

Persbericht

21 november 2016

Vision: Future Retail

BMW Group Vision Future Retail symposium. Key Quotes from Presenters.

Michele Fuhs, Head of Premium Retail Experience, BMW Group

“In a world where customers no longer go shopping just because they need to buy something, but instead expect a pleasurable, entertaining experience, being a cool brand with great products may not be enough.”

“The BMW Group is actively exploring new retail collaborations and partnerships in areas outside the automotive field with organisations such as the Office of Metropolitan Architecture (OMA) to determine how the dealership of the future might look.”

“We are exploring some challenging and innovative ideas on how those changing shopping trends could impact on the retail experience in BMW Group stores, and how we can continue to provide the premium experience in the future that our customers enjoy today.”

“We are not competing against retail. We are competing with the entertainment industry.”

“Our brand will not work alone in future. We need to work with other organisations because our customers cannot be categorised as ‘automotive’ or ‘fashion’ customers for example. In our future stores, I could imagine there being a BMW hotel, or a place to book airline tickets or hire e-bikes – everything that aids mobility.”

“In future our dealers should be our product.”

“The developments in our dealerships will be about clever solutions with small changes. With small amounts of transformation and investment, you can make big changes and find solutions. That’s why it’s important to work with other people outside our industry.”

“The ideal location for our dealerships in future will be where our customers want them to be. We have to ask our customers where they would like us to be and what services they want from us. We might not talk about them as dealerships in future.”

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Pieter Kool, Creative Director and Head of 3D Design, G-Star RAW

“Part of our future challenge is that nobody has a clue how retail will look in five years; and five years from now, we won’t have a clue about the next five years.”

“We are all trying to figure out what the customer in the future wants. But what we can say is that in future, retail will be physical and the transactional part of shopping will become invisible, leaving just the experience.”

“A purchase in our stores will become an optional souvenir of that experience and the store will become the place where people want to get lost in ways that online can never offer.”

“Online promised to open up the world to us but it shields us from the unknown. It’s the place for the expected. Discovering new things is very difficult.”

“The store is not a solution. It should be a platform for adaptation.”

“Retail must build on the flexible architectural principles of online. Stores must take lessons from online on how it can be more flexible.”

“If customers’ experiences are so good in a store, they will take away a souvenir as a purchase. It’s not about retail any more – it’s about shopping. Retail is becoming more and more physical.”

“Not collaborating with others who share your vision would be a big mistake.”

Rem Koolhaas, Founder, OMA

“Recent global events have created a world where differences are becoming more and more intense.”

“We should take a look at how we can move away from being too comfortable, too placid and too predictable and move towards choice and alternatives.”

“We are at a distinct moment in history. There’s a lot of disruption going on in the world. That’s

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an overused word often quoted by those with commercial motives but it may be quite healthy for all of us in requiring us to consider different paths. These events demand that we have a rethink.”

“Improvisation will be the art of the next two years.”

“Disruption has become a badge of honour of a narcissistic community. But a lot of the real disruption that we are facing today is much more serious than described by these frivolous tech talk presenters.”

Ippolito Pestellini Laparelli, Partner at OMA

“We are showing how the architectural experience that the building provides to the visitor can also be important for retail.”

“It’s not just about the retail transaction; retail in these places happens as part of a customer’s sense of wonder in those places. The buying is a choice.”

Robert Thiemann, Director, FRAME Publishing

“Retail today is in crisis due to consumption becoming digital, access replacing the concept of ownership and consumer attention shifting from products to experiences.”

“Experiences are the new status symbols. Time is the new wealth. Health is the new fetish.”

“Innovations today include the trend for retail to become mobile with pop-up stores, to become more social by inviting people to talk and do enjoyable things together while also offering a personal service and custom products.”

“In future, retail will be independent of time and place. It will be more mobile and flexible, it will add services and experiences to products, it will be inclusive instead of exclusive, it will be empathetic in catering to human needs and it will be even more personal.”

BMW Group Nederland Public Relations

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The 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 30 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 2014 was approximately € 8.71 billion on revenues amounting to € 80.40 billion. As of 31 December 2014, the BMW Group had a workforce of 116,324 employees.

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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