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UK Auto Company Launches B2C Store for BMW and MINI Parts on BigCommerce

Leading OEM partnered with Autofixa Solutions to simplify parts sourcing and purchasing for end customers

AUSTIN, Texas--(BUSINESS WIRE)--Oct. 25, 2023-- [BigCommerce](#) (Nasdaq: BIGC), a leading Open SaaS ecommerce platform for fast-growing and established B2C and B2B brands, today announced the launch of [BMW Group UK](#), a leading supplier of BMW and MINI original parts, on the BigCommerce platform.

BigCommerce technology partner Autofixa Solutions, a provider of marketplace solutions for the automotive industry, was approached by BMW Group UK to launch new stores for both the BMW and MINI brands, featuring ERP integrations that sync inventory supplies and pricing data directly with the stores. The store primarily serves consumers, but business customers also use it as an easy alternative for locating and purchasing specific parts.

BigCommerce was selected as a market leader that could provide a stable and scalable platform out of the box and help accelerate BMW Group UK's ability to make improvements to its storefronts. The company chose BigCommerce for the robustness of its platform, exceptional functionality and strong partner ecosystem.

"BigCommerce provided the necessary tools, infrastructure and support to ensure BMW Group's stores would be successful," said Graham Broughton, co-founder and CEO of Autofixa. "The scalability of its platform ensures it can handle rapid growth, while its partner network provides access to experts in various e-commerce areas."

Leveraging BigCommerce enabled BMW Group UK to support an increase in product ranges and categories, add additional functionality such as pay-over-time options and improve the overall customer shopping experience. A middleware Hemi Connect is integrated to the merchant's ERP system where it pushes stock prices not only to the marketplaces but also to the ecommerce shop, creating a true omnichannel solution for the merchant and negating issues such as overselling or price parity.

"The BigCommerce platform and Autofixa's innovative marketplace technology combined to create impressive new BMW and MINI storefronts, which were up and running quickly after the project started," said Mark Adams, senior vice president and general manager of EMEA at BigCommerce. "BMW Group UK now has a platform that can scale with its growth and deliver an exceptional customer experience."

BMW Group UK joins a growing group of automotive merchants on the BigCommerce platform, including [BB Wheels](#), [Brock's Performance](#) and [Van Cafe](#). To explore BigCommerce's automotive ecommerce solutions and how they help transform how to sell auto parts online, [click here](#).

About BigCommerce

BigCommerce (Nasdaq: BIGC) is a leading open software-as-a-service (SaaS) ecommerce platform that empowers brands and retailers of all sizes to build, innovate and grow their businesses online. BigCommerce provides its customers with sophisticated enterprise-grade functionality, customization and performance with simplicity and ease-of-use. Tens of thousands of B2C and B2B companies across 150 countries and numerous industries use BigCommerce to create beautiful, engaging online stores, including Ben & Jerry's, Molton Brown, Skullcandy, Solo Stove, Ted Baker and Vodafone. Headquartered in Austin, BigCommerce has offices in London, Kyiv, San Francisco, and Sydney. For more information, please visit www.bigcommerce.com or follow us on [Twitter](#), [LinkedIn](#), [Instagram](#) and [Facebook](#).

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