

BMW CORPORATE NEWS.

FLEET NEWS FROM BMW. SUMMER/AUTUMN 2014.

BMW EfficientDynamics
Less emissions. More driving pleasure.



BMW
Corporate News



The Ultimate
Driving Machine

WELCOME.

I am delighted to introduce the Summer/Autumn 2014 edition of Corporate News. Our round up of events will keep you up to date with all the latest news and important products and services from BMW and MINI.

In constantly striving to innovate and increase our offering to the corporate market, 2014 has already seen numerous new product launches. That trend continues as yet to come are the all-new BMW X4 and an expansion of the 4 Series family in the guise of the stunning 4 Series Gran Coupé. MINI are also launching some brilliant new models, including the new MINI Countryman and MINI Paceman. Later in the year, we will see two firsts for BMW Group which are very exciting for the fleet sector – the first front wheel drive BMW, the 2 Series Active Tourer will offer fantastic family appeal and the first ever 5-door MINI Hatch, which will thrill corporate drivers and fleet managers alike.

As the range of BMW and MINI models grows, we are continually developing new technologies to improve driver safety and pleasure. This magazine features the wealth of technologies that are available, demonstrating how your drivers can benefit from the higher standard specification and further additional options. With all the choice, fleet drivers will benefit greatly from the ever increasing presence of the BMW Product Genius at our dealerships. The Genius operates without the pressure of sales targets and their reason for being is to demonstrate our products and their features to all showroom visitors, whether fleet or retail, new or existing customers.

With electric cars at the forefront of these innovative technological developments, BMW is leading the charge for electric cars to be included on corporate fleets. Our case studies show just a couple of examples of those who have already welcomed the BMW i3 into their fleet and demonstrate how uniquely valuable these cars can be.

Finally, we have some enthralling events coming up in the BMW calendar, notably the iconic Goodwood Festival of Speed and the fiercely competitive Ryder Cup.

Please contact us if you'd like further information on anything featured in this issue of Corporate News. Our contact details can be found on page 19.



Kind regards

Matt Bristow
General Manager, Corporate Sales
BMW Group UK

CONTENTS.

BMW CORPORATE NEWS.



- 3 BMW NEWS.**
- 5 BMW PRODUCT UPDATE.**
- 7 NEW BMW 2 SERIES ACTIVE TOURER.**
- 9 NEW BMW 4 SERIES RANGE.**

MINI CORPORATE NEWS.

- 1. MINI NEWS.**
- 2. MINI TECHNOLOGIES.**
- 3. ALL NEW MINI HATCH.**
- 5. NEW 5 DOOR MINI HATCH.**
- 7. NEW MINI COUNTRYMAN AND PACEMAN.**



11 NEW BMW X4.

13 BMW TECHNOLOGY.

15 BMW EVENTS.

17 BMW | MINI BUSINESS PARTNERSHIP.

18 BMW CHAUFFEUR PROGRAMME.

19 BMW GROUP CORPORATE SALES CONTACTS.

20 CORPORATE LAUNCHPAD.

21 BMW i3 CASE STUDIES.

Official Fuel Economy Figures for the BMW range. Urban 13.8–62.4mpg (20.5–4.4l/100km). Extra Urban 26.2–83.1mpg (10.8–3.4l/100km). Combined 20.3–470.8mpg (13.9–3.8l/100km). CO₂ Emissions 325–0g/km.

Official Fuel Economy Figures for the MINI Range: Urban 26.4–72.4mpg (10.7–3.9l/100km). Extra Urban 44.8–91.1mpg (6.3–3.1l/100km). Combined 35.8–83.1mpg (7.9–3.4l/100km). CO₂ Emissions 184–89g/km.

BMW NEWS.

INDUSTRY AWARDS RECOGNISE BMW INNOVATION.

BMW has reinforced its innovative reputation by winning a series of major industry awards, most notably the Fleet News 'Fleet Manufacturer of the Year', 'Green Manufacturer of the Year' accolades and the 'New Company Car of the Year' for the 520d SE Saloon that achieves 109g/km from July production.

The new BMW i3 is making an early impact, picking up nine awards alone – UKCOTY 'Car of the Year', WhatCar? 'Best Green Car', BusinessCar 'Green Model of the Year' and most recently Fleet News 'Ultra-low CO₂ Car of the Year'. The new BMW 4 Series Coupé is also making a big impression, winning WhatCar? 'Best Coupé' and BusinessCar 'Sporting Car of the Year'.

For full details, visit www.bmw.co.uk/awards



BMW TOP CORPORATE MODELS.

Customers are spoilt for choice with eleven BMW ranges to choose from and hundreds of model variations. Thanks to their combination of fuel efficiency and versatility, here are the top ten most popular BMW models within corporate fleets:

1. 320d EfficientDynamics Saloon
2. 116d EfficientDynamics Hatch 5-door
3. 520d SE Saloon
4. 320d M Sport Saloon
5. 520d SE Touring
6. 520d M Sport Saloon
7. X3 xDrive20d SE
8. 320d EfficientDynamics Touring
9. 118d SE Hatch 5-door
10. 116d SE Hatch 5-door

Growing in popularity are the new Business Models, offering more car, but less tax, with a higher specification and greater customer saving.

For more information on the BMW range, visit www.bmwcorporate.co.uk

BMW NEWS.

CHANGES TO COMPANY CAR TAX IN THE 2014 BUDGET.

The 2014 Budget addressed a number of aspects relating to company car tax, including emission based changes and fuel allowances, all of which have potential impact on company car drivers.

There is good news for those driving low emission vehicles, such as the new BMW i3 and soon-to-be-launched BMW i8, as the company car tax discounts are being extended throughout the 2017/18 and 2018/19 tax year.

Support for low emissions is also demonstrated by the planned 2% rise per tax band for 2017/18 and 2018/19 for cars with emissions levels exceeding 75g/km.

Diesel drivers will benefit from a slight reduction in their BIK tax liabilities from April 2016 when the 3% diesel tax charge is abolished, while the 2p-a-litre increase in fuel duty that had been planned for September has now been cancelled and fuel duty is expected to be frozen until May 2015.

To download our 2014 Budget and Tax Guide, please visit www.bmwcorporate.co.uk or see enclosed pocket guide.



THE BMW BUSINESS MODELS. MORE CAR. LESS TAX.

Offering outstanding combined fuel economy and low CO₂ emission levels, the BMW Business model range will reduce your running costs thanks to EfficientDynamics technologies. With lower thresholds for BIK bands as a result of the 2014 budget announcement, choosing an efficient car with low emissions has never been so critical.

All those savings aren't reflected in the car itself though. With Dakota leather upholstery, BMW Business Media Package and Heated Front Seats as standard, these models deliver the perfect blend of high specification and efficiency.

For more information, visit www.bmw.co.uk/businessmodels





BIK RATES.

Vehicle CO ₂ (g/km)	BIK % 2014/15	BIK % 2015/16	BIK % 2016/17	BIK % 2017/18
1-50	5 (8)	5 (8)	7	9
51-75	5 (8)	9 (12)	11	13
76-94	11 (14)	13 (16)	15	17
95-99	12 (15)	14 (17)	16	18
100-104	13 (16)	15 (18)	17	19
105-109	14 (17)	16 (19)	18	20
110-114	15 (18)	17 (20)	19	21
115-119	16 (19)	18 (21)	20	22
120-124	17 (20)	19 (22)	21	23
125-129	18 (21)	20 (23)	22	24
130-134	19 (22)	21 (24)	23	25
135-139	20 (23)	22 (25)	24	26
140-144	21 (24)	23 (26)	25	27
145-149	22 (25)	24 (27)	26	28
150-154	23 (26)	25 (28)	27	29
155-159	24 (27)	26 (29)	28	30
160-164	25 (28)	27 (30)	29	31
165-169	26 (29)	28 (31)	30	32
170-174	27 (30)	29 (32)	31	33
175-179	28 (31)	30 (33)	32	34
180-184	29 (32)	31 (34)	33	35
185-189	30 (33)	32 (35)	34	36
190-194	31 (34)	33 (36)	35	37
195-199	32 (35)	34 (37)	36	37
200-204	33 (35)	35 (37)	37	37
205-209	34 (35)	36 (37)	37	37
210-214	35 (35)	37 (37)	37	37
215-219	35 (35)	37 (37)	37	37
220+	35 (35)	37 (37)	37	37

Figures in brackets apply to diesels. Diesel hybrids are exempt from the 3% charge in 2014/15 and 2015/16. In 2016/17, the 3% diesel charge is abolished.

**For further information, and the BMW tax calculator,
visit www.bmwcorporate.co.uk**

VED BANDS AND RATES 2013/14.

The existing 13-band Vehicle Excise Duty (VED) structure remains in place for 2014/15, with rates rising in line with the Retail Price Index from April 1, 2014.

The new rates are shown in the table below.

Cars in Band H and above attract a 'Showroom Tax' of up to £590 in the first year, while the standard rates for cars in Bands B and C are unchanged from 2013/14. New cars with CO₂ emissions of up to 100g/km remain 100% exempt from VED in 2014/15, while those with CO₂ emissions of 130g/km or less are exempt from first year VED.

VED Band	CO ₂ emissions (g/km)	2014/15 First year rate (£)	2014/15 ² Standard rate (£)
A	Up to 100	£0	£0
B	101-110	£0	£20
C	111-120	£0	£30
D	121-130	£0	£110
E	131-140	£130	£130
F	141-150	£145	£145
G	151-165	£180	£180
H	166-175	£290	£205
I	176-185	£345	£225
J	186-200	£485	£265
K ¹	201-225	£635	£285
L	226-255	£860	£485
M	Over 255	£1,090	£500

1: Includes cars emitting over 225g/km registered between 1 March, 2001 and 23 March, 2006. 2: Alternative fuel discount 2014/15: £10 for all cars.

CALCULATE YOUR BIK.

Calculating BIK tax can often be confusing. If your company car drivers are interested in a MINI model, why not let us do it for them, via our online company car tax calculator.

For more information, please visit
www.mini.co.uk/corporate



THE NEW BMW
2 SERIES COUPÉ
FROM

CO₂ EMISSIONS

117 G/KM

BIK

19%

COMBINED

64.2 MPG



THE BMW 2 SERIES COUPÉ.

BITES AS BAD AS IT BARKS.

The new BMW 2 Series Coupé is a car that demands to be driven. With a longer wheelbase and a wider track than the BMW 1 Series, the new BMW 2 Series Coupé has a dynamic, sporty profile and a performance to match, particularly the high performance 326hp M235i model. Elsewhere in the range, you'll enjoy up to 64.2mpg combined, 117g/km CO₂, 19% BIK and a standard specification that includes 17" alloy wheels, air-conditioning, rear park distance control, bluetooth, USB audio interface and LED rear lights.

For the latest information on the new BMW 2 Series Coupé, visit www.bmw.co.uk/2seriescoupe

NOTHING IS TOO CHALLENGING.

THE NEW BMW X3.

Building on the success of the previous generation of the BMW X3, the new model offers substantial improvements in efficiency, including up to 60.1mpg, at the same time as emitting impressively low emissions from just 124g/km CO₂ resulting in a BIK from just 20%.

In addition, a higher standard of specification, including BMW Business Media package, heated front seats, automatic tailgate and BMW Emergency Call delivers driver comfort and convenience.

WhatCar? reviewed the BMW X3 as 'the best compact 4x4 you can buy, and that's why it's our reigning SUV of the year'.

To find out more about the BMW X3, please visit www.bmw.co.uk/X3



THE NEW BMW X3
FROM

CO₂ EMISSIONS

124 G/KM

BIK

20%

COMBINED

60.1 MPG

THE NEW BMW X6
FROM

CO₂ EMISSIONS

157 G/KM

BIK

27%

COMBINED

47.1 MPG



THE NEW BMW X6.

Launching in December, the new BMW X6 blends athletic design with impressive driving performance both on and off-road.

The new model features Dakota leather upholstery and heated front seats as standard, enhancing the elegance and luxury of the interior design. Further standard equipment includes BMW Professional Multimedia Navigation and BMW Emergency Call for driver safety.

Powered by BMW TwinPower Turbo engines, the BMW X6 xDrive30d with Auto Start-Stop and eight-speed automatic transmission provides class-leading efficiency without compromising on power, achieving 47.1mpg (combined) and producing just 157g/km CO₂ emissions.

For the latest information on the new BMW X6, visit www.bmw.co.uk/X6

FOR BUSINESS AND LEISURE.

THE NEW BMW 2 SERIES ACTIVE TOURER.

The launch of the new BMW 2 Series Active Tourer in September brings a brand new Ultimate Driving Machine to the BMW line-up: one built as much for leisure as it is for business.

THE NEW BMW
2 SERIES ACTIVE
TOURER FROM

CO₂ EMISSIONS

109 G/KM

BIK

17 %

COMBINED

68.9 MPG





Innovative design and engineering have created a car that is sporty, practical and remarkably fuel efficient. The new BMW 2 Series Active Tourer achieves up to 68.9mpg (combined) with only 109g/km CO₂ and 17% BIK.

Beneath the classic lines and dynamic looking exterior is a highly spacious interior. The raised seating position gives all round visibility and easy access, while the sliding rear seat with 40:20:40 split and folding floor provide flexible space for passengers and storage.



The generous standard specification has also been developed with business and leisure in mind. In addition to attractive 16" alloy wheels and Sport multi-function leather steering wheel, the new BMW 2 Series Active Tourer comes with a convenient 6.5" colour screen and iDrive controller that allows the driver to stay in touch whilst on the road. You'll also benefit from DAB radio, Bluetooth, Comfort Go, Drive Performance Control and Rear Park Distance Control as standard.

For the latest information on the new BMW 2 Series Active Tourer, visit www.bmw.co.uk/2seriesactivetourer

THE BMW 4 SERIES

THE NEW BMW
4 SERIES GRAN
COUPÉ FROM

CO₂ EMISSIONS

121 G/KM

BIK

20 %

COMBINED

61.4 MPG



THE NEW BMW 4 SERIES GRAN COUPÉ.

Combining innovative functionality with elegant design and a high level of standard specification, including Dakota Leather and Xenon headlights, the BMW 4 Series Gran Coupé is a strong corporate proposition. The efficient TwinPower Turbo engines deliver impressive power, such as the BMW 418d that outputs 143hp. The four doors, spacious luggage compartment and generous

head and leg room offer an enviable combination of comfort and practicality, while the dynamic driving characteristics can be further emphasised by the optional Adaptive M Sport Suspension. The BMW 4 Series Gran Coupé delivers up to 61.4mpg and CO₂ emissions from just 121g/km, resulting in BIK tax from just 20%.

Model	P11d Value*	Power Output (hp)	0-62mph (seconds)	Combined fuel consumption (mpg)	CO ₂ emissions (g/km)	Wholelife Cost** (ppm)	Annual company car tax 2014/15	
							20%	40%
BMW 418d Gran Coupé	£30,940	141	9.2	61.4	121	£0.55	£1,304.64	£2,609.27

All data published is supplied by KeeResources' KWIKCarCost. *All data in comparison table is valid at 16 May 2014. **Pence per mile wholelife costs are based on a combination of estimated service, maintenance, repair, fuel, depreciation, employer's N.I, insurance, finance and VED costs over three years/60,000 miles.

RANGE.

THE BMW 4 SERIES COUPÉ.

Building on the success of the popular BMW 3 Series Coupé, the BMW 4 Series Coupé offers even higher specification for an exceptional driving experience, including energy efficient Xenon headlights as standard. The high performance engines with TwinPower Turbo technology deliver up to 61.4mpg (combined), with CO₂ emissions from just 121g/km attracting a low 20% BIK rate. Interior comforts include Dakota leather upholstery, heated seats and a Sport leather steering wheel as standard, while Luxury and M Sport models also come with Business Media Package as standard and have further options for customisation.

THE BMW 4 SERIES CONVERTIBLE.

Experience the exhilaration of open-air driving with the BMW 4 Series Convertible. The Retractable Hard Top and fluid styling create a sporting elegance that is reflected both inside and out. For increased comfort and style the driver-oriented interior features high-calibre materials as standard, such as Dakota leather upholstery. 17" alloy wheels, Park Distance Control and Xenon headlights are also included as standard, with optional Adaptive LED Headlights offering dazzle-free High-beam Assistant and innovative Air Breathers in the front wheel arches helping to reduce fuel consumption and emissions.



For the latest information on the new BMW 4 Series range, visit www.bmw.co.uk



THE NEW BMW
X4 FROM

CO₂ EMISSIONS

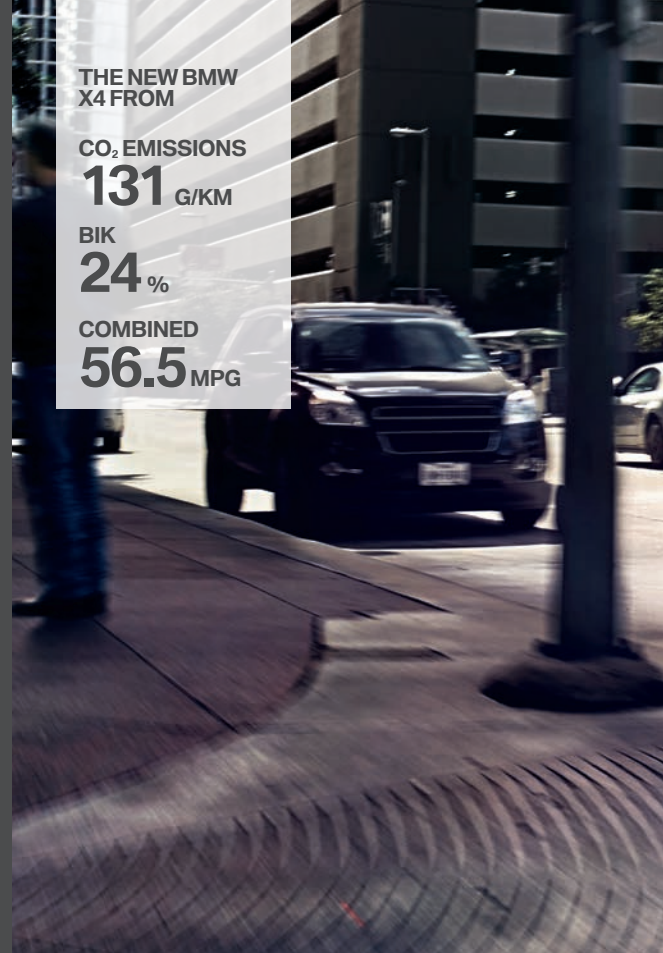
131 G/KM

BIK

24 %

COMBINED

56.5 MPG



A choice of models are available, including SE, xLine and M Sport, in addition to a selection of new colours and trims that offer greater personalisation for company car drivers.



UNLEASH STYLE.

THE NEW BMW X4.

A new addition to the BMW X family, the striking BMW X4 combines stunning coupé styling with the performance of a sports car, to deliver an enviable driving experience.

Featuring 18" alloy wheels, Xenon headlights, leather upholstery, heated front seats and automatic tailgate as standard, the BMW X4 offers a greater level of luxury and comfort for an enjoyable drive while 40:20:40 split-folding rear seats and a generous luggage capacity offer SUV practicality.

Business navigation can be accessed via the innovative iDrive Controller, enabling you to find the most appropriate route in a safe, intuitive way. Head-Up Display and Real time Traffic Information (RTTI) are also available, so you can remain in full control yet keep in touch with the outside world.

A choice of models are available, including SE, xLine and M Sport, in addition to a selection of new colours and trims that offer greater personalisation for company car drivers.

For more information on the new BMW X4, please visit www.bmw.co.uk/x4

BMW TECHNOLOGY.

BMW has a rich history in innovation, with more than 40 years experience in delivering the pinnacle of automotive technology. The BMW i3 is the latest incarnation of that innovation, introducing tomorrow's technologies today. While drivers can experience BMW technology across the full model range, including Head-Up Display, intelligent headlights and ConnectedDrive, the BMW i3 showcases innovation from the ground up – a completely new approach to motoring.

Stay in touch with the outside world and the road ahead with BMW innovations. To discover the full range of BMW technologies, visit www.bmw.co.uk/ConnectedDrive.



TOMORROW'S TECHNOLOGY, TODAY. THE NEW ELECTRIC BMW i3.

- BMW i Remote App enables you to remotely start the charging process, unlock your car doors and condition your car before your trip starts to maximise battery.
- With its electric motor, lithium-ion high-performance battery and intelligent energy management, BMW eDrive technology delivers unrivalled sustainability.
- Taking into account your personal driving style, the current traffic situation and topography, Electric Eco Routing plots a course to maximise the battery range.
- BMW ConnectedDrive provides the driver with entertainment plus a flow of information on battery status and driving efficiency.
- Range Assistant provides a precise and reliable figure of the maximum range that can be achieved in any given direction.
- BMW Teleservices monitor your BMW i3 and can notify you of any servicing requirements.

INNOVATION

DID YOU KNOW?

BMW USES FIGHTER JET TECHNOLOGY.

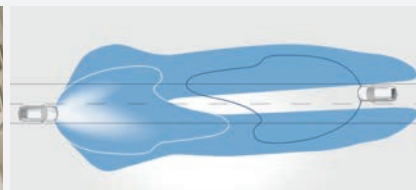


Developed from aviation technology, BMW Head-up Display projects key information directly into the driver's line of sight.

SAFETY

DID YOU KNOW?

**BMW TECHNOLOGIES
HAVE A HIGH I.Q.**



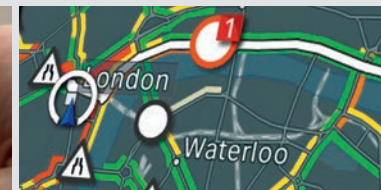
Intelligent headlights that read the road ahead and automatically adjust their beam direction to maximise your visibility.

BMW eCall will call the Emergency Services for you in the event of a collision.

CONNECTIVITY

DID YOU KNOW?

**BEING IN A BMW
DOESN'T MEAN BEING
OUT OF TOUCH.**



Your second office allows you to make productive use of your time on the road with safe and easy access to emails and text messages.



BMW GOLF PARTNERSHIPS.

The Ultimate Drive: BMW is organiser and partner to some of the largest and most renowned professional and amateur golf tournaments. Our commitment has seen BMW develop into one of the largest and most respected golf partners in the world.



2014 marks the tenth anniversary of BMW's title sponsorship of the BMW PGA Championship, the flagship event on the European Tour schedule and one of the most prestigious events in the world of professional golf. Returning once again to Wentworth Club and to witness Rory MacIlroy's victory, this renowned event attracted a world-class field to entertain the crowds. BMW owners were able to enjoy complimentary refreshments in the exclusive BMW Owner's Lounge.

BMW is also delighted to be title sponsor of the Telegraph BMW Junior Golf Championship. With a glittering history dating back more than 25 years, the Championship is regarded as one of junior golf's 'Majors' and can boast a roll call of past champions going on to reach the highest levels of the professional and amateur games.

For more information visit www.bmw.co.uk/golf

GOODWOOD FESTIVAL OF SPEED 2014.

Once again BMW are proud to be an official sponsor to Goodwood Festival of Speed, the world's most iconic motoring garden party. Taking place on 26 – 29 June 2014, the event represents a true celebration of motor sport and all things automotive.

Visitors to the BMW Pavilion will have the opportunity to view the revolutionary new BMW i8, in addition to a host of other newly launched models from BMW and MINI. BMW owners will also enjoy exclusive access to the BMW Owner's Lounge where refreshments will be available throughout the day. Entrance to Goodwood Festival of Speed is by ticket only.

For more information visit www.bmw.co.uk/festivalofspeed



DESIGNED FOR DRIVING PLEASURE.

In May, BMW Group Corporate Sales hosted their annual Designed for Driving Pleasure event at Bedford Autodrome with Gabby Logan, BMW Brand Ambassador in attendance. The event is aimed at fleet operators and key industry contacts, offering them a chance to experience the latest BMW and MINI models, as well as providing valuable information about the future strategic direction of BMW Group Corporate Sales. In addition, attendees have the opportunity to take an exclusive glimpse at newly launched models.

If you would like to attend future Designed for Driving Pleasure events, please contact corporatesales@bmw.co.uk



BMW | MINI Business Partnership

YOUR COMPANY BENEFITS.



TAKING CARE OF BUSINESS.

If you manage a fleet of fewer than 50 company cars, the BMW | MINI Business Partnership has been designed specifically for you. The full range of BMW and MINI models are available to order, offering compelling contract hire rates and comprehensive service and maintenance packages.

The updated Business Partnership website now features improved usability for mobile devices, the ability to shortlist and compare offers, and a page dedicated to the new BMW i range. The more user-friendly offers section allows you to filter results and suggests alternative models that are suitable for you.

The Business Partnership programme also provides a Local Business Manager to help you through all aspects of fleet management, including: latest legislation, driver benefits and choosing the vehicles that make sense for your business and your budget. What's more, you'll be the first to know about new model launches and receive exclusive Corporate Sales event invitations from your local dealership.

There's no commitment, no fee and no obligation to buy. We simply want to keep you up to date with our latest products and services so we can help you make the right decisions for your business.

**For further information, visit
www.bmwbusinesspartnership.co.uk**



PROGRAMME BENEFITS.

- **Compelling contract hire rates**
- **Dedicated Local Business Manager**
- **Comprehensive service & maintenance packages available**

REGUS CO-OPERATIVE.

Every new Business Partnership customer now receives a complimentary Regus Businessworld Preferred Card, giving you 10 free visits to professional business lounges at over 1800 locations worldwide. So whether you work on the road, or simply need a space to touch down and work when not in the office, you can benefit from instant access to professional working environments.





NEW BMW 7 SERIES EXCLUSIVE MODELS GIVE CHAUFFEURS EVEN MORE.

Chauffeurs can now enjoy even more benefits from the BMW Chauffeur Programme. The introduction of the new BMW 7 Series Exclusive models gives chauffeurs even more luxury while making substantial cost savings.

The new BMW 7 Series Exclusive SE and M Sport models deliver the luxury, driving dynamics and fuel economy expected of BMW with the added benefits of Head-up Display, Reversing Assist camera and Comfort Seats with rear seat heating for significantly less than the cost of individual options.

As well as providing a range of luxurious yet efficient cars, the BMW Chauffeur programme also comprises additional tailored benefits such as competitive contract hire rates, fast and inclusive servicing for the duration of the contract and replacement vehicles if required. The programme is focused on making life easier for chauffeurs and keeping them on the road at all times.

For further information on the BMW Chauffeur Programme, and other models in the range visit www.bmw.co.uk/chauffeur



DEDICATED SALES TEAM.

If you run a fleet of 50 or more cars, you can also benefit from the added support of the BMW Group Corporate Sales team. The nationwide team is available to discuss any aspect of managing BMW and MINI fleet vehicles, from new products and wholelife costs to important environmental and duty of care issues.

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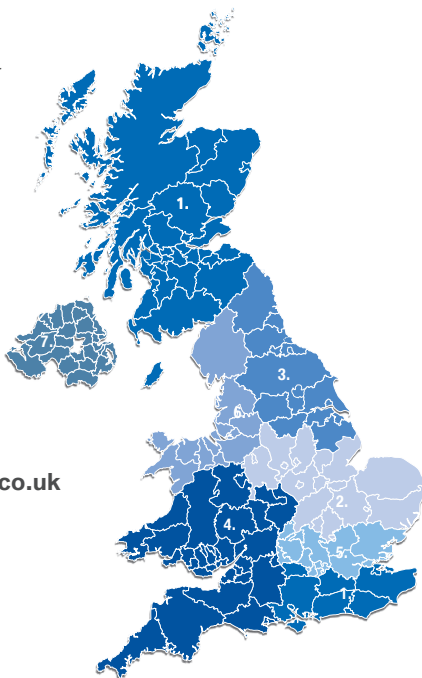
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CORPORATE LAUNCHPAD.

WHAT IS CORPORATE LAUNCHPAD?

Corporate LaunchPad is an easily accessible portal that provides product information, marketing content and videos for corporate customers.

This portal gives all users the ability to keep up to date and view the latest model information in advance of market launches.

With everything from pricing information to video content, as well as constant updates on current fleet news, Corporate LaunchPad gives users all the information they need to make the most informed fleet decisions.



Dashboard view



Article view

WHAT INFORMATION IS AVAILABLE?

- Brochures
- Pricelists
- Factsheets
- Videos
- Updated fleet news and industry trends
- Technology unpacked
- Latest BMW and MINI Models
- Important corporate driver information
- Imagery



Factsheets



Important corporate driver information

BENEFITS FOR BUSINESS.

The wealth of information available on Corporate LaunchPad, about BMW Group as well as the fleet industry in general, means users can gain a more insightful understanding of the BMW and MINI ranges.

Ultimately, equipping corporate customers with the information to make the best decision for themselves and for the company.

REQUEST ACCESS.

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THE BMW i3.

THE PER HIRE GROUP WERE KNOCKED FOR SIX.

The Per Hire group was established five years ago, specialising in all forms of motorised equipment hire, including such diverse vehicles as tractors and helicopters.





ADDED VALUE WITH THE BMW i3.

With over 250 vehicles on their fleet, running and maintenance costs are a big consideration when choosing vehicles. In 2014, they introduced Per Hire Cars to the group, specialising in the hire of environmentally friendly cars in the Thames Valley and London area.

Matthew Munson, MD of Per Hire Cars, told us why they chose BMW i3 cars for their new business venture, “BMW i3 is a game changer for us – it delivers an increased range, prestige and a perceived quality that is only associated with BMW products, so we were keen to add some to our fleet.”

Per Hire Cars purchased six BMW i3 vehicles. Matthew is driving a BMW i3 himself and, over the first thousand miles, has been impressed with the range, as well as the practicality of having a car that seats four adults comfortably.

For further information on the BMW i3, please visit www.bmw.co.uk/bmw

“It offers the same driving experience that you’d get from a 3 Series; it’s fast, it’s bigger than it looks as well as being incredibly efficient to run. It’s an easy hire for us.”

Matthew Munson, MD of Per Hire Cars



THE BMW i3 DRIVES TO THE RESCUE.

BMW have long been the brand of choice for the Emergency Services and the newly launched BMW i3 is no different. Both the Police and the London Fire Brigade were loaned the premium electric vehicle for their fleets, with each impressed by the low running costs, impressive performance and excellent handling.

BMW
Corporate News



**The Ultimate
Driving Machine**

MINI CORPORATE NEWS.

FLEET NEWS FROM MINI. SUMMER/AUTUMN 2014.



MINI NEWS.

ADDING MINI TO OUR FLEET HAS REALLY GIVEN US WINGS.

MINI has had a working relationship with Red Bull ever since the Austrian Red Bull head office switched its promotional vehicles from Volkswagen Beetles to the MINI One over a decade ago. Now, the Red Bull branded silver and blue MINI 'Wings' are a familiar sight around university campuses and public events across the UK.

Red Bull UK employs around 300 people and runs a fleet of more than 150 vehicles, excluding the 42 promotional MINI Wings driven by student ambassadors. The MINI models combine the right company image with excellent fuel economy and practicality.

When asked if they are planning to add more MINIs to the Red Bull fleet, David Oliver, Fleet Manager responds; **“Yes, definitely. 25% of our MINI Wings student ambassadors take up a permanent position with us and don't want to give up driving a MINI so we'll definitely look at adding more models to the list.”**



AWARD WINNING MINI.

MINI has scooped BusinessCar 'Supermini of the Year' for the 12th consecutive year, with the outgoing MINI Hatch model taking the honour this time around.

Voted for by the readership, the MINI Hatch impressed with its unique combination of striking design, low CO₂ emissions, and reduced fuel consumption. MINI's repeated success is anchored by the exceptionally strong residual values across the MINI range.

For more information, visit www.mini.co.uk



TOP MINI CORPORATE MODELS.

With so many marvellous MINI models available, it's not surprising that some managers feel a bit bemused when trying to choose the right models for their fleets. Here are the top three most popular MINI models within corporate fleets.

- » MINI Cooper D Hatch
- » MINI One Hatch
- » MINI One D Hatch

MINI TECHNOLOGIES.

MINI innovative technologies have been designed to improve fuel efficiency while optimising driving pleasure. The all new MINI Hatch showcases many of these new technologies:



» MINIMALISM Analyser.

Environmentally streamline your driving style with the MINIMALISM Analyser. The Analyser records driving data which allows you to optimise the way you drive for more fun and maximum efficiency.



» MINI Connected.

Keep in the loop with MINI Connected. By downloading the relevant apps you can make calls, stream music, check social media and connect to RSS newsfeeds.



» MINI Head-Up Display.

You won't need to take your eyes off the road with the optional MINI Head-up Display, as it projects speed, navigation and infotainment directly into your field of vision on a retractable screen.



» MINI Teleservices.

Never miss a service for your MINI again with the optional MINI Teleservices feature. Sensors will detect any issues and start a Teleservice call to your local dealer so you'll have an appointment before you even realised something was up.



» Intelligent Emergency Calling System (E-Call).

In case of an accident the optional Intelligent Emergency Calling System (E-Call) automatically sends out a distress call to the BMW Group Call Centre, detailing your exact location, the type of collision, and status of the airbags and front seat belts.

For more information about MINI Technologies, please visit www.mini.co.uk

ALL NEW MINI HATCH. IT'S GOT QUITE A CV.

BUSINESS CAR SUPERMINI OF THE YEAR 2014, 2013, 2012,
2011, 2010, 2009, 2008, 2007, 2006, 2005, 2004 AND 2003.



The all new MINI Hatch, with its huge personality and efficiency-boosting technology, is sure to be your newest recruit. Launched in March, the Business Car 'Supermini of the Year' award-winner now has more power and is even more fun to drive.

The all new turbo-charged three and four-cylinder engines in the new MINI Hatch come with manual and automatic gearboxes and deliver enhanced performance while improving fuel efficiency. Drivers can enjoy further reduced fuel consumption thanks to the Auto Start-Stop function and an optional Green Driving Mode. This combination of cutting-edge technology means the MINI Cooper D Hatch can achieve an impressive 80.7mpg (combined).

At 92g/km the MINI Cooper D Hatch also produces the lowest ever CO₂ emissions. This is great news for drivers' tax liabilities as BIK repayments are just 14% in the 2014/15 tax year. As a result, MINI Hatch models are some of the most tax-efficient vehicles in the MINI range and an excellent choice for your fleet.

As well as impressive performance, the new driver-orientated MINI Hatch includes these specifications as standard:

- » Bluetooth
- » DAB digital radio
- » Heated Mirrors and Washer Jets
- » Keyless-Start
- » USB audio interface

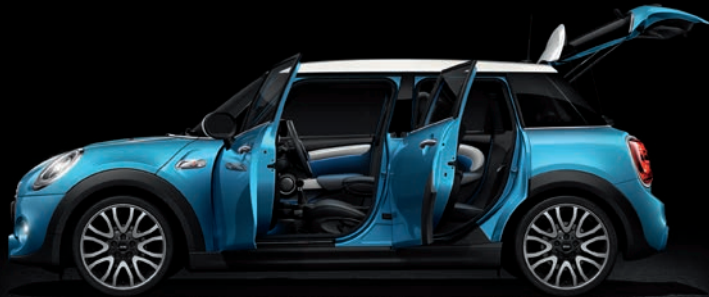
'More space, refinement, practicality and power for MINI's pocket rocket.'

The Telegraph ★★★★★

THE MINI ONE, TWO, THREE, FOUR, FIVE DOOR HATCH.

THE NEW MINI. NOW WITH 5-DOORS.





Joining the MINI line-up later this year is the new MINI 5-door Hatch, delivering the same distinctive styling and go-kart handling as the current MINI Hatch but with the benefit of 5 doors. This time you've got no excuse not to take your colleagues out at lunch.

Launching in October, this is the first 5-door model of its kind and MINI customers can benefit from increased legroom plus 50 litres more boot space than the 3-door model, taking it to a generous 261 litres.



As well as all this extra space, the new 5-door MINI Hatch sets itself apart from competitors with the wide range of MINI technologies available. Standard specification includes Keyless Go, USB audio interface, Bluetooth and On-Board Computer while driver connectivity is enhanced by additional optional features such as MINI Connected XL Media Pack, MINI Head-up Display and Intelligent Emergency Calling System (e-Call).

The MINI Hatch range maintains the hallmark engaging drive, along with impressively low CO₂ emissions and superior performance. Leading the way is the MINI One, delivering approx. 14% lower CO₂ emissions and 15% faster acceleration. Combining increased practicality with unrivalled technology and reduced running costs provides fleet drivers with a proposition that's hard to refuse it.

For more information on the new 5-door MINI Hatch, visit www.mini.co.uk



INTRODUCING THE NEW MINI COUNTRYMAN AND PACEMAN.

GO ALL THE WAY.

The spirit of a racer, the mind of an accountant: the new MINI Countryman combines go-kart handling with outstanding fuel economy. Available in two wheel drive or ALL-4 it's a dynamic performer on any terrain.

Launching in July, the latest model has three new metallic exterior paint finishes – Jungle Green, Midnight Grey and Starlight Blue. What's more, its comprehensive standard specification should keep every company car driver happy, including LED front foglights with daytime driving and parking lights (excluding MINI One models), as well as Piano Black exterior trim and Anthracite dials.

Split-folding 40:20:40 rear seats provide plenty of versatility, extending the luggage compartment from 350 to 1,170 litres. Combine this with EU6 compliant engines and even lower emissions levels, and the new MINI Countryman makes all round sense.

Not content with giving you a company car with presence, space, tax efficiency, fuel economy and high residual values. MINI has added a business specification that saves you money and has less impact on your drivers' BIK car tax. Designed with the business driver in mind, the MINI Cooper D Countryman Business comes with all the usual MINI advantages plus MINI Navigation System, 17" alloy wheels and PEPPER Pack, which includes Automatic air-conditioning and Rain Sensor & Automatic Lights-On.

To find out more about how the new MINI Countryman and how it can benefit your fleet visit www.mini.co.uk



The new MINI Countryman is also available as a business model. Featuring MINI Navigation, 17" alloy wheels and PEPPER Pack as standard, drivers' can benefit from reduced impact to BIK.



THE NEW MINI PACEMAN.

Bursting onto the scene in July, the new MINI Paceman delivers summer driving excitement in a sporty and stylish package.

The unique design of the new model combines elegance and urban style, emphasising the sports car look and performance. Interior Chrome detailing reflects the new Chrome grille bar and the Piano Black exterior completes the finish.

What's more, LED fog lights and daytime running lights come as standard in selected Paceman models, with Cooper and Cooper D models featuring 16" alloy wheels.

For more information on the new MINI Paceman, visit www.mini.co.uk/paceman

