



# 2026 Advertising Guidelines and Co-op Marketing Program

Published January 15, 2026

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## 2026 HIGHLIGHTS & CHANGES:

### Budget Loading:

- Budgets will be loaded at 50% based on published SPG shared to the GMs in late January/early February.
- **NEW!** Support has increased to \$200/bike for multiline and \$400/bike for standalone dealers based on published SPG.
- Opportunity to receive additional 30% budget: Dealers will receive an additional 30% co-op if they are enrolled in the Certified website and/or Certified Ad program as of January 2026 through the end of 2026. The additional support will be prorated at the time of enrollment, if enrollment occurs during the year. If a dealer leaves the program in 2026, the budget will be adjusted accordingly. This qualification does not include chat or organic social.
- **Possible Budget Adjustment:** by June 30<sup>th</sup> may adjust based on performance. Future adjustments may be made in favor of dealers depending on their retail tracking and certified program participation.
- **Budget Adjustment:** Spend at least 50% of your co-op budget before July 31<sup>st</sup> or the balance, or a portion of it will be removed. Exception marketing plans for not meeting this threshold are due for approval no later than July 25<sup>th</sup> using the template in the Co-op portal. See details enclosed.
- **NEW!** By the end of March 2026, **Dealers must use the correct BMW Motorrad logos and dealer DBA names in advertising and websites.** Dealers not using the correct logo on their websites will not receive co-op until the logo(s) is fixed.

### Co-op Reimbursement Levels and Limits:

- 75% Co-op support for eligible Certified website (SEO, ADA, Chat) and Certified ad/social media program. CRC eligible for 75% Co-op in January and February.
- SEO outside the certified website or ad program providers is not eligible for co-op support.
- **NEW! Demo Truck will be billed upon booking confirmation, including co-op reimbursement.**
- **NEW to help fill the local sales funnel:** Required to spend a minimum of 15% on paid Social Media and 20% on Paid Search and/or PMAX. This will be tracked in the co-op portal. The remaining 65% is flexible within the co-op guidelines.
- 25% co-op support for certified CRM systems continues. DP360 is the only Certified CRM

submitting for automatic co-op reimbursement. Dealers using DealerSocket, eLeads, and Lightspeed will need to submit for co-op on their own each month.

### **Media Guidance:**

- **NEW! AOR Responsibility guidance for online digital media only:** Due to Google HEC rules, Dealers must use radius targeting for all digital advertising regardless of the platform or ad type. Digital advertising radius targeting must be within the dealers AOR only. In addition, dealers may advertise up to a 20 mile radius from their exact dealer location even if such distance extends into another Dealer's AOR. Dealers may also extend advertising into any open area adjacent to the Dealer's AOR.
- See additional details in The Media Requirements Section.

### **Dealer Events:**

- **BMEP Events:** you must submit your event for pre-approval within the co-op portal at least one month prior to your event and include the creative promotions and requirements listed in BMEP. Requirements for these events are in the 2026 BMEP on CenterNet>Dealer Development Portal>2026 BMEP pdf. The requirements are also listed in the co-op portal.

### **Dealer Communications Clarification:**

- **Clarifications for multi-line dealer communications and events:** must include the BMW Motorrad logo on events, social posts (unless provided by the Marketing Portal or certified website/ad program).

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## 1. OBJECTIVE

The BMW Motorrad USA co-op program is intended to provide dealerships with resources to advertise new BMW Motorrad models and inventory in their local market. The Advertising Guidelines and Co-op program goal is to increase local awareness of the BMW Motorrad brand, encourage consumers to shop the latest models, drive new prospects to the individual dealerships, and to produce results with incremental sales.

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## 2. GENERAL REQUIREMENTS

### General Co-Op & Advertising Guidelines

- All media, excluding ads created on Ad Builder/Marketing Portal, require prior approval review to qualify for reimbursement. If prior approval is not granted, reimbursement is not guaranteed.
- Co-op funds can only be used for BMW Motorrad advertising. Advertising and activities that include other OEMs and non-BMW product will not be covered in full. For example, if 4 brands are displayed in an ad, only 25% of the cost will be eligible for co-op support.
- **The BMW Motorrad logo must be presented in all media and event communications except where noted. See details in the grid and Media Requirements section.**
- Co-op funds can only be used for BMW Motorrad advertising of new product within the MAP policy. This applies to both new bike sales along with aftersales products such as parts and apparel.
- Demo units and used products do not qualify for co-op support.
- Distressed language is harmful to the BMW Motorrad brand and renders the ad ineligible in its entirety.
- All advertising should use good taste, not be distressed as noted in the MAP Guidelines, and reflect positively on the BMW Motorrad brand.
- If a dealer is charging for an item or event, only the out of pocket difference is eligible for co-op reimbursement.
- **AOR Responsibility:**

- Advertising must occur within a dealer's Area of Responsibility (AOR) to be eligible for reimbursement.
- For digital advertising only (except CycleTrader), due to HEC rules, Dealers must use radius targeting for all digital advertising regardless of the platform or ad type. Digital advertising radius targeting must be within the dealers AOR only. In addition, dealers may advertise up to a 20 mile radius from their exact dealer location even if such distance extends into another Dealer's AOR. Dealers may also extend advertising into any open area adjacent to the Dealer's AOR.
- All other media must be within the dealer AOR unless an exception in writing is granted by the ABM and Retail Marketing Manager.
- If an event occurs outside of the AOR, the other dealer must be given notice and also have the opportunity to participate. The Retail Marketing Manager and respective Area Manager(s) must be aware and approve.

### **Corporate Identity:**

All BMW Motorrad-focused messaging tactics must comply with the applicable BMW Corporate Identity Guidelines. It is also required to qualify for BMW Motorrad USA co-op reimbursement. The most current BMW Corporate Identity Guidelines can be found on the BMW Motorrad USA Retail Co-Op website via CenterNet.

### **Budget and Funding Process and Timing**

Funds for eligible activities are pre-loaded based on 50% of SPG for the calendar year as published to the dealer General Manager. Plus dealers can get an additional 30% if you participate in the Certified Website and/or Ad program and will be added retroactively if needed. Funds will be loaded based on the following rates:

- \$200 for non-exclusive dealerships
- \$400 for exclusive dealerships

Funds may be spent any time during the calendar year, January 1, 2026 – December 31, 2026. Any funds remaining on the last day of the year will be forfeited and will not carry over to the next calendar year. However, activities and claims may be processed and reimbursed within the 30 day claim period into the following year. See section three (3) for adjustments and redistribution.

### **Fund Reimbursement**

Advertising that meets BMW Motorrad Co-op Guidelines will qualify for the reimbursement levels set out in Section Four (4) based on the media costs. After the required documentation has been

received by Papirfly (formerly BrandMaster) and the submission has been determined to meet the Co-op Guidelines for reimbursement, claims payments are entered into the system via misc. billing.

If claim exceeds available budget, claim will be assigned the status "Approved Pending Available Funds". This puts the claim in a holding status until the dealer receives additional funding. Meanwhile, other claims if within available budget, are approved. If/when additional budget is assigned, Papirfly will review all claims in the "Approved Pending Available Funds" status and approve any that fall within available budget. At the close of the budget year, any remaining claims in the "Approved Pending Available Funds" status will be reviewed and adjusted to allow for partial payment/budget closing.

There may be initiatives or exception-based claims that can increase the reimbursement rate. These increases in reimbursement rates are only valid if signed off by the Retail Marketing Manager during the program dates.

### **Co-op Deadlines**

All claims must be submitted within **30** days after the activity end date with all required documentation. Claims received after the deadline will not be eligible for reimbursement.

Dealers will be notified by email if additional documentation is required to complete the processing of their co-op claim or if the claim has been denied. Any additional documentation must be re-submitted no later than 10 days from the date on the e-mail notification. Claims resubmitted with additional documentation after the deadline will not be eligible for reimbursement.

### **Co-op Program Administration**

The Administrator of the BMW Motorrad USA co-op program is the third-party company, Papirfly. All co-op activity, prior reviews, and claims must be submitted to Papirfly online via the co-op website to be eligible for reimbursement. The BMW Motorrad USA co-op website can be accessed via CenterNet and the Dealer Marketing Portal.

In order to ensure eligibility for program benefits, please be sure to carefully review and comply with all local laws and the enclosed guidelines.

### **Co-op Prior Review:**

Prior review by Papirfly is not required for Ad Builder templates. **Prior review is required** for modified Ad Builder ads that are altered, or if you are creating your own ad as it does not ensure compliance. Note: any created ads must follow CI guidelines, which are posted on the Ad Builder

portal and should not be submitted to Papirfly until the Dealer has ensured compliance with, among other things, CI Guidelines.

Communication tactics, such as digital advertisement proofs, should be submitted to the Co-op Administrator for prior review in order to guarantee reimbursement of co-op funds, pending availability.

### **The Co-op Process is Simple:**

- 1) Prior Review/Pre-Approvals
  - For creative activities that are not on Ad Builder/Dealer Marketing Portal, submit a prior review to Papirfly. This ensures all brand standards are met and will guarantee claim processing. Simply upload art and copy documentation via the BMW Motorrad USA co-op website.
- 2) For activities such as sponsorships and events, submit a pre-approval form for events to Papirfly. This ensures all planned portions of the event/sponsorship are aligned with the co-op policy for smooth claim processing and tracking. Submit a Claim
  - Upload required documentation and pdf invoices, as stated in the chart in section four (4), via the BMW Motorrad USA co-op website.
- 3) E-mail Confirmation
  - Once a prior review or a claim is processed an e-mail will be sent to the dealership.
- 4) Reimbursement
  - The balance of approved claims will post to the dealership parts statement monthly.

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### **3. CO-OP BUDGET ADJUSTMENTS**

Any remaining 2026 Co-op Budget adjustments are made at BMW Motorrad's sole discretion.

**Possible budget adjustment based on performance:** by June 30<sup>th</sup> may adjust based on performance. Future adjustments may be made in favor of dealers depending on their retail performance and certified program participation.

**Budget adjustment based on utilization:** Early August, depending on the dealer's current spend and budget balance, a determined amount may be forfeited at BMW Motorrad's sole discretion. **A snapshot of the spending percentages will be taken on July 31st and will reflect claims that have been processed. The amount to be removed will be finalized and communicated early-August in the Co-op portal.**

**Any dealer who will not meet the spending percentages (or knows they will not meet the percentage requirement by July 31st) may submit a detailed spending plan using the template on the portal for the remainder of the year, including how the budget will be spent, the expected reimbursement and expected budget balance for approval to the Co-op Portal using**

**the provided template no later than July 25<sup>th</sup>. Late submissions will not be accepted.**

Exceptions will be reviewed by your Area Business Manager and approved by the Retail Marketing Manager.

Below is a detailed overview of the budget threshold requirements along with examples:

- Dealers who spend less than 20% will forfeit their entire remaining budget.
- Dealers who spend between 21% and 49% will forfeit 50% of their original budget.
- Dealers who spend 50% or greater will maintain their remaining budget.
  - Examples for \$10,000 co-op budget:
    - If the dealer spends \$1,000, they will forfeit \$9,000 which is the remaining 90% of their budget.
    - If the dealer spends \$4,000, they will keep \$1,000 and forfeit \$5,000 which is 50% of their budget.
    - If the dealer spends between \$5,000-\$8,999, they will keep their unspent budget.

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#### **4. MEDIA REQUIREMENTS, CO-OP AND FUND REIMBURSEMENT DOCUMENTATION**

##### **Communication & Media Requirements:**

All advertisements and communications must comply with the applicable BMW Corporate Identity Guidelines to qualify for BMW Motorrad USA co-op reimbursement. The most current BMW Corporate Identity Guidelines can be found on the BMW Motorrad USA Marketing Portal via CenterNet. Templates for most media are available on the Marketing Portal. Custom creative must be pre-approved in the Co-op Portal.

**All media must drive to a BMW Motorrad landing page on the dealers website, it cannot drive to a homepage if it's a multiline dealer.**

##### **Digital & Social Media Advertising:**

- All links for ads and search terms must click through to an **exclusive BMW Motorrad web page**.
- **Paid Search:** Search engine marketing campaigns must be comprised primarily of BMW Motorrad specific keywords, the dealer DBA name and location.
  - Dealers must focus on keywords related to the Dealers DBA names as "phrase" [Exact] & +Broad +Match + modified types.
  - Keywords related to the Dealers DBA names are not allowed to be purchased based on Standard Broad match types.
  - Dealers may not purchase other BMW Motorrad dealer names, misspellings of other dealer town names or dealer names, as well as keywords of town names, locations, or zip codes, not included with their AOR. No keywords on national level.
  - Dealers must share full keyword list and targeted locations upon request.

- Dealers can only drive to SEM traffic to their official BMW Motorrad website or BMW Motorrad landing page.
- Dealers may purchase search terms or keywords of competitive powersports brands/dealers that are not existing BMW Motorrad dealers.
- Generic shopping terms like “Best motorcycle” and other shopping terms are also permitted. Additional details can be found under the resource section on the Marketing Portal.
- **Online Banners:** Must include the dealer’s authorized BMW Motorrad DBA.
- **AOR Note:** For digital advertising only, (except CycleTrader), due to Google HEC rules, Dealers must use radius targeting for all digital advertising regardless of the platform or ad type. Digital advertising radius targeting must be within the dealers AOR only. In addition, dealers may advertise up to a 20 mile radius from their exact dealer location even if such distance extends into another Dealer’s AOR. Dealers may also extend advertising into any open area adjacent to the Dealer’s AOR.

### **Dealer Websites & Search Engine Optimization**

- Logos, URLs, Locations, DBA names, and other descriptions used on the site must be consistent with the terms outlined herein and in the Dealer Agreement.
- SEO, 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 and AI tools (e.g. Google, Bing, ChatGPT).
- SEO Co-op is only eligible only in the Certified Website/Ad Program.
- Dealers cannot list competing DBA names, locations and/or zip codes outside their AOR within their site source code, page titles, descriptions, or meta data.
- Dealers 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 following Wikipedia link to learn more about Black Hat or improper techniques:  
[https://en.wikipedia.org/wiki/Search\\_engine\\_optimization](https://en.wikipedia.org/wiki/Search_engine_optimization) )

### **Radio and Video:**

- Only the dealer tag portion of BMW-provided spots may be altered by the dealer and the dealer tags must use the approved BMW Motorrad logo identity (in color) and use BMW typeface.
- **Dealer-produced Video/TV and Radio spots** must be pre-approved by Papirfly and the Retail Communications Manager.
- Radio spots must mention one or more current BMW Motorrad models.
- **Broadcast (video, radio) must mention either BMW Motorrad or BMW Motorcycles and “Make Life a Ride”.**
- **AOR note:** Due to the nature of radio and TV traditional broadcasting, it is anticipated such advertising may be broadcast into other dealer AORs. Such advertising is not a violation of these Advertising Guidelines so long as the primary coverage area for the radio or TV advertising includes the AOR of the Dealer requesting reimbursement.

### **Other Advertising:**

- **Direct Mail & Email:** Recipients must be within the Dealers AOR or exist in the dealer's records.
- **Conquest lists:** Can only be purchased for the areas with your AOR.
- **OOH:** outdoor billboards that include a URL, must list an exclusive BMW Motorrad landing page URL.
- **Vehicle wraps:** Must feature the dealership's address and display the BMW Motorrad logo. If other brands are represented in the graphic the cost will be prorated at a proportion equal to dedicated BMW Motorrad coverage. Any vehicle wrap must be submitted for pre-approval.
- **AOR note:** All other media must be within the dealer AOR unless an exception in writing is granted by the ABM and Retail Marketing Manager.
- **Print Advertising:** The print media primary coverage area must be in the dealer's AOR, understanding due to the nature of the medium, some coverage may spill into surrounding area. National publications are prohibited.

### **Event and Sponsorships:**

- Claims for all event activities such as open houses, sponsorships, rallies, track days, etc. must be submitted with an Event Pre-Approval and Post-Event form online. These forms are integrated into the Co-op Portal.
- See additional details in the Co-op Summary Chart section.
- **BMEP Events:** You must submit your event for pre-approval within the co-op portal at least one month prior to your event and include the creative promotions and requirements listed in BMEP. Requirements for these events are in the 2026 BMEP on CenterNet>Dealer Development Portal>2026 BMEP pdf. The requirements are also listed in the Co-op portal.
- **AOR Note:** If an event occurs outside of the AOR, the other dealer must be given notice and also have the opportunity to participate. The Retail Marketing Manager and respective Area Manager(s) must be aware and approve

Upon any discovery of violations of the above, BMW Motorrad reserves the right, in its discretion, to take appropriate action pursuant to the Dealer Agreement or law, including but not limited to declaring a violation of the Advertising Guidelines.

## Co-op Summary Charts:

The following charts provide a comprehensive list of the most common eligible and ineligible activities supported by co-op. If there is a question regarding an activity that is not listed below, please send an exception request to Papirfly or the Retail Marketing Manager. **Ineligible activities will not be approved for co-op support once an event has occurred.**

### Ineligible co-op activities:

<ul style="list-style-type: none"><li>• Agency fees and commission</li><li>• Bike parts or tools</li><li>• Bike giveaways, raffling off a bike or lease</li><li>• Bike Rental fees or depreciation costs</li><li>• Business card advertising</li><li>• Co-op statements</li><li>• Credit Card Processing Fees</li><li>• Employee staffing at events</li><li>• Gift cards or cash giveaways</li><li>• Gratuities</li><li>• Insurance (sometimes this is required with Teach and track rentals, specify this in your co-op request to ensure you get support)</li><li>• Memo bills</li><li>• National media</li><li>• Staff costs</li><li>• Phone calls</li><li>• Production expenses</li></ul>	<ul style="list-style-type: none"><li>• Promoting used or demo bikes, used parts, vintage parts, or vintage motorcycles unless accompanied with a new bike in the imagery. Operational costs like signage, license plates, forms, permanent showroom fixtures/displays, dealer hours</li><li>• Riders or racers at events outside Ambassadors and Experts unless approved in advance</li><li>• Sales Training</li><li>• Taxes</li><li>• Third party invoices</li><li>• Transportation fees or fuel</li><li>• Travel &amp; lodging fees (except Ambassador travel)</li><li>• Website development</li><li>• Website hosting</li><li>• Yellow/White page directory advertising</li></ul>
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**Eligible co-op activities promoting new BMW motorcycles:**

Media Type	Eligible Costs	Required Documentation	% Reimbursement
CRM: Select Customer Retention Marketing systems	CRM monthly program cost, DMS integration fees, signup fees, DealerSocket, eLeads and Lightspeed EVO, DP360	<ul style="list-style-type: none"> <li>Itemized invoice.</li> <li>DP360 automatically will submit for co-op. Dealer need to submit invoices monthly for DealerSocket, eLeads, and Lightspeed EVO.</li> </ul>	25%
CRM: E-mail campaigns	Cost deployment	<ul style="list-style-type: none"> <li>Itemized invoice with quantity sent</li> <li>Copy of e-mail sent</li> </ul>	50%
CRM: Direct Mail	Conquest list purchase, printing, and postage	<ul style="list-style-type: none"> <li>Itemized invoice with quantity and zip codes</li> <li>Digital copy of mail sent</li> </ul>	50%
Inventory listing websites: CycleTrader, MotoHunt (eBay, Craigslist not eligible)	Marketplace listings, ad enhancements, and retargeting	<ul style="list-style-type: none"> <li>Claim processing will be done directly by CycleTrader</li> <li>Independent filing will need calculation of new BMW units listed for services</li> </ul>	50%
DAG expenses	DAG dues	<ul style="list-style-type: none"> <li>Automatically submitted on your behalf with the DAG Treasurer</li> </ul>	25%
<b>Certified Digital Advertising Program:</b> Banner ads, Social media, AIA, SEM, SEO, Google Shopping	Net media	<ul style="list-style-type: none"> <li>Automatic submission on behalf of the dealers by the providers</li> <li>Certified program providers will submit custom creative for approval on your behalf</li> </ul>	<b>75% ONLY through the Certified Ad program</b>
Digital advertising: Banner ads	Net space of banner ads	<ul style="list-style-type: none"> <li>Campaign reports for social media should contain actual spend along with all advertising creative (single posts, video, single images and accompanying copy and links to a BMW landing page)</li> <li>Itemized invoice with dates and costs</li> <li>Copy/screenshot of web page with URL and creative</li> <li><b>Multi-line dealers must include the BMW Motorrad logo in social media posts promoting events or advertising</b></li> </ul>	50%
Digital advertising: Social media and AIA Inventory ads	Advertising, promoted, and boosted posts		50%
Digital advertising: Search Engine Marketing (SEM)	Net media for allowed AOR. See details in the Media Requirements section.	<ul style="list-style-type: none"> <li>Itemized invoice detailing dates and costs</li> <li>List of BMW exclusive keyword search terms</li> </ul>	50%

Media Type continued.	Eligible Costs	Required Documentation	% Reimbursement
Digital advertising: SEO (Search Engine Optimization)	Net media. Only eligible if using a certified provider.		75% with certified providers only
Digital advertising: Google Performance Max	Net media	<ul style="list-style-type: none"> <li>Google invoice</li> <li>Google Group Asset Report including the BMW Motorrad logo, new bike imagery</li> </ul>	50% <b>(75% if in the certified ad program)</b>
Digital advertising: Google Shopping Ad	Net media	<ul style="list-style-type: none"> <li>Itemized invoice</li> <li>Photo of the ad</li> <li>Google Ad report</li> </ul>	50%
Events: Demo Truck	Demo Truck Fee is automatically submitted for reimbursement	<ul style="list-style-type: none"> <li>Photo of event</li> <li>Invoice is NOT needed</li> <li>Event pre-approval in portal</li> <li>Post-event form</li> <li>Demo Truck Fee automatically submitted on your behalf.</li> </ul>	50%
Events: General	Food, beverage, and entertainment for events. Photography/video to capture the event to create content up to \$2,000 total spend. <b>NOTE: if you are charging for the event, deduct this cost from your co-op submission</b>	<ul style="list-style-type: none"> <li>Receipts / invoices</li> <li>Photos of event</li> <li><b>Event invitation pre-approval</b></li> <li>Event pre-approval in portal</li> <li>Post-event form</li> <li><b>Proof of brand recognition and include BMW Motorrad logo in event promotions &amp; at the event.</b></li> </ul>	50% / 75% if an ambassador or eligible performance school partner
Events: Giveaways	Attendance to select schools (RawHyde, Performance Center, California Superbike School) AND/OR Giveaways (BMW part numbered items or BMW custom approved giveaways) at event. Including ground shipping costs.	<ul style="list-style-type: none"> <li>School invoice, Parts invoice or sales invoice at <b>Dealer Net cost, Dealer Net Cost must be specified on the invoice</b></li> <li>\$1,000 cap per event reimbursement</li> <li>Event pre-approval in portal</li> <li>Post-event form</li> </ul>	50%
Events: Offsite / Sponsorships	Sponsorship fees, booth rental, etc.	<ul style="list-style-type: none"> <li>Invoice detailing cost</li> <li>Photos of event including space with new models</li> </ul>	50%
Events: Track day	Track time/rental costs for a conquest-centric track day. Other eligible items include Racing Suits if branded with BMW logo, a Bike wrap for racing must include BMW Motorrad logo and used in the promotions, and BMW Motorrad/Dealer branding branded EZ ups/tenting	<ul style="list-style-type: none"> <li>Event pre-approval in co-op portal</li> <li>Post-event form</li> <li>Proof of brand recognition in event communications and at the event</li> <li>Note if there was a consumer cost to attend and deduct this from the submission</li> </ul>	50%

Media Type continued.	Eligible Costs	Required Documentation	% Reimbursement
Events: Select Performance Schools	RawHyde, Performance Center, and California Superbike School only.  Support is for the school trainers/staff to attend a dealer event or the dealer cost to host an event at the performance schools. Media and events activation cost is also eligible.	<ul style="list-style-type: none"> <li>• Invoice detailing cost</li> <li>• Photos of the event</li> <li>• Event pre-approval in co-op portal</li> <li>• Post-event form</li> <li>• Proof of brand recognition in event communications and at the event</li> <li>• Note if there was a consumer cost to attend and deduct this from the submission</li> </ul>	75% (50% if giving away a class during a separate event)
Events: Expert fees	Speaking/appearance fee only	<ul style="list-style-type: none"> <li>• Invoice detailing cost</li> <li>• Photos of event</li> </ul>	50%
Events: Ambassador fees	Speaking/appearance fee and travel costs. Media and Event costs (food, beverage, and photography up to \$2,000) associated with the event.	<ul style="list-style-type: none"> <li>• Event pre-approval in co-op portal</li> <li>• Post-event form</li> <li>• Proof of brand recognition in event communications and at the event</li> </ul>	75%
In-store: promotion and point-of sales	CI compliant posters & promotional signage. Will Co-op up to \$1,000 of graphics with The Look per year.	<ul style="list-style-type: none"> <li>• Invoice detailing quantity &amp; cost</li> <li>• Proof of the design creative</li> </ul>	25%
In-Store: Demo Ride giveaways	Cost of printing CI compliant BMW giveaways for test rides only, and <b>NOT for sale.</b> Including ground shipping costs.	<ul style="list-style-type: none"> <li>• Pre-approval for the design creative</li> <li>• Invoice detailing quantity &amp; cost</li> <li>• Maximum \$1,000 per quarter reimbursement</li> </ul>	50%
In-store: World of Experience	WoE monthly service provider fee (MotoTV)	<ul style="list-style-type: none"> <li>• Itemized invoice submitted on behalf of the dealer (dealer needs to opt into auto-submission)</li> </ul>	50%
Out-of-Home / Outdoor Advertising	Billboards, printed media, digital signage, transit, etc.	<ul style="list-style-type: none"> <li>• Itemized invoice detailing dates and costs</li> <li>• Photograph of signage once posted</li> <li>• Contract detailing locations</li> </ul>	50%
Print advertising	Newspapers & magazines net space of media	<ul style="list-style-type: none"> <li>• Itemized invoice with ad dates, size &amp; rate</li> <li>• Full page tear sheet with publication name &amp; date</li> </ul>	50%
Vehicle and Van Wraps	Production, printing, and installation	<ul style="list-style-type: none"> <li>• Itemized invoice</li> <li>• Creative pre-approval</li> <li>• Photographs of vehicle and/or proofs clearly showing dealership address, website and BMW products/name within CI.</li> </ul>	50%

Media Type continued.	Eligible Costs	Required Documentation	% Reimbursement
Video & Audio advertising	Radio, television, movie theatre, pre-roll video, online video, connected video/TV, and online radio	<ul style="list-style-type: none"> <li>Itemized invoice with air dates, length of spots, and costs</li> <li>Electronic file of spot</li> </ul>	50%
<b>Certified Website Program:</b> ADA, Online Chat and Text	ADA and Chat/Text Package costs (see eligible providers <a href="#">here</a> )	<ul style="list-style-type: none"> <li>Automatic submission on behalf of the dealers by the providers</li> </ul>	<b>75% ONLY through the Certified program (Q1 is 100%)</b>
Website: ADA	Costs to have ADA running on your BMW Motorrad dealer website	<ul style="list-style-type: none"> <li>Itemized invoice</li> </ul>	50%
Website: Online Chat and Text	Costs to have online chat and text on your BMW Motorrad dealer website	<ul style="list-style-type: none"> <li>Itemized invoice</li> </ul>	50%

**Co-op funds can only be used to promote NEW BMW Motorrad products.** If an invoice is submitted with non-eligible costs, they will be deducted before processing the claim. Advertising that includes other OEMs, non-branded product, or used product will be covered at a pro-rated cost.

For example:

- If 4 brands are displayed on a vehicle wrap, only 25% of the wrap cost will be eligible for co-op support by BMW Motorrad USA.
- A dealership has 100 units listed on CycleTrader – only 80 are new BMW products, only 80% of the cost will be eligible for co-op support.
- An advertisement is made in a local magazine featuring apparel in the dealership but only 3 of the 6 products shown are BMW Motorrad products, only 50% of the cost of the advertisement will be eligible.

## 5. DEALER LEGAL AND COMPLIANCE OBLIGATIONS.

- a) **Legal Compliance:** It is the sole responsibility of the Dealer to ensure that its advertisements (whether or not they are submitted for co-op reimbursement) comply with all Federal, state and local law. As state and local requirements may differ, dealers cannot rely on the templates provided on the Ad Builder or other BMW Motorrad provided advertising templates or materials (or advertising materials provided by third parties), but must independently ensure that the dealer's advertisements comply with all legal requirements before sending or releasing an advertisement. Disclaimers for all offers or call out messages on features must be displayed on the same page. For digital media, a URL or click through link directly to the disclaimer is required. It's required that the dealer representative expressly certify that advertisements contained in the reimbursement claim meet all federal, state and local legal requirements. BMW Motorrad recommends that dealers retain and consult their own advertising counsel to provide advice on legal compliance matters.
  - b) **Candor and Clarity:** Advertisements for BMW Motorrad must be straightforward, direct and clear concerning BMW Motorrad vehicles, pricing and offers. This requires, among other things, that the featured vehicles are available at the dealerships, images shown in advertising match offer advertised, that pricing and trade-in representations are accurate and available, and that any disclosures (whether in print or otherwise) are clear and conspicuous. Advertisements that do not meet a reasonable standard of candor and clarity will not be eligible for co-op reimbursement.
  - c) **Dealer Responsibility for Advertisement Content and Compliance:** Papirfly, on BMW Motorrad's behalf, reviews co-op advertisements solely for compliance with BMW Motorrad Corporate Identity Guidelines. Papirfly does not review advertisements for legal compliance or compliance with any other BMW Motorrad co-op advertisement requirements. Comments by BMW Motorrad personnel on advertisements are not a substitute for the dealer's obligation to independently ensure that advertisements are legally compliant and meet other BMW Motorrad co-op advertisement requirements.
  - d) BMW Motorrad Copyright information is required to be included in all advertising with the exception of mobile and digital banners. ©2026 BMW of North America, LLC. The BMW trademarks are registered trademarks.
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## 6. CONTACT US.

Access the portal via CenterNet (CenterNet → Dealer Marketing Portal → Retail Co-op System) also accessible via <https://bmwmotorraddealermarketingportal.brandmaster.com>

For information on the BMW Motorrad USA co-op program or for information on claims, please contact the co-op program administration support team.

Customer Support: (681) 320-3843

E-mail: [BMW Motorrad COOP@brandmaster.com](mailto:BMW Motorrad COOP@brandmaster.com)

Hours: Monday – Friday  
9am EST – 5pm EST

Response times are typically within 24 business hours.

Please visit the BMW Motorrad USA Retail Co-Op website via CenterNet and also the Dealer Marketing Portal for:

- BMW Motorrad USA Co-Op Policy
- BMW Motorrad USA MAP Policy
- BMW Motorrad CI Guidelines
- Event Pre-Approval Form (included in the portal)
- Post-Event Form (included in the portal)
- BMW Motorrad Ambassadors & Experts

Any other questions please contact Jennifer Layton Hart, CRM Strategy & Retail Marketing Manager, [jennifer.layton@bmwna.com](mailto:jennifer.layton@bmwna.com).

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All claims for reimbursement are subject to verification by BMW Motorrad USA, or its auditing service, whose determination of the value or acceptability of any claim shall be final. BMW Motorrad USA is not responsible for legal clearance of promotional programs or advertising content. Dealer is solely responsible for compliance with all local, state and federal laws and regulations concerning promotional programs or advertising content. BMW Motorrad USA reserves the right to revoke or amend this program at any time without prior written notice.