



Media Information

20 April, 2018

## **BMW's first UK Urban Store opens at Bluewater shopping centre.**

- Shoppers can arrange test drives in store from the latest BMW range.
- At the touch of a button, customers can purchase their chosen vehicle online using the interactive displays.
- BMW Product Geniuses are available to provide helpful product information, discuss current offers and answer any queries.

BMW (UK) Ltd has announced the opening of its first UK-based Urban Store at Bluewater shopping centre in Kent.

Following the template of BMW Urban Stores around the world, the Bluewater store provides both casual browsers and serious shoppers a fresh and enjoyable way to experience the latest models from the BMW range.

Managed by Stephen James BMW, the store is staffed with eight Product Geniuses – specially-trained team members who can demonstrate the latest features and are highly-knowledgeable on all aspects of BMW vehicles and offers, all in a friendly and welcoming environment.

Visitors to the Urban Store can also take advantage of the latest technology to enhance the car buying experience. Our Click and Buy iPad wall is loaded with pre-configured specifications on a range of BMW vehicles, providing simple access to a wealth of information, and allowing users to progress through to ordering online. While our Pick and Buy smart touchscreen table has been designed to interact with toy versions of particular models, opening up interactive displays that highlight a range of unique vehicle features.

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# BMW

## United Kingdom

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Page 2

Finally, as a modern alternative to a sales executive, Pepper the Robot will be on hand to give visitors information about the store, receive customer feedback and even take contact information from customers wishing to continue with a vehicle purchase.

Alongside this high-tech approach the store will carry a rotating selection of three new models on site, beginning with the brand-new BMW X2 20d M Sport, the practical 218d Luxury Gran Tourer and the compact 118i 5-door, allowing customers to get fully hands-on with the BMW range.

BMW fans both young and old can experience the buzz of scale-model motorsport by trying out the Scalextric track, while existing owners can take advantage of a free coffee in the Isetta Bar by showing their BMW vehicle key.

Graeme Grieve, Chief Executive Officer, BMW UK commented: "Our Urban Stores around the world reflect the values of our brand; a focus on technology, efficiency and pleasure, delivered in a way that benefits the customer. Bluewater is a prime location for BMW customers, and I look forward to seeing its popularity with its visitors."

### Ends

#### **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. As a global company, the BMW Group operates 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax was approximately € 9.67 billion on revenues amounting to € 94.16 billion. As of 31 December 2016, the BMW Group had a workforce of 124,729 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.

Facebook: BMW UK  
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Page 3

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