

BMWOR Policy Document

BMW Motorcycle Club
BMW Owners Register
of New Zealand



Policy Name **Introductory Membership**

Initiated By

Document Owner(s)	
BMWOR Board	

Policy Version Control

Version	Date	Author	Change Description
1	July 2017	G. Williams	Document created
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Purpose

The Introductory Membership Policy underpins the partnership between the BMW Owner's Register of New Zealand (the Club) and BMW Motorrad New Zealand's dealer network (BMW Dealers) to promote loyalty to the BMW brand and the camaraderie of BMW riders.

The intent of this policy is that by Authorised BMW dealers offering 'Introductory Membership' to people buying new or used BMW motorcycles, people will base a commitment on joining the Club as a fully paid up member on their experience with the Club over the introductory period, i.e. try before you buy.

There is no cost to the BMW Dealer.

The policy provides benefits to:

- BMW Dealers – as a mechanism to sustain and grow brand loyalty and its returning customer base at no cost
- the Club – in supporting its vision of “being the motorcycle club of choice for all BMW owners” and a step toward achieving its membership retention and growth goals
- purchasers of BMW motorcycles - gives purchasers access to the Club's activities, monthly newsletter and an exclusive, comprehensive insurance package at a discounted premium from AON before they commit to full membership¹

¹ Discounted premium rates from AON Insurance in subsequent years are contingent on Club membership fees being paid.

Procedure

BMW Dealers

1. At the time of purchase, BMW Dealers will ascertain whether buyers of new or used BMWs are currently members of the Club.
 - If yes, no further action need be taken
 - If no, BMW Dealers will:
 - offer an 'Introductory Membership' to the Club for a period of 12 months from the purchase date
 - explain that a core benefit to the Purchaser is the exclusive, comprehensive insurance package at a discounted premium offered by Aon to club members and the monthly newsletter of social and riding events
2. If the offer of 'Introductory Membership' is accepted, the BMW Dealer will capture the buyer's details on the 'Introductory Membership Form' provided by the Club.
3. The forms will be:
 - Preferably scanned and sent by the BMW Dealer to secretary@bmwor.org.nz; or
 - Collected from the BMW Dealer by the Club's Area Representative at the end of each month and delivered to the Secretary.

The Club

4. On receipt of 'Introductory Membership Forms', the Secretary will:
 - allocate a membership number for the Introductory Member
 - Where an email address is available, send a welcome email containing:
 - outlining the period of Introductory Membership,
 - the benefits extended as an Introductory Member,
 - how to become a full financial member
 - attach an electronic copy of the most recent newsletter
 - Where an email address for the Introductory Member is available, and add the Introductory Member's email address to Monthly Newsletter email list
 - Where no email address is available, the Secretary will send:
 - A Welcome letter and a physical copy of the Club's most recent newsletter.
 - Where no email address is available, add the Introductory Members physical address to the monthly physical Mail out list.
 - Send advisory emails to the Membership Secretary and the appropriate Area Representative.
5. The Membership Secretary will note that a new member has been added to the Database.
6. The Area Representative (or their delegate) will contact Introductory Members as soon as practically possible on receipt of notice. They will introduce themselves and their role. They are the person responsible for building a relationship at a local level that encourages 'Introductory Members' to become 'Owner Members'.

