



Christian Jacobsen buys approximately 400 trashed and crashed BMW's every year. They arrive to Nordborg, where they are disassembled, numbered, photographed and end up at the warehouse and the homepage of Schmiedmann, wherefrom everything can be ordered.

## The 9th generation at Jacobsgård

**Performance:** In 1996 a newly qualified mechanic and a student had a good idea. Since then there have only been progress for Christian Jacobsen and Martin Andresen.

Nordborg: Jacobsgård was the name of the farm, whereof only the beautiful and newly restored farmhouse is left.

Tall stores and workshops supersede stables and barns. Christian Jacobsen lives in the farmhouse with his wife, Anne and their three children. Christian is as the 9th generation grown up in the house. At that time his farther, Jorgen Jacobsen was running the farm and working as a school-teacher as well.

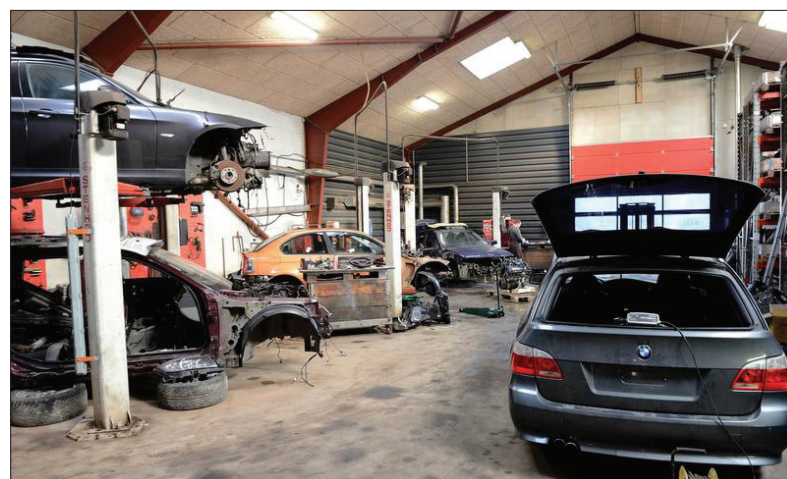
-Now I get to spend more time with my family. It is convenient to live and work at the same place, the owner says.

A good idea

It was his and the friend's passion for the German quality-car BMW that got them into the business. Christian was just finished as a mechanic and Martin still was at Business school when they got their hands on a handful crashed cars. They enjoyed disassembling and selling the parts.

In 2000 the bought a rival company in Odense, where Schmiedmann has been ever since and just has expanded a great deal. At first the partnership was called "The BMW specialist", but it was forbidden by BMW.

-For about ten years ago we sat down and developed the name Schmiedmann. It had to sound German, because of the connection between quality and German cars, Christian Jacobsen says.



**Christian Jacobsen buys cars at online-auctions and with 18 years of experience, he knows when to jump at an offer. The cars cost between 5000 and 100.000 Danish kroner. Separated into bits and pieces, they are far more worth. And because of the large selection, the customers almost never get disappointed.**

# An enormous warehouse of BMW-spare parts

**Online:** Northern Europe's largest warehouse of used BMW-spare parts is not placed in Germany, but in Nordborg, Denmark

Nordborg: The manager Christian Jacobsen is not boasting about it. Nice and calm, as himself, he and his childhood friend Martin Andresen have build up a business, that is Northern Europe's biggest within used original and new non-original BMW-spare parts.

Schmiedmann has a branch in Odense and franchisees in eight European countries.

Every year 400 BMW-cars arrive to Nordborg.

Christian Jacobsen buys the cars himself. Almost daily he bids online at one of the many auctions organized by the insurance companies, that want to make the most out of the crashed BMW's. At other auctions Christian buys crashed BMW's.

### Out in the world

The cars are delivered to Nordborg, where three employees take them apart. All the valuable parts are numbered and placed in the big warehouse, there is soon to be twice as big.

A new workshop/warehouse at 1000 m2 is under construction.

In one end the crashed cars arrive, and out in the other end a steady stream

of packages containing small parts, engines, bumpers, doors and hoods.

The consignees are both private customers and workshops in Denmark, Germany and most of the North.

-Usually they find what they need. That is the secret behind our success.

- We are so big, that people almost never return empty-handed, Christian Jacobsen says. He has 14 members of staff.

### Customers from Sjælland

All the used spare parts are in Nordborg as well as a shop and a car repair shop. The shop easily competes with the low prices in Germany.

-We have customers all the way from Sjælland. The hourly wage is sometimes three times higher than at our place, the manager says.

- There is an enormous unexploited potential in sale of spare parts. I strongly believe that we will grow, says Christian Jacobsen, who will advertise for two more employees, when the 2nd warehouse is finish.

### Facts

#### 14 employees

- Christian Jacobsen and Martin Andresen have divided the business into two private limited companies.
- Schmiedmann in Odense is the place, wherefrom all the new spare parts are sold.
- Schmiedmann has it's own production of car-accessories.
- There are about 20 employees in Odense and 14 in Nordborg