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BMW boosts warranty on certified 2007 models

Shawn Wright

Automotive News -- February 7, 2010 - 12:01 am ET

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BMW of North America is upping the ante on its no-cost maintenance plan, adding an additional two years or 50,000 miles on select certified pre-owned 2007 models sold between Feb. 2 and March 31.

The upgrade is activated when a new-car transferable four-year or 50,000-mile warranty expires. BMW customers with certified pre-owned 2007 3 Series, 5 Series and 7 Series are eligible to receive the no-cost maintenance plan upgrade that ups the warranty to six years or 100,000 miles.

"That's the bread and butter, the heart of our lineup," Russ Lucas, manager of BMW Pre-Owned Sales, said. "They represent 45 percent of our sales. In the next 60 to 90 days, I think we'll see more sold."

The plan covers all service inspections, oil service, wiper blades, and normal wear and tear, like oxygen sensors and brake and clutch replacements. BMW estimates that costs for those services could amount to \$1,800 over two years without a maintenance plan. The deal is conditional upon standard BMW Financial Services rates.

"The intent is to attract additional customers to BMW's used car business who still have reservations about the reliability and overall value of certified pre-owned cars," BMW said in a statement.

Last year, BMW's certified pre-owned sales rose 9.5 percent to 114,423. The increase was a new record year for the program.

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2/8/2010 8:23 AM EST

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