

Subject: BMW Group Affinity Programme

Good afternoon, I would like to introduce the **BMW Group Affinity Programme** for serving and retired Police Officers called “**BMW GROUP Military & Emergency Services**”. The programme runs exclusively online and from the group’s only showroom based on Park Lane in London’s Mayfair area.

This scheme gives you and your immediate family the opportunity to benefit from exclusive stock offers and bespoke factory orders on the full range of BMW models, the complete MINI range, BMW Motorrad Bikes and the growing range of BMWi vehicles and Plug-In Hybrids.

To access a selection of these offers visit: www.bmw-ukforces.co.uk

I’ve also attached a jpeg image for you to please on your Polfed website which will allow all your members access to the site and these exclusive offers, plus a PDF which you can print off for staff notice boards and forward to your members.

These offers are direct from BMW Group and not available to the general public or from your local BMW/Mini franchised dealership.

I would like to opportunity to come and explain how our programme works and the full benefits your members would receive in addition to these exclusive discounts.

Looking forward to hearing from you.

Kind regards

Russell

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