



Media Information  
November 18<sup>th</sup>, 2009

## **BMW 7 Series sweeps second consecutive award as best premium limousine in Indonesia**

- **BMW honored by Autobild Indonesia Award 2009; Best Big Luxury Sedan for BMW 750Li, Best Sports Car, Best Acceleration, and Best Handling for BMW M3.**

**Jakarta.** In the space of only two weeks, the new BMW 750Li has garnered two prestigious awards, notably as the Best Big Luxury Sedan in the Autobild Indonesia Award 2009, and Best Exclusive Luxury Sedan in mobilmotor Car of the Year 2009.

The new BMW M3 also is Autobild Indonesia Award 2009's top pick in the Best Sports Car, Best Acceleration, and Best Handling categories. The awards were presented today to Ramesh Divyanathan, President Director of BMW Indonesia.

"It's clear that 2009 is the year of the 7 Series. This luxury performance car has not only won the hearts of our clientele, but also numerous global awards from Europe to Asia, including Indonesia," said Mr. Divyanathan. "I would like to take this opportunity to thank our valued customers for their support, and congratulate them on making the right choice of vehicle."

The award for Best Exclusive Luxury Sedan from mobilmotor Car of the Year 2009 was presented on 3 November 2009.

The new BMW 7 Series led the growth of BMW sales in Indonesia this year, with 43 units sold up to October 2009, including 38 units of the BMW 750Li and 740Li. These sales results position the model as the best-selling luxury limousine priced above 2 billion rupiah in Indonesia. The BMW 730Li, launched recently, is another attractive option for corporate and business leaders who opt for limousine below the 2 billion rupiah price range.

Due to its outstanding attributes, the BMW 7 Series is the choice of corporate and government leaders. Recently, the limousines were used to transport the head of

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states attending the APEC Economic Leaders Meeting in Singapore last week. The Saudi Arabia's Foreign Ministry has also purchased 132 units of the BMW 7 Series for use at its embassies around the world.

"The BMW M3 is another success story for BMW in Indonesia. From the launch of this high performance sports car in early 2009, it has gained overwhelming praise from customers and the media," said Mr. Divyanathan.

The BMW M3 is equipped with an all new V8 power unit displacing 4.0 litres and developing maximum output of 420 hp plus peak torque of 400 Nm at 3,900 rpm, maximum engine speed 8,400 rpm, optimum power and torque throughout the entire engine speed range. It needs only 4.8 seconds to reach 100 km/hour.

All BMW models are equipped with BMW EfficientDynamics technology that reduces fuel consumption and emissions, while simultaneously enhancing the superior performance and driving pleasure typical of BMW cars. The environmentally-friendly technology counters assumptions that big engines automatically consume more fuel and produce higher carbon emissions.

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### **The BMW Group**

The BMW Group is one of the most successful manufacturers of automobiles and motorcycles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 24 production facilities in 13 countries and has a global sales network in more than 140 countries.

The BMW Group achieved a global sales volume of more than 1.43 million automobiles and over 101,000 motorcycles for the 2008 financial year. Revenues for 2008 totalled EUR 53.2 billion, with earnings before interest and taxes (EBIT) of EUR 921 million. The company employed a global workforce of approximately 98,000 associates on 30 September 2009.

The success of the BMW Group has always been built on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy. As a result of its efforts, the BMW Group has been ranked industry leader in the Dow Jones Sustainability Indexes for the last five years.

### **BMW in Indonesia**

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PT. BMW Indonesia is a wholly-owned subsidiary of Bayerische Motoren Werke (BMW) AG, the world

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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](http://www.bmw.co.id).

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