



Media Information
18 December, 2020

BMW launches company car driver loyalty scheme pilot.

- BMW launches UK's first corporate customer loyalty scheme: Inside Edge
- Designed to improve BMW driver's life on the go and at home
- Full programme will launch in Q1 2021 and will be open to anyone who drives a BMW through their employer.

BMW has today launched the UK's first company car driver loyalty scheme, designed to engage these drivers with the brand and make life on the go and at home that little bit easier.

Historically, company car drivers who order through their fleet manager or leasing company have limited opportunity for brand engagement, something that will change for drivers who sign up to Inside Edge.

"Company car drivers chose BMW with the same expectations as retail customers, yet their experience with the brand is entirely different, just because of the way they procure their vehicle," said Rob East, Head of Corporate Sales.

"These drivers have reduced touchpoints with the brand from the time they order their car until it's delivered to them; the idea behind Inside Edge is to change this and allow drivers to engage with us on their terms."

Once enrolled onto Inside Edge, drivers gain access to rewards and benefits across four key areas: My Work, My Journey, My Life and My World. The programme will offer exclusive partnerships and rewards, as well as thought-leadership content and business insights.

To simplify the tedious task of managing receipts and reimbursement for business trips, the scheme offers complementary access to [Expensify](#), the global expenses management system, to help keep track of costs while on the road.

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BMW

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Corporate Communications

Media Information

Date 18 December, 2020

Subject **BMW launches pilot corporate and fleet loyalty scheme.**

Page 2

Inside Edge also includes [Peptalk](#), an app designed to give a daily shot of motivation through curated playlists from the world's best motivational speakers.

Inside Edge members will also be invited to expand their horizons with access to a range of four-week online courses provided by the [Shaw Academy](#). Courses include leadership and management, digital marketing and project management and more, completion of which results in a globally recognised Advanced Diploma.

The perks continue with a one-off reward from Costa, movie rental from [Chili](#) and competitions to win a range of prizes. Other benefits include 20% off the [BMW Lifestyle](#) range, 20% off [Harmon Kardon](#) products and the chance to experience other models in the BMW range.

The three-month pilot began in December 2020 and will run until early next year. Feedback from fleet managers and company car drivers will shape the final programme, which is set to launch in 2021.

For more information on the BMW Fleet and Corporate offering, please click [here](#).

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. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2019, the BMW Group sold over 2.5 million passenger vehicles and more than 175,000 motorcycles worldwide. The profit before tax in the financial year 2019 was € 7.118 billion on revenues amounting to € 104.210 billion. As of 31 December 2019, the BMW Group had a workforce of 126,016 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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Page 3

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