

Media Information  
20 November 2009

## **Munich Automobiles Pte Ltd is world's first dedicated distributor for BMW M cars.**

**Singapore.** BMW Group Asia today announced the appointment of Munich Automobiles Pte Ltd as the first distributor to solely focus its retail on BMW M vehicles and M accessories in Singapore. This new company is jointly owned by Prestige Cars and Sime Darby, the parent company of Performance Motors Limited.



“There is healthy interest here in high-performance cars. The launching of a new dealership in Teban Gardens by mid next year, dedicated to BMW M will capture the attention of this growing community. We are confident that this focused approach to BMW M, will drive interest and increase the take-up of BMW M vehicles in Singapore,” said Johannes Seibert, Managing Director of BMW Group Asia.

According to Dr Kay Segler, President of BMW M GmbH, “This move is part of BMW Group’s overall worldwide strategy to significantly strengthen the position and look of the brand for BMW M cars and accessories. We have already begun establishing BMW M Competence Centres around the world, and this first BMW M exclusive distributor is a firm step forward to give the brand an even more distinctive profile in the exclusive segment of high-performance cars.”

Munich Automobiles Pte Ltd will have rights to retailing of the full range of BMW’s high performing M vehicles; M3, M5, M6, X5M and X6M, and M accessories will be available at the new showroom.

In the future, BMW owners have a choice of servicing their cars at Sime Darby Performance Centre at 303 Alexandra Road, East Coast Centre at 280 Kampong Arang Road, Sime

**Company**  
BMW Asia Pte Ltd  
Co.Reg.No:198502157D

A BMW Group Company

**Office Address**  
1 HarbourFront Ave  
#15-02/07  
Keppel Bay Tower  
Singapore 098632

**Telephone**  
+65 68389600

**Fax**  
+65 68389610

**Internet**  
[www.bmwasia.com](http://www.bmwasia.com)

# **BMW Group**

## **Asia**

### **Corporate Communications**

Darby Centre at 896 Dunearn Road, or Munich Automobiles Pte Ltd at Teban Gardens Crescent.

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#### **About BMW Group Asia**

Established in 1985, Singapore is the regional office for BMW Group Asia, which has market responsibility for all importers in the Asia-Pacific region, as well as the BMW Group subsidiary in Indonesia.

The Singapore office is also the regional centre for key corporate functions from purchasing to treasury centre and financial services. It is also home to BMW Group DesignworksUSA and the regional office for Rolls-Royce Motor Cars.

BMW Group presents three brands – BMW, MINI and Rolls-Royce Motor Cars.

For more information: [www.bmwasia.com](http://www.bmwasia.com)

Issued by:

BMW Asia Pte Ltd  
Corporate Affairs Department

Erin Atan  
Tel: +65 6838 9630; Fax: +65 6838 9611  
Email: [erin.atan@bmwasia.com](mailto:erin.atan@bmwasia.com)

Daniel Chan  
Tel: +65 6838 9639; Fax: +65 6838 9611  
Email: [daniel.chan@bmwasia.com](mailto:daniel.chan@bmwasia.com)

Media Website: [www.press.bmwgroup.com](http://www.press.bmwgroup.com)