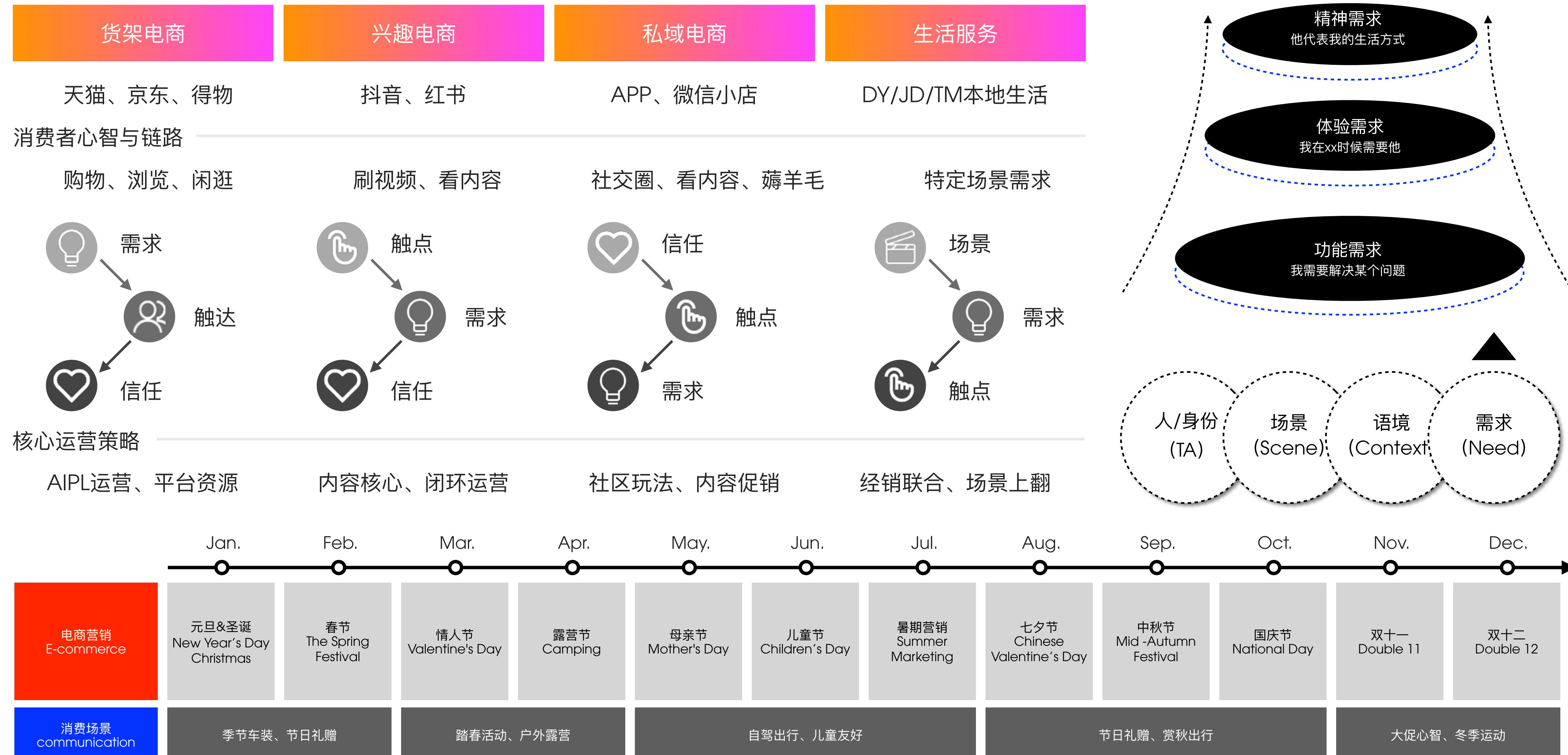


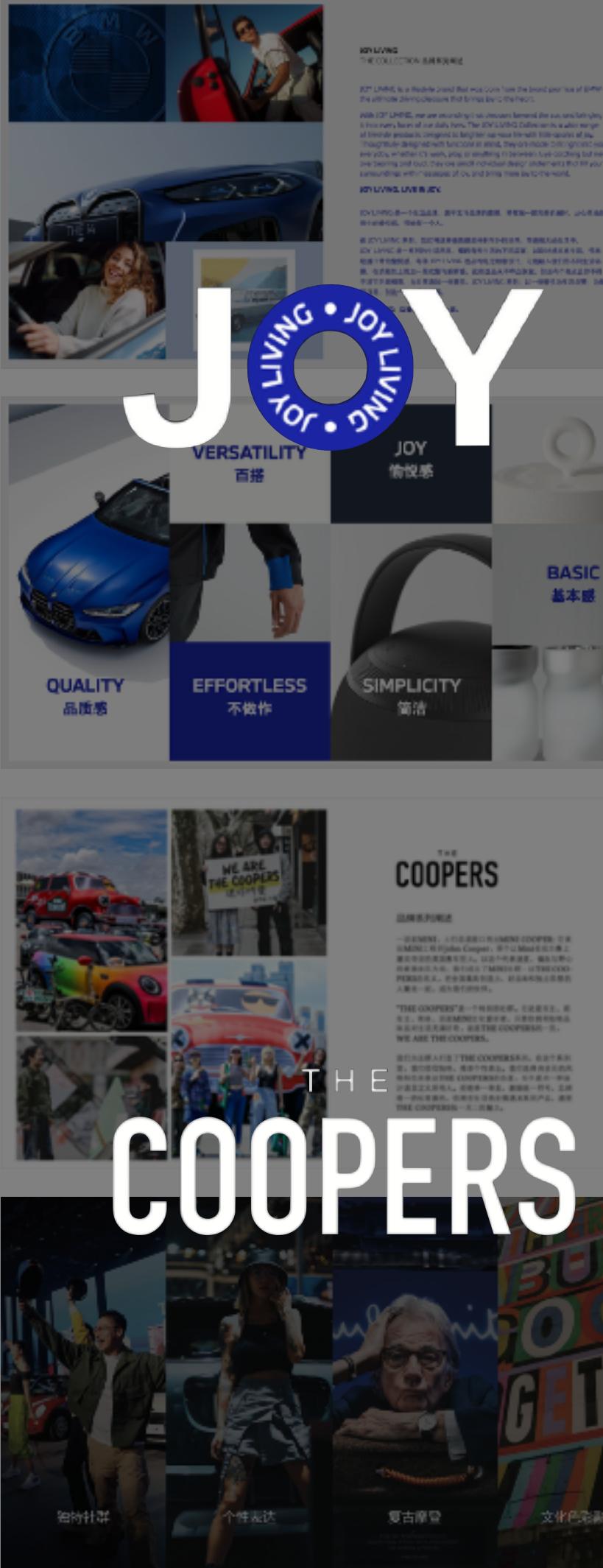
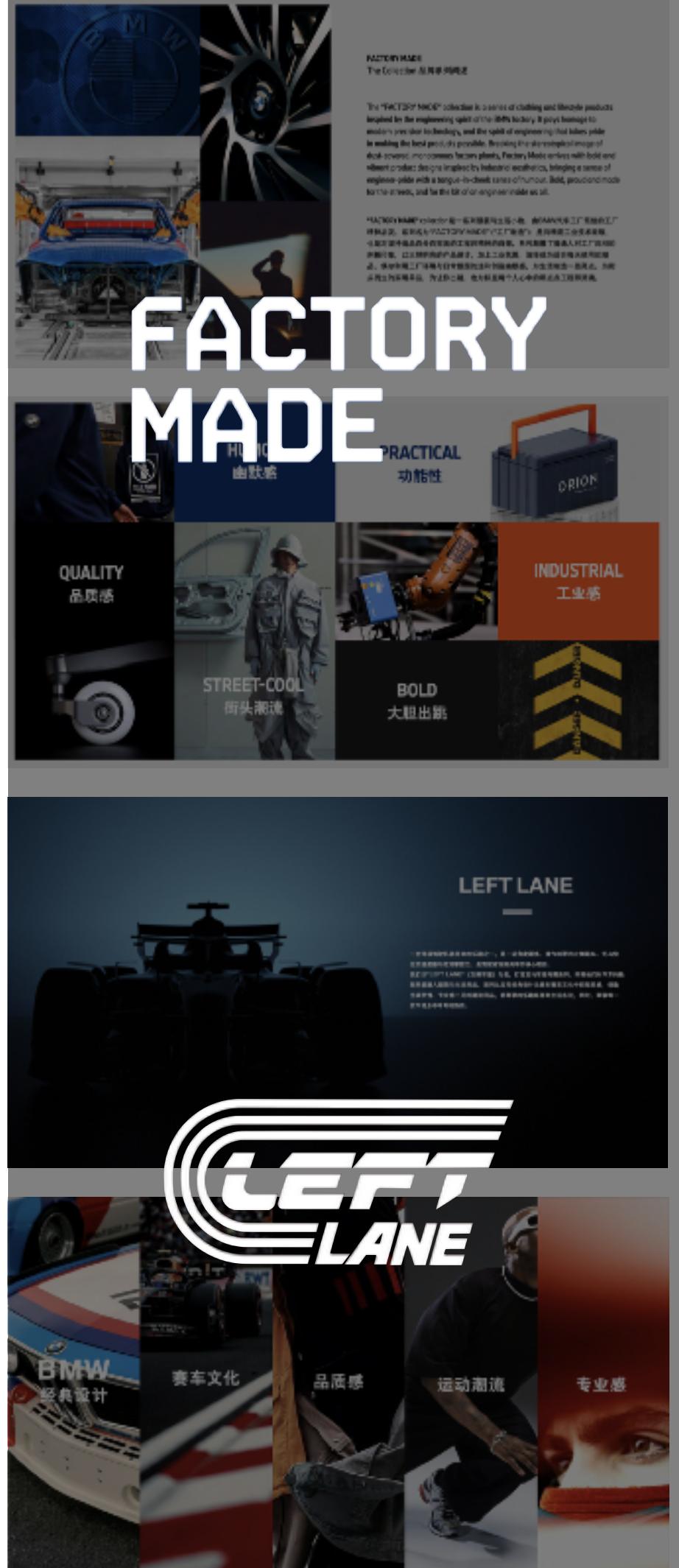
# Lifestyle 渠道运营策略 - 从货品需求转向为场景需求



# BMW&MINI Local Lifestyle 0-1



将品牌精神和驾驶乐趣延伸到车外的一种生活方式



六大品类覆盖全渠道增长类目

