

Manufacturing Solutions

BMW drives its brand farther with wireless data service from Sprint

Challenge

BMW is one of the most recognized global brands and among the most prestigious vehicle manufacturers in the world. But even with great brand awareness, BMW still needs to continuously raise awareness and identify new prospects with innovative technology. And that requires it to reach out to new audiences in new locations.

Conventional media, like print and electronic advertising, are great at generating brand awareness. But they're less effective at converting prospects into customers. With the launch of the X3 Sports Activity Vehicle, BMW saw the opportunity to try a new medium of communication, one that was interactive with easy-to-quantify results. And one that could engage prospects where they live, play and work.

Solution

Kiosks are nothing new to BMW. They have used T1-connected kiosks in their sales centers since 2002. But wireless kiosks took the use of the medium one step further. The eye-grabbing design was the start. But the ability to engage customers – wherever they were and even after they'd finished their session – ensured the kiosks were beautiful for business.

Powered by Sprint PCS Connection Cards™, the kiosks introduced users to the X3 lineup. It also gave them the option of receiving a customized email – in less than two hours – that would provide more information and relevant links about just the aspects of the vehicle that interested them. And, if they wanted, users could request a test drive from the nearest BMW dealer.

By using the wireless connectivity, BMW was able to setup a kiosk with no more than a conventional AC wall plug – no wireline required. Any content and video updates and all data transfers were conducted wirelessly and securely over the Nationwide Sprint PCS Network. And, because the usage of the kiosks could be monitored in real time, maintenance was more efficient and downtime was reduced, software updates were pushed to each kiosk without a site visit, and they could be quickly and easily moved to other strategic locations – high-end hotels, fitness centers and shopping malls – to maximize use.



Since its inception, the BMW brand has become renowned for sporting and dynamic performance combined with design and quality, resulting in the unique appeal of BMW automobiles. This appeal continues with the introduction of the new BMW 3 and X3 Series.

For four generations, the 3 Series set the standard for pure driving performance in its class. Now, the launch of the all new BMW 3 Series sets a new benchmark for how all other sport sedans will be judged.

The new X3 Series of sports activity vehicles untaps your imagination. Imagine a vehicle maneuvering effortlessly through snow and ice. Or a vehicle that navigates nimbly through traffic and takes on the tightest curves with precision and power. With the X3 Series, they are one and the same.

BMW of North America has been present in the United States since 1975. The BMW Group's sales headquarters for North, Central and South America is located in Woodcliff Lake, New Jersey.

For more information, visit www.bmwusa.com



Bottom line

Even with 200 kiosks and a trial period, Sprint delivered wireless connectivity at every location BMW requested. The conversion rate of leads into purchasers has been “excellent,” says Bob Plante, Manager of Kiosk Programs for BMW. “It got everyone’s attention.” As a result of the X3 experience, the use of wireless kiosks has grown to include the launch of the all-new 3 Series, plus an on-going kiosk presence in support of various BMW event marketing programs: The Ultimate Drive for the Susan G. Komen Breast Cancer Foundation, The Ultimate Driving Experience, Formula BMW USA, and Auto Shows. In total, there has been over 56,000 leads generated with the all new 3 Series contributing 8,364 leads in two months.

By relying on Sprint, BMW was able to create a new channel of communication, reaching a new audience of prospective buyers. And what’s more, it not only identified prospects, it helped convert those prospects into customers. For BMW, it was all about the network. “Sprint offered the best nationwide coverage,” says Plante. Because the kiosks needed to be wherever prospective customers were, the completeness of coverage was particularly important. Plus, the capabilities of the Sprint PCS Connection Cards made the kiosks effective and easy-to-manage, a major consideration given the distance between kiosks.

With more wirelessly enabled services under consideration by BMW, Plante says that his dealings with Sprint “have evolved into an extremely successful relationship.”

Why Sprint?

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“It’s difficult to convey what Sprint’s ability to wirelessly enable a kiosk means. Suddenly, you have a device with all the advertising exposure advantages of print and video media, plus it’s a very successful lead generating tool.”

– Bob Plante,
Manager of Kiosk Programs
BMW USA

