

# TRANSFORMING AUTOMOTIVE OPERATIONS WITH ENTERPRISE AI AUTOMATION

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## ABOUT MHS HOLDING

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MHS Holding is one of Europe's largest automotive groups with €716M annual revenue and 40+ locations across Germany, Austria, and Romania. The group represents BMW, MINI, Rolls-Royce, MAN Trucks & Buses, Neoplan, and operates used car and mobility businesses.

## THE CHALLENGE

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Automobile Bavaria Group, the Romanian division, was scaling rapidly but faced significant operational friction:

- Fragmented systems and repetitive manual data entry
- Compliance pressure from RAROM and ANAF
- Heavy document loads (PDFs, VIN reports, invoices, photos)
- Poor visibility and communication across dealerships
- Difficulty supporting growth across 12 BMW/MINI dealerships and new divisions

The business needed one automation platform to unify processes, ensure compliance, and deliver measurable ROI.

## THE SOLUTION

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Freedomtech Solutions delivered a central AI automation layer across the organisation:

- 100+ automated workflows across sales, service, insurance, logistics, and compliance
- Process mining dashboards showing efficiency gains and ROI
- Governance guardrails and human in the loop oversight
- Central orchestration ensuring accurate, consistent data flow across the group

## KEY IMPACT AREAS

- Vehicle & Photo Intake Automation
- Insurance data extraction and report submission
- VIN & document intelligence with full traceability
- Automated offer creation and OEM platform uploads
- Compliance exports to RAROM and ANAF
- Real time service and technical updates
- VIN level automation for BMW Motorrad
- Intelligent staff notifications across all sites

## BUSINESS OUTCOMES

- Unified automation layer across BMW, MINI, Rolls-Royce, MAN Truck & Bus
- Enterprise grade AI agents with resilience, auditability, and transparency
- Scalable rollout model for 40+ locations in three countries
- Faster, safer, compliant operations from first vehicle photo to final invoice

## FINAL TAKEAWAY

MHS Holding replaced fragmented manual processes with a governed AI automation platform unlocking real time visibility, improved compliance, and a scalable model ready to expand across brands, countries, and dealerships.