Press Release

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Mondial Assistance and BMW Celebrate 25 Years Of Partnership
Setting the Standard Across the Globe In Roadside Assistance

Mondial Assistance and BMW AG are celebrating the 25th year of BMW Mobile Service, the successful brand dedicated breakdown assistance service, created through their long-running co-operation. Coinciding with the anniversary is BMW's renewal of its pan-European contract with Mondial Assistance, confirming a continued commitment to driving forward the success of the partnership.

Twenty-five years ago,
BMW created the BMW Mobile Service, designed to keep BMW customers on the road, assisted by highly qualified technical experts, round the clock, 365 days a year. Today, the service continues to provide BMW customers with one central source for assistance, which combines a comprehensive network of skilled roadside technicians and partners with the most innovative, satellite based, fleet management and tracking systems.

The overriding objective of every professional involved in the delivey of BMW Mobile Service is to identify and solve technical problems and get the customer's BMW or MINI back on the road again as soon as possible. Evidence of this are the BMW Service Mobiles that are a familiar sight in a number of countries that are equipped with a wide range of Original BMW and MINI parts, special tools and diagnostic equipment. This level of expertise ensures that customers continue their journey in as much as 90% of all cases in some markets.
Should it be necessary, a customer's car will be towed to the nearest BMW Service Centre for repair, in many cases outside of the normal working hours and on weekends. The BMW and MINI mobility scheme "Mobile Care" covers the cost in continental Europe of taking a taxi, renting a car, staying overnight at a hotel or having one's car transported back home, ensuring minimal disruption on any trip or holiday.

"Whilst a technical defect or breakdown is rare for our customers, in partnership with Mondial Assistance, drivers of a BMW or a MINI can rely on qualified support and assistance very quickly," explains Josef Hillenbrand of BMW AG. "We believe our service is unrivalled by any of our competitors, and key to this is that our roadside assistance experts are trained by us and are best placed to identify and repair any defect. Customers simply call the dedicated BMW Breakdown Assistance number to reach BMW on a direct line. The service is seamless, delivering a quick and accurate diagnosis that allows the customer to continue on their journey in the majority of cases.

"The speed and efficiency of assistance is one of the most important elements of achieving the strongest levels of customer satisfaction. The BMW brand represents high technical standards and by working with Mondial Assistance, we have been able to match our quality of service through the BMW Mobile Service. We look forward to working together as BMW and Mondial Assistance continue to set the standard of excellence in roadside assistance."

BMW's roadside assistance service from Mondial Assistance now includes teleservices for remote trouble-shooting. Through BMW ConnectedDrive, BWM specialists at the operations

centre can diagnose and locate problems remotely over the telephone. In some cases, the master technician can remedy the defect via a secure telephone line, resetting the car's control unit and allowing the customer to continue their journey. Together BMW and Mondial Assistance continue to embrace the latest technology to deliver pioneering assistance solutions.

Simon Cook of Mondial Assistance adds, "We are delighted to be celebrating 25 years of working with BMW. Over the course of this solid relationship we have developed a service which has set a global standard for roadside assistance. BMW's contract renewal illustrates just how much more we have to offer in the 14 European markets that we currently support.

"This contract marks our commitment to providing BMW with a service that not only meets, but exceeds the needs of their most discerning customers, by delivering fast, effective assistance when and where they need it most."

Mondial Assistance: an intervention every 2 seconds around the world.
International leader in Assistance, Travel Insurance and Personal Services, today the Mondial Assistance Group counts more than 9 817 employees who speak 40 different languages and work throughout the world with a network of 400,000 service providers and 180 correspondents. 250 million people, or 4% of the world's total population, benefit from its services, which the Group provides on all five continents. Mondial Assistance is a member of the Allianz Group.

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