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Oem position meaning.

BMW  
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#### 4. The design: A precision-focused showcase of luxury and innovation.

- Commanding presence, sporting elegance, body lines and a powerfully controlled surface design.
- Focus on the driver and atmosphere of well-being come together to harmonious effect in the interior.
- Design Pure Excellence and M Sport package allow carefully judged individualisation.

The design of the new BMW 7 Series provides an authentic showcase for a modern interpretation of luxury very much in keeping with the times. The technological progress and myriad innovations which mark out both the driving experience and long-distance comfort of the new BMW 7 Series are reflected in the high-quality appearance of the exterior and interior, every detail of which has been designed with meticulous precision. The design lends emotionally powerful, appeal-enhancing expression to the luxury sedan's product substance, underpinned as it is by exceptional development expertise. As you'll know the first time you set eyes on it: the new BMW 7 Series is the flagship model of the current BMW range.

The new BMW 7 Series represents a unique, emotionally rich combination of sporting refinement, exclusive elegance, advanced technology and top-class workmanship. Harmonious proportions, powerfully controlled surfaces and precise lines form a harmonious balance of hallmark BMW dynamics and status-conscious presence. Inside, the new BMW 7 Series envelops its occupants in a luxurious atmosphere of well-being. The designers placed particular importance on creating a consistent overall appearance for the interior. The cabin is framed by predominantly horizontal surfaces and lines, presented in stylistically assured colour and material compositions and generating a relaxed atmosphere in which to while away the miles.

**Flagship model with forward-thrusting dynamism and a focused look.**  
Like its predecessor, the new BMW 7 Series is offered in two body variants. The wheelbase of the extended version of the luxury sedan is 14 centimetres longer, at 3,210 millimetres, and offers extra rear space as a result. At 5,096 millimetres in length (long-wheelbase version: 5,238 mm), 1,902 mm in width and 1,476 (1,485) in height, the new BMW 7 Series is the largest series-produced car the brand has ever built. Both body variants display familiar BMW proportions, headlined by a long bonnet, short front overhang,




Here at Ask I-CAR, we frequently receive questions regarding OEM (Original Equipment Manufacturer) position statements. These statements provide crucial information on what an OEM allows or disallows across their model lineup. In this article, we'll delve into the significance of OEM position statements and how they can aid in making informed decisions. For those unfamiliar, OEM position statements are essentially guidelines provided by manufacturers to inform technicians about specific repairs, calibrations, and procedures. By understanding these statements, technicians can ensure a complete, safe, and quality repair.

June 15, 2012								
Read if Red	DEALER PRIN	GENERAL MGR	SALES MGR	CPO MGR	SERVICE MGR	PARTS MGR	WARRANTY MGR	F&I MGR
From: Audi After Sales Mark Allen				Action Required: NO		Deadline: N/A		
<p><b>Audi Collision Repair Position Statement of Repair: Suspension, Steering and Drive Axle Parts Replacement</b></p> <p>To promote and maintain its rigorous standards of quality and safety, Audi provides collision repair centers with the following important information regarding collision repair and parts replacement on Audi vehicles.</p> <p>Audi suspension, steering and drive axle components are constructed of special alloys that include aluminum, nodular iron, and special steel alloys. Audi does not support the use of recycled parts, commonly known as "junk yard" parts, since there would be no clear indications of previous damage to these parts. Crack-fatigue damage can only be detected by sophisticated testing such as dye penetrant, zyglow, magnaflux, or x-ray. Alignment of critical surfaces cannot be checked by visual inspection only, but require the proprietary design blueprint.</p> <p>WARNING: Recycled suspension, steering and drive axle parts may not meet the specifications of genuine Audi suspension, steering and drive axle parts, and are not an acceptable method of repair on any Audi vehicle. Recycled suspension, steering and drive axle parts, or any suspension, steering and drive axle parts, are not approved by Audi, and may cause unsafe vehicle operation and performance, including loss of control which may result in injury or death.</p> <p># of ATTACHMENT(S): 0</p> <p>Dealer personnel will receive this material via email by 9:30 a.m. on <b>Monday, June 18.</b></p>								



By understanding these statements, technicians can ensure a complete, safe, and quality repair. BMW, for instance, offers its position statements (service bulletins) on their website, although access requires a paid subscription. To find the statements, visit [www.bmwtechinfo.com](http://www.bmwtechinfo.com), log in or purchase a subscription, click on Service Information, select Service Bulletins, and utilize the search bar to locate specific documents. In conclusion, OEM position statements are vital resources for technicians seeking to provide top-notch repairs.

Dealer Communication



February 22, 2012

Read If Red	DEALER PRIN	GENERAL MGR	SALES MGR	CPO MGR	SERVICE MGR	PARTS MGR	WARRANTY MGR	ABS
From: Audi After Sales Mark Allen				Action Required: NO		Deadline: N/A		

Audi Collision Position Statement of Repair Recycled Parts

To promote and maintain its rigorous standards of quality and safety, Audi provides collision repair centers with critical information pertaining to collision repair and parts replacement on Audi vehicles. Audi does not support the repair of Audi vehicles with recycled vehicle parts or assemblies. This is of particular concern for any parts and assemblies which are welded, riveted or bonded to or part of the vehicle structure during the manufacturing process. Audi does not approve the replacement of structural panels, members, or assemblies (e.g., clipping or partial clipping) with recycled parts for Audi vehicles.

Body sectioning of any type is not an acceptable method of repair on any Audi vehicle, for the following reasons:

- The process presents repair issues with regard to fit, finish, vehicle alignment, functionality, and reliability.
- The process does not meet Audi standards for corrosion protection and construction.
- Body sectioning modifies the strength and safety of the original vehicle design.
- The process increases vehicle noise, vibration, harshness, and the risk of water leaks.
- Body sectioning raises issues of warranty and quality and may depreciate the value of the vehicle.
- Body sectioning is not covered under the Audi new vehicle limited warranty.
- Damage to or failure of an Audi part caused by body sectioning or improper repair is not covered under the Audi new vehicle limited warranty.

# of ATTACHMENT(S): 0

Dealer personnel will receive this material via email by 9:30am on **Thursday, February 23<sup>rd</sup>**.

These statements provide crucial information on what an OEM allows or disallows across their model lineup. In this article, we'll delve into the significance of OEM position statements and how they can aid in making informed decisions. For those unfamiliar, OEM position statements are essentially guidelines provided by manufacturers to inform technicians about specific repairs, calibrations, and procedures. By understanding these statements, technicians can ensure a complete, safe, and quality repair. BMW, for instance, offers its position statements (service bulletins) on their website, although access requires a paid subscription. To find the statements, visit [www.bmwtechinfo.com](http://www.bmwtechinfo.com), log in or purchase a subscription, click on Service Information, select Service Bulletins, and utilize the search bar to locate specific documents. In conclusion, OEM position statements are vital resources for technicians seeking to provide top-notch repairs. By familiarizing oneself with these statements, professionals can ensure a complete, safe, and quality repair, while also staying up-to-date with the latest information from manufacturers. A BMW representative explained that the company documents its repair instructions to provide accurate procedures for specific vehicle configurations. Certified Collision Repair Centres can access these procedures free of charge, while other shops can obtain them through the BMW Tech Info website for a fee. The company requires certified shops to use new OEM parts only, as recycled parts are outside their chain of custody and may have unknown histories. Instead of allowing alternative parts, BMW provides support to help certified shops make attractive offers to customers. BMW also demands that collision repairers rivet vehicles that were originally welded together by the automaker. This is a quality control technique that ensures the repair is done correctly and will withstand subsequent accidents. The process eliminates guesswork and provides corrosion protection for the vehicle. To learn more about these topics, join the OEM Collision Repair Technology Summit during the SEMA Show in Las Vegas on November 2. Space is limited, so early registration is encouraged. This event is part of the Society of Collision Repair Specialists' Repairer Driven Education Series from October 30 to November 3. Corrosion protection for bonded and riveted joints is crucial, according to experts. To address this issue, repair methods must be decisive in providing adequate protection. In contrast, interior trim and leather repair within a BMW requires DIY skills, as the OEM does not provide instructions. While the practice isn't prohibited, it's also not explicitly supported. The next Guild 21 call will take place on October 12 at 2 p.m. Eastern, featuring George Avery of AveryKnows, formerly with State Farm. Registration is available [here](#). For more information, visit the BMW Certified Collision Repair Centers' [website](#) or explore featured repair procedures.