



Media Information

2 Oktober 2009

BMW Group donates to West Sumatra quake victims.

Jakarta. BMW AG, the global manufacturer of premium cars, and its subsidiary PT BMW Indonesia have donated IDR 300,000,000 (USD 30,000) to the Indonesian Red Cross to assist victims of the September 30 earthquake in West Sumatra.

PT BMW Indonesia's President Director Mr. Ramesh Divyanathan presented the donation to Mr. Iyang D. Sukandar, the Indonesian Red Cross Secretary General, in Jakarta on Friday (2/10). BMW Indonesia is the first corporation to make a cash donation to the Indonesia Red Cross following the disaster.

"We are very concerned by the plight of the victims of the earthquake in West Sumatra and hope that this donation will assist them in their time of need," said Mr. Divyanathan. "We chose to contribute our aid through the Indonesian Red Cross because of its proven record in handling natural disasters." The cash donation will be allocated to fulfill the urgent needs of the earthquake victims, including medicine, blankets and tents.

The tectonical quake measuring 7.6 on the Richter scale devastated the West Sumatran capital of Padang and outlying areas in the province. About 1,000 people have been killed with many more missing and there has been widespread destruction of homes and infrastructure.

The donation is part of BMW Indonesia's Corporate Social Responsibility program. BMW previously donated Euro 27,000 to tsunami victims in 2005, in the form of mobile learning centers providing IT, science and health education for the children in the affected areas and a tsunami education park in Aceh.

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BMW in Indonesia

PT. BMW Indonesia is a wholly-owned subsidiary of Bayerische Motoren Werke (BMW) AG, the world manufacturer of BMW vehicles based in Munich, Germany. The establishment of this subsidiary in April 2001 reflects the BMW Group's confidence in the long-term future of Indonesia and its commitment to maintaining and extending BMW's leading position in the premium market segment. PT. BMW Indonesia's activities cover the wholesale of BMW cars, spare parts and accessories, as well as the overall planning of sales, marketing, after-sales, and related activities in Indonesia. Its dealership network covers 11 new car dealers and 1 used-car dealer spread out in various cities in Indonesia. Selected models of the 3 and 5 Series sedans are also assembled in Indonesia by a local partner. More information about BMW Indonesia may be found online at www.bmw.co.id.

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