



LaBov & Beyond

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News Release

FOR IMMEDIATE RELEASE

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LaBov & Beyond Creates Interactive Training Program to Launch the All-New BMW X3 Compact Crossover SUV

FORT WAYNE, IN, March 1, 2011—LaBov & Beyond Marketing Communications and Training hosted BMW client advisors at a series of ride-and-drive training events in preparation for the launch of the all-new X3 compact crossover SUV. The events took place over a month and a half in Greenville, South Carolina and combined traditional activities with high-tech applications for the iPad mobile digital device. The program included a factory tour, online training modules, instructor-led seminars and a ride-and-drive activity that allowed participants to drive the X3 and its competitors on the BMW Performance Center track. Approximately 1900 client advisors from across the U.S. came to South Carolina for this X3 launch training.

To enhance the training experience, LaBov & Beyond created software for interactive *X-perience Stations* throughout the factory tour. The stations featured a *Prospecting Analysis* app for iPad that translates individual input into tailored advice for improving prospecting and selling skills. Also featured was an *xDrive Competitive Comparison* app for iPad, allowing participants to compare features of the BMW X3 side-by-side with key competitive vehicles in this segment.

Additionally, LaBov created an online pre-learning *X3 Discovery Module*, used widely by client advisors at retail centers around the country prior to the events to generate excitement for the X3 launch. The program received a 99% approval rating by attendees and continues to be used for ongoing training.

About LaBov & Beyond, Inc.

LaBov & Beyond, Inc., founded in 1981, is a marketing, communications, advertising and training company that focuses on clients with dealer/distributor networks and multiple locations. These clients come from a variety of industries—automotive, recreational vehicles, motorcycles, insurance, and financial services, to name a few. The company specializes in comprehensive creative development and production involving a number of disciplines including interactive, social media and print. In addition to its Fort Wayne, Indiana, headquarters, LaBov & Beyond maintains a full-service office in Oxford, Michigan. Go to **labov.com** to learn more.

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