



# BMW of Fairfield



**one** | price.  
person.  
hour.  
car buying redefined.®

**THERE IS A BETTER WAY**

# THERE IS A BETTER WAY

We believe There Is A Better Way to purchase and service your vehicle –

**One Price. One Person. One Hour.®**

## **A Luxury Service Experience, even if it's not a BMW**

Convenience, Trust, and Amenities - We believe this experience should be available to all, regardless of what brand of vehicle you drive. BMW of Fairfield services all makes and models. Our team of BMW Certified Technicians is qualified to perform maintenance on all vehicles, foreign or domestic. We are excited to introduce our service processes that will make your experience easy and convenient.

BMW of Fairfield opened in the Summer of 2021 in a temporary facility while construction begins on an all new, world-class, permanent home. Our community can expect a modern car buying experience with excellent guest amenities and customer benefits that are unrivaled in Solano and Napa Counties.



**BMW of Fairfield**

2855 Auto Mall Pkwy.  
Fairfield, CA 94533  
(707) 402-1599  
[bmwfairfield.com](http://bmwfairfield.com)

**View our Hours  
and Directions**



Greetings,

Thank you for considering BMW of Fairfield for your next vehicle purchase. We recognize that there are many dealerships to choose from in our marketplace. We welcome you to compare our sales and service experiences with those of our competition; we think you'll agree that our **ONE PRICE. ONE PERSON. ONE HOUR<sup>®</sup>** model is a better way to purchase a vehicle.

We are a local, family-owned business. Our goal is to deliver world-class sales and service experiences. We always remember that we are "people serving people." Everyone expects to receive honest and respectful treatment and service. At BMW of Fairfield, integrity is our most important asset. That means we keep our promises and work to do whatever is necessary to get the job done or the problem solved.

We embrace **ONE PRICE<sup>SM</sup>** based on the belief that every customer should receive a fair price. As a customer of BMW of Fairfield, you won't have to wonder if you got a 'good deal'. We aggressively price our vehicles up-front. This practice saves you time. It provides complete transparency as you research and purchase vehicles from our dealership.

At BMW of Fairfield, you will work with just one Client Advisor – **ONE PERSON<sup>SM</sup>**. From the moment you walk through the door, place a phone call, or submit an online request for information until the moment you leave in a new vehicle. It's the BMW of Fairfield way and our customers love it!

At BMW of Fairfield, we value your time. Once you've decided on a vehicle and the purchase terms, you'd like to get behind the wheel and on your way. We aim to have every customer on their way within **ONE HOUR<sup>SM</sup>** of making these decisions.



**ONE PRICE. ONE PERSON. ONE HOUR.<sup>®</sup>**

That's my pledge to you. I hope to earn your business

**Hal Logan**

*Dealer Principal*

BMW of Fairfield



**BMW of Fairfield**

# WHY BUY FROM BMW OF FAIRFIELD?

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## FAMILY-OWNED AND OPERATED

BMW of Fairfield is a local, family-owned company with a rich history in the automotive industry. Our mission is to provide exceptional experiences to our guests, and enhance the community that we serve.

## COMMITTED TO THE COMMUNITY

We embrace the idea that a company should serve a purpose well beyond dollars and cents. Our organization gives back to the community. We make regular investments in local schools, charities, and children's facilities.

## REPUTATION

Our organization attributes its success to our team's strong guest-first mentality. We thrive on honest feedback. We use it as a method to reward those who do well. We also use it to redevelop, redefine and innovate existing and future processes.

## ALL-ENCOMPASSING AUTOMOTIVE OWNERSHIP

Our service department offers flexible service hours, online appointment scheduling, loaner vehicles and more. We're here to repair your BMW, and every other vehicle in your driveway. We want to serve you and address all of your automotive needs.



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# SHOPPING?

Here's a quick checklist:

BMW of  
Fairfield

Other  
Dealers

☐☐

Did the dealership give you their best price up-front, without haggling?

☐☐

Is your salesperson paid on commission?

☐☐

Were you asked to put down a deposit to "lock-in" your price?

☐☐

Did the value of your trade-in change based on the car you wanted?

☐☐

Did they offer to buy your car, even if you didn't buy theirs?

☐☐

Do they offer loaner vehicles and flexible service hours?

☐☐

Do you have to sit down with a high-pressure "finance" team to complete your transaction?

☐☐

Are their processes looking out for you, your family, and your community's best interests?



BMW of Fairfield



# OUR PLEDGE TO YOU

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## NO-HAGGLE UP-FRONT PRICING

At BMW of Fairfield, we aggressively price our vehicles based on current market conditions. We offer our vehicles at the low end of the market pricing spectrum to stay competitive. We only offer pre-owned vehicles which meet a strict set of quality criteria.

## NON-COMMISSIONED CLIENT ADVISORS

We compensate our Client Advisors on volume and customer satisfaction. Our staff's goal is to find the best car for you, not the car that makes the most commission. At BMW of Fairfield, we want you as a customer for life, not for only one transaction.

## SEAMLESS SALES PROCESS

Our ONE PRICE<sup>SM</sup> business model is quite different from the traditional car-buying experience. Our Client Advisors focus on your needs and wants, and picking out the right vehicle. Rapport building, customer service, and the customer experience are our focal points. Back-and-forth negotiations are unnecessary and cause stress.

## MODERN SERVICE AMENITIES

When your vehicle is in need of service, our factory-trained team of technicians is at the ready to service all makes and models. We offer rapid appointment availability and Saturday service hours to accommodate your schedule. We have shuttle services and complimentary loaner vehicles available to keep you on the road.

## 48-HOUR MONEY-BACK GUARANTEE

We offer a 48-hour money-back guarantee on every pre-owned vehicle we sell. If you're not satisfied with your vehicle for any reason, return it for a full refund.

## FINANCIAL PRODUCTS

We offer a comprehensive suite of cost-effective products designed to protect your vehicle investment. Manufacturer factory warranties, maintenance programs, service contracts, and damage coverages. We have a full range of solutions available.

## FREE CARFAX REPORT AND 30-DAY WARRANTY

We stand behind what we sell. With the sale of each pre-owned vehicle, we include a complimentary Carfax report. Most of our pre-owned vehicles come with a 30-day or 1,000-mile limited powertrain warranty (whichever comes first). Dealer warranty is not applicable to Value-Based Inventory, however, we offer a 7-Day or 150-mile return policy on these vehicles. See a Client Advisor for details.



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