



W W W . S C H M I E D M A N N . C O M

# SCHMIEDMANN IS...

- NEW BMW & MINI PARTS, AFTERMARKET & ORIGINAL
- USED BMW & MINI PARTS
- STYLING & TUNING PARTS FOR BMW & MINI
- WORKSHOPS FOR BMW & MINI
- GREAT DISCOUNTS FOR PARTNERS & PROFESSIONALS
- BMW & MINI PARTS NEW & USED – THE WORLDS WIDEST RANGE, BEST PRICES GUARANTEE!
- WORLDWIDE FAST DELIVERY – THE BIGGEST BMW & MINI AFTERMARKET STOCK IN THE WORLD





# 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.

**Y**OU 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 an internationally expanded chain of BMW shops, that keeps more than 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 HEADQUARTER 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!



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



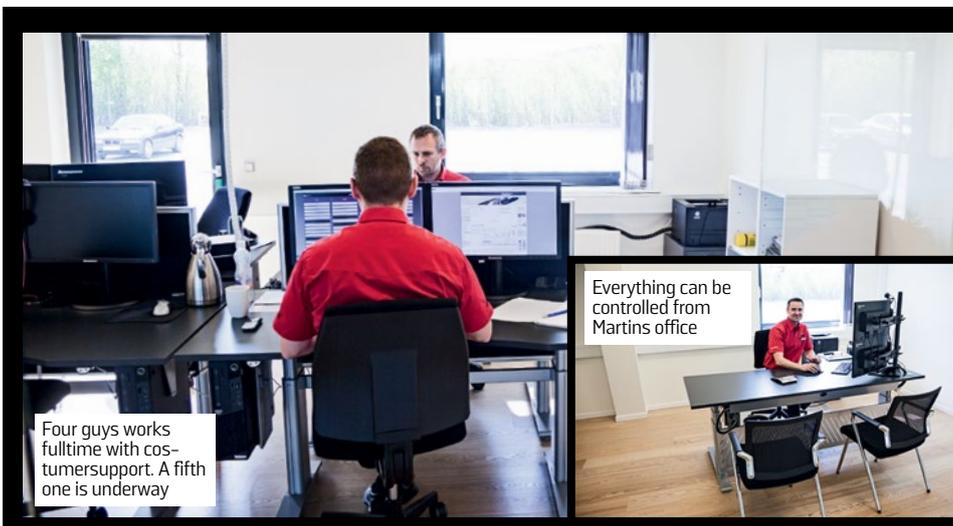
**EVEN EKSPEDITION** and sales is handled with style inhouse. Martin is the kind of guy, who knows what he wants.

**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 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?



Four guys works fulltime with costumerssupport. A fifth one is underway

Everything can be controlled from Martins office

## MOST IMPORTANT: COSTURMER SERVICE

Page 2 of 4

**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 costumerservice 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.



The showroom stand: Two classics. A lot more is on it's way



They are not new, but with more soul than any new car

## 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!



A Z4 with a complete M-kit – It just looks cool. Klaus is considering to get a supercharger-kit for the 3 liter engine.



The V8-engine in the 550i runs about 409 bhp, but Martin has big plans of making approx. 600 bhp



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



The interior part of a Z4 looks very sporty from the factory, so this is not where Klaus has spend most of his energy



The exhaust is a Schmiedmann 4-pipe system that sounds amazing



This interior is only a CEO worthy

## 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? Therefor 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.



Among other things it will get a complete M5 bodykit and a stainless Schmiedmann exhaust



**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.



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



The workshop has its own indoor carwash machine



**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.

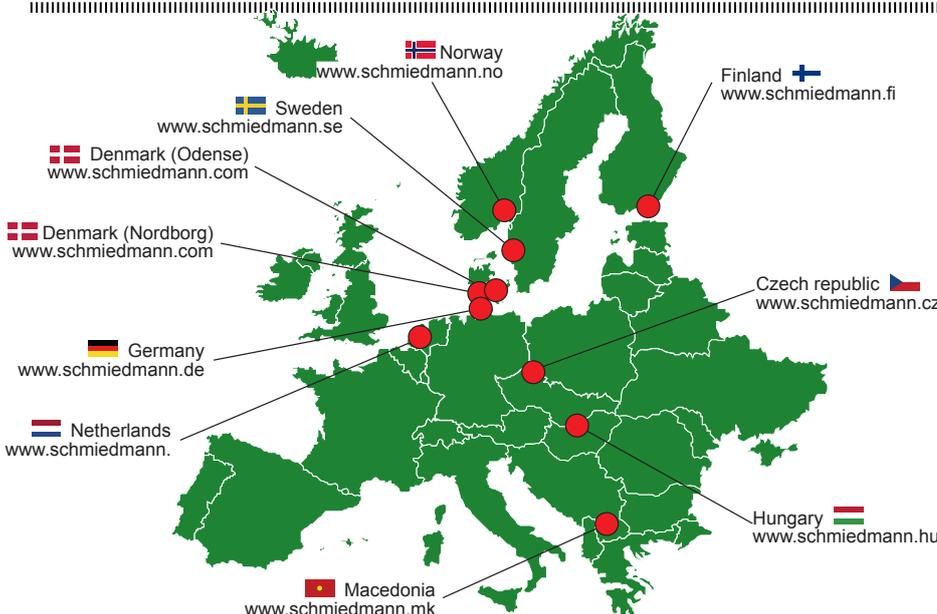
## THE WORKSHOP

**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-scrapyard today. They have 17 employees and approximately 400 damaged cars here.





**SCHMIEDMANN**  
Specialist i BMW

# TONS OF USED BMW SCHMIEDMANN NOR

On Als in Southern Jutland the very first Schmiedmann shop is still situated. Here they focus on scrapping BMW-models, so you can buy quality spare parts and save money. We went to Nordborg and this is what we experienced.

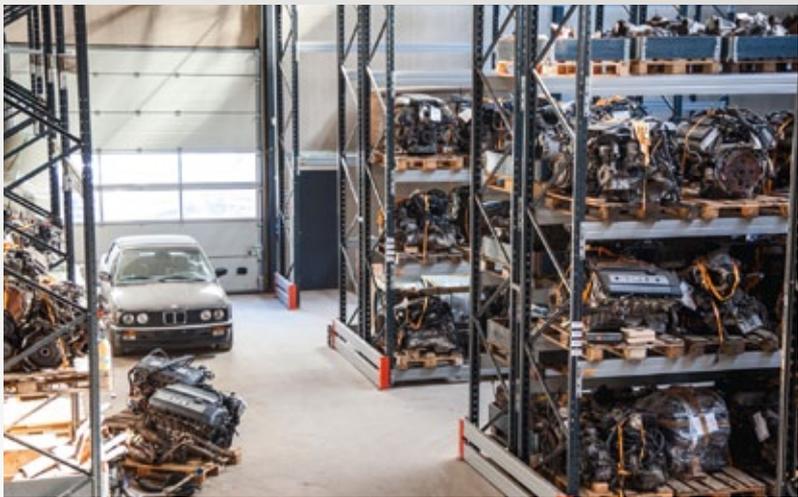


## WAITING TIME IN THE SHOWROOM

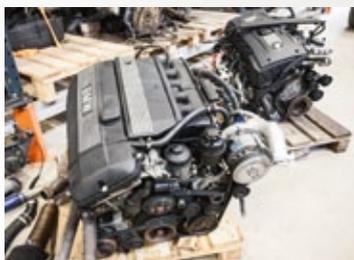
SCHMIEDMANN Nordborg is not like your average scrapyards. You will not find any dirty hands or worn down inventory, but an impressive registration desk and a stylish showroom, where the customers can have a closer look at some cool car parts while waiting. In Nordborg their main focus is on used spare parts from cars in the scrapyards, but they also deal with the entire assortment from Schmiedmann.com, the main warehouse in Odense. That is why your drive will never be a waste of time – If a used spare part is not in stock you can always buy a brand new. In Nordborg they have 15 employees and they plan for further expansion, because of the increasing demand on used spare parts. Not many people are aware of it, but Schmiedmann was actually founded in these rooms in 1997. And just look at the size of this international company today. That is impressive.



# NORDBORG



**ALL ENGINES** are stored in heated facilities ready to be sold. There are plenty in stock which all have been tested on the dyno before being dismantled from the original car to make sure the engine runs perfect.



**THERE** is also high performance engines in stock. For example, this one mounted with complete super-charger kit, ready to install in your street car. It does not get any easier.



**IT** is overwhelming to see this many engines in stock and if you are interested in BMW do not drive to Nordborg without bringing your wallet, because this is the place for crazy impulse buying.



There are not only new models in the scrapyards, there are also rooms for the old classics.

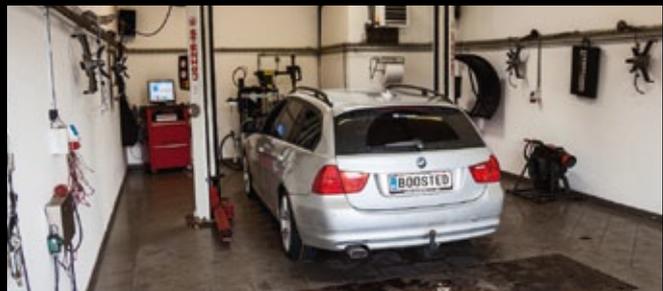


This E34 M5 just had the engine tested on the dyno.

## WORKSHOP AND DYNO



AS in Odense it is possible to buy complete solutions with mounting, so you do not have to do anything, but point out the work you want done. Schmedmann has a very well, functioning workshop where they only repair BMW's and they do it really good. As something extra the workshop has a dyno which is used for troubleshooting and for measuring



the performance after engine tune-up. But all cars in the scrapyards also get tested on the dyno before being dismantled, so it is possible to see if the engine and drivetrain runs as supposed, before being sold as spare parts. It is a guaranty that very few scrapyards offers and the dyno test results are also included when you buy an engine.

## E30 IS IN SHORT SUPPLY

Over 300 cars in stock for scrapping but only four BMW E30 – Is the classic coming to an end?

THE scrapyards at Schmiedmann Nordborg mainly contains newer BMW models, so if you believe that you could build a classic car with used spare parts, you are wrong. Actually the stock only holds four E30 models for scrap, and rumour has it that there will be no more. They are simply getting too expensive after becoming cult all over the world and the number of models damaged in traffic are close to zero.



Only four E30's, but Schmiedmann has more to offer if you are looking for E34 and E39.



This is truly a sad scenery if you are at real BMW enthusiast. The E30 is really something special.

## COMPLETE INTERIOR

THE cars in the scrapyards are mainly traffic damaged cars imported from Germany, loaded with extra equipment. Schmiedmann hand-picks the finest cars and therefore it is possible to offer complete packages with extra equipment to install in your BMW. For instance, head-up display complete with dashboard. Complete car interior in leather or special colours are being dismantled, cleaned and placed in stock. Therefore, you can easily order interior complete with seats, carpets, door boards and trim to make you upgrade complete. Go to Schmiedmann.com for further information.



The special interior colours are often a hit, like this E87 with mocha-coloured plastic and cream leather.



The complete interior are photographed and packed in these big boxes for immediately delivery.



## 3 KILOMETRES OF SHELVES AND 2,500 SQUARE METRE STORAGE

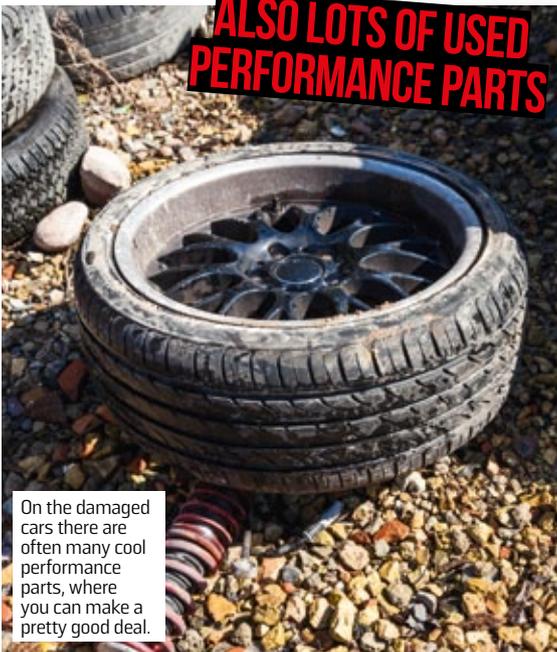
YEARS AGO you would have taken the drive to the scrapyards to have a look at the parts in stock, but today everything is handled via the Internet, where people expect fast response. That is why Schmiedmann Nordborg recently added 1000 sq.m. of storage, so they now have 2,000 sq.m. There is as much as 3 kilometres of shelves filled BMW parts. The additional 1000 sq.m. was built because Schmiedmann wants all the spare parts from the cars put in stock, so they can offer night time delivery on the entire assortment. It makes them more attractive for workshops around the country that do not have time to wait for parts to be dismantled and shipped. Schmiedmann names all their parts with OE-numbers, which make it easy to search on VIN-number for the used parts in stock.

# 300 CARS IN THE SCRAPYARD

SCHMIEDMANN NORDBORG is ISO 9000 certified, which assures top quality on the cars being scrapped. The yard is always filled with approximately 300 damaged cars.



E87 1-series is ready to have the last parts dismantled.



On the damaged cars there are often many cool performance parts, where you can make a pretty good deal.



Kidney grills and emblems in carbon fibre were some of the parts that caught our attention. It is easy to make a bargain.



Unfortunately BMW do not make trucks, that is why Schmiedmann has this Auto transporter to pick up foreign damaged cars.

IF YOU think Schmiedmann Nordborg is a graveyard for cars, you are wrong. Every year they have 400 cars through the scrapyard workshop, and that is why the cars do not take root. Right now there are 300 cars in the yard..



EXHAUSTS of every kind and model are lined up. Also performance exhausts.



BUMPERS and body parts are also in stock. Although it is only plastic bumpers that are placed outside.



3 employees are working full time just to disassemble the damaged cars which are tested, cleaned and put in stock. If you look closely, you will spot a yellow Mini. Mini is a part of the BMW-group and that is why Schmiedmann has opened for Mini parts as well.

# STARTED FROM THE BOTTOM

CHRISTIAN JACOBSEN is the owner and daily manager of Schmiedmann Nordborg, which he started in 1997 together with his friend, Martin Thorup Andersen. Back then they imported a couple of BMW's from Germany, and then it escalated. Today Martin

has Schmiedmann Odense, which he started in 2001 while Christian stayed in Nordborg. The Schmiedmann group has more than 90 employees and they have an international network of dealers. For further information, go to [www.schmiedmann.com](http://www.schmiedmann.com).



# NEW!

## FULLY SYNTHETIC SCHMIEDMANN HIGH PERFORMANCE ENGINE OIL

