

CUSTOMER FINANCING INTEGRATION NOW AVAILABLE FOR DRSG AND OTS

Customer financing options are available to make tire purchases and vehicle maintenance more manageable.* Financing can be seamlessly integrated with the BMW Tire Center Dynamic Retail Selling Guide® (DRSG™) and your Online Tire Store (OTS) to offer payment quotes for tires.

Integration is simple and offers these key center benefits:



Estimated payment quotes provide a solution to cost objections so you can close more sales and **increase overall service revenue.**



Tires are a key defection point, and the availability of financing **encourages customers to come back** to your dealership.



The quick and easy application process **builds customer confidence and satisfaction.**

According to a May 2020 Marketplace® poll,



41% of Americans said they could not pay an unexpected \$250 expense, and 59% said they could not pay an unexpected \$1,000 expense.

Tires can be an unexpected expense for customers, and financing helps make these purchases more accessible.

Don't miss out on another sale! To get started, follow the easy instructions below:

Sign up for financing directly through an approved BMW provider.

Already signed up? Skip to the next section.

Once signup is complete, follow the steps below to enroll:

- **Log into the BMW Tire Center** program website
- In the upper-right corner, locate **Menu > Manage Your Settings > Manage Selling Tools > Consumer Selling Preferences**
- **Navigate to the financing section** to configure your integration settings

Please note: By enrolling in the integration, you acknowledge that you already have an established fixed operations financing solution with an approved provider.

To have financing integration turned off, contact your account manager or visit the Consumer Selling Preferences section on the BMW Tire Center program website.



For more information, please reach out to your account manager, visit the Help section through BMW Tire Center through DCSnet, or contact the BMW Tire Center Help Line at 866.4BMW.TIRE.