

# BMW Group Czech Republic



## Renocar Company opened Europe's the only BMW M showroom in Europe and own museum.

**Brno.** BMW authorized dealer, Renocar Company, held a festive evening event during which it opened its completely rebuilt BMW Group sales and service centre in Brno-Slatina, the entire centre has been built on the surface area of 45,000 m<sup>2</sup>. It mainly consists of a modern showroom for the car makes BMW, MINI and BMW Motorrad.

Besides that, a brand new BMW M specialized showroom was opened, being the only in Europe. Within this space, the customers of BMW M sports models acquire all necessary information regarding the individual M models. At least twenty M cars in all model variants are stable prepared for viewing and test drives. A specially trained staff is a matter of fact, not only in the area of sales, but also in service.

Together with opening the modernized and extended sales and service centre for the BMW Group in Brno, the festive event named "Night of Surprises" also reminded the recently opened Renocar BMW Museum. This museum will offer to visitors a tour of a stable exhibition of ten professionally restored BMW veterans of various generations, all of Renocar's founder workshop, Mr. Miloš Vránek senior. The newly opened hall where this BMW Museum is located has an area of 2,500 m<sup>2</sup> and is the largest private collection in Central Europe.

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### BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2015, the BMW Group sold approximately 2.247 million cars and nearly 137,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 employees.

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Informace pro  
Média

Listopad 2017  
Strana 2

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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