



NEW YORK
UNIVERSITY
COLLEGE OF ARTS AND
SCIENCES

Case Study

Richard Gotch

Communications specialist for all sectors of the automotive technology industry:

- Global Tier 1 technology suppliers
- Start-up and early-stage innovators
- Management consultancies including McKinsey
- NGOs including the APC and EuroNCAP

And, being a petrolhead, also a handful of vehicle manufacturers, including Alpina BMW, Aston Martin, Eagle E-Type, Ferrari, JLR, Porsche and Volvo

Alpina BMW

If you know, you know



Alpina BMW

If you know, you know

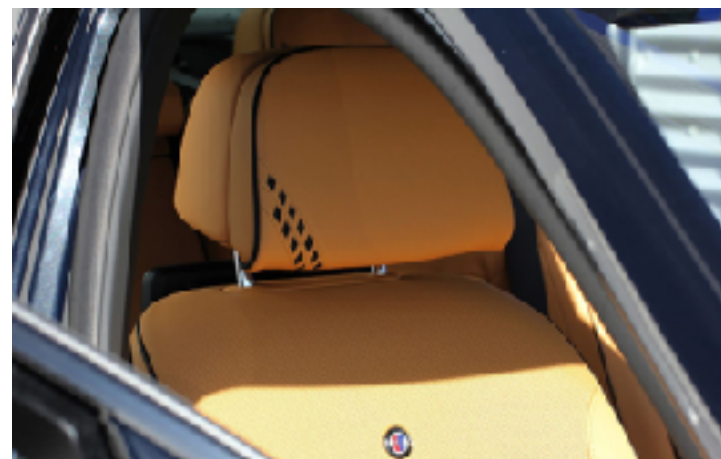


- What makes an Alpina worth the premium?
- So if it's that good, why do M cars win in road tests?
- Ok, I'd like one, but depreciation is horrendous
- And the Alpina dealer is offering a better deal on a regular BMW he can supply from stock

Stakeholders

Who do we need to influence?

- Prospects
- Dealers
- Journalists



Messages

- Optimised for comfortable high-speed road driving without the compromise of needing to generate a headline Nürburgring time
- Bespoke, tasteful luxury (in-house saddlery)
- Long-term engineering partnership with BMW
- Each new Alpina is the result of a three-year development programme
- Thoroughly re-engineered by more than 70 development engineers
- Trusted to carry the BMW warranty

Delivery

Help the journalists write with authority

- Press releases were deliberately long and detailed to emphasize the focus on technical excellence
 - separate news and technical notes to make it easy for writers to select the material of greatest interest to their readers
- Every test car delivery was supported by a walk-around with the journalist to discuss the product objectives and the engineering that achieves the impressive results



Coverage

Motoring & Enthusiast Press

- EVO, Autocar, Auto Express, CAR, Top Gear
- Motor Sport, Octane,

National Newspapers

- The Saturday Telegraph, The Sunday Times, The Financial Times

Luxury, Lifestyle & Business

- Director
- Super Yacht, Boat International, GQ
- The Week – luxury portfolio
- The Financial Times How to Spend It

The Results

- Year 1 Alpina GB's best year ever
As many cars sold in the second six months as in the whole of the previous year
- Year 2 Average Vehicle Spend up 42%
Option profits up 25%
Residuals Up
Monthly customer finance costs Down

“We rate UK press activities as the best in any market worldwide”

Andreas Bovensiepen, Global CEO and co-owner, ALPINA BMW

The Results





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AS IN OUR TERMS