



BMW GROUP BRAND PROTECTION.



CONTACT.



BMW GROUP BRAND PROTECTION.

THE DANGERS AND IMPACTS OF COUNTERFEIT PRODUCTS.

1. INCREASED SAFETY RISK.

Counterfeit parts are not subject to the BMW Group's high quality standards. This can hugely impair the function and safety of your vehicle, which in a worst-case scenario could result in an accident.

2. REDUCED SERVICE LIFE.

Counterfeit products can lead to premature wear-and-tear of your engine and vehicle, resulting in an increased repair and maintenance costs as well as a reduction in the vehicle's service life.

3. LESS DRIVING PLEASURE.

Counterfeit parts usually are not developed and tested in functional interaction with the respective model and therefore, these counterfeit parts do not support the driving dynamics and safety of your vehicle in the same way a genuine product will.

4. NEGATIVE IMPACT ON THE ENVIRONMENT AND THE ECONOMY.

The production of Genuine BMW Group products is subject to high environmental standards, profit is reinvested into our research and development centre to grow the workforce and local economies. This does not apply to counterfeit products. Moreover, for every counterfeit part jobs are put at risk which negatively impacts the economy.

5. WARRANTY AND LIABILITY CLAIMS.

The warranty and liability claims for the vehicle may no longer apply if damage is caused by a counterfeit part.

KEEP YOUR EYES OPEN.

Please consult the Brand Protection team if you have any questions on this issue. They will be glad to help you further:

Brand Protection

E-mail: Brand-Protection-Team@bmwgroup.com

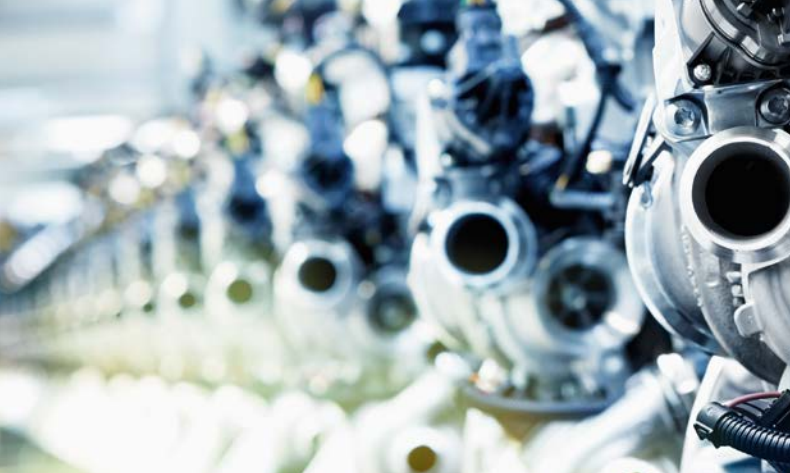
WITHOUT A DOUBT, AN ORIGINAL.

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COUNTERFEIT PRODUCTS – REAL THREATS.

Product piracy affects the automotive industry and BMW is not immune to this growing black market.

In the recent years, there has been an acute increase in the production and worldwide sales of counterfeit BMW Group Parts, Accessories and lifestyle merchandise. As counterfeit products are produced solely for profit, the use of low quality materials, poor workmanship and insufficient quality testing should be expected. What first appears to be a bargain often proves to be an inferior quality imitation and the loss caused is usually greater than the expected saving. If the counterfeit part is directly linked to driver safety, for example wheels or brake pads, then the risk for the driver, passengers, vehicle and other road users are considerable.

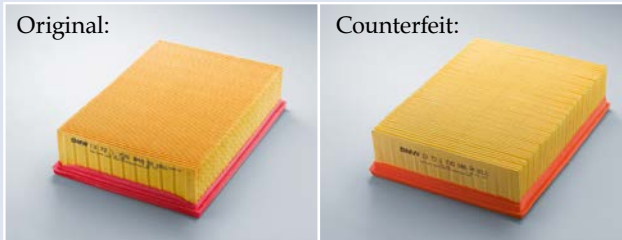
Counterfeit products have far reaching consequences for everyone; the damage to both the local and worldwide economies cannot be underestimated. Making and selling counterfeit products is illegal and has been frequently linked to other criminal activities such as money laundering, identity fraud and organised crime groups.

Protect yourself and others from counterfeit products by ordering parts and accessories via your BMW or MINI Authorised supplier.

ACCEPT NOTHING LESS.

Genuine BMW Group Parts and Accessories adhere to stringent quality and environmental testing and are the result of intense research and development. With a genuine product, BMW Group customers can legitimately rely on the highest quality standards. Counterfeit products may have a huge negative impact on the safety of an automobile, not only causing wear-and-tear and damage but also accidents, as shown in the examples below.

AIR FILTER ELEMENT.



Safety risks of counterfeit products:

- Increased dust permeability.
- Insufficient water stability.
- Inferior capacity.

Possible consequences:

Increased, premature engine wear-and-tear, shorter service intervals.

OIL FILTER.



Safety risks of counterfeit products:

- Leaking end discs which break off in the hot engine oil.
- Decreased burst pressure.
- Very poor dust absorption capacity.

Possible consequences: Serious engine damage.

BE ON THE SAFE SIDE.

Product counterfeiters are highly inventive in making counterfeit products look like the original. For this reason, consult your BMW or MINI Authorised supplier for advice. If you come across a suspicious product, share your observations and help contain product piracy:

www.bmwgroup.com/brandprotection

SPARK PLUGS.



Safety risks of counterfeit products:

- Insufficient thermal resistance.
- Poor flammability.
- Inferior quality material.

Possible consequences:

Serious engine damage due to poor function.

BRAKE PADS.



Safety risks of counterfeit products:

- Almost no frictional resistance.
- Poor fitment to braking system.
- Very poor component connection.

Possible consequences: Much reduced braking effect.