

BMW Motorrad Australia

BMW Motorrad



To whom it may concern

Your reference
Your message dated
Department/From Stefan Lober
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Date 25 March 2009
Subject **Letter of Reference**

To whom it may concern,

alchemy performance development business management (apd bm) has been supplying BMW Group Australia with Inter Firm Comparison (IFC) / Composite services and associated Training and Consultancy for our Motorcycle dealer network since its inception in 2006. Until apd established its local office in 2008 we were dealing directly with the parent company apd group UK. Derek Knight and other key staff have been known to us since 2003 while with R L Polk which was our previous IFC supplier.

Company
BMW Australia Ltd
A.C.N. 004 675 129
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BMW Group Company

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Chairman
Mr. Guenther Seemann

Managing Director
Mr. Stavros Yalouridis

Director - Finance &
Administration
Mr. Fredrik Altmann

apd bm has been appointed to provide monthly dealer composite to us and our dealer network. Our dealers are able to log on to the apd web portal (iCIS) and directly upload the data required. The iCIS program validates dealers' input with the aim of reducing obvious entry errors. There is also apd's validation team which is liaising with dealers and BMW Australia if dealer input is questionable and needs to be reviewed. Upon successful validation, generally completed within 5 days of the submission deadline, dealer and BMW Australia reports are available for download from the apd web portal.

The monthly reports offer us an unparalleled insight in the business of our dealer network and enable us to identify national trends and opportunities for improvement early.