#### **CPO CHARGE**

CPO CHARGE IS A TERM THAT'S GAINING ATTENTION IN AUTOMOTIVE CIRCLES, ESPECIALLY FOR THOSE INTERESTED IN CERTIFIED PRE-OWNED VEHICLES. UNDERSTANDING THE NUANCES BEHIND A CPO CHARGE CAN HELP BUYERS, SELLERS, AND DEALERSHIPS NAVIGATE THE FINANCIAL AND LEGAL ASPECTS OF CERTIFIED PRE-OWNED CAR TRANSACTIONS. THIS ARTICLE EXPLORES WHAT A CPO CHARGE IS, WHY IT MATTERS, HOW IT'S CALCULATED, AND ITS IMPACT ON BOTH CONSUMERS AND THE AUTO INDUSTRY. WE'LL BREAK DOWN THE CORE COMPONENTS, DISCUSS DEALER PRACTICES, OUTLINE THE BENEFITS, AND CLARIFY COMMON MISCONCEPTIONS. WHETHER YOU'RE CONSIDERING A CERTIFIED PRE-OWNED PURCHASE, CURIOUS ABOUT AUTO DEALERSHIP FEES, OR WANT TO ENSURE TRANSPARENCY IN YOUR NEXT CAR DEAL, THIS COMPREHENSIVE GUIDE WILL PROVIDE ALL THE ESSENTIAL INFORMATION. READ ON TO UNLOCK INSIGHTS INTO CPO CHARGE, ITS RELEVANCE TODAY, AND PRACTICAL TIPS FOR NEGOTIATING YOUR NEXT VEHICLE PURCHASE.

- UNDERSTANDING CPO CHARGE: DEFINITION AND OVERVIEW
- Why Dealerships Impose CPO Charges
- COMPONENTS INCLUDED IN A CPO CHARGE
- How CPO Charges Affect Vehicle Pricing
- BENEFITS OF CERTIFIED PRE-OWNED PROGRAMS
- COMMON MISCONCEPTIONS ABOUT CPO CHARGES
- TIPS FOR NEGOTIATING CPO CHARGES
- FREQUENTLY ASKED QUESTIONS ABOUT CPO CHARGE

#### UNDERSTANDING CPO CHARGE: DEFINITION AND OVERVIEW

The term cpo charge refers to a specific fee associated with certified pre-owned (CPO) vehicles. A certified pre-owned car is a used vehicle that has undergone a manufacturer-backed inspection and meets strict standards for quality and reliability. The cpo charge is typically an added cost, separate from the sticker price, that covers the certification process, warranty extension, and sometimes additional services or perks. Dealerships impose this charge to recoup costs related to inspections, reconditioning, and the extended warranty provided with the vehicle. Buyers should be aware that this fee is not always included in the advertised price and can vary significantly depending on the brand, dealership, and vehicle model. Understanding the definition and purpose of the cpo charge is essential for anyone considering a CPO vehicle purchase, as it directly affects the overall cost and value proposition.

#### WHY DEALERSHIPS IMPOSE CPO CHARGES

DEALERSHIPS ADD A CPO CHARGE TO CERTIFIED PRE-OWNED VEHICLES PRIMARILY TO COVER THE EXPENSES INVOLVED IN CERTIFYING THE CAR. THIS PROCESS INCLUDES COMPREHENSIVE INSPECTIONS CONDUCTED BY FACTORY-TRAINED TECHNICIANS, NECESSARY REPAIRS, AND RECONDITIONING TO MEET MANUFACTURER STANDARDS. ADDITIONALLY, THE CPO CHARGE OFTEN FUNDS THE EXTENDED WARRANTY AND ROADSIDE ASSISTANCE PACKAGES THAT COME AS PART OF THE CERTIFIED PROGRAM. DEALERS ALSO USE THE FEE TO OFFSET ADMINISTRATIVE COSTS AND ENSURE COMPLIANCE WITH MANUFACTURER CERTIFICATION REQUIREMENTS. BY IMPOSING A CPO CHARGE, DEALERSHIPS CAN MAINTAIN THE INTEGRITY OF THE CPO PROGRAM AND OFFER BUYERS ADDITIONAL PEACE OF MIND. UNDERSTANDING THE REASONS BEHIND THESE CHARGES CAN HELP CONSUMERS MAKE INFORMED DECISIONS AND RECOGNIZE THE ADDED VALUE THAT COMES WITH CERTIFIED PRE-OWNED VEHICLES.

#### COMPONENTS INCLUDED IN A CPO CHARGE

A CPO CHARGE IS MADE UP OF SEVERAL DISTINCT ELEMENTS, EACH CONTRIBUTING TO THE OVERALL COST OF CERTIFICATION. THE SPECIFIC COMPONENTS AND THEIR VALUE CAN VARY BETWEEN MANUFACTURERS AND DEALERSHIPS. COMMON ELEMENTS INCLUDED IN A CPO CHARGE ARE:

- **INSPECTION AND RECONDITIONING:** COMPREHENSIVE MULTI-POINT INSPECTION AND NECESSARY REPAIRS OR REPLACEMENTS TO MEET CPO STANDARDS.
- EXTENDED WARRANTY: MANUFACTURER-BACKED WARRANTY EXTENSION, OFTEN COVERING THE VEHICLE FOR ADDITIONAL YEARS OR MILES.
- Roadside Assistance: Inclusion of emergency services such as towing, battery jump-starts, and lockout assistance.
- VEHICLE HISTORY REPORT: PROVISION OF A DETAILED REPORT VERIFYING THE CAR'S ACCIDENT AND MAINTENANCE
- ADMINISTRATIVE COSTS: FEES RELATED TO PAPERWORK, CERTIFICATION PROCESSING, AND DEALERSHIP COMPLIANCE.
- MANUFACTURER CERTIFICATION FEE: PAYMENT TO THE AUTOMAKER FOR OFFICIAL CERTIFICATION AND PROGRAM SUPPORT.

Understanding these components allows buyers to evaluate whether the CPO charge is justified and compare the value across different dealerships and brands.

#### HOW CPO CHARGES AFFECT VEHICLE PRICING

THE CPO CHARGE DIRECTLY IMPACTS THE FINAL PRICE OF A CERTIFIED PRE-OWNED VEHICLE. WHILE THE BASE PRICE MAY APPEAR ATTRACTIVE, THE ADDITIONAL CPO CHARGE CAN INCREASE THE TOTAL COST BY SEVERAL HUNDRED TO SEVERAL THOUSAND DOLLARS. THIS FEE IS TYPICALLY DISCLOSED SEPARATELY ON THE SALES CONTRACT AND MAY OR MAY NOT BE NEGOTIABLE, DEPENDING ON DEALERSHIP POLICY. BUYERS SHOULD ALWAYS ASK FOR A BREAKDOWN OF THE CPO CHARGE, AS IT CAN DIFFER BY MAKE, MODEL, AND DEALER. SOME DEALERSHIPS INCLUDE THE CPO CHARGE IN THE ADVERTISED PRICE, WHILE OTHERS ADD IT ON TOP AT THE TIME OF SALE. BEING AWARE OF HOW CPO CHARGES AFFECT VEHICLE PRICING HELPS CONSUMERS BUDGET ACCURATELY AND COMPARE OFFERS BETWEEN DEALERSHIPS.

### BENEFITS OF CERTIFIED PRE-OWNED PROGRAMS

CERTIFIED PRE-OWNED PROGRAMS OFFER SEVERAL ADVANTAGES THAT JUSTIFY THE CPO CHARGE FOR MANY BUYERS. THE RIGOROUS INSPECTION PROCESS ENSURES THAT THE VEHICLE MEETS HIGH STANDARDS FOR MECHANICAL AND COSMETIC CONDITION. EXTENDED WARRANTIES PROVIDE PROTECTION AGAINST UNEXPECTED REPAIRS, WHILE ADDITIONAL PERKS LIKE ROADSIDE ASSISTANCE AND COMPLIMENTARY MAINTENANCE ADD FURTHER VALUE. CPO VEHICLES OFTEN COME WITH LOWER INTEREST RATES AND FINANCING INCENTIVES COMPARED TO STANDARD USED CARS. THE PEACE OF MIND AND RELIABILITY ASSOCIATED WITH CERTIFIED PRE-OWNED CARS MAKE THEM A POPULAR CHOICE FOR DISCERNING BUYERS WHO WANT QUALITY ASSURANCE WITHOUT THE COST OF A BRAND-NEW VEHICLE.

- COMPREHENSIVE MULTI-POINT INSPECTION
- EXTENDED MANUFACTURER-BACKED WARRANTY
- ROADSIDE ASSISTANCE AND SUPPORT
- TRANSPARENT VEHICLE HISTORY REPORT

- FINANCING INCENTIVES AND LOWER INTEREST RATES
- BETTER RESALE VALUE COMPARED TO NON-CERTIFIED USED CARS

#### COMMON MISCONCEPTIONS ABOUT CPO CHARGES

There are several myths and misunderstandings surrounding cpo charges. Some buyers mistakenly believe that the cpo charge is simply a dealership markup, rather than a fee for specific added services and protections. Others may think that all dealerships charge the same amount, when in reality, fees vary widely depending on location, brand, and individual dealer practices. Another misconception is that the cpo charge is always negotiable, but some dealerships have strict policies about certification fees. Finally, some consumers are unaware that certain advertised prices exclude the cpo charge, leading to surprise costs at closing. Clarifying these misconceptions helps buyers approach certified pre-owned purchases with greater confidence and transparency.

#### TIPS FOR NEGOTIATING CPO CHARGES

WHILE CPO CHARGES ARE OFTEN STANDARDIZED, SAVVY BUYERS CAN SOMETIMES REDUCE OR ELIMINATE THESE FEES THROUGH NEGOTIATION. THE FOLLOWING STRATEGIES CAN HELP CONSUMERS GET THE BEST DEAL ON A CERTIFIED PRE-OWNED VEHICLE:

- 1. RESEARCH DEALERSHIP POLICIES REGARDING CPO CHARGES AND ASK FOR A DETAILED BREAKDOWN OF THE FEE.
- 2. COMPARE CPO OFFERS FROM MULTIPLE DEALERSHIPS TO IDENTIFY COMPETITIVE PRICING AND INCENTIVES.
- 3. LEVERAGE OTHER ASPECTS OF THE DEAL, SUCH AS TRADE-IN VALUE OR FINANCING TERMS, TO OFFSET THE CPO CHARGE.
- 4. REQUEST PRICE MATCHING IF A COMPETING DEALER OFFERS A LOWER CPO CHARGE FOR A SIMILAR VEHICLE.
- 5. Ask about promotions, discounts, or waivers on cpo charges, especially during sales events.
- 6. DISCUSS THE POSSIBILITY OF ROLLING THE CPO CHARGE INTO THE FINANCING TO SPREAD OUT THE COST.

EFFECTIVE NEGOTIATION CAN LEAD TO SAVINGS OR ADDED PERKS, MAKING THE CERTIFIED PRE-OWNED EXPERIENCE MORE REWARDING FOR BUYERS.

# FREQUENTLY ASKED QUESTIONS ABOUT CPO CHARGE

Understanding cpo charge is crucial for a transparent and successful certified pre-owned car purchase. By knowing what the fee covers, why it's imposed, and how it affects the overall transaction, buyers can make more informed decisions and avoid unexpected costs. The insights provided in this guide empower consumers to evaluate certified pre-owned offers critically and maximize the value of their next vehicle investment.

## Q: WHAT IS A CPO CHARGE ON A VEHICLE PURCHASE?

A: A CPO CHARGE IS A FEE ADDED BY DEALERSHIPS WHEN SELLING A CERTIFIED PRE-OWNED VEHICLE. IT COVERS THE COSTS OF INSPECTION, RECONDITIONING, WARRANTY EXTENSION, AND OTHER BENEFITS INCLUDED IN THE CERTIFICATION PROCESS.

#### Q: ARE CPO CHARGES NEGOTIABLE?

A: IN SOME CASES, CPO CHARGES CAN BE NEGOTIATED, DEPENDING ON DEALERSHIP POLICY AND MARKET CONDITIONS. HOWEVER, SOME DEALERS CONSIDER THE FEE NON-NEGOTIABLE DUE TO MANUFACTURER REQUIREMENTS.

#### Q: WHAT DOES A TYPICAL CPO CHARGE INCLUDE?

A: Typical components of a cpo charge include multi-point inspection, extended warranty, roadside assistance, vehicle history report, and administrative fees related to certification.

#### Q: How much is a cpo charge usually?

A: THE AMOUNT VARIES WIDELY BY DEALERSHIP AND MANUFACTURER. CPO CHARGES CAN RANGE FROM A FEW HUNDRED TO SEVERAL THOUSAND DOLLARS, DEPENDING ON THE VEHICLE AND PROGRAM SPECIFICS.

#### Q: IS THE CPO CHARGE INCLUDED IN THE ADVERTISED PRICE?

A: Some dealerships include the CPO Charge in the advertised price, while others list it separately. Buyers should always clarify this before making a purchase.

#### Q: WHY DO DEALERSHIPS CHARGE EXTRA FOR CERTIFIED PRE-OWNED VEHICLES?

A: DEALERSHIPS CHARGE EXTRA TO COVER THE COSTS OF CERTIFICATION, RECONDITIONING, AND EXTENDED WARRANTY, WHICH PROVIDE ADDED VALUE AND PEACE OF MIND FOR BUYERS.

## Q: WHAT ARE THE BENEFITS OF PAYING A CPO CHARGE?

A: Paying a cpo charge ensures the vehicle has passed rigorous inspections, comes with an extended warranty, and includes additional support services like roadside assistance.

## Q: CAN I AVOID PAYING A CPO CHARGE?

A: BUYERS CAN OPT FOR NON-CERTIFIED USED VEHICLES TO AVOID THE CPO CHARGE, BUT THEY WILL NOT RECEIVE THE BENEFITS AND PROTECTIONS OF A CERTIFIED PRE-OWNED PROGRAM.

## Q: DO ALL BRANDS HAVE THE SAME CPO CHARGE?

A: No, cpo charges differ between brands and dealerships. Each manufacturer has its own certification standards and fee structures.

## Q: HOW CAN I VERIFY WHAT'S INCLUDED IN THE CPO CHARGE?

A: Request a detailed breakdown of the CPO charge from the dealership and compare the components against the manufacturer's certified pre-owned program documentation.

## **Cpo Charge**

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# Decoding the CPO Charge: A Comprehensive Guide for Businesses

#### Introduction:

Are you baffled by the ever-shifting landscape of online advertising costs? Understanding your Cost Per Order (CPO) charge is crucial for profitability and scaling your business. This in-depth guide will dissect the CPO charge, explaining what it is, how to calculate it, strategies to optimize it, and the crucial role it plays in your overall marketing strategy. We'll go beyond the basics, equipping you with the knowledge to confidently navigate the complexities of CPO and maximize your return on investment (ROI).

What is a CPO Charge?

The Cost Per Order (CPO) charge represents the total cost a business incurs to secure a single sale or order. Unlike other marketing metrics like CPC (Cost Per Click) or CPM (Cost Per Mille), CPO focuses squarely on the ultimate goal: conversions. It's a vital performance indicator (KPI) because it directly links your marketing spend to revenue generated. A low CPO signifies efficient marketing, while a high CPO suggests areas needing immediate attention.

How to Calculate Your CPO Charge:

Calculating your CPO is relatively straightforward:

Total Marketing Spend / Total Number of Orders = CPO

For example, if you spent \$10,000 on marketing and generated 200 orders, your CPO would be \$50. This means each order cost you \$50 to acquire.

Factors Influencing Your CPO Charge:

Several factors significantly impact your CPO. Understanding these allows for targeted optimization:

Targeting: Highly relevant targeting leads to higher conversion rates and lower CPO. Poor targeting wastes budget and inflates CPO.

Ad Creative: Engaging and persuasive ad copy and visuals are crucial for driving conversions. A/B testing different creatives is essential.

Landing Page Optimization: A well-designed landing page with a clear call-to-action (CTA)

significantly impacts conversion rates. Poorly designed landing pages drive up your CPO. Seasonality: Certain periods may naturally have higher or lower conversion rates, affecting your CPO.

Competition: Intense competition can increase bidding costs and lead to higher CPO.

Product Pricing & Value Proposition: A compelling value proposition and competitive pricing directly influence conversion rates and consequently, CPO.

Marketing Channels: Different channels (e.g., Google Ads, social media, email marketing) have varying costs and conversion rates. Optimizing your channel mix is key.

Strategies to Optimize Your CPO Charge:

Lowering your CPO is a continuous process of refinement. Here are effective strategies:

# 1. Enhance Targeting:

Utilize detailed audience segmentation based on demographics, interests, behaviors, and purchase history. Refine your targeting continuously based on data analysis.

## 2. Improve Ad Creative:

Invest in high-quality ad creatives that resonate with your target audience. A/B test different versions to identify the best performers.

### 3. Optimize Landing Pages:

Ensure your landing pages are aligned with your ad copy, offering a seamless user experience. Use clear CTAs, compelling visuals, and strong value propositions.

# 4. Leverage Retargeting:

Reconnect with users who have previously interacted with your ads but haven't converted. Retargeting campaigns often have lower CPOs.

## 5. Analyze and Refine:

Regularly analyze your marketing data to identify trends and areas for improvement. Continuously refine your strategies based on performance.

## 6. Experiment with Different Channels:

Explore a variety of marketing channels to find the most effective ones for your business. Don't put all your eggs in one basket.

# 7. Monitor Competition:

Keep an eye on your competitors' strategies and adjust your tactics as needed.

#### Conclusion:

Mastering your CPO charge is essential for sustainable business growth. By carefully analyzing your data, optimizing your marketing strategies, and continuously refining your approach, you can significantly lower your CPO and maximize your ROI. Remember, it's an ongoing process of learning, adapting, and improving.

#### FAQs:

- 1. What's the ideal CPO? There's no universally ideal CPO. The acceptable CPO varies greatly depending on your industry, profit margins, and business model. The key is to consistently strive for improvement.
- 2. How often should I calculate my CPO? Ideally, you should track your CPO regularly weekly or monthly to monitor performance and make timely adjustments.
- 3. Can I lower my CPO without increasing my marketing spend? Yes, by focusing on optimizing your existing marketing strategies, enhancing targeting, improving ad creatives, and refining landing pages, you can often lower your CPO without increasing your budget.
- 4. What tools can help me track my CPO? Various marketing analytics platforms, such as Google Analytics, Google Ads, and social media advertising dashboards, provide the data needed to calculate and track your CPO.
- 5. How does CPO relate to other marketing metrics? CPO is closely tied to other metrics like conversion rate, customer acquisition cost (CAC), and return on ad spend (ROAS). Analyzing these metrics together provides a holistic view of your marketing performance.

**cpo charge:** <u>Handbook of Charged Particle Optics</u> Jon Orloff, 2017-12-19 With the growing proliferation of nanotechnologies, powerful imaging technologies are being developed to operate at the sub-nanometer scale. The newest edition of a bestseller, the Handbook of Charged Particle

Optics, Second Edition provides essential background information for the design and operation of high resolution focused probe instruments. The book's unique approach covers both the theoretical and practical knowledge of high resolution probe forming instruments. The second edition features new chapters on aberration correction and applications of gas phase field ionization sources. With the inclusion of additional references to past and present work in the field, this second edition offers perfectly calibrated coverage of the field's cutting-edge technologies with added insight into how they work. Written by the leading research scientists, the second edition of the Handbook of Charged Particle Optics is a complete guide to understanding, designing, and using high resolution probe instrumentation.

cpo charge: Atomic, Molecular, and Optical Physics: Charged Particles , 1995-11-29 With this volume, Methods of Experimental Physics becomes Experimental Methods in the Physical Sciences, a name change which reflects the evolution of todays science. This volume is the first of three which will provide a comprehensive treatment of the key experimental methods of atomic, molecular, and optical physics; the three volumes as a set will form an excellent experimental handbook for the field. The wide availability of tunable lasers in the pastseveral years has revolutionized the field and lead to the introduction of many new experimental methods that are covered in these volumes. Traditional methods are also included to ensure that the volumes will be a complete reference source for the field.

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Considering the ever-increasing importance of indirect taxation as a source of revenue for governments, the intensifying complexity of the legal framework, and the proliferating number of countries adopting indirect taxation, it is essential to scrutinize how the law is applied in practice. The primary driving force in this area is, undoubtedly, the Court of Justice of the European Union. This book analyses selected topics (e.g., fighting VAT fraud, obligations imposed on digital platforms, taxable person, taxable transactions, place of supply, taxable base and rates, exemptions, and deductions) by examining the most prominent and recent judgments of the Court of Justice of the European Union. Experts from all over the world, not just from academia but also government and judiciary representatives, as well as tax practitioners, have provided their input and helped us compile what is an informative and worthy read for anyone dealing with indirect taxation on a professional basis.

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**cpo charge: 2000** [[[]] [[]] [[]] [[]] [[]] Keynote Publishing Company, 1999-12-31 **cpo charge: Community Participation in China** Janelle Plummer, John G. Taylor, 2013 This important volume provides a source of information on the key issues, including constraints and capacity building, necessary to implement participatory approaches in China today. A wealth of case

studies are provided by principal Chinese academics and practitioners in forestry, natural resource management, rural development, irrigation and poverty alleviation. At the core, the book is about strengthening local government as a key player in the development of participatory initiatives. It is an invaluable text for development practitioners, donors, researchers and students seeking to understand the opportunities and constraints for participation in China, and for those working to institutionalize participatory processes in a complex rural context.

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Ecosystems; Modelling Supply Chain and Production Systems; Advances in Dynamic Scheduling Technologies for Smart Manufacturing; and Smart Production Planning and Control. Part IV: Circular Manufacturing and Industrial Eco-Efficiency; Smart Manufacturing to Support Circular Economy; Product Information Management and Extended Producer Responsibility; Product and Asset Life Cycle Management for Sustainable and Resilient Manufacturing Systems; Sustainable Mass Customization in the Era of Industry 5.0; Food and Bio-Manufacturing; Battery Production Development and Management; Operations and SCM in Energy-Intensive Production for a Sustainable Future; and Resilience Management in Supply Chains.

cpo charge: Designing and Planning Programs for Nonprofit and Government Organizations Edward J. Pawlak, Robert D. Vinter, 2004-07-29 Designing and Planning Programs for Nonprofit and Government Organizations is a comprehensive guide for practitioners who must carry out program planning projects in nonprofit or government human service organizations. Authors Edward J. Pawlak and Robert D. Vinter—experts in the field of program planning—show how planning is a goal-directed activity that will succeed when its tasks are carried out in orderly, progressive stages. In this important resource, the authors walk practitioners and students through the entire process from initiation to completion of planning projects and examine the relationship between planning, implementation, and program operations.

**cpo charge: Exploring Service Science** Henriqueta Nóvoa, Monica Drăgoicea, Niklas Kühl, 2020-01-27 This book constitutes the proceedings of the 10th International Conference on Exploring Service Science, IESS 2020, held in Porto, Portugal, in February 2020. The 28 papers presented in this volume were carefully reviewed and selected from 42 submissions. The book includes papers that extend the view on different concepts related to the development of the Service Science domain of study, applying them to frameworks, advanced technologies, and tools for the design of new, digitally-enabled service systems. This book is structured in six parts, based on the six main conference themes, as follows: Customer Experience, Data Analytics in Service, Emerging Service Technologies, Service Design and Innovation, Service Ecosystems, and Service Management.

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**cpo charge:** *E-Mobility* M. Kathiresh, G. R. Kanagachidambaresan, Sheldon S. Williamson, 2021-12-01 The book provides easy interpretable explanations for the key technologies involved in

Electric Vehicles and Hybrid Electric Vehicles. The authors discuss the various electrical machines, drives, and controls used in EV and HEV. The book provides a detailed coverage of Regenerative Braking Systems used in EV and HEV. The book also illustrates the battery technology and battery management systems in EV and HEV. This book is intended for academicians, researchers and industrialists. In addition, this book has the following features Discusses the various Economic and Environmental Impact of Electric and Hybrid Electric Vehicles Discusses the role of Artificial Intelligence in Electric / Hybrid Electric Vehicles Illustrates the concept of Vehicle to Grid Technology and the smart charging station infrastructure and issues involved in the same Elucidates the concept of Internet of Vehicles Presents the latest research and applications in alternate energy vehicles

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