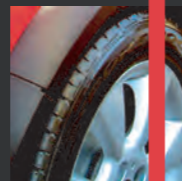




MINI COLLECTION.



- mini cooper
- mini cooper s
- mini cooper cabrio
- mini cooper s cabrio
- client options
- QUESTIONNAIRE





MENERE'S MINI GARAGE.

MENERE'S MINI GARAGE. MINI COLLECTION.







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CLIENT OPTIONS.


MY mini.  
 MY WORKER  
 - Bebe Hoofen  
 MY OCCUPATION  
 - Shift Manager  
 MY AGE (MOTTO)  
 - 19  
 MY PREVIOUS MOTOR  
 - 89 Pulsar Q  
 MY FAVORITE  
 - Jay Z  
 - Wolfgang Clon  
 - Snoop Dogg  
 - Eminem  
 - Jurassic 5

MINI COOPER. *the mini beast.*

CLIENT OPTIONS.

martin stone's MINI COOPER S cabrio. *little red rocket.*



Menere's BMW Brighton

## TORQUE QMA Newsletter



**BMW E90**

### Marketing

**E90 REVEALED**  
The Melbourne Motor Show saw the reveal of the new E90 3 Series Sedan. May 25, 26 and 27 will see the launch of the E90 in the dealership.

**BMW F1 ACROSS THE HARBOUR**  
A great publicity stunt was held in Sydney for the Melbourne Grand Prix, with Mark Webber driving his BMW F1 across the Sydney Harbour Bridge, which was closed to all traffic for this pretty spectacular and first ever event.

**HORSEPOWER SPONSORS**  
We have signed a new sponsorship deal with Aquanita Racing, a national horse racing organisation with 6 of the best trainers in Australia including Tony Vasil, who recently won the Dubai Cup with Elvstroem, this sponsorship will see endorsement of Menere's in racing circles.

**MENERE'S IN FULL SWING**  
The Menere's Golf Days are in full swing.  
Victoria Golf Club      April 20  
Woodlands Golf Club      April 29

1 TORQUE QMA Newsletter 5/2005

Menere's BMW Brighton

## TORQUE QMA Newsletter



**BMW GROUP AUSTRALIA MD, Dr Franz Sauter**



**7 SERIES "LANDED",** Prince of Wales Roof Top, St Kilda

### The Dealer Principal's Desk

The last quarter has been an exceptionally busy period at Menere's BMW. The exceptional new BMW 3 Series has arrived and was celebrated in true Menere's style over three consecutive launch evenings in late May. The customer response to the vehicle has been overwhelmingly positive.

We also unveiled the new 2005 BMW 7 Series to a select crowd at the Prince of Wales in St Kilda. To our guests astonishment we craned two 7 Series onto the roof for a fabulous sit down dinner and reveal that was attended by BMW Group Australia Managing Director, Dr Franz Sauter.


**TONY BRIAN**



**DEALER PRINCIPAL, Tony Brian and BMW GROUP AUSTRALIA MD, Dr Franz Sauter**

1 TORQUE QMA Newsletter 7/2005

Meet clubMINI



**At the clubMINI AGM**  
Wednesday 31 August 2005

Pre AGM Drinks  
6:30 – 7:30pm  
RSVP: Ben Kushinsky  
ben.kushinsky@meneresbmw.com.au  
0404 040 257

Come along to Menere's MINI Garage and meet clubMINI next Wednesday 31 August prior to the inaugural club AGM.

Sensational door prizes, beverages and food.

clubMINI is the only national association of clubs specifically assembled for owners of the new MINI and endorsed by BMW Group Australia.



BMW E90

Marketing

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Woodlands Golf Club April 29



BMW GROUP AUSTRALIA MD, Dr Franz Sauter



7 SERIES "LANDED", Prince of Wales Roof Top, St Kilda

QMA+

Menere's BMW is 1 of only 2 dealerships in Australia who have been invited to pilot the new QMA+ programme.

QMA+ is a strategic approach to continuous process of improvement (CPI) and can only be offered after QMA accreditation as it builds on the bedrock of QMA. This programme needs to be driven by the Dealer Principal and management.

**WHAT DO I NEED TO KNOW ABOUT IT?**  
It is designed to increase profitability and sustainability which should run parallel.

- HOW DO WE IMPLEMENT IT?**
- The management team identifies priorities long and short term.
  - An achievable plan is developed.
  - The plan is implemented, monitored and success evaluated.



DEALER PRINCIPAL, Tony Brian and BMW GROUP AUSTRALIA MD, Dr Franz Sauter

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TONY BRIAN



DEALER PRINCIPAL, Robert Stillwell

The Dealer Principal's Desk

2006 represents an exciting time for all who work at Menere's BMW Brighton. I am proud to have joined Menere's BMW Brighton as Dealer Principal, effective as of January 2006.

I have always admired the philosophy of Menere's BMW and the dedication of each staff member to making the company what it is today. Menere's is a company with a rich history and has provided a fantastic opportunity to grow the Stillwell Motor Group over the past five years.

I have always held the belief that we do more than just sell prestige vehicles, we help people realise dreams.

Throughout 2006, I look forward to complementing the team at Menere's BMW and fostering a successful year with growth of our model range including the new BMW 120d and the 320d. It's great to be on-board.

ROBERT STILLWELL

MINI

In conjunction with the Melbourne International Motor Show, MINI have launched two new model characters called MINI Park Lane and MINI Checkmate. Both cars are now on show in MINI.



LETS MINI 1, Images from the Email Campaign



LETS MINI 2, Images from the Email Campaign



MINI DRIVE DAY, Owners sit in anticipation

The Dealer Principal's Desk

As we progress through the year, the BMW model line up continues to grow. In particular, the diesel line up strengthens with the announcement of 1 Series and 3 Series diesel models. The 3 Series Touring is also expected to arrive at the dealership next month.

News is spreading of an October release for the new 3 Series Coupe, initial media images reveal a beautiful and elegant sporting coupe.

The football season is well underway. It is good to see St Kilda playing strongly, we currently have Aaron Hamill as our voice on a 5 Series direct mail campaign to all St Kilda corporate contacts.

Welcome to new staff and congratulations to Paul Withington taking on the role of Service Manager.

Regards,

ROBERT STILLWELL

MINI DRIVE DAY, MINI's beckon to take a ride

Marketing

The recent MINI Drive Day to Montalto was success, thanks to Steve Roberts and Paul Iacono for their help on the day.

The St Kilda footy season has kicked off. In March, Menere's was based as the St Kilda Family Day held at Moorabbin, displaying a BMW 1 Series Celebrity Challenge race car.

Also in late March, Menere's BMW had our BMW 650Ci on display to 500 guests at the St Kilda Season Launch.

In May, Menere's BMW will be exhibiting three vehicles at the Caravan, Camping and Touring Supershow held at Caulfield Racecourse.

On May 25th, the BMW Car Club of Victoria will be hosting a function in the Showroom.



MINI NARBETHONG DRIVE DAY,  
OCTOBER 04

MENERE'S MINI GARAGE  DriveDay #1



MENERE'S MINI GARAGE 

© Copyright 2006 MENERE'S MINI GARAGE



MINI NARBETHONG DRIVE DAY,  
**DAWN AT MENERE'S MINI GARAGE.**  
Like finely trained thoroughbreds, the excitement  
builds as the MINI's eagerly await the highway and  
the windy country road.

MINI NARBETHONG DRIVE DAY,  
**MENERE'S MINI GARAGE SCRUTINEERING.**  
MINI's elicit a spontaneous enthusiasm, as if it were  
the first time MINI owners had set eyes upon them.

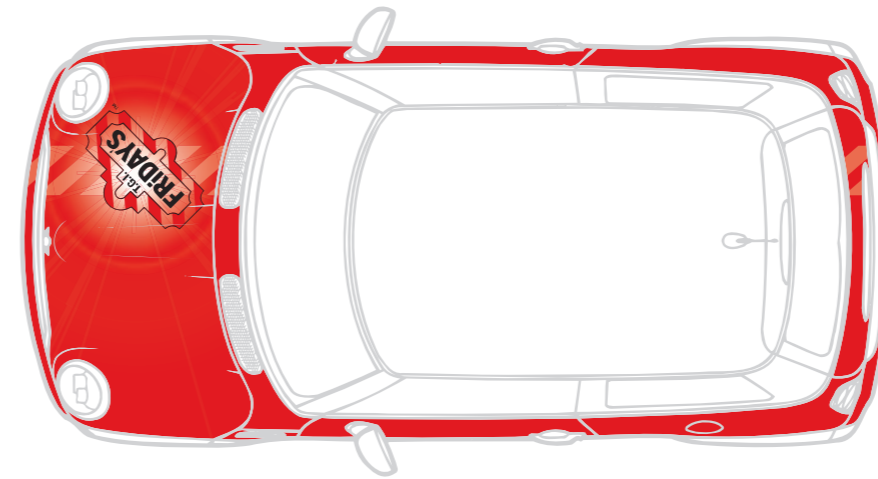
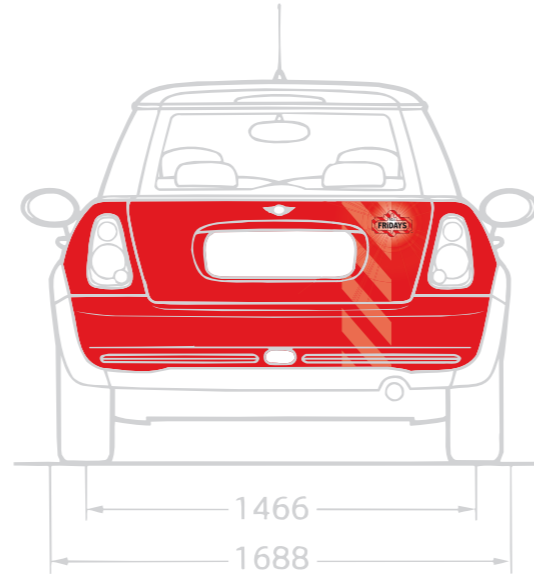
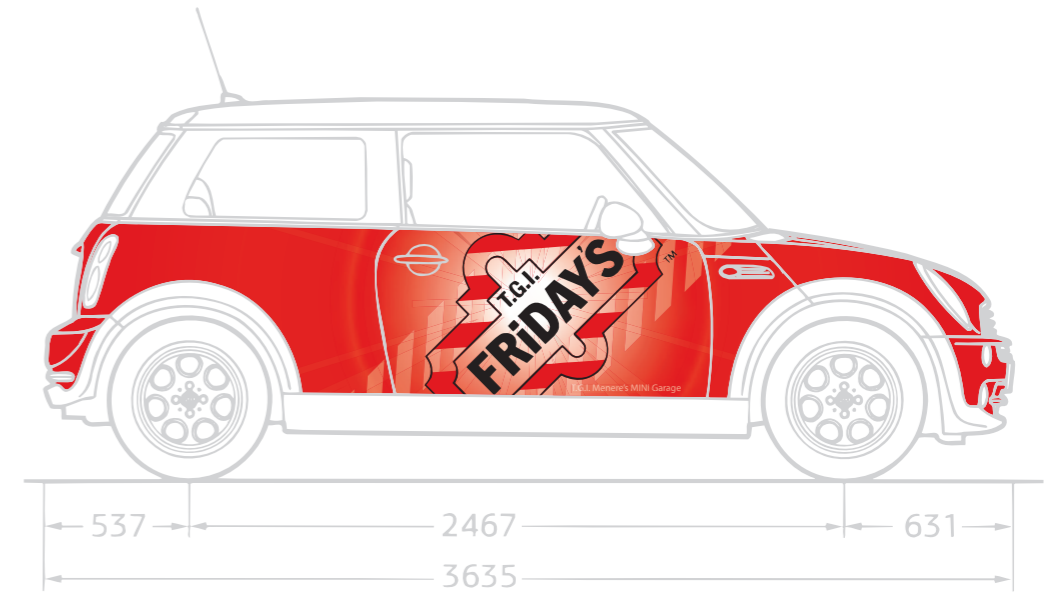
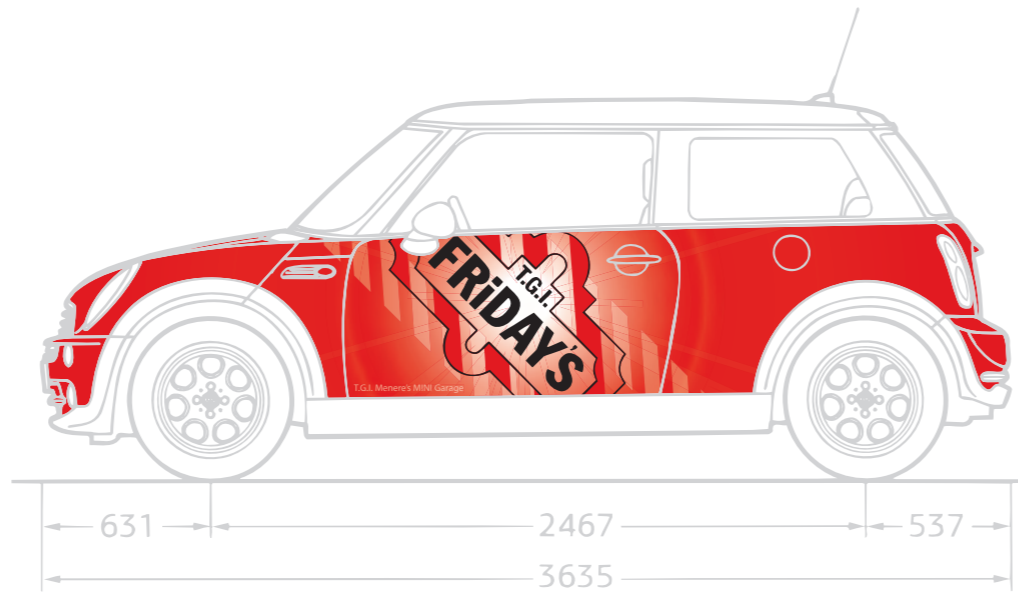
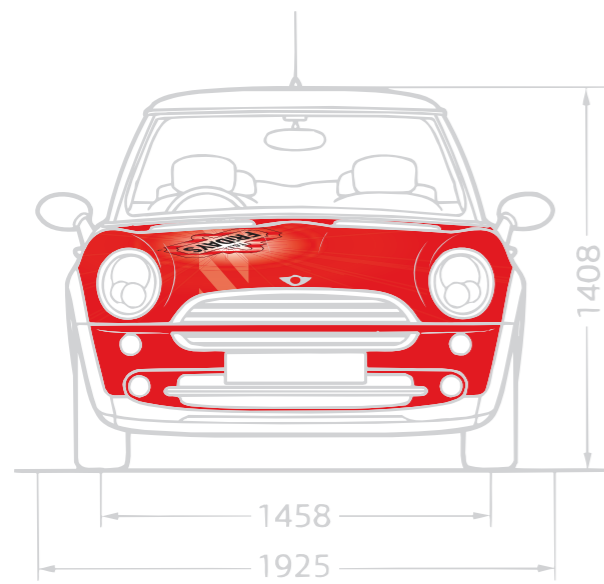


MENERE'S MINI GARAGE 

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MENERE'S MINI GARAGE 

© Copyright 2006 MENERE'S MINI GARAGE





**Ling Design**

Menere's Pty Ltd

Menere's and Brighton Pantry MINI Promotional Vehicle



**Ling Design**

Menere's Pty Ltd

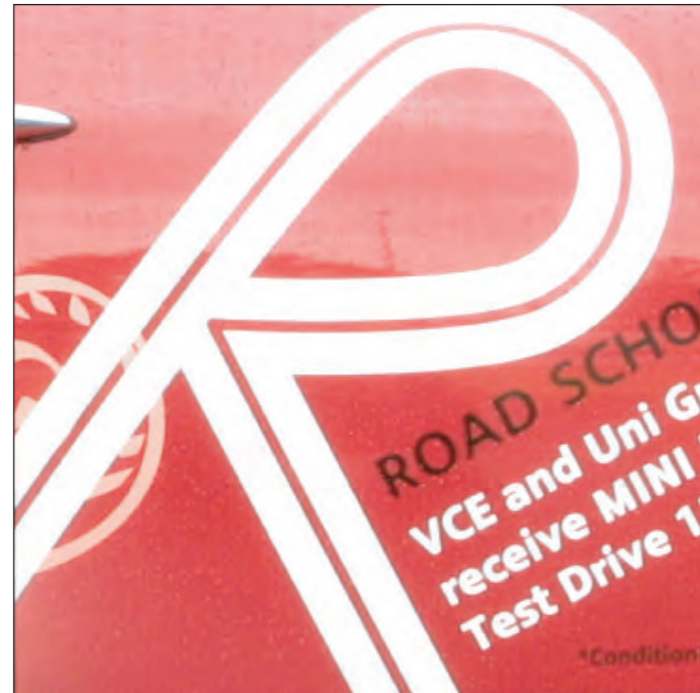
Menere's and Carlson Health 1 Series BMW Promotional Vehicle











**Ling Design**

Menere's Pty Ltd

Menere's and Pantry MINI Promotional Vehicle

If our parts don't make it here,  
they won't make it to your car.



Menere's BMW  
Brighton

363 Nepean Hwy  
Brighton, Vic. 3186



The Ultimate  
Driving Machine

Genuine BMW Parts are tested under true racing conditions. The result is superior parts that take less time to fit, and more time to wear out. Supported by a 2-year factory backed warranty you can rely on Genuine BMW Parts to deliver genuine BMW performance everytime. If you're after more proof just look at our track record.

## Menere's BMW Brighton

363 Nepean Highway Brighton, Vic. 3186 Tel 03 9524 4000  
LMCT 8999

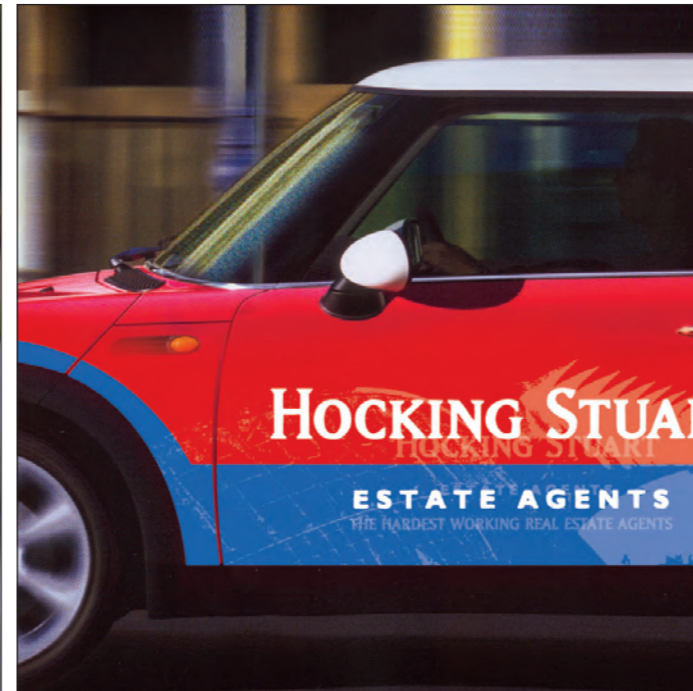
If our parts don't make it here,  
they won't make it to your car.



Genuine BMW Parts are tested under true racing conditions. The result is superior parts that take less time to fit, and more time to wear out. Supported by a 2-year factory backed warranty you can rely on Genuine BMW Parts to deliver genuine BMW performance everytime. If you're after more proof just look at our track record.

### Menere's BMW Brighton

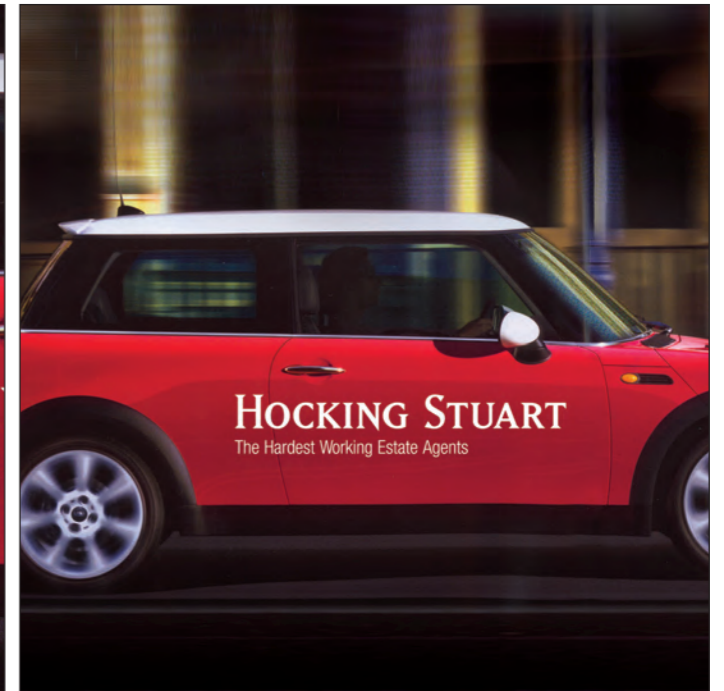
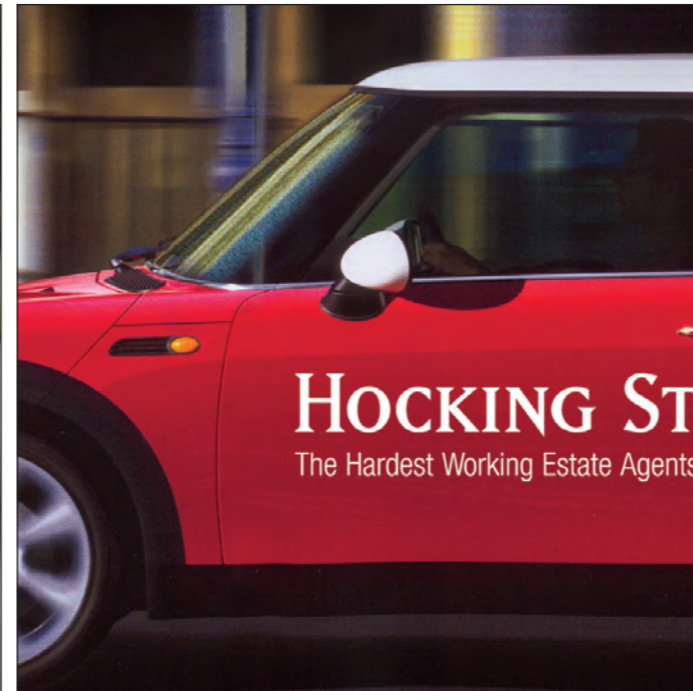
363 Nepean Highway Brighton, Vic. 3186 Tel 03 9524 4000  
LMCT 8999



**Ling Design**

Menere's Pty Ltd

Hocking Stuart Real Estate MINI Promotional Vehicle



**Ling Design**

Menere's Pty Ltd

Hocking Stuart Real Estate MINI Promotional Vehicle





**Ling Design**

Menere's Pty Ltd

Menere's and Bright N Sandy 1 Series BMW / Mortgage House MINI Promotional Vehicle



Presenting  
**Menere's BMW Brighton**  
Where the journey begins...



BMW 6 Series (from \$204,000 plus ORC)  
Coupe and Convertible  
650i  
M6

