THE OWNERS' GARAGE / MY IDEA FOR BMW

For the BMW you're keeping.

I'd open a shared garage where owners work on their older BMWs alongside specialists.



PROPOSED UAE PROGRAMME / AI-GENERATED CONCEPT VISUAL

THE OWNERS / THE UAE CONTEXT

Keeping the car. Missing the garage.

E92 M3	The builder with the next three jobs already planned.
E39 M5	The neat freak hunting down the correct piece of trim.
E46	The owner who wants their car to feel tight again.

If your apartment gives you nowhere to do the work, the tools and workspace can remain out of reach.

Working on the car can be part of the pleasure of owning it.

THE OWNERS' GARAGE / HOW IT WORKS

Book a job. Get involved.

01 **Choose what you want to work on.**

Book a session around a specific job on your own BMW.

02 **Plan it with a specialist.**

Agree the work, the parts and what you can take on yourself before you arrive.

03 **Spend a morning in the workshop.**

The specialist guides the work, handles what needs professional attention and checks the finished job.

THE PILOT / ROOM FOR BOTH

Build it your way. Keep it exactly right.

The E92 owner can work towards a carefully considered build.

The E39 owner can keep chasing factory-correct perfection.

Both have a place here.

> BMW would fund the bay, tools and specialist's time for an initial pilot. Any parts would be quoted before booking.

Here's the idea!

THE CAMPAIGN / MY INVITATION

“Bring the job you’ve been meaning to finish.”

I’d follow real owners through those jobs. Let them explain why a particular car is worth the effort. Finish with the car back on the road.

Over repeat sessions, people learn, make progress and get to know the owners in the next bay.



AI-GENERATED CONCEPT VISUAL

WHY I THINK BMW SHOULD DO IT

20 years. Still a BMW owner.

Keeping the same BMW for twenty years is a form of loyalty I think the brand should celebrate.

Owners get practical help and a way to participate in the hobby.

BMW gains an ongoing relationship through parts, expertise and the pleasure of keeping these cars in use.

For the BMW you're keeping.

that's the point.