

BMW
GROUP



BMW GROUP PARK LANE & FELLOWSHIP OF THE MOTOR INDUSTRY PARTNERSHIP

CORPORATE SALES

WELCOME TO PARK LANE.

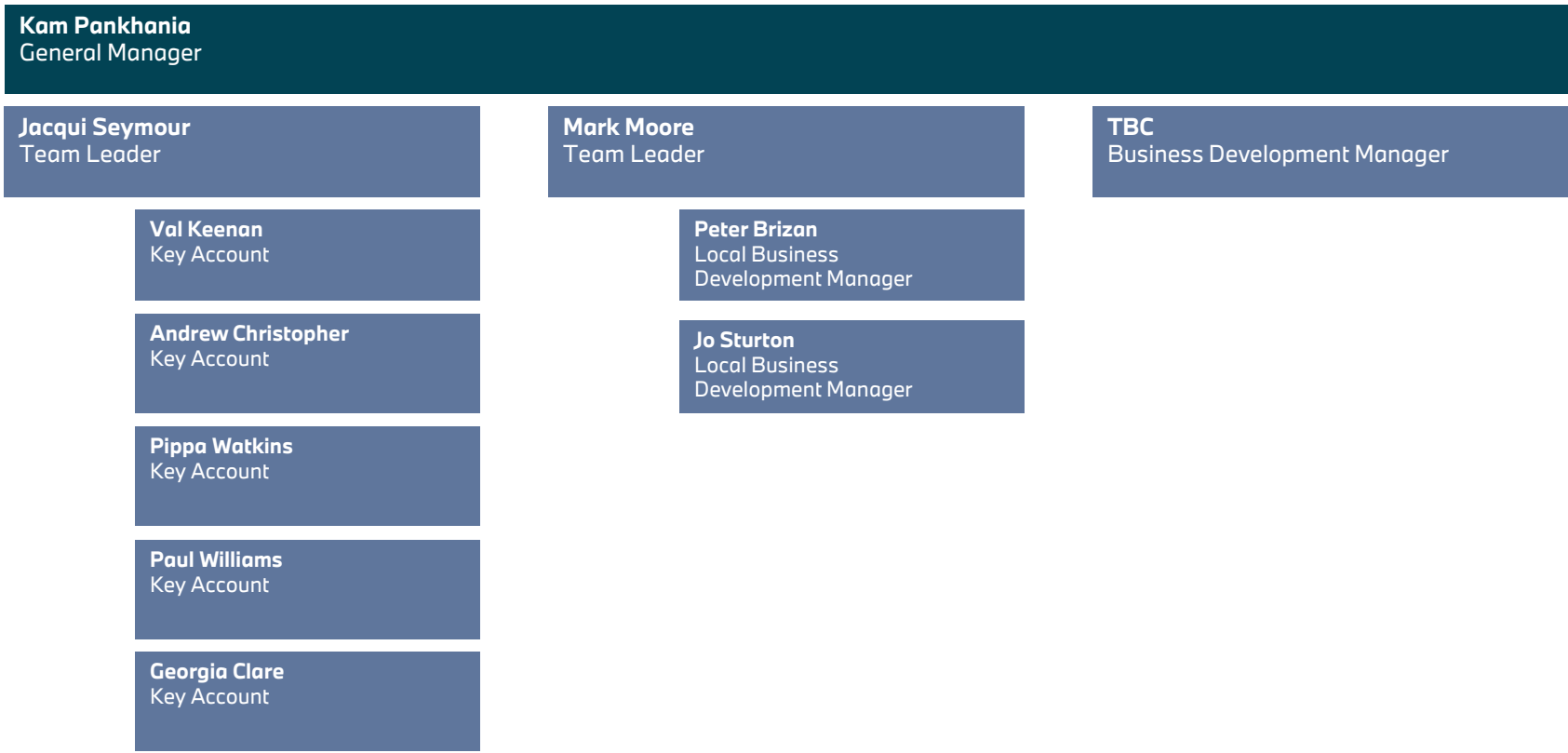
BMW Group Park Lane, the brand's flagship retailer in the UK, based in the heart of London.

We're the only retailer in the UK owned and operated by BMW UK, this relationship drives us to ensure we always deliver exceptional customer service and provide the best value to our customers and partners.

Park Lane has catered to our corporate and affinity clients for a number of years and are experienced in providing a valuable service to our partners and customers. Our deep understanding of this sector puts us in a leading position to serve our partners and customers.



THE CORPORATE TEAM



THE PARK LANE EXPERIENCE.

MARKETING	With an industry leading approach to marketing, Park Lane are leaders when it comes to content production, customer communication and experiential. Depending on your requirements we can work with your internal communications teams to drive interest.
ENQUIRY	Once a prospect has been in touch with the team, our experienced sales team will work to find the perfect specification and tailored finance package to suit the customers needs.
HANDOVER	The handover experience can be tailored to the customers needs. With the option of a home delivery anywhere in the UK or collection direct from BMW's flagship showroom in Mayfair.
CUSTOMER CARE	At Park Lane we believe in delivering exceptional customer experience, our Google rating of 4.2 from over 900 results is testament to this commitment. Should a situation arise where we need to make things right, rest assured our team is ready go deliver.
SERVICE	Our customers can take their new car to any BMW service centre in the UK, however for those local to London our centres at Battersea and Park Royal are well equipped to deliver a leading experience.

BMW PRODUCT

BMW continues to be one of the worlds leaders in the premium sector. This is driven by our clear commitment to quality, but also, exceptional products. The brands product portfolio continues to expand and is regularly updated to include the latest technological enhancements, no matter which model there is always a clear focus on performance and luxury.

Our electric range, both fully electric and plug-in hybrid are industry leading. With a product in almost every segment, we're well positioned to serve your customers requirements.

Here are just a few of our latest product highlights:



BMW i7



BMW i5



BMW i4



BMW iX1



BMW 3 Series Saloon



BMW iX2



BMW X5



BMW 1 Series



BMW 3 Series Touring



BMW X3

MINI PRODUCT

2024 represents one of the most important years for MINI since 1959. With an almost entirely new product line-up being released throughout the year and with a clear focus on technology and electrification.

The all new fully-electric Countryman stands as a benchmark in its category and has been extremely well received by the media and customers. The all new fully-electric Cooper (3dr hatch) builds on the success of the MINI Electric and makes for a fantastic urban environment EV.

Here are just a few of our latest product highlights:



MINI COUNTRYMAN



MINI COOPER ELECTRIC



MINI COOPER 5-DOOR

PARK LANE REWARDS

It's our "one more thing", Park Lane Rewards.

All Park Lane customers qualify for this great program that entitles customers to over £1000 of benefit at a variety of partners across London and the UK.

From some of the countries leading hotels, restaurants and luxury travel companies. Through to discounts with Q-Park, golf brands and more.

The scheme is regularly updated and we stay-in-touch to provide updates as soon as new partners are added.



OUR AFFINITY CLIENTS.

Park Lane has over 340 affinity partners, ranging from SME's to some of the countries largest organisations.

Please contact our team who would be delighted to assist you

partner@bmwpartnershipprogramme.co.uk

0370 7005200



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