

Press release
21 December 2015

The Netherlands takes on pioneering role as pilot market.

Netherlands partner has been granted certification as the world's first international BMW Driving Experience. This means it is now entitled to carry the "BMW Driving Experience, Official Partner of BMW M" seal of quality. The USA, China and Italy will be the next countries to be ready for certification.

Munich. In 2013 the Board of Management of BMW AG decided to internationalise the BMW and MINI Driving Experience. Since then the concept behind the plan has been substantiated and key preparations undertaken in the first wave of markets. In the latest step, a certification team from the BMW and MINI Driving Experience in Maisach conducted a critical assessment of the Netherlands as a pilot market: the Driving Experience in the Netherlands passed the test with flying colours, convincing the certification team both in the active driving section and when it came to outward impression and customer perception. Indeed, the local partner ended up collecting significantly more points than it needed to gain certification. "I was impressed by how well the concept and guidelines of the BMW Driving Experience had been implemented on the ground in the Netherlands," emphasised Robert Eichlinger, Head of the BMW and MINI Driving Experience. Within the scope of this internationalisation preparations are going full speed in the USA. China and Italy are also gearing up for certification.

A critical element in the internationalisation of the BMW and MINI Driving Experience is that uniform standards are maintained or exceeded in all areas. All the elements affecting the customer experience are evaluated, such as the instructors' conduct, knowledge and interaction with participants, the content of the training course, the overall running of the event, and the buildings and practical training areas – to name just a few of the certification criteria.

Now that it has successfully gained certification, the Driving Experience in the Netherlands can officially carry the "BMW Driving Experience, Official Partner of BMW M" seal of quality. BMW Netherlands expects this certification to open up further opportunities. "The BMW Driving Experience is an emotionally rich product experience, which makes it an extremely valuable tool for acquiring new customers and retaining the loyalty of existing customers," explains Peter Haug, responsible for BMW brand management and marketing services at BMW Netherlands.

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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 2014, the BMW Group sold approximately 2.118 million cars and 123,000 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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