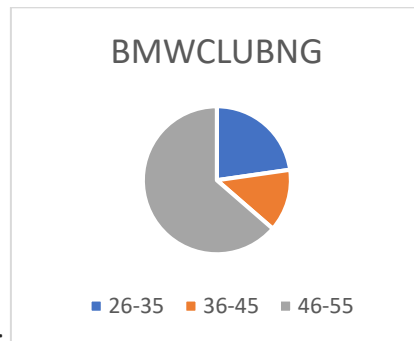


BMW CLUB NIGERIA REPORT AS AT 18th NOVEMBER 2019

CLUB OVERVIEW

- Membership: Currently membership stands at 52.
- Development of member: A tech session was organized to further share knowledge with members on the BMW brand and motor care.



- Age structure:

EVENTS LIST

- 1 Technical Session
- Collated data about BMW mechanics across the country for easy access to members
- Autofest was successfully held 18th August 2019
- Bimmerfest was successfully held on 6th October 2019

REVIEWS

- Events: The two major events held this year were well attended and successful. Although, it would have been much better if we were able to get funding support as this would have gone a long way to create better promotion and activities within the events that would create more brand awareness.
- Social media: The major social media tool used by the club is Instagram @bmwclubnigeria and this has been very effective in creating brand awareness and inviting the public for events.
- Major novelties: A novelty match between the club and Bikers with Attitude and determination club was held to foster better working partnerships and celebrate one community of motorsports.

BMW Dealer Relationship

There's an ongoing relationship with Coscharis group. However, the BMW dealer needs to do more work regarding brand awareness because currently, the club handles most of the promotions with personal funds purely out of passion.

FUTURE-PLANS

For the year 2020 we have the below events planned

- 3 Tech sessions
- Autofest 2020
- Bimmerfest 2020
- Autosports Award (a celebration of individuals and clubs in the auto/motor sports community)

- The Nigerian Police has over 500 BMW bikes and need training for their riders.
- We plan to develop a BMW club hub to drive the “One Passion One Community” where enthusiasts can gather and learn and get after sales assistance. One of the major banks have offered a space for this hub but it still needs to be fitted out.

Suggestions

Training school: It would be a great idea if a mini 1-2-week training school session can be organized for mechanics in Lagos/Abuja to further support the brand ease of use and adoption within the country.