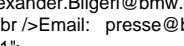




BMW sets milestone in interactive customer communications. Re-launch of the BMW website www.bmw.de

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BMW has a new internet presence. The revised BMW website for Germany is now online with new content, innovative technology and new digital design. The heart of the website is the advanced configurator, which enables users to build the car of their dreams. Configurations can be saved and personal data managed in the personalised section, "My BMW." As more and more customers obtain their information from the internet and have already made a preliminary choice before they go to a dealership, seamless integration of all customer touch-points becomes increasingly important. The state-of-the-art vehicle configurator with 360 exterior, interior and night-time views is a key aspect of the new site and includes many useful details. The "My BMW" section provides users with customised information on BMW and recommends new products and services that best fit their profile. Configured vehicles can be saved and shared with friends via social media. Users will also find options for contacts and requests, on topics from offers and test drives to location of dealerships, with additional information on every page. The website, based on a newly-developed high-tech platform with ten times as many images and three times the access speed, is a key channel for BMW to reach customers and prospects. Personalised information, combined with an emotionally-powerful, media-appropriate brand experience, is the key to customer orientation, according to Ulrich Lenz, head of Interactive Marketing for the BMW Group. "The basis is our intuitive configurator, which allows customers to build their dream BMW in a fun way, choosing from the full BMW line-up and a large range of equipment options - always accompanied by specific financing options. The re-launch of the website is an important element of the Future Retail programme, which is primarily focused on satisfying individual customer needs. In addition to new content and technology for enhanced user guidance and speed, the design of the website has also been updated. The new design is characterised by a simple, spacious page layout on a predominantly white background with large control elements. Emotional images presenting products and brand themes are complemented by an accessories showroom, seasonal after-sales offers and a BMW service area with an extensive news and event section. In addition to Germany, the Netherlands will also launch the new website this year, with other countries to follow in 2013. Austria has already been online. The website will be rolled out dynamically in stages, with on-going enhancement of the master version. If you have any questions, please contact: BMW Group Corporate Communications
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Die Aktivitäten der BMW Group umfassen neben dem Automobilgeschäft die Entwicklung, Produktion und Vermarktung von Motorrädern sowie umfassende Finanzdienstleistungen für Privat- und Geschäftskunden: Automobile. Mit den Marken BMW, MINI und Rolls-Royce Motor Cars ist die BMW Group der einzige Automobilhersteller weltweit, der mit allen Marken und über alle relevanten Segmente hinweg eine reine Premiummarken-Strategie verfolgt, vom exklusiven Kleinwagen bis zur absoluten Top-Limousine. Motorräder. Auch bei den Motorrädern verfolgt die BMW Group eine Premiummarken-Strategie. Unser Anspruch: In den Bereichen Technologie, Umweltschutz und Sicherheit führende Produkte im oberen Segment der motorisierten Zweiräder zu entwickeln, zu produzieren und mit einem umfassenden Service im Markt zu betreuen. Finanzdienstleistungen. Wir verstehen Finanzdienstleistungen als Schlüsselfaktor in einer mobilen Welt. Hierbei setzen wir auf ein konzentriertes Produktportfolio, in dem wir jede Detailfrage mit Expertenwissen beantworten können. Unsere Tätigkeitsfelder im Einzelnen: Finanzierung und Leasing, Vermögensmanagement, Händlerfinanzierung, Flottengeschäft. Unsere weiteren Geschäftsbereiche: IT-Beratung und Systemintegration (Softlab GmbH) und Versicherungen (Bavaria Wirtschaftsagentur GmbH). Die Unternehmenszentrale in München steuert die Aktivitäten der BMW Group weltweit. Im Vierzylinder am Olympiapark laufen die Fäden aus mehr als 150 Ländern zusammen.