

## ABSTRACT

The design of a BMW showroom and workshop which is planned in Batam, Riau Islands, is an informative and interactive official facility aimed at answering some of the obstacles to selling BMW cars in Batam City. Creating a showroom and workshop that is not only used for vehicle sales and maintenance, and a means for the community of BMW product users to gather. On the background of the low interest in users of BMW products, one of them is due to the absence of an official BMW showroom and workshop in Batam. The fact that can be seen is the minimal number of cars roaming the city of Batam. The purpose of designing a showroom and workshop is to accommodate activities related to the automotive world ranging from product displays, services, retail accessories, lounges, management offices, restaurants, and vehicle test areas for visitors. Provided a place for the BMW community around the city of Batam. In the design of a BMW showroom and workshop, it will pay attention to a characteristic of the BMW Brand Image itself.

**Keywords : Showroom, Workshop, BMW.**