media release

4 December 2015

**BMW Group South Africa expands its dealer network**

* **BMW opens it 55th dealership in Melrose Arch**
* **MINI stand-alone dealer network expands to three dealerships**

**Midrand –** BMW GroupSouth Africa has recently expanded its dealer network to include Melrose Arch Auto, which features a BMW facility and a standalone MINI outlet situated in Melrose Arch. The two additional dealerships increases BMW Group’s national footprint to 55 BMW dealerships and three stand-alone MINI dealerships (twelve are combined with BMW Group dealerships).

“We are pleased with the growth of our dealer network. The two new dealerships are a testament to our growth strategy of opening and creating more retail channels and touch points for customers,” says Mr Tim Abbott, Managing Director of BMW Group South Africa. ,

The BMW outlet of Melrose Arch Auto includes elements of Future Retail, which BMW Group South Africa launched earlier this year through four pilot dealerships. With Future Retail, the BMW Group strives for a premium retail experience across all customer touch points and set new standards for retail in experience in the automotive industry and beyond. Customers who visit Melrose Arch Auto will experience the new brand CI, which includes new showroom layout, sales and customer lounges; IT guided product presentations and a BMW Genius, whose role is to explain the products in detail to the customer without the pressure of making a sale.

“Consumer habits are changing, the way people want to buy products has evolved. The BMW Group’s response to these challenges is Future Retail. Our aim is to roll out the programme to our entire dealer network over the next two years,” explains Abbott.

Melrose Arch Auto (the BMW outlet) is located on the corner of Corlett Drive and Atholl Oaklands Road, while Melrose Arch Auto (the MINI outlet) is located on Whiteley Road in the Melrose Arch precinct.

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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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