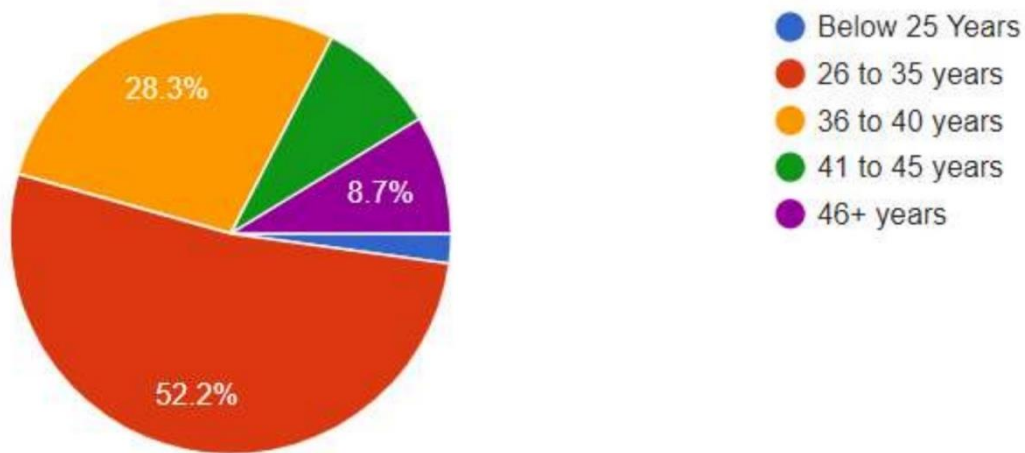


# BMWOCK KENYA Q4 2019/Q1 2020 REPORT

## Overview

- a. 182 members as of 19<sup>th</sup> February 2020
- b. New Management team has been proactive with an over 80% increase in New membership in 2019
- c. Current age structure of BMWOCK



## Review of Activities

An AGM was held in March 2019, with new officials being elected. The AGM was sponsored by the incoming new BMW Dealer (*Inchcape Kenya Limited*). MD and Head of Marketing attended the AGM and spoke about their plans for BMW this fiscal.

Minor Changes in our constitution will be ratified in the March 2020 AGM

BMWOCK has had 3 major events since the last meeting in October 2019:

1. A 500 KM long weekend drive from Nairobi to Mombasa which incorporated a CSR event Mombasa on 18<sup>th</sup> – 21<sup>st</sup> October 2019.

<http://www.bmwock.com/index.php/gallery/69-bmw-pwani-drive-oct-2019>

2. BMWOCK end-of-year dinner and award presentations at *Sax and Violin*, Karen attended by 75 Members.
  - The same afternoon we had a car clinic sponsored by Spray Master.
  - Inchcape Kenya the BMW dealer showcased the new X5, X3 and X1 show cars.

<http://www.bmwock.com/index.php/gallery/67-meet-and-greet-july-2019>

## **Successes and challenges**

### (a) Events

BMWOCK has had one event every Month in 2019, which cannot be sustained in 2020 due to lack of funds. We have planned for 7 events in 2020 but looking for sponsorship.

### (b) Social Media

BMWOCK has been active on Social Media with Website, Facebook and Instagram updated with photos after every event.

## **Major novelties**

1. Use of Social media (WhatsApp, Instagram, Facebook) to connect with younger BMW drivers and aspiring ones.
2. Sharing how we are connecting and enjoying the brand.
3. Branded members cars with clearly marked Security and Safety cars. In addition all drives have a medical doctor with us in case of any health or medical issue.
4. Partnered with the Mercedes Benz Club in Kenya to race on the GP Karting course.

## **BMW dealer relationship**

New BMW dealer *Inchcape Kenya Limited* has not officially launched, but brand new BMW Showroom is ready and opened. *Inchcape* have started selling BMW vehicles and offering service to members. BMWOCK has a good relationship with *Inchcape*, which resulted in *Inchcape* sponsoring the BMWOCK March 2019 AGM in addition to a free car clinic for our members.

## Future Outlook

1. Upcoming events 2020 & changes

2020 events calendar has been approved and shared with members.

### **BMWOCK EVENTS CALENDAR 2020**

| <b>MONTH</b> | <b>DATE</b>                             | <b>EVENT</b>                     |
|--------------|---|----------------------------------|
| February     | 22 <sup>nd</sup>                        | BMW Africa AGM (SA)              |
| March        | 14 <sup>th</sup>                        | BMW Kenya AGM & After Party      |
| April        | 10 <sup>th</sup> – 13 <sup>th</sup>     | Kisumu                           |
| May          | 30 <sup>th</sup> – 1 <sup>st</sup> June | Long Drive Mombasa               |
| June         | 27 <sup>th</sup>                        | New & Classics Cars Floss Mode   |
| July         | 11 <sup>th</sup>                        | World Rally Championship - Kenya |
| August       | 8 <sup>th</sup>                         | TBA                              |
| September    | 12 <sup>th</sup>                        | Brunch TBA                       |
| October      | 10 <sup>th</sup>                        | Nyanyuki                         |
| November     | 7 <sup>th</sup>                         | Breakfast                        |
| December     | TBA                                     | BMW Kenya End of Year Dinner     |

2. Club name change for 2020

Dropping the "Owners" from club name.

### **Request for Financial in Support in 2020**

1. Financial Assistance for branded BMW Club Banners and Merchandise.
2. Funding for member quality training.

Signed:

BMW OWNERS CLUB KENYA