

The new  
BMW 7 Series



The Ultimate  
Driving Machine

# DRIVING PROFITABILITY WITH THE NEW BMW 7 SERIES.

HEAD OF BUSINESS GUIDE.



INTERNAL USE ONLY.



# REDEFINING THE LUXURY SECTOR.

**Over the last 40 years, the BMW 7 Series has brought refinement, elegance and pure driving pleasure to its class.**

In October, the new BMW 7 Series will establish itself as a true segment leader. Our new flagship model writes the next chapter as the most innovative luxury car in its class, offering an exclusive driving experience in a contemporary, pioneering form.



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# SETTING A NEW BENCHMARK.

The new **BMW 7 Series** delivers an exceptional level of innovation, which combines with impressive driving dynamics and luxurious features to cement its class-leading position in both the Corporate and Retail markets.

It is lighter, more efficient and packed with more technology than any of its competitors. The many highlights of the new model set a new benchmark for BMW.



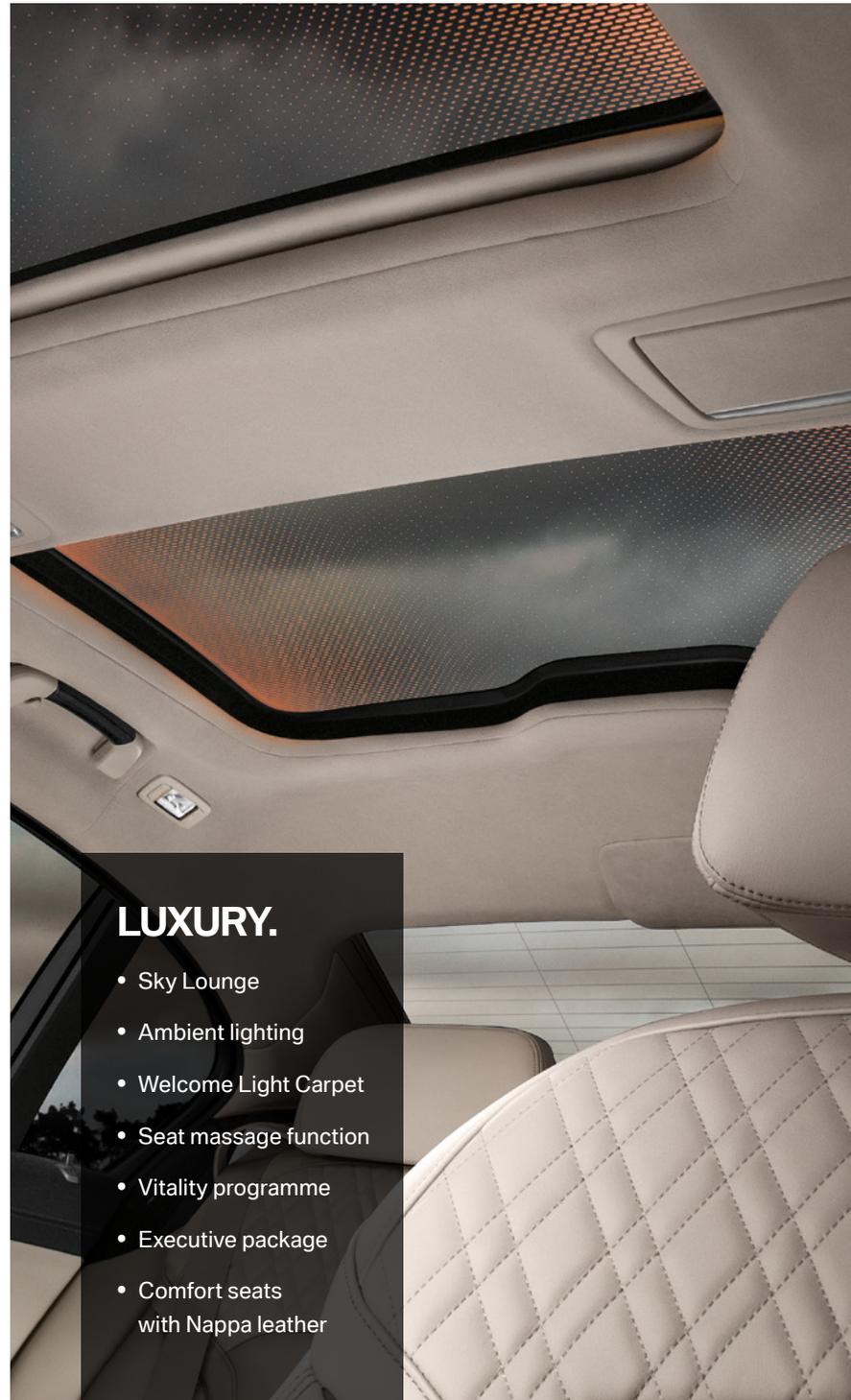
## INNOVATION.

- BMW Laserlights
- BMW Display Key
- Remote Control Parking
- Driving Assistant Plus
- BMW Touch Command
- BMW Gesture Control
- Bowers & Wilkins Diamond surround sound system



## DRIVING DYNAMICS.

- Carbon Core
- 124g/km CO<sub>2</sub>
- 740e plug-in hybrid
- Active Air Stream grille
- BMW xDrive
- Intelligent driver modes



## LUXURY.

- Sky Lounge
- Ambient lighting
- Welcome Light Carpet
- Seat massage function
- Vitality programme
- Executive package
- Comfort seats with Nappa leather

Further detail on the specification and USPs can be found in the Product Launch Guide available on LaunchPad.



## KEY POINTS:

- Setting a new benchmark with intelligent, game-changing technology
- Providing us with a class-leading competitive edge, especially in the Corporate market



# WORKING TOGETHER TO DRIVE PROFITABLE SALES.

A model with this product substance and positioning requires a step change in sales approach.

By rewriting the rule book, we can establish the new BMW 7 Series as the flagship model it deserves to be.

# A NEW APPROACH.

**At the Retailer Conference in May, we delivered three key strategy pillars which will translate across all areas of our business.**

To maximise the opportunity that the new BMW 7 Series represents, we will:

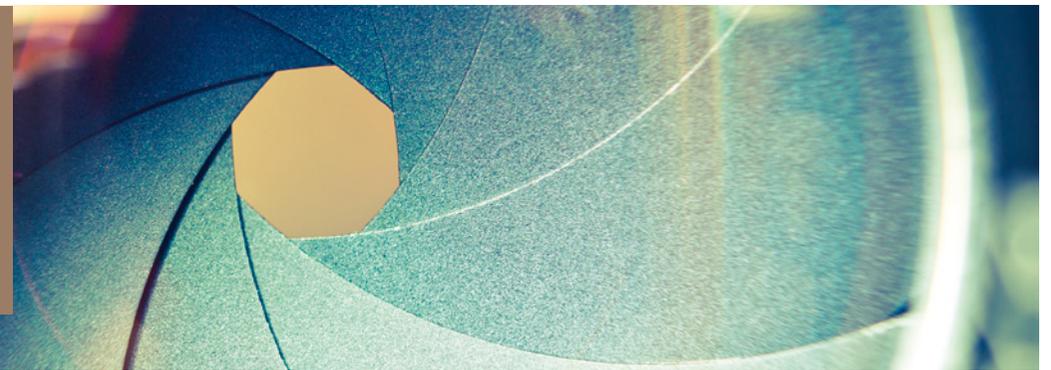
## INCREASE PROFITABILITY.

Increase profitability through a redesigned sales model and greater focus.



## REDUCE COMPLEXITY.

Reduce complexity to focus your team on the core objective – selling to the right customer in the right way.



## PARTNERSHIP.

Work in partnership with you to maintain residual values, reduce the financial commitment of running a demonstrator fleet and give your sales team the support it requires.



# OUR COMMITMENT.



Suspension of Mix Target for new BMW 7 Series



A profitable proposition



Competitive Retail pricing – protecting the future



Showroom cars on central account



Flexible demonstrator fleet



Managed remarketing of demonstrators



Revised Head of Business car scheme



Achieving profitable Approved Used Car sales



Focus on Corporate sales



Industry leading Chauffeur Programme

The remainder of this guide explains each of the above in further detail.



## SUSPENSION OF MIX TARGET FOR THE NEW 7 SERIES.

**The new BMW 7 Series will not form part of your Mix Target, Retailer Sales Target or the Business Target, relieving you of any previous pressure to achieve an overall sales objective.**

Rather than selling vehicles at a reduced price to meet targets, as was seen with the previous model, your sales focus should be on approaching the right audience in a brand supportive manner. This should also alleviate cyclical pressure experienced towards the end of each sales period.

**Your Regional Sales Manager (RSM) will work with you to agree a combined Corporate and Retail objective for your Area of Influence (AOI) based on the area's sales of all cars in this sector.**



## A PROFITABLE PROPOSITION.

**Investing in your staff and delivering a truly luxurious customer experience is essential to maximising your selling potential.**

To reward this investment, we have redesigned the sales model to boost profitability, providing a guaranteed profit of over £5,000 on all cars sold with the advertised Personal Contract Hire (PCH) offer before 31 December 2016. In order to achieve this profit margin, we will need you to add 7% Retailer discount to the support being provided by BMW UK. The guaranteed profit is made up of the remainder of the front end margin plus the guaranteed bonus.

We have achieved this by the competitive price position of the new BMW 7 Series and by guaranteeing the bonus on all Retailer sales, provided that you commit to the BMW 7 Series Retailer Standards.





## COMPETITIVE RETAIL PRICING. PROTECTING THE FUTURE.

To establish the model as an innovative segment leader, we will be launching the new BMW 7 Series with a £769pcm PCH offer for the G11 730d M Sport based on a three year, 30,000 miles agreement.

While we request that you only use this PCH message when advertising (to avoid showing the upfront support), a Personal Contract Purchase (PCP) offer of £769pcm (based on a three year, 30,000 miles agreement) will also be available to your customers.

This offer makes a clear statement in positioning the new model as the segment class leader, as it makes it marginally more expensive than the Mercedes-Benz S-Class.

### RETAIL PCH MONTHLY PAYMENT POINTS.



MERCEDES-BENZ S-CLASS **£749**



NEW BMW 7 SERIES **£769**

PCH payments based on a 36 month term and 10,000 miles per annum. M Sport/AMG Line.

Your team should be confident in justifying the £20 price premium pcm above the S-Class. The S-Class is an ageing model and you can illustrate the advanced innovations and wealth of USPs that are core to the new BMW 7 Series proposition. Refer to 'Setting a new benchmark' on page 4 for more information on how to market our new flagship model.

The specification-adjusted pricing demonstrates there is considerably higher specification in the new BMW 7 Series than in the S-Class. Highlights include the standard front and rear seat features which would add nearly £3,000 to the cost of the equivalent S-Class. Other standard features in the new BMW 7 Series that are an additional cost in the S-Class include the electric boot closure, zonal air conditioning and the quality of the standard audio offering.



## SHOWROOM CARS ON CENTRAL ACCOUNT.

The new BMW 7 Series should be the focus of attention among visitors to your BMW Centre with the showroom car taking pride of place in a suitably dressed showroom and surrounded by the relevant POS materials.

Showroom cars will be ordered by Retailers, but held on a central account to prevent the financial pressure on Retailers as these cars age. Their location will be controlled by the RSMs meaning they can be swapped between Retailers to keep showrooms fresh while making cars available for sale.





## FLEXIBLE DEMONSTRATOR FLEET.

**You will need to have a demonstrator model, with an appropriate specification level, available for use.**

To support you with this, and in addition to your own demonstrator, we will be making available an extensive pool of demonstrators for Retailers to use in the first year from launch. This will prove a major benefit, allowing for greater flexibility and placement with local hotels and chauffeur operations. If you are part of a Group, you will be able to pool demonstrator stock (in agreement with your RSM).



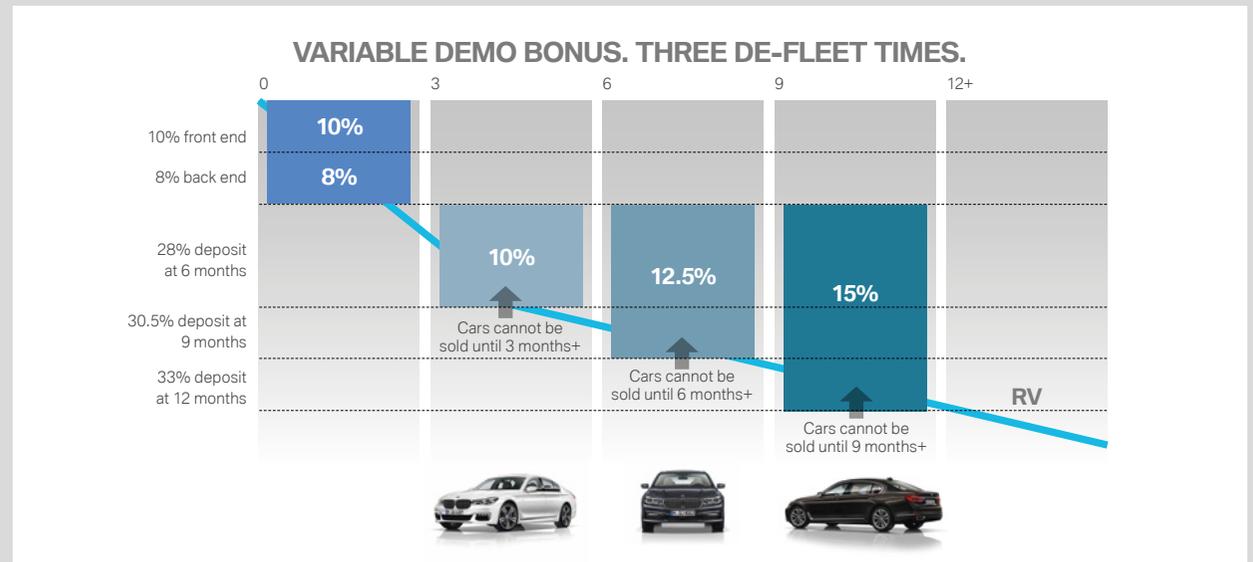
## MANAGED REMARKETING OF DEMONSTRATORS.

**We recognise that BMW 7 Series residual values have not been at an appropriate level to sustain profitability, affecting your demonstrator fleet resale strategies. With the new model, we have implemented a strategy to overcome previous losses, that will protect and sustain residual values.**

Managing the release of demonstrator, showroom and internal BMW vehicles into the marketplace is a key focus for us to elevate and stabilise residual values.

We will be implementing a variable demo bonus scheme that will see different bonuses being given according to the remarketing window agreed for your demonstrator. This will introduce managed remarketing as similar specification cars will be given different remarketing windows.

These variable bonuses will be agreed for the sale of ex-demonstrators to offset the residual value drops when sold within set time frames. In partnership with your RSM, you will be required to agree in advance when your demonstrator can be remarketed across three bands; 3-6 months, 6-9 months and 9-12 months. It must not be advertised for sale prior to the remarketing window being reached.



In addition, we are planning to hold our manufacturer demonstrator and internal fleet for one year from launch, before remarketing to further control the flow of stock released into the AUC market.

**For more information about de-fleeting demonstrator vehicles, contact your RSM.**



## REVISED HEAD OF BUSINESS CAR SCHEME.

**To replicate the profitability-improving measures we have taken with de-fleet costs, similar changes are being made to the Head of Business (HoB) discount scheme.**

We will be asking you to commit to running your HoB/Car Benefit Solutions (CBS) models until a variable remarketing window is reached. We will provide a variable demonstrator discount to reflect this and to ensure the vehicle can be sold at an agreed value, further supporting the AUC market.

For both demonstrator and HoB/CBS cars, you are free to sell them prior to the agreed time frame; however the additional support will not be available to you.



### KEY POINTS:

- Consider whether you want to order a HoB car scheme vehicle either direct or through CBS. Contact your RSM to discuss potential specifications and remarketing windows for this vehicle
- Remember, HoB and CBS car scheme vehicles can be used as demonstrators but they cannot be your only demonstrator

AUC

## ACHIEVING PROFITABLE APPROVED USED CAR SALES.

**The introduction of the variable demo bonus scheme should deliver a steady flow of used BMW 7 Series models, enabling you to achieve a healthy profit margin.**

An AUC offer is being put into place to assist you in selling your used stock in an appropriate fashion. It is essential that you only market these vehicles when they are available and don't use a 'coming soon' message. By approaching promotion using pre-approved assets and AUC price points that fit with our resale strategy, profitability should be assured in the used car marketplace too.



### KEY BENEFITS:

- No influx of used car stock to the market at any one time as there will be a controlled flow of product depending on customer demand. BMW UK is planning to begin to sell their internal launch cars a year after launch
- Protection of residual values, and subsequent profit levels on each sale



## FOCUS ON CORPORATE SALES.

**The importance of the Corporate market to the new BMW 7 Series cannot be underestimated. The offer and the opportunity to sell in this segment is greater than ever.**

You should ensure that your staff give at least as much focus to the Corporate opportunity as they do to the Retail segment. Your BMW Centre will receive a single BMW 7 Series objective for both Corporate and Retail combined.

Production has been adjusted so that around two thirds of UK cars will be long wheelbase (G12).

All Corporate vehicles receive a 120,000 miles service package and a free Trackstar which could help the customer reduce their insurance premiums. We have set a Corporate Business Contract Hire (BCH) offer of £829pcm with a 20,000 annual mileage contract over three years on G12 models to help maximise the opportunity to sell in the Corporate arena.

Business Sales assets are available, including press and email options. In addition to direct customer contact, ensure your Business Partnership Programme (BPP) website reflects the relevant offers and supports any national marketing activity.

Your Local Business Development Officer (LBDM) and Corporate team must make it a priority to communicate the model's benefits to key accounts and BPP customers, as well as investigating opportunities in your AOI with new potential customers such as chauffeur companies, hotels and local government.

During initial customer qualification, ascertain whether they are really a Corporate or Retail customer and ensure that the product offer is appropriate to their real needs.

### PROPOSED CORPORATE MONTHLY PAYMENT POINTS.



MERCEDES-BENZ S-CLASS **£819**



NEW BMW 7 SERIES **£829**

Contract Hire payments based on a 36 month term and 20,000 miles per annum. M Sport/AMG Line.



## KEY POINTS:

- We are faced with the greatest Corporate opportunity we've ever had with the new BMW 7 Series
- Production has been biased towards long wheelbase models
- All Corporate orders attract a free of charge 120,000 miles service package and free Trackstar, both chargeable on Retail orders
- Our BMW Chauffeur Programme ensures a significantly enhanced offer over the previous model

## EARNING A PLACE IN THE CORPORATE MARKET.

Your LBDM must make it a priority to promote the new BMW 7 Series to key accounts and communicate the model's benefits to BPP customers.

To drive greater profit in selling to the Corporate market, we have significantly increased the Corporate Handling fee to £3,500 for each sale irrespective of Objective achievement and have relaunched the BMW Chauffeur Programme providing greater benefits to chauffeur drivers.



# INDUSTRY LEADING CHAUFFEUR PROGRAMME.

**The new BMW 7 Series brings with it a relaunched and significantly improved BMW Chauffeur Programme.**

A number of features have been made available to strengthen the new BMW 7 Series' appeal against key competitors and we have been working with Alphabet to provide a range of bespoke Chauffeur funding options. The new programme aims to deliver your BMW Centre a fresh source of profitable sales, while delivering a range of benefits to the customer:

## **ALL CORPORATE AND CHAUFFEUR PROGRAMME VEHICLES QUALIFY FOR EXTENDED SERVICE INCLUSIVE AND EMERGENCY SERVICE VEHICLES:**

### **Benefits of the new BMW Chauffeur Programme**

- A free of charge 120,000 miles/four year Service Inclusive pack for the new BMW 7 Series (soon to be available on BMW 5 Series and X5)
- A Trackstar unit fitted free of charge (potentially leading to lower insurance costs) with one year subscription for new BMW 7 Series customers
- UK Driver Training included free of charge as part of a purchase of a new BMW 7 Series
- In addition to the standard emergency service coverage, a like for like replacement vehicle will be provided free of charge if the chauffeur's vehicle is off the road for warranty repairs of four hours or more. This also applies following failure of navigation and climate control units. A central pool of PCO licensed vehicles will be held to assist you in fulfilling this service within the London area
- Central chauffeur demonstrator fleet (including a mix of PCO vehicles – available from launch of the new BMW 7 Series)



## ACTION:

- Sign up to become a Chauffeur Specialist Service Outlet (CSSO) by contacting [Simon.Anderson@bmw.co.uk](mailto:Simon.Anderson@bmw.co.uk)
- Contact your Corporate Development Manager and Retailer Marketing Service about the marketing materials available specifically for the Chauffeur Programme
- Explore event opportunities to promote the G12 long wheelbase model
- Advise your Sales and Aftersales teams of the BMW Chauffeur Programme user guide located in the Corporate sales section of the Retailer Infonet

## CUSTOMER SERVICE.

We would like you to join our network of new CSSOs to further drive Aftersales potential. All CSSOs will be asked to deliver the following services:

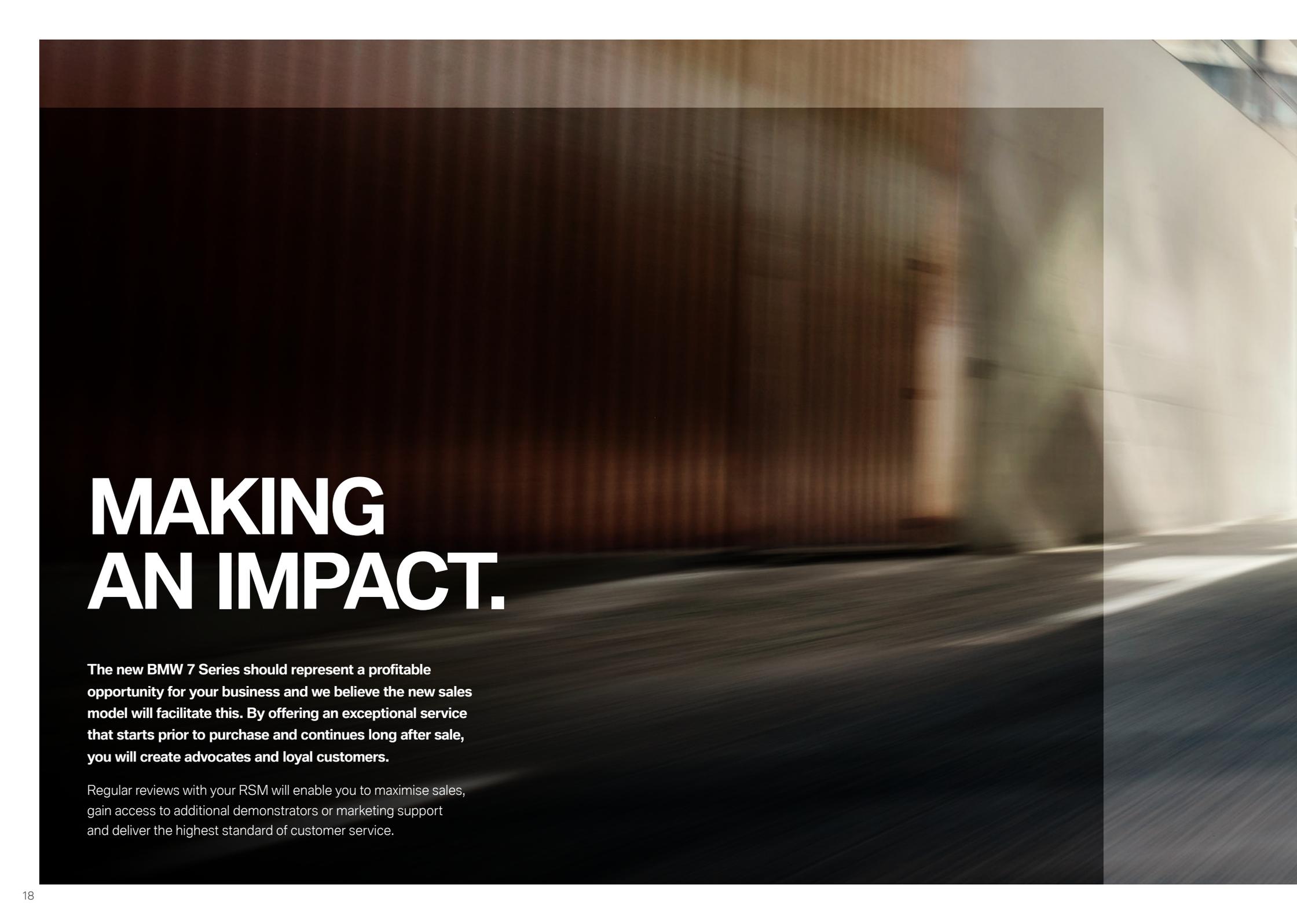
- Extended opening hours. Opening hours beyond 08.00 – 18.00 Monday to Friday and 09.00 – 12.00 Saturday
- Fast Lane service (including Wi-Fi)
- Wash and vacuum of vehicle on each visit
- A Chauffeur Specialist Service Advisor
- BMW Chauffeur Programme POS display in your BMW Centre
- Awareness of the programme within the Retailer and in a call centre (if relevant)

A number of marketing assets will be available to assist in promotion of the new programme, including press, emails, showroom POS and email signatures.



## KEY BENEFITS:

- Tangible customer benefits for increased programme sales
- Secure Aftersales care for each BMW Centre



# MAKING AN IMPACT.

**The new BMW 7 Series should represent a profitable opportunity for your business and we believe the new sales model will facilitate this. By offering an exceptional service that starts prior to purchase and continues long after sale, you will create advocates and loyal customers.**

Regular reviews with your RSM will enable you to maximise sales, gain access to additional demonstrators or marketing support and deliver the highest standard of customer service.



# DELIVERING PERSONALISED LUXURY.

**It is the HoB's responsibility to provide a personalised and exceptional level of service following each and every enquiry. The HoB should make initial contact and qualify each enquiry before handing the potential customer over to an appropriate member of your specialist team.**

The HoB should be the first point of contact to follow up new BMW 7 Series leads, ensuring they do so in a manner appropriate to the luxurious new model.

Test drives should be tailored to each customer. Take the car to their door, saving them driving to your BMW Centre first. If they prefer to come to you, reserve them a parking space near the entrance and offer to valet their current car while they're taking a test drive. Take note of their passions and interests and offer an appropriate experience. When they return the car, ask for their impressions of it.

The HoB should lead the handover process ensuring that the customer receives a full product explanation together with the opportunity for follow up sessions if required. The HoB or Sales Manager, together with the Aftersales

or Service Manager, should be available to explain the follow-up service for new BMW 7 Series customers. All customers must be contacted personally once every year and invited to a GKL event. Any letters to new BMW 7 Series customers and prospects should have a handwritten personal address, signature and, if relevant, a handwritten comment at the end of the letter.

HoBs should be personally phoning existing BMW 7 Series customers who are within six months of the end of their current agreement to begin discussions about their next vehicle choice.

If your new BMW 7 Series customer doesn't live locally but often visits the area to conduct meetings, offer one of your BMW Centre's meeting rooms as a venue for their meetings to enable you to keep in regular contact.

# YOUR COMMITMENT: NEW RETAILER STANDARDS.

**You will have seen through the actions over the previous pages that we are fully committed to the new BMW 7 Series sales strategy and expect you to also dedicate the resources and time required to implement this enhanced approach.**

By promoting the model in an appropriate way, planning ahead with your demonstrator fleet and delivering excellent customer service, we can work together to establish the new BMW 7 Series at the pinnacle of its segment and, importantly, maximise sales possibilities and profitability.



Following a customer enquiry, the HoB should make initial contact and lead the handover process. They should contact all BMW 7 Series customers who are within six months from the end of their current contract, as well as ensuring all BMW 7 Series customers have consistent personal contact and are invited to at least one GKL event per year.



A specialist team should be in place across the business to deal with new BMW 7 Series customers. This team, whether from Sales, Marketing, BMW Genius or Aftersales, should have received the appropriate training.



Follow the demonstrator programme and the stepped remarketing plan. Demonstrators must not be sign written.



Demonstrator vehicles must not be advertised for sale outside of the agreed remarketing windows.



Offer a test drive service to befit the new BMW 7 Series. 24-hour test drives should be offered or other bespoke test drives starting off-site if requested. If your BMW Centre is part of a Group, pool vehicles to offer a greater selection of models.



Agree your combined Corporate and Retail objective for 2015 and 2016 with your RSM. Additionally, report and forecast your G11/G12 enquiries and sales separately to your RSM/ Corporate Sales Manager (CSM).



All marketing materials should reflect the PCH pricing only and should be communicated using approved BMW marketing assets.



Ensure your team is aware of the Corporate offer and the BMW Chauffeur Programme, recognising how these differ from the Retail offer.



Develop and present a local Business Sales and marketing plan identifying your local businesses, chauffeur companies and government opportunities, as well as proactively contacting opinion leaders and offering test drives.



Ensure customers receive an exemplary Aftersales service for both routine and unplanned maintenance. Always offer a next day appointment, collection and delivery, or a suitable loan vehicle.





## WHAT DO WE NEED FROM YOU?

**We've invested significantly in delivering a launch and sales strategy befitting of the new BMW 7 Series.**

Working in partnership with you, we believe that we can deliver a class-leading contemporary luxury vehicle in a brand supportive manner that maintains and further boosts your profitability.



## INSTALLING SALES CONFIDENCE.

**Training and education will play a large part in your team's confidence to sell the new model at the £769pcm price point.**

Training is provided by the BMW Academy and it is imperative that 75% of your Sales team, 50% of your Service team, and all BMW Geniuses and Business Sales Executives attend the New Model Training.

Your sales team shall all be aware of how to deal with a new BMW 7 Series enquiry or prospect. Knowing core competitor USPs, especially the S-Class, is key to justifying the price differential. Presenting this new model in a truly contemporary luxurious manner will be vital.



# IMPACTFUL MARKETING.

**A comprehensive marketing programme designed to generate leads, both before and after launch, is being implemented nationally with several Retailer personalised elements.**

Identifying new BMW 7 Series prospects should be a core focus for your marketing team. A marketing communication toolkit is available via EDMK+, which includes weekly social content, email signature banner, email templates, press and out of home (OOH) adverts as well as showroom POS materials. OOH campaigns will increase awareness in areas of opportunity, such as those where there is a high density of competitor models.

To assist with lead conversion, a series of nurture emails have been created and are being sent via the Retailer Marketing Service for the first 25 Retailers that opted-in by the deadline. For all other Retailers the email templates will be available on EDMK+ with a suggested transmission timeline.





# THE NEW BMW 7 SERIES. DRIVING LUXURY.

**ARRIVES 24 OCTOBER  
AT BAYERISCHE ANYTOWN ANYWHERE.**

The new BMW 7 Series incorporates exquisitely crafted design, enhanced levels of comfort and an extensive range of pioneering technology, which have all led to it being hailed as the most innovative luxury car in its class.

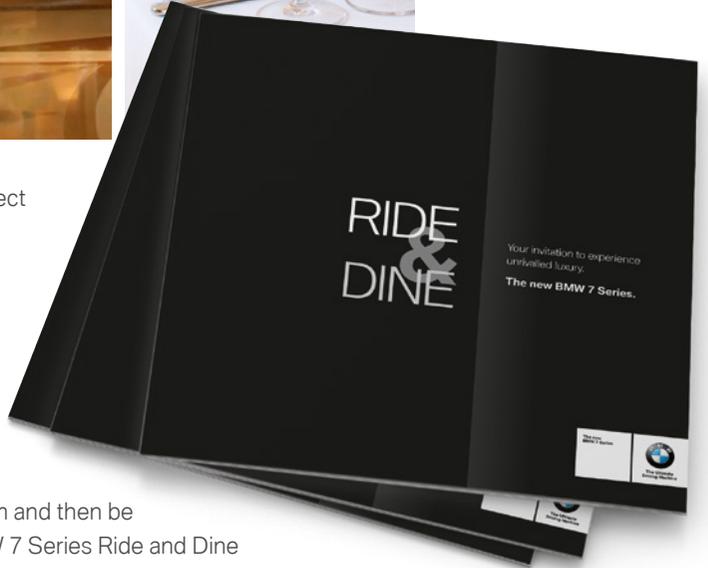
**For more information or to register your interest, call 01234 567890  
or visit [www.webaddressforbayerischebmw.co.uk](http://www.webaddressforbayerischebmw.co.uk)**

**Bayerische Any Town Anywhere**  
101 – 121 Upper Long Street West  
Long Town Business Park, Verylongtownname XYZ 007  
01234 567890 [www.webaddressforbayerischebmw.co.uk](http://www.webaddressforbayerischebmw.co.uk)

Official fuel economy figures for the new BMW 7 Series Saloon range: Urban 24.8-51.4mpg (11.4-5.5l/100km).  
Extra Urban 45.6-67.3mpg (6.2-4.2l/100km). Combined 34.9-60.1mpg (8.1-4.7l/100km). CO<sub>2</sub> emissions 189-124g/km.  
Figures may vary depending on driving style and conditions.



Hosting a memorable launch event to a very select audience will also help you capitalise on interest in the new model, and the toolkit also contains launch event invitations both for print and email. Luxury experiences can be delivered by engaging with local partnerships, specifically golf clubs, hotels and high-end restaurants. Consider conducting Ride and Dine events, where customers are given the opportunity to drive to a restaurant, enjoy a meal with your team and then be chauffeured home. In due course, specific BMW 7 Series Ride and Dine marketing materials will be made available to you via the Retailer Marketing Service. The scope of your marketing will depend on what kind of luxury experiences are on offer in your local area and, in every case, you should ensure your marketing team is fully briefed.



Invite visual design in development.

A photograph of two men in business suits standing on a modern glass balcony, engaged in conversation. The man on the left is wearing a dark blue suit and a name tag, while the man on the right is in a grey suit. They are positioned in front of a large glass window that looks out onto a bright, modern building. The balcony has a glass railing with metal handrails.

# TRAINING ON YOUR DOORSTEP.

**We will be looking at organising a Retailer Roadshow to solidify knowledge and understanding within your team, as well as boosting enthusiasm at launch time.**

If you would like to request a training session be held at your BMW Centre, contact your RSM to register your interest.



## KEY POINTS:

- Enhanced, personalised customer service throughout the buying and ownership cycle will foster loyalty and create advocacy
- Impactful marketing initiatives will set the scene for this luxurious new model
- The HoB should manage all new BMW 7 Series prospects



## RESOURCING YOUR BMW CENTRE TO HANDLE BMW 7 SERIES ENQUIRIES.

In the past it has often been the case that each Retailer relied on a single 'BMW 7 Series Specialist' to handle enquiries, test drives and handovers. This is no longer possible as we seek to reposition the new BMW 7 Series in the luxury segment. The Retailer needs to build a team within the BMW Centre that can handle these customers in the correct manner at any time.

Potential customers will expect to meet knowledgeable sales staff whenever they visit your BMW Centre and will not accept having to return if the appropriate member of staff isn't available. As a minimum the BMW Centre should always have at least one suitably trained Sales Executive, BMW Genius and Sales Advisor on site, even during extended opening hours. All team members must have attended the New Model Training and be able to explain the features and benefits of this important new model. Training videos are available on LaunchPad.

The Service Reception and Workshop need to be resourced to give a next day appointment to new BMW 7 Series drivers (Corporate or Retail), while a collection and delivery service should always be offered.



# EXCELLENCE IN SERVICE CARE.

**In addition to always making next day appointments available for new BMW 7 Series customers, having appropriate service loan vehicles available for their use is vital.**

In the absence of their car or another BMW 7 Series, you should offer them an M product or a model from the BMW X6, X5 or 6 Series range. Providing a collection and delivery service, regardless of how close they are to your BMW Centre, will contribute to the exceptional level of customer service new BMW 7 Series customers expect.

If the customer's new BMW 7 Series will be off the road for an extended period for any reason, contact BMW UK for assistance in providing a longer term loan vehicle. Don't tie up your demonstrator, it needs to be available for prospective customers.

## WHAT NEXT?

- Sign up to the 10 Retailer Standards on page 20 to ensure your BMW 7 Series bonus is guaranteed in 2015 and 2016
- Ensure that you build a team that will be effective at converting potential customers, whether they be Corporate or Retail
- Ensure you can offer off-site, bespoke and 24-hour test drives
- Start planning your launch events
- Ensure your team are familiar with both the Corporate and Retail offer and the major differences between the channels
- Investigate local chauffeur and hotel placement opportunities
- Ensure you only publicise the PCH prices and only use BMW marketing assets
- Ensure that you, the HoB, are ready to start contacting and qualifying potential new BMW 7 Series customers
- Consider becoming a CSSO
- Ensure you have a sufficient pool of suitable Service loan vehicles.



**Your RSM will bring a pro forma to agree your new BMW 7 Series sales objectives. This will also demonstrate the sales of competitor vehicles in your AOI.**

**Work with your RSM to agree:**

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Your BMW 7 Series marketing plan and how this is implemented                     | <input type="checkbox"/> The existing BMW 7 Series customers in your area that are suitable prospects for the new model | <input type="checkbox"/> Your local Business Sales and Marketing plan identifying your local businesses, chauffeur companies and local government opportunities |
| <input type="checkbox"/> Your volume objective for 2015 and 2016  | <input type="checkbox"/> The conversion rates you need to achieve your objectives                                       | <input type="checkbox"/> Your demonstrator car requirements for 2015 and 2016 and the remarketing windows   |
| <input type="checkbox"/> The number of enquiries that you will need to generate to achieve this objective | <input type="checkbox"/> Your HoB car remarketing window  |   |
| <input type="checkbox"/> Your showroom car requirement  |   |   |

Official fuel economy figures for the new BMW 7 Series range: Urban 24.8-51.4mpg (11.4-5.5l/100km), Extra Urban 45.6-67.3mpg (6.2-4.2l/100km), Combined 34.9-60.1mpg (8.1-4.7l/100km). CO<sub>2</sub> emissions 189-124g/km. Figures may vary depending on driving style and conditions.

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