



Media Information  
November 19, 2008

## **Canadian Sales Associate named one of five top BMW Sales Consultants worldwide.**

Ludia Li named BMW Brand Ambassador at the Excellence in Sales 2008 awards in Munich.

**Whitby** – Ludia Li, Sales Consultant at Auto West BMW in Richmond, British Columbia, has been named the Brand Ambassador at the 2008 Excellence in Sales awards in Munich, Germany. Li becomes the BMW World Ambassador and one of the top sales consultants for BMW worldwide.

“Ludia Li’s ability to incorporate the successful traits of the BMW brand ambassador with the global village of Greater Vancouver’s ethnic diversity has made her one of the most successful sales consultants I have ever had the privilege of knowing,” said Joachim Neumann, Retailer Principal at Auto West BMW. “She represents the BMW image well through humanitarian acts and is a leader for all women wanting to enter the industry. This hard work has enabled her to consistently meet her sales objectives every year.”

In order to be eligible for the Brand Ambassador award, Li was nominated by her Retailer Principal. Not only must this sales associate achieve outstanding sales, those nominated must also portray the role of a BMW Brand Ambassador through their personal behaviour, allowing the customer to further experience the style of the BMW brand.

In September, Li was named one of three national winners in the Brand Ambassador category. Along with being a national winner, Li was also selected as one of the top three international finalists in the Brand Ambassador Category. Other markets participating included: Australia, Germany, France, Ireland, Italy, Japan, Korea, Mexico, Portugal, Switzerland, Spain, U.K., U.S.A and the U.A.E.

The fifteen top international finalists in all the Excellence in Sales 2008 categories attended an awards ceremony at the BMW 7 Series Dealer Drive Event in Munich. It was here that Li was named the Brand Ambassador. By being named an international winner, Li was awarded 15,000 EUR (24,000 CAD), and given an award designed by BMW Head Designer, Adrian van Hooydonk.

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BMW Group Canada, based in Whitby, Ontario, is a wholly-owned subsidiary of BMW AG and is responsible for the distribution of BMW luxury performance automobiles, Sports Activity Vehicles, Motorcycles, and MINI. BMW Group Financial Services Canada is a division of BMW Group Canada and offers retail financing and leasing programs and protection products on new and pre-owned BMW and MINI automobiles, as well as retail financing for new and pre-owned BMW Motorcycles. A

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total network of 40 BMW automobile retail centres, 19 BMW motorcycle retailers, and 25 MINI retailers represents the BMW Group across the country.

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