal tips: — Winterize now! — Maintenance suggestions for summer road trips, etc.
- Take photos of new owners and post them to your channels, providing you have their permission.
- Encourage owners to post photos of their new car on their page and tag the BMW dealership.
- Encourage customers to follow your channels and tag themselves in the photos on Facebook.
- Ask open-ended questions to stimulate comments/conversation.
- Let BMW USA know about major local happenings for consideration on a national level or for targeted regional messaging.
  You can reach BMW USA's social team at jaclyn.raineri@bmwna.com

DON'T:

- Explicitly identify yourself as an employee or affiliate of BMW on public pages (such as in comments on Facebook)
- Post anything that is damaging to the reputation of the brand on social media
- Post anything unless you have noted publicly on your profile that your views and content are your own and not that of BMW
- Comment on BMW content if it can be inferred from your profile that you work for or are affiliated with BMW
- Post commentary, content or images that are defamatory, pornographic, proprietary, harassing, libelous, or that can create a hostile work environment
- Promote or advertise local/dealer news and happenings on the national BMW USA channels page on your own.
- Interact with other users on BMW USA content as an employee or affiliate of BMW, or at all if it can be inferred from your profile that you are an employee or affiliate of BMW
- Reveal national event/promotional information before it has been announced by BMW USA; please refer to Marketing Central.

The Retail Co-op Program is available for BMW Centers and is intended to promote the sale of New and Certified Pre-Owned vehicles. The program provides reimbursement of a dealer's media purchases/advertising within their Primary Market Area (PMA). If you are not sure of your PMA, contact your area manager.

Any medium that can be purchased at a PMA level must be purchased at a PMA level rather than DMA.

There are three goals of the program:

- Address dealer inventory challenges

- Promote current BMW NA sales programs

- Clearly articulate an immediate call to action

In order to benefit from the Retail Co-op Funds available through this program, your marketing and advertising efforts must meet all BMW Advertising Guidelines, Corporate Identity Guidelines, Dealer Agreements, PMA Requirements and the following Retail Co-Op Submission Standards.

On occasion BMW NA may offer program trials to dealers outside of the eligible media listed within the documented Retail Co-op Program. Program trials are intended to test new media and their success in driving traffic. Program trials will be communicated via bulletin, along with any relative Retail Co-op Program funding allowances, timeframes and special guidelines.

APPROVALS

All materials needed to create Co-op eligible advertising are available on BMW Marketing Central. While all retail co-op eligible must comply with these Advertising Guidelines to be reimbursed, the below represents some high level rules.

- All advertising must use the BMW font. Dealers must use black or gray font on a white background. M Brand can use white text on black backgrounds.
- Headlines or subheads may appear on BMW photography, white text on a dark colored image and black text on a light colored image. Headlines and subheads must be capitalized.
- Non-BMW font exceptions will be made if a dealer's logo contains a non-BMW font. Dealer taglines are required to be in BMW font.

Advertising developed by BMW is only eligible if ad date occurs within usage dates. The use of the word "all-new" in advertising is only permitted for six months after product launch. After that date, new creative will become available omitting this reference. Check Marketing Central on a regular basis because creative is renewed and discontinued often. (Note: An LCI is not considered a product launch.)

Any advertisement deemed inappropriate by the Regional Vice President will be considered a violation of these Advertising Guidelines and thus ineligible for Retail Co-op reimbursement. These could include but are not limited to, poor digital graphic elements, audio quality, or use of animation.

REIMBURSEMENT

Co-op activities that meet the program guidelines will qualify for the following reimbursement of the costs:

- All advertising will be reimbursed at 50% unless otherwise specified within this document
- For program trials, reference instructions provided within the individual programs
- Only actual advertising media costs will be reimbursed. Agency commissions, agency fees, taxes, production charges, talent fees, discounts, set-up fees, or non-working media charges will not be reimbursed.
- After all the necessary documentation has been received by ACB, claims will be processed and paid via a credit to your parts account each month

SUBMISSION PROCESS

Requests for reimbursement must be submitted to ACB within 90 days following the ad date with required documentation in the Medium Specific Submission Requirements Table below. Any claim received after that period will not be reimbursed. If an incomplete claim is submitted it is put on an "Denied" status, and the dealer will have 30 days to resubmit missing documentation. The 30 days will begin upon notification of the incomplete claim from ACB.

Submissions received after the 30 days will be denied.

Any type of rebate or discount from the media outlet used for the advertisement submitted cannot be combined with reimbursement and must be included in the final negotiated and billed rates. this must be communicated and proportionally shared with the Retail Co-op Program administrators Should any type of rebate or discount be given after final invoices have been submitted, and BMW NA. Failure to adhere to this may result in suspension from the Retail Co-op Program.

Legal Requirements: In rendering ad templates, BMW NA is not providing legal advice. It is the sole responsibility of the retailer to ensure that ads conform to all federal, state and local legal requirements. ACB is the Program Administrator and can be contacted at bmwcoopacbcoop.com or by calling 844-617-5499.

- Claims must be submitted online via BMW's Retail Co-op website (CenterNet > Marketing Portal > Retail Co-op Website). Online claim entry allows users to complete the claim form online and attach all required documentation.
- Advertising may be submitted to ACB via the online portal for review prior to placement to ensure the content is compliant with the guidelines.

Media Type	Document Requirements	Details	DMA	PMA	Preffered Vendors	Claim Submitted by:
TV/Streaming TV	▪ Itemized invoice ▪ Electronic file of spot	▪ The Retail Co-op Program will reimburse up to 50% of a dealer's total budget to run dealercreated television. Reimbursement beyond the 50% will be provided for television if BMW national and retail agency-developed creative is used. If BMW creative is used there is no limit to what can be reimbursed. ▪ Original itemized invoice with rate, date, time, and spot name, any earned discounts or agency commissions ▪ Electronic file of spot, including the spot name that matches the spot name on the invoice	X			Dealer
On-screen Cinema	▪ Itemized invoice ▪ Electronic file of spot	▪ On-screen cinema is reimbursable when the creative used is developed by a BMW national or retail agency. ▪ Original itemized invoice with billing period and cost ▪ Electronic file of the spot		X		Dealer
Radio/ Streaming Radio (e.g. Pandora)	▪ Itemized invoice ▪ Script of spot ▪ If Pandora, screen shot of banner ad ▪ ANA/RAB Stamp	▪ Original itemized invoice with rate, date, times and length of each spot ▪ Script or spot or electronic file of spot including the spot name that matches the spot name on the invoice ▪ ANA/RAB Stamp for each spot title, including times aired, the invoice reference number and the total cost for that spot title		X		Dealer
Newspaper	▪ Itemized invoice ▪ Original or electronic tearsheets for each insertion with publication date line	▪ Multi-franchise dealerships wishing to advertise multiple brands: the BMW ad must have a border around it and be able to stand on its own. Amount reimbursed will be prorated based on the percentage of the ad dedicated exclusively to BMW. ▪ Original invoice, no Co-op invoices or statements ▪ Original or electronic tearsheets for each insertion date	X RADIO	X STREAMING		Dealer
Magazines	▪ Itemized invoice ▪ Original or electronic tearsheets for each insertion with publication date line ▪ Proof of publication	▪ Multi-franchise dealerships wishing to advertise multiple brands: the BMW ad must have a border around it and be able to stand on its own. Amount reimbursed will be prorated based on the percentage of the ad dedicated exclusively to BMW. ▪ Original invoice, no Co-op invoices or statements ▪ Original or electronic tearsheets for each insertion date ▪ Proof of publication with date and publication name (if this information is not on the tearsheet)	X			Dealer
Out-of-Home (Billboards)	▪ Itemized invoice ▪ Proof of performance – Photo with location noted	▪ Original itemized invoice with ad location, billing period and cost ▪ Proof of performance from the vendor that includes the ad location and an image of the creative		X		Dealer
Mall Advertising/ Vehicle Display	▪ Itemized invoice	▪ Mall advertising is reimbursable when creative is developed by a BMW national or retail agency, or by using photography on Marketing Central ▪ Original itemized invoice with billing period and cost		X		Dealer
Service Drive Banner/Advertising	▪ Itemized invoice ▪ Photo of banner	▪ Original itemized invoice with billing period and rates ▪ Proof of banner on display in service drive		X		Dealer
Online Banners	▪ Itemized invoice ▪ Image of the creative	▪ Pop-up ads are not eligible for Co-op reimbursement. ▪ Original itemized invoice with rate, length of time creative ran and size of banner ▪ Image of the creative, must include all frames for flash banners		X		Dealer
eNewsletters	▪ Preferred provider: IMN will submit for dealer ▪ Other vendors: Screen shot of newsletter and invoice	▪ Original itemized invoice with rate and date ▪ Screen shot of newsletter ▪ Dealers are not required to use IMN or Minacs for this medium to be eligible for Retail Co-op; however, corporate identity guidelines are required to be followed		X	IMN, Minacs	IMN or Dealer if not using IMN

Media Type	Document Requirements	Details	DMA	PMA	Preffered Vendors	Claim Submitted by:
Direct Mail Campaigns	▪ Itemized invoice ▪ Direct mail piece ▪ Postage receipt	▪ Original itemized invoice with rate and date, invoice needs to clearly identify printing, postage, list of mailing ZIP codes and miscellaneous costs ▪ Sample of direct mail piece ▪ Postage receipt is the official postage statement reflecting quantity of pieces mailed, the mailing date and cost		X		Dealer or if using ACB, ACB will submit
Email Campaigns	▪ Itemized invoice ▪ Email piece	▪ Original itemized invoice with date of deployment and cost; invoice needs to clearly identify quantity of emails deployed Dealer		X		Dealer or if using ACB, ACB will submit
Conquest Lists	▪ Itemized invoice	▪ Original itemized invoice with date of deployment and cost; invoice needs to clearly identify quantity of emails ▪ Purchased list criteria must be sourced from data that falls within the dealer's PMA. ▪ Dealers are not required to use List Giant to be eligible; however, if another vendor is used, a full ZIP code list must be provided.		X	List Giant	Dealer
Trilogy 3rd-Party Lead Program, Trilogy Used Car Inventory Program, and Trilogy Concierge Program	▪ Exclusive provider: Trilogy submits for dealer	▪ Trilogy will submit the payment request directly to ACB on behalf of each dealer enrolled unless dealers opt-out of the service ▪ The new car guidelines will be applied to all vehicles with less than 5,000 miles by registration data, however must be advertised in accordance to all Federal, State, and Local laws		X	Trilogy	Trilogy
Events (Not conducted by BMW NA's National Agency)	▪ Signed event pre-approval form (for offsite events) ▪ Copy of invitation ▪ Invoice/receipts	▪ Original invoices and receipts for all changes ▪ Image of the creative for the invitations ▪ See page 19 for more details on reimbursable items		X		Dealer
Events (Conducted by BMW NA's National Experiential Agency)	▪ Itemized invoice	▪ Itemized invoice from the National Experiential Agency		X	Octagon	BMW's National Agency
Website and Certified Dealer Chat	▪ Exclusive provider: Shift Digital, submits for dealer			X	Shift Digital	Shift Digital
Online Inventory Listing Enhancer	▪ Max Systems, submits for dealer. FirstLook is approved as well.	▪ Retail Co-op funds can be used for Max Ad and Max Digital services of inventory listing enhancements		X	Max Systems	Max Systems
Internet Vehicle Listing (New Car)	▪ Itemized invoice	▪ AutoTrader submits on dealer's behalf ▪ Original Invoice for other vendors ▪ See page 20 for more details		X	AutoTrader.com Cars.com	AutoTrader.com Cars.com
SEM	▪ Campaign Activity Report ▪ Full Keyword Report (Excel Version preferred)	▪ Original itemized Campaign Activity Report from Google or Bing ▪ Full Keyword Report from Google or Bing provided in an Excel format		X		Dealer
SEO	▪ Exclusive provider: Shift Digital, submits for dealer Shift Digital			X	Shift Digital	Shift Digital
Social Media and Reputation Management	▪ Exclusive provider: Shift Digital, submits for dealer Shift Digital	▪ Certified Social Media and Reputation Management Program administered by Shift Digital ▪ Enrolled dealers will be reimbursed automatically via their miscellaneous parts		X	Shift Digital	Shift Digital

All advertising is expected to adhere to the general requirements and new vehicle and/or CPO requirements listed within the previous pages. The below items are in addition to these other items.

EVENTS

Reimbursable items: Food, supplies for event (e.g., linens, plates, cups, invitations, and postage), vendor staffing, call campaigns, sponsorship fees, and customer list cleanup.

Non-reimbursable items: Parts and accessories, vehicle costs, giveaway insurance, giveaway items (e.g., key chains, pens, notepads, shirts, etc.), enrollment fee in National Supported event (e.g., program cost for National Summer Drive Event,).

DEALER WEBSITES - NEW BMW NA CERTIFIED DEALER WEBSITE PROGRAM

Dealers are required to use one of BMW's preferred dealer website providers to be eligible for Retail Co-op. To select your certified provider, visit www.bmwdealerprograms.com.
The BMW NA Certified Dealer Website Providers are:

- Dealer.com
- Naked Lime
- eBiz Autos
- DealerOn
- Dealer eProcess
- Dealer Inspire

If you are under contract with a vendor that is not certified, you may continue to use that vendor through the duration of your current contract and still remain eligible for 50% Retail Co-op reimbursement during your contract. You will be required to provide a copy of your vendor contract as a backup document for Retail Co-op in order to establish your continued eligibility. After your current contract with any non-certified vendor expires, you will need to work with a certified vendor going forward in order to remain eligible for 50% Co-op reimbursement.

Items covered: General site management, Search Engine Optimization (SEO), mobile and video products.

Reimbursement cap: $2,000/mo. for all services listed above.

The website service amount to be reimbursed to a dealer through Retail Co-op will be shared between new vehicles (80%) and Certified Pre-Owned (20%).

A one-time setup fee for one of BMW's preferred website providers is reimbursable at 50%. This will not apply toward the $2,000/mo. cap listed above. The reimbursement will be funded from a dealer's new vehicle budget.

Shift Digital automatically submits your monthly Co-op billing (dealers have the option to opt out of this on the enrollment site).

CERTIFIED DEALER CHAT PROGRAM

Dealers are required to use one of BMW NA Certified Dealer Chat Program providers to be eligible for 50% new vehicle Co-op dollars.

The BMW NA Certified Dealer Chat Program providers are:

- ActivEngage
- CarNow
- Contact At Once
- Dealer Inspire
- Gubagoo

Billing and retail Co-op reimbursement will be handled through dealers' Misc. Parts accounts on a monthly basis.

Dealers who are already working with one of the certified providers will need to transition to a service package from the Certified Program in order to be eligible for Co-op reimbursement. Shift Digital will help with this transition.

Subject to change.

ONLINE INVENTORY LISTING ENHANCEMENT

Retail Co-op funds can be used for Max Ad and Max Digital services of inventory listing enhancements.

Max Systems/Max Ad/Max Digital & FirstLook are currently the only providers for this service approved by BMW NA for Co-Op.

INTERNET VEHICLE LISTINGS

Retail Co-op funds can be used to promote BMW New Vehicle, Certified Pre-Owned and pre-owned BMW's on Internet listing sites that partner with BMW NA. The currently authorized partners are AutoTrader.com and Cars.com.

AutoTrader.com Packages:

	AutoTrader NEW CAR SOLUTIONS		AutoTrader USED CAR SOLUTIONS				AutoTrader ADD ON SOLUTIONS	
Product Eligibility Reimbursement Guide	New Car (BMW Partner Solutions) 50% Reimbursement	New Car (Core Solutions) 30% Reimbursement	Certified Car (BMW Partner Solutions) 50% Reimbursement	Used Car (Early Model)† 30% Reimbursement	Used Car (AnyCar)† 30% Reimbursement	Used Car (Core Solutions) 30% Reimbursement	Skyscraper 50% Reimbursement	Spotlights 30% Reimbursement
	BMW New Car Co-op Featured BMW New Car Co-op Premium BMW New Car Co-op Max	New Car Featured New Car Featured Core New Car Featured Plus New Car Premium New Car Premium Core New Car Premium Plus	BMW Certified Pre-Owned Featured Max (Package 1) BMW Certified Pre-Owned Premium Max (Package 2) BMW Certified Pre-Owned Premium Plus (Package 3)	Premium Premium Core Premium Plus Premium Max	Premium Premium Core Premium Plus Premium Max	Featured Featured Core Featured Plus Featured Max Premium Premium Core Premium Plus Premium Max	Skyscraper Base Skyscraper Open Base Skyscraper Gold Skyscraper Open Gold	Spotlight New Car Spotlight Certified Car Spotlight Any Car
New Car	Y	Y	N/A	N/A	N/A	N/A	New Only	New Only
Used Car	N/A	N/A	Y	Y	Y	Y	Certified Pre-Owned and Used	Used and AnyCar

Cars.com Package

Base Drive Package/OAP (50% reimbursement; reimbursement amount is split between new vehicle and Certified Pre-Owned funds).

Pre-owned vehicle listings that are hosted on www.bmwusa.com/cpo are eligible for reimbursement at 50%.

SEM REPORTING INSTRUCTIONS

Centers are required to submit an itemized report highlighting keywords purchased, performance and ad spend in order to receive reimbursement.

Submission Documents Details Claim Submitted by:

- Campaign Activity Report
- Full Keyword Report
- Original itemized Campaign Activity Report from Google or Bing
- Full Keyword Report from Google or Bing provided in an Excel format inclusive of Spend, clicks, impressions, CPC, CTR, conversions (if applicable), Impression Share
- Dealer

SEARCH ENGINE OPTIMIZATION (SEO)

Search Engine Optimization (also called organic search or non-paid search) is the process of improving the volume or quality of traffic to a website from search engines (e.g., Google, Bing, Yahoo!, etc.) via unpaid search results.

The current guidelines state:

- Locations, DBA names and other descriptions used in the site must be consistent with the terms outlined in the dealer agreement.
- Centers cannot list competing DBA names, locations and/or zip codes outside their Primary Market Area (PMA) within their site source code, page titles, descriptions, or meta data.
- Centers are not allowed to use "Black Hat" techniques, such as doorway pages or spam tactics, to trick search engines to generate higher results (see the Wikipedia link below to learn more about Black Hat or improper techniques). https://en.wikipedia.org/wiki/Search_engine_optimization
- BMW of North America has taken a self-policing approach for Centers to report other Centers or organizations that may engage in obvious inappropriate SEO tactics. BMW Centers can report other Centers that engage in this way and BMW NA and/or BMW AG will take act on as appropriate.

SOCIAL MEDIA REPUTATION MANAGEMENT

Program Manager: Shift Digital

The purpose of this program is to provide the BMW dealer network with industry leading providers to help manage a BMW Center's social media and reputation management. We know the landscape of providers is ever-changing, and it can be overwhelming to identify the right provider. Therefore, we have handpicked 7 vendors that have a proven track record. Whether you are a BMW Center with a large BDC or managing your efforts in-house, there is something for you in this program:

- Dealer choice
- Aggressive pricing (35% off retail cost)
- No long-term contracts with providers
- Retail Co-op available for those using a certified provider
- Ability to switch to a different provider when desired with no penalty
- Waived set-up fees

Dealers are required to enroll in BMW's Certified Social Media and Reputation Management Program managed by Shift Digital to be eligible for Retail Co-op. There are more than 20 packages to choose from and the current providers include (but are subject to change):

- Affinitiv
- Dealer.com
- Friendemic
- L2T Media
- Reputation.com
- Social Dealer
- Naked Lime

If you would like to enroll please visit: BMWDealerPrograms.com

DIGTIAL ADVERTISING

Program Manager: Shift Digital

The purpose of this program is to provide partnerships to the BMW centers with some of the biggest names in Automotive Digital Marketing. This program maintains a turn-key experience, designed to provide a customized digital experience to your customers. We know the landscape of providers is ever-changing, and it can be overwhelming to identify the right provider. Therefore, we have handpicked the industry leading vendors that have a proven track record. The certified providers have a wide range of strategies and solutions that will assist you with paid search, display and video advertising, as well the below benefits:

- Provider & Package choices
- Aggressive pricing
- No long-term contracts with providers
- Retail Co-op available for those using a certified provider
- Ability to switch to a different provider when desired with no penalty

Dealers are required to enroll in BMW's Certified Digital Advertising Program managed by Shift Digital to be eligible for Retail Co-op. The current providers include (but are subject to change):

- Dealer.com
- Dealer E Process
- Dealer Inspire
- DealerOn
- Dealer Teamwork
- eBizAutos
- Naked Lime Marketing
- PureCars

**The Ultimate
Driving Machine®**

BMW MARKETING GUIDELINES
CORPORATE IDENTITY

JULY 2017

COLOR PALETTE

Black
000000

100% Black

Dark Gray
221F1F

85% Black

Mid Gray
666766

Light Gray
B5B5B5

10% Black
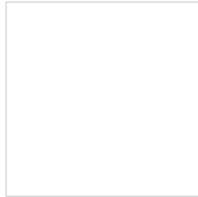
White
FFFFFF

Blue
1C69D4

100% Cyan
PMS 299

Blue Gradient
1F72E4 - 1A62C5

Gray Gradient
666766 - 979799

Red
FF0000 - usage
limited to error
messages

SIZE OF IDENTITYMODULES

For formats not listed here, it is necessary to calculate the optimal dimensions for the respective medium. The standard modules can be enlarged or reduced proportionally to produce the required size. Legibility and distance to the format corners must be taken into account here. The minimum size of Identity Modules is 16mm.

Identity module sizes for standard formats
Standardformats

Application	Formatsize	Modulewidth
A6	105 x 148 mm	16 mm = 0.63 inches
A6 long	105 x 210 mm	19.5 mm = 0.77 inches
A5	148 x 210 mm	22 mm = 0.87 inches
Square	210 x 210 mm	31.5 mm = 1.24 inches
A4	210 x 297 mm	31.5 mm = 1.24 inches
US letter	215.9 x 279.4 mm	31.5 mm = 1.24 inches
A3	297 x 420 mm	39 mm = 1.53 inches
A2	420 x 594 mm	55 mm = 2.16 inches
A1	594 x 840 mm	78 mm = 3.07 inches
A0	840 x 1,188 mm	126 mm = 4.96 inches

Identity module sizes for newspaper formats
Newspaper formats

Format	Formatsize	Modulewidth
1/1 page, large format	approx. 370 x 520 mm	48.5 mm = 1.9 inches
1/1 page, standard	approx. 300 x 450 mm	41 mm = 1.61 inches
1/1 page, small format	approx. 220 x 320 mm	31.5 mm = 1.24 inches
1 column	Width 45-70 mm	8 mm = 0.31 inches
1 or 2 columns	Width 70-90 mm	10.5 mm = 0.41 inches
2 columns	Width 90-120 mm	15 mm = 0.6 inches
1/1 page, magazine	approx. 220 x 280 mm	31.5 mm = 1.24 inches
2/1 page, magazine	approx. 440 x 280 mm	39 mm = 1.53 inches

IDENTITY MODULE AND ROUNDEL GUIDELINES

Never use multiple logos (or sets of Identity Modules) on the same page.

Do not use the Roundel as a design element.

IDENTITY MODULE BACKGROUNDS

Use grey module boxes on a white background.

Use white module boxes on photography or black backgrounds.

Rule of thumb: Never find yourself recreating the roundel outside of advertising. i.e. welcome mats, staff shirts, etc.

Sub-division of Identity Modules into size units X

CORRECT:

The Ultimate
Driving Machine®

The Ultimate
Driving Machine®

INCORRECT:

SMITH M TORO
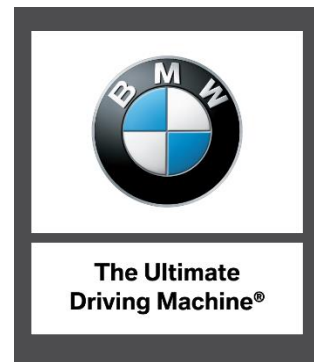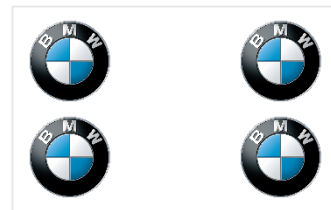
IMAGE RULES

- Crops of images that hide large sections of the vehicle or obscure the area of the vehicle the user is viewing do not meet image standards.
- Copy placed over a vehicle within an image does not meet image standards.
- All copy on images is required to be legible.
- Vehicles cropped through the Roundel or the kidney grille do not meet image standards.
- It is also acceptable to include one Roundel on a visual overlay featuring an actual vehicle in inventory. The visual overlay is required to follow BMW global fonts and color palette.
- There must not be any images, logos and/or text of non-BMW vehicles, including MINI. The only exception is the Used Vehicle search and Compare Vehicle section which may show non-BMW vehicles. Clarification: Vehicles featured on the website must reside on the BMW Center lot. The only exception is that BMW dealers with multiple locations (either satellites or separate points) can advertise pre-owned BMWs in inventory at ANY of their BMW locations. BMW brand vehicles in inventory at "other brand" affiliated stores are not eligible for this enhancement. BMW vehicles advertised that are not "on location" must be identified with their actual location.

The European model disclaimer is recommended for images depicting a European model.

CORRECT VEHICLE IMAGE USAGE

CORRECT USE OF TYPE ON VEHICLE IMAGE

CORRECT USE OF TYPE

INCORRECT USE OF TYPE OVER VEHICLE IMAGE

INCORRECT USE OF TYPE

INCORRECT VEHICLE IMAGE USAGE

IMAGE CROPPING

ONLINE

CORRECT:

The car is the hero and the biggest element in the layout.

INCORRECT:

Never crop out the Roundel or the kidney grille.

PRINT

CORRECT:

The car is the hero and the biggest element in the layout.

INCORRECT:

Never crop out the Roundel or the kidney grille.

TYPEFACE

BMW GLOBAL PRO BOLD HEADLINE

HEADLINE GUIDELINES

Headlines are written in BMW Type Global Pro Bold. Settings for justification have to be customized.

Headlines should be written in all caps and appear in 85% black on a light background or 100% white on dark backgrounds.

Font size varies with different content types.

The tracking for headlines and subheadlines is -30 to -45, the setting for kerning is "Optical."

SUBHEADLINE GUIDELINES

Subheadlines are written in BMW Type Global Pro Bold. Settings for justification have to be customized.

Headlines should be written in all caps and appear in 85% black on a light background or 100% white on dark backgrounds.

The tracking for headlines and subheadlines is -45, the setting for kerning is "Optical."

Some BMW terms that are normally connected in body copy may be separated in all caps for ease of reading.

HEADLINE / SUBHEADLINE	BODY COPY
BMW EFFICIENT DYNAMICS	BMW EfficientDynamics
BMW CONNECTED DRIVE	BMW ConnectedDrive
BMW ACTIVE HYBRID	BMW ActiveHybrid
EFFICIENT DYNAMICS	EfficientDynamics
xDRIVE	xDrive
iDRIVE	iDrive
M DRIVE	M Drive
BMW 5er GRAN TURISMO	BMW 5er Gran Turismo
BMW 3 SERIES	BMW 3 Series
BMW xDRIVE50i	BMW xDrive50i
BMW sDRIVE50i ROADSTER	BMW sDrive50i Roadster

OVERVIEW AND SUMMARY

The main elements of BMW Brand Design at a glance:

1. Headlines and subheadlines appear in the visual ("flagpole arrangement").
2. Full-format style applies to all promotional print media and all online and mobile advertising.
3. The Identity Modules appear in the visual.
4. The white space is still used as a characteristic element of Brand Design in the context of price and dealer communication so as to be able to provide sufficient space for important information. The text elements are subject to a clear yet flexible layout principle

DEALER COMMUNICATION

DEALER COMMUNICATION

DESIGN PRINCIPLES AND TYPESETTING

Headlines:

Headline and subheadline form a single entity.

The headline is preferably creative while the subheadline descriptively features the name of the product or offer in question.

The use of a subheadline is optional.

The positioning of the headline and subheadline is vertically variable.

The entity can be positioned flush left or flush right.

The preferred position of headline / subheadline is at the top left-hand format edge.

The existing version with body copy and priority label is omitted in above-the-line communication. The legal disclaimer appears at the bottom edge of the visual as far as possible.

Text hierarchy 1 = orange Text hierarchy 2 = yellow

Balanced proportions between headline / subheadline and other visual elements.

Text block can be shifted flexibly.

The recommended positioning is at the top left within the visual area.

Minimum spacing to the format edges is to be observed.

Schematic depiction

Text block

A CAPACITY
FOR ADVENTURE.
THE NEW BMW 3 SERIES TOURING.

Legal disclaimer

A CAPACITY
FOR ADVENTURE.
THE NEW BMW 3 SERIES TOURING.

A CAPACITY
FOR ADVENTURE.
THE NEW BMW 3 SERIES TOURING.

A CAPACITY
FOR ADVENTURE.
THE NEW BMW 3 SERIES TOURING.
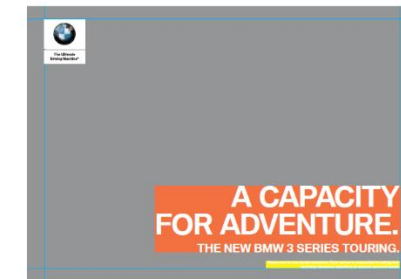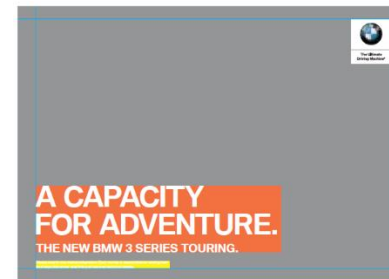
Derivation of elements to regulate spacing in layouts

The Ultimate
Driving Machine®

DON'TS

1. Freely arranged typography is not permitted.

2. The headline may not extend over more than three lines.

3. Body copy is not permitted in the visual area.

4. The headline may not be placed on the product.

5. The legal disclaimer should not be placed in the upper visual area.

6. The protection space must be observed around the Identity Modules.

CORRECT

INCORRECT
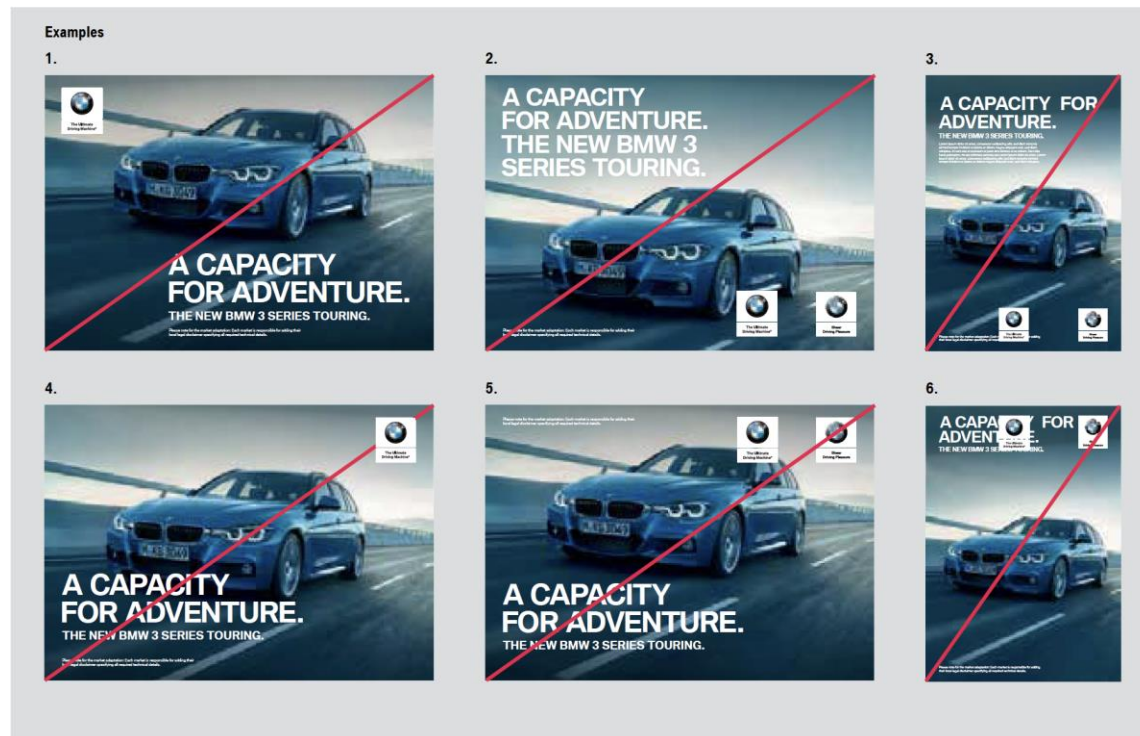
IDENTITY MODULES AND COPYPLACEMENT

CURRENT
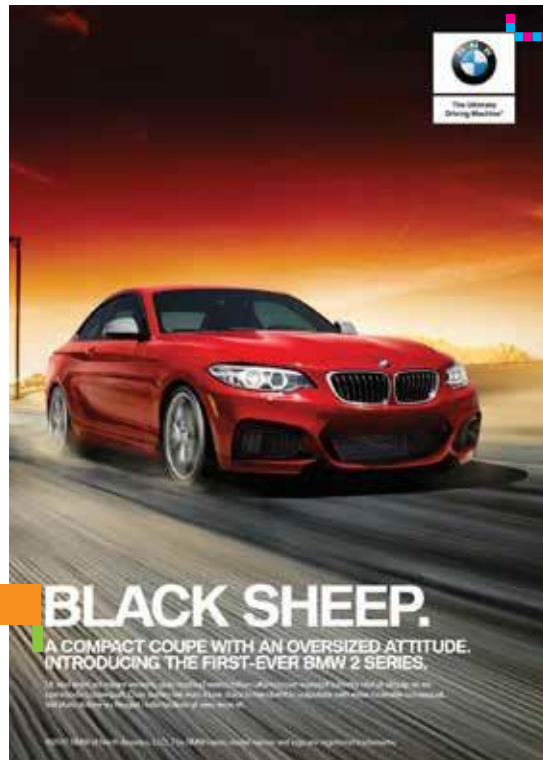
Required for Identity Module placement.

Recommended for headline placement.

Recommended for body copy placement and subhead size.

PREVIOUS

BMW CI SQUARES GUIDE

Size: Headline no bigger than the symbol module, no smaller than the additional module. Headline at least twice the size of the subheadline. Between these, the size is variable and freely scalable. Balance must be observed with the other visual elements.

PRINT LAYOUTS - WHITE SPACE

If a dealership address or price communication appears, the layout must contain a white space.

The relative proportions of visual to white space are variable, but the two elements are never of equal size: the purpose of this is to ensure a dynamic layout.

The minimum share of white space is 20% and the minimum share of visual is 40%. The headline and subheadline always appear in the visual area.

Landscape or square formats can also be subdivided vertically.

Do's

80%

20%

Minimum white space 20%

70%

30%

60%

40%

40%

60%

Maximum white space 60%

60%   40%

Minimum white space 40%

40%   60%

Maximum white space 60%

Don'ts

50%   50%

The visual and the white space may not occupy an equal amount of space.

IDENTITY MODULES AND COPYPLACEMENT

Required for ID module placement.

Recommended for body copy placement and subhead size.

Recommended for indentation of body copy.

CURRENT

PREVIOU

BMW CI SQUARES GUIDE

Size: Headline no bigger than the symbol module, no smaller than the additional module. Headline at least twice the size of the subheadline. Between these, the size is variable and freely scalable. Balance must be observed with the other visual elements.

USAGE

CORRECT

Identity Modules used with correct spacing. BMW font used.

Headline and subheadline appear in the visual area.

Headline capitalized.

85% black or 100% white font.
All copy is flushed to one side. Legal copy at bottom of page.

Relative proportion of visual to white space is correct.

INCORRECT

No Identity Modules used

(incorrect Roundel – Advertising Guideline violation).

Distressed message (Advertising Guideline violation).

Non-BMW font.

Incorrect use of black background and white font.

VEHICLE AMERICANIZATION - PLATES AND D.O.T.

When possible use American models.

Add DOT Safety light as indicated.

If cars cannot be Americanized, include a clear disclaimer.

EUROPEAN MODEL

License plate is showing.

No DOT light on the sides.

AMERICANIZED MODEL

License plate has been removed.

DOT light appears on the side (where indicated.)

COMPETITIVE VEHICLES

Other vehicle makes can only be used in vehicle comparisons. It is best to always feature angles where the kidney grille and Roundel are visible. Competitive vehicles must always be of equal size or smaller than the BMW car model.

PRINT

ONLINE

SOCIAL MEDIA ICONS

- Always use the approved BMW social icon set provided.
- Icons are 40px with 20px spacing.

ELECTRONIC NEWSLETTER HEADER

TYPOGRAPHY

To meet typography standards, greater than 75% of the eNewsletter is required to comply with BMW's global fonts.

The approved BMW font families are Helvetica, Arial and Sans Serif. The font size may range from 8 pt to 44 pt.

BMW ROUNDEL

Only one Roundel can be used on a page. An exception can be made if the Roundel also appears on merchandise or if it exists in a vehicle image or on a building.

ONLINE BANNERS

- Full Bleed Image.

- All copy is flushed to one side, opposite the module.

- CTA Button flushed to same side as the copy.

- Legal copy placed opposite the module.

- Dealer URL is always placed in the bottom right corner.

160X600 CURRENT   PREVIOUS

6 px

728X90 CURRENT

6 px

PREVIOUS

300X250 CURRENT   PREVIOUS

6 px
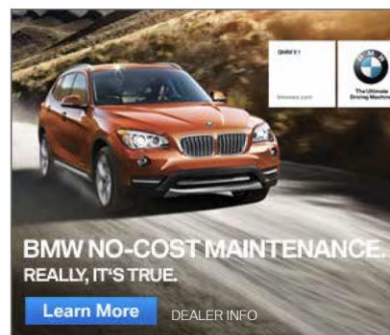
BMW GENIUS/BMW ENCORE - DEALER WEBSITE PROMOTION

With the rapid expansion of the BMW Genius and BMW Encore Programs across the BMW Dealer network, it is vital dealer websites promote and explain these programs to build customer awareness, understanding and demand.

As such a variety of assets are available from BMW NA to create a BMW Genius/BMW Encore page. This can be tailored to specific dealer requirements, but must contain the following five elements and the associated copy and images contained within these guidelines:

1. **Homepage banner and drop-down link**
2. **Hero banner including logo and Introduction**
3. **BMW Genius Images, contact details and bios — specific to each dealer**
4. **An online form for BMW Genius inquiries and to schedule BMW Encore appointments**
5. **An overview of the BMW Genius Hotline, BMW Genius App and BMW Encore.**

Consider adding information, images or videos to this page to further personalize it to your dealer or promote current incentives.

ELEMENT 1 – HOMEPAGE BANNERS/DROP-DOWN

Available FMA banner images (various sizes):

The BMW Genius/BMW Encore page should be accessible via the main drop-down menu. It should be placed under the 'New' and 'About Us' sections or even under its own 'BMW Genius' menu item.

Likewise it should be linked to any such "Why buy from us?" page.

ELEMENT 2 – HERO BANNERS AND INTRO

Available hero images:

N.B. Hero images must always contain the trademarked BMW Genius logo.

Copy:

NEED A PRODUCT EXPERT?
INTRODUCING THE BMW GENIUS PROGRAM.

At <xxx> BMW, you'll now find a product expert who will assist you in find- ing the perfect vehicle to suit your lifestyle and needs. The **BMW Genius** is specially trained to demonstrate and explain all aspects of your BMW - before, during and after your purchase.

Meet our BMW Geniuses to experience a new way of learning about BMW vehicles, features and innovations for as long and as often as you wish, without the pressure to purchase.

## ELEMENT 3 – BMW GENIUS SPECIFICS

It is important to identify the specific BMW Geniuses on the website to ensure customers are familiar with who they are likely to meet – reducing potential anxiety or intimidation when entering the showroom.

In addition to an image, contact details for the BMW Geniuses should be provided, along with any other images, videos or bio information which helps to emphasize the friendliness, expertise and passion of the individuals.

> Copy:
>
> <xxx>, <xxx>, and <xxx> will be happy to guide you through the exciting world of BMW products and features to make sure to find the right vehicle for your needs.

Bio examples:

East Bay BMW's Product Genius Has Arrived!
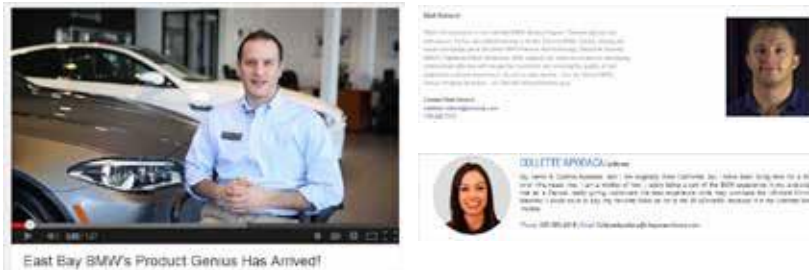
ELEMENT 4 – ONLINE FORM

Customers should be able to directly ask a product question to a BMW Genius, schedule a visit with a Genius or schedule/request a BMW Encore appointment.

Depending on how your dealer handles these online requests (via online chat, local BDC, group BDC, etc.) the form should be adjusted accordingly – but in any case should provide a clear call-to-action.

ELEMENT 5 – ONLINE FORM

In addition to detail regarding the BMW Genius team, customers should be made aware of the other elements of the BMW Genius Program – Hotline and App Support, as well as BMW Encore.

Available images:

> Copy:
>
> ### BMW GENIUS HOTLINE.
>
> Looking for more answers while you are on the road or just not near a BMW Center? Contact the BMW Genius Hotline at 1-844-4GENIUS (1-844-443-6487), or via bmwgenius@bmwusa.com.
>
> ### BMW GENIUS APP.
>
> Install the app at www.bmwgeniusapp.com to get 24/7 support on your smartphone or tablet. You'll find helpful how-to videos, model-specific product information and answers to frequently-asked BMW questions.
>
> ### BMW ENCORE.
>
> Every new car customer at <xxx> BMW is invited to return to the Center for a free, personalized tour of your new vehicle. To schedule your appointment with a BMW Genius please call <xxx> or complete the form above.

BMW MARKETING GUIDELINES
BMW I CORPORATE IDENTITY

JULY 2017

OVERVIEW AND SUMMARY

BMW i stands for **visionary vehicles** and **mobility services**, **inspiring design** and a **new premium understanding**, which draws more strongly on the idea of sustainability.

BMW i aims to penetrate **new target groups**, develop **innovative mobility products and services** and continue to position the BMW brand with greater emphasis as an **innovative, sustainable brand.**

BMW i generally follows the **BMW design principles** - with precisely defined differentiation features.

BMW i is also given its own **wordmark and symbol**, its own **typographical characteristics** and a striking, emotional visual style.

The **BMW i symbol** is placed in the **subheadline.**

Headlines appear in uppercase BMW Type Global Pro Light, giving the layout a sense of **lightness**.

The headline size is derived from the size of the Identity Modules.

The **visual style** creates a future-oriented lifestyle impression and consists of a **color spectrum** deriving from the colors **orange** (human, organic) and **blue** (electric, technological)**.**

SIZE OF IDENTITY MODULES

For formats not listed here, it is necessary to calculate the optimal dimensions for the respective medium. The standard modules can be enlarged or reduced proportionally to produce the required size. Legibility and distance to the format corners must be taken into account here. The minimum size of Identity Modules is 16mm.
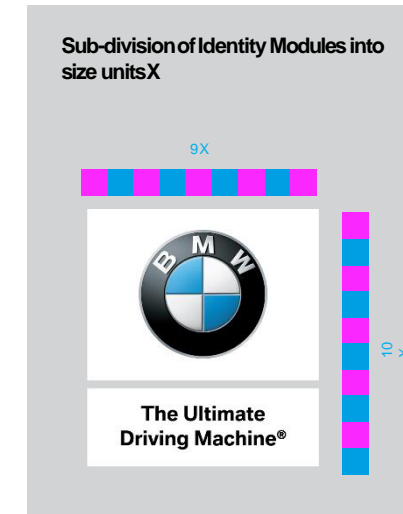
Identity module sizes for standard formats

Standard formats

Application	Format size	Module width
A	105 x 148 mm	16 mm = 0.63 inches
A6 long	105 x 210 mm	19.5 mm = 0.77 inches
A	148 x 210 mm	22 mm = 0.87 inches
Square	210 x 210 mm	31.5 mm = 1.24 inches
A	210 x 297 mm	31.5 mm = 1.24 inches
US letter	215.9 x 279.4 mm	31.5 mm = 1.24 inches
A	297 x 420 mm	39 mm = 1.53 inches
A2	420 x 594 mm	55 mm = 2.16 inches
A	594 x 840 mm	78 mm = 3.07 inches
A0	840 x 1,188 mm	126 mm = 4.96 inches

Identity module sizes for newspaper formats

Newspaper formats

Format	Format size	Module width
1/1 page, large format	approx. 370 x 520 mm	48.5 mm = 1.9 inches
1/1 page, standard	approx. 300 x 450 mm	41 mm = 1.61 inches
1/1 page, small format	approx. 220 x 320 mm	31.5 mm = 1.24 inches
1 column	Width 45-70 mm	8 mm = 0.31 inches
1 or 2 columns	Width 70-90 mm	10.5 mm = 0.41 inches
2 columns	Width 90-120 mm	15 mm = 0.6 inches
1/1 page, magazine	approx. 220 x 280 mm	31.5 mm = 1.24 inches
2/1 page, magazine	approx. 440 x 280 mm	39 mm = 1.53 inches

Sub-division of Identity Modules into size units X

9X

10 X

The Ultimate Driving Machine®

The BMW i symbol is now positioned in the visual area. It is placed at the start of the subheadline and is therefore integrated into the context of the message communicated.

The new Identity Modules stand out with a more dynamic and suitable format and are now used as a unit with one above the other.

The additional module contains the brand claim. The product or possibly the offer is located within the text. The BMW symbol is enlarged by 66 % while at the same time reducing the white space by 23 %.

The new BMW i Brand Identity is synonymous with more clarity and less complexity.

Never find yourself recreating the roundel outside of advertising. i.e. welcome mats, staff shirts, etc.

IDENTITY MODULE SIZES AND BMW i PLACEMENT

After: Symbol module with 66 % larger symbol, additional module with brand claim.

The BMW i symbol is placed in the visual area and positioned at the start of the subheadline.

The product / offer name has to be communicated in the headline or the subheadline.

Priority label and body copy are not included.

Before:

After:

Identity Modules

BMW i symbol in the text module of the Identity Modules

BMW i symbol in the visual area at the start of the subheadline

TYPOGRAPHY

Headline:

Typeface: BMW Type Global Pro Light
Line spacing headlines: Corresponds to 100 % of the type size
Character spacing (capital letters): 15
The kerning setting is to be adjusted to optical (in InDesign).

Subheadline:

Typeface: BMW Type Global Pro Light
Line spacing: 110 % of the type size
Character spacing (capital letters): 15
The kerning setting is to be adjusted to optical (in InDesign).

Body copy:

Typeface: BMW Type Global Pro Regular, body copy in mixed case text
Line spacing: 130 % of the type size (guideline amount), rounded up to the next whole number.
Character spacing: 0
Only the typefaces BMW Type Global Pro Light and Regular are used for all product and dealer advertisements.

BMW Type Global Pro Light
BMW Type Global Pro Regular

Headline at least twice as large as the subheadline.

Between these sizes, the size of the headline is variable and can be freely scaled to fit. Please ensure that there is a balanced relationship to the other elements in the image.

BMW i symbol:

Height is 4 x, distance to the headline 2 x and distance to the subheadline 1 x.

Size of the subheadline:

Corresponds with the height of the lower section of the "i" in the BMW i symbol and is positioned in line with this.

Lines: The headline has a maximum of three lines, subheadline has one line.

Minimum (recommendation for multi-line headlines)

Maximum (recommendation for single-line headlines)

DESIGN PRINCIPALS AND TYPESETTING

The text block always consists of a headline, the BMW i symbol and an optional subheadline.
The positioning of the text block can be varied vertically, though the preferred position is the top left corner. The unit can be aligned to the left or the right, though the BMW i symbol is always positioned to the left of the subheadline.

Legal disclaimer

Must appear at the bottom edge of the visual as far as possible.

Text hierarchy 1 = orange

Text hierarchy 2 = yellow

The BMW i symbol is 4 x in height and has a distance of 2 x to the headline and 1 x to the subheadline.

Balanced relationship between the text block and the other image elements is mandatory.

Minimum distances to the edges of the format are to be adhered to.

Communication rules:

The product / offer name has to be communicated in either the headline or the subheadline.

Communication headline:

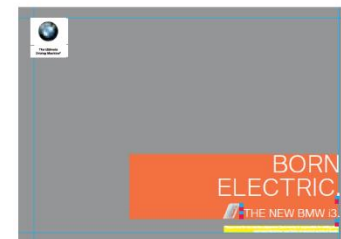A creatively formulated message is preferred here.

Communication subheadline:

Descriptive communication of the respective product or offer name or use of the communication claim "BORN ELECTRIC.".

Text block

BORN ELECTRIC.

i THE NEW BMW i3.

Legal disclaimer
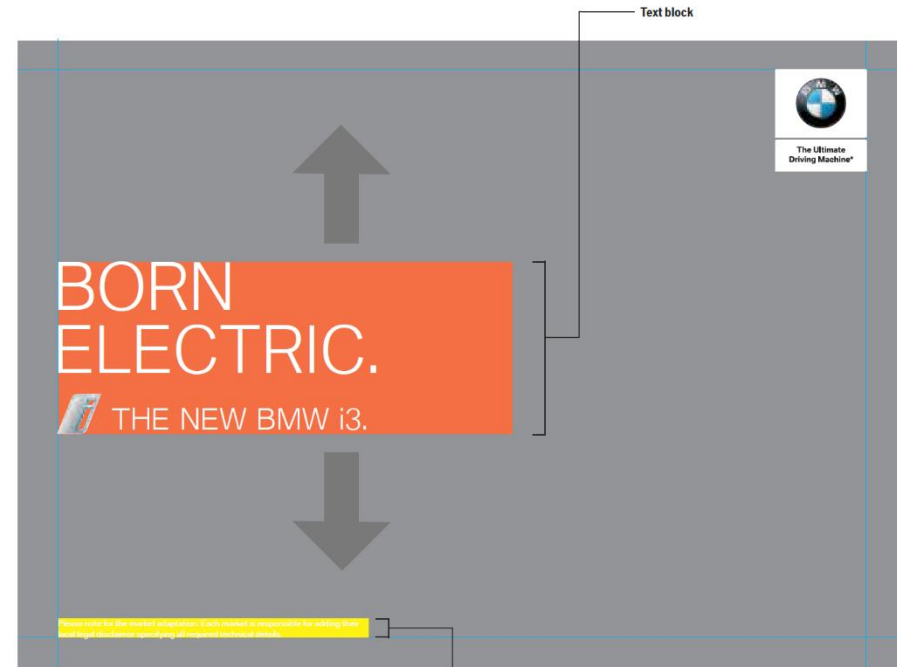
Schematic view (recommended layout)
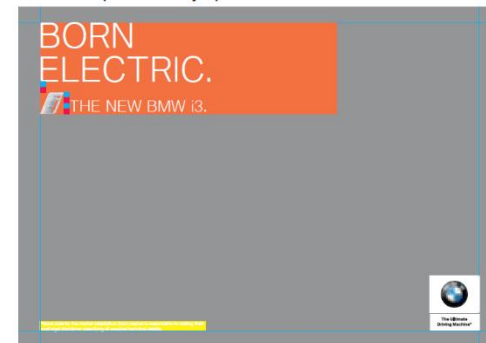
Deriving the elements for governing the distances within the layout
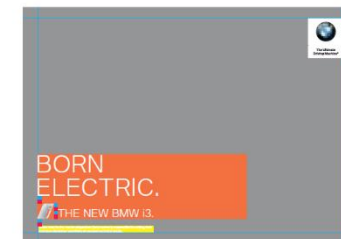
SUBHEADLINE.

IDENTITY MODULES AND COPY PLACEMENT

Identity Modules used with correct spacing.

BMW font used.

Headline capitalized.

85% black or 100% white font.

All copy is flushed to one side, opposite the module. Legal copy placed opposite the module.

Legal can be one or several lines as required.

BORN ELECTRIC.
THE NEW BMW i8.

Please note for the market adaptation: Each market is responsible for adding their local legal disclaimer specifying all required technical details.

Legal line should not go all the way across the bottom of the page. If this is the case it should be broken into two lines

THE NEW BMW i8.
BORN ELECTRIC.

BORN ELECTRIC.
THE NEW BMW i3.

BMW CI SQUARES GUIDE

maximum headline

minimum headline

SUBHEADLINE.

BMW i symbol and subheadline with fixed size

TWO LINES HEADLINE.
SUBHEADLINE.

Minimum (recommendation for multi-line headlines)

HEADLIN
SUBHEADLINE.

Maximum (recommendation for single-line headlines)

DEALER CO-OP

BANNERS AND FMAS

Digital Banners and FMAs will click out to the specific offer disclaimer page.

OUT-OF-HOME

Identity Modules used with correct spacing.

BMW Light font used. Headline capitalized.

INCORRECT

Identity Modules placement.

Image cropping.

Copy block height and alignment.

Use of white background.

INTERNET DESIGN AND IMPLEMENTATION

Reference basic guidelines on pages 45-48.

BMW i BEST PRACTICES

BMW i should be added to all consumer communication mediums as a typical vehicle launch.

The BMW i3 and BMW i8 should be treated under the BMW i model line.

All mentions and images of the BMW i3 Concept, BMW i3 Concept Coupe, BMW i8 Spyder, and BMW i8 Concept should be removed.

Only use images found on BMW Marketing Central.

Include links to federal and local electric vehicle incentives. Add information on 360° Electric to help promote the BMW i lifestyle and mobility services offerings.

From top nav Vehicle Display page use BMW i (not Series or Brand). Show BMW i3 image.
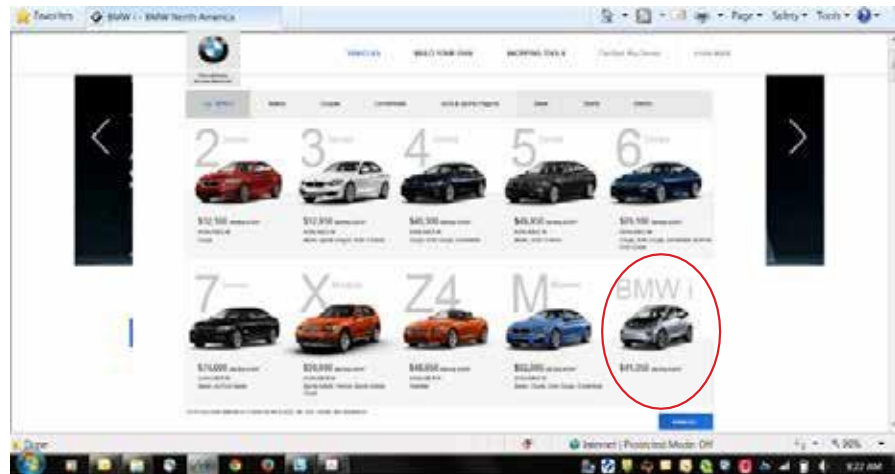
Add BMW i to Inventory Listings, New and Pre-Owned. List text "BMW i" next to M in the Series Menu option.
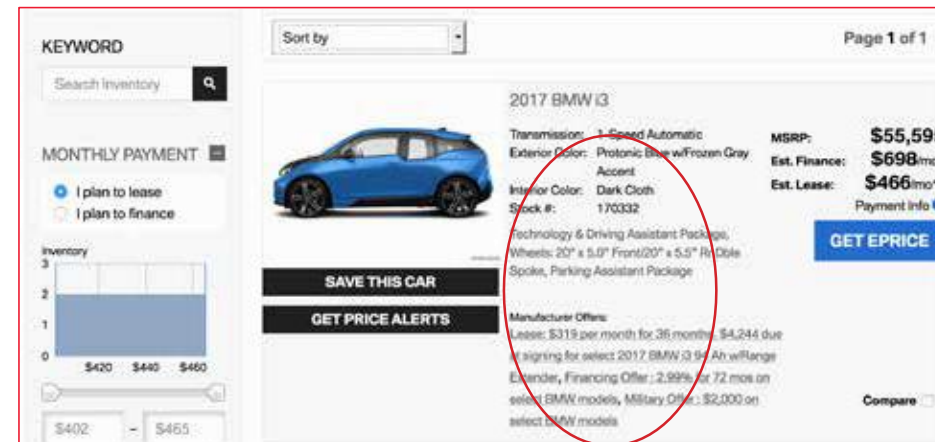
PREVIEW OF BMW i CHANGES

View bmwusa.com for new layout of landing page, menu structure and page layout.

See landing page: www.bmwusa.com/bmwi for info on barriers to purchase and USP of electric vehicles.

Be prepared to add BMW i pages for 360° Electric offerings:

- Home Charging
- Public Charging
- Flexible Mobility
- Assistant Services

See www.chargenow.chargepoint.com for free charging information.

360° ELECTRIC INFO

http://www.bmwusa.com/360electric

LINKS TO

360 ELECTRIC

Adding 360° Electric to a dealer's website gives consumers an overview on solutions BMW i is providing for living electric. 360° Electric encompasses products for home and public charging, assistance services and flexible mobility. BMW has partnered with experts in the field of electric mobility to provide its customers the best solutions available on the market so as to optimize their overall electric vehicle driving experience. Therefore, not only will 360° Electric allow for a convenient and easy transition to electric driving, but it will also provide customers access to an energy-conscious, sustainable lifestyle.

The four pillars of 360° Electric:

HOME CHARGING – BMW i CHARGING STATION

Combining BMW i design and reliability in the convenience of the customer's home, the BMW i Charging Station provides a fast way to charge the BMW i vehicle.

PUBLIC CHARGING – CHARGENOW

ChargeNow, in cooperation with BMW i, makes it easy for BMW i drivers to find and access all publicly available charging stations on the ChargePoint network.

FLEXIBLE MOBILITY – ALTERNATE MOBILITY PROGRAM

For those occasional long-distance trips, BMW i is developing customized mobility solutions for your longer excursions.

ASSISTANCE SERVICES

BMW i has solutions for electric vehicle driving confidence every day, in situations that will keep drivers covered seamlessly and efficiently. Many BMW i products and services, including ConnectedDrive and the BMW i Remote App, are designed to optimize the electric travel on a daily basis.

TERMINOLOGY GUIDELINES

Refer to BMWUSA.COM/Bmw i for specifications

Always use BMW i3 and BMW i3 with Range Extender (REx). Do not use "i3" or "i vehicles" or "i car" or "i Series."

Always use BMW i8 Plug-in Hybrid (PHEV).

Use "zero tailpipe emissions" or "zero driving emissions" and not "zero emissions." Use "driving range" vs. just "range."

The i3 cannot be referred to as a "hatchback."

BMW i3 is available four different worlds: Deka (standard), Mega (base), Giga (mid-level) and Tera (top of the line).a

The BMW i3 has a 70-118 mile real-world electric vehicle range on a full charge.
- ECO PRO Mode, range increases approx. 12%.
- ECO PRO+ Mode maximizes range approx. 12%.
- The BMW i3 with Range Extender (REx) extends the driving range by 50–75 miles.

Charging Times
- 80% in <45 minutes at 50 kW using a DC Fast Charger.
- 100% in about 4.5 hours with a level 2 charger rated 240V at 32 amps (J1772) or 3.5 hours at 7kW at 240v.

BMW Ultimate Service®
- 4-year/50,000-mile New Vehicle Limited Warranty.
- 12-year Rust Perforation Limited Warranty.
- 4-year/Unlimited Mileage Roadside Assistance Program.
- 8-year/100,000-mile High-Voltage Battery Warranty.

BMW MARKETING GUIDELINES
WEBSITE STYLE GUIDE

JULY 2017

COLOR PALETTE

The BMW Color Palette is made up of these colors and shades.

Black and shades of gray dominate, with blue reserved for primary icons, roll-overs, actionable content, and highlighted states.

Additional colors will be labeled throughout.

All dealer websites must only use this color palette and the guidelines associated with it.

Black
000000

Usage:
Headlines
Subheadlines

Dark Gray
221F1F

Usage:
Copy

Mid Gray
666766

Usage:
Body copy
Headlines on Extra
Light Gray

Light Gray
B5B5B5

Usage:
Strokes
Hyperlink text

White
FFFFFF

Usage:
Backgrounds
Copy
Tabs

Blue
1C69D4

Usage:
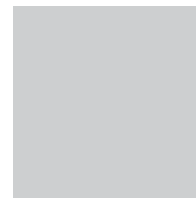Infographics, icons,
marquee scrolling
dots (on state)

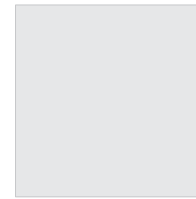**Blue Gradient**
1F72E4 - 1A62C5

Usage:
Primary CTA

Gray Gradient
666766 - 979799

Usage:
Secondary CTA

Light Gray Gradient
FFFFFF - ededee

Usage:
WEB ONLY
Backgrounds for
data/info
Mobile CTA

Extra Light Gray
e6e7e8

Usage:
WEB ONLY
Large Headline
Areas

Red
ff0000

Usage:
Error Message Only

TYPOGRAPHY

The following type styles are the most frequently used formats throughout BMWUSA.com.

All BMW Center websites must follow the copy guidelines below to be compliant, including capitalization rules and point size, leading and kerning rules.

Additional and unique styles will be documented in the specific element comps.

To meet typography standards, greater than 75% of the homepage is required to comply with BMW's global fonts.

The approved BMW font families are Helvetica, Arial and Sans Serif

The font size may range from 8 pt to 44pt

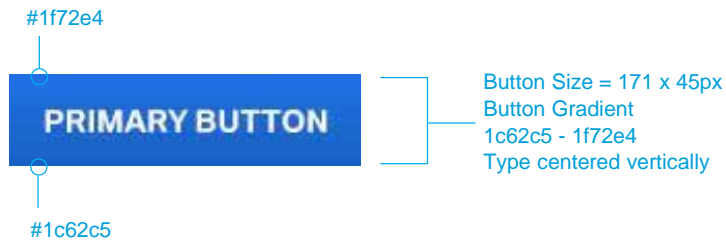| SECTION	SAMPLE	TYPEFACE	HEX	PT SIZE / LEADING / KERNING
MARQUEE	**HEADLINE**	BMW Type Global Bold/Helvetica/Arial/Sans Serif	FFFFFF/000000	44 / 44 / 0
	Content	BMW Type Global Bold/Helvetica/Arial/Sans Serif	FFFFFF/000000	20 / 25 / 0
PROMOS	**HEADLINE**	BMW Type Global Bold//Helvetica/Arial/Sans Serif	FFFFFF/000000	18 / 22 / 0
	Content	BMW Type Global Regular/Helvetica/Arial/Sans Serif	FFFFFF/000000	14 / 20 / 0
SECTION TITLES	TITLE	BMW Type Global Light/Arial Light/Sans Serif Light	FFFFFF/000000	36 / 40 / 0
BODY COPY	Content	BMW Type Global Regular/Helvetica/Arial/Sans Serif	FFFFFF/000000	14 / 20 / 0
LEGAL	LEGAL CONTENT	BMW Type Global Regular/Helvetica/Arial/Sans Serif	666766	10 / 16 / 0 (minimum size = 8 pt.)

CALLS TO ACTION

The following are all buttons and button-type styles used throughout the website. These are the only button types compliant for dealer websites.
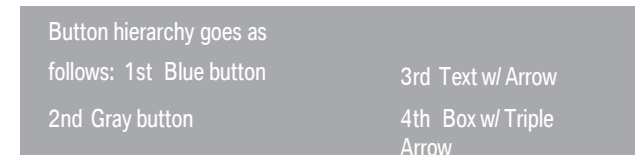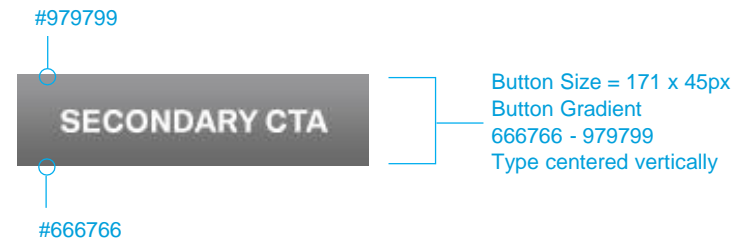
BLUE CTA BUTTONS:

Should be used sparingly throughout your website. They are meant to be used as high-level callouts for the most important sections throughout the site.

#1f72e4

PRIMARY BUTTON

Button Size = 171 x 45px
Button Gradient
1c62c5 - 1f72e4
Type centered vertically

#1c62c5

PRIMARY BUTTON

Roll-over
Button #1c69d3

GRAY CTA BUTTONS:

Meant to click for more informational content.

#979799

SECONDARY CTA

Button Size = 171 x 45px
Button Gradient
666766 - 979799
Type centered vertically

#666766

SECONDARY CTA

Roll-over
Button #b5b5b5

Trade In Appraisal ›

Mobile CTA:
Text Link on gradient
#FFFFFF - xxxxxx
Text 12px #000000
Initial Caps
Arrow 14px height
3px stroke

TEXT LINK EXAMPLE ›

Text Link on
#ffffff color field
Text 12px
#666766
Arrow 14px height

5px

Button hierarchy goes as follows: 1st Blue button

2nd Gray button

3rd Text w/ Arrow

4th Box w/ Triple Arrow

Additional CTA options are available to leverage for edge cases on dealer websites. The style of these buttons must be followed to remain compliant.

BLUE MULTIPLE CTA BUTTONS:

Should be used only when 2 buttons are absolutely necessary for an area.

TEXT LINK EXAMPLE ❯ | **TEXT LINK EXAMPLE** ❯

25px min.

10px
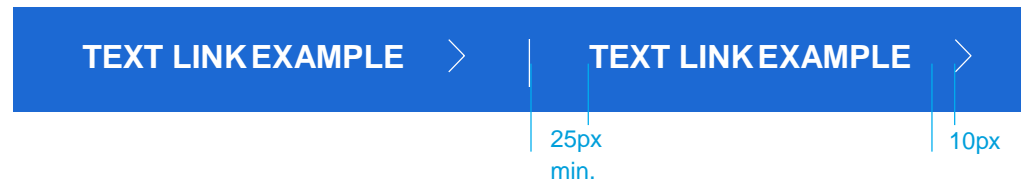
Text Link on
#1c69d3 color field
Text 12px
#000000
Arrow: 1px stroke
8px wide 14px high

BLACK MULTIPLE SUB-NAVIGATION BUTTONS:

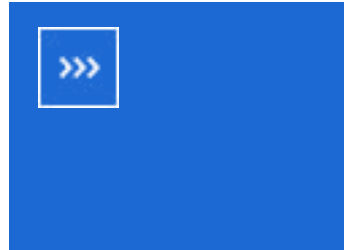Multiple black CTA buttons are to be used in sub-navigation areas only and are placed on the far right of the navigation bar.

TEST DRIVE ❯   **BUILD YOUR OWN** ❯

25px min.
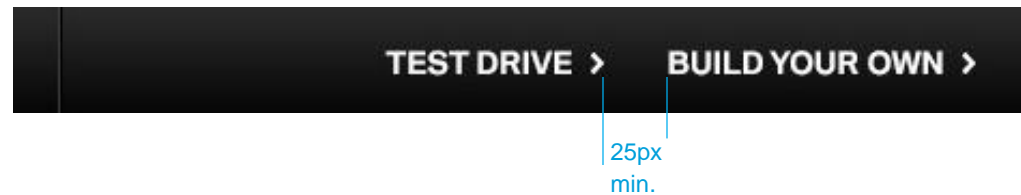
Text 12px
#FFFFFF
Arrow: 3px stroke
6px wide 10px high

If needed, the following CTA options can be leveraged for secondary and tertiary actions. Only the styles below can be used by dealer websites.

Arrow Link on
#1c69d3 color field
Arrow #000000
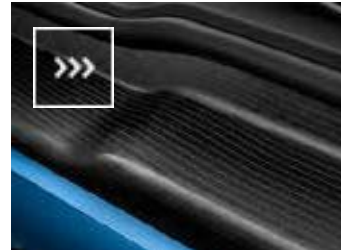
Arrow Link over dark image
Arrow #000000

Arrow Link over
light image
Arrow #ffffff

Arrow Link over light color
Arrow #ffffff

Drop down CTA
Arrow and type
#221F1F

Type BMW Condensed light

Button hierarchy goes as follows:		
1st Blue button	3rd Text w/ Arrow	
2nd Gray button	4th Box w/ Triple Arrow	

OTHER SITE ELEMENTS

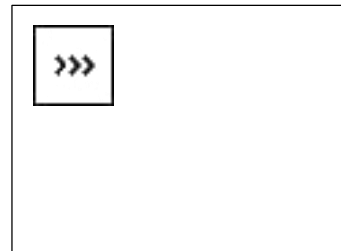Down arrows are effective to guide and alert the user at the beginning of a narrative
thread to begin the page "story." They should always be clickable and can only be used
to move to the next section of the same page.
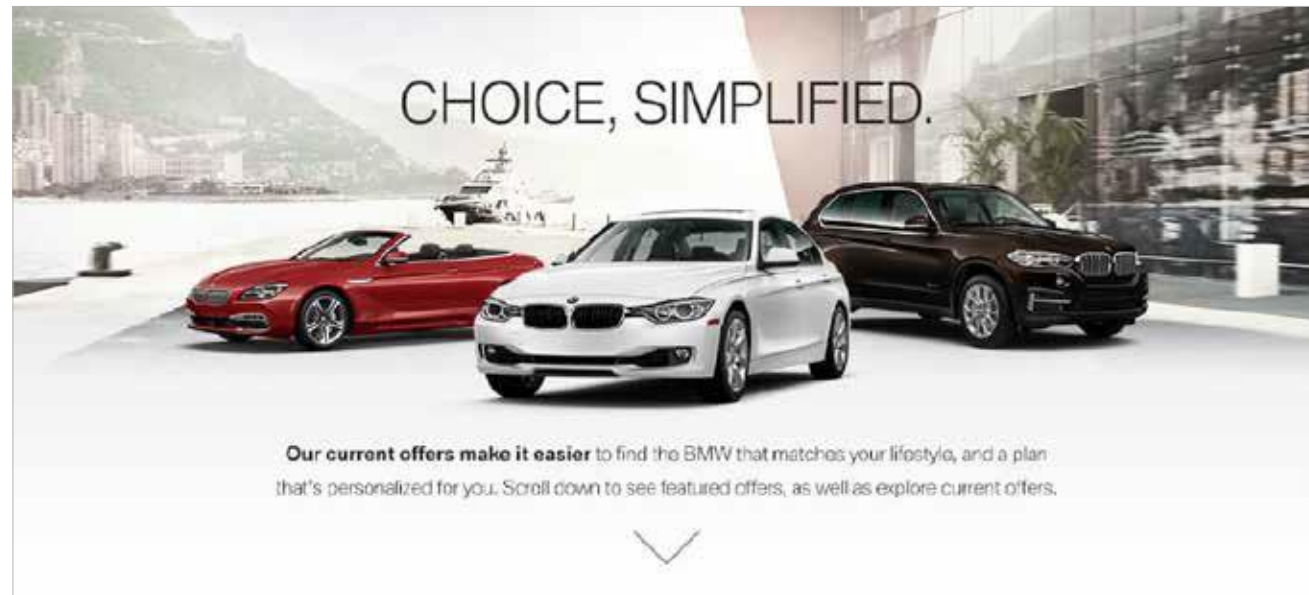
DOWN ARROWS FOR LARGE AREAS/
MARQUEES:

Down Arrow on
darker field:
#000000
55px x 29px
Stroke = 2px

Down Arrow on
lighter field:
#ffffff
55px x 29px
Stroke = 2px

CHOICE, SIMPLIFIED.

Our current offers make it easier to find the BMW that matches your lifestyle, and a plan
that's personalized for you. Scroll down to see featured offers, as well as explore current offers.

MAIN NAVIGATION

The main navigation area should be as simple and easy to use as possible for the user to find what they need on the site. Place in priority order from left to right.

There can be a maximum of seven links in the main navigation.

The main navigation never locks - it scrolls off the page as the user scrolls down.

Only one Roundel can be used on a page. This should be the one in navigation only. An exception can be made if the Roundel also appears on merchandise or if it exists in a vehicle image or on a building.
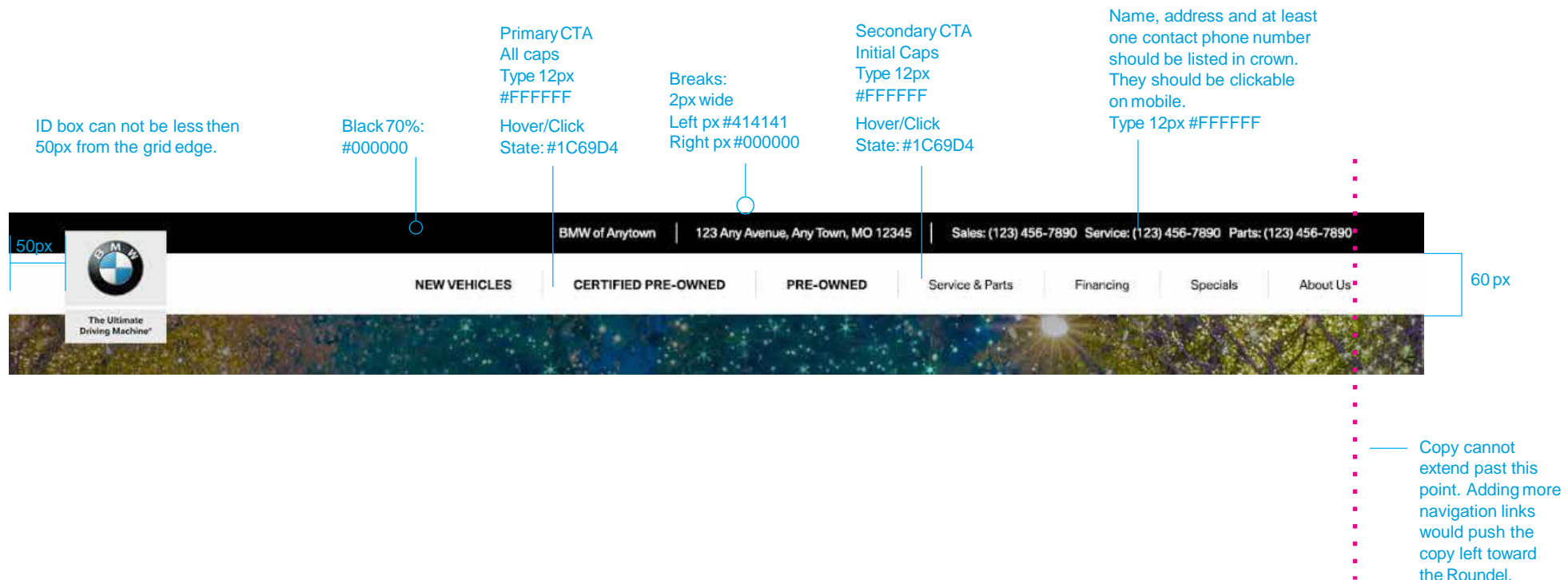
There may not be any rounded corners on buttons.

Personal dealer logos cannot be present in the masthead. The masthead should state at most the dealer's name, address and phone number(s).

- It is required to comply with BMW color palettes.

- The global navigation is required to display a link to Certified/Pre-Owned Vehicle Inventory.

Recommended Navigation Tabs:

- New (Vehicles)
- Certified Pre-Owned
- Pre-Owned
- Service & Parts
- Financing
- Special Offers
- About Us

ID box can not be less then 50px from the grid edge.

Black 70%: #000000

Primary CTA
All caps
Type 12px
#FFFFFF

Hover/Click
State: #1C69D4

Breaks:
2px wide
Left px #414141
Right px #000000

Secondary CTA
Initial Caps
Type 12px
#FFFFFF

Hover/Click
State: #1C69D4

Name, address and at least one contact phone number should be listed in crown. They should be clickable on mobile.
Type 12px #FFFFFF

50px

60 px

BMW of Anytown | 123 Any Avenue, Any Town, MO 12345   Sales: (123) 456-7890 Service: (123) 456-7890 Parts: (123) 456-7890

The Ultimate Driving Machine®

NEW VEHICLES   CERTIFIED PRE-OWNED   PRE-OWNED   Service & Parts   Financing   Specials   About Us

Copy cannot extend past this point. Adding more navigation links would push the copy left toward the Roundel.

LANGUAGE SELECTION

For BMW Center websites that need to adapt to different languages, the Google
Website Translator plugin must be positioned on the top right in the crown.

Copy cannot extend
past this point. Adding
more content would
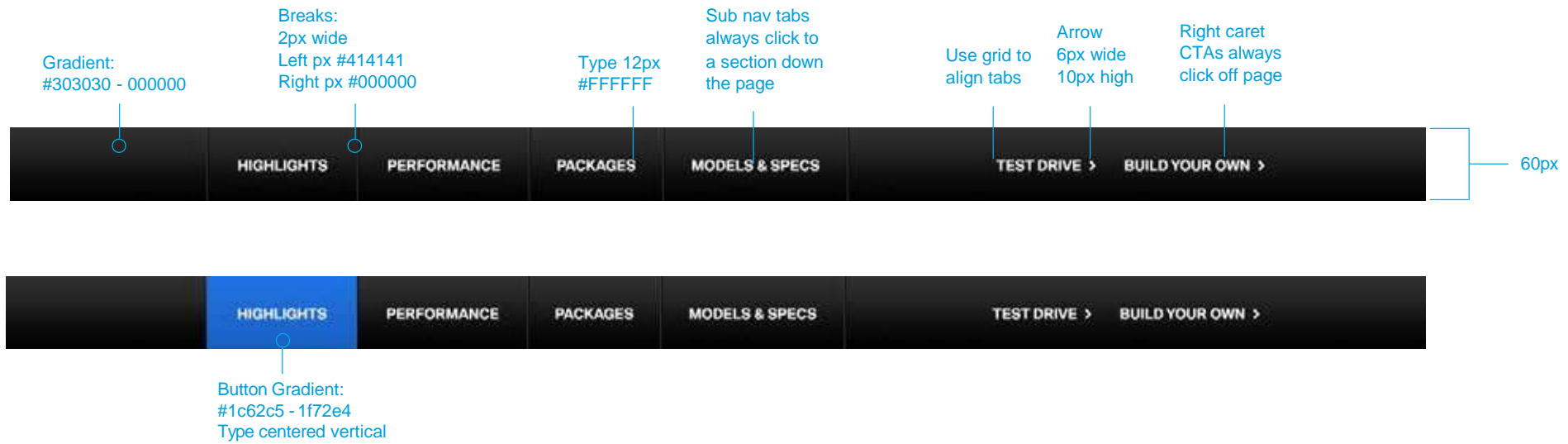push the copy left
toward the Roundel.
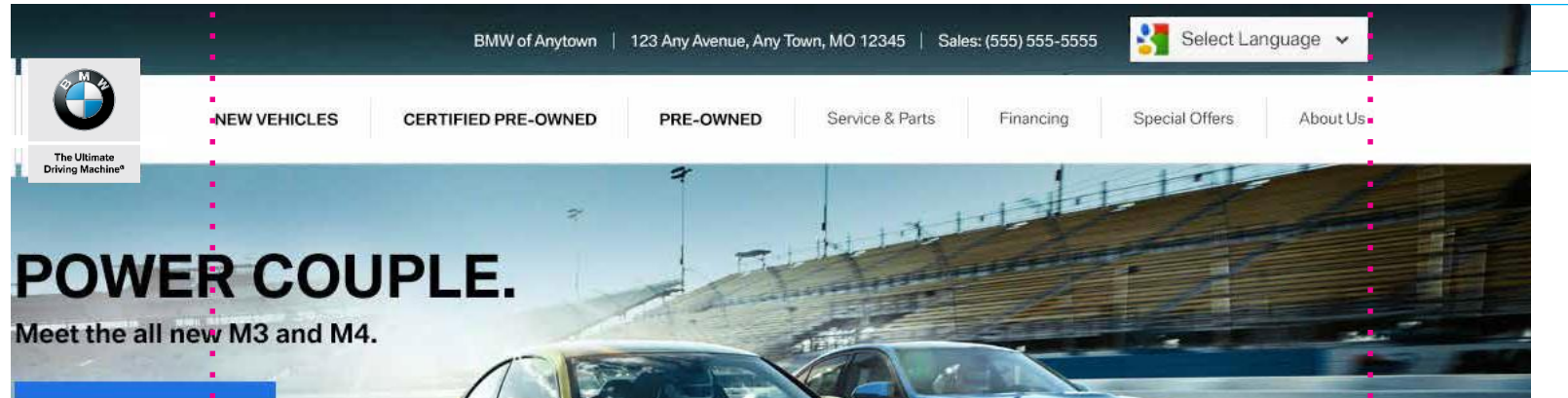
55 px

Copy cannot extend
past this point. Adding
more navigation
links would push the
copy left toward the
Roundel.

SUB-NAVIGATION

These secondary navigation elements are used for longer pages to help the user jump between vertical sections quickly.
Note the separation of tabs on the right side that navigate off the page with right-pointing arrows.

The sub-navigation bar must lock to the top of the page once the user scrolls past its vertical location.

Gradient:
#303030 - 000000

Breaks:
2px wide
Left px #414141
Right px #000000

Type 12px
#FFFFFF

Sub nav tabs
always click to
a section down
the page

Use grid to
align tabs

Arrow
6px wide
10px high

Right caret
CTAs always
click off page

HIGHLIGHTS   PERFORMANCE   PACKAGES   MODELS & SPECS   TEST DRIVE >   BUILD YOUR OWN >

60px

HIGHLIGHTS   PERFORMANCE   PACKAGES   MODELS & SPECS   TEST DRIVE >   BUILD YOUR OWN >

Button Gradient:
#1c62c5 - 1f72e4
Type centered vertical

CAROUSEL

These elements are used to scroll horizontally through content in themarquee area of the homepage.

We strongly recommend a maximum of three panels for carousels:

- One for specials or promotions
- One for a single vehicle or highlight
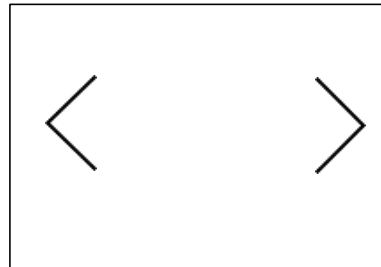- Open option for the third if necessary

The maximum number of images that can be used in a carousel is eight.

DARKER BACKGROUNDS:

Arrow on
darker field:
#ffffff
29px x 55px
Stroke = 2px
*SCALABLE

LIGHTER BACKGROUNDS:

Arrow on
lighter field:
#000000
29px x 55px
Stroke = 2px
*SCALABLE

POWER COUPLE.
Introducing the lighter, more powerful
M3, and the first-ever M4.

LEARN MORE

Must be used by dealer websites
for carousel marquees. User
can use the dots or the left/right
arrows to change the FMA.
Selected state for circle is blue.

ICONS

Icons are a visual language that combine brand with utility. These elements help drive the user effortlessly through a site with their ability to categorize content and communicate in one symbol the same clarity that many words would take. Think of them as you would type fonts —
a consistent family of elements that allows viewers to read content online in a consistent style and voice, but in a graphic expression. These are the only icons dealer websites can use for visual language to be compliant.

Social Media Logos/Icons

Social media icons may not exceed 40 x 40 pixels on BMW Center websites.

If present, they are required to be in the body or footer of the page, never in the masthead.

Social media buttons as shown are acceptable.

Standard BMW icons

Print	Download	Contact	Email	Service

BMW social icons

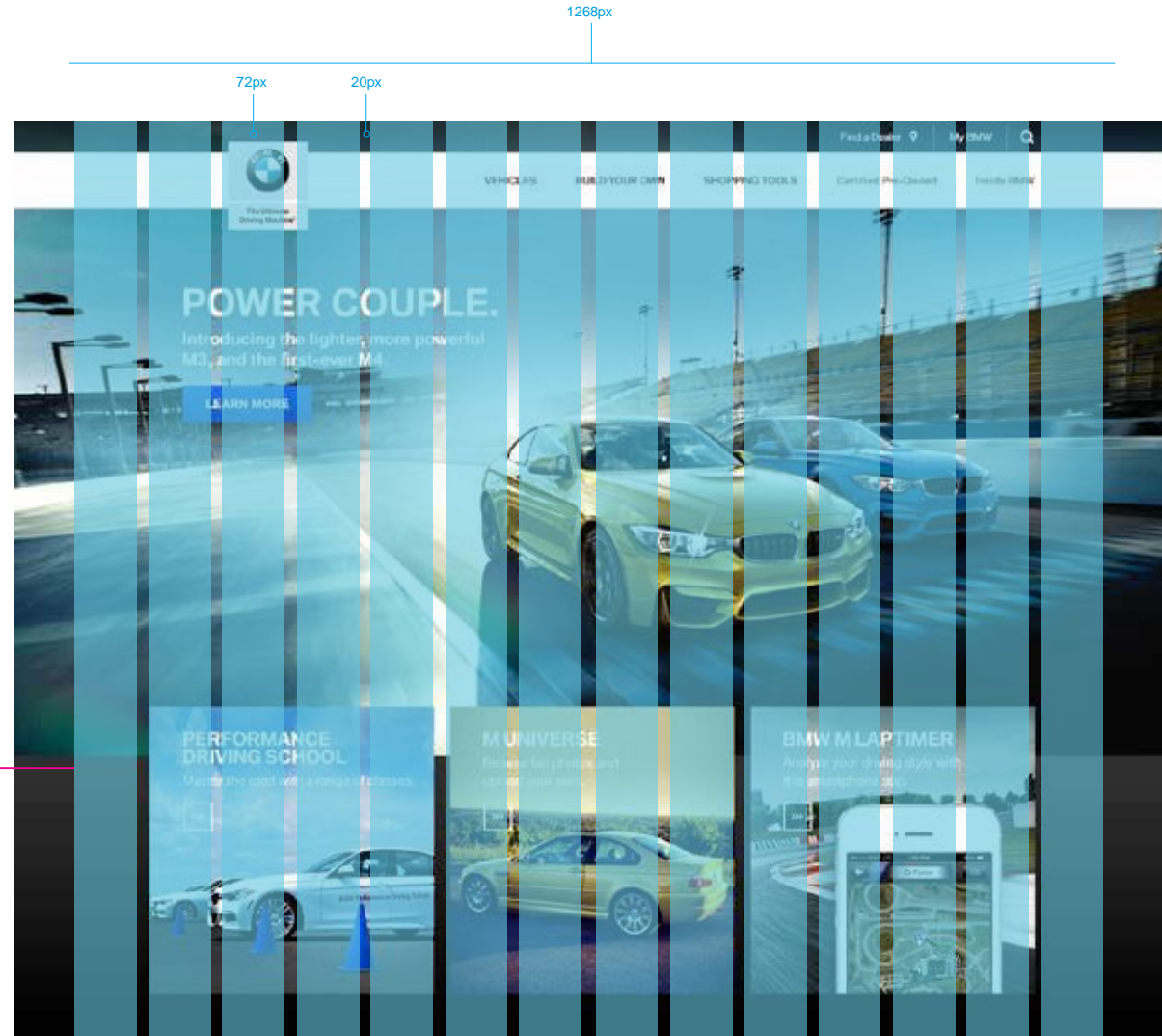| Facebook	Twitter	YouTube	Instagram	Tumblr	Google +	Pinterest

WORKING WITH THE SITE GRID

The BMW grid is currently a 14-column grid with 20px gutters for easy placement of content. The columns can be used in any combination to achieve best results, and make the transition to mobile seamless.

Modules snap to the edges of columns so they're easy to use across site.

BMW CENTER HOMEPAGE

The homepage works as a funnel for decision and purchase making in a narrative and aesthetic way. It excites immediately and then follows up with informational support and highlights to give the customer a personal and empowering experience.

The homepage template is a set of modules that can be rearranged or replaced with other modules. BMW Center websites must use the main navigation, marquee and footer modules on every page to remain compliant.

Footers are to comply with BMW global fonts and color palettes. Font size may not exceed 12 pt.

Company logos, such as Google or any of the BMW-preferred website providers, may not exceed 120 x 120 pixels and may not be in the BMW masthead. If present, they are required to be in the body or footer of the page.

Personal dealer logos may not exceed 185 x 90 pixels.

Marquee

Promo modules

Feature module

Offer/promotion module

Series selector module

Contact/map module

Chat module

The text in modules may be justified or centered

Button Gradient: #1c62c5 - 1f72e4 Icon centered

Gradient: #303030 - 000000

85px (minimum height = 60px)

Contact info

About copy

BMW CENTER MOBILE HOMEPAGE

The mobile homepage guides the user to the sites main features.

The homepage template is a set of modules that can be rearranged or replaced with other modules.

BMW Center websites must use the main navigation, marquee and footer modules on every page to remain compliant.

Marquee/promo modules scale to fit into marquee slideshow

Inventory module

Offer/promotion module

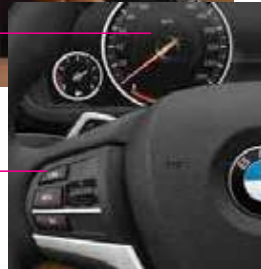Featured vehicle module

Contact/map module

AMERICANIZATION

Many of the images you will select portray the European model. Any image leveraged for your website needs to be Americanized or you must disclaim that you are showing the European model by noting "European model shown." Americanization includes removing the front European license plate, adding DOT reflectors, Americanizing measurements, and matching dials, temperature controls, etc. to the vehicle within BYO.

European Model

Americanized Version

Images do not always have backgrounds making, them seem unrealistic and computer-generated.

A background has been added to the image.
A gradient/glare on the window has also been added to make it seem more realistic.

The speedometer has the wrong units of measurement.

The speedometer was changed to miles/hour.

Buttons on the steering wheel are named/marked differently.

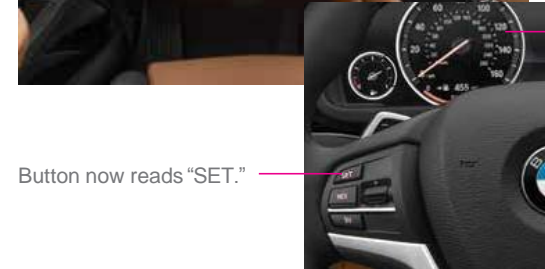I.E. A European steering wheel will contain the word "LIM" the American model will say "SET."

Button now reads "SET."

Celsius temperatures need to be changed to Fahrenheit.

Celsius temperatures were changed to Fahrenheit.

Another thing to look out for are the badges on the cars. Europe has more diesel models then we offer in the US, so many of the images contain a badge with the letter "d." Also, many of the American cars do not have side badges.

European Model

Americanized Version

Side badges are not consistent on all American vehicles. You can check this through BYO.

Side badge was removed.

European cars do not have DOT reflectors.

European plate needs to be removed.

DOT reflectors were added.

European plate was removed.

MODULES

OVERVIEW

The module library was developed to create organized building blocks for the BMWUSA.com website redesign. They provide a number of options to customize the content of a page to reflect brand, inspire customers, provide utility, and drive the user to purchase.

Using modules enables a system over multiple pages of a site. It's the best, most organized way to create content.

Modules provide consistency in brand, design and function. They are easy to implement and save work and time.

Modules can be added, enhanced or phased out over time, and ideally will not be affected by changes to the code base.

Modules scale to mobile easily.

As you can see on the right, modules can be used in a variety of ways and for different purposes. When put together, they can tell a product story in a very natural way. This allows the potential customer to see all of the information that he/she needs to make a decision.
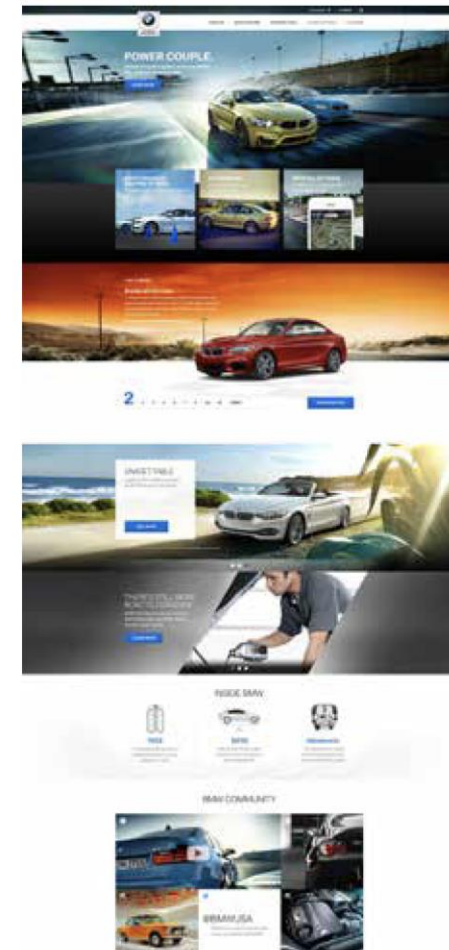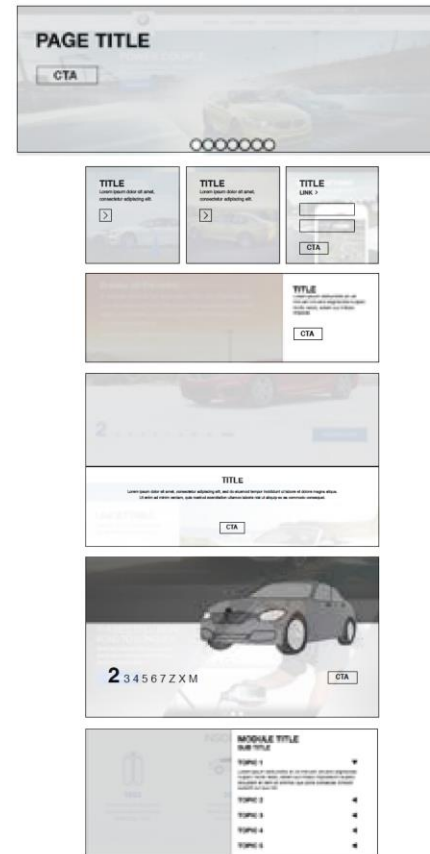
Select modules based on purpose regarding brand or utility.

Be selective in which modules flow from one to the other best.

Remember - negative space!

PRIMART MODULES

Primary modules should be used on higher-level pages for general brand statements, current promotions, featured vehicles, and major events.
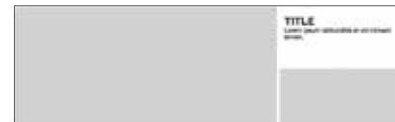

SECONDARY MODULES

Secondary modules should be used on interior pages that contain more specific content.

The white text box can be placed on the top or bottom of the image on the right side. Not to the left.

Text and image can be swapped left and right.

Text and image can be swapped left to right. The copy always remains over the smaller image in the module.

MARQUEE/CAROUSEL MODULE

The marquee area is intended to be a singular, impactful experience, and is the standard bearer for the full site experience.

Be aware of not crowding the viewable edge of the page

1268px

The current universal view area is 1268px. Main art must be comfortably inside this area. Art must extend to 1900px horizontally as well.

Use headlines that are short and impactful. Avoid going too far across the center of the page with text. Work with the image to determine if the headline needs to go to two lines or stay as one. In total, the headline and subheadline must not exceed three lines. They need to be left justified or right justified.

100px

20px

30px

Marquee image size: 1900 x 776px

Safety area: 1248px centered horiz.

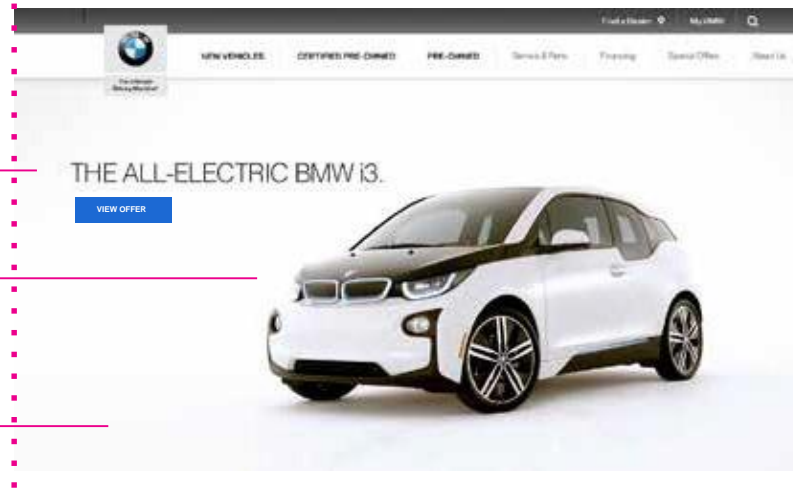CTA: 191x51px, 14px type centered, in CAPS

MARQUEE DOS

Short, powerful
headline
(announcement).

Singular, center-focused
art well within grid.

Background is clean
and matches sub-
brand of
i Series.

THE ALL-ELECTRIC BMW i3.

VIEW OFFER

Marquee art needs to be
1900px wide. If the image is
not wide enough, it needs to
be retouched to make it look
like it naturally extends to
the correct width.

Short headline, sub-head
and CTA are placed left
and in clear, open space.

Limit pack shots to three
vehicles if possible.

Too many vehicles crowd
the area and don't fit
inside the grid. These will
also be too small when
viewing on tablet and
mobile.

THE 2015 X MODELS

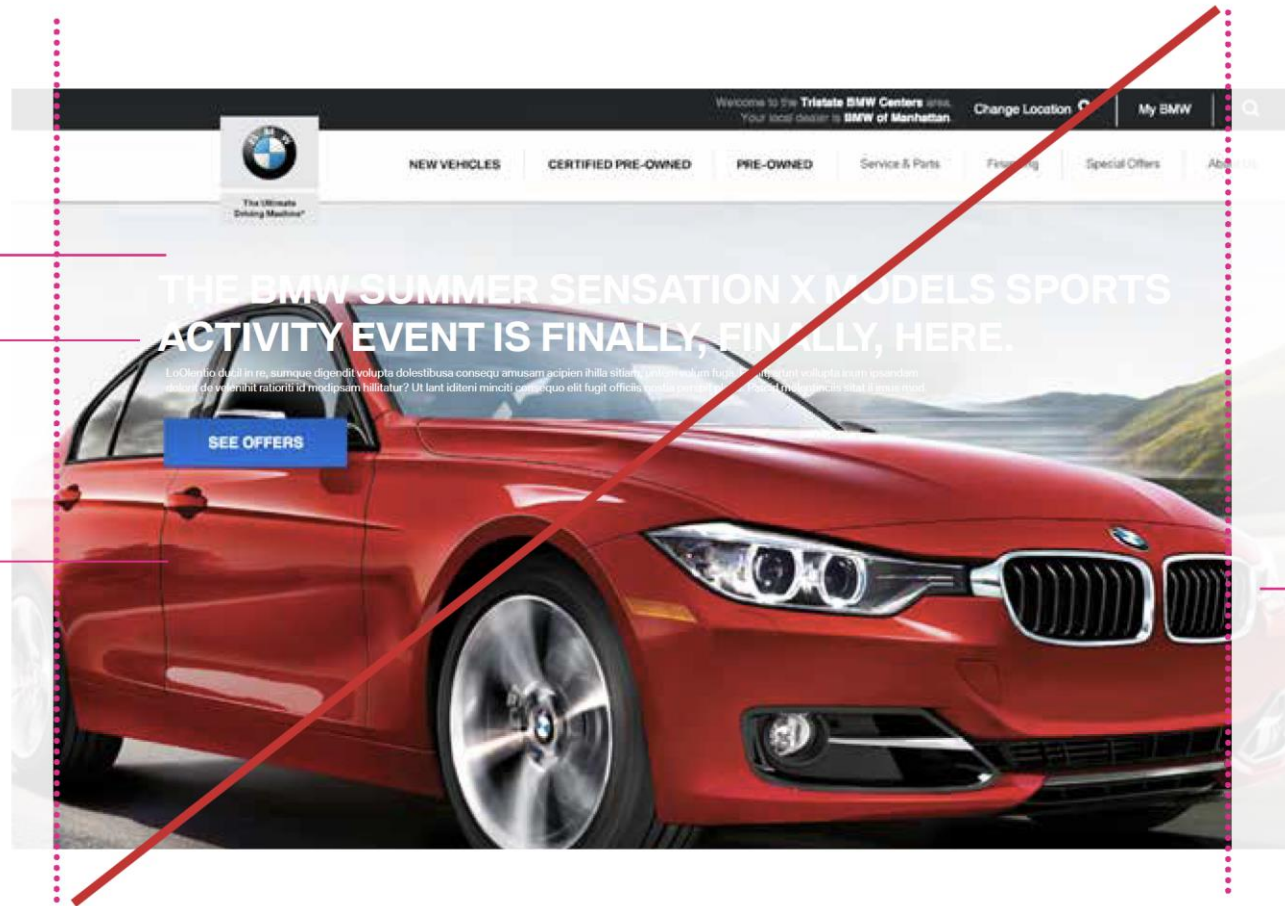TEXT EXAMPLE HERE

LEARN MORE
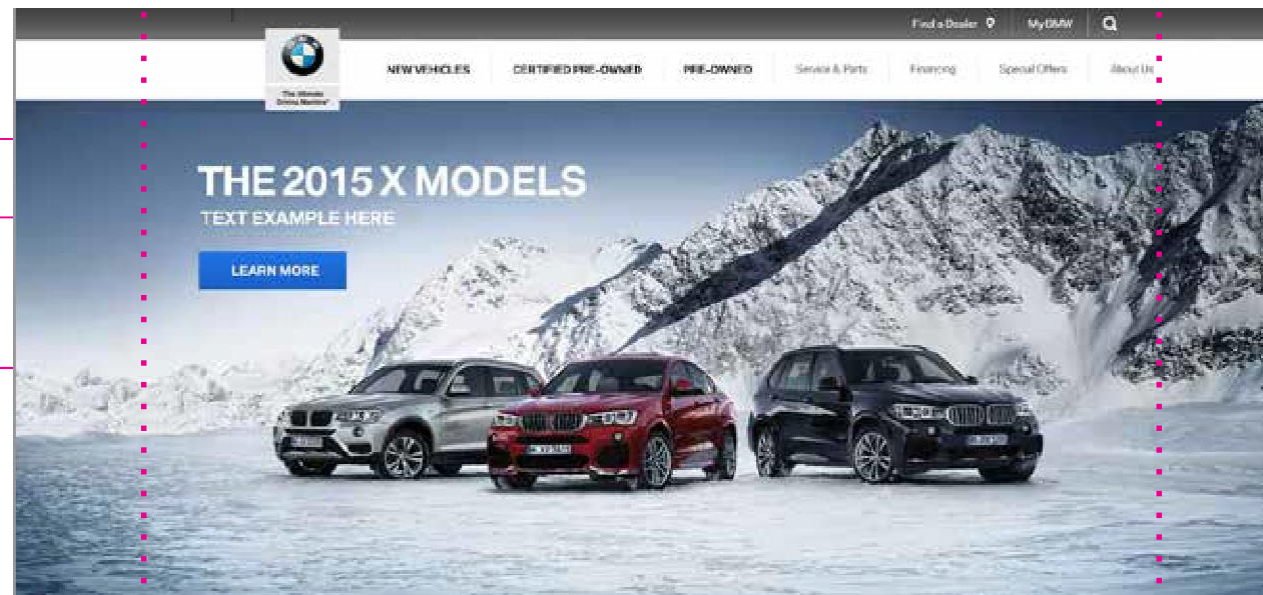
MARQUEE DON'TS

Avoid unnatural backgrounds that are over-Photoshopped.

Wordy headline is too long for user to read and goes beyond center line.

Scale images so they fit within the grid. Images that are too large will have areas not visible on smaller screens.

Avoid cropping out any part of the Kidney Grille or Roundel on the image.

PROMO MODULE DOS

The promo modules continue the narrative of the marquee area and provide support for the content. They should relate to one another as they do the marquee heromessaging.

Use gradients, lighting or shadow for a clean BMW look and to allow the copy to pop. Black type may also be used if necessary with lighter backgrounds.

Headlines should be as short as possible. As a guide, they should be focused on what the item is and less about branding.

The triple-arrow buttons should always be vertically aligned in all three modules. Use the "lowest" copy as the guide for the other two modules.
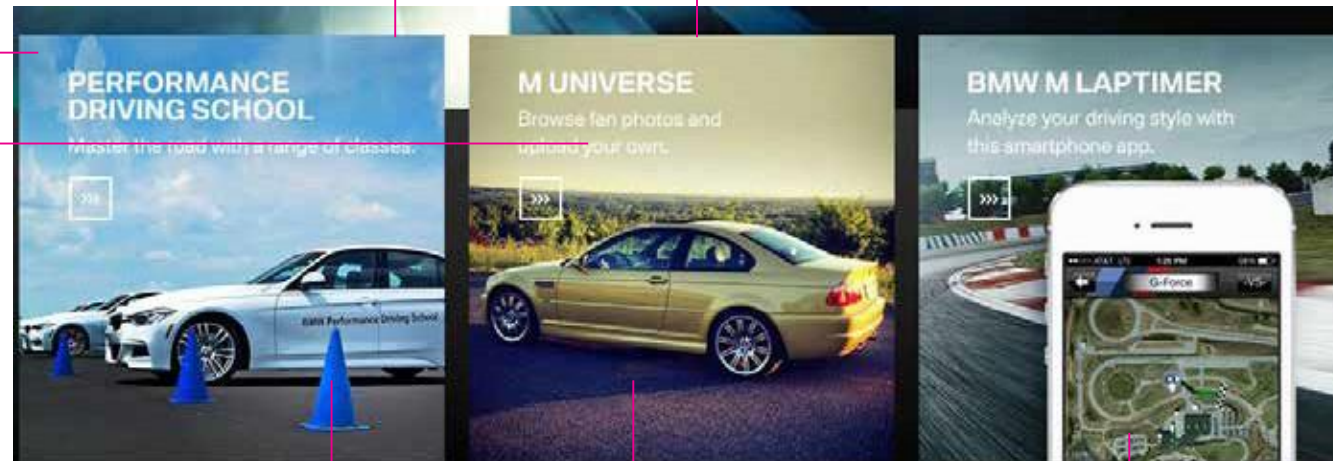
Use images that relate directly to the content of the module. Avoid generic vehicle shots.

If displaying inventory in these modules, the inventory module must be on the right hand side. It allows the user to quickly access vehicles and get to a match easily.

PROMO MODULE DON'TS

Use this space for the inventory module
unless there is a specific reason not to.

Avoid using more than one color for the headlines if possible.

Triple-arrow buttons should align with the lowest arrows on the page.

Background Gradient:
Black #000000 - Dark Gray #303030

SPECIAL OFFERS
See all current deals

BUILD YOUR BMW
Sample text

THE BMW ULTIMATE DRIVING EVENT
Experience BMW like never before

Avoid generic images.

Avoid using images that don't relate to the headline or marquee.

FEATURED VEHICLES MODULE

This module can be used to feature a vehicle, or vehicles, at the BMW Center, as well as an overall highlight of a vehicle type.

Use BMW photos as a guide for the type and quality of imagery that will look the best.
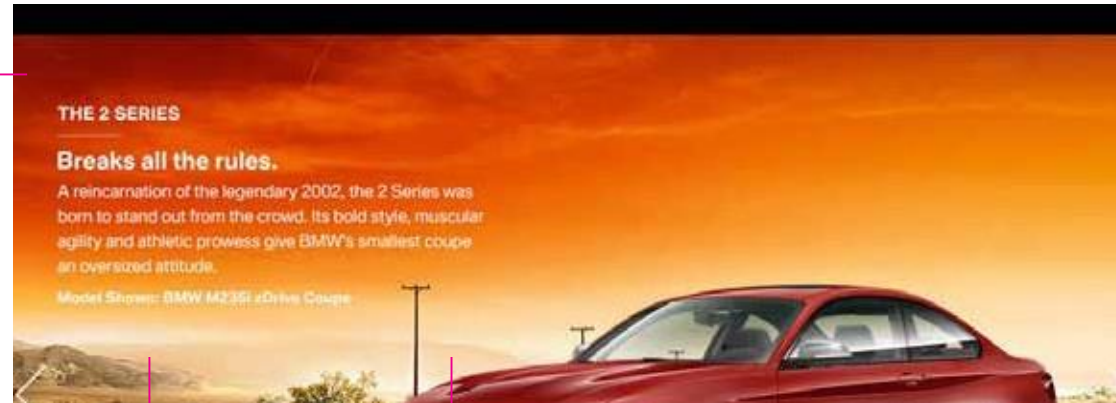
When not using the specific image from the lot, use images that relate directly to the content of the module. Avoid generic vehicle shots.

SERIES SELECTOR MODULE

The series selector module is the way for any user to get an overview snapshot of the BMW lineup. BMW Center websites must include this module.

The headline is a brand statement and overview of the series, and the body copy continues the narrative in more of a story format.

OFFERS/PROMOTIONS MODULE DOS

This module is used to call out a special promotion, a local promotion or BMW Center news and offers.

Try to limit the amount of vehicles in a space. Three or less is optimal.

When creating imagery for BMW Center specials, use BMW photos as a guide for the type and quality of imagery that will look the best.

When this is a national promotion use the national image.

Always use blue buttons for primary action items.

This module is used to call out a special promotion, a local promotion or BMW Center news and offers.

Images should be designed to work
with the safety area.

THE BMW SPORTS
ACTIVITY SALES
EVENT.

Take advantage of these exceptional
offers.

LEARN MORE

No relevant art is
outside of the safety
area.

THE BMW SPORTS
ACTIVITY SALES
EVENT.

Take advantage of these exceptional
offers.

LEARN MORE

OFFER/PROMOTIONS MODULE DON'TS

THE BMW SPORTS
ACTIVITY SALES
EVENT.

Take advantage of these exceptional
offers.

LEARN MORE
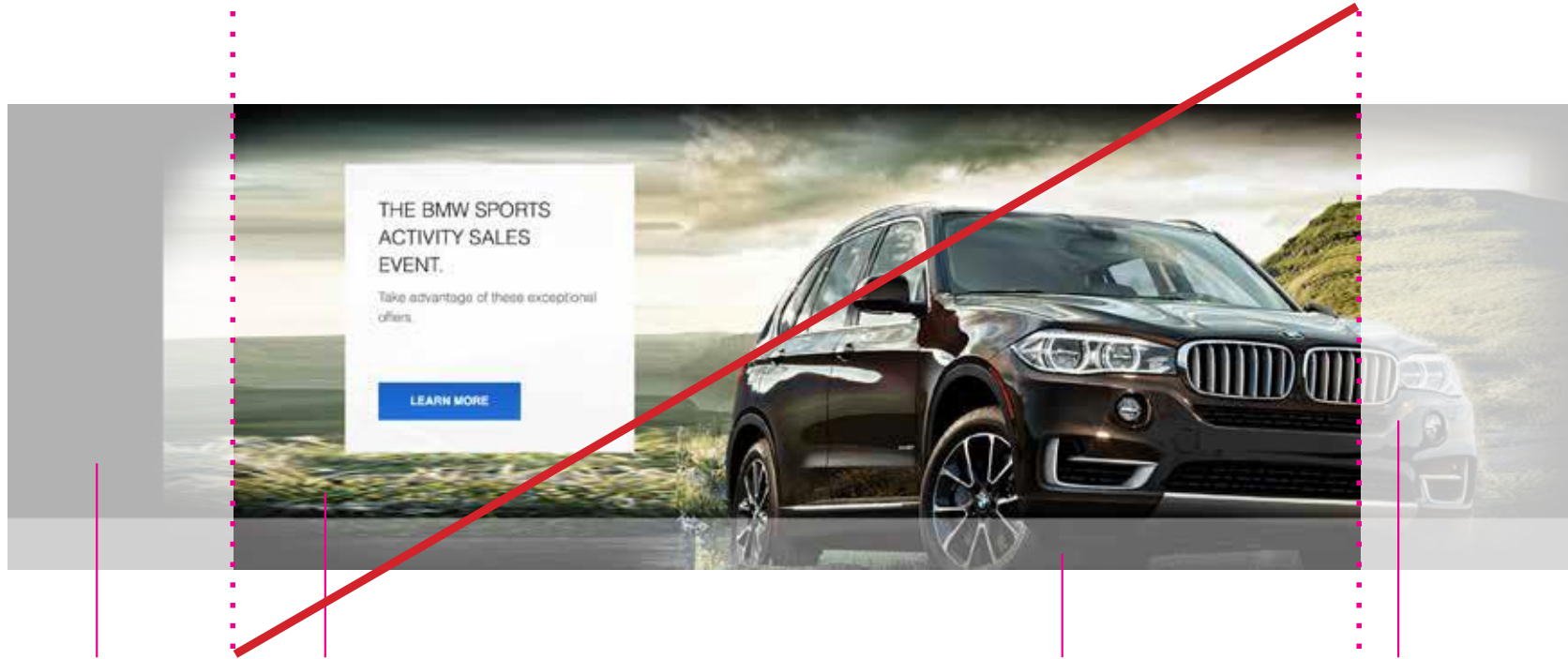
Use images that
extend to the full
1920px.

Avoid stretching art.
See retouching page for
extending images and
retouching.

Avoid crowding edges. Keep in mind
there are other modules that are
adjacent that should be accounted
for in layout.

Avoid cropping out any
part of the Kidney Grille
or Roundel on the
image.

LIVE CHAT STANDARDS

A live chat may not exceed a pixel range of 400 x 400.

It may not cover ID boxes.

It may only appear once per user session.

It may not cover the Roundel.

If a live chat does exist, it is required to comply with BMW color palettes.

Chat module must appear on the right hand side of the page, on the middle to lower half.

CHAT OPTION A

This chat function exists as a module on the BMW Center website. The module contains a CTA that will launch the chat function of the site. Chat A can be used with or without chat option B. Once launched, the functionality will follow the guidelines in option B, starting with the name input.
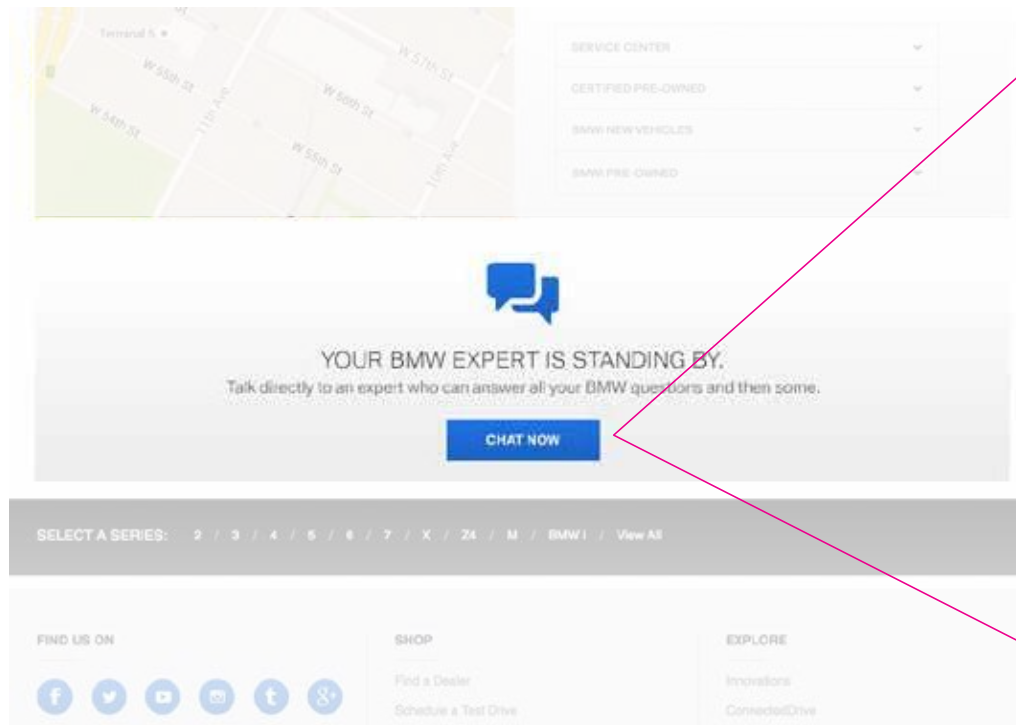
State of chat box once the user clicks on the persistent chat icon. This chat box remains locked to the right side of the browser on the lower half of the page.
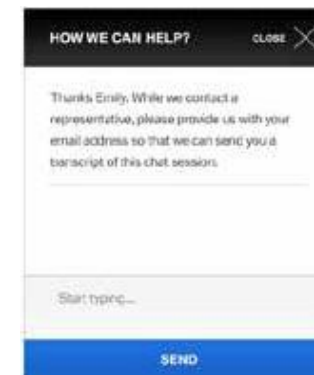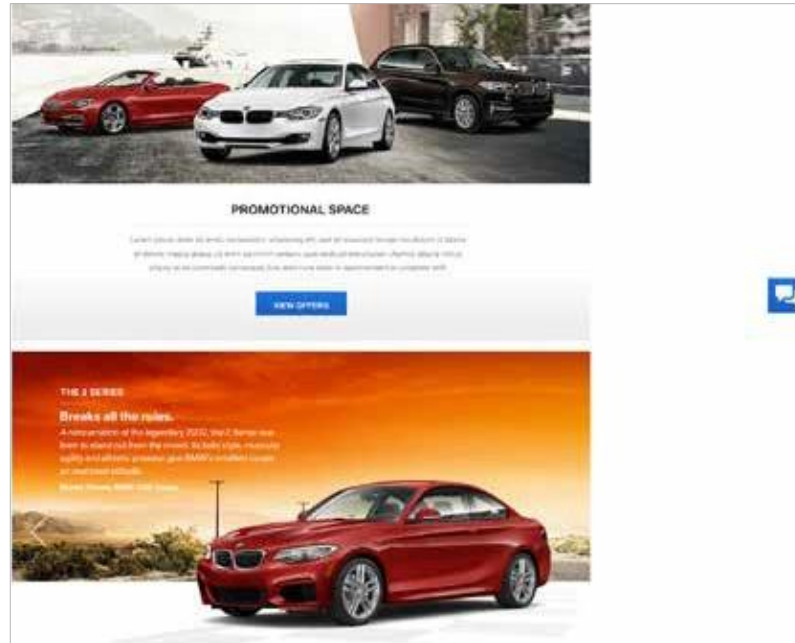
State of chat box after user name has been entered. This chat box remains locked to the right side of the browser on the lower half of the page.

CHAT OPTION B

This chat function exists as persistent icon that scrolls with the user through each page of the website. Chat
B can be used with or without chat option A. The functionality of the chat box is displayed below.

Persistent chat icon
sticks to the right side
of the page to follow
the user as he/she
scrolls.

Hover state of the
persistent chat icon.

State of chat box
once the user clicks
on the persistent
chat icon. This chat
box remains locked
to the side
of the browser.
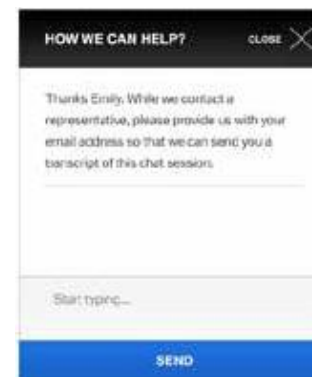
State of chat box
after user name has
been entered. This
chat box remains
locked to the side of
the browser.

This modal opens when there is no chat available. The user is prompted with a form to contact a BMW expert.

State of chat box after user name has been entered. This chat box remains locked to the side of the browser.

A BMW EXPERT IS CURRENTLY UNAVAILABLE

We apologize for any inconvenience. Please leave your name and preferred method of contact, and we will respond as soon as possible.

First name

Last name

Email

Phone

First name

CONTACT A DEALER >

SEND

OFFER PAGE STANDARDS

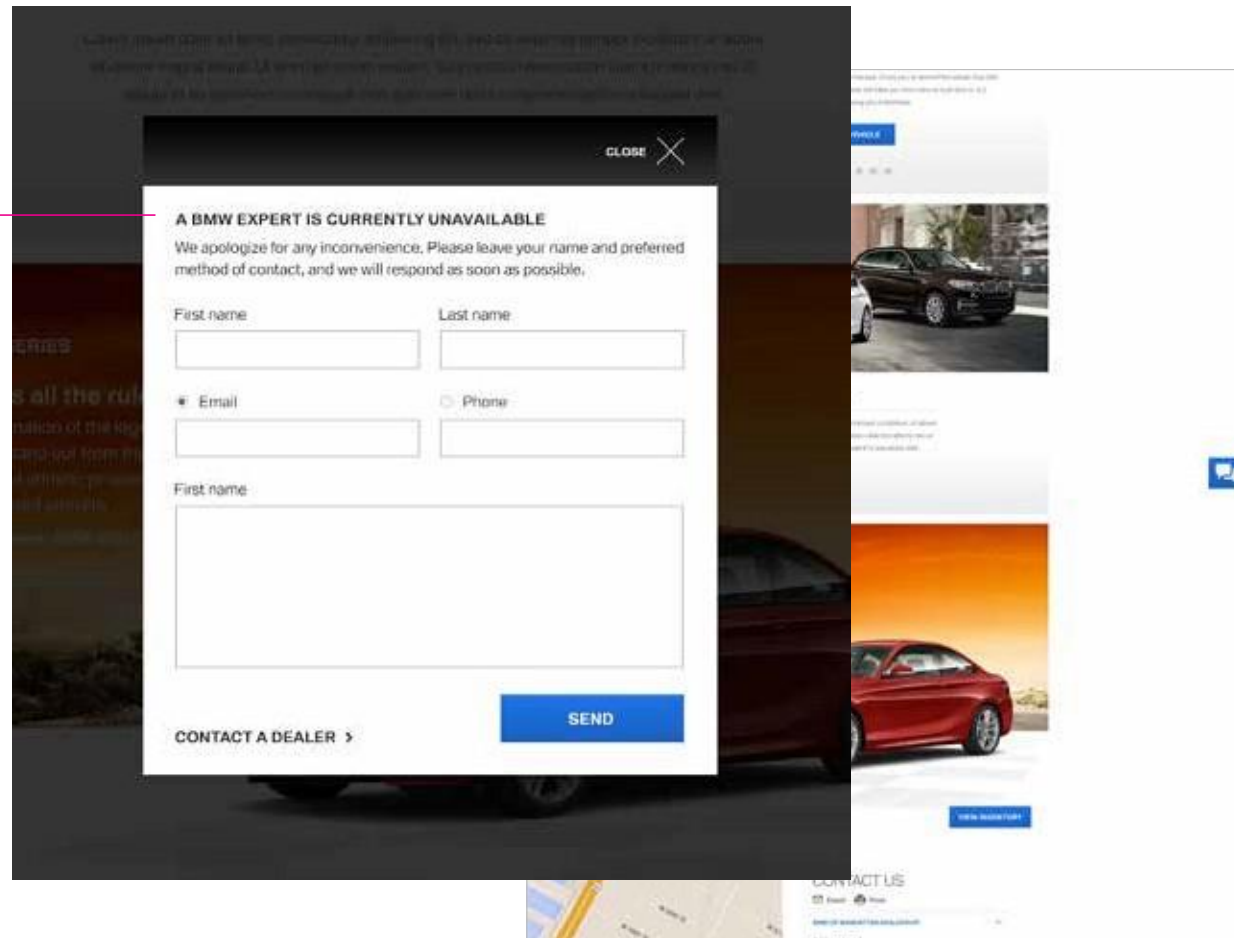Direct links to all current BMW FS finance, lease and Certified Pre-Owned offers are required to be present on the homepage.

Specific offer pages are required to include all current BMW FS finance, lease and Certified Pre-Owned offers and comply with BMW's color palettes. Please see below for reference.

The preferred website providers have incorporated the offers within their templates.

Other website providers may also implement the iFrame or Web Service Solutions. Please refer to Bulletin V2-US-B-24-0910-002.

Please note, it is not a requirement to implement the iFrame or Web Service Solutions. It is possible for a Center to update the information on its own.

Example of how offers could be displayed on a dealer website.
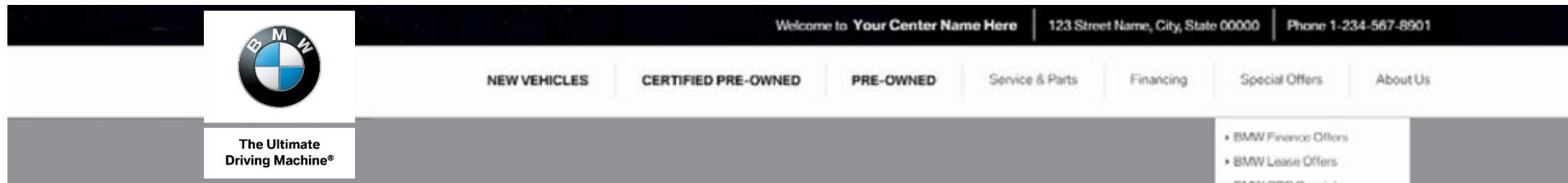
POP-UP STANDARDS

Pop-ups are classified as content that appears without a user's call to action.

Pop-ups may not exceed a pixel range of 800 x 800.

They may only appear once per user session.

They may not cover ID boxes, unless they are a lead-generating form.

They may not cover the Roundel, unless they are a lead-generating form.

All pop-up messages are required to comply with the BMW color palettes.

DESIGN STANDARDS

The use of animations or virtual tour guides, which can distract from the premium nature of the brand, do not meet design standards.

The use of design elements, such as starbursts and glittery signage, do not meet design standards.

MULTIPLE WEBSITE STANDARDS

The website URL listed on the BMWUSA.com dealer locator is the single URL that may be used/advertised.

If other URLs exist, they are required to be redirected to the compliant website. The only exception is a service or accessories URL as stated in the Aftersales SEM Co-op Guidelines. CenterNet > Aftersales > Business Development and Marketing Portal > Marketing Tools & Information > Aftersales Co-op > SEM Co-op Guidelines

The Ultimate Driving Machine®

BMW MARKETING GUIDELINES
APPENDIX

JULY 2017

GOOGLE AD WORDS

Billing Report

1. Simply log in, click on the "Adwords" tab after you sign in. You will then be directed to the account screen "My Client Center."
2. Click "Performance" tab.
3. Set date range.
4. To download report, click the download icon.

Keyword Report

1. Sign in to your Google AdWords account at https://adwords.google.com.
2. Click the "Keywords" tab.
3. Set date range.
4. Click columns.
5. Ensure the following columns highlighted in the screenshot are included in the report.
6. Click "Save."
7. Click the download icon.
8. Name your file (optional).
9. Click "Create." You will be prompted to download the file.

BING AD CENTER

Billing Report

1. In AdCenter go to the "Accounts & Billing" tab to see account budgets.
2. Click on the account to see the total budget and spend performance.

Keyword Report

1. Sign in to your AdCenter account at https://adCenter.microsoft.com.
2. Click "Reports" tab.
3. Click "Create new report."
4. Select Report Type.
5. Select View.
6. Select Date Range.
7. Name the report (optional).
8. Click "Create new report."
9. To download, click "Download Zipped CSV."

Behavioral retargeting (also known as behavioral remarketing, or simply retargeting) is a form of online targeted advertising by which online advertising is targeted to consumers based on their previous Internet actions, in situations where these actions did not result in a sale or conversion. In its most basic form, retargeting serves ads to people more frequently after they have left an advertiser's website. Some companies specialize in retargeting, while other companies have added retargeting to their list of methods of purchasing advertising. Retargeting helps companies advertise to website visitors who leave without a conversion. Retargeting is done by displaying ads to the user as they browse the Internet, via various ad networks that the agency buys media from on behalf of their business customers. Retargeting marks or tags online users who visit a certain brand website with a pixel or a cookie, and then serves banner ads only to the people who have shown at least some amount of engagement in the original brand.

BMW i CORPORATE IDENTITY

In 2007 the BMW Group formed an interdisciplinary team under the name of "project i" and announced the establishment of a new BMW brand in this connection. BMW i stands for visionary vehicles and mobility services, inspiring design and a new premium understanding, which draws more strongly on the idea of sustainability. The new brand is to penetrate new groups of buyers and raise the profile of BMW as an innovative, sustainable brand. BMW i is based on the principles of the BMW Brand Identity and therefore follows similar design principles to those of the BMW brand[†]. Due to its status as a brand, BMW i has its own wordmark and symbol for designation purposes. Other differentiation features for the appearance of BMW i are distinct typographical characteristics and a striking, emotional visual style. This selective differentiation ensures that BMW i is able to strategically extend the BMW range of offerings. By the same token, BMW i is strengthened by the relevance and values of BMW.

The fundamental design principles of the BMW Brand Identity are documented in a series of instructions. The present instruction sets out binding rules defining the appearance of the BMW i brand and the relationship between BMW and BMW i worldwide. The use of the BMW i wordmark and symbol, as well as the implementation of the characteristic visual style, is subject to detailed regulations. Layout specifications and application examples define the implementation of the brand appearance in the most important media – from stationery and advertisements to product literature and digital media.

[†]Please reference all BMW Guidelines as they apply to BMW i unless otherwise noted in the BMW i Corporate Identity Guidelines.

BMW MODEL VEHICLE NOMENCLATURES: MODEL YEAR 18

2 Series	F22	Coupe	230i, 230i xDrive, M240i and M240i xDrive
	F23	Convertible	230i, 230i xDrive, M240i and M240i xDrive
3 Series	F30	Sedan	320i, 320i xDrive, 330i, 330i xDrive, 328d, 328d xDrive, 330e iPerformance, 340i and 340i xDrive
	F31	Sports Wagon	330i xDrive, 328d xDrive
	F34	Gran Turismo	330i xDrive, 340i xDrive
4 Series	F32	Coupe Convertible	430i, 430i xDrive, 440i and 440i xDrive 430i, 430i xDrive,
	F33	Gran Coupe	440i and 440i xDrive 430i, 430i xDrive, 440i and 440i xDrive
	F36		
5 Series	G30	Sedan	530i, 530i xDrive, 540i and 540i xDrive 535i, 535i xDrive and
	G30	Gran Turismo	550i xDrive
6 Series	F12	Convertible Gran	xDrive 640i, 640i xDrive, 650i and 650i xDrive
	F06	Coupe	640i, 640i xDrive, 650i, 650i xDrive, Alpina B6 xDrive Gran Coupe
7 Series	G12	Sedan	740i, 740i xDrive, 740e xDrive iPerformance, 750i, 750i xDrive, Alpina B7 xDrive and M760i xDrive
X1	F48	SAV®	X1 sDrive28i. X1 xDrive28i
X3	G01	SAV®	X3 sDrive28i, X3 xDr2ive8i, X3 xDrive28d and X3 xDrive35i
X4	F26	Sport Utility Coupe®	X4 xDrive28i, X4 M40i
X5	F15	SAV®	X5 sDrive35i, X5 xDrive35i, X5 xDrive35d, X5 xDrive40e iPerformance and X5 xDrive50i
X6	F16	SAV®	X6 sDrive35i, X6 xDrive35i and X6 xDrive50i

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M2	F87	Coupe	M240i, M240ixDrive
	F87	Convertible	M240i, M240ixDrive
M3	F80	Sedan	M3
M4	F82	Coupe	M4
	F83	Convertible	M4
M5	F90	Sedan	M5
M6	F12	Convertible	M6
	F06	Gran Coupe	M6
X5M	F85		X5M
X6M	F86		X6M
BMWi		Sedan	i3 BEV
		Sedan	i3 REX
		Coupe	i8