



Market

The Romanian automotive market, whose early history started at the beginning of the twentieth century, registered an encouraging growth until the end of the World War II. During the communist period, the development of the market has been limited, with a significant domination of the local manufacturers.

Therefore, the premium and luxury car market is rather young in Romania. It started its development in 1990 and represents a segment of the market, which is directly influenced by the noteworthy growth of the country's economy.

Within this segment, no brand has achieved faster expansion than BMW.

By registering consecutive double digit sales, BMW has swiftly established a dominant position within one of the most competitive segments of the automotive market in Romania. In this environment, BMW's well-engineered automobiles led the company Automobile Bavaria - BMW's general importer for Romania - towards the best ever sales, in 2005. At that time, Automobile Bavaria was the leader of the premium segment, with shrewd prospects of greater success in the years to come. Already in the top, Automobile Bavaria is determined to maintain the leading position in the premium segment of the automotive market, in Romania.

Achievements

BMW's history is one of pioneering innovations and breakthrough products. The remarkable results in motor sports generated the dynamic of BMW's brand image.

Speed records have been registered first for motorcycles and nowadays for hydrogen driven racing prototypes. World Champion titles in Formula 1, Touring car competitions, Le Mans Series are part of the history of BMW brand.

The BMW Williams F1 team, with drivers Ralf Schumacher and Jenson Button had their Formula 1 racing debut in the 2000 season and finished in an excellent third position in the Constructors' Championship.

The technological achievements include development of new engines, like the V10 awarded as Best Engine of the Year, by the International Engine of the Year Awards, the new Diesel technologies, idrive System, xDrive - all wheel drive, hydrogen engines, Valvetronic, safety equipments and other revolutionary benchmarks of modern car manufacturing.

On the Romanian market, after eleven challenging years, the efforts and determination of the local importer, Automobile Bavaria, have been rewarded in 2004 with the premium market leadership position.

History

Bayerische Motoren Werke AG (BMW), the German company set up in 1916, is manufacturing automobiles, motorcycles, and aircraft engines. Based in Munich, Germany, the company is the leading auto exporter in Europe.

In 1990, the year Germany was reunited, BMW returned to its roots with the production of aircraft engines and the establishment of BMW Rolls Royce GmbH.

Automobile Bavaria, the BMW's general importer for Romania, has been established in 1994, in Braşov.

Few milestones in the company's history are the following: the first BMW showroom in Bucharest, in 1995, at World Trade Center; a new headquarters in Otopeni - according to a new concept, BMW Group Solus Dealer in 1997; the signing of the import contracts for LAND ROVER and ROVER in 1998; the launch of the MINI brand in Romania in 2001, which is also the year when Automobile Bavaria entered the



commercial vehicle sector; by deciding to sell MAN trucks; the first launch event for Rolls Royce in Eastern Europe in 2003; the signing of the import contract for NEOMAN (buses MAN and NEOPLAN) in 2004. The most recent event is the opening of the new Automobile Bavaria Headquarter in Bucharest in 2006.

Product

Traditional car manufacturer in Europe, BMW has introduced a range of luxurious and high-performance cars over the years.

BMW continually strives to accomplish its vision as "The Ultimate Driving Machine" by offering premium performance, luxury, and safety. In national surveys, the brand BMW consistently ranks at the top of the industry in terms of customer satisfaction.

The vehicle line up includes the unique BMW Series 1, the ever-popular Series 3, the internationally acclaimed Series 5, the captivating Z4, the delightful that offers on and off-road versatility X3 and X5, the innovative and powerful M5 and the sportsman M6. And the list could not be ended without the ultimate luxury saloon, the flagship of the BMW family, the 7 Series.

One of the latest achievements of the modern history of the company is the new generation of MINI, a British heritage brand. It has been re-launched by BMW, according to the latest technological, performance and safety standards. MINI One, MINI Cooper and MINI Cooper S have embraced worldwide the symbol of a lifestyle car concept, a best-seller with an incredibly large fan club.



After joining the BMW Group, Rolls Royce brand launched the new Phantom, a state-of-the-art product, an unbeaten symbol of the luxury and performance in the automotive industry.

Besides the automotive premium brands, produced by the BMW Group, the portfolio of brands represented in Romania by Automobile Bavaria includes also the MAN trucks, and NEOPLAN busses, two of the leading brands in European commercial vehicle industry.

Recent Developments

Automobile Bavaria's young history has been characterised by a permanent development, based on the power of the brands it represents, the determination of the team, the evolution of the market and the motivation to improve, to expand and to respond to the highest demands of the brand identity and the customer expectations.

The latest opening of the new business headquarters in Bucharest represents the beginning of a new development stage for the BMW business in Romania. The new facility includes a state-of-the-art showroom for all BMW and MINI models, a Rolls Royce showroom and a motorcycle area. The accessories boutique offers a wide range of BMW and MINI lifestyle products. The modern service station can offer also the complete range of after sales operations, including mechanical and electrical repairs, body and paint shop. This new import centre will respond perfectly to the most demanding expectations of the clients, and will reconfirm, once more, the market leading position of the company.

The following months will bring the opening of a new MAN headquarters, as well as a new BMW facility in the northern part of the city.

Promotion

BMW brand symbol, the white propeller surrounded by a blue cloud, has its origins in the company's heredity as aircraft manufacturer. Even though the original logo has altered a little over the years, it still represents maximum technical performance and the pleasure that comes out of it.

In its twelve-year history, Automobile Bavaria succeeded to effectively fulfill the BMW standards regarding communication, brand positioning, advertising and corporate identity elements.

Thus, Automobile Bavaria keenly promotes BMW through a wide range of mass media placements, events, promotions and other BTL

activities. Regular product launches enable the company to communicate its continuous evolution.

The campaigns proposed by BMW have been advantageously adapted, so as to answer to the local market demands. New products have been launched, creative event ideas have been developed, all in line with the BMW identity.

The most remarkable campaign, sustained through an extraordinary event, was the "One like no one" promotion, for the launch of the new BMW 1 Series. The Zeppelin NT, flying over Bucharest and Constanţa, was one of the events with highest impact upon the public, particularly upon the customers, who have had the opportunity to experiment this fly over the city.

The BMW International Golf Cup is another new event concept supported in Romania by Automobile Bavaria. An exclusive sport event dedicated to current and potential customers, it is targeting a small but selective social group.

Automobile Bavaria sees the promotion activity as a multi-faceted task that takes in traditional media, new media and other forms of communication and sponsorship.

Through its message, Automobile Bavaria frequently challenges conventional thinking and employs the value of understatement to make a stronger appearance. The promise of surpassing performance and outshined expectations is delivered with charm, perhaps a twinkle in the eye rather than with superlatives or claims.

Even if the business area of Automobile Bavaria is extended beyond the limits of the automotive market, the success of the different activities was based on an accurate separation of the brand policies, promotion and advertising identities. It was a big challenge to succeed in different areas, promoting different brands, various categories of products, and respecting every single rule of branding, identity and product values.



Brand Values

BMW leads the automobile industry towards the future by establishing new benchmarks regarding safety, technological innovation, passenger comfort and luxury. The brand also holds a keen position as a social responsible company, with its commitments in this realm matched only by few others. The core brand values of BMW are: Joy, Dynamism, Challenge and Culture.

Considering the results of the Brand Impact study conducted by the Romanian business magazine "BIZ", BMW is the sixth high impact brand in Romania and the best positioned automotive brand. The most appreciated brand values, according to the Romanian public, are trust, prestige and innovation.

THINGS YOU DIDN'T KNOW ABOUT

BMW

- > The English translation of the company's name is Bavarian Motor Works
- > In April 2006, Automobile Bavaria, BMW's general importer for Romania, celebrated the twelfth year anniversary
- > In October 2006, the company headquarters in Romania moved to a new location, one of the most modern BMW facilities in Europe
- > In 2005, Automobile Bavaria became the market leader in the premium automotive segment in Romania and the most significant BMW importer in the region
- > In December 2004, Automobile Bavaria organized the first Rolls-Royce Phantom launch in Eastern Europe
- > In 2002, Automobile Bavaria signed the Importer Contract for MAN trucks, followed in 2004, by the MAN and NEOPLAN bus Importer Contracts

