

## **BMW (UK) Limited**

### **Stakeholder Engagement Statement**

**Financial Year 1 January to 31 December 2020**

Stakeholder engagement is important to the company and the BMW Group as a whole. The BMW Group operates in a highly connected environment. Our products and services are used extensively throughout the UK and we attract interest from, and are interested in a diverse group of stakeholders. The views, decisions and actions of our stakeholders have a considerable impact on our business. Our Stakeholder Engagement Policy can be read at [www.bmwgroup.com/en/responsibility/stakeholder-engagement.html](http://www.bmwgroup.com/en/responsibility/stakeholder-engagement.html) on the group website.

#### **Customers**

The company's customers are BMW, MINI and BMW Motorrad franchised retailers, corporate customers, fleet businesses, government as well as both direct and indirect consumers. The company recognises that the fair treatment of customers is central to its strategy and the continuing success of its business.

The company operates with a franchised retailer network in the UK ("The Retailer Network"). The Retailer Network are key customers of the company and engagement with the network is vital to the success of the company. The company engages with the National Franchise Board, the body that represents the Retailer Network in the UK. There are periodic meetings between the main investors of Retailer partners and the Directors of the company to assist investors to understand the strategic direction of the company. A key part of communication with the Retailer Network is through what is known as the "Retailer HUB Portal", which is a communication platform used by the company to communicate with the Retailer Network.

The company's strategy is based on sustainable business relationships with our customers. The company seeks to re-invest for growth and innovation. The company is committed to continuous development of its processes to improve the overall customer experience and loyalty. For example, the company has a retailer incentive programme known as the Voice of the Customer which focusses on delivering customer needs. Additionally an e-Retail selling platform has been developed to allow customers to transact the entire vehicle purchase online. The company aims to become the natural choice for customers by providing personalised products and services. Emphasis is placed on developing the right customer service skills and attitudes, which are monitored and supported through training and also via a cultural change programme. The company measures customer satisfaction continually and reports on it to the Customer Committee.

#### **Employees**

Our employees are the foundation of our success. Their professional qualifications and commitment are outstanding. In return, we offer attractive jobs, comprehensive opportunities for personal development and the opportunity to gain further qualifications.

*Further details on how the company engages with its workforce are contained in the Employee Engagement Statement in the Directors Report.*

#### **Suppliers**

The company and the BMW Group as a whole, perceive our global supplier network as a major contribution to value creation, quality and innovation and hence to our success. Our collaboration with our suppliers is based on a mutual understanding of product and production quality, security of supplies, competitive prices and innovation, as well as the continuous integration of our sustainability requirements. The BMW Group Policy "Antitrust Compliance", which establishes binding rules of conduct for all employees across the BMW Group aims to prevent unlawful restriction of competition.

Suppliers have a significant impact on our sustainability performance and the sustainable development of society. It is therefore essential that our partners fulfil the BMW Group Supplier Sustainability Standard, which requires compliance with internationally recognised human rights, as well as labour and social standards.

Further details on how the company engages with its suppliers can be found at [www.bmwgroup.com/en/responsibility/supply-chain-management.html](http://www.bmwgroup.com/en/responsibility/supply-chain-management.html) on the group website.

### **Government, Regulators and trade bodies**

The company engages in regular exchange with HM Government and its various departments, UK and international NGOs, trade bodies and industry associations as well as universities and other stakeholders in academia. In dialogue with these stakeholders, the company wishes to build trust, understand positions, identify trends as well as build on and consolidate partnerships. The company engages with its regulators both at an industry level through trade associations for example the Society of Motor Manufacturers and Traders (“SMMT”) and at an operational level.

The company is represented at the SMMT through working groups on various topics affecting the automotive industry for example on type approval, Brexit and Worldwide Harmonised Light Vehicle Test Procedure (“WLTP”). At an operational level the company interacts with regulators such as the DVSA on vehicle safety and the recall process and with the VCA on topics such as vehicle standards, type approval and environmental labelling.

### **Community and Charity**

Corporate Social Responsibility is important to the company and it undertakes many initiatives in this area. There is a food bank on Campus to donate to those in need in the local community. The company also supports a British Heart Foundation Clothes Bank to raise money for the Foundation and this has been a long standing relationship. The company and other BMW Group locations in the UK have a partnership with the Alzheimer’s Society and we have a fundraising programme which is well supported by our employees. The BMW Group has a long established commitment to supporting education across the UK through BMW Education <https://bmweducation.co.uk/>. The programmes are informative, engaging and accessible to everyone free of charge.

When the COVID-19 pandemic began, there was a company-wide collaboration to deploy urgent resources to the National Health Service and key workers including:

- Outreach to over fifteen regional NHS Foundation Trusts and 80 MINI and BMW vehicles prepped and delivered to support hospitals and key workers with urgent mobility requirements;
- Donation of 10,000 face masks;
- Plant Oxford car parks made available to the local hospitals;
- Supporting Oxford-based medical technology supplier OES with engineering, technical and logistics support to prototype and test their design for a respiratory device;
- Providing one of the event units for use as a temporary COVID-19 vaccination room, following the positive news of an approved vaccine and a national roll-out programme.