



Genuine BMW Parts

BMW does not just stand for dynamic performance, it also stands for quality and reliability. Safety, accuracy of fit and performance are of the utmost importance to ensure untroubled driving enjoyment. Use Genuine BMW Parts and you will keep things that way throughout the entire operating life of the vehicle.

Genuine BMW Parts

Genuine BMW Parts are replaceable components of the BMW vehicle, designed to maintain a BMW's performance just as it was when it left the factory. Replacement and exchangeable parts designated as Genuine BMW Parts are of the same quality as used in the BMW factory. Whether BMW produces these parts or sources them from contract suppliers, all Genuine BMW Parts are produced to high standards, approved by BMW AG Quality Control and released and labeled as Genuine BMW Parts.

Advantages

There are many parts suppliers offering highly attractive prices. However, focusing purely on price alone can mean overlooking important criteria, including quality, operational reliability, accuracy of fit and application period. Genuine BMW Parts fulfill all of these requirements because Genuine BMW Parts match the original in every detail.

Every individual Genuine BMW Part is subject to the same standards as the BMW it is designed for, from quality assurance through to the warranty. High safety and quality of a Genuine BMW Part is guaranteed through a process of continuous technological development.

Genuine BMW Parts keep the vehicle in its original condition. For this reason, all parts are matched to the appropriate model. The accuracy of fit and quality of every part ensures that the components are consistent with the vehicle's specification and performance.

Another benefit of Genuine BMW Parts is the freedom from maintenance. All components are durable and as a rule, maintenance free. There are over 3000 engineers at the BMW Research and Engineering Centre, each devoted to maintaining these high standards.

Advanced technology requires equally advanced maintenance and repair methods. Consequently, work on the vehicle should be carried out by BMW Service or a repair shop that uses personnel trained to BMW standards. When work is performed improperly, there is a danger of consequential damage with its associated safety risks.

BMW recommends using only parts and products for the vehicle that are approved by BMW. These parts and products were tested by BMW for their safety, function and suitability, and BMW accepts product responsibility for them.

Equally, BMW cannot assume liability for parts or products of any kind not approved by BMW. BMW cannot judge whether every individual product of outside origin can be installed without a safety risk and therefore, cannot assume the warranty, even if a country-specific regulatory authorisation was issued. Such tests cannot always take into account all operating conditions for BMW vehicles and are therefore insufficient.





Motorsport know-how

The commitment to motor sport underscores the sporting credentials of the BMW brand. Every BMW victory on the racetrack provides valuable experience that BMW directly transfers into its production series. In addition, the results from both research and intensive testing are incorporated into Genuine BMW Parts, for durability and reliability you can rely on. Even the smallest screw is tested hundreds of times and specifically matched to every vehicle.

For all these reasons, you can be as confident of the performance and safety of Genuine BMW Parts as you are of a BMW itself.



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