Emily Bacalis

BMW Manufacturing Plant, Spartanburg S.C.

Media Scans

**Friday 9-9-11**

1. BMW Retains Top Spot for Sustainable Manufacturing (*Google Alert Name: BMW*)

<http://swindon-business.net/index.php/2011/09/08/bmw-retains-top-spot-for-sustainable-manufacturing/>

For the seventh year in a row, BMW has been named the top “most sustainable automotive manufacturer”. They have had an environmental officer since 1973, and sustainability is a part of their corporate strategy since then.

This is a feature that all BMW plants want to make sure people realize. This is appealing to “green” people that purchase BMW vehicles.

**Saturday 9-10-11/Sunday 9-11-11**

1. BMW May Replace LED Headlights With Lasers (*Google Alert Name: BMW*)

[http://www.tomsguide.com/us/LED-Headlights-Lasers,news-12426.html](http://www.tomsguide.com/us/LED-Headlights-Lasers%2Cnews-12426.html)

BMW has been experimenting with laser diode recently to see if they provide more benefits then the LED lights do. They are 1,000 times brighter and use less energy. People however are concerned that they will be too bright for the eye since LED lights are already strong and these are a lot brighter.

This could impact production at the Spartanburg BMW production plant because it could change the headlight production lines.

1. Inside Autos (Google Alert Name: *BMW Manufacturing*)

<http://www.freep.com/article/20110911/BUSINESS01/109110445/Inside-autos>

Mercedes is expanding the number of luxury cars they produce in order to beat BMW; they have been behind BMW since 2005 and they keep slipping downward. Their lack of skilled labor is part of the reason their falling behind.

This could impact the Spartanburg BMW production plant because if they have a high number of skilled works, Mercedes may offer them better benefits for them to work for their company. Also, if their production increases, it could make BMW numbers decrease because the economy wants their product instead.

**Tuesday 9-13-11**

1. BMW’s laser-emitting, Tron-like future cars (*Google Alert Name: BMW*)

<http://www.msnbc.msn.com/id/44500146/ns/business-autos/>

BMW’s Vision EfficientDynamics has now made its way onto two other cars; the i8 and i3. It was first introduced at the 2009 Frankfurt Motor show. The i8 is a hybrid car that has a fuel consumption of a paper air plane, and the i3 is an electric “city car” with suicide doors. These cars not only offer lower fuel intake, but they are safer and more comfortable.

This new line could have an impact on what is being produced at the Spartanburg, SC plant. It could cars to be discontinued because they are not selling or these cars could start being made there.

1. BMW’s Rolls-Royce shows electric concept car (*Google Alert Name: BMW*)

<http://www.sacbee.com/2011/09/13/3905845/bmws-rolls-royce-shows-electric.html>

Rolls-Royce showed a presentation by BMW (their parent company) about going greener with their cars at a Frankfurt auto show. It showed BMW’s 102EX, a car that has an electric engine but is based off of Rolls-Royce’s Phantom. The auto show showed companies that “zero-emission motoring in on the agenda” for the luxury vehicles.

This is can have an impact on Spartanburg because it could become a facility that makes more luxury cars like the one this article is mentioning.

**Thursday 9-15-11**

1. Alpina B6 and D5: Dort Wutet ein turbomoter (*Google Alert Name: BMW*)

<http://jalopnik.com/5840291/alpina-b6-and-d5-dort-wutet-ein-turbomotor>

Aplina took a BMW series and unturned it into a “high-power” car without the “high-strung oretenst” of a BMW. Alpina’s goal is to take a BMW and “give it a massive engine rich in torque and devoid of histrionics.”

This can have an effect on the BMW industry because it could change how they make their cars. Also, if it does change things, it could change the manufacturing plants because they may require different equipment or the manufacturing may move overseas.

1. Text-S&P revises BMW outlook to positive (*Google Alert Name: BMW*)

<http://www.reuters.com/article/2011/09/15/idUSWLA520220110915>

Recently, BMW has improved their profit margin into the 8%-10% range in the past 18 months. One reason for this increase is the global demand rose for luxury vehicles. They believe that it will be above 10% for 2011, but under the 13.3% that was originally estimated.

This is important for the BMW Company because if their profit margins do not stay at a high enough level, they could decide to shut down some plants because there is not a high enough demand for the vehicles.

**Saturday 9-17-11**

1. BMW Adds Two New US Diversity Shops (*Google Alert Name: BMW*)

<http://www.adweek.com/news/advertising-branding/bmw-adds-two-new-us-diversity-shops-134912>

BMW added two new multicultural shops as a part of the agency review launch last spring. Ramona is BMW’s USA Hispanic agency and Sanders\Wingo Advertising will be responsible for all diversity marketing in Mini USA. Both agencies will be strong assets to the company when they release new products.

This is important for the BMW market when release new products and selling them in the areas they think they will attract the most people.

1. Four-Wheeled Nirvana (*Google Alert Name: BMW Auto*)

<http://sentinelsource.com/life_and_style/lifestyles/four-wheeled-nirvana/article_fc0ddea1-58dd-5eea-9acf-1c99cbe8a561.html>

In 1986, BMW created the M3. Today, the M3 has more than double of the horse power. May automakers have tried to match the BMW M line-up, but no one can match it. The M3 is not just a car for everyday; you have to be prepared to drive it. It rides very smoothly and it is very finely tuned. There are two clutches, so that when you switch gears, there is not interruption in power.

The person who test drove the car, drove it at the Spartanburg, SC test track. This article publicizes this particular manufacturing plant and it also shows how other companies are trying to similar things, but they just can’t make it better than BMW.