



## Press release

### **German carmaker chooses bizhubs: Konica Minolta wins Europe-wide tender**

Langenhagen, Germany, April 2011

**Konica Minolta Business Solutions has won a Europe-wide tender call by BMW AG. It initially involves around 6,800 systems at 20 sites in Europe, most of them in Germany. In addition, BMW will be using a monitoring solution and a FollowMe and secure printing application implemented by Konica Minolta.**

“Signing a contract of this size right at the beginning of the financial year gives the entire company a motivation boost,” said Günther Schnitzler, President of Konica Minolta Business Solutions Germany.

The contract covers a total volume of around 6,800 systems and two applications. They will be used at BMW’s Munich head office, at six production facilities and at ten groups of branches totalling over 50 individual branches in Germany and at sites in Switzerland, Austria and the United Kingdom. By the end of 2011 Konica Minolta will have installed the first 3,100 systems jointly with BMW.

With the new systems BMW will be using solutions for monitoring, secure printing and FollowMe printing implemented by Konica Minolta. Prior to print output, for example, BMW employees will be required to authenticate themselves so as ensure that documents cannot find their way into unauthorised hands. In future, malfunctions will be reported automatically to Konica Minolta service technicians. To cater for increased service and maintenance demand at BMW’s Munich head office, where the carmaker plans to install around 2,000 of the 6,800 systems, Konica Minolta will be hiring additional staff at its branch in Feldkirchen, Munich.

“From consulting and analysis via roll-out, implementation and training sessions to service and support – our project management convinced BMW all along the line,”



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said Sönke Söht, Senior Manager, Head of Global Major Accounts, Konica Minolta Business Solutions Europe. “The seamless cooperation between the German Konica Minolta head office and our expert global major account management teams was decisive for our successful collaboration with BMW. The project management was especially important. Our systems’ extraordinarily high print quality and their suitability for all requirements specified by BMW were the basis for this success.”



### **About Konica Minolta Business Solutions Europe**

Konica Minolta Business Solutions Europe GmbH, based in Langenhagen, Germany, is a wholly-owned subsidiary of Konica Minolta Business Technologies, Inc., Tokyo, Japan. The company delivers services and distributes products, systems and solutions that fulfil all the requirements of office and production printing over the entire document life cycle. Its product range extends from colour and monochrome multifunctional and production printing systems, laser printers and all-in-ones to management software that integrates devices seamlessly into work processes and IT environments. To support customers such as printing and industrial companies optimally with powerful and sustainable solutions, technology leader Konica Minolta continuously invests in research and development work and regularly sets new standards for the entire printing industry.

Konica Minolta Business Solutions Europe is represented by subsidiaries and distributors in more than 50 countries in Europe, the Middle East and Africa (EMEA). With over 27,200 employees around the world, Konica Minolta Business Technologies earned net sales of over EUR 4.8 billion in financial year 2009/10.

For further information about the company, visit [www.konicaminolta.eu](http://www.konicaminolta.eu).

Product images are available at [www.konicaminolta-images.eu](http://www.konicaminolta-images.eu).

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