

# Borusan Automotive Group

## Automotive Retailer

Borusan has been serving as the distributor of BMW, MINI and BMW Motorrad, Jaguar and Land Rover brands for more than 35 years. Borusan has been choosing DMI for the digital maturity benchmark and measurement for 2 years.

During the sessions, the Borusan team stated that their high-level management and business units meet on the same page throughout the digital maturity measurement and the upcoming transformation steps.

**Borusan Otomotiv**



**Our main goal was not to only get a score. We wanted the high-level management and business units to be on the same page during our digital transformation journey. Digitopia has made a great contribution to the unification of these two sides. In all six sessions, we had various discussions looking into the next two years from today.**

**Aslı de Munnink, CDO & Executive Committee Member**