



BMW Logo

ບໍລິສັດ ລ້ານຊ້າງ ຂາອອກ-ຂາເຂົ້າ

ລ້ານຊ້າງ Import & Export Co.,Ltd

Premium Auto Laos



Official Importer and Distributor in Lao PDR for the distribution of sales of BMW Vehicles, Genuine BMW parts, provide BMW Service and also response to MINI service in repair and maintenance of MINI Vehicles and Genuine MINI Parts

Products

1. Vehicle

2. AFTER SERVICE

3. BMW LIFETYLE & ACCESSORIES

4. BSI & BRI PACKAGE

- ❖ First and only official BMW SHOWROOM and Authorized Importer in Laos.
- ❖ Officially open in 2014.
- ❖ The showroom occupies about 2,850 sqm of floor space and can display up to 21 BMW vehicles .
- ❖ The showroom is located at 23 Singha Road, Nongbon Village, VTE Capital.



Premium
Auto Laos

23, Singha Road

» 3. Lanexang Import Export Co.,td

Premium Auto Laos (BMW LAOS)

VISION

To be the most successful premium
automobile distributor in the industry by
creating the JOY through the best
Business Operation

»» 3. Lanexang Import Export Co.,td

Premium Auto Laos (BMW LAOS)

Mission

1. Professional employees and advance system in business operation
2. Very professional services and always professional after services
3. Enhance more brand awareness in Laos
4. Attract potential/new customers and keep existing customers with impression and very good satisfaction
5. Generate new leads and increase showroom traffic
6. Improve customers' database: Quantitative, Qualitative (Target: Reach)
7. Profile: Their interest, needs, lifestyles, etc..) Get valuable data.
8. Top Sales number in premium automobile field
9. Increase partners and networks