



Media Information

4 November 2009

BMW 750Li wins best exclusive luxury sedan in mobilmotor Indonesia Car of the Year 2009.

Jakarta. The new BMW 750Li garnered top honors in the best exclusive luxury sedan and the fastest car categories in the MobilMotor Indonesian Car of The Year 2009. The awards were presented to Mr. Ramesh Divyanathan, President Director of BMW Indonesia, at the Ritz Carlton Pacific Place Jakarta, on November 3, 2009.

“We are so proud of this achievement. Our BMW 7 Series offers superior riding comfort with outstanding elegance, which is combined with its excellent engineering, unbeatable performance and top safety features,” said Mr. Divyanathan.

The new BMW 7 Series is the market leader in its segment for premium limousines priced above Rp 2 billion, with sales of 37 units up to the end of September 2009. According to Mr. Divyanathan, the new BMW 7 Series has gained a positive reception from customers in Indonesia, shown by its more than double sales record compared to 2008. Sales will further be boosted by the debut of the new BMW 730Li, launched in Jakarta last week.

Powered by a 4.4 liter, eight-cylinder turbocharged engine, BMW 750Li produces maximum output of 407 hp at 5,500 rpm and is capable of reaching 100 km/hour in only 5.3 seconds.

According to Mr. Jannes Martinus, the head of the jury of MobilMotor Indonesia Car of the Year 2009, the BMW 750Li's holds the distinction of being a purely sporty car which continues to offer outstanding comfort in the rear seats.

The new BMW 750Li is fully loaded with innovative features providing the highest level of luxurious comfort, best-in-class multimedia infotainment system, the most user-friendly control system and superior driving experience, both in the driver and rear seats.

The limousine features BMW EfficientDynamics technology that reduces fuel consumption and carbon emissions while simultaneously enhancing the superior performance and driving pleasure associated with BMW cars. Its pioneering

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environmentally-friendly technology counters assumptions that big engines automatically consume more fuel and produce higher carbon emissions. For its commitment to sustainable mobility, for fifth consecutive year BMW Group has been selected as the most sustainable car company by DowJones Sustainability Index 2009.

The luxury performance limousine is the choice of distinguished clientele, such as heads of state, high-ranking government officials, diplomats and business leaders.

The new BMW 7 Series will be used to transport the 21 heads of state, including President Susilo Bambang Yudhoyono of Indonesia, attending the 20th APEC Economic Leaders' Meeting in Singapore next week.

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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 13 new car dealers and 1 used-car dealer spread out in various cities in Indonesia. More information about BMW Indonesia may be found online at www.bmw.co.id.

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