

WITHOUT A DOUBT, AN ORIGINAL.

BMW GROUP BRAND PROTECTION.



**BMW
GROUP**

THE NEXT
100 YEARS





COUNTERFEIT PRODUCTS – REAL THREATS.

The products of the various BMW Group brands are particularly attractive and desirable. This is a good thing to know, but it does have a darker side.

Trends in recent years reveal a significant increase in the illegal production and global distribution of counterfeited Original BMW/MINI Parts, Original BMW/MINI Accessories and products in the Merchandising & Lifestyle category. What may appear to be an unbeatable bargain at first sight can soon prove to be of inferior quality and a danger to your personal safety. The economic repercussions are also immense.

Counterfeited products are not only illegal, they can also have disastrous consequences for drivers, passengers, the vehicle and other road users.

Protect yourself and others against the consequences of counterfeit products by purchasing original parts and accessories exclusively from your authorised BMW or MINI Partner, or by seeking their expert advice.

THE DANGERS AND IMPACTS OF COUNTERFEIT PRODUCTS.

1. INCREASED SAFETY RISK.

Counterfeit parts are not subject to the BMW Group's high quality standards. They can seriously impair the functions and safety of your vehicle.

2. REDUCED SERVICE LIFE.

The frequently encountered inferior quality of counterfeit parts can be a source of wear and tear and vehicle damage that simultaneously increases repair and maintenance costs and shortens the life of the vehicle.

3. LESS DRIVING PLEASURE.

Counterfeit parts are not tested for compatibility with the models for which they are offered. As a rule, they cannot ensure the same driving dynamics and safety as original products that are developed and precisely manufactured for BMW and MINI vehicles.

4. NEGATIVE IMPACT ON THE ENVIRONMENT AND THE ECONOMY.

The production of Original BMW Group Products fulfils the most stringent environmental standards – such high standards are rarely observed in the case of counterfeit parts. Moreover, for every counterfeit part jobs are put at risk which negatively impacts the economy.

5. WARRANTY AND LIABILITY CLAIMS.

The warranty and liability claims for the vehicle may no longer apply if damage is caused by a counterfeit part.

ACCEPT NOTHING LESS.

Original BMW Group Parts and Accessories adhere to stringent quality and environmental testing and are the result of intense research and development. With an original product, BMW Group customers can legitimately rely on the highest quality standards. Counterfeit products may have a huge negative impact on the safety of a vehicle, not only causing wear and tear and damage but also accidents, as shown in the examples below:

AIR FILTER ELEMENT.

Original:



Counterfeit:



Safety risks of counterfeit products:

- Increased dust permeability.
- Insufficient water stability.
- Inferior capacity.

Possible consequences:

Increased, premature engine wear and tear, shorter service intervals.

OIL FILTER.

Original:



Counterfeit:



Safety risks of counterfeit products:

- Leaking end discs which break off in the hot engine oil.
- Decreased burst pressure.
- Very poor dust absorption capacity.

Possible consequences: Serious engine damage.

BE ON THE SAFE SIDE.

Product counterfeiters are highly inventive in making counterfeit products look like the original. For this reason, consult your authorised BMW or MINI Partner for advice. If you come across a suspicious product, share your observations and help contain product piracy:

Brand-Protection-Team@bmwgroup.com

WHEEL RIMS.

Original:



Counterfeit:



Safety risks of counterfeit products:

- Inferior materials.
- Inferior construction and finishing.
- Insufficient strength and stability.

Possible consequences:

Structural failure, tyre pressure loss, unstable vehicle handling.

BRAKE PADS.

Original:



Counterfeit:



Safety risks of counterfeit products:

- Lower friction coefficient.
- Poor fitment to braking system.
- Very poor component connection.

Possible consequences: Much reduced braking effect.



CONTACT.

Please consult the BMW Group Brand Protection Team if you have any further questions.

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