

Media Information  
14 February 2013

## **BMW Group and h&z establish The Retail Performance Company joint venture**

New levels of retail, after-sales know-how and service excellence  
Robertson: Further strengthen our customer retail experience

**Munich.** The BMW Group and h&z, a Munich-based consulting firm have established a joint venture called **The Retail Performance Company** to develop new levels of retail, after-sales know-how and service excellence. The company will provide one-stop consulting, coaching, training and HR services for retail. The holistic approach includes the development, implementation and continuous support of these services.

Ian Robertson, Member of the Board of Management of BMW AG, Sales and Marketing BMW stated, "With the establishment of this joint venture, our objective is to better secure, develop and leverage retail performance know-how, and thus further strengthen our position as the leading provider of premium mobility products and services through an even better retail experience for our customers."

The Retail Performance Company complements and supports the BMW Group's worldwide retail initiative, "Future Retail", a comprehensive programme designed to enhance the customer experience and to set new standards for retail in the automotive industry and beyond.

Rainer Hoffmann, Managing Partner and Founder of h&z stated, "For h&z the new joint venture is a further step to strengthen the strategic positioning of the company and another milestone on the growth path for a Hidden Champion in Business Excellence Consulting."

h&z is one of Europe's leading consultancy firms for business excellence, specialized in procurement and supply chain, product innovation, sales, service and training.

True to the motto "Consulting with head, heart, and hand," a worldwide network of more than 400 consultants create innovative solutions and implement them consistently.

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Media Information

Date 14 February 2013

Subject **BMW Group and h&z establish The Retail Performance Company joint venture**

Page 2

The BMW Group and h&z have already been working together for several years on various projects.

Heading the new joint venture will be Christian Feilmeier, who was responsible for Retail Performance Consulting at the BMW Group, together with Ingo Susemihl, who joins the company after holding senior positions at Osram GmbH, Infineon Technologies and Siemens Management Consulting. The company's headquarters will be based in Munich.

The creation of The Retail Performance Company demonstrates that the BMW Group is dedicated to supporting its global retail organization in the most efficient and effective way. As an integrated service provider, customers of The Retail Performance Company will have a single point of contact for all retail topics. As such, the BMW Group is making a clear commitment to set-up sustainable structure to achieve its performance objectives.

If you have any queries, please contact:

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Media Information

Date 14 February 2013

Subject **BMW Group and h&z establish The Retail Performance Company joint venture**

Page 3

**The BMW Group**

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI, Husqvarna Motorcycles and Rolls-Royce brands. As a global company, the BMW Group operates 29 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2012, the BMW Group sold about 1.85 million cars and more than 117,000 motorcycles worldwide. The profit before tax for the financial year 2011 was euro 7.38 billion on revenues amounting to euro 68.82 billion. At 31 December 2012, the BMW Group had a workforce of approximately 105,000 employees.

The success of the BMW Group has always been built 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. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last eight years.

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