



Modern Luxury Moments



The Ultimate Driving Machine®



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Welcome

PROVIDE A WARM WELCOME.

“Whether in person, on the phone, or online, I always feel acknowledged and appreciated. I was greeted the moment I entered the dealership, and the environment was warm and inviting. The staff was helpful and made me feel welcome--like doing business with BMW is where I need to be.”

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EXPLAIN PRODUCTS WITH PASSION.

“Every time I visit the dealership, whether in person or online, it’s always an engaging experience. I understand the products and technical features that best connect to my unique lifestyle and needs. Their passion is contagious! I understand what sets BMW apart from other brands.”

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DELIVER THE ULTIMATE PRODUCT EXPERIENCE.

“I am completely captivated by BMW’s products and my dealership experience! I was given just the right amount of attention and was able to test drive the car that interested me the most. I get it now! After experiencing the product, and receiving excellent information, I feel empowered to make the right decision.”

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CLOSE WITH CONFIDENCE.

“I feel confident about doing business with BMW--my advisor is able to fulfill even my unexpressed needs and desires and always helps me arrive at the best product/service decision, reinforcing my faith in their business with every transaction. I am happy with my choices and would definitely recommend this dealership to my family and friends!”

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HANDOVER IN STYLE.

“I never expected to pick up my car and have it be such a meaningful occasion. I’ve been coming to the dealership for years and they still deliver that extra touch that keeps me coming back. They take time to explain all the features of my car and how I can benefit from using them--I learn something new every time. It’s always a worthwhile visit.”

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MANAGE CLIENT CHALLENGES.

“I feel that everyone at the dealership cares about my needs and my experience. They do a great job of checking in with me, and whenever I provide feedback, they listen and are quick to respond. Not only do I feel like they value my insight and understand my needs, but I feel like I’ve got someone in my corner who is there to help whatever challenges may arise.”

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STRENGTHEN THE RELATIONSHIP.

“There is no other brand that enhances the journey of vehicle ownership like BMW does. I feel appreciated as a customer--they stay in touch with me and find ways to impress me even when it is not expected. I feel connected and engaged--like a valued member of the BMW community and I want my family, friends and colleagues to enjoy this experience too!”



OFFER A FOND FAREWELL.

“Right up to the last second, I feel appreciated and at home while at the dealership. My team there provides assistance above and beyond what I ever expect, which simply shows me how hard they all work to continue to earn my business. My experience at the dealership always leaves a lasting impression; I look forward to my next visit.”