


We won't just give you one reason to buy a Certified Series BMW.

## We'll give you six:

- **Exclusivity** – An exclusive selection of BMW vehicles verified by 
- **Assurance** – 3 day / 300 km exchange privilege.\*
- **Quality** – Comprehensive 360-degree survey and reconditioning process.
- **Safety** – Certified Series® Protection Plan for up to 6 years or 160,000 km.\*\*
- **Security** – 24-hour roadside assistance.
- **Value** – Special rates and affordable leasing and financing products.

**Available only at your local BMW Retailer.**

\*Certain conditions and limitations apply; see your local BMW Retailer for more details.

\*\*Up to 2 years or 80,000 km past the original 4 years or 80,000 km manufacturer's warranty.

**BMW Certified Series®**  
An exclusive selection of Pre-Owned BMW Vehicles.



The Ultimate Driving Experience.®

**Certified Series®**  
Pre-Owned





## Why buy from a **Canadian** BMW Retailer?

- **Exclusivity** – BMW Retailers search the vehicle's history.

**Value: \$65.00** (Source: Car Proof, May 2011)

- **Quality** – 360-degree survey and reconditioning performed by BMW Certified Technicians using genuine BMW Parts.

**Value: \$2,599.00** (Source: January 2011 BMW Retailer financial statements. Based on average reconditioning costs)

- **Safety** – Protection Plan for 2 years or 80,000 km,\* whichever comes first.

**Value: \$3,637.00** (Source: Coverage One, cost of extended warranty, May 2011)

- **Security** – Roadside Assistance for an additional 2 years past the original 4.

**Value: \$131.00** (Source: CAA, cost of basic roadside assistance for 2 years, May 2011)

- **Value** – Interest savings on a 60-month finance contract; for example, \$30,000 at 3.9% vs. the standard rate of 5.9%.

**Value: \$1,490.00** (Source: BMW Financial Services. Based on rates in effect as at May 2011)

- **Assurance** – 3 day / 300 km exchange privilege.

**Value: Priceless**

**Total value: \$7,922.00 plus tax!**

**In addition, a Canadian BMW Certified Series vehicle will likely be worth more when you decide to sell it or trade it in. Value: potentially thousands!**

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**The Ultimate Driving Experience.®**



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