

INTERNET

## BMW Group Financial Services is first OEM to dive into social media

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By KAYLA HUTZLER

BMW Group Financial Services is now offering information on the BMW Facebook fan page, becoming the first OEM captive finance organization to offer financial services via social media.

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**Luxury Daily**

In a step towards integration, BMW Financial Services and Mini Financial Services now offer consumer-friendly finance information on their Facebook pages, allowing consumers to access all the online content in the same place. The Facebook initiative involves a separate tab on the fan page for financial services, which then ultimately links to the BMW Web site.

“Our goal is to create greater awareness for BMW and Mini Financial Services in a social media-friendly format,” said Tom Stepanchak, general manager of marketing for BMW Group Financial Services, Woodcliff Lake, NJ.

BMW Group Financial Services, which encompasses BMW Financial Services, Mini Financial Services, Rolls Royce and Motorad, is the first luxury group to offer finance and leasing information through its Facebook fan page.

Ultimate driving machine

BMW USA's [Facebook fan page](#) includes tabs such as, All-new 6, All-new X3, Financial services, YouTube, Conversations and Events, as well as the typical wall, info, photo and video links.

**BMW USA Financial Services**  
Cars

**AWARD WINNING SERVICES**  
BMW Financial Services has received more awards for dealer and consumer financing than any other finance organization.

**OFFERS THAT MAKE YOUR HEART RACE.**  
BMW's thrilling performance needs a special finance or lease offer to match. And when you finance or lease through BMW Financial Services, you're eligible for special offers.

**BMW OWNERSHIP MADE EASY.**  
Creating a My BMW account lets you make payments online, manage monthly statements and even track your BMW's journey from the factory to your driveway.

**PEACE OF MIND. AT ALL TIMES.**  
With the BMW Extended Vehicle Protection program, gain the security you won't find with any third-party provider. Coverage includes original BMW replacement parts, 24 hour Roadside Assistance, and more.

Wall  
Info  
All-new 6  
All-new X3  
Financial Services  
YouTube  
Photos  
Video  
More

About  
Welcome to the official Facebook page of BMW of North America.  
343,316 people like this

Likes See All

- BMW ActiveE
- BMW Motorsport
- BMW Motorrad
- BMW Canada
- BMW i

Subscribe via SMS  
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### *BMW Facebook page*

After clicking on the Financial Services tab, users are offered highly-visual snapshots of special offers and the benefit of personalized BMW accounts for owning and leasing, all of which are linked to bring the consumer to the BMW Web site.

The bottom of the page boasts a video about the BMW Extended Vehicle Protection program.

The Mini [Facebook fan page](#) does not have an exclusive Financial Services tab.

The financial services information is located at the bottom of the World of Mini page, and includes a video for the Mini protection plan as well as links to the Liquid Assets Game application and the Financial Services mobile site. The mobile site lets users view their accounts and make payments via smartphone.

The BMW Financial Services Group offers leasing, retail and commercial financing

services to the US BMW Group customer.

It also provides services to BMW dealers.

The group controls more than \$30 billion in serviced assets and 900,000 customers.

“We made a conscious effort to integrate with the sales company to create a win-win scenario,” Mr. Stepanchak said. “Our customers win because all the content is in one location.

" And we win by building a larger, unified fan base," he said.

#### OEM stretch

With a Facebook fan base of 500,000, BMW claims it is now providing a complete brand experience to people beyond their current customer base, enticing potential consumers by inspiring brand loyalty and creating a consumer community.

The group also plans to expand the social media initiative, currently marketed entirely by word-of-mouth, by providing financial services through the Rolls Royce Facebook fan page.

It will at that point extend the marketing efforts further, per Mr. Stepanchak.

With no other OEM captive finance organizations currently offering financial information on the Web, BMW Group is setting a precedent in its field and breaking the ice for discussion of luxury prices online.

“Integration was our driving force,” Mr. Stepanchack said. “Customers expect to see all the content in one location.”

#### Final Take

*Kayla Hutzler, editorial assistant on Luxury Daily*

