



Virtual Annual Meeting & Conference

October 5-7 *and* 11-14, 2021

ALL TIMES ARE
CENTRAL TIME
ZONE

Tuesday, October 5

1:00-2:00pm

Registration & Getting to Know The App

Get familiar with the conference platform, and ask for help if needed - our team will be available to answer any questions.

7:00-8:30pm

Virtual Welcome Reception & Opening General Session

Kick off the event with special accommodations that arrive in your conference box, including wearing your conference t-shirts. Points on the leaderboard are accumulated by attending events and participating in activities.

Wednesday, October 6

7:00-9:00pm

The A to Zs of Google My Business

with Dan Vance, sponsored by Worldpac

Using Google to out maneuver your competition. Create a listing that Google can't ignore. Includes BONUS Pro-Tips to improve your rankings, car count and profitability right away.

- Comprehensive guide to Google's Algorithms and Insights
- Critical must-haves for your Google My Business listing.
- Zero Clicks: understand how it works and make more money online
- How to throw a wider net for more traffic and more conversions
- Things to watch in 2021 to skyrocket your rankings

7:00-10:00pm

N20 and N55 Engines

with Drew Wolfe, sponsored by Worldpac

- Diagnostic routines for common problems
- Repair techniques for valvetrain issues including VANOS and Valvetronic
- Fuel delivery system – diagnosis and repair
- Boost related problems
- Crankcase ventilation

7:00-10:00pm

BMW Transfer Case

with Seth Thorson & Justin Morgan, sponsored by CRP

Justin and Seth from LMV break down BMW transfer cases used in F&G chassis BMW's. During this session LMV will overview the ATC 35L and 45L transfer cases including; Tear down and overhaul of the units, Covering common failures & the causes of these failures, as well as an introduction of new repair solutions to prevent complete unit replacement in many cases. With the help from industry partner CRP, Seth and Justin will help technicians become more familiar with these transfer case models and repairing them.

Thursday, October 7

1:00-2:00pm

Plastic Cam Covers: The Lightweight Application Have Pros and Cons

with Florian Kiziak, sponsored by Elring

- How to see if a plastic cam cover module needs a replacement.
- How is a valve cover build up and which parts influence your job.
- The PCV system included in plastic cam covers.
- Failure analysis and points to check when replacing the cam cover.

5:00-7:00pm

Hybrid Transmission Technologies in BMW

with Niel Speetjens, sponsored by ZF

Lower fuel consumption with higher performance, the merge of the combustion engine together with an high voltage electro motor instead of a torque converter makes it happen. The participant will gain working knowledge of the 8 Speed Automatic Hybrid Transmission in BMW's. 1 in 7 BMW's manufactured today are equipped with this full hybrid transmission. Topics like torque flow, electric motor, clutch K0, Inverter and Batteries will be covered. The different hybrid concepts like Micro, Mild and Full Hybrid will be explained. With 400 Volts of potential safety and system knowledge are crucial. The battery with the maintenance service disconnect connector will be in detail discussed. The electric drive motor will be disassembled from the transmission bell housing and parts like the Rotor, Stator, Clutch K0 will be shown and explained. The potential for the engine to start by itself to charge the battery during and engine or transmission oil change is there, don't harm yourself or the vehicle get the know how!

7:00-8:30pm

Exhibitor Showcase

Meet with exhibitors, win prizes and earn points on the leaderboard!

Monday, October 11

7:00-10:00pm

Diagnostic Challenge

with Seth Thorson & Justin Morgan

Put your thinking cap on and allow Seth and Justin to present a problem vehicle. We split up into private groups and talk amongst your peer technicians. You will diagnose and map out the problem amongst yourselves and present your findings to the group at the end of the session. Seth and Justin will reveal the problem and talk about diagnostic strategies.

Tuesday, October 12

12:00-1:00pm

Using Additives to Prevent or Correct Problems with Stefan Braun, sponsored by Liqui-Moly

Learn how to generate additional income when correcting specific and common engine problems by using additives and lubricants while also increasing customer satisfaction.

7:00-8:30pm

BIMRS Industry Fireside Chat

7:00-10:00pm

BMW Diesel Engines

with Brandon Mathews, sponsored by Worldpac and OPUS IVS

The course will cover all BMW diesel engines released in the US market including the M57, N47, N57, and B57 variants. The primary focus will cover emissions systems such as exhaust gas recirculation, selective catalyst reduction, and particulate filtering. Additionally, the diesel fuel systems and air management systems will be overviewed. System functional descriptions, common failures, and diagnostic strategy will be outlined for each engine version.

7:00-10:00pm

"B" Motors

with Drew Wolfe, sponsored by Worldpac

- Covering B38, B48 and B58 – 3, 4 and 6 cylinder engines
- Introduction and overview of the new engine technology
- Service procedures
- Common problems
- Repair solutions

7:00-9:00pm

CAN Bus, FlexRay, and Network, Part 1 of 2 with Gary Smith

Theory, Systems and Hands-On Diagnosis * UPDATED CLASS! Study the theory of the CAN Bus Protocol and understand the communication methods. Study CAN Bus physical and transport lines (Wiring), voltages, termination and operating characteristics System Topology (Layout), Gateways and newer multi-protocol communications are covered. Companion protocols, Flex Ray, MOST, LIN and older UART "K" Lines on Euro vehicles covered. NEW! Learn diagnostic methodology using simple test approaches, these are covered for diagnostic, NEW Scope masks and math channel set-ups for CAN issues. NEW! Case studies look at CAN failures and fixes using Voltmeters, Ohmmeters and Lab Scopes NEW! Learn the analysis of communication bus lines using lab scope waveforms for clues to the source of the problem.

Wednesday, October 13

12:00-2:00pm

Timing Chain Issues with BMW's N47 Engine with Philipp Benstein, sponsored by SSF

How to detect timing chain elongation and avoid engine damage by using the workshop tool ISTA NEXT and the Picoscope, followed by a mechanical diagnosis based on the timing check. We cover special features of the repair regarding removal, components, special tools, installation. Finally, entry into the repair history in the web-based tool KASIO. We talk about the general structure of the engine control system and look specifically at the BMW N47 engine. We show different ways to check the timing chain without removing the engine. We also show the possibilities to reliably detect wear on the timing chain with the BMW portal (OE diagnosis). We go through the replacement of the 3 timing chains on this engine step by step.

7:00-9:00pm

ISTA

with Brandon Mathews & Drew Wolfe, sponsored by Worldpac and OPUS IVS

- AIR (Aftersales Information Research) Application
- VIN Specific Bulletins and Wiring Diagrams
- Repair Instructions and Labor Times Within Single User
- Find the information necessary to create an effective diagnostic test plan
- Navigate New Wiring Diagrams - Hyperlinks, Connector Locations, Views and Wiring Colors
- Setting up ISTA Systems and Choosing the Correct Equipment
- Troubleshooting Your Systems and Getting Tech Support From BMW
- Scanning Faults and Using Guided Troubleshooting Test Plans
- ISTA 4 (Integrated Technical Application) Dealer Level Diagnostics and Programming

7:00-9:00pm

CAN Bus, FlexRay, and Network, Part 2 of 2 with Gary Smith

Theory, Systems and Hands-On Diagnosis * UPDATED CLASS! Study the theory of the CAN Bus Protocol and understand the communication methods. Study CAN Bus physical and transport lines (Wiring), voltages, termination and operating characteristics System Topology (Layout), Gateways and newer multi-protocol communications are covered. Companion protocols, Flex Ray, MOST, LIN and older UART "K" Lines on Euro vehicles covered. NEW! Learn diagnostic methodology using simple test approaches, these are covered for diagnostic, NEW Scope masks and math channel set-ups for CAN issues. NEW! Case studies look at CAN failures and fixes using Voltmeters, Ohmmeters and Lab Scopes NEW! Learn the analysis of communication bus lines using lab scope waveforms for clues to the source of the problem.

7:00-9:00pm

From Chief Everything Officer to Chief Executive Officer with Rick White, sponsored by 180Biz

When you start a business, it's normal for the owner of that business to be responsible for everything because it's all they can afford as they build. It isn't normal for the owner to stay that way and the problem we're seeing over and over again is owners getting stuck working in the business vs on the business. I know, you've heard that saying a million times and it's frustrating. HOW??? In this fast-paced class, you're going to learn the roadmap for truly becoming the chief executive officer of your business, identifying where you're at in the process, and how to get unstuck. Once you've become the actual CEO of your business, you're going to learn how to determine what you should be working on in the business so you can remain unstuck and grow.

7:00-9:00pm

To Convert Or Not To Convert

with Rena Rennebohm, sponsored by Empowered Advisor

Did you know that service advisors only convert about 10% of the calls they take? In this class, you will learn to convert the right customer for your shop. By asking enough of the right questions not only do we convert the right customer, but we also convert in a way that increases your ARO. We will spend the first half of this class introducing the concept and the second half role playing the new material to help you implement it in your calls.

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Thursday, October 14

7:00-8:00pm

Moving From PS6 to PS7

with Randy Dillman, sponsored by Pico Technology

Discussing the differences between PS6 and PS7 including why we are moving to PS7. This session will include a brief tutorial of PS7 features and functions. You do not need to be a user of PS6 to attend.

7:00-8:00pm

BMW Drive Train and Steering & Suspension with Patrick Studemann, sponsored by MEYLE

New repair solutions:
MEYLE-HD control arm for BMW, adjustable for different vehicle models
MEYLE slot bushings for BMW control arm (rear)
Two become one (rear axle strut E60/E61+ F-series)
Smart repair kits cardan shaft

7:00-8:00pm

New Word-of-Mouth Marketing and How to React with Jimmy Lea, sponsored by KUKUI

The new Word-of-Mouth Marketing can make or break your shop. Do you know how to build Word-of-Mouth Marketing? Do you know how to respond to Word-of-Mouth Marketing? Do you know how to optimize your Word-of-Mouth Marketing to increase your Google Status? Learn, what to do, how to do it and when to do it to increase your customers retention in the shop.

8:00-9:30pm

Closing Session and Prizes Giveaway

Schedule subject
to change. Check the
BIMRS for the latest
schedule.