

Press release

8 March 2019

Further development and strengthening of sales and service network BMW Group Nederland.

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Rijswijk. BMW Group has a clear focus with its overall strategy Number One NEXT to invest heavily in the development of autonomous driving, connectivity, electric driving and (digital) services. Simultaneously BMW Group continuously evaluates its sales and service network strategy with a strong focus on customer orientation.

BMW Group Nederland has an extensive sales and service network with retail outlets belonging to fifteen dealer groups. Currently, BMW Group Nederland has two own retail outlets: BMW Amsterdam and BMW Den Haag. Both are high-quality BMW retail outlets on prime locations.

Subject to merger control BMW Group has decided to sell its retail outlet BMW Den Haag to one of the existing Dutch BMW dealer groups. These dealer groups have invested heavily in their retail outlets in recent years, which has led to very tangible results in terms of customer satisfaction, volume and profitability.

“Strong retail outlets are the foundation of the BMW Group sales and service network”, says BMW Group Nederland Managing Director Stefanie Wurst. “Thanks to our dealer groups which constantly invest in the quality of our retail outlets, we strive to maintain the lead in the premium segment of the automotive market. We fully trust in the current and future potential of the The Hague retail outlet and we are confident it can develop even further under the wings of one of our existing dealer groups.”

The sales process will start on 1 May 2019 and is steered by BMW Group Nederland in cooperation with BMW Group in Munich.

Success of BMW Group Nederland.

In 2018 BMW Group Nederland had a record year on all fronts. BMW, BMW i and MINI each sold more cars than ever before. The brand BMW registered no less than 20.672 cars, almost ten percent more than in 2017. An absolute record for BMW in the Netherlands with which the

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BMW Nederland Corporate CommunicPublic Relations

Persbericht
Datum 8 March 2019
Onderwerp Further development and strengthening of sales and service network BMW Group Nederland.
Blad 2

brand maintains its leading position in the premium segment with considerable distance to the competition. Partly due to the large MINI models (the MINI Clubman and MINI Countryman), MINI achieved a consecutive sales record. The number of registrations increased by more than ten percent to 6.810 cars. BMW i benefited from the increasing demand for electric mobility, with 1.681 cars almost doubling the registrations compared to the year before. For the ninth year in a row BMW Motorrad was overall market leader by selling 2.081 motorcycles, three percent more than last year.

"The success of the past year combined with our profitable dealers and our large model portfolio guarantee a flying start in 2019", concludes Stefanie Wurst. "Additionally, the digital transformation in all its facets offers unprecedented opportunities to reach the customer outside the showroom. The successful [online preview](#) of the new generation BMW 3 Series is a good example and it shows once more: The future is now!"

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The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 30 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

In 2018, the BMW Group sold over 2,490,000 passenger vehicles and more than 165,000 motorcycles worldwide. The profit before tax in the financial year 2017 was € 10.655 billion on revenues amounting to € 98.678 billion. As of 31 December 2017, the BMW Group had a workforce of 129,932 employees.

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Persbericht
Datum 8 March 2019
Onderwerp Further development and strengthening of sales and service network BMW Group Nederland.
Blad 3

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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