

# **BRITISH MOTOR HERITAGE**



## **APPROVED SPECIALISTS**

### **A GUIDE TO BRITISH MOTOR HERITAGE LIMITED AND ITS INTERNATIONAL ASSOCIATION OF APPROVED SPECIALISTS**

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British Motor Heritage Limited (BMH) is dedicated to maintaining and preserving the great British car brands world-wide.

BMH manufactures and distributes parts to Approved Specialists. A wide range of original parts is available to the classic car owner through these independent businesses, which represent a select grouping of the best companies in the Classic Car market.

The British Motor Heritage Specialists are a unique organisation in the British classic car industry. Standards are maintained by BMH Specialists, with financial stability, standing in the market and quality of service all assessed by BMH.

BMH Specialists are involved with the supply of classic car parts, vehicle restoration or related services. BMH applies standards that are flexible and realistic, taking into account the skill and reputation of the company seeking approval. Highlights of the Licence Standards follow.

## THE LICENCE STANDARDS

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The Licence Standards are assessed across six key areas: **Business, Product, Equipment, Premises, Staff and Corporate Identity.**

- Business:** The Specialist will be a company of good repute with a **minimum of three years** trading experience, financially sound and with a policy of fair-trading with all its customers and suppliers. A proper administration system, appropriate to the business, will be in place.
- Product:** Specialists applying for marque approval will be assessed on the basis of individual marques and models or range of models. The Specialist will, therefore, stock an agreed range and quantity of parts for those models. All products will be of merchantable quality. Literature showing details of products or services will be produced as appropriate.
- Equipment:** The Specialist will have a range of properly maintained equipment in use, to offer quality service to customers.
- Premises:** The Specialist's premises will be clean, tidy and compatible with the size and type of business. The BMH approval sign and the marque trade marks will be displayed, relating to the marque Licences held.

**Staff:** The staff will be competent, knowledgeable and skilled in the duties they perform, particularly with regard to marque and model speciality.

**Corporate Identity:** Licensed Specialists will adhere to the principles of Corporate Identity set down by BMH. BMH will give assistance and advice on all aspects of the right of trade mark use, design and colour.

## **THE BENEFITS OF BRITISH MOTOR HERITAGE APPROVAL**

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- Join the leading association in the British classic car industry.
- Use of the “British Motor Heritage Approved” trade mark - the sign of classic quality.
- Use of the classic marque trade marks which form the history of the British motor industry.
- Direct access to BMH original equipment manufactured product.
- Promotion of the BMH Specialists as a reputable and expert association.
- Brand image and support by BMH.
- International protection of the rights of use of the marque trade marks by their owners.

## **THE LICENCE FEES**

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A Licence Fee is payable for licensing as a BMH Specialist. The “British Motor Heritage Approved” logo must be displayed with the licensed marque trade marks. A Licence Fee is payable by each, primary or secondary, trading site.

The Licence fees are annual, quarterly payments will be invoiced in advance.

The Licence Fees are charted on the following page.

4. ANNUAL LICENCE FEES FOR THE CONTROLLED USE OF BRITISH MOTOR HERITAGE AND MARQUE TRADE MARKS 2015

TRADE MARK TM	UK	CONTINENTAL EUROPE	NORTH AMERICA	AUSTRALIA NEW ZEALAND	JAPAN	OTHER TERRITORIES
USE OF BMH TM ONLY	£1,200	£1,200	£1,200	£1,200	£1,200	£1,200

USE OF BMH TM WITH SINGLE MARQUE TM (Ref CI Manual)		UK, less 20% Germany, France Holland, Italy Switzerland	UK, less 25% Other Continental Europe Countries	UK, less 20%	UK, less 30%	UK, less 25%	UK, less 30%
MG inc. AH Sprite	£1,800	£1,440	£1,350	£1,440	£1,260	£1,350	£1,260
MINI	£1,800	£1,440	£1,350	£1,440	£1,260	£1,350	£1,260
TRIUMPH	£1,560	£1,248	£1,170	£1,248	£1,092	£1,170	£1,092
ROVER	£1,440	£1,152	£1,080	£1,152	£1,008	£1,080	£1,008
AUSTIN-HEALEY AUSTIN, MORRIS RILEY WOLSELEY, ST	£1,200	£960	£900	£960	£840	£900	£840

PRIMARY TRADING SITE LICENCES		
<p>1. Licence Fee for BMH Trade Mark use only:- a) All territories £1200 per annum/ primary trading site. This licence is limited to those industry associated businesses that do not require the use of any marque trade mark. This licence does not permit direct access to BMH product.</p>	<p>2. Single Marque Trade Mark Licence Fee, which includes the BMH Trade Mark Fee and enables direct access to relevant BMH product :- a) UK - as charted, but subject to a minimum annual fee of £1800. b) Other territories as charted, but subject to a minimum annual fee of £1440.</p>	<p>3. Multiple Marque Trade Mark Licence Fee, which includes the BMH Trade Mark Fee :- a) The total Licence Fee will consist of the addition of the highest monetary value Marque Trade Mark Licence Fee, and 50% of second highest value marque fee with all additional marques at 10% of the charted value. Subject to the minimum fee stated in item 2. Example: UK Specialist with BMH Licence for MG,Mini and Morris Minor (Other Marques. Total Annual Licence Fee will be 100% UK MG + 50% Mini UK fee + 10% Other marques UK fee Therefore :- £1800 (MG) + £900 (mini) + £120 (Other marques) = £2820</p>
Page 5 of 6		
SECONDARY TRADING SITE LICENCES		
<p>1. Total primary trading site licence fee less 50%, subject to a minimum annual fee of £1200. Secondary trading sites do not have direct access to BMH product.</p>		

## **TOWARDS APPROVAL**

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- Following receipt of the completed application form, your request for approval is registered.
- You will then be sent a detailed questionnaire, requesting information about your business.
- When we receive the completed questionnaire we will contact you again to make arrangements for a mutually convenient assessment.
- We will advise you, without unnecessary delay, of the outcome of the assessment.

Thank you for your interest in becoming a British Motor Heritage Approved Specialist. If you have any questions regarding this short guide, or any other aspects please contact:-

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