

Retail Operator / General Manager	Sales - New Car	Sales - Pre-Owned	Business Manager (F&I)	Service	Parts & Accessories	Administration
Date: October 7, 2016	Source: Aftersales Business Development & Marketing		Replaces:			
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	Title: Sr. Product Manager – M Performance & Technology					



## BMW Aftersales Business Development & Marketing BMW Remote Engine Start



**Aftersales Business Development & Marketing is excited to announce the availability of the new Remote Engine Start (REnS) for select models!** The new BMW Remote Engine Start is the perfect solution for those who prefer to warm up or cool down their car from the comfort of their home. The system utilizes the customer's existing keys and is activated by three presses of the lock button. The system communicates with the vehicle's control units to ensure that the vehicle is safe to start.

### Product Highlights/Benefits:

The BMW Remote Engine Start has full integration into the vehicle's existing systems and keys.

- **Convenience:** Warm up or cool down your car from the convenience of your own home or office.
- The system remains on for **20 minutes** before automatically shutting off.
- **Intuitive** and seamless activation from the existing keys.
- **Easy to use:** Simply push the lock button two times, then press and hold it a third time (for about 1-2 seconds) to trigger a remote start
- All remote start kits are coded parts that require an additional coded key to be used during the installation of the remote start system.
- **Note:** For a remote start to occur: all windows, doors, and sunroof openings must be closed, the electronic parking brake must be engaged with the automatic transmission in park, the vehicle must be locked, the vehicle must be void of fault codes, and the low fuel warning light must not be active. After a remote start, the vehicle is required to be started manually and put into drive before another remote start can occur.

### Best Practices:

- During new or used car sales this accessory can be offered to a customer who enjoys the comfort of entering a vehicle that has already been pre-conditioned.
- Inform existing owners of this new accessory when they visit the dealership for service.
- Install on loaner and demo vehicles to show customers its benefits.
- View **OL2064 – Remote Engine Start** video on TMSI for complete product details.
- View **OL7016 – Remote Engine Start Installation** video on TMSI for installation assistance.

**Product Offering:**

BMW Remote Start is currently available for the following BMW models:

Description	E-Code	Series	Part Number	VIA Code	MSRP
BMW Remote Engine Start Unit	F10 LCI	5 Series (excl. M5 & Hybrid)	64 50 2 408 984	Z42	\$ 525.00
	F15/F16	X5/X6 (excl. M & Hybrid)		N/A	
<b>Required Parts</b>					
F10 LCI Key Fob*	Please Consult ETK				\$ 285.00
F15/F16 Key Fob*	Please Consult ETK				\$ 300.00
Betalink K2*	83 19 2 444 028				\$ 65.00
Betalink K2 Applicator Gun**	83 19 2 446 568				\$ 95.00
<b>Complete Kit Cost (Parts Only)</b>					
Remote Engine Start Unit + F10 LCI Key Fob + Betalink					\$ 875.00
Remote Engine Start Unit + F15/F16 Key Fob + Betalink					\$ 890.00

\*Additional Key and Betalink K2 required in addition to the Remote Start kit.

\*\*Applicator gun can be reused by technician for multiple remote start installations.

**Note:** Pricing may be rounded and is subject to change. Refer to online ordering or the VIA Parts & Billing Guide for VIA option code pricing.



Recommended installation time: 3 hours or less, depending on the vehicle.

**Contact Information:**

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