

# CUSTOMER CENTRICITY: PUTTING CUSTOMERS AT THE HEART OF THE BMW GROUP.

**AUTOMOTIVE LOGISTICS.**

**SESSION 3: OPTIMISING INBOUND TO ACHIEVE OUTBOUND FLOW: WORKING TOGETHER TO MAXIMISE EFFICIENCY.**

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**BMW Group**  
**October 2019**



**Rolls-Royce**  
Motor Cars Limited

# THE BMW GROUP IS A GLOBAL PLAYER – OUR WORLDWIDE DISTRIBUTION NETWORK.

More than **4.500 dealers** in more than 140 countries

**14 VDCs** in 7 countries

**31 production and assembly sites**

More than **24 bn. tonne-kilometer** transport performance / year

More than **6.500 km** average transport route

**19 plant dispatch areas** in 15 countries

Approx. **60% share by train** at plant dispatch areas

**10.800 vehicles / day**

**166 compounds** in 23 countries

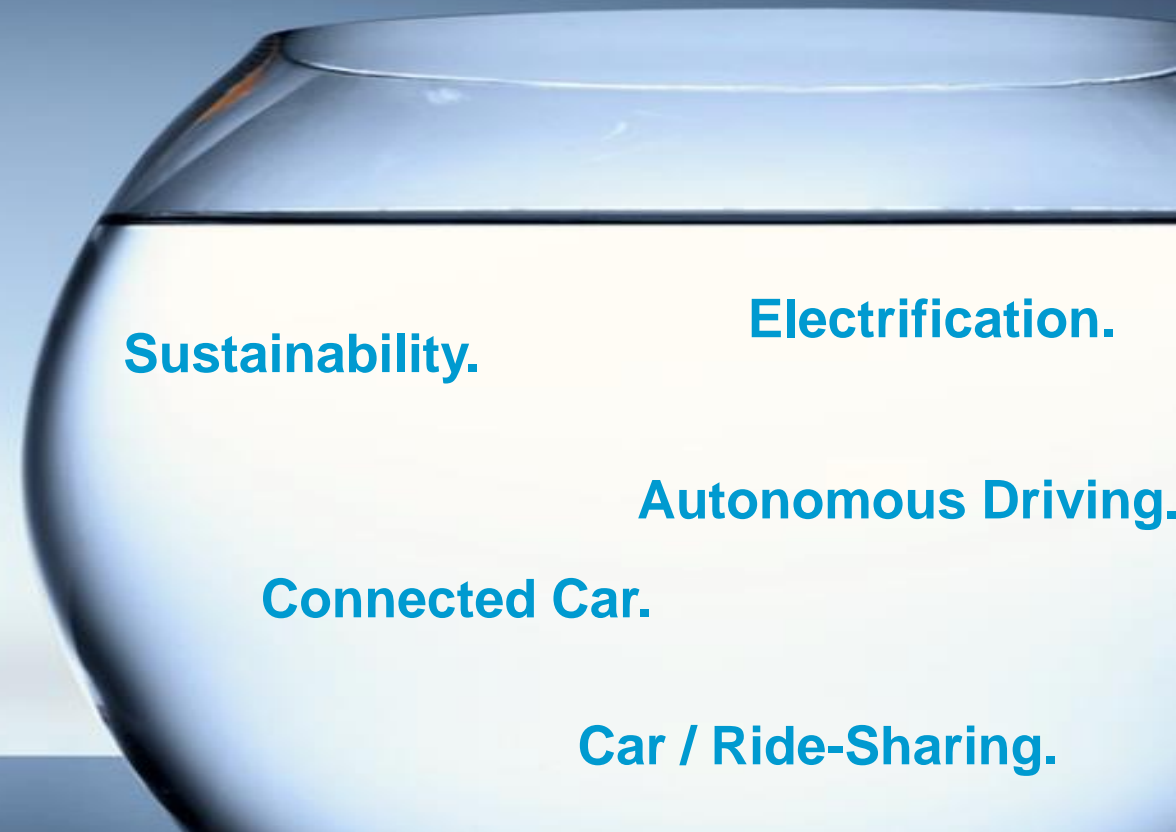
**4.900 trains** worldwide / year

More than **2,5 Million vehicles/ year**

More than **1,2 bn. € costs** for distribution / year



# THE AUTOMOTIVE INDUSTRY IS FACING MORE CHALLENGES BUT ALSO MORE CHANCES THAN EVER BEFORE.



# THERE ARE DIFFERENT FIELDS OF INNOVATION IN THE VEHICLE DISTRIBUTION TO OVERCOME CHALLENGES AND EXPLORE CHANCES.

Smart Network Planning



Virtual Planning and Testing



Paperless Distribution and Automatization



Automated / Autonomous Driving



Data Analytics & Steering Systems for Assistance



Sustainability



Smart Damage Detection and Avoidance





# OUR CUSTOMERS ARE OUR MOST IMPORTANT ASSETS AT THE BMW GROUP.

**There is a customer desire behind every vehicle:  
That is why we assure that each vehicle reaches its destination...**

... in excellent condition...

... on time...

... at competitive costs...

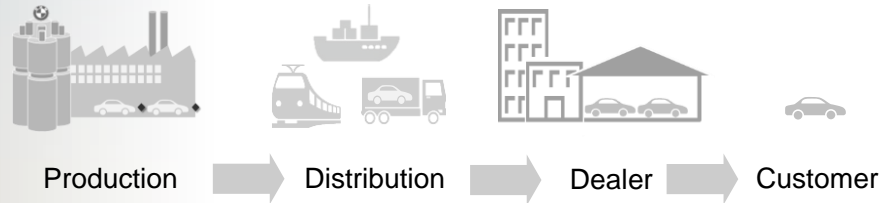
... with minimal health & safety risk...

... as sustainable as possible...

... as seen through the  
eyes of the customer.

# THE FOCUS THROUGHOUT THE WHOLE ORDER-TO-DELIVERY PROCESS NEEDS TO SHIFT ON THE CUSTOMER.

## Today.



Focus on **production**.

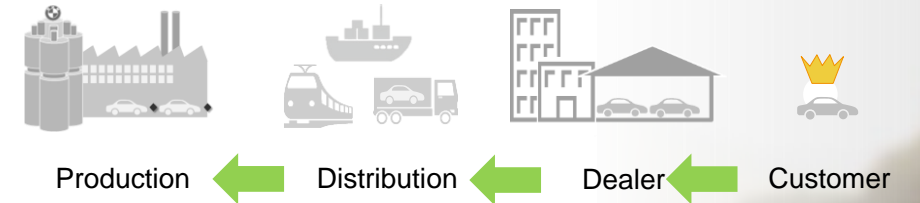
**FIFO Principle** in Compounds.

**Forward** scheduling.

**Reactive** behavior.

Optimization of **single** points and functions leads to missing flexibility, inefficiencies, unsatisfied customers.

## Future.



Focus on **customer**.

**Priorization** of vehicles.

**Backward** scheduling.

**Proactive** steering.

**Holistic approach and optimization** of the whole process chain.

# THANK YOU FOR YOUR ATTENTION.

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