

Premiere at Milan Design Week: BYTON showcases brand store concept for brand experiences and added benefits

Milan, 2018-04-17 – “Time to be” – the BYTON motto will also be part of the program in direct communication with potential customers. The BYTON brand stores will have as much in common with a conventional dealership as a modern electric car has with a steam engine.

“Nowadays, a website or app can do just a good a job at purely providing sales information as a dealership sales person”, explained BYTON marketing chief Henrik Wenders at BYTON’s European première at Milan Design Week 2018. “We already offer a range of touchpoints. But when someone decides to spend time in our brand store, as our guest we will always offer him or her an added benefit beyond pure product information. They should have an enjoyable time, and immerse themselves in a range of topics where BYTON is at home – such as the presentation of cutting-edge products and services in an increasingly digital world”.

The BYTON brand store concept was showcased for the first time in Milan, and it makes it easy to see how the premium electric car brand will present itself going forward – first in China then followed by other major cities in the US and Europe. They will focus on offering an enjoyable atmosphere without being all about getting a sale; where a nice experience, discussions where people feel treated as equals, and co-creation are just as important.

BYTON brand stores as a hybrid model with retail partners

The brand stores vary in size from 500 to 1,000 m² (approx. 5,400 to 10,800 sq ft) and are split into various areas where the brand can be experienced in diverse ways. “Different zones for different experiences – we don’t just want to inform, but also share our values and approach in clear terms.

What drives us? What do we want to change? And what, ultimately, do our customers gain from this? Our main concern is not about mobility or road performance, but how we enable our customers to make better and advantageous use of their time spent in the car. We do this on very different levels – in an emotive, entertaining, or even informative way”, added Henrik Wenders. To distinguish these zones from each other and to give structure to the spaces, the brand store concept leverages connecting lines that represent connectedness and communication, and which are reflected in the vehicle’s design and in communication media.

For the continued rollout of the brand store concept BYTON will use a hybrid model with retail partners which, alongside conveying its brand values, will also guide customers clearly through the configuration and sales process. “BYTON defines the processes, the brand, the overall approach, and is also the customer’s direct contractual partner; the retail partner provides the infrastructure and the personnel, and runs the store as an agent model”, explained the marketing chief. “We will involve our retail partners actively in the final rollout concept, but also take into consideration their requirements as well as their particular market experience. BYTON is already a global product – our team comprises global experts and we have headquarters in China, Germany, and Silicon Valley. That’s another reason how we know that markets and people do not always tick the same everywhere. Close collaboration with independent partners also enables us to better understand our local focus groups”.

The first BYTON brand store measuring in at around 600m² (approx. 6,500 sq ft) is scheduled to open at the end of 2018 in the best downtown location of Shanghai, China.

About Henrik Wenders

“Why just create something fundamentally new, if you can create something fundamentally better?”

Mr. Henrik Wenders is a broad-minded marketing expert experienced in both, the creative area of brand management as well as the technical area of product management.

Henrik joined BMW in 2002 and successively managed numerous global car launch projects. Further, he was in charge of BMW’s International Advertising and Brand Management for the brands BMW and MINI in Europe. He stepped into BMW’s i division in 2011 as Head of Product Management BMW i8. As Vice President of Product Management BMW i he took over the lead of BMW i’s Marketing and Sales Management from 2014. This laid the essential foundation for his passion and affinity for future-oriented technology and mobility.

From the beginning of his time at BMW, Henrik worked in international Senior Management functions. Over the past 14 years he has become a true Globalist who feels at home in the world. Henrik appreciates managing multi-national teams and enjoys cross-cultural work environments.

His interest in traveling and meeting new people nurtures his inspiration to focus his energies with meaningful intent striving for a healthy life balance in today’s fast-paced world.

More information:

BYTON.com/media-kit

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