

BMW
Drive for Team USA

bmwusa.com



The Ultimate
Driving Machine®

BMW DRIVE FOR TEAM USA



SUPPORT TEAM USA WITH EVERY TEST DRIVE.

DPS PARTNERS WITH BMW TO PRESENT THE “BMW DRIVE FOR TEAM USA” EVENT.

To help support our athletes, we’re inviting customers to participate in BMW Drive for Team USA at their local BMW center. All they have to do is test drive any of our thrilling vehicles and we’ll make a donation to Team USA. And as an added bonus, we’ll throw in a purchase incentive towards a new BMW.



BMW DRIVE FOR TEAM USA

Some Roads Start Early.

We want to keep the sales momentum going in January and February with an Olympic-themed retail campaign highlighting BMW's Olympic sponsorship, encourage consumers to come into BMW centers across the country, and to test drive a BMW to raise money for Team USA. The event will also help to launch the all-new BMW X5 and build excitement for all of our vehicles.

The DPS Difference.

By integrating a multi-channel communication strategy, DPS broadens your event broadcast in today's mobile-minded world. Telephony, Social Media and dedicated Pay-Per-Click Internet Search campaigns, in conjunction with direct and digital mail, gives your event 360° of advertising coverage.

DPS' extended media capabilities enable us to harness the momentum of national advertising and retarget search and social inquiries directly to your dealership's website and social pages. By capturing digitally qualified leads, we deliver 'in market' floor traffic and add valuable optimization to your website.



Selling Vehicles Beyond the Event

The sales cycle doesn't stop with the close of the event; nor does DPS. Deploying the strength of a digital conquest strategy keeps your brand the hot topic of conversation both digitally and socially. We continue to post your event photos, comments, and reviews over the following weeks so potential buyers see your dealership in the forefront of their daily digital activity, therefore keeping you top of mind.

DPS Event Marketing

Our multi-channel event management also includes personalized customer enrollment sites and our Business Development Center. Customers can sign-up for the event either online or by contacting our BDC via a special event hotline. Our BDC schedules, manages and confirms all RSVPs.



Happy To Get You There.

Your personal Event Manager works with you on all the event arrangements to help ensure its success. During the planning phase, we take into account all the details including the size of your dealership, sales staff availability, and number of BMW vehicles available for test drives. Throughout the process leading up to the big day, your Event Manager stays in daily contact to keep you up-to-date on the number of RSVPs. Based on the results, they will help you make any adjustments necessary.



The DPS And BMW Relationship

DPS partners with BMW of North America to develop pre-approved assets in line with the “BMW Drive For Team USA” event. This ensures your materials’ eligibility for retail co-op reimbursement. DPS automatically submits appropriate documentation for easy co-op reimbursement providing availability of co-op funds. Please reference the marketing guidelines for more information on which materials are eligible for reimbursement.

DPS Sales Event Marketing

- Capture new customers
- Substantially increase sales revenue
- Comprehensive appointment management
- Multi-channel media capabilities
- Customized turn-key solution
- Live agent BDC to capture leads
- DPS’ Event Manager works side by side with dealer personnel