

# Beijing Baozehang



Introduction

Beijing  
May 2011



Sheer  
Driving Pleasure

# Beijing Baozehang Investment

Sailing Group  
**100% owned**



**Beijing Baozehang**  
( one of the biggest BMW 4S center in China)

Total investment: RMB 600 million

Land purchase:	25000 sq meters	RMB 300 million
In house area:	59000 sq meters	RMB 200 million
Working capital:	inc. stock cars	RMB 100 million

# Beijing Baozehang Investment

Beijing Baozehang was designed and constructed under the BMW standard.

It is one of the biggest BMW 4S dealer in China and the 10th BMW dealership of Sailing Group in China.



# Beijing Baozehang Location



# Beijing Baozhang Grand Opening

Grand Opening Ceremony at Nov 28, 2009  
Highlights of the opening ceremony



Vice Mayor of Beijing Municipality and other VIPs were sharing the happy moment with the Chairman of the group.



BMW officer grant authorization plate to the GM of Beijing Baozhang

# Beijing Baozehang

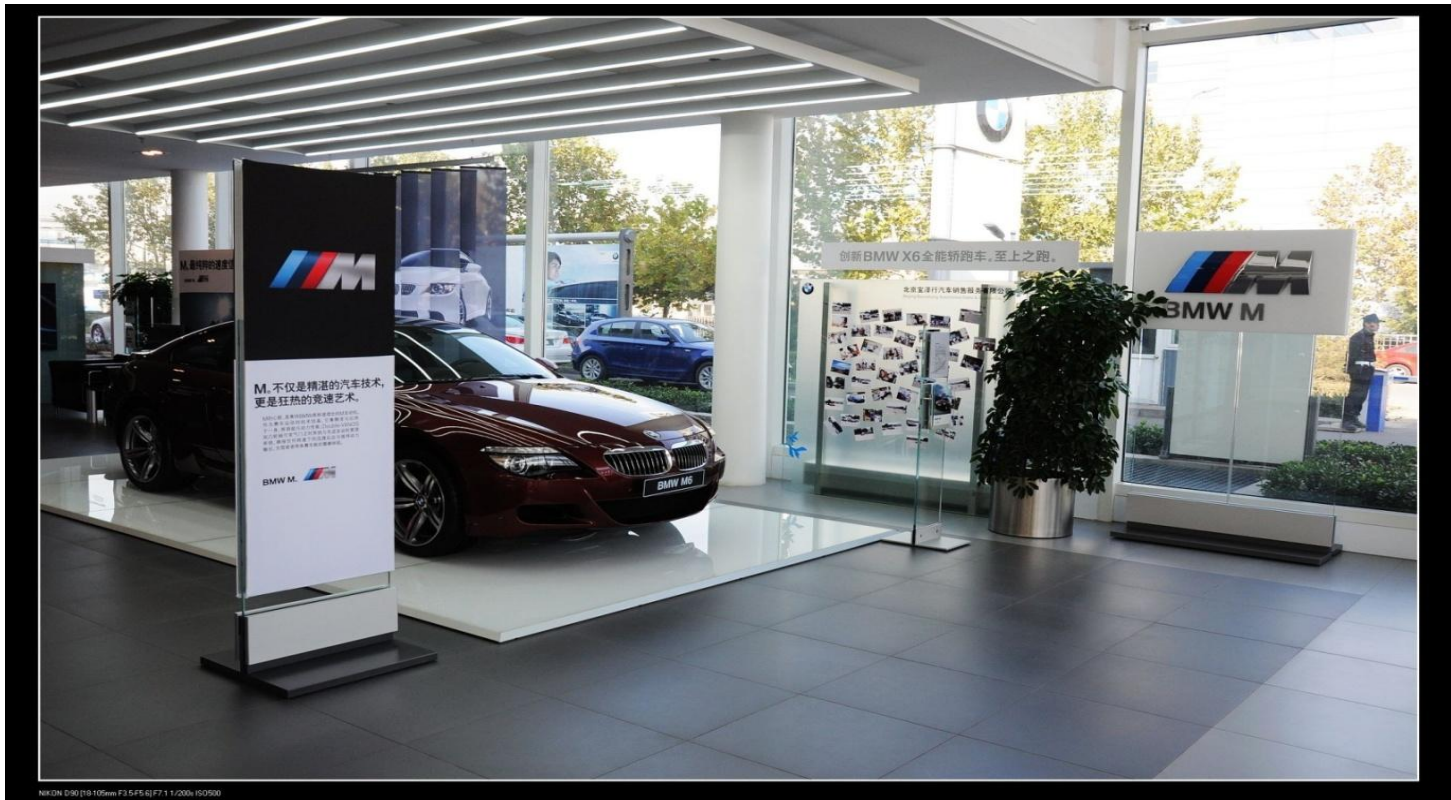
## Showroom Information

New car showroom: 2,000 M<sup>2</sup> (17 units on show)  
Used car showroom: 700 M<sup>2</sup> (10 units on show)



# Beijing Baozehang Showroom M center

Baozehang is one of the three M authorized dealers in north region.  
Sales volume: 110 unit (6 months period)  
Independent & dedicated sales and marketing team to develop M business



# Beijing Baozhang

## Workshop Information

Service area:	4,800 M <sup>2</sup> (in use)
Service reception area:	400 M <sup>2</sup>
Number of workbay:	50
Pre-check workbay:	4

Currently, we can serve up to 150 customers per day and have 6,000 M<sup>2</sup> reserved area for future development.



# Beijing Baozehang

## Prime customer waiting area

Total area: 400 M<sup>2</sup>

Customer waiting lounge is providing snacks and drinks, as well as a high-end cinema room.

VIP area is serving red wine and cigar.

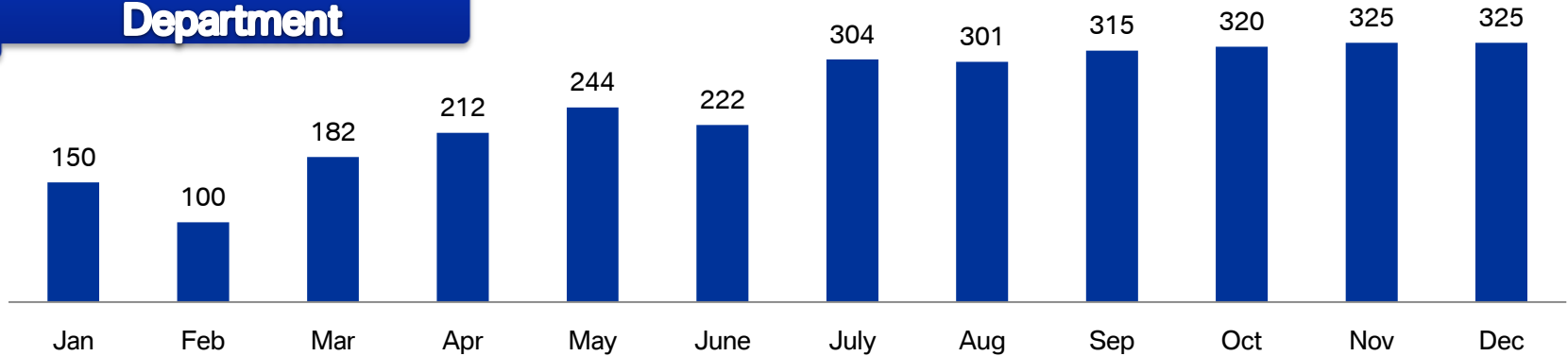


# Beijing Baozehang

## Sales Department

### Sales volume 2010

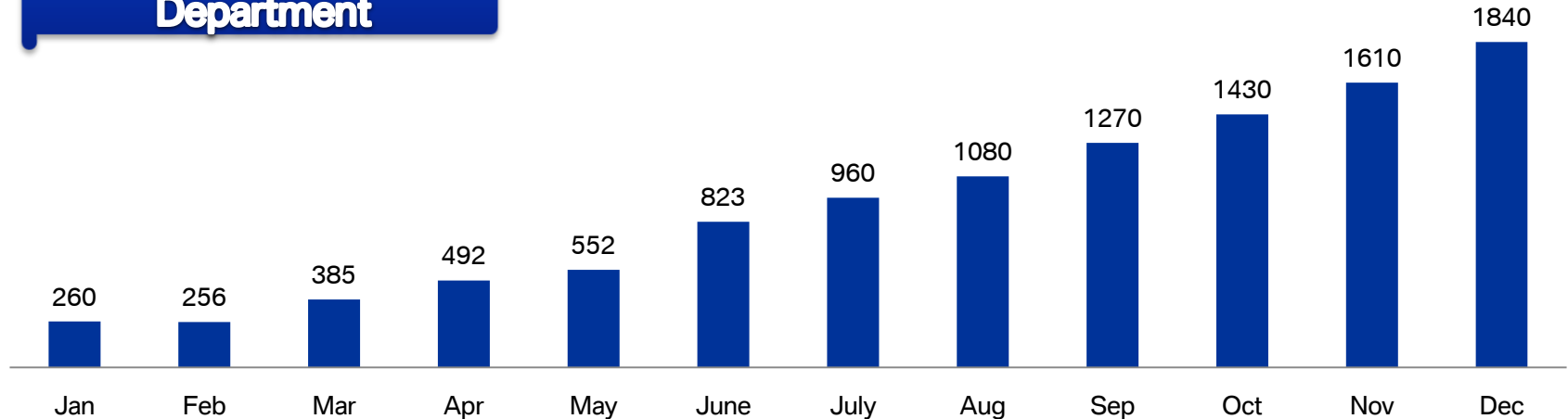
**Total:3000**



## After sales Department

### Through-put 2010

**Total: 10958**



# Beijing Baozhang

## Strong OEM

### Dealer Partnership – BMW Culture Corner

We planned to setup a 3,000 M<sup>2</sup> BMW Club area and BMW Culture Corner in the 3<sup>rd</sup> floor of our building for enhancing the BMW brand image to Beijing customers.



1917



1926



1932



1938



1954



1963



1997

# Beijing Baozehang

## Sailing Group Profile

### Introduction

Sailing Group was established in 1994. Being the pioneer in China automobile business, the group has developed to be a group owning more than 30 automobile dealerships over the country and its business also covers parts logistics and automobile logistics. The total turnover will be over RMB 10 billion in 2010.

# Beijing Baozehang

## Sailing Group Profile

### Photo of our dealerships

Beijing, Wuhan, Changsha, Nanchang, Yichang, Chenzhou, Guangzhou, Zhuhai, Baotou and Huhhot.



# Beijing Baozhang

## Sailing Group Profile



Up to the end of November 2009, Sailing Group has invested over RMB 1.5 billion in 10 authorized dealers over the country.

# Thank you for your attention.