



LaBov & Beyond

509 east cook road . fort wayne, IN 46825
260.497.0111 . labov.com

News Release

FOR IMMEDIATE RELEASE

Media Contact:

Lisa Adams
Public Relations Specialist
260.497.0208
ladams@labov.com

LaBov & Beyond Helps BMW Launch All-new 3 Series in California

January 27, 2012 -- LaBov & Beyond Marketing Communications and Training is helping BMW launch its all-new 3 Series in sunny California. The role of the Fort Wayne-based marketing company includes overall program planning and logistics, management of the cars, and two driving activities -- a breathtaking scenic drive and an exciting autocross experience.

More than 2,500 BMW client advisors from the United States and Canada will participate. Upon completion of the experience, they will be prepared to return to dealerships with a solid foundation of the new vehicles, including the amazing performance and technology of the BMW brand exemplified in the all-new 3 Series.

LaBov & Beyond's relationship with BMW has included two years of training events, iPad apps, consumer and dealer events, ride-and-drive programs, consumer test-drives, website content and computer-based training courses.

About LaBov & Beyond, Inc.

LaBov & Beyond, Inc., founded in 1981, is a marketing communications and training company that focuses on clients with dealer/distributor networks and multiple locations. These clients come from a variety of industries—automotive, recreational vehicle, trucking, motorcycles and financial services, to name a few. The company specializes in comprehensive creative development and production involving a number of disciplines including interactive and print. In addition to its Fort Wayne, Indiana, headquarters, LaBov & Beyond maintains offices in Detroit, Indianapolis and Phoenix. Call 260.497.011 or go to **labov.com** to learn more.