



GETTING TO KNOW BM PRO.

Our Garage Pro concept is designed to help garages and technicians both learn and earn with BM Catalysts. It comprises of two online environments: an e-learning platform, BM Garage Pro, and a loyalty programme, BM Rewards Pro.

ENGINEERED FOR
CAREER EXCELLENCE



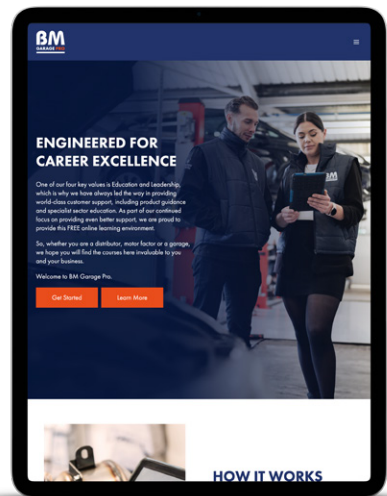


BM GARAGE PRO

BM Garage Pro is our e-learning platform, designed to help improve knowledge and understanding on hot end emissions products at an installer level. It will provide users with training and resources in a bid to help reduce warranties, while also driving brand loyalty to improve your sales on our product groups.

- Increased awareness of accessory products such as fitting kits and pressure pipes should generate improved demand from installers and create upsell opportunities for your business.
- Enhanced product knowledge should lead to fewer warranty returns.

BM Garage Pro can also be accessed by distributor branch staff who want to enhance their product and technical knowledge.



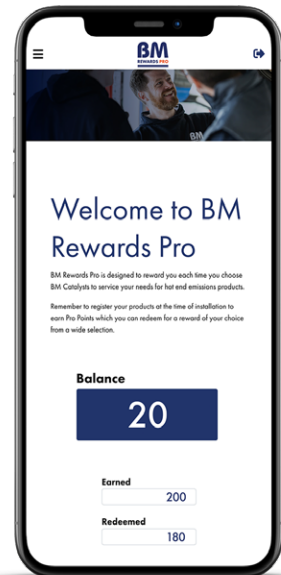
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BM REWARDS PRO

BM Rewards Pro is our loyalty programme, designed to reward installers each time they choose BM Catalysts to service their need for hot end emissions products. The idea is simple: The installer purchases a BM Catalysts product from a distributor, registers it at the time of installation and in return, receives Pro Points. These points can be redeemed for a reward from a wide range of options, or users can choose to claim an extended manufacturer's warranty.

- Product registration should make the warranty process more efficient given that the required information has already been provided by the installer.
- The initiative should drive brand loyalty towards BM Catalysts products so that installers are actively requesting them over those of other brands.



bmrewardspro.com

EXCEEDING EXPECTATIONS



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