

Media Information
23 May 2012

Grand Opening of new BMW Brand Store in Paris

BMW Group begins comprehensive programme to enhance customer retail experience

Robertson: We aim to be the benchmark in automotive retail

Munich/Paris. The BMW Group celebrated the grand opening of its first new BMW Brand Store in the most luxurious area of metropolitan Paris in the Avenue George V tonight. The store was designed by the well-known, luxury retail architect, Eric Carlson and his team from Carbondale Architects and Version Architects.

With the grand opening of the 800m² BMW Brand Store in the very heart of luxury retail, BMW is reaching out to shoppers with the objective of allowing them to experience the brand in their chosen environment. The new store was formally inaugurated by Ian Robertson, Member of the Board of Management of BMW AG, Sales and Marketing BMW, together with the Architect, Eric Carlson, and the Head of BMW France, Serge Naudin, as well as a large number of VIP guests from Paris. BMW George V marks the launch of a new generation of BMW brand stores as well as the beginning of a comprehensive programme at the BMW Group which the company refers to as "Future Retail".

Ian Robertson said in the French capital on Wednesday: "The world of retail has changed significantly – customer behaviour, needs and expectations have changed, as well as communication technology. As part of our corporate Strategy Number ONE, we critically reviewed our processes and customer feedback. We will now build upon our strengths and implement a comprehensive programme named Future Retail. This will entail a whole range of initiatives and tools designed to enhance the customer experience and to set new standards for retail in the automotive industry and beyond."

With Future Retail, the BMW Group has three objectives – first, to increase the number of possible contact points with customers and prospects, second, to increase the services and benefits offered in its retail channels, and third, to enhance the retail experience at all touch points.

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Therefore, customers can expect to see a number of new BMW and MINI retail formats, as well as several initiatives in the near future. These include, among others, a new online presence and social media activities, as well as a more appealing showroom appearance. Some aspects can be experienced already, such as a virtual product presentation which has already been implemented in the BMW Munich and Zurich branches, as well as MINI Westfield in London.

BMW is also in the process of introducing an additional role to the dealers, namely a Product Genius. The objective here is to better support customers with in-depth product knowledge as well as enabling the customer to better utilize and configure products in accordance with their particular needs. As the Product Genius needs to be mobile, he or she will be equipped with a state of the art Information Management System on a tablet device, allowing, for example, product configuration and in-depth explanation of features supported by visuals and films.

The first markets which are planned for the roll-out of Future Retail, including the Product Genius, are France, UK, China and the Netherlands.

Ian Robertson stated, "When it comes to recruiting and enabling the right people for the implementation of future retail, we will assist our dealers to attract, develop and retain the industry's best professionals. This is of particular importance for the role of the Product Genius. Throughout all of this and supported by an increased number of customer contact points with our brands, the dealer's role becomes even more essential – as our face to the customer and the provider of a true, personal and emotional, premium experience."

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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 25 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2011, the BMW Group sold about 1.67 million cars and more than 113,000 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 2011, the BMW Group had a workforce of approximately 100,000 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 seven years.

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