



**Check against delivery**

**10 July 2009**

**Mr. Johannes Seibert, Managing Director, BMW Asia  
for Handover Ceremony for APEC Singapore 2009 BMW Limousines**

Good afternoon, Colonel Ng Tion Huat (Chief Transport Officer, APEC Singapore 2009 Organising Committee),

Mr. Aloysius Arlando (Executive Director, APEC Singapore 2009 Organising Committee),

Distinguished guests,

Ladies and gentlemen.

It is with great pleasure that I stand here today as we mark another milestone for BMW Asia – and for Singapore.

Soon, Singapore will host some of the region's most distinguished VIPs for the APEC, the Asia Pacific Economic Cooperation meetings. We, at BMW Asia, along with our partner, Performance Motors Limited, are delighted to hand over 295 BMW 5 & 7 Series limousines to the APEC Singapore 2009 Organizing Committee, for use for the duration of the meetings.

APEC is the region's most important conference in 2009. We are immensely proud and honoured to once again be able to play a role in showcasing the best that Singapore has to offer and to support the Singapore government in its role as host.

As you can see behind you, the signature BMW 7 series and both the BMW 525i and 520i are the perfect vehicles for the APEC guests. The BMW 7 series limousine has long been a car of choice for many world leaders in both government and business. Its performance and comfort, its innovations and design, have set the benchmark in its class for many years.



The new BMW 7 Series, which was launched early this year, has extended that lead with a brand-new interpretation of style and luxury, even better driving experience, and: responsibility for the environment. Today, the BMW 7 Series has the lowest CO2 emissions and the best fuel consumption in the premium class of vehicles.

As a symbol of successful leadership, it is a fitting model for many of the distinguished guests who will be here, particularly during Leaders Week in November.

This is not the first time the honour of being 'official car' for such a prestigious event has been given to BMW. In 2006, BMW partnered the Singapore government for the International Monetary Fund (IMF) and World Bank meetings in Singapore – one of the biggest projects of its kind undertaken by the BMW Group anywhere in the world.

BMW also provided unparalleled service and comfort to delegates of the ASEAN Ministerial Meeting and ASEAN Economic Ministers Meeting held in Singapore last year.

These partnerships reflect not just BMW Asia's ability to take on such prestigious global events, but also its continuing commitment to Singapore.

Today's event would not have been possible without the hard work and effort of our partners. Together we have worked tirelessly to ensure that the preparations of the vehicles as well as the logistical details for the chauffeur services have been seamlessly executed. The level of close cooperation and professionalism demonstrated by all parties involved in the run-up to today's handover, has been nothing short of exceptional.

My heartfelt thanks and appreciation go out to everyone on the team for their valuable contribution to what we believe will be a highly successful APEC meeting in Singapore.

Following APEC Singapore 2009, a part of the fleet will continue to be dedicated to future high-level international events hosted by Singapore.



Finally, I would also like to express once again my sincere appreciation to the Government of Singapore for giving us the opportunity to support the event. We wish the participating delegates every success, and hope that their discussions go as smoothly as their rides in the BMW 7 and 5 series.

Thank you.