

You're the Reason We're Here

We know that people have choices, and we appreciate that you chose Basney BMW. Our goal every day is to earn your loyalty and repeat business. Our entire organization is built upon customer satisfaction, and our growth depends on our ability to make and keep you happy.

The Basney Rewards Program is our way of showing appreciation for your patronage. It's an opportunity reserved exclusively for Basney BMW customers rewarding you with exciting and valuable Basney Rewards, good for discounts when you purchase a vehicle or come to Basney to have your vehicle serviced.

Here's How the Basney Rewards Program Works

When you purchase or lease any new, used or certified pre-owned vehicle, you are automatically enrolled into our Rewards Program as a Gold Level Member with 50 points.

New service customers who spend \$200.00 or more on their current service visit will automatically be enrolled into the Rewards Program as a Gold Level member with 20 points.

We are also proud to offer a Platinum Level Membership which entitles customers to receive the following additional benefits:

- Pick-Up & Delivery within a 75 mile radius
- Purigen 98 Nitrogen Tire Fill
- Priority Service Scheduling
- Personalized Service Reminders
- Free Interior and Exterior Car Washes with scheduled service.
- 50% Off Detail Clean-Ups 1 time per year
- Pre-Paid \$250.00 deductible for any collision repair that is done at Basney Imports Body Shop

Platinum Level Members will also receive 100 points upon enrollment.

Giving Credit Where Credit is Due

We encourage you to refer a family member, friend or business associate to Basney BMW. Should they buy a new or used vehicle, we will reward you with 25 additional Basney Reward Points as our way of saying "thank you."

Service

Whether you are servicing a Basney Vehicle or own a vehicle purchased elsewhere and choose to take advantage of Basney's Professional Service Department and guaranteed low prices, as a Basney Rewards member you will receive Basney Reward Points each and every time you come to Basney for service in the amount of 1 Basney Rewards Point for every \$25.00 spent.

Easy-To-Use Basney Rewards ID Card

Upon receiving your membership card identifying you as a valued and appreciated member of the Basney family, simply present the card when you bring your vehicle in for service or when making a parts purchase. If you are using the convenient after hours Service/Key drop box, enclose the card in the envelope. The card will be returned to you at the cashier when the work is completed, along with your earned Basney Rewards Points good for any future Basney BMW transaction.

Basney Rewards Points, can be used like cash

You may use your Basney Rewards Points on an on-going basis or accumulate them to use at a later time. Basney Rewards Points may also be applied against any future vehicle purchase (\$300.00 point limit). If you wish to use your Basney Rewards Points for service work, just give the card to your Service Advisor when you check-in. The Basney Rewards Points will be deducted from your final bill and your earned points will be added. The Basney Rewards Points can be used in a value up to 10% (or a maximum of \$100.00) of the final bill. (i.e. on a \$100.00 sale you can use up to 10 points.)

Keeping track of points made easy

Once you're enrolled in Basney Rewards, it's easy to keep track of how many points you've earned. Register for free online @ www.basneyrewards.com to get an up-to-date transaction history and earning status.

Official Rules

- 1 You must present your membership Card at the time of any transaction as all point activity must be handled at the time of each transaction.
- 2 Sale Tax will not be credited for Rewards accrual nor can points be redeemed to cover Sale Tax.
- 3 Basney Rewards memberships may expire after 18 months for lack of activity.
- 4 Basney Rewards will not be earned on, or cannot be redeemed on any insurance work, body shop deductibles, or warranty work (including the BMW Maintenance Program).
- 5 Basney Rewards card applies to customer-pay transactions only, excluding sublet work.
- 6 Basney Reward Points have NO cash value and cannot be redeemed for cash.
- 7 Basney Rewards card cannot be combined with other Basney discounts, and is transferable to immediate family members only.
- 8 Basney Reward Points cannot be applied towards Tire Replacement.
- 9 This is a Basney Imports Rewards Program and not a BMW Program.
- 10 Basney Rewards are only good at Basney BMW, located at 52203 SR 933 North, South Bend, Indiana.

Basney BMW reserves the right to end the Basney Rewards Program without notice at any time, and to limit the Basney Rewards Points redeemed for any one transaction.