

BMW Excellence Club Membership Terms and Conditions:

- Membership to the BMW Excellence Club is available to **owners of the BMW Luxury Class - BMW 7 Series and BMW i7**. The vehicle must be brand new and acquired from an authorized BMW dealership. (Terms and conditions applied)
- Each VIN number grants access to 25,000 BMW JOY Tokens to redeem exclusive privileges or engage in activities of the member's choice during the membership period.

BMW Excellence Club Membership Duration:

- BMW Excellence Club membership is valid for 3 years from the date of successful registration. (e.g., if you register on January 15, 2024, your membership will be valid from 15 January 2024 – 15 January 2027). You can redeem BMW JOY Token for exclusive privileges throughout the membership period.
- To check your membership expiration date, visit the LINE Official Account: @BMWExcellenceClub and select the "My Profile"

BMW Excellence Club Membership Registration:

- Register through the LINE Official Account: @BMWExcellenceClub only.
- You will need to provide your Vehicle Identification Number (VIN number) and the mobile phone number registered with your dealer during the registration. If there are changes to your information or any issues with registration, please contact the **BMW Excellence Club Concierge by The Black Tie Service at 02 055 9595, available 24 hours a day**. Your membership status and electronic membership card will be available on the LINE Official Account within 45 business days.
- BMW Excellence Club membership is only available to the registered owner of the vehicle. If you wish to transfer your membership rights, please contact the BMW Excellence Club Concierge by The Black Tie Service at 02 055 9595, available 24 hours a day. The transfer of membership rights is limited to only one time throughout the membership period and must be completed before redeeming any privileges. Eligible members must be at least 18 years old.
- Membership registration for the BMW Excellence Club must be completed within 90 days after vehicle delivery. Failure to register within this period will result in the forfeiture of membership rights.

- Changes or termination of membership will result in the loss of access to privileges, and any unused BMW JOY Token is non-transferable, non-refundable, and non-redeemable for cash or kind.
- Exclusive privileges are for BMW Excellence Club members only. Right cannot be transferred to others, except for transferring to family member living in the same house registration or a legal child. Transfers must be processed through the BMW Excellence Club Concierge by The Black Tie Service at 02 055 9595, available 24 hours a day before using the services each time.
- This privilege is exclusive to you; it is non-transferable, non-refundable, and non-redeemable for cash.
- Membership criteria are subject to the terms and conditions of the BMW Excellence Club program. BMW (Thailand) Co., Ltd. reserves the right to change these conditions. Stay informed about updates by following the LINE Official Account: [@BMWExcellenceClub](https://line.me/R/ti/p/@BMWExcellenceClub) or visiting www.bmw.co.th/en/discover/bmw-excellence-club.html In case of disputes, the company's decision will be final.

BMW Excellence Club Privilege Redemption:

- Exclusive privileges are for BMW Excellence Club members only. Right cannot be transferred to others, except for transferring to family member living in the same house registration or a legal child. Transfers must be processed through the BMW Excellence Club Concierge by The Black Tie Service at 02 055 9595, available 24 hours a day before using the services each time.
- Privileges are available only to members who maintain valid membership status. Please present your electronic membership card along with a privilege code, SMS, or email confirmation of your reservation from the BMW Excellence Club Concierge by The Black Tie Service before receiving service.
- Privilege redemption will be available within 45 business days of successful registration.
- Exclusive privileges can be redeemed via the LINE Official Account: [@BMWExcellenceClub](https://line.me/R/ti/p/@BMWExcellenceClub) or by contacting the BMW Excellence Club Concierge by The Black Tie Service at 02 055 9595, available 24 hours a day.
- For privileges that require advance booking according to partners or service providers' conditions, you can redeem via the LINE Official Account: [@BMWExcellenceClub](https://line.me/R/ti/p/@BMWExcellenceClub).

Please contact the BMW Excellence Club Concierge by The Black Tie Service at 02 055 9595, available 24 hours a day, to confirm your redemption.

- In case of changes or cancellations, notify the BMW Excellence Club Concierge by The Black Tie Service in advance, as specified by the service provider. If changes or cancellations are made with insufficient notice, or if you do not show up for your reservation, the privilege will be considered fully used, and BMW JOY Token will not be refunded under any circumstances.
- You can check the expiration date of your BMW JOY Token and the validity period of privileges via the LINE Official Account: @BMWExcellenceClub. If privileges are not used within the designated period, they will expire, and BMW JOY Token will not be refunded under any circumstances.
- This privilege is exclusive to you; it is non-transferable, non-refundable, and non-redeemable for cash and cannot be used in conjunction with any discount and/or other promotions from partners or service providers.
- In cases where additional charges or services are used beyond the terms and conditions, BMW Excellence Club member is responsible for any extra costs, which must be paid directly to the service provider.
- The company reserves the right to deny service if a code is used multiple times or fully redeemed.
- The company reserves the right to change the terms and conditions of privileges. Members can check for updates via the LINE Official Account: @BMWExcellenceClub or at www.bmw.co.th/en/discover/bmw-excellence-club.html
- The exclusive privileges are provided by partners, and the company is not responsible for any damages resulting from the use of these services.
- The terms and conditions of exclusive privileges are as defined by the company. In case of disputes, the company's decision will be final.