

Review May Automotive Roundtable in Beijing, 2017

- Marketing Transformation in the Automotive Industry – How to Create Reality?-

May Automotive Roundtable gathered the automotive & marketing professionals in Mackevision's office in Beijing. Next to the discussion on the marketing transformation and sharing the ideas on how to create the reality, the participants enjoyed the exclusive opportunity to experience "virtual reality" and within it to interact with the car via the devices.







Mr. Frederik Gollob, Director Dealer Network Development, Beijing Mercedes-Benz Sales Service Co. Ltd. presented on “**Mercedes me Sanlitun - A Physical Landmark reshaping the Customer Journey**”. He introduced the Mercedes me store in Sanlitun and believes that this store is playing a very important role in the marketing of a premium / luxury automotive brand. He also explained how to transport the “Mercedes me” concept successfully to the retail level and moreover he shared some insights on how to develop Mercedes-Benz to a brand that customers regard as a very cool and hip brand. In terms of VR/AR technology he still sees that there will be some way to go to get VR/AR technology successfully and sustainably built into the sales experience.



Ms. Beatrix C. Frisch, General Manager, Mackevision China shared her insights on “**Next Level of User Experience: Real-time Solutions**”. She pointed out that customers are currently searching a new level of product experience and entertainment and Augmented and Virtual Reality (AR/VR) technology create desire and new content opportunities. At the same time, the development circles turn faster and faster. High-end and real-time applications enable the company to excite their customers but it will be difficult to foresee where the journey goes to and whether (and if so when) AR/VR will be implemented in every car sales experience.



Later both speakers joined in the panel discussion. **Mr. Michael Adick, Managing Director, Auto Industry, Accenture Greater China** as the moderator raised several interesting questions like: how to create reality? What is the biggest challenge in “creating this “new” reality for the consumer? Will AR/VR help everybody? How is physical retail developing? Is the “End” of 4S in China/worldwide very near? etc.

All the participants enjoyed the closely idea changing and networking.



Companies Incl.:

Accenture
Accenture GmbH
AVL List GmbH Beijing
BAIC (Beijing Automotive Industry Corporation)
Beijing Benz Automobile Corporation
Beijing Mercedes-Benz Sales Service Co. Ltd.
BMW China
CPC Consulting (Beijing) Co., Ltd.
Districom Group
ECOVIS R&G Consulting Ltd
Faist Anlagenbau GmbH
German Centre for Industry and Trade Beijing Co. Ltd
Jaguar Land Rover China
Kerry EAS Logistics Ltd.
Korn Ferry Hong Kong
Mackevision China
NavInfo Co., Ltd.
Virtue Intelligent Network Co., Ltd - The Joint Venture of China Mobile and
Deutsche Telekom
Zielpuls (Shanghai) Co., Ltd.