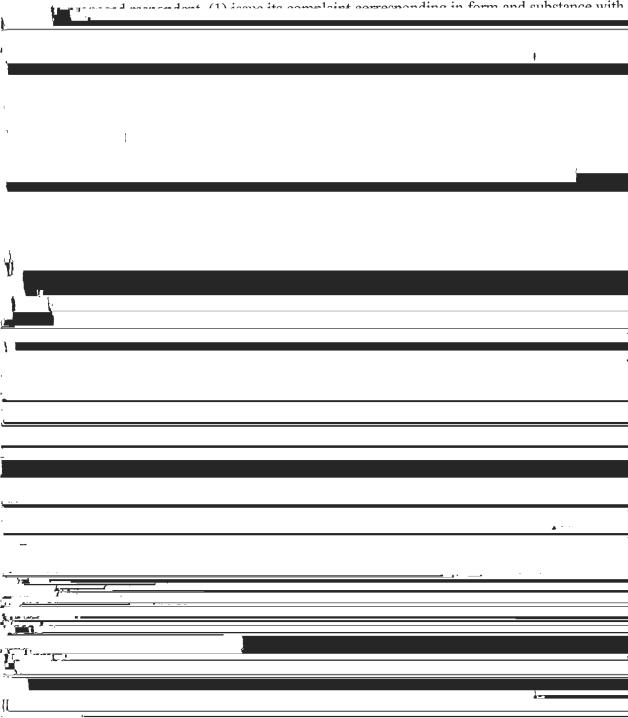
## UNITED STATES OF AMERICA FEDERAL TRADE COMMISSION

In the Matter of  BMW of North America, LLC, a limited liability company.	) ) ) FILE NO. 132 3150 ) ) AGREEMENT CONTAINING ) CONSENT ORDER
practices of BMW of North America, LLC ("	onducted an investigation of certain acts and proposed respondent"). Proposed respondent,
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its complaint (in such form as the circumstances may require) and decision in disposition of the proceeding.

- Proposed respondent neither admits nor denies any of the allegations in the draft complaint, except as specifically stated in this order. Only for purposes of this action, proposed respondent admits the facts necessary to establish jurisdiction.
- This agreement contemplates that, if it is accepted by the Commission, and if such acceptance is not subsequently withdrawn by the Commission pursuant to the provisions of Section 2.34 of the Commission's Rules, the Commission may, without further notice



- 6. "Competent and reliable scientific evidence" means tests, analyses, research, or studies that have been conducted and evaluated in an objective manner by qualified persons, using procedures generally accepted in the profession to yield accurate and reliable results.
  6. "Implied wayway ty" magnetical wayway to give lead your state law (or madified by the law).
- 6 "Implied warranty" means an implied warranty arising under State law (as modified by 15 U.S.C. §§ 2308 and 2304(a)) in connection with the sale by a supplier of a consumer product.
- Warrantor" means any supplier or other person who gives or offers to give a written warranty or who is or may be obligated under an implied warranty.

	warranty or who is or may be obligated under an implied warranty.
8.	"Written warranty" means—
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IT IS FURTHER ORDERED that Respondent, directly or through any corporation, subsidiary, division, or other device, in connection with the advertising, promotion, offering for sale, sale, or distribution of any MINI Division good or service shall not:

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five (5) years after the date of issuance of the five (5).	at Respondent and its successors and assigns, shall, for this Order, maintain and upon request make available
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IT IS FURTHER ORDERED that Respondent within sixty (60) days after the date of "

	service of this order, shall file with the Commission a true and accurate report, in writing, sett forth in detail the manner and form of its compliance with this order. Within ten (10) days of receipt of written notice from a representative of the Commission, Respondent shall submit
सह इंग्र	This order will ferminate twenty (20) years from the date of its issuance, or twenty (2 years from the most recent date that the United States or the Federal Trade Commission files applied (1) it or without an accommon recent decree) in federal court allocing any
	violation of the order, whichever comes later; <u>provided, however</u> , that the filing of such a

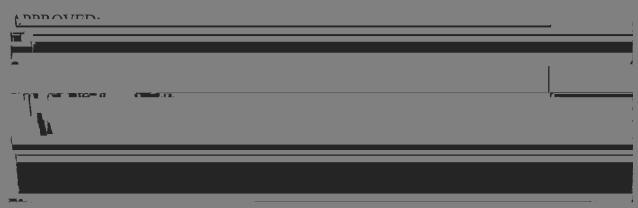
A. Any Part in this order that terminates in less than twenty (20) years;

complaint will not affect the duration of:

- B. This order's application to any Respondent that is not named as a defendant in such complaint; and
- C. This order if such complaint is filed after the order has terminated pursuant to this Part.

## BMW of North America, LLC

Date:	Ву:	Howard J. Harris HOWARD S. HARRIS Secretary BMW of North America, LLC
<b>a</b>	Ву:	DANIEL S VRIN MORGAN, LEWIS & BOCKIUS LLP Attorney for Respondent
Date:	Ву:	SVETLANA S. GANS KELLY A. HORNE Counsel for the Federal Trade Commissio



Associate Director Division of Marketing Practices

JESSICA L. RICH Director Bureau of Consumer Protection