



## BMW Retail 2000



## The Ultimate Customer Experience

## The Future Is Now



The combination of industry changes and customer expectations have generated a new awareness throughout BMW. And this awareness requires us to ask some pretty tough questions. For example, how do our sales operations differ from those of other automotive companies? What are we doing to play the assets of tomorrow leveraged by tomorrow's automotive professionals who care more about making the best than keeping the customer? What is the center of our strategy - the long-term benefits of providing customer expectations, which produce long-term profits, or the short-term profits of a quick sale?

The Retail 2000 strategy provides unique answers to these tough questions and sets new standards for BMW. It opens a new path for what's better - the best and the rest. In a forward-looking, Retail 2000 is more than just a progressive initiative in a changing market - it's BMW's vision for the future.

Retail 2000 introduces a truly new business approach to us all - a way to get more out of our cars. You will receive our support and energy in forming a mutually beneficial long-term relationship with each other. We're excited if the BMW experience becomes an integral part of your life. Our BMW Centers will continue to be a pleasure to visit. This is the assurance of a quality product and a service team that's always there when you need it.



## A Search For Greater Value



BMW's Ultimate Driving Machine® has fared well in today's unpredictable economy. Our forward thinking and technology have driven us to the forefront of the automotive market. Last year, we further distinguished ourselves with many significant achievements: we outpaced our toughest competitor with an all-time sales record and won the industry's prestigious Motor Trend Import Car of the Year award with our new 5 Series. This year, our 7 Series won JD Power and Associates' Most Appealing Car award; our Z3 roadster won Robb Report's Car of the Year; our 3 Series won Automobile's All-Star award and the People's Choice award at the International Auto Show; and our 3.2, 4.4, and 5.4-liter engines were among Ward's Auto World's 10 Best Engines.

The automotive industry is undergoing tremendous change. Though the information age has created an entirely new generation of customers who are educated, savvy and searching for greater value, these customers have definitely high expectations. We're proud to meet these expectations and deliver the ultimate driving experience.

