Beijing Baozehang

Beijing Baozehang

Introduction

Beijing
May 2011

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.
Superior geographical location

Beijing Baozehang is located at the South West side of Beijing City and just nearby the 3rd Ring Road, that means at the prime urban area of the capital of China.

Nearby Second Beijing Airport

Near to the express way to the proposed new second Beijing airport, about 25 minutes drive.

At the center of Lize Bussiness District

Lize area is under the construction to be the financial area of Beijing with 400 million M2 in area and RMB 65 billion total investment. We are located in the center of the area. There will be lots top ranking financial institutes around us.
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 Baozehang
Beijing Baozehang
Showroom Information

New car showroom: 2,000 M² (17 units on show)
Used car showroom: 700 M² (10 units on show)
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 Baozehang
Workshop Information

Service area: 4,800 M² (in use)
Service reception area: 400 M²
Number of workbay: 50
Pre-check workbay: 4

Currently, we can serve up to 150 customers per day and have 6,000 M² reserved area for future development.
Total area: 400 M²

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 volume 2010

Total: 3000

Jan 150
Feb 100
Mar 182
Apr 212
May 244
June 222
July 304
Aug 301
Sep 315
Oct 320
Nov 325
Dec 325

Through-put 2010

Total: 10958

Jan 260
Feb 256
Mar 385
Apr 492
May 552
June 823
July 960
Aug 1080
Sep 1270
Oct 1430
Nov 1610
Dec 1840
Beijing Baozehang

Strong OEM Dealer Partnership – BMW Culture Corner

We planned to setup a 3,000 M² BMW Club area and BMW Culture Corner in the 3rd floor of our building for enhancing the BMW brand image to Beijing customers.
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.
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.