



MEDIA RELEASE
7 JULY 2015

BMW South Africa introduces the future of retailing to its dealerships.

Midrand. Evolving customer needs and expectations are a challenge facing all retail sectors. As part of its retail strategy the BMW Group South Africa is implementing a comprehensive new programme called Future Retail in all its BMW and MINI dealerships over the next two-years.

Future Retail comprises of a range of retail initiatives and tools designed to enhance a BMW customer's premium retail experience. With Future Retail, the BMW Group aims to:

- Increase the number of possible customer contact points;
- Expand the services and benefits offered through retail channels;
- Enhance the retail experience at dealerships and through initiatives like pop up stores;
- The dealer will play an even bigger role with an increased number of contact points.

"Consumer habits are changing, the way people want to buy products has evolved. Customers use multiple information and communication channels and have transparent access to information via the internet and social media. They are therefore much better informed at first contact with the dealer. They also get in touch with the product earlier and as a result of their experiences in other industries they also expect a highly emotional, personal and communicative brand experience across multiple channels. The BMW Group's response to these challenges is Future Retail," says Mr Tim Abbott, Managing Director of the BMW Group South Africa.



Future Retail was launched in conjunction with BMW i earlier this year, in the four selected BMW i dealerships:

- Club Motors Fountains
- Sandton Auto
- SMG Cape Town
- Supertech

“Customers who visit the four pilot dealerships will be introduced to new elements like visible new brand architecture, newly designed and reconfigured showroom floors, IT guided product presentations and the BMW or MINI Genius, whose role is to explain the products in detail to the customer without the pressure of making a sale. Future Retail means that we have to think and act uncompromisingly from the customer’s perspective,” explains Mr Oliver Buchner, General Manager, Sales Channel Development.

Future Retail has already been successfully launched in a number of international markets, it was developed in close alignment with the dealer organization and its partners worldwide. “We not only critically reviewed our internal processes and customer feedback, but also researched customer expectations of premium retail experience through an intensive focus group programme in North America, Europe and Asia. Moreover, we benchmarked the key customer touch points with leading premium brands which excel in the field of retail experience,” elaborates Mr Abbott.

Since implementation, Future Retail has received positive reviews from customers who have visited the four BMW i dealerships. Plans are in place to roll out the programme throughout the remaining BMW and MINI dealerships in South Africa.

For full detail of Future Retail see attached video.

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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 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 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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