

AUTOMOTIVE

BMW weaves omnichannel feature into online shop

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BMW's U.K. online store lets consumers shop 500,000 BMW and Mini products. Image courtesy of BMW

By STAFF REPORTS

Automaker BMW Group UK is making it easier for its enthusiasts to get the accessories and parts they desire by launching a new ecommerce platform.

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From the platform, consumers can shop a selection of lifestyle products, toys for children, car care tools and parts, with search features enabling consumers to easily find the right items for their particular model. This digital storefront allows BMW to showcase its array of lifestyle brand extensions, taking the brand beyond merely a car manufacturer.

Online sales

BMW's online store features a search box on the homepage where consumers can type in their VIN number to see products that align with their model. For those without their VIN on hand, they can select filters to find their particular vehicle.

VIN number lookup helps the user determine whether particular add-ons, such as a gearshift knob, will fit on their car.

In addition to car-specific merchandise, BMW's shop also includes other products for the enthusiast both driving age and younger. Branded clothing, sporting equipment, accessories, bicycles and miniature versions of BMW models target adults, while BMW also retails toys and tot-sized electric cars for kids.



BMW Group UK's ecommerce site. Image courtesy of BMW

In addition to traditional ecommerce with delivery, BMW also offers a click-and-collect service, where the customer can opt to pick up their purchase in a store.

Automakers are increasingly going beyond cars themselves, putting their focus on building an entire lifestyle around their vehicles.

For instance, German automaker Porsche opened its own pop-up shop, or "pop-up experience," in Liverpool to give customers a taste of owning a Porsche vehicle.

The pop-up experience offered customers the chance to inspect a Porsche car as well as browse a variety of related products and images all related to owning a Porsche. The idea was to give customers a glimpse of what their lives could be like if they were to own a Porsche with the hopes that they will then purchase a Porsche in the future ([see story](#)).

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