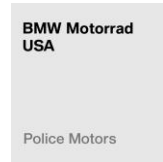


2011 BMW Emergency Services Purchase Program

Effective: January 20 – December 31, 2011



In appreciation for the commitment and sacrifice of our men and women providing emergency services to our communities, BMW Motorrad USA is pleased to announce a special motorcycle purchase program for all Emergency Services *active members, to enable them to purchase the BMW motorcycle of their choice for personal use. Only new, unregistered BMW Motorcycles qualify.

BMW Model Series	Incentive Amount
K- Series	\$500
R- Series or S-Series	\$400
G- Series or F- Series	\$250

Program Overview

* An Emergency Services employee must be employed at a recognized Public Authority at the time of the motorcycle delivery. A Public Authority is considered to be a Federal, State or Local Police Agency / Authority, Sheriff's Department, FBI, DEA, NSA, US Border Patrol, DA, Port Authority Police, US Coast Guard, Fire Department / EMT (including both paid and active volunteer), US Public Health Services, NOAA, etc. If you have questions regarding eligibility of an individual for this incentive, contact marcey.obrien@bmwnaext.com.

General Program Guidelines / Claim Process

Purchasers are eligible for one (1) Emergency Services Purchase incentive during the calendar year (January 1, 2011 through December 31, 2011). **Dealers will deduct the value of the applicable incentive above at the point of sale with a specific line-item reference on the bill-of-sale for this deduction**, regardless of the selling price of the motorcycle. BMW Motorrad USA will no longer process these incentives directly with the purchaser (as in past years).

****Dealers can email marcey.obrien@bmwnaext.com prior to sale to confirm that a customer has not already claimed a Emergency Services Purchase Program rebate in the 2011 calendar year.**

To claim the incentive (paid via the retail incentive system) after the sale has been concluded, dealers will need to supply BMW Motorrad USA with the specific claim form and **legible copies** of the following:

- Bill of Sale Emergency Services ID Driver's license
(w/line-item reference to incentive)

Motorcycles purchased and reported under a name other than the eligible emergency services program applicant do not qualify. Sales documentation and claimant ID must match.

Purchase Terms

- **This incentive may be combined** with any other retail customer incentive* available at the time of purchase for a qualified model, which is defined as any new, previously unregistered BMW motorcycle sold between the dates of January 20th through December 31st, 2011. BMW Motorrad fleet or auction units do not qualify! *** May not be combined with Center Employee Purchase Program, BMW MOA / BMWRA / VBMWMO Club Offers, Military Safety Package (S 1000 RR) Program, Military or Vendor Purchase Programs.**
- Motorcycles must be purchased through an authorized BMW Motorrad USA dealer. Purchases through a 3rd party or BMW dealers outside the USA are not eligible.
- BMW Motorrad USA reserves the right to make changes to the Program and/or terminate the Program at any time without prior notice. All claims are subject to audit. In the event of improper reporting or other program-related improprieties, BMW Motorrad USA reserves the right to recover payment.