



BE THE CHANGE. START THE CHANGE.

THE ULTIMATE DRIVING MACHINE

2008 LAUNCH STRATEGY



GOALS



TO INFLUENCE PROSPECTIVE CAR BUYERS TO OWN A BMW

ATTRACT YOUNGER GENERATIONS TO OWN A BMW



EDUCATE THESE PEOPLE
THAT GREEN CAN BE BEAUTIFUL ON THE INSIDE AND THE OUTSIDE

RESEARCH



PEOPLE ACTUALLY DONT KNOW THAT BMW
HAS ONE OF THE CLEANEST FACTORY RUN BY METHANE

PEOPLE THINKS THAT HAVING A "GREEN" CAR IS UGLY
NO DESIGN
NO FLAVORS
NO STRENGTH

BMW IS ALWAYS INNOVATIVE AND TAKING
YOUR CHOICE INTO CONSIDERATIONS
IN BUILDING THEIR DESIGNS



PRIUS IS GREEN AND SAVES FUEL-
FACTORY HAS MOST POLLUTION EMMITED

YOU CANT HAVE BOTH WAYS WITH OTEHR BRANDS
GREEN OR LUXURIOUS

ALWAYS SAME OLD BORED DESIGNS



NEGATIVE

PEOPLE THINK THAT BMW IS NOT AFFORDABLE
ONLY PEOPLE WITH INCOME OF 150 000 COULD AFFORD THEM

THINKS ITS HIGH TO MAINTAIN

THE PERCEPTION OF THAT BRAND THAT BMW IS FOR OLD PEOPLE
AGE RANGE 45 TO DEAD



POSITIVE

THE NEW DESIGNS ARE CATCHING YOUNGER GENERATIONS EYE

A BMW IS A BMW, IT HAS A VERY HIGH RESPECTFUL BRAND IMAGE

BMW OFFERS GREAT CUSTOMER SERVICE TILL 10 YEARS OF WARRANTY



WHO ARE WE TARGETING

THE YOUNG AND RELENTLESS



TOTAL POPULATION OF 25 - 40
42,482,102

TOTAL EMPLOYED
38,254,827

COLLEGE EDUCATED
34,000,000

AVERAGE INCOME OF - 100K

ASPIRATIONS

THEY CREATE THE WORLD THEY WANT TO LIVE IN

THE YOUNG & RELENTLESS ARE MORE FOCUSED ON HOW THEY'RE GOING TO DO IT

MOTTOS: OBSTACLES ARE WHAT YOU SEE WHEN YOU TAKE YOUR EYES OFF THE GOAL
THE ONLY RISK IN NOT TAKING ANY RISK

MAIL



BE THE CHANGE



START THE CHANGE

MAIL



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BANNERS AT PLACES THEY LIKE TO HANG OUT

AFTER THEY HAVE THE CARS
HAVE COMPETITIONS HELD : MODIFICATIONS
DRIVING THE ULTIMATE DRIVING MACHINE

SF CREW



www.BOBmodifiedBMW.com



FACEBOOK
FAN OF BMW
GREEN AND SLICK



“WE DIDN’T REALLY MAKE A BIG CONSCIOUS DECISION
OR LAUNCH A BIG PROGRAM
TO INITIATE A MAJOR CHANGE OR TRANSITION.
INDIVIDUALLY & COLLECTIVELY WE WERE COMING TO CONCLUSIONS
ABOUT WHAT WE COULD DO
TO DRAMATICALLY IMPROVE OUR PERFORMANCE
AND ENVIROMENT”

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