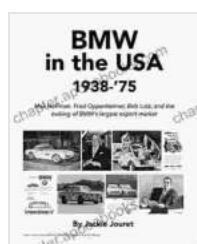


# Max Hoffman, Fred Oppenheimer, Bob Lutz, and the Making of BMW's Largest Export

In the early 1950s, BMW was a small, struggling automaker on the brink of collapse. But thanks to the efforts of three men—Max Hoffman, Fred Oppenheimer, and Bob Lutz—the company was transformed into the world's leading exporter of luxury cars.



## BMW in the USA, 1938-'75: Max Hoffman, Fred Oppenheimer, Bob Lutz, and the Making of BMW's Largest Export Market by Travis Booth

★★★★★ 5 out of 5

Language : English  
File size : 6909 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 163 pages  
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## Max Hoffman: The Visionary Importer

Max Hoffman was a German-born immigrant who came to the United States in 1947. He was a passionate car enthusiast, and he quickly saw the potential of BMW's cars. In 1950, he became the exclusive importer of BMWs to the United States.

Hoffman was a brilliant marketer. He realized that Americans wanted more than just a basic car. They wanted a car that was stylish, luxurious, and fun to drive. He worked closely with BMW to develop cars that met the needs of American consumers.

### **Fred Oppenheimer: The Financial Wizard**

Fred Oppenheimer was a wealthy businessman who was a close friend of Hoffman's. He provided the financial backing that BMW needed to expand its production and marketing efforts.

Oppenheimer was also a shrewd negotiator. He helped BMW secure выгодные deals with American dealers, which enabled the company to sell its cars at a profit.

### **Bob Lutz: The Marketing Genius**

Bob Lutz was a young advertising executive who joined BMW in 1968. He quickly rose through the ranks, and he eventually became the company's president and CEO.

Lutz was a brilliant marketer. He developed a series of advertising campaigns that helped to make BMW one of the most recognizable brands in the world. He also introduced a number of new marketing initiatives, such as the BMW Ultimate Driving Experience, which helped to increase sales.

### **The Making of a Global Powerhouse**

Thanks to the efforts of Hoffman, Oppenheimer, and Lutz, BMW became the world's leading exporter of luxury cars. In 1978, the company sold more

than 100,000 cars in the United States, and it has continued to grow ever since.

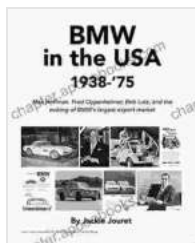
Today, BMW is one of the most successful automakers in the world. The company produces a wide range of luxury cars, from the compact 1 Series to the flagship 7 Series. BMW also produces motorcycles and a line of lifestyle products.

The story of BMW's success is a testament to the power of vision, innovation, and marketing. Max Hoffman, Fred Oppenheimer, and Bob Lutz were three men who had a dream. They wanted to make BMW the world's leading luxury automaker, and they succeeded.

## Additional Information

If you are interested in learning more about BMW, here are some additional resources:

- BMW website
- BMW USA website
- BMW Blog



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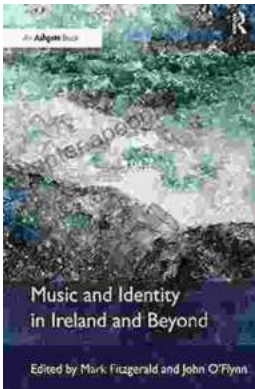
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