



For immediate release

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BMW top in Corporate Reputation.

BMW voted first in luxury automobile brand and came in second for quality.

BMW has the best corporate reputation among all multinational companies operating in Asia, according to a newly released survey conducted by the Wall Street Journal Asia on the region's 200 most-admired companies.

"BMW is the brand younger professionals, celebrities and 'new money' aspire to in most Asian countries", said Mr Ashvin Chotai of Intelligence Automotive Asia in the Wall Street Journal Asia report.

"BMW has stuck to its core values and engineering excellence and its culture hasn't been diluted by mergers and acquisitions", he added.

The company was also the top-ranked car company in the quality attribute according to readers of the Wall Street Journal Asia. Across all industries, BMW came in second in the quality ranking, closely behind a non-automotive company.

Mr Roland Krueger, managing director of BMW Asia Pte Ltd said: "We are delighted and honoured to see this result. It is proof that our products and services exceed the expectations of our customers. We will continue to strive to ensure that all customer touch-points befit the premium brand image of our brand and products. For example, 'Performance Centre', our newly opened flagship BMW facility in Singapore, sets the benchmark as the most advanced and customer-centric hub for any automotive brand in the region".

Across all five measured attributes (corporate reputation, quality, financial reputation, long-term vision and innovation), BMW was ranked 6th among all companies.

The survey was published in the Journal's 'Asia's 200 Most Admired Companies' report, which studies Asia's top companies in 12 Asia Pacific countries, as well as

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the top 80 multinational companies doing business in the region. It is the most detailed performance review of Asia's leading companies.

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