



VISITING SCHMIEDMANN

If you ever looked in the direction of a BMW, you must have heard about the name, Schmiedmann. We will take you behind the scenes and tell the 'out of ordinary' story about the uncrowned bimmer kings.

YOU PROBABLY already know Schmiedmann as the BMW specialist with high quality service. But everything started as a one man-business on the island of Als in 1992, where Martin Andresen and Christian Jacobsen started to enjoy their common passion for the German car model. At this time Martin was studying at a business school, but he spent all his spare time on importing BMW's from Germany, which he re-sold in parts or ready for the street.

This young man from the south of Jutland had no idea that he, 23 years later, would be the owner of a internationally expanded chain of BMW shops, that keeps more that 85 BMW-specialist busy every day.

To begin with, Martin and Christian named their company 'The BMW Specialist', but because of the legal fact that BMW can not be a part of the company name, they had to do a lot of brainstorming to figure out a perfect name. Since both of them had always wanted to produce their own custom exhausts for BMW's they came up with the name, Schmiedmann. Schmied means blacksmith in German and Mann is just a very common last name in Germany. We Will take you inside the walls of Schmiedmann headquarter!

NEW HEADQUATER IN ODENSE - DENMARK!



Schmiedmann Odense moved into their new domicile on Herluf Trollesvej in 2013. This place is also the main warehouse for all departments. It's a huge building which includes a 144 meter long front and 4.500 square meters of indoor space. They employ 30 people in Odense, but expect to hire more in the nearest future. It's a very impressive place!



IT IS QUITE AN experience to visit the shiny and polished Schmiedmann Odense. Their future plans are to expand the sale of unique BMW models alongside parts and equipment- of course for BMW models only.



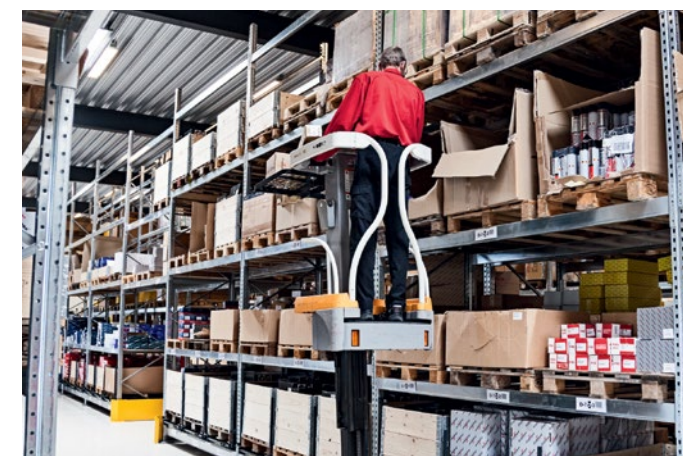
THE SHOWROOM is all about BMW. Amongst the different brands, Schmiedmann sells the cool Z Performance wheel.



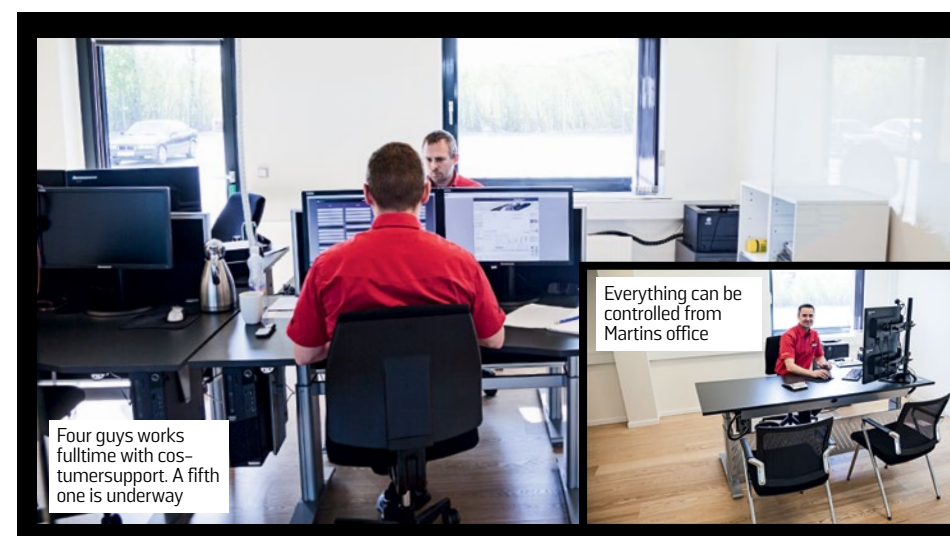
EVEN EKSPEDITION and sales is handled with style inhouse. Martin is the kind of guy, who knows what he wants.



THE SPARE PART stock is very modern with two robots. There is glass throughout the whole building which makes it possible to see from one end to the other in 144 meter long domicile.



EVERYTHING HAS a location. Even the equipment is fully updated. It's no wonder that all employees at Schmiedmann work with a smile on their faces. Who doesn't love when everything runs like clockwork?



MOST IMPORTANT: COSTURMER SERVICE

WITH A growing amount of costumers the request for support expands and that is why, Martin has gathered the management department and call center in one big office environment connected by glass walls and doors. This makes the costumer service faster and more efficient. For Martin it's a matter of honor that Schmiedmann provides qualified support and service at all times for their costumers. This is also why Schmiedmann is hiring a fifth BMW expert to answer calls and mails at their callcenter.



SPECIAL CARS FOR SALE

AT SCHMIEDMANN they have a clear policy – they won't touch a vehicle unless it's a BMW or a Mini. At this time the stunning exhibition contains two classic models. One is the special Alpina B3 E36 which is for sale and the other one is the brutal Hartge E39 that is exhibited by a customer. The plan is to expand the stock of special and unique BMW's, so that the real enthusiasts will have

even more cars to enjoy and drool over. If you are interested in buying the Alpina B3 it's currently for sale at 155.000 Dkr and it's definitely worth a look. The Schmiedmann mission is to provide one single place for the BMW enthusiasts where they can repair, buy, trade or just meet with other BMW enthusiasts. We can conclude, that they have already reached their goal!



Klaus Knudsen is 44 years old and the warehouse manager at Schmiedmann



Martin Thorup Andresen is 41 year old and owner of Schmiedmann Odense A/S

WHAT DO SCHMIEDMANN STAFF DRIVE?

THE MOST exciting thing to ask the people behind a company specialized in cars is: what do they drive themselves? Therefore we kindly asked CEO Martin Andresen and warehouse manager Klaus Knudsen to show us their own cars. The staff parking lot behind the building is also dominated by BMW's, some more special than others, but this only shows how Schmiedmann only gathers people

with the same passion for the brand. Martin just got his BMW 550i F10 imported from Germany – he is still to get the legal danish registration which probably won't be a cheap deal. Despite the many years of being the owner of Schmiedmann, Martin still drives his E46 320i, which he actually loves. But among others he has also had a E39 M5, E46 330ci compressor, E65 745i and a Z4 3.0.



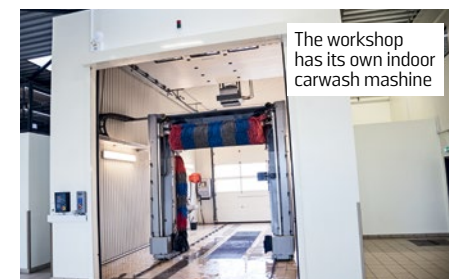
THE RECEPTION is right at the entrance to the workshop. Thanks to a huge amount of glass you can see everything that goes on around you and your car.



ALL OF THE tool-equipment is produced in Italy by the same company who provides toolkits for Ferrari. Only the best is good enough for Schmiedmann.



THE 4-WHEEL alignment equipment is the top of the Hunter series and incredibly cool.



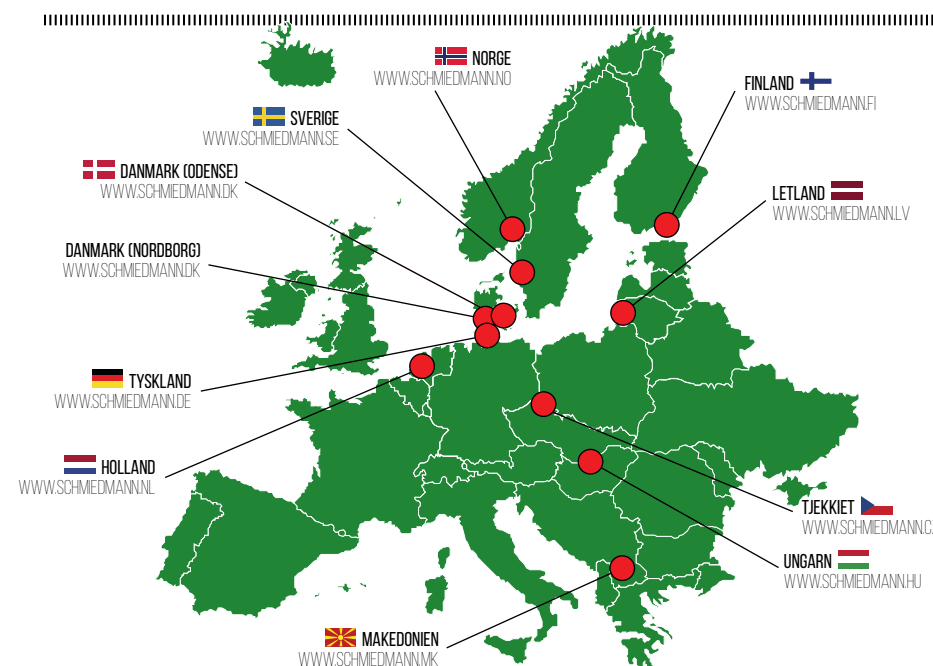
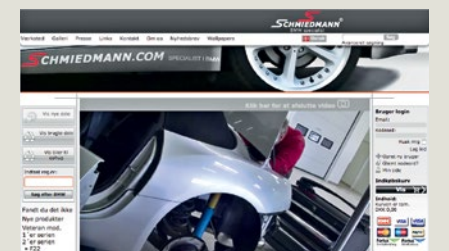
THE WORKSHOP

AS WITH ANY other thing at Schmiedmann, there are no flaws at the workshop. We can actually admit that this is the most loaded workshops we have ever visited. Martin has also chosen to use glass walls here and they have strict rules to keep the place organized and clean. This is to give the clients a nice experience when they watch the mechanics at the shop. In the workshop they only receive BMWs and Mini's and even though it look fancy and expensive, they always provide price guaranties on parts and work. So don't be afraid to leave your car in their hands.

SCHMIEDMANN.COM

IT WAS THE webshop who got the company their international breakthrough. Today 80% of their business is generated internationally. One of the special things about Schmiedmann is the fact, that they take all pictures of their products themselves. This means,

that you won't get the same picture of all the special parts in the webshop and it's a great help for the costumers. They have installed a photo studio in the warehouse where all parts go through. If you haven't been at Schmiedmann.com yet, there is no time to waste!



SCHMIEDMANN INTERNATIONAL

ON THE MAP to the left you see the 10 countries where Schmiedmann has a store. As mentioned before, 80% of their sales are international because of their huge interest in BMWs. It's not only the countries of Northern Europe that has the interest, countries like Macedonia, Czech Republic and Hungary are also on the list of the Schmiedmann domains. Everything started in Nordborg 23 years ago. This department still exist although it's function is as a BMW-scrappyard today. They have 17 employees and approximately 400 damaged cars here.